

---

# EMPA – THE EROSION OF TRUST IN THE AGE OF RUMOUR MANAGEMENT

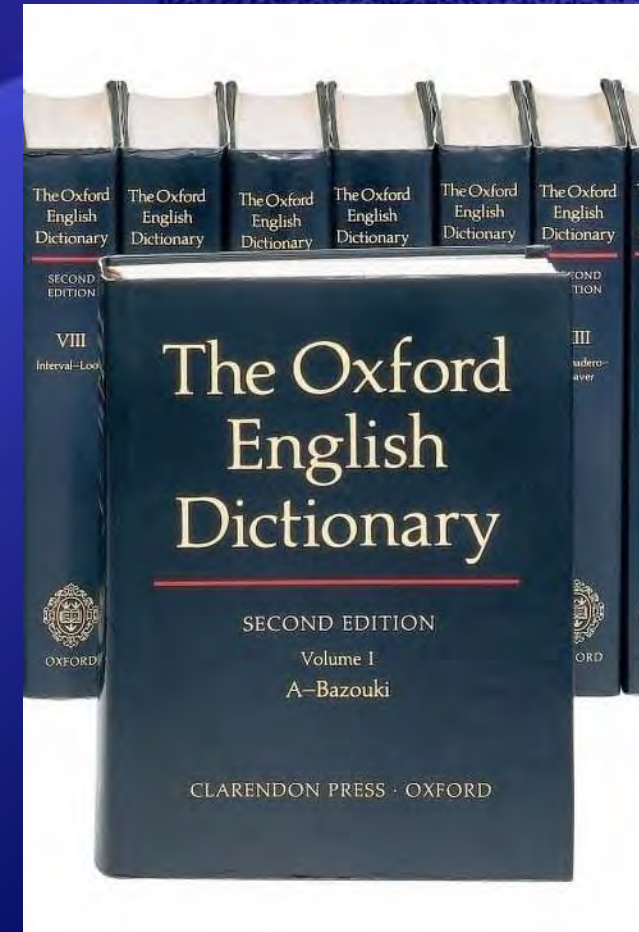
NOVEMBER 2024

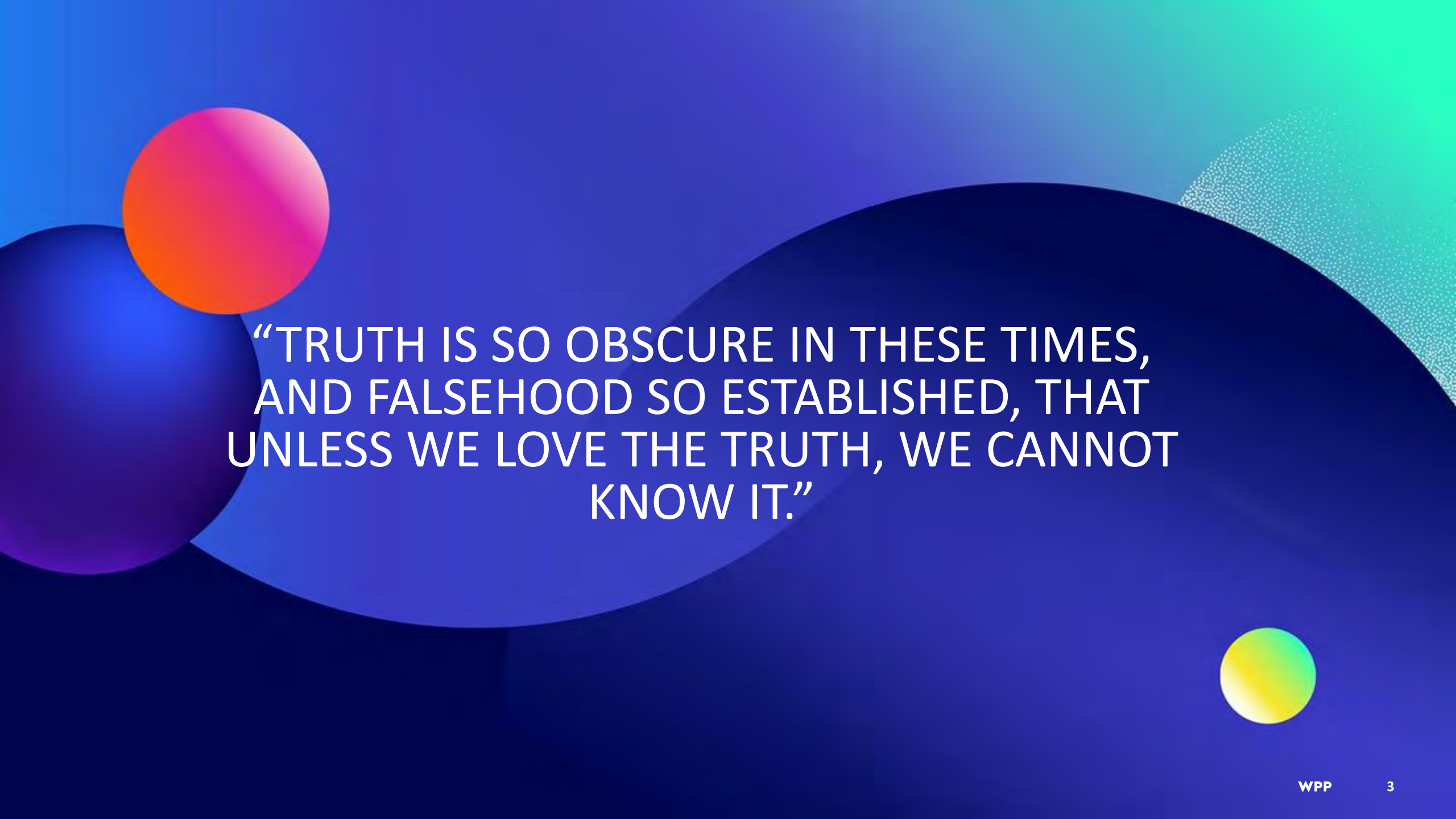


GOVERNMENT &  
PUBLIC SECTOR  
PRACTICE

TRUST:

FIRM BELIEF IN THE  
RELIABILITY, TRUTH,  
ABILITY, OR STRENGTH OF  
SOMEONE OR  
SOMETHING.



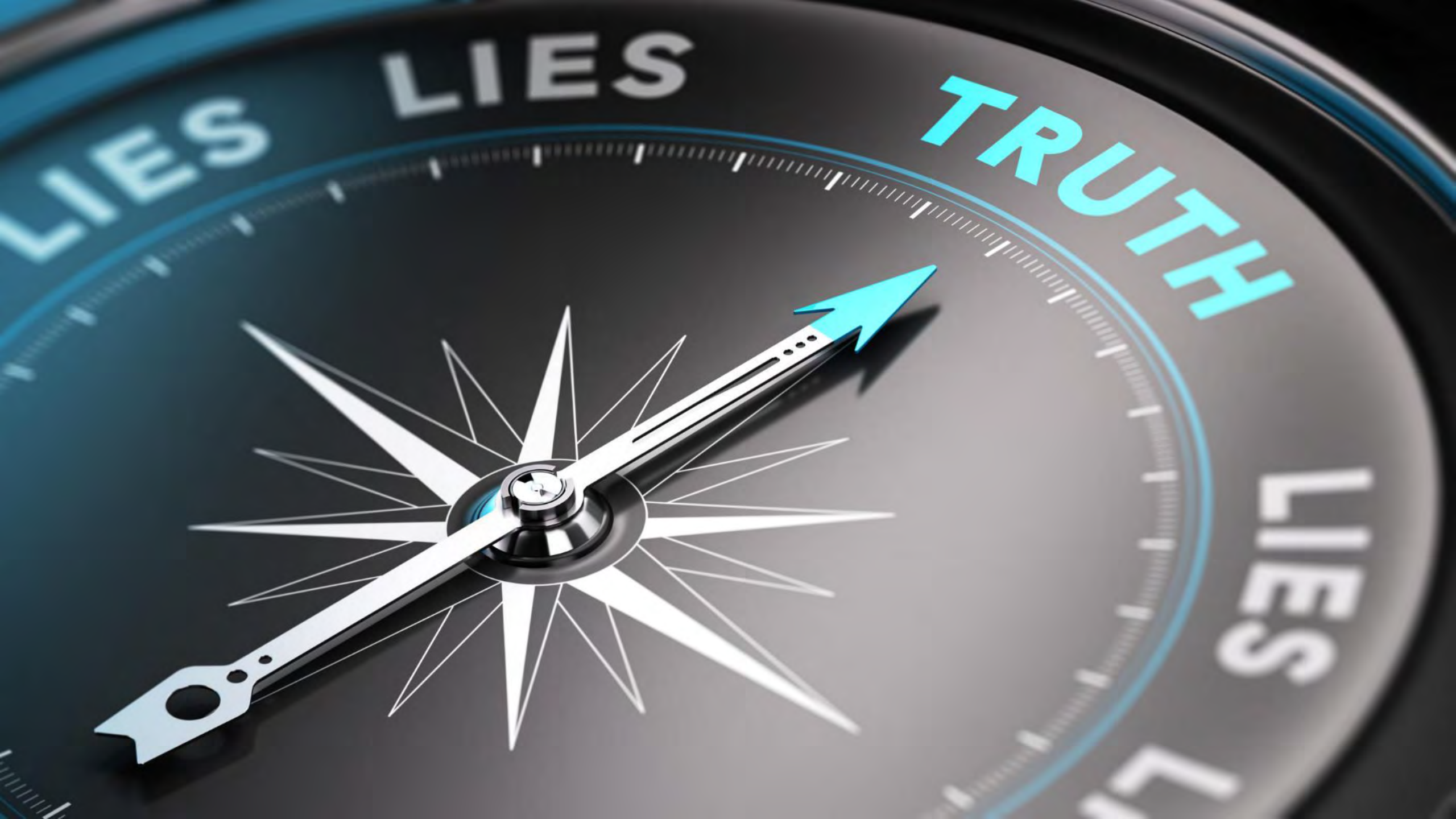


“TRUTH IS SO OBSCURE IN THESE TIMES,  
AND FALSEHOOD SO ESTABLISHED, THAT  
UNLESS WE LOVE THE TRUTH, WE CANNOT  
KNOW IT.”



