

# COMMUNICATING THROUGH DISINFORMATION

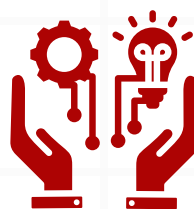
STRATEGIC APPROACHES TO BUILDING RESILIENCE  
FOR SOCIAL MEDIA AND EXTERNAL ENGAGEMENT



The most important step is **understanding disinformation** and **accepting** that dealing with it is the new normal for communications roles. This can be hard, but it can also be empowering to affirm why your work is important.

*"The amount of energy needed to refute bulls\*\*t is an order of magnitude bigger than that needed to produce it."*

- Brandolini's law



**SYSTEMS AND  
PROCESSES**



**ACTION AND  
VALUES**

Critical areas of planning can be roughly grouped as internal/proactive and external/reactive.

## INTERNAL

### WELLBEING



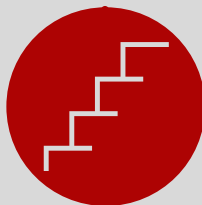
- HR policy and process
- Support and resourcing
- Clarity on responsibility

### PROACTIVE PREVENTION



- Risk mapping
- Moderation tools
- Terms and standards
- Capturing, measuring and reporting

### RESPONSE



- Triaging
- Rosters
- Traffic lighting and escalation
- Clarity on permissions space

Doing what you do best  
Speaking clearly  
**Holding fast**  
Anchoring in your values

## EXTERNAL



### Values

What and who do you stand for?  
What are your lines in the sand?



### Purpose

Why are you posting this?  
What are your realistic measures of success for engagement?



### Your lane

Who is your audience?  
Who is not?  
What do you do best and why is it important?



### Messaging

What proactive and reactive messages can you prepare in advance?