



Fake News and emergency responses

Kate Rawlins
Helpful Digital

@kate_rawlins_

- Specialist in crisis preparedness for digital communications professionals across a range of industries, including:
 - **Security: counter-terrorism & major incidents**
 - **Oil and gas**
 - **Beauty and consumable product manufacturing**
 - **Travel**
 - **Banking and finance**
- Worked on the crisis communication responses for:
 - **Grenfell fire (United Kingdom)**
 - **Panama TR4 disease (Australia)**



10 types of 'fake news'

1. Fake News

The deliberate publishing of untrue information and disguising it as legitimate.



2. Manipulation

The deliberate altering of content to change the meaning.



3. Deepfake

The use of digital technology to replicate the live facial movements and voice of another person in a video.



You Won't Believe What Obama Says In This Video! 😲

5,394,854 views

👍 73K 💬 12K ➦ SHARE 📌 SAVE ...

Source: Youtube

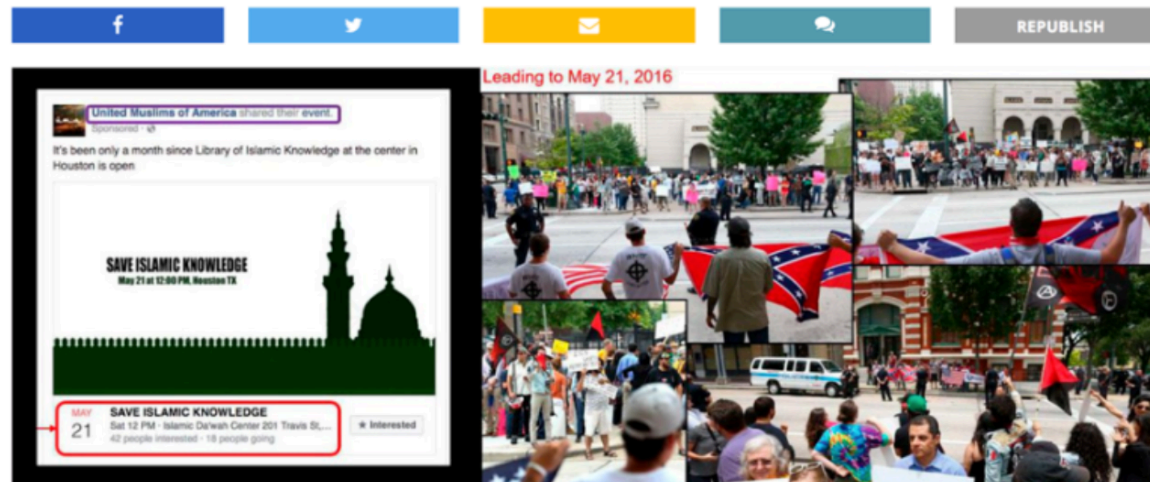
4. Sock puppets

The creation of multiple social media personalities of opposing views.

A Russian Facebook page organized a protest in Texas. A different Russian page launched the counterprotest.

Newly released Facebook ads revealed Wednesday show that two Russian-linked Facebook groups organized opposing protests last year at the same time outside an Islamic center in Houston.

BY **CLAIRE ALLBRIGHT** NOV. 1, 2017 4 PM



5. Rumour

Information shared without verification.



Olly Murs ✓

@ollyofficial

Follow



F [redacted] everyone get out of @Selfridges now
gun shots!! I'm inside

9:00 am - 24 Nov 2017

586 Retweets 519 Likes



325



586



519

6. Misinformation

Typically, a combination of accurate and incorrect content. Think: misleading headlines, using inaccurate sources.

White House-credentialed media outlet falsely accuses 'far left loon' of Las Vegas shooting

The pro-Trump Gateway Pundit appears to have picked up the theory from 4chan.