BLAISE PASCAL

1623–1662



?

FACTS

FAKE

!

POST  
TRUTH

LIES

FACTS

FAKE

LIES



SUN TZU

---

THE  
ART  
OF  
WAR

---





Facebook



Instagram



X



YouTube



WhatsApp



Threads



Snapchat



LinkedIn



Pinterest



TikTok



Vimeo



Viber



Telegram



Line



Discord



Twitch



Skype



Tumblr



WeChat



Reddit

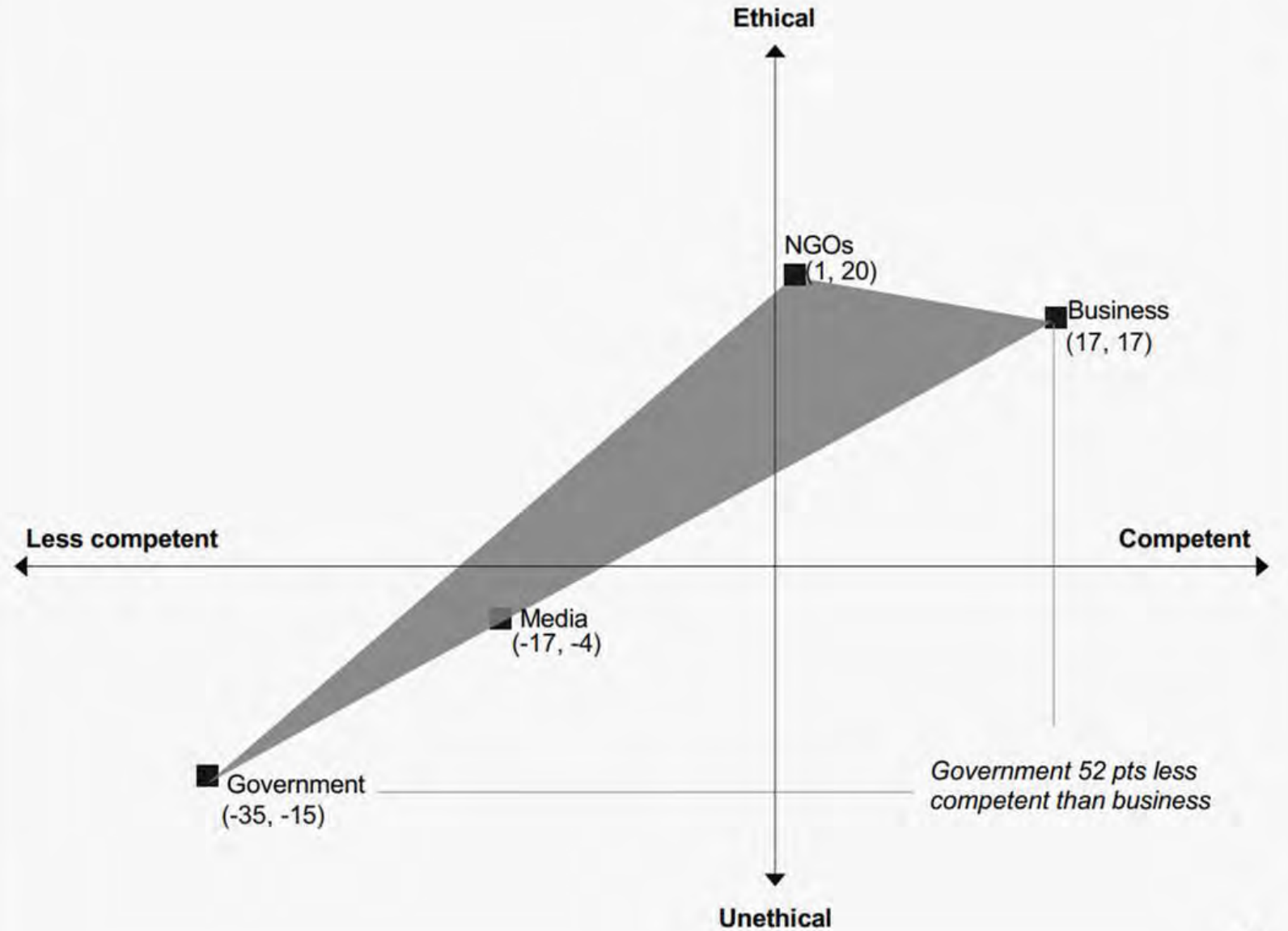


# The Erosion of Trust

# Institutions Out of Balance: Government Seen as Far Less Competent and Ethical than Business

(Competence score, net ethical score)

GLOBAL 25 Excludes China, S. Korea, Thailand





2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS\_PER\_DIW1-4]. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]1. Media and NGOs were only asked of half the sample. General population, 25-mkt avg. Data not collected in China and Thailand; Due to a translation inconsistency in S. Korea, it has been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.






# MORE THAN 85% OF PEOPLE ARE WORRIED ABOUT THE IMPACT OF ONLINE DISINFORMATION

A 2023 Unesco-commissioned survey in 16 countries due to  
hold national elections next year

Hurricane Milton  Florida 



Update: October 8, 2024 - 5 pm  
Hurricane Milton is now Category 5  
with 175 mph and 918 mb!!

Reply to teresafrye393's comment  
 Praying for all



**MISLEADING  
INDIVIDUALS**

# MISLEADING LEADERS



# BAD STATE ACTORS

010111010000101010100010010100010001011101110101110100001010101000100  
10100100100010001011001001101100101100011100101011010100101101111111  
01010100001010000000110101010001000010000111101010101001111010100101  
01100001010101010000101010101111000010101100011101110011111101010100  
00101000000011010101000100001000011110101010100010101000100101001000  
1011101110101110100001010101000100010001000100010001000100010001000100  
1100011100101011010100101010111011111010101000010100000011010101000100  
00100001111010101010011101010001010100001010101000010101010111100  
00101011000111011100111101000010101000100010001000100010001011001  
001101100101100011100101011010101011111110101010001010000000110  
101010001000010000111101010100000110101010001000010000111101010101  
00111101010010101100001010101010000101010101111000010101100011101110  
0111111010101000010100000011010101000100001000011110101010100010101  
000100101001000101110111010111010000101010100010001000100010001000101  
1001001101100101100011100101011010100010100010000100001111010101010  
01111010100101011000010101010100001010101011110000101011000111011100  
11111101010100001010000000110101010001000010000111101010101000101010  
00100101001000101110111010111010000101010100010001000100010001011  
001001101100101100011110010101101010010110111111010101000101000000  
1101010100010000100001111010101010011110101001010111000010101010000  
10101010111100001010110001110111001100001010101011110000101011000111  
011100111111010000101010100010010100100010001000100010110010011010110  
0011100101011010100101101111110101010000101000000110101000100001  
00001111010101010000001101010100010000100001111010101010111101010010  
10110000101010101000010101010111100001010110001110111001111110101010  
00010100000001101010100010000100001111010101010001010100010010100100  
0101110111101011101010101000010100000001101010100010000100001111010  
10101000001101010100010000100001111010101010011110101001010110000101  
01010100001010101011110000101011000111011100111111010101000010100000  
00110101010001000010000111101010101000101010001001010010001011101110  
1011101000010101010001001010010001000100010110010011011100101100011100  
101011010100101010001000010000111101010101001111010100111101010100  
11110101001010110000101010101000010101010111100001010110001110111001  
11111010101000010100000001101010100010000100001111010101010001010100  
0100101001000101110111010111010000101010100010010101001001000100100  
0100110110010110001110010101101010010110111111010101000010100000001  
10101010001000010000111101010101001111010100101010110000101010100001  
01010101111000010101100011101110011000010101010111100001010110001110  
11100111110100001010101000100100100100100100100101011011001011001100  
0111001010110101000010111111101010100001010000010100000011010100001000010  
0001111010101000001101010100010000100001111010101010100111101010100101  
0110000101010101000010101010111000010101100011101110011111101010100  
0010100000011010101000100001111010101010001010110001111011101010100  
10111011101011101010101010000101000000011000101010101111000010101100  
011101110011111101000010101010001001001000100010001000101100100011011001  
0110001110010101101010101010100010000100001111010101010100111101010100101

slido

Please download and install the Slido app on all computers you use



**How concerned are you about the erosion of trust in Australia affecting the success of policies?**

**i** Start presenting to display the poll results on this slide.

Menu

Present

How concerned are you about disinformation affecting your agency's ability to effectively respond to emergency crisis?

Very Concerned



Somewhat Concerned



Somewhat Unconcerned




Not at All Concerned




Show results immediately

+ Add interaction

**MISSION**

A black and white photograph of a vintage typewriter. The word "MISSION" is printed in a bold, serif font on a sheet of paper that is positioned in the typewriter's carriage. The typewriter's mechanical components, including the carriage, paper support, and keyboard, are visible in the foreground. The background is a light-colored, textured surface.





## Principles of Communication in Disaster and Emergency

Seven key principles are outlined below. Each principle is also the starting point for a discussion paper in the pages that follow. Our aim is to go beyond the one-line statements and offer insight into the context of the ideas expressed, and guidance towards making the aspirations into realistic good practice.

- 1 The Seat at the Table - Systems and Structures**  
Excellent communication is central to excellent operations. Communicators need a seat at the table and a voice in strategic decision making. They should understand, support, and influence operational objectives.
- 2 Strategic Messaging - Connection and Credibility**  
Effective disaster communication requires a rigorous strategic process. We must do far more than transmit accurate data. We must understand why we speak. We must understand those we are speaking with. We must listen to ensure that we have been heard, understood, and believed.
- 3 Community Focussed Communication**  
People are the primary focus. We need to work with communities. We need to build communication policy, plans and practice that truly acknowledge the community's capacity and complexity, their perspectives and priorities.
- 4 Creating Connections - Integrating Efforts**  
Emergencies break things apart. A key responsibility for emergency communicators is to create and strengthen the links between teams, organisations, groups, and individuals.
- 5 Creating Networks - Connecting Stakeholders**  
Disaster impacts whole communities. It is fundamental to effective emergency communication, to create networks between emergency response agencies, government and the private sector so that we can work together to help the community prepare, respond and recover.
- 6 Working with Media and Social Media Providers - Liaison to Collaboration**  
Media agencies, journalists and those who work on social media to collect and create content, are our partners in disaster communication. We should move beyond liaison to develop trusted relationships and effectively collaborate to support, guide and empower those impacted.
- 7 Building Teams - Creating Capacity**  
There is much to be done. We need to resource and build scalable and adaptable teams of skilled communication practitioners. We need to prepare them, build their capacity, and work to ensure their well-being.




