

Tackling Misinformation Online

Social**AF.**



Introducing Our Speaker



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Introducing SocialAF.



In Today's Session

Tackling Misinformation Online

Advice for Moderators

What is misinformation?

**How to moderate
misinformation**

What is Misinformation?



Definitions



Misinformation

Disinformation

Malinformation

Definitions



Misinformation

False information but the person disseminating it believes it is true

Disinformation

Information which is known to be false, and being purposefully spread.

Malinformation

Information that is based on reality but is used to inflict harm on a person or organisation.

Examples

Misinformation

False information but the person disseminating it believes it is true

“People choose to be homeless”
“Your CEO is on £500,000”

Disinformation

Information which is known to be false, and being purposefully spread.

“This charity colludes with traffickers”
“This charity knows the cure and is keeping it secret”

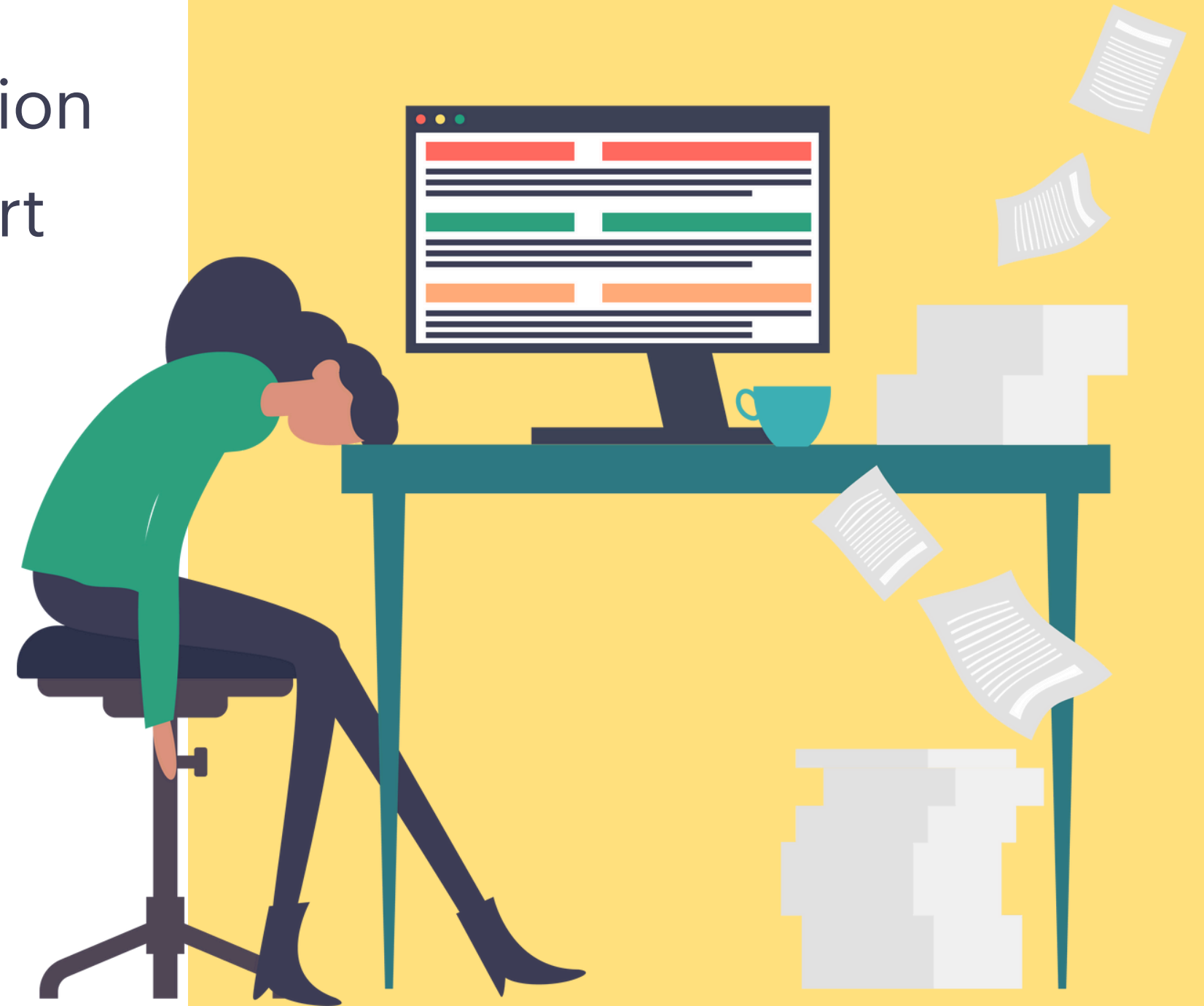
