

**Together Against
Misinformation**



**Ensemble contre la
désinformation**

November 12-17 novembre

Together Against Misinformation | Social Media

Instructions

Dear Science Champion,

Thank you so much for your continued support and participation in the Together Against Misinformation campaign. Your engagement helps amplify the importance of addressing misinformation, and we couldn't do it without you!

Below is a collection of social media assets and corresponding captions that we would love for you to share across your networks. These posts highlight some of the best practices for minimizing the spread of misinformation as well as our series on understanding misinformers tactics - perfect for sharing with your audience.

Instructions for posting:

- Please post the asset with its corresponding caption to ensure consistency. [Here is the drive where all assets can be downloaded.](#)
- Don't forget to tag the @ScienceUpFirst social media accounts where applicable.
- Reminder, Together Against Misinformation week is November 12 - 17, 2024
- Use the hashtag **#TogetherAgainstMisinformation** to join the conversation and increase visibility.

Platforms:

- [Instagram](#)
- [Facebook](#)
- [Threads](#)
- [X](#)
- [TikTok](#)

If you're looking for something specific and don't see it here, feel free to reach out to us at campaigns@scienceupfirst.com, and we'll be happy to assist you.

[Click here for a French version of this kit](#)

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Shareable Content

Asset Name: Everyone is Vulnerable to Misinformation EN

Caption: When you picture someone who falls for fake news, who do you see?

It turns out that people of ALL ages around the world are vulnerable to misinformation. While adults 65+ are more likely to share misinformation on Facebook, teenagers are spreading conspiracy theories on TikTok. Everyone (even you!) can be duped by false information online.

The good news is that you can protect yourself against misinformation! By learning to identify different types of misinformation and how to address it, you can be more prepared next time you come across an inaccurate claim. Check out TogetherAgainstMisinformation.com to learn more!

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Asset Name: You Don't Need To Be An Expert to Spot Misinformation

Caption: When face-to-face with a suspicious claim there are a few questions to ask yourself:

- Does the person making the claim have the relevant expertise?
- Does the claim come from a reputable source or peer-reviewed journal?
- Does the claim correspond to what its source suggests?
- Does the author use manipulation techniques like emotional language, all or nothing thinking, blaming a single individual or group for a complicated problem, and attacking a person rather than an argument?



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-Simply asking ourselves “is this accurate” makes us less vulnerable to misinformation and less likely to pass it on.

Check out TogetherAgainstMisinformation.com to learn more!

Sources: <https://tinyurl.com/SUFSpotMisinfo>

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Asset Name: 4 Tips For Tough Conversations

Caption: Simple tips for having difficult conversations with your friends and family about health misinformation.

Listen.

Ask them kindly what their actual concerns are – you most likely both want what is best for your loved ones.

Pick the right time and place.

Ask yourself, “Is this a good time, or could things could spiral quickly?” Heated moments, or large group chats might not be the most productive time to address sensitive topics.

Facts matter, but they're not the whole story.

Don't forget, this is someone that you care about and they care about you too. Lead with that.

Be honest.

Tell them any concerns you may have had and the reasons why you've made those health choices, including the credible sources that helped you get there!

Speaking up on health misinformation with your loved one can be very hard. Visit TogetherAgainstMisinformation.com for more tips on how to minimize the spread of misinformation.



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Asset Name: False Balance Bias EN. Asset Needs to Be Created

Caption: False balance, false equivalency, or bothsidesism is a bias where two opposing facts/ideas are given the same amount of interest or presented as equally valid, even when the evidence for one side is stronger. This is misleading and certainly doesn't allow for truly informed decision-making and can lead people to:

- Doubt the scientific consensus.
- Have difficulty distinguishing truth from falsehood.
- Believe the problem is less serious than it actually is.
- Lean toward the option that feels most reassuring.

When both viewpoints are presented, there should be an emphasis on the expert consensus to help correct misperceptions.