SAVE  
LIVES



SAVE  
PROPERTY





HOW CAN WE FULFILL OUR CIVIC MISSION  
AND FOSTER TRUST WHEN RUMOR AND  
DISINFORMATION OBFUSCATE THE TRUTH?

# AGGENDA

- Types of Disinformation
- Examples in Current Disasters
- Impacts
- Recommendations



# SEVEN TYPES OF DISINFORMATION

# 1. FALSE CONNECTIONS WHEN HEADLINES, VISUALS OR CAPTIONS DON'T SUPPORT THE CONTENT



## 2. FALSE CONTEXT

WHEN GENUINE CONTENT IS SHARED WITH FALSE CONTEXTUAL INFORMATION





### 3. MANIPULATED CONTENT WHEN GENUINE INFORMATION OR IMAGERY IS MANIPULATED TO DECEIVE.

HOME / US SENDS 3,600 TANKS AGAINST RUSSIA - MASSIVE NATO DEPLOYMENT UNDERWAY

#### US sends 3,600 tanks against Russia - Massive NATO deployment underway



f 28k vk 12 t 5 g+ 100

Wednesday, January 4, 2017 - 16:43

The NATO war preparation against Russia, '[Operation Atlantic Resolve](#)', is in full swing. 2,000 US tanks will be sent in coming days from Germany to Eastern Europe, and 1,600 US tanks is deployed to storage facilities in the Netherlands. At the same time, NATO countries are sending thousands of soldiers in to Russian borders.

According to US Army Europe, 4,000 troops and 2,000 tanks will arrive in three US transport ships to Germany next weekend. From Bremerhaven, US troops and huge amount of military material, will be transported to Poland and other countries in Central and Eastern Europe.

# 4. SATIRE OR PARODY

## HAVING NO INTENTION TO HARM BUT HAVING THE POTENTIAL TO FOOL

### Onion issues statement about satirical tweet

SARAH HAUER · OCTOBER 4, 2011

Featured RNC

**T**he Onion, a satirical news organization, caused a stir Thursday when it tweeted Congress was holding 12 schoolchildren hostage and demanding \$12 trillion in ransom.

Some readers thought the tweets were true, others thought The Onion's Twitter account had been hacked and the rest knew the truth – it was all a joke.

But U.S. Capitol Police took the initial claim seriously, releasing a statement that said, "Twitter feeds are reporting false information concerning current conditions at the U.S. Capitol. Conditions at the U.S. Capitol are currently normal. There is no credibility to these stories of the twitter feeds."

## 5. MISLEADING CONTENT USING CONTENT IN A MISLEADING WAY TO FRAME AN ISSUE OR INDIVIDUAL



### Climate change to be taken off the UK school science curriculum

SCHOOLS across the country will no longer teach children below 16 years of age (GCSE-level) about the climate crisis. Reports link growing Extinction Rebellion protests to both science and...

## 6. IMPOSTER CONTENT WHEN ESTABLISHED JOURNALISTS OR NEWS SOURCES ARE IMPERSONATED.



# 7. FABRICATED CONTENT

WHEN ENTIRELY FALSE CONTENT IS  
FABRICATED WITH THE PURPOSE OF DECEIT  
OR HARM



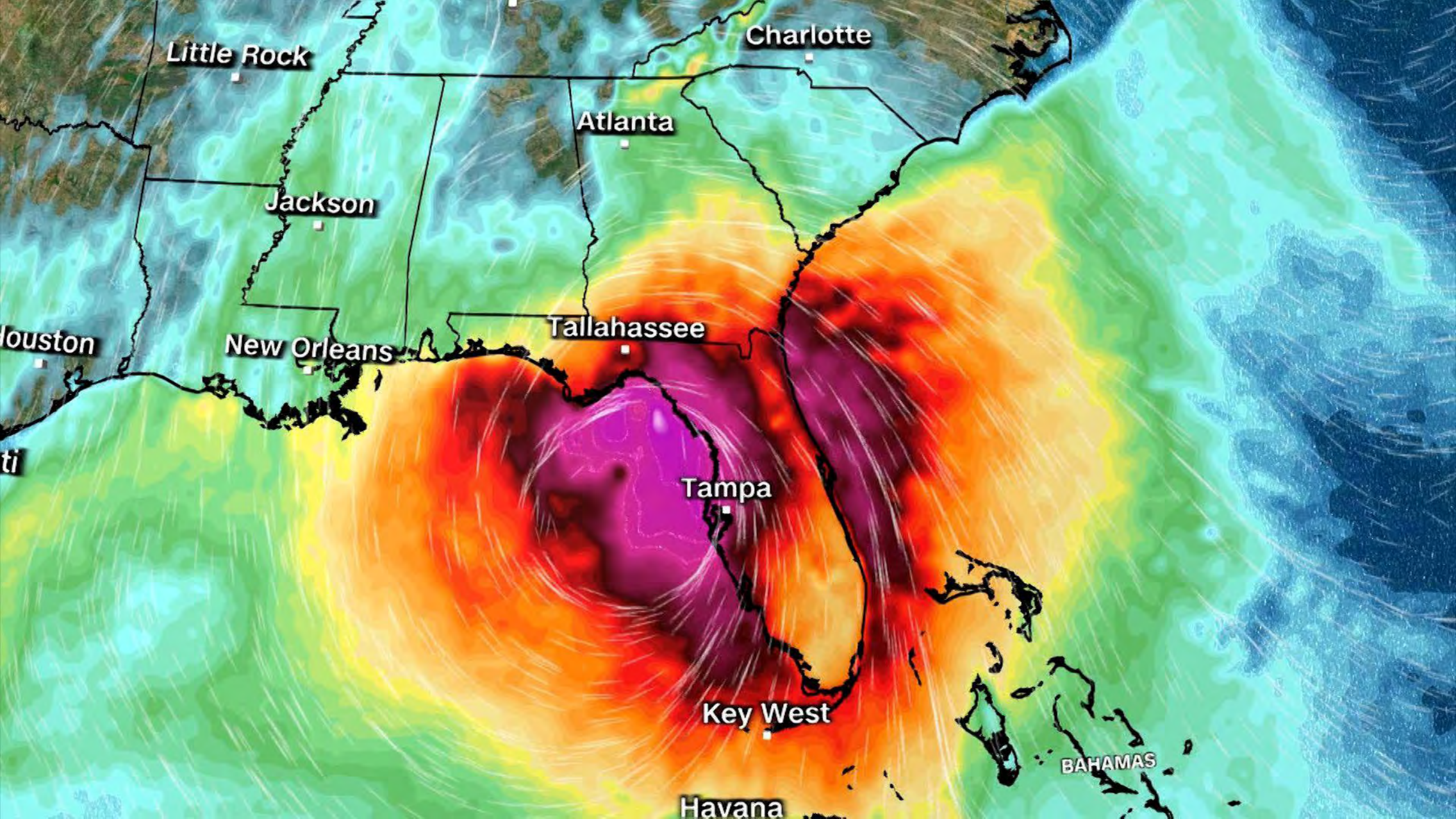
## 5G Wireless Network Cause Blindness and Memory Loss

SCIENTISTS at Oxford Uni have published a piece of research linking new and controversial 5G networks to serious health problems. One scientist, Dr. Laura Tennings warns that 5G caused blindness in...

CBS-NEWS.US



# EXAMPLES IN CURRENT DISASTERS



Little Rock

Charlotte

Atlanta

Jackson

Tallahassee

New Orleans

Tampa

Key West

Havana

Louison

BAHAMAS









The Animal Hope & Wellness Foundation is at Asheville, North Carolina.

September 29 at 5:24 PM · Asheville · 🌐



Heartbreaking images shared with us of the many pets left stranded during the recent storms throughout the South. 💔

While we do our best to verify all images, we have also been privy to stories of the deaths of many animals left behind. Many were caged and tied up during the storms.

[#animalhopeandwellness](#)

From [Coastal Views](#)

1300 shares





Coastal Views  
a day ago · 🌐



Great job 🙌🙌🙌





BUT EVEN AFTER THE IMAGE'S SYNTHETIC PROVENANCE WAS REVEALED, OTHERS DOUBLED DOWN. "I DON'T KNOW WHERE THIS PHOTO CAME FROM AND HONESTLY, IT DOESN'T MATTER." WROTE AMY KREMER, A REPUBLICAN NATIONAL COMMITTEE MEMBER REPRESENTING GEORGIA, ON X.



AI-Generated



“KAMALA SPENT ALL HER FEMA MONEY,  
BILLIONS OF DOLLARS, ON HOUSING FOR  
ILLEGAL MIGRANTS, MANY OF WHOM  
SHOULD NOT BE IN OUR COUNTRY.”

- DONALD TRUMP



ALL OF THESE RUMORS UNDERMINE TRUST  
WHICH IS SO ESSENTIAL IN A CRISIS.

TRUST NOT JUST IN YOUR GOVERNMENT, BUT  
TRUST IN YOUR OTHER CITIZENS, THAT PEOPLE  
WILL COME TOGETHER.

**FAKE**



©X



# Detect AI-generated images at scale



Click to try an image or drop it anywhere

## Likely AI-generated

99%

GenAI  99%

Face manipulation  0%

### Diffusion ?

MidJourney  99%

Other  0%

Stable Diffusion  0%

Ideogram  0%

Flux  0%

Firefly  0%

Dall-E  0%

### GAN ?

StyleGAN  0%

### Other ?

Face manipulation  0%






"HAWAII IS BEING ATTACKED BY DIRECT ENERGY WEAPONS," AN AUG. 16 INSTAGRAM POST SAID.