Oldham Hospital

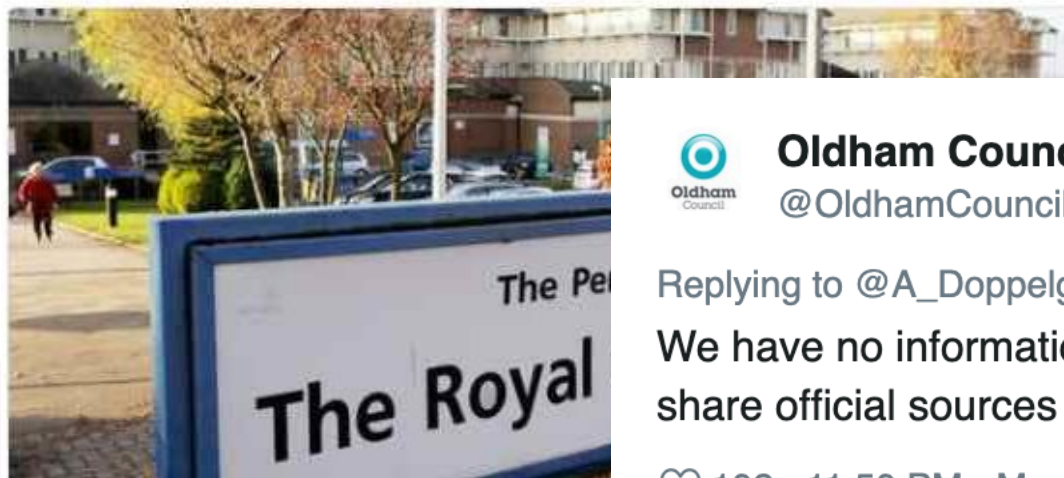


Daily Express ✓

@Daily_Express

 Follow

BREAKING: 'Gunman' outside Oldham hospital just moments after Manchester concert 'blast' [#Manchester](https://bit.ly/2rKou3q) bit.ly/2rKou3q



Oldham Council ✓

@OldhamCouncil

Replying to @A_Doppelganger

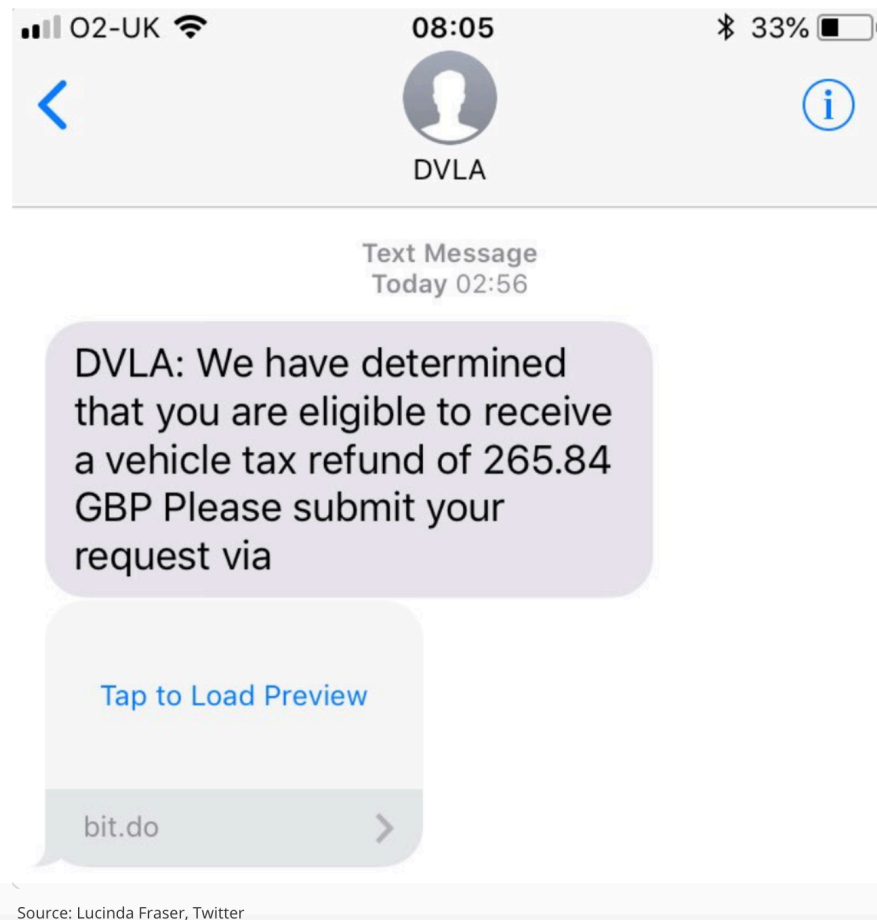
We have no information to this effect at all. Please only trust or share official sources of information.

♥ 102 11:50 PM - May 22, 2017



7. Phishing

Schemes aimed at unlawfully obtaining personal information from online users



8. Clickbait

Sensationalised headlines aimed at attracting attention for readership.

PROMOTED STORIES



This Is How Electric Cars Work - It Will Blow Your Mind!

DRIVINGELECTRIC



Avoid NHS Queues with Private Medical Insurance from £14.64 P...

HEALTH WINDOW - PMI



Change Is Coming To UK Cremation And Funeral Pricing

FUNERAL PLAN QUOTES

9. Satire & Parody

Content created for comic and entertainment purposes.