Looking for more tips to minimize the spread of misinformation? Visit [TogetherAgainstMisinformation.com](https://togetheragainstmisinformation.com)

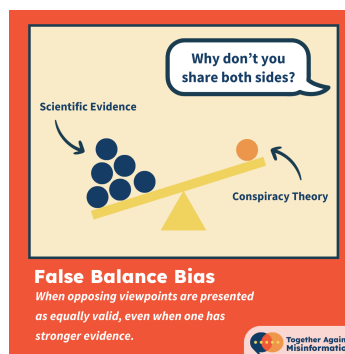
Sources: <https://tinyurl.com/SUFFalseBalance>

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Asset Name: Take Only Screenshots EN

Caption: Saw something online that you think is misinformation? Instead of sharing the link, take a screenshot and share that with a link to the correct information/ fact check.

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Misinformers Tactics

Those who spread false information often use various tactics to make their claims seem convincing. By becoming familiar with these strategies, we can better navigate the information we encounter.

Thanks to Jordan Collver for collaborating with us on this series. Jordan is an illustrator and science communicator specializing in using the visual and narrative power of comics to explore themes of science, nature, and belief. Check out his work [on his website](#) and [X](#).

Asset Name: Ad Hominem EN

Caption: Attacking someone's character does not invalidate their arguments.

An Ad Hominem attack is used to discredit the person to invalidate their argument, rather than discrediting the argument itself.

The personal nature of an Ad Hominem attack gains power by causing us to feel a negative emotion, shame, for our own beliefs, despite the attack not being related to the subject at hand. Keep this in mind the next time you feel you're being attacked for something irrelevant to your conversation.

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Asset Name: Appeal to Nature EN

Caption: Is “natural” always better? 🍎

A lot of us have a bias toward things that appear “natural”, “organic”, or “pure”. Many are willing to pay more money for foods and medicine referred to as natural.

This is the cognitive bias known as Appeal to Nature.

But natural does not always mean better or safer. Apple seeds, for example, contain a substance that releases cyanide into the bloodstream. Note: don’t stress, apple seeds in small amounts do not contain enough cyanide to cause harm.

Where do you see this bias come into play? Let us know in the comments.

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Asset Name: Astroturfing EN

Caption: Astroturfing is a practice where a message appears to have lots of grassroots support, BUT that support is actually being orchestrated by one organization or individual. The name comes from the brand of synthetic ground cover made to look like grass: AstroTurf. It looks real and natural, but it’s actually fake and artificial.

Astroturfers can use this tactic on social media, masking their identity and operating via many accounts and personas. This process can also be automated via bots.

Remember, not everything you read online is trustworthy. Make sure you’re getting your news from reliable sources.

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Asset Name: Causal Fallacy EN

Caption: Correlation does not equal causation!

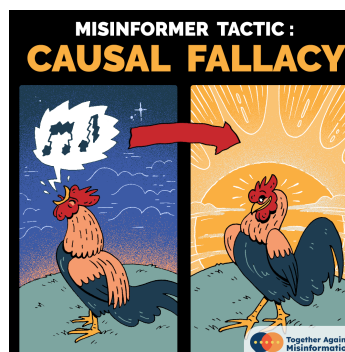
The causal fallacy is a tactic that can trip up the best of us! Why? Our brains like to take shortcuts wherever possible. So when we see...

A followed by B.

Our brains want to jump to: A caused B.

While causation and correlation can exist at the same time, the two events are often unrelated. Even if the rooster does not crow, the sun will still come up! 🐔☀️

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Asset Name: Doubt Mongering EN

Caption: Doubt mongers don't try to convince you about their agenda, instead, they create doubt on what's proven scientifically to delay action.

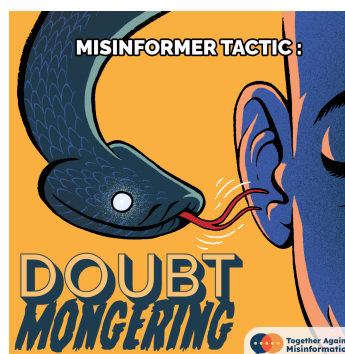
A doubt monger will often:

- Cherry-pick their data
- Claim solutions are more dangerous or too costly
- Create an illusion of a scientific disagreement
- Deflect the issue with irrelevant information
- Attack the science or the scientist's credibility

Do you want to learn more about doubt mongering and other misinformer tactics?

