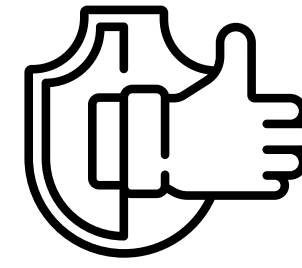
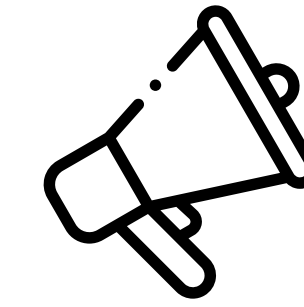


# WHAT CAN PUBLIC BODIES DO TO COMMUNICATE ACCURATE INFORMATION AND PREVENT DISINFORMATION?



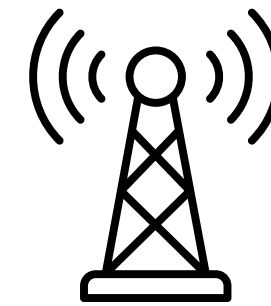
Understand favoured channels, trusted sources, levels of literacy and media literacy, preferred languages and formats.

---



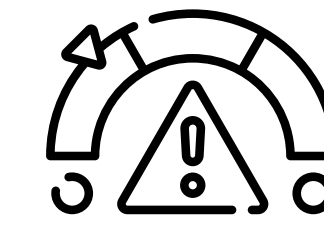
Share information and direct the public to official sources

---



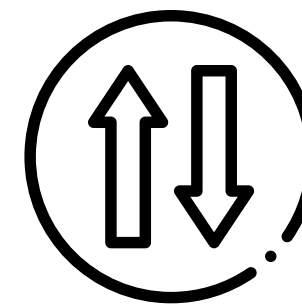
Provide clear, simple and consistent messaging through multiple trusted and familiar channels.

---



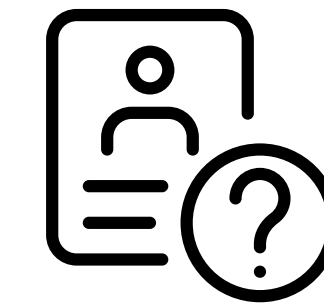
Identify and directly address false information and rapidly debunk 'myths'. Flag, but do not remove misinformation.

---



Engage in 2 way communication and respond to public concerns.

---

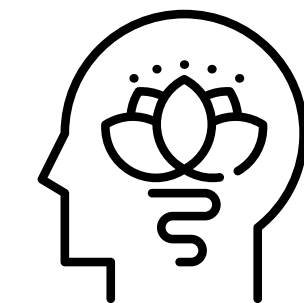


Acknowledge unknowns and convey new information as soon as it emerges.

---



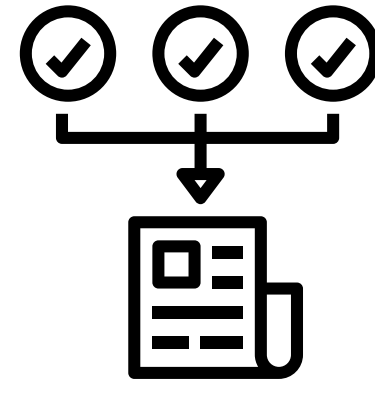
Magnify the voice of experts and enlist trusted brands and 'influencers'.



Consider how social media can be used to protect and promote mental health.

## COVID-19: ONLINE INFORMATION

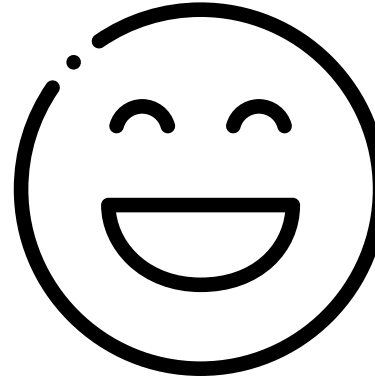
# WHAT TYPES OF INFORMATION ARE BEING CIRCULATED ON SOCIAL MEDIA?