"EVERYONE NEEDS TO HEAR THIS, SPREAD THE TRUTH!" READ A SEPARATE, SPELLING-CHALLENGED POST AUG. 16

ON FACEBOOK. "D.E.W. DIRECT ENERGY WEAPON — HAWAII LAHAINA MAUI — NOT WILD FIRES."





**THAT “CONSPIRATORIAL” ASPECT ALSO MAKES FIGHTING TODAY’S MISINFORMATION HARDER THAN IT USED TO BE. “BECAUSE IT’S NOT GROUNDED IN THE IDEA THAT THERE ISN’T AN EVIDENCE BASE...IT’S MUCH MORE A REFLECTION OF A WHOLESALE EROSION OF TRUST IN INSTITUTIONS.”**

**JENNIE KING, HEAD OF CLIMATE RESEARCH AND POLICY AT THE INSTITUTE OF STRATEGIC DIALOGUE**

**AUTHOR OF**  
**SOUND THE**  
**ALARM**

**TRACI**  
**DERWIN**

BRUSH JUNKIE  
BRUSH JUNKIE  
BRUSH JUNKIE  
BRUSH JUNKIE  
BRUSH JUNKIE  
BRUSH JUNKIE  
BRUSH JUNKIE  
BRUSH JUNKIE

SUBSCRIBE  
**TO MY CHANNEL**  
**ON YOUTUBE**  
@BRUSHJUNKIE

Traci Derwin is a reporter of news related to weather events around the world. I am an independent investigative journalist and founder of the Media Company Justice Now, LLC. I am very passionate about finding justice for those who are no longer with us and those who have suffered as a result of the attack on the town of Lahaina on Maui August 8th 2023





**Traci**


Author of Sound the Alarm



**Shane**

Author of Sound The Alarm

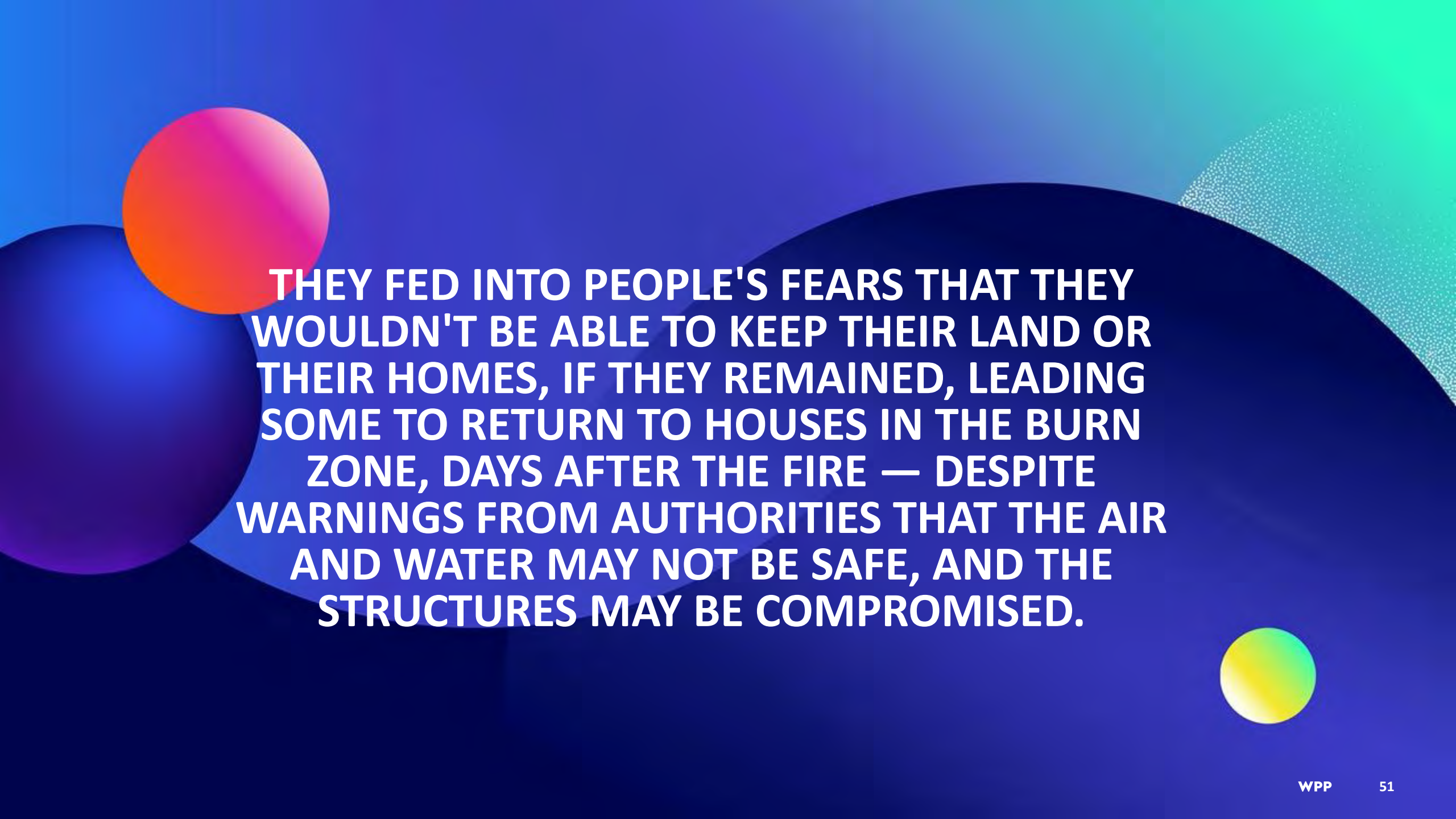




**LAHAINA RESIDENTS TOLD NPR REPORTERS ON  
THE GROUND THAT THE RUMORS WERE  
SPREADING FEAR AND CONFUSION AT A  
VULNERABLE TIME.**



**"THERE'S A SATELLITE IN THE SKY, THEY JUST  
PINPOINT THE HOUSE," HE SAID, EXPLAINING  
THE THEORY. "THE RUMOR'S IN THE HOTEL  
RIGHT NOW, SO EVERYBODY'S MOVING OUT."**



**THEY FED INTO PEOPLE'S FEARS THAT THEY WOULDN'T BE ABLE TO KEEP THEIR LAND OR THEIR HOMES, IF THEY REMAINED, LEADING SOME TO RETURN TO HOUSES IN THE BURN ZONE, DAYS AFTER THE FIRE — DESPITE WARNINGS FROM AUTHORITIES THAT THE AIR AND WATER MAY NOT BE SAFE, AND THE STRUCTURES MAY BE COMPROMISED.**

[Disasters & Assistance](#)[Tools to Recover](#)[Common Rumors](#)[Hurricane Rumor Response](#)[Disaster Multimedia Toolkit](#)[Disaster-Related FAQ](#)[FEMA in Your Language](#)[Save Your Family Treasures](#)[Volunteer & Donate](#)[Current Disasters](#)[Assistance After a Disaster](#)

## Common Disaster-Related Rumors

[العربية](#) [Deutsch](#) [English](#) [Español](#) [Français](#) [Ōlelo Hawaii](#) [Hmong](#)[Kreyòl](#) [Ilocano](#) [日本語](#) [한국어](#) [Marshallese](#) [Burmese](#) [Português,](#)[Brasil](#) [Русский](#) [Tagalog](#) [Tongan](#) [Tiếng Việt](#) [简体中文](#)

There often are many rumors and scams after a disaster. Do your part to stop the spread of rumors by doing three easy things:

1. Find trusted sources of information.
2. Share information from trusted sources.
3. Discourage others from sharing information from unverified sources.

### **Rumor: FEMA is preventing residents and companies from removing debris in hurricane-affected areas.**

This is false.

FEMA is not blocking or preventing any aspect of debris removal, which is handled by local governments. FEMA does not directly handle debris removal, hire contractors to remove debris, or manage dump sites or transfer stations. FEMA does reimburse local, state or tribal governments for their storm-related debris removal.

If you were affected by a hurricane and are wondering how to address debris removal for your property, check with your local county or municipal government for guidelines. Volunteer organizations and companies operating in your area may also be able to help. Learn more: [9 Ways to Stay Safe Cleaning Up Debris After a Disaster](#).

*October 13, 2024*


---

### **Rumor: FEMA controls or manages transfer stations, dump sites and contracts related to storm debris.**

This is false.

FEMA does not hire, manage or supervise work performed by contractors for debris removal after storms. FEMA does not control or manage dump sites or transfer stations. FEMA does reimburse local, state or tribal governments for their storm-related debris removal. However, we have no control over local laws or ordinances for debris removal that may control transfer stations, dump sites or contracts.

*October 11, 2024*





The background features a dark blue gradient. On the left, there are two overlapping circles: a larger purple one and a smaller orange-to-pink gradient one. On the right, there is a large, dark blue, semi-circular shape. In the bottom right corner, there is a small yellow-to-green gradient circle.