Malinformation

Information that is based on reality but is used to inflict harm on a person or organisation.

“Your previous charity leader is a criminal”
“You invest in animal research and cause them harm”

Possible impact

- It can spread false information
- Can amplify belief in incorrect information
- Can lead to distrust/reduction in support
- Cause arguments/debates
- Detract from content
- Cause direct harm to supporters
- Legal implications
- Psychological impact on staff



How to moderate misinformation



Foundations

- Clear, accessible community guidelines
- Agree framework of what you'll respond to & list of priorities
- Define your tone/moderation personality
- Accurate FAQs/knowledge base
- Set-up filters for keywords and phrases
- Utilise moderation platforms/tools
- Agree escalation processes
- Agree crisis policy
- Establish handover process



Moderation Checklist

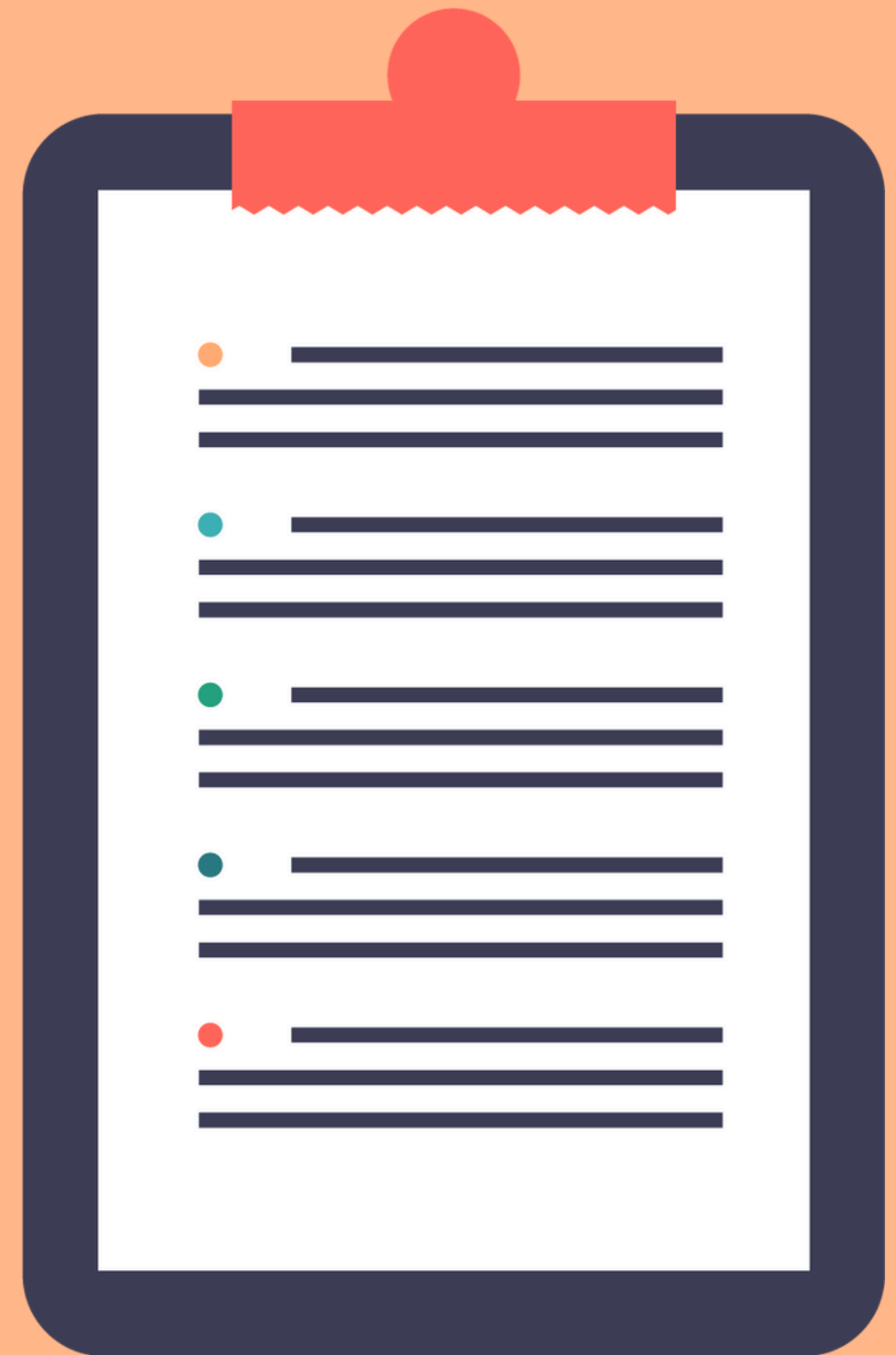
This is a great tool to help you identify how prepared your organisation is to effectively moderate your social media accounts.