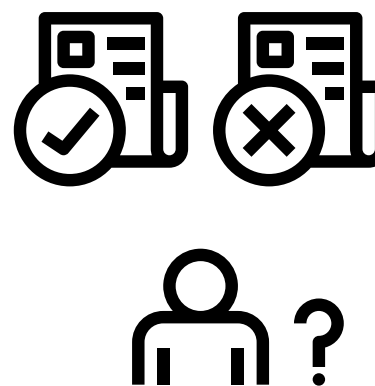
Factual information from official and professional institutions, national governments and online news sites. Individuals may repackage these in more digestible formats.



Incomplete or biased information, including out of date or out of context information that can cause confusion, stress and rumours.



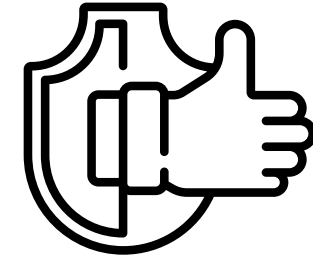
Humorous content that may not convey accurate information but are not intended to be considered truthful. They may bond communities and try to ease the gravity of the situation.



Misinformation is incorrect information shared in the belief that it is correct; disinformation is incorrect information shared intentionally. Both can undermine public health recommendations and perpetuate conflict and discrimination.

## COVID-19: ONLINE INFORMATION

# WHEN CAN INFORMATION AND MISINFORMATION GO VIRAL?



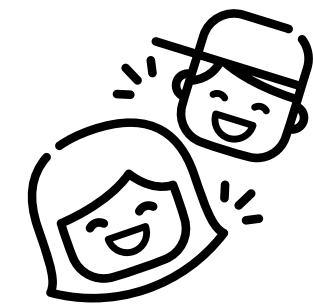
Messages from trusted sources or channels, ranging from friends and family, to trusted news sources or authorities and 'influencers', are more likely to be shared.

---



The political, social and historical context and pre-held beliefs shape whether and how information is spread and rumours gain traction.

---



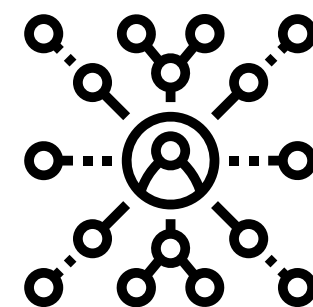
Simple, easily digestible messages and humorous messages, often in multimedia format (video or audio), are more likely to be shared.

---



Content that elicits strong emotional reactions, such as disgust, fear, anger or surprise are more likely to be believed and shared.

---



Lack of information can provide space for misinformation to proliferate. Conversely, the more times a message is shared, the more likely people are to believe it.

## COVID-19: ONLINE INFORMATION

# WHO ARE THE KEY PLAYERS AND SOCIAL MEDIA PLATFORMS?

SPREADERS OF FACTUAL INFORMATION

SPREADERS OF MISINFORMATION

SPREADERS OF DISINFORMATION

**SSHAP** | Social Science in  
Humanitarian Action Platform

[www.socialscienceinaction.org](http://www.socialscienceinaction.org)



@SSHAP\_Action

#SSHAP

## FACEBOOK

Largest social media market share globally

Used for community organisation, for 'good' and 'bad' ends

Searches for Covid-19 are directed to WHO website

Limited number of shares to 5 chat groups

Marks posts with inaccurate info as 'false'. Anyone trying to share the post receives a warning and is directed to a fact check page

Misinformation can take time to be identified and dealt with

## WHATSAPP

One of the most frequently downloaded apps throughout Europe, Asia and Africa

More popular than Facebook or Twitter for sharing news in Africa

Groups can contain up to 256 users

Audio files, video, text, images and links to external sites can be shared

Encrypted format makes it difficult to monitor information flows

Limited and banned accounts sending bulk/automated messages