**ONE MILLION POUNDS OF VINYL CHLORIDE, A CHEMICAL THAT CAN BE TOXIC TO HUMANS AT HIGH DOSES, WAS RELEASED FROM THE DAMAGED TRAIN CARS AND SET AFLAME**



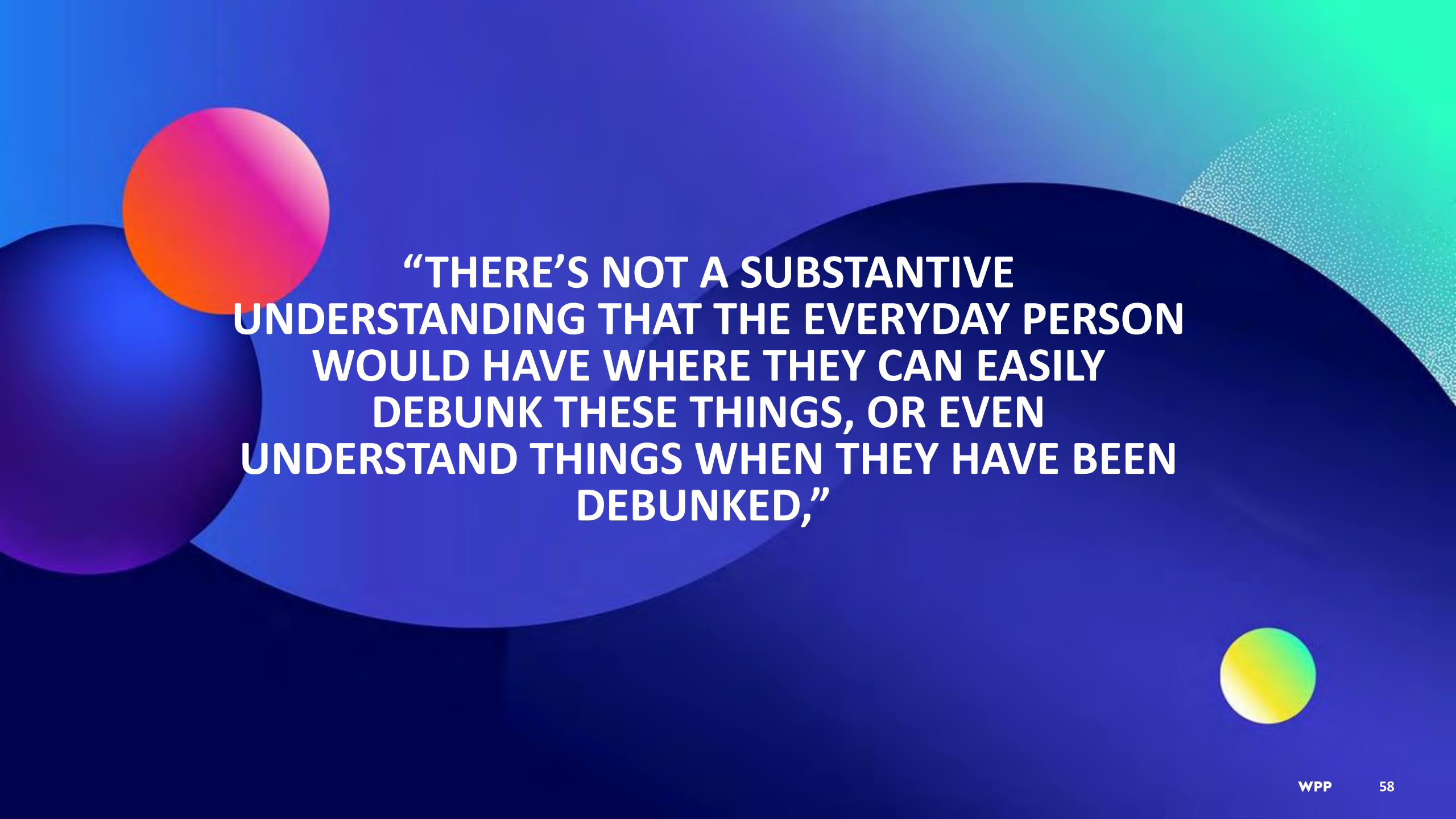
**TRADITIONALLY, INCIDENT COMMUNICATIONS  
ARE RUN BY LOCAL FIRST RESPONDERS AND  
THE RAIL OPERATOR SERVES IN MORE OF AN  
ADVISORY ROLE**

**- AXIOS COMPANY REPRESENTATIVE**






**AXIOS CONTINUES TO AVOID HEALTH-RELATED QUESTIONS, MAINTAINING THE ENVIRONMENTAL PROTECTION AGENCY, THE DEPARTMENT OF PUBLIC HEALTH AND OTHERS ARE RESPONSIBLE FOR SUCH COMMUNICATIONS.**



**“THERE’S NOT A SUBSTANTIVE  
UNDERSTANDING THAT THE EVERYDAY PERSON  
WOULD HAVE WHERE THEY CAN EASILY  
DEBUNK THESE THINGS, OR EVEN  
UNDERSTAND THINGS WHEN THEY HAVE BEEN  
DEBUNKED,”**



**“ACTIVE, ROUND-THE-CLOCK, COOPERATION  
WITH COMMUNITY LEADERS AND REGULATORS  
IS ABSOLUTELY ESSENTIAL TO AVOID AN  
INFORMATION VACUUM THAT BREEDS FEAR  
AND MISINFORMATION.”**

**MOLLY LEVINSON, FOUNDER AND CEO OF THE LEVINSON GROUP, TOLD  
AXIOS LEADERSHIP**



# "THUGS" RUN RIOT IN UK



Rosehill  
Business Park

**Whitfield** Heating & Plumbing Services Ltd  
01704 533110 (24h 07850 029077)

CALL US FOR ALL YOUR HEATING & PLUMBING NEEDS

CUSTOMER PARKING ONLY

**R. Whitfield**  
Heating & Plumbing Services Ltd

**R. Whitfield**  
Heating & Plumbing Services Ltd  
Central Heating  
Boiler & Plumbing  
COSTA COFFEE  
GAS BOILER SERVICE

**29 JULY**

- **MID-MORNING : 3 YOUNG GIRLS KILLED IN KNIFE ATTACK AT TAYLOR SWIFT THEMED CHILDREN'S DANCE PARTY, WHERE**
  - o 8 more children & 2 adults injured
- **POLICE REPORT STATES, ATTACK BY "17-YEAR-OLD BOY" / "FROM BANKS IN LANCASHIRE" / "ORIGINALLY FROM CARDIFF" / "NOT TERROR RELATED"**
  - o Because suspect was a minor, his full name and details could not be released

## **QUICKLY AFTER NEWS BROKE, AN X USER APPEARS THE FIRST TO FALSELY ASSERT THAT:**


- 1) THE ATTACKER'S NAME WAS "ALI AL-SHAKATI";**
- 2) HE WAS ON THE "MI6 WATCH LIST" [THIS CANNOT BE CORRECT, AS MI5 IS THE SECURITY AGENCY RESPONSIBLE FOR DOMESTIC TERRORISM];**
- 3) HE WAS "KNOWN TO LIVERPOOL MENTAL HEALTH SERVICES";**
- 4) HE WAS "AN ASYLUM SEEKER WHO CAME TO UK [SIC] BY BOAT LAST YEAR"**



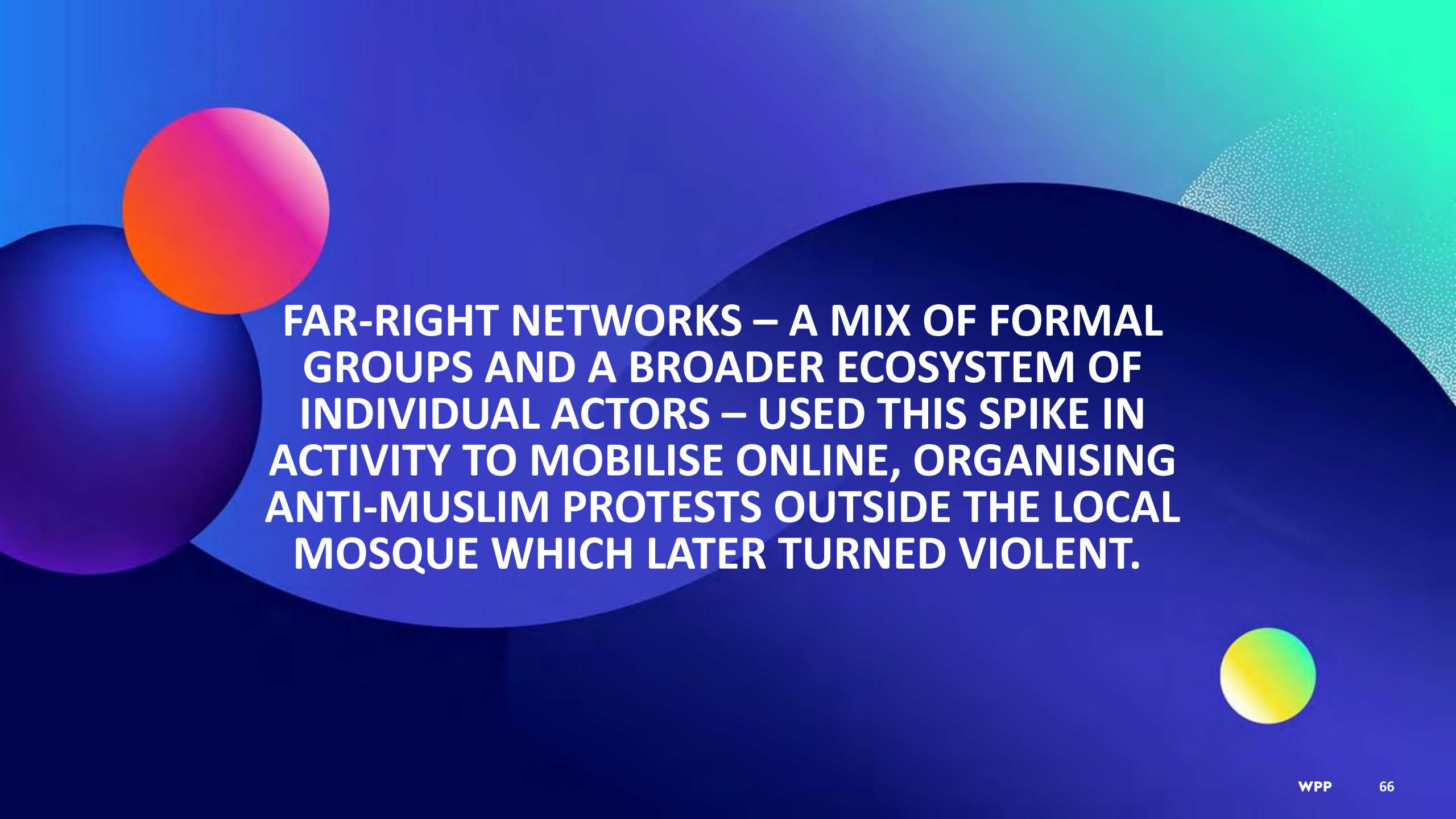
**“THE INCREASING RISK FROM STATE-  
SPONSORED DISINFORMATION  
CAMPAIGNS IS BEYOND DISPUTE.”**