Local News
80% Of Phone Call With Country
Parents Spent Asking Each Other If You
Can Hear Them



Source: Betoota Advocate

10. Bot

Profiles online that are not operated by humans, nor represent real users.



4:19 PM - 22 Mar 2017

In an emergency...

- Misinformation is inevitable
- Not all content is intended to be malicious
- Risk needs to inform what we prioritise as important
- **Understanding the type of content allows for an appropriate response**



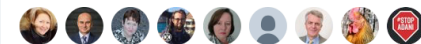
Extinction Rebellion
@ExtinctionR

Following

Extinction Rebellion is not involved with the drones at Gatwick Airport. We've heard there are rumours circulating. We remind people that our actions are always 'above the ground' meaning we stand by our actions, are accountable and take the consequences #ExtinctionRebellion

11:53 am - 20 Dec 2018

509 Retweets 1,147 Likes



27

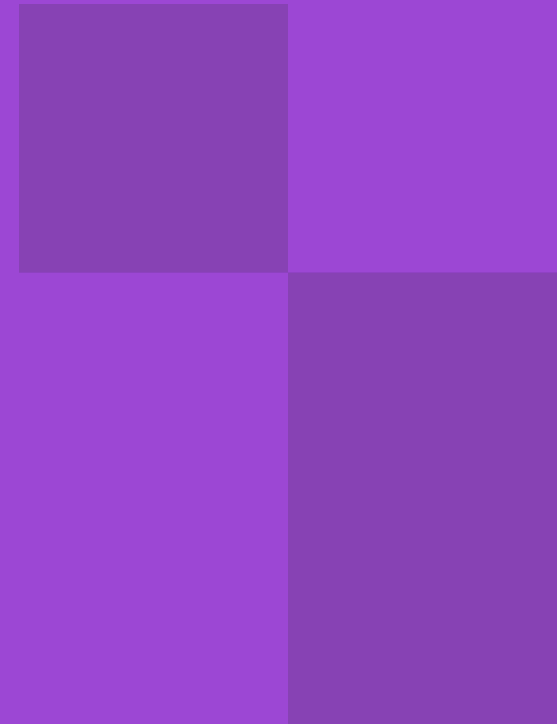
509

1.1K





What is the underlying
intent?



Intent to:

- Warn and inform ?
- Demand a course of action?
- Deliberately deceive?

The highest risk lies with content that is malicious and aims to purposely misinform audiences.

The story behind the fake Manchester attack victims

After the bombing, several posts of fake victims went viral. We look at the disturbing trend that keeps fooling social media

THIS MY LITTLE BROTHER FRANK WE WENT TO THE CONCERT TONIGHT IN [#Manchester](#) & NOW WE CANT FIND HIM PLS



▲ A tweet that used a photo of a child clothing model but claimed it was the user's brother who went missing after the Manchester attack (image pixelated by the Guardian). Photograph: Karen Bowersox



What is our underlying response
objective?

Two overlapping purple squares of different shades are located in the bottom right corner of the slide, serving as a decorative element.

Focus: response objectives

- Fact should always set the agenda
 - Don't be dragged into misinformed conversations.
- Trust and authority is power in uncertain times
 - Speed is important, but accuracy is just as crucial
- Prepare for adapting to an evolving situation
 - Adapt to change, but don't lose sight of objectives

While we want to thank everyone who has shared efforts to reunite people with their loved ones **we DO NOT believe there are any unaccompanied children in any of the hotels in Manchester as a result of the explosion last night.**

Anyone who has concerns for a loved one should call the National Casualty Bureau on 0800 096 0095.

**Responding well to
misinformation starts
today...**



We're in the age of the
The Golden Minute

Today...

