



Combating Disinformation and Online Hate

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The Leadership
Conference
Education Fund

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Definitions

Hate: All forms of hate (anti-Black racism, anti-Asian hate, anti-Arab bigotry, antisemitism, anti-LGBTQ+ hate, anti-immigrant hate and more) **undermine justice and equality for all of us**. It is important to name specific forms of hate while also highlighting this guiding principle. It is also important to acknowledge the intersectional nature of communities.

Hate Incident: A hate incident is an act that the victim perceives to be motivated by bias. **Hate incidents may or may not rise to the level of a crime.**

Hate Crime: A hate crime is a **crime against a person or property** motivated in whole or in part by the perpetrator's bias against a **race, color, religion, national origin, gender, gender identity, sexual orientation or disability**. *Anti-immigrant hate can be a hate crime when the individual is targeted because of national origin, race, color or religion. ***A hate crime is a hate incident. Not all hate incidents are hate crimes.**

Racialized Disinformation: Racialized disinformation is deliberately false or misleading information that **exploits tensions related to race, racial justice, or communities of color.**



Communication Strategies to Counter Disinformation

How to spot disinformation

Bad actors are very good at hiding disinformation in plain sight. Train your colleagues, partners and base on how to spot it and what to do when they see it online.

1. Pause to check your facts.
2. Conduct a reverse image search.
3. Do not reply to, share or retweet disinformation.
4. Flag content for social media platforms.
5. Report it to reportdisinfo.org.



Focus on audiences you can reach

Our Core Audience

Audience

Communities that have been historically disenfranchised

Objective

Proactively inoculate against anticipated problematic narratives and share truthful info about elections

Strategy

Share broad inoculation and debunking messaging

Persuadables and Potential Amplifiers

Audience

People who are exposed to or inadvertently share disinformation

Objective

Minimize amplification of problematic content

Strategy

Respond with in-channel balancing and debunking messaging

Adversarial Groups

Audience

White nationalists, anti-immigrant and anti-government extremists, conspiracy theorists

Objective

Limit attention afforded adversarial campaigns

Strategy

Do not engage

Messaging strategies

Inoculate

Prime your audience to recognize disinfo as false information.

Balance

Balance false information in the thread to minimize or prevent amplification.

Debunk

Shut down disinformation to limit the spread.

How to write inoculation messages

Step 1

Discredit the falsehood by naming the motivations driving the disinformation.

Step 2

State the falsehood you intend to inoculate against.

Step 3

Deliver factual information to combat the falsehood.

Inoculation message example

Discredit the falsehood.

State the falsehood.

Politicians seeking to divide us and bully children for their own political agenda are falsely claiming that doctors rush trans youth through gender-affirming medical interventions and other forms of treatment. Just like other forms of health care, doctors can only administer gender affirming care to minors after specific requirements are met and with consent from a parent or legal guardian. The majority of the tens of thousands of people in the U.S. who receive gender affirming health care are adults.

State the facts.

How to write debunking messages

Step 1

State the truth.

Step 2

State the falsehood and why it's false.

Step 3

Restate the truth and point them to a trusted resource.

Debunking message example

State the truth.

State the falsehood.

No matter our country of origin, we all want to feel safe and have the opportunity to thrive. Immigrants living in the U.S. are far less likely to break the law than people who were born here. Anti-immigrant politicians are distorting crime rates to breed fear, spread hate and alienate our immigrant friends and neighbors. Countless studies have shown that there is no correlation between a person's immigration status and crime-related activity.

Restate the truth.

Communication best practices

- **Avoid amplification:** Do not name bad actors or use language that furthers their narrative even to debunk it.
- **Name motivations:** Why should your audience distrust the disinfo?
- **Avoid cross-pollinating:** Avoid posting about the disinfo on other social media platforms.
- **Go on offense:** Post as much truthful information as possible to drown out disinfo and fill data voids.
- **Make your content sticky:** Use graphics, memes, videos, etc. as much as possible to make content more likely to spread.

Thank you!



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