**TOM JOHANSMEYER, HEAD, PCS**





**A SMALL ACCOUNT CALLED ‘CHANNEL3 NOW’, WHOSE WEBSITE PRIMARILY CONTAINS MATERIAL RELATED TO VIOLENT INCIDENTS, WROTE THE NAME “ALI AL-SHAKATI” INTO AN ARTICLE. INVESTIGATION SUGGESTS THAT A PREVIOUS ITERATION OF CHANNEL3 NOW’S WEBSITE WAS RUN OUT OF AN ADDRESS IN PAKISTAN.**



**FAR-RIGHT NETWORKS – A MIX OF FORMAL GROUPS AND A BROADER ECOSYSTEM OF INDIVIDUAL ACTORS – USED THIS SPIKE IN ACTIVITY TO MOBILISE ONLINE, ORGANISING ANTI-MUSLIM PROTESTS OUTSIDE THE LOCAL MOSQUE WHICH LATER TURNED VIOLENT.**

## JULY 30

- POLICE RELEASE DETAILS THAT SUSPECT'S FAMILY WERE ORIGINALLY FROM RWANDA, AND HE WAS BORN IN CARDIFF BUT DO NOT RECTIFY THE EXISTING FALSE INFORMATION QUICKLY ENOUGH

- IN THE AFTERNOON, MERSEYSIDE POLICE (REGION SOCKPORT IS IN) NOW ISSUE A WARNING THAT THE INFORMATION BEING SPREAD ONLINE ABOUT THE SUSPECT WAS FALSE

- o *"A name has been shared on social media in connection with the suspect in the incident in Southport.*

***"THIS NAME IS INCORRECT AND WE WOULD URGE PEOPLE NOT TO SPECULATE ON DETAILS OF THE INCIDENT WHILE THE INVESTIGATION IS ONGOING."***

***THE FORCE ADDED: "THIS INCIDENT IS NOT CURRENTLY BEING TREATED AS TERROR-RELATED AND WE ARE NOT LOOKING FOR ANYONE ELSE IN CONNECTION WITH IT."***



WION



**SOUTHPORT STABBING:  
RIOTS IN SUNDERLAND**



## AUGUST 6

- PRIME MINISTER STATES, FULL FORCE OF THE LAW WILL BE BROUGHT TO BEAR ON RIOTERS; THEY WILL BE PROSECUTED, AND IF FOUND GUILTY, FACE PRISON SENTENCES
- THIS IS WIDELY REPORTED
- ANTI-PROTESTORS NUMBERS, NOW OUTNUMBER PROTESTORS



**“THE THING THAT WE LEARNED WAS IT WASN'T REALLY ABOUT EBOLA. THE TOPIC OF EBOLA IS A VEHICLE FOR ALL THESE OTHER SOCIAL, POLITICAL OR FINANCIAL GOALS.”**

**TARA KIRK SELL, AN ASSOCIATE PROFESSOR AT JOHN HOPKINS CENTER FOR HEALTH SECURITY**



# IMPACTS OF DISINFORMATION





## THE GOVERNMENT

THE FIRST IS HOW THE GOVERNMENT WORKS AND FUNCTIONS. IT NEEDS THE SUPPORT OF COMMUNITIES AND POPULATIONS AND TRUST EROSION BREAKS THOSE BONDS



## THE GOVERNMENT

THE SECOND IS WHERE TO BEST DEPLOY  
AND DRIVE RESOURCES WHEN MULTIPLE  
REAL AND FAKE STORIES OF NEED ARE  
EMERGING



## THE GOVERNMENT

THIRD IS THE SAFETY OF GOVERNMENT  
WORKER WHEN TEAMS RATHER THAN  
SINGLE INDIVIDUALS ARE SENT INTO  
COMMUNITIES



## THE CITIZENS

CITIZENS THAT ARE ALREADY SCARED, ANGRY, GRIEVING AND TIRED FIND NO EMOTIONAL COMFORT IN SO MANY CONFLICTING, OR NON-EXISTENT MESSAGES SEWING SEEDS OF DISTRUST



## THE CITIZENS

CITIZENS MAY RETURN TO HOMES OR  
AREAS THAT ARE UNSAFE DUE TO FEAR



## THE CITIZENS

CITIZENS MAY NOT ONLY TURN ON THE GOVERNMENT, BUT MAY TURN ON EACH OTHER WHICH BREAKS DOWN CIVIL COMMUNITY TRUST



## THE CITIZENS

CITIZENS MAY LEGITIMATELY MISS OUT ON  
HELP THEY TRULY NEED AND DESERVE DUE  
TO MISINFORMATION



EVERYONE

RECOVERY TAKES LONGER, IS MORE PAINFUL, AND MORE COMPLICATED THAT IT ALREADY NEEDS TO BE





EVERYONE

AND, SITUATIONS THAT SHOULD BRING  
OUT THE BEST IN GOVERNMENT AND  
CITIZENS COOPERATING FOR THE PUBLIC  
GOOD ARE FURTHER FRACTURED



# RECOMMENDATIONS

# PLAN



A MULTI-AGENCY COORDINATED AND  
AGREED UPON PLAN FOR RUMOR  
CONTROL AND COMMUNICATIONS WITH  
ENOUGH FLEXIBILITY TO ADAPT AS  
SITUATIONS WARRANT

# NO PLAN SURVIVES FIRST CONTACT WITH THE ENEMY

HELMUTH VON MOLTKE – 19<sup>TH</sup> CENTURY  
PRUSSIAN MILITARY STRATEGIST



Everyone  
has a plan  
'till they get  
punched  
in the mouth

Mike Tyson



slido

Please download and install the [Slido](#) app on all computers you use



**How would you rate the strength of your Agency's plan to combat disinformation in a crisis response?**

**i** Start presenting to display the poll results on this slide.

Menu

Present

Extremely Comprehensive, Current and Integrated with All Response Organizations

0%

Comprehensive and Current for Our Own Organization

3%

Solid but Needs Updating

21%

A Loose Plan - Not at All Comprehensive

45%

No Real Codified Plan

32%






# PEOPLE



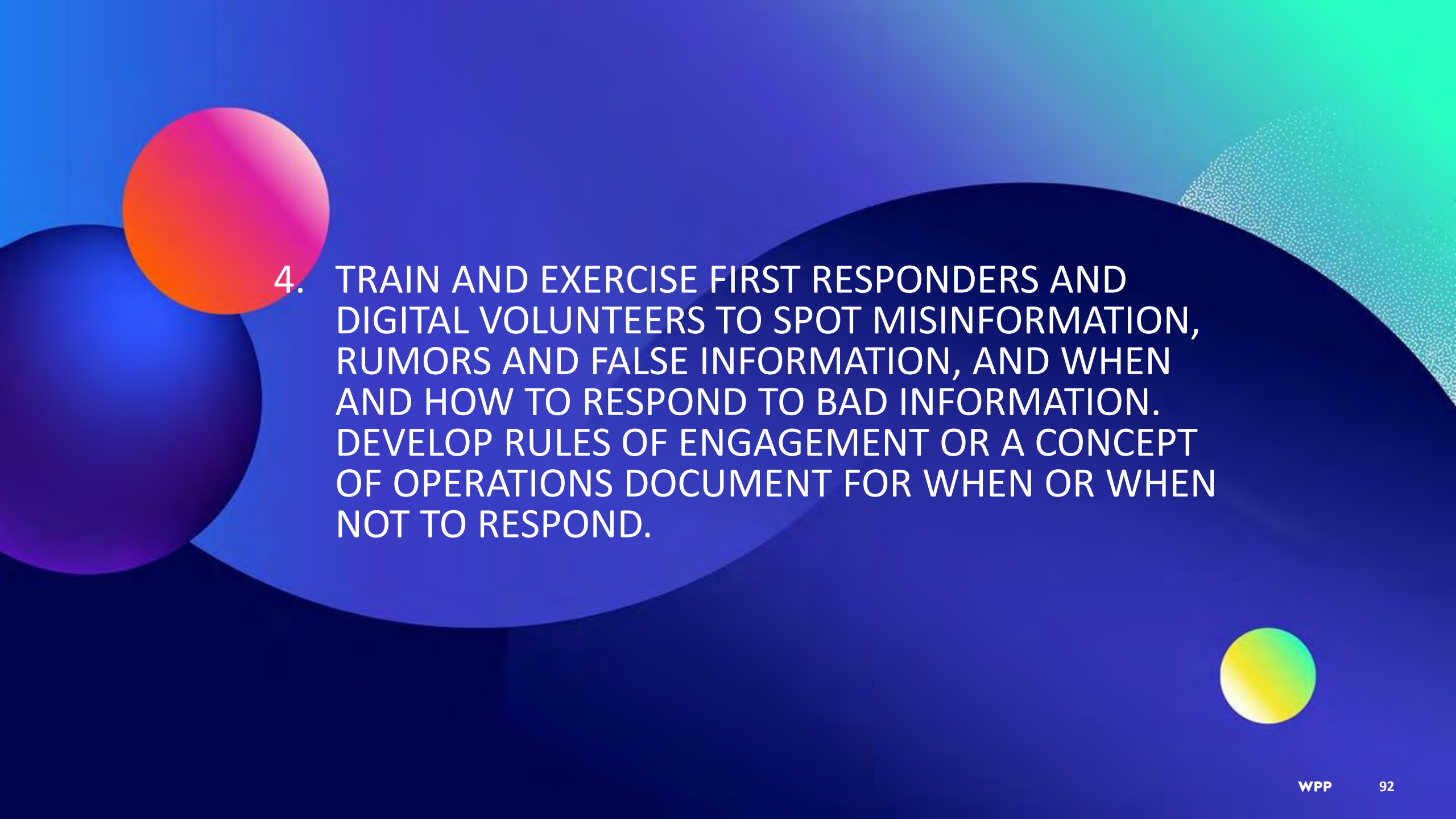
1. WORK WITH LOCAL TELEVISION AND RADIO NEWS MEDIA (TRADITIONAL MEDIA) TO DISSEMINATE USEFUL INFORMATION AND CORRECT BAD INFORMATION. PRE-ESTABLISH PARTNERSHIPS OR RELATIONSHIPS WITH STATIONS OR REPORTERS THAT CAN BE CALLED UPON IN A DISASTER OR EMERGENCY.