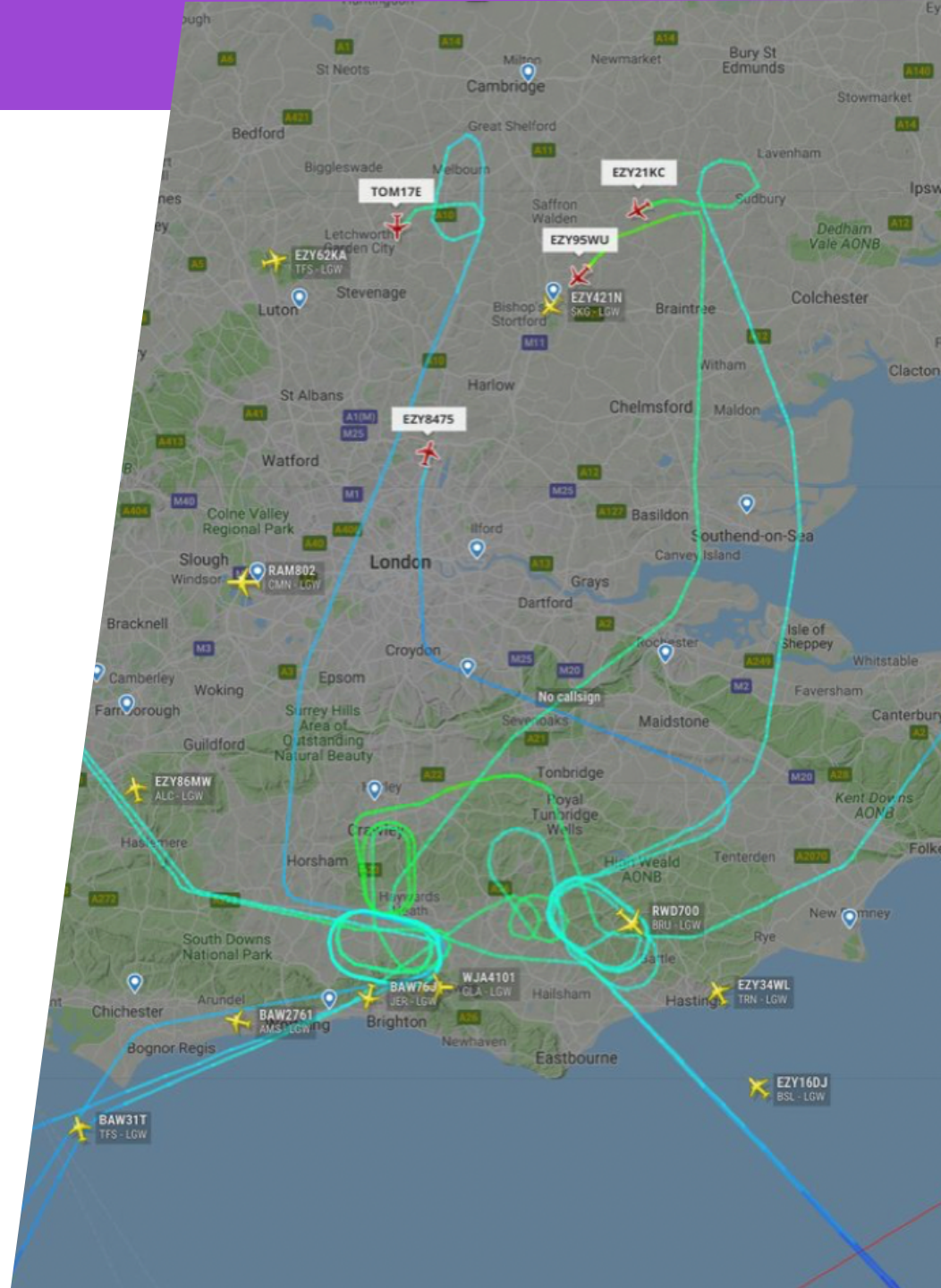
- Social media platforms timestamp posts in seconds
- Context is often missing, adding to miscommunication and confusion
- Push notifications and alerts are instantaneous



Step 1: Monitoring

Places to monitor:

- Traditional social media channels: Facebook, Twitter, LinkedIn, Instagram
- Forums
- Tracking radar sites
- Press clippings (and comments!)



Step 1: Monitoring

Set up a dashboard to monitor:

- Mentions of your account
- Related hashtags that begin trending
- Mentions of the location/s impacted
- Trusted voices:
 - Key staff members
 - Related stakeholders
 - Present and future impacted parties

The screenshot displays a Twitter interface with a dark-themed sidebar on the left. The sidebar includes a 'Tweet' button at the top, a search bar, and navigation links for Home, Notifications, Activity, and Messages. Below these are options to 'Add column', 'Collapse', 'Accounts', 'Settings', and a profile card for 'Kate Rawlins'. At the bottom of the sidebar is the 'TweetDeck' logo.

The main content area is divided into two panels. The 'Home' panel shows a tweet from 'Evening Standard' (@standard...) with a comment about Tory foreign property tax, and a retweet from 'Mona Adam' of a tweet from 'THINK' (@ThisIsNorthKen) about a campaign for the 2019 UK General Election. The 'Notifications' panel shows a retweet from 'Rina Singh, (Bhakta) MBCI' (@Rina...) of a tweet from 'Kate Rawlins' (@kate_rawlins_) thanking her for hosting as a guest on the #resiliencepod. The notification also includes links to watch the full episode and listen to all episodes on Spotify.

