

9 Ways to Counter Disinformation in Your Community

- 1) *Make it a habit to carefully examine article headlines.* Is the headline shocking or sensational? Chances are that it may not be true or might not mean what you first thought it did.
- 2) *Check the number of likes and comments on a post.* Is it consistent with the number of followers of the account? Are there consistent spelling mistakes in the comments or a disproportionate number of comments relative to the number of likes? If so, these might be signs of bots, click farms or other purchased activity.
- 3) *Take a closer look at the account that posted the content.* Does it have a profile picture? What sort of content has this account posted and shared in the past and how frequently do they post? What type of accounts does this user interact with? Do those seem reputable?
- 4) *Ask yourself: Is this account posing as someone else?* Government officials and large news publications will almost always have verified accounts on social media platforms. The verification symbol can act as a guiding compass for users to determine which accounts are authentic and which are not.
- 5) *Stop.* Don't interact with content you believe to be misinformation.
- 6) *Report suspicious content.* Report imposter content to the social media platform. This can reduce the visibility of the content to other users.
- 7) *Promote accurate sources.* Accurate content from verified accounts or backed by clear citations can and should be promoted on your social media platforms.
- 8) *Ask for sources when information is shared with you.* Consistently scrutinize content that arises during in-person conversations.
- 9) *Educate your friends, family and community.* Refer to this infographic because community-wide media literacy is imperative to disarm disinformation.