2. CREATE PARTNERSHIPS THROUGH MUTUAL AID AGREEMENTS WITH ALL APPROPRIATE GOVERNMENT AUTHORITIES, LOCAL AND INTERNATIONAL, OR OTHER AGENCIES AND ORGANIZATIONS THAT HAVE THE NECESSARY SKILLS, PERSONNEL AND SYSTEMS TO IDENTIFY RUMORS AND MISINFORMATION



3. IDENTIFY AND LEVERAGE TRUSTED CROWD SOURCES OR CENTERS OF INFLUENCER, SUCH AS ON-GROUND/ON-SCENE USERS AND EMERGING CENTERS OF INFLUENCE TO PROPAGATE CRITICAL 'GOOD' INFORMATION PERCEIVED BY THE CROWD AND ENGAGE

- 
4. TRAIN AND EXERCISE FIRST RESPONDERS AND DIGITAL VOLUNTEERS TO SPOT MISINFORMATION, RUMORS AND FALSE INFORMATION, AND WHEN AND HOW TO RESPOND TO BAD INFORMATION. DEVELOP RULES OF ENGAGEMENT OR A CONCEPT OF OPERATIONS DOCUMENT FOR WHEN OR WHEN NOT TO RESPOND.



5. ENSURE RESCUE WORKERS HAVE SITUATIONAL  
AWARENESS OF RUMORS BEING SPREAD

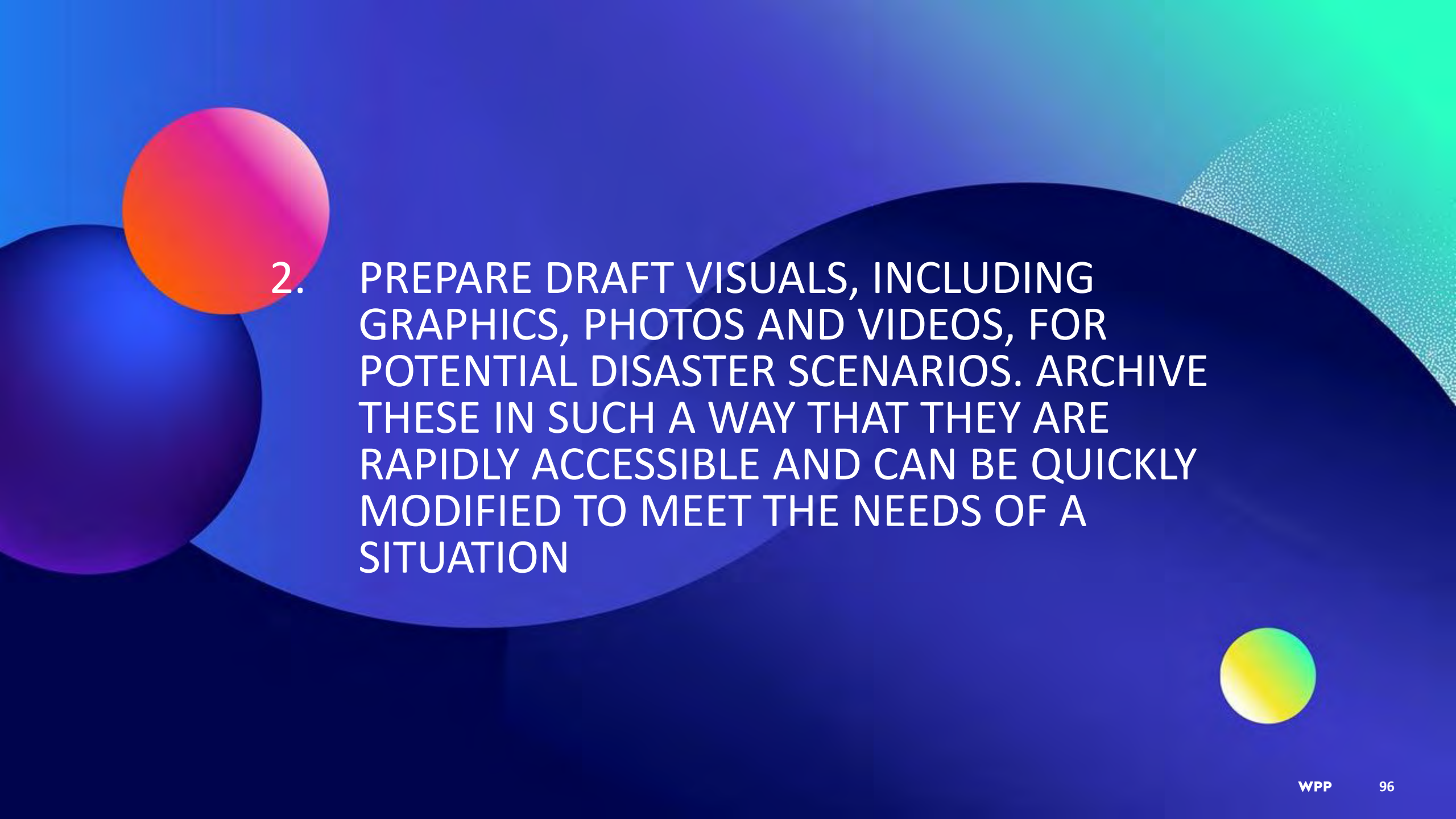


# PROCESSES



1. PREPARE PRE-SCRIPTED MESSAGES AND  
CHOOSE OR CREATE A HASHTAG SPECIFIC  
TO PLACE, DISASTER, AGENCY, ETC.

BE CONSISTENT AND PROVIDE USEFUL AND  
ACTIONABLE INFORMATION.



2. PREPARE DRAFT VISUALS, INCLUDING GRAPHICS, PHOTOS AND VIDEOS, FOR POTENTIAL DISASTER SCENARIOS. ARCHIVE THESE IN SUCH A WAY THAT THEY ARE RAPIDLY ACCESSIBLE AND CAN BE QUICKLY MODIFIED TO MEET THE NEEDS OF A SITUATION





3. ENSURE OLDER INFORMATION IS  
APPROPRIATELY LABELED AND NOT RE-  
CIRCULATED AS NEW



4. ACKNOWLEDGE THE RUMOR WHEN APPROPRIATE. STATEMENTS SUCH AS “WE ARE AWARE OF THE RUMOR ABOUT [TOPIC].” THEN USE THE OPPORTUNITY TO:

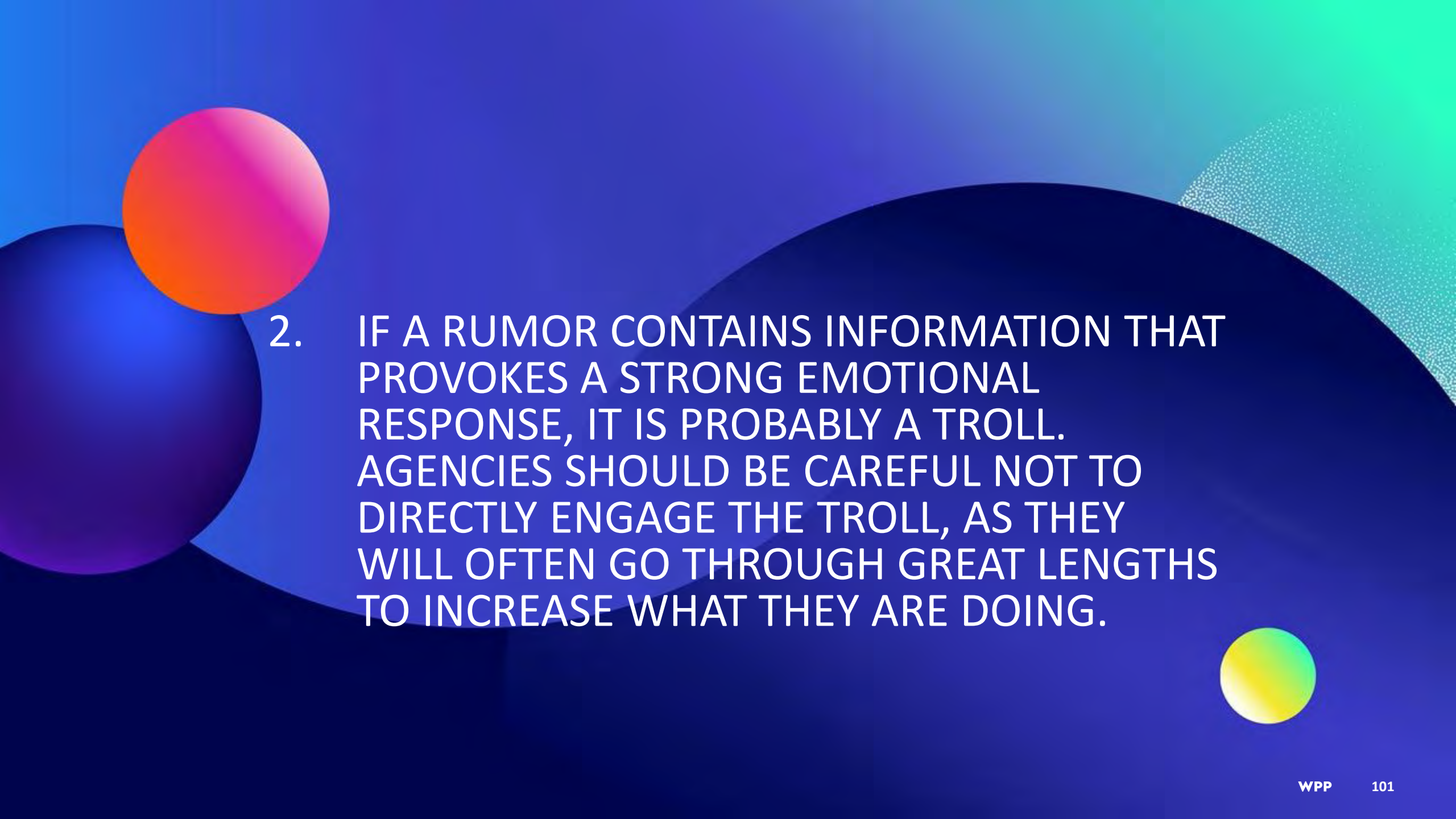
- STATE THE FACTS

- DIRECT READERS TO SOURCES OF CORRECT INFORMATION.