Step 2: Verification

A – assume nothing

B – believe no one

C – challenge everything

Step 2: Verification

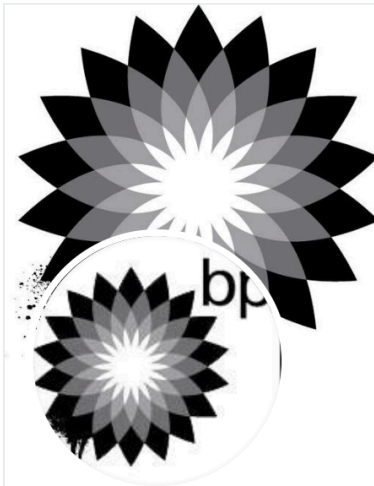
Details listed in the biographies of profiles

We regretfully admit that something
has happened off of the Gulf Coast.
More to come.

1:07 PM May 19th via web



BPGlobalPR
BP Public Relations



bp cares

...

Follow

BP Public Relations

@BPGlobalPR

This page exists to get BP's message and mission statement out into the
twitterverse!

📍 Houston, TX 🔗 twitter.com/takeitfromusPR 📅 Joined August 2010

Step 2: Verification

Authenticity of images and videos

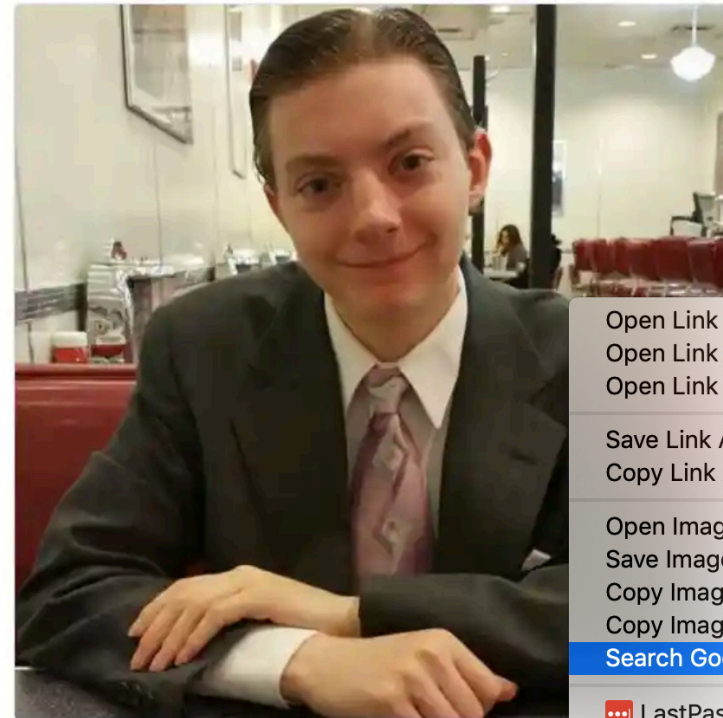


Follow

My son was in the Manchester Arena today

He's not picking up my call!

Please help me



Open Link in New Tab
Open Link in New Window
Open Link in Incognito Window

Save Link As...
Copy Link Address

Open Image in New Tab
Save Image As...
Copy Image
Copy Image Address

Search Google for Image

LastPass

Inspect

RETWEETS
20,545

LIKES
10,134

**Rumors are based off
speculation;
speculation is fed by
an absence of fact.**

Step 3: Respond

- It's okay not to know it all
- Deleting is not an option
- Communicate only known information



McDonald's 
@McDonaldsCorp

[@realDonaldTrump](#) You are actually a disgusting excuse of a President and we would love to have [@BarackObama](#) back, also you have tiny hands.

9:16am · 16 Mar 2017 · Twitter Web Client

Step 3: Respond

- Close the gap by employing cadence – and stick by promises
- Be heard in the places where conversations are happening
- Be consistent, everywhere.



Gatwick Airport LGW ✓

@Gatwick_Airport



Gatwick is investigating reports of a drone sighting. As a precaution we have suspended airfield operations. More to follow.

5:47 PM · Dec 21, 2018 · [Hootsuite Inc.](#)

Final pieces of advice...

Remember...

- Don't be scared: digital provides just as much opportunity as risk!
- Ask: What is the intent?
- Prioritise content based on risk
- Keep true to the response objectives: facts, authority & trust
- Practice your response capabilities

Thank you.

Free helpful resources:

www.helpfuldigital.com/idr

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