Visit TogetherAgainstMisinformation.com

Sources: tinyurl.com/SUFDoubtMongering



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Asset Name: False Dichotomy EN

Caption: People who spread misinformation will often present only two choices. In reality, there are many shades of grey. Forcing people to pick from only two when there are many alternatives is the logical fallacy of false dichotomies.

They are often used to shut down, polarize and oversimplify debates. The next time you are presented with only two choices, ask yourself if you are getting the full picture.

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Asset Name: Firehose EN

Caption: Firehosing aims to confuse and overwhelm the audience with continuous, rapid, and repetitive messaging of falsehoods or half-truths.

The best way to counter-attack firehosing is to be aware of the tactic, keep reporting false content to disrupt the disinformation's flow, and share evidence-based information instead of getting into comment wars refuting misinformation. Sources: tinyurl.com/SUFInfoOverload

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Asset Name: Impersonation EN

You know what they say... beware of wolves in sheep's clothing... or lions in zebra stripes. 🦁

A common tactic used by misinformers and scam artists is to appear legit by putting on the trappings of real information sources. 🔍

It's a versatile and effective tactic. Here are some things to watch out for:

- When an account uses misleading, emotive names and hashtags that include phrases like "truth" and "freedom"
- Overusing scientific jargon incorrectly to appear well-informed.
- Hijacking existing hashtags
- Using similar URLs or account names that could be easily mistyped.

Want to learn more? Visit

TogetherAgainstMisinformation.com

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Asset Name: Red Herring EN

Caption

LOOK OVER THERE 👁️👉

A red herring is a misdirection used by mystery writers and misinformers alike. This logical fallacy uses parallel arguments that sound relevant, but are meant to lead you off the trail .

Think you're being misdirected? Ask yourself if the information provided is relevant. Check out TogetherAgainstMisinformation.com to learn more



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Asset Name: Slippery Slope EN

Caption

With the slippery slope tactic, misinformers exploit catastrophic thinking by tapping into our fear and anxiety. They exaggerate the consequences of minor events, using strong emotions to make you believe they will inevitably lead to a catastrophic outcome. This tactic shifts attention away from the real issue toward a hypothetical and unfounded one, ignoring the low probability of such a chain reaction.

Looking for more tips on how to recognize misinformer tactics and minimize the spread of misinformation? Visit TogetherAgainstMisinformation.com

Source: tinyurl.com/SUFSlippySlope

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Asset Name: Cherry Picking EN

Caption: Cherry-picking happens when people intentionally or unintentionally select evidence that fits their narrative while ignoring all the data that might contradict it. By only presenting the few examples or studies that best align with their view, misinformers can make it seem like their idea actually aligns with the scientific consensus. Others will deny or discredit all work that goes against their belief, but accept the same scientific process when the findings align with their ideology.



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We're all a little biased, it's human nature! To avoid unintentional cherry-picking, be mindful of your own bias, take time to form an opinion, and ask yourself if any other evidence might be available. Visit [TogetherAgainstMisinformation.com](https://www.togetheragainstmisinformation.com) for more tips and tricks

Sources: <https://tinyurl.com/SUFCherryPicking>

Asset Name: Stirring up Emotions EN

Caption: Misinformation on the internet and social media often plays on your emotions to go viral. Research shows that anger in particular is a common factor in spreading and believing misinformation.

Strong negative emotions diminish our ability to analyze scientific information. Our brains tend to simplify problems and solutions when we're upset. Being aware of this misinformation tactic will help you avoid being fooled

Learn more at [TogetherAgainstMisinformation.com](https://www.togetheragainstmisinformation.com)

Sources: <https://tinyurl.com/SUFBigEmotions>