# TECHNOLOGY

1. SET UP A CENTRAL WEBSITE AS A ONE STOP SHOP/PORTAL SIMILAR TO THE FEDERAL EMERGENCY MANAGEMENT AGENCY'S (FEMA) RUMOR CONTROL PAGES HAVE A GENERIC PAGE READY TO GO IN CASE OF DISASTER, SO AN AGENCY CAN TURN IT ON AND START PUBLISHING

- 
- The background features a dark blue gradient transitioning to a lighter blue and green at the top right. There are several decorative elements: a large purple circle on the left, a smaller orange-to-pink gradient circle overlapping it, a large dark blue semi-circle at the bottom, and a small yellow-to-green gradient circle in the bottom right corner.
2. IF A RUMOR CONTAINS INFORMATION THAT PROVOKES A STRONG EMOTIONAL RESPONSE, IT IS PROBABLY A TROLL. AGENCIES SHOULD BE CAREFUL NOT TO DIRECTLY ENGAGE THE TROLL, AS THEY WILL OFTEN GO THROUGH GREAT LENGTHS TO INCREASE WHAT THEY ARE DOING.



3. USE LIVE VIDEO (PERISCOPE, FACEBOOK LIVE OR YOUTUBE) TO CORRECT INFORMATION WITH EMPATHY AND ACCURACY.

AN EXAMPLE IS THIS VIDEO FROM THE 2018 OROVILLE DAM FLOOD CRISIS WHERE RUMORS WERE ADDRESSED AND CORRECTED.

<https://www.facebook.com/SacramentoOES/videos/1352512824812204/>



# OTHER WATCHOUTS



## THERE ARE SOME RISKS TO ENGAGEMENT, INCLUDING:

- ACCIDENTALLY AMPLIFYING THE FALSE MESSAGE
- REPEATING THE FALSE MESSAGE, EVEN WITH A CORRECTION, CAN LEAD TO MORE PEOPLE BELIEVING IT
- CORRECTING EFFORTS CAN “BACKFIRE,” I.E., CHALLENGING A STORY MAY CAUSE PEOPLE WHO ALREADY BELIEVE THE FALSE INFORMATION TO BELIEVE IT EVEN MORE





THE FOLLOWING FACTORS SHOULD BE CONSIDERED:

## GEOGRAPHY

IF THE RUMOR IS A LOCAL RUMOR, AGENCIES SHOULD ADDRESS IT. IF THE RUMOR IS NOT SPREADING AMONG THE LOCALS, AGENCIES AND RESPONDERS MAY WANT TO KEEP IT ON THEIR RADAR FOR THEIR SITUATIONAL AWARENESS BUT NOT ADDRESS IT.

The background features a dark blue gradient transitioning to a lighter blue and green at the top right. Several overlapping circles in shades of purple, blue, red, and yellow are scattered across the scene. A large, dark blue, semi-circular shape is positioned behind the main text.

## VOLUME

IF THE RUMOR IS AT A LOW VOLUME, KEEP AN EYE ON IT. IF THE RUMOR SPIKES AND BECOMES HIGH-VOLUME, RESPOND WITH A MESSAGE HIGHLIGHTING THE TRUE FACTS THAT DOES NOT REPEAT THE FALSE STORY.



## SUBJECTS

FOR STORIES AROUND COLLABORATIONS AND HUMANITARIAN RESPONSE, HIGHLIGHT THE POSITIVE SIDE OF THE STORY TO INDIRECTLY COUNTERACT THE EFFECT OF NEGATIVE RUMORS.



**AND FINALLY**



PLANS TO COUNTER DISINFORMATION  
SHOULD INCLUDE INVESTMENT  
BEFORE AN INCIDENT AND A  
RESILIENCE PLAN AFTER THE INCIDENT.

# GAP TABLE

Plan Components	Very Strong	Strong	Average	Below Average	Weak
	5	4	3	2	1
<b>People</b>					
Pre-established local partnerships for response communications					
Mutual aid agreements with international organizations					
Trusted crowd source or centers of influence identification and usage					
First Responders and Digital Volunteers trained to spot disinformation					
Plans to have rescue workers aware of rumor that may be spreading					
<b>Process</b>					
Pre-scripted messages and hashtags					
Draft visual, graphics and photos that can be quickly implemented					
Older information is appropriately labeled and not re-used					
Training to acknowledge rumors quickly and in a way to minimize impact					
<b>Technology</b>					
Central website to combat rumor and distribute proper information					
Ability to use Live Video to correct information with empathy and accuracy					
<b>Totals (55 is highest score)</b>					



TRUTHFULNESS IS THE FOUNDATION UPON  
WHICH HUMAN RELATIONSHIPS ARE BUILT.  
TRUTH IS THE ANTECEDENT TO TRUST AND  
TRUST IS THE ANTECEDENT TO  
COOPERATION.

The Importance of Truth Telling and Trust  
*37 Journal of Legal Studies Education 7 (Winter 2020)*

# THANK YOU

**SEAN HOWARD**

**[SEAN.HOWARD@WPP.COM](mailto:SEAN.HOWARD@WPP.COM)**

**+1.917.226.4814**



# APPENDIX



# ABOUT WPP GOVERNMENT & PUBLIC SECTOR PRACTICE



# WPP GOVERNMENT & PUBLIC SECTOR PRACTICE

Drawing on our experience from around the world, The Practice advises policymakers and public sector communication leaders on strategy, innovation, capability development and global best practice.

We invest continuously in research and thought leadership to advance our thinking and evidence on the strategic use of communication.

We are the only advertising holding company with a dedicated government and public sector practice and we draw from our experience globally to help governments solve complex policy challenges and implement them through effective communications

WPP's Government & Public Sector Practice is trusted by governments to drive positive change in the profession – we are faculty with leading MPP (masters in public policy programs at University of Oxford and National University of Singapore)

# OUR TEAM



**SEAN  
HOWARD**

CEO



**BRETT  
NOLAN**

Executive Director,  
AUNZ



**MARK  
PENDER**

Executive Director, North  
America



**PHILIPPA  
CLAYRE**

Executive Director,  
UK, MENA



**LAURE  
VAN HAUWAERT**

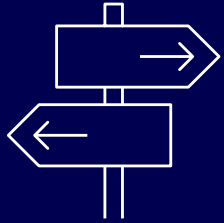
Executive Director,  
EU Institutions



**ALEX  
VENTURA**

Proposal Manager

# OUR FOCUS



## Behaviour Change

Our programmes drive long-term and sustainable changes in citizen behaviour



## Public Service Recruitment

Our programmes ensure that public sector organisations have the people and skills needed to serve the public effectively



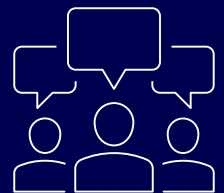
## Digital Government

We work with organisations to achieve their digital goals of making public services more engaging and efficient



## Place Marketing

We run programmes with states, regions and cities to attract trade, investment and tourism for economic growth



## Engagement & Participation

Our programmes enable citizens to participate in policymaking and increase engagement in democratic processes



## Capability Consulting

We work with government communication leaders to build high-performing organisations with the required people, skills and tools

---

# GOVERNMENT & PUBLIC SECTOR PRACTICE

Our team of senior consultants connects clients with the best ideas and expertise in WPP's global network. Our agencies partner with government organisations in over 70 countries.

NORTH AMERICA



UK



EU INSTITUTIONS



MIDDLE EAST & NORTH  
AFRICA



SINGAPORE



AUSTRALIA &  
NEW ZEALAND



---

# HOW WE DO IT

Drawing on our experience from around the world, The Practice advises policymakers and public sector communication leaders on strategy, innovation, capability development and global best practice.

We invest continuously to advance our thinking and evidence on the strategic use of communication.



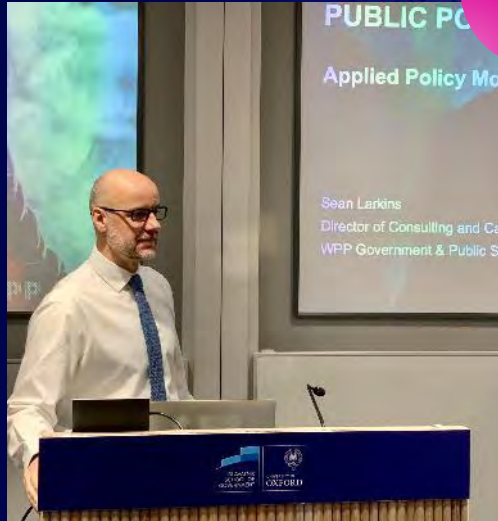
# SHARING GLOBAL BEST PRACTICE

## The Leaders' Report

Spanning 40 countries, The Leaders' Report is the first comprehensive global review into how government and public sector communication leaders and practitioners are working now, their concerns, and what they are doing to prepare for the communication challenges of the future.







# USING COMMUNICATIONS TO DELIVER PUBLIC POLICY EFFECTIVELY

We partner with leading schools of public policy to train present and future government leaders to use communication as part of the policy mix to drive long-term behaviour change.

We teach a *Communications for Public Policy Delivery* module as part of the Master of Public Policy (MPP) programme at the Blavatnik School of Government, University of Oxford. We also offer an executive education programme with the Lee Kuan Yew School of Public Policy, National University of Singapore. These courses cover behavioural approaches to public policy and the cycle of integrated communications, with best practice from around the world.



# TRUSTED BY GOVERNMENTS IN OVER 70 COUNTRIES



# WE CONVENE GLOBAL AGENCIES WITH MARKET LEADING CAPABILITIES

## INTEGRATED AGENCIES



Ogilvy

+ WUNDERMAN  
THOMPSON

AKQA

GREY

## MEDIA

groupm

essence  
mediacom

MINDSHARE

Wavemaker

## PUBLIC RELATIONS & AFFAIRS

burson  
cohn & wolfe  
bcw

Hill+Knowlton  
Strategies

figs global

## BRAND & DESIGN

LANDOR & FITCH

Design bridge and partners

COLEY  
PORTER  
BELL

## PRODUCTION

HOGARTH

TRANSFORMATIVE CAPABILITIES  
+ MANY MORE

choreograph

Satalia

Subvrsive