- ☐ Tone of voice
- ☐ Moderation guidelines - including support options
- ☐ House rules for social media pages
- ☐ Knowledge base
- ☐ Signposting structure
- ☐ Escalations policy
- ☐ Crisis policy - including staff wellbeing
- ☐ Reporting document



Considerations

- Resource - capacity
- Cause type
- Audience - your replies can be read by more than just the individual
- What are your charity values?
- Organisational buy-in
- Resource - training needs



Moderation personality



Challengers

Proactively tackles and challenges misinformation in a direct and assertive manner



Educators

Lead with knowledge and clarity, responds in a polite and informative manner



Pacifiers

De-escalate tense or hostile comment threads, often by hiding the offenders

Examples - Challenger

“Isn’t there already a cure for cancer?”



1

Not that we know of, James, which is why we’re still investing in cures. If you’ve found one do let us know where you’ve left it.

2

No, James, there isn’t - and asking this can be quite harmful. Many people reading this are living with cancer, undergoing treatment, or supporting loved ones through it. Let’s be mindful of that.

The facts are cancer isn’t just one disease, and while research has led to incredible progress, there’s still no universal cure. Diagnosis rates have risen by X, and thanks to major investments, survival rates have improved. Researchers across the world are working tirelessly to improve treatments, and if we’re ever going to find a universal cure, we all need to work together toward the same goal. If you’d like to learn more please visit <link>

Examples - Educator


“Isn’t there already a cure for cancer?”



While breakthroughs have brought us closer in some cases, cancer isn't just one disease - it's hundreds, each with its own challenges. Diagnosis rates have risen by X, and while survival rates have improved thanks to major research investments, there's still work to do. Finding a cure is complex, and misinformation doesn't help. For a clearer picture of where we stand, we encourage you to explore trusted sources. A great place to start is **link** on our website.

Examples - Pacifier

“Isn’t there already a cure for cancer?”

 This message has been hidden on Facebook.

[unhide](#)



Top Tips:

- Don't panic. The few loudest voices rarely share the opinion of many
- The hide button is your friend - you can even reply and then hide
- Plan ahead and pre-empt questions. For anything that catches you out - record it so you're ready for next time
- Triage cases based on severity, allowing quick dismissals for low-risk issues.
- Work in shifts - take a little and often approach
- Implement a strike system.



Key Takeaways

- Your community, you decide
- Preparation is key
- Don't panic



**Think
BETTER**

Today's Session

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Any Questions?



Experts in Social Media Moderation

Thank you! Follow us on LinkedIn and sign up to our newsletter - The Social Scoop, to stay in touch and up-to-date with all things social media moderation

