

**MEDIA  
LITERACY**  
**IN THE AGE OF**



## *Misinformation &* **DISINFORMATION**

While **misinformation** refers to the accidental spread of inaccurate information, **disinformation** is not only inaccurate, but intends to deceive and is spread in order to do serious harm.

**Disinformation** can be spread by state or non-state actors. It can affect a broad range of human rights, undermining responses to public policies or amplifying tensions in times of emergency or armed conflict.

There is no universally accepted definition of **disinformation**. No one definition may be sufficient on its own, given the multiple and different contexts in which concerns over **disinformation** may arise, including with regard to issues as diverse as electoral process, public health, armed conflicts, or climate change

Source: United Nations



# Communications Information Series

FIGURE C

## Global risks ranked by severity over the short and long term

"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."

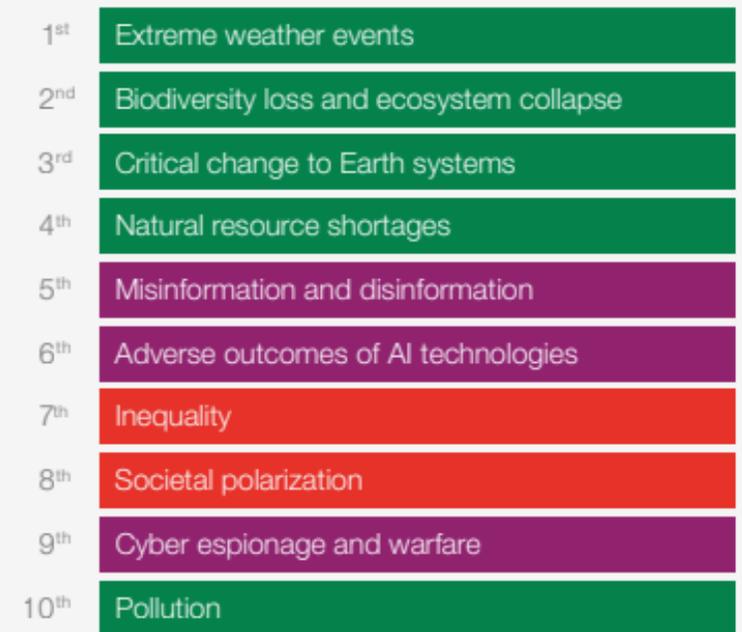
Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

2 years



10 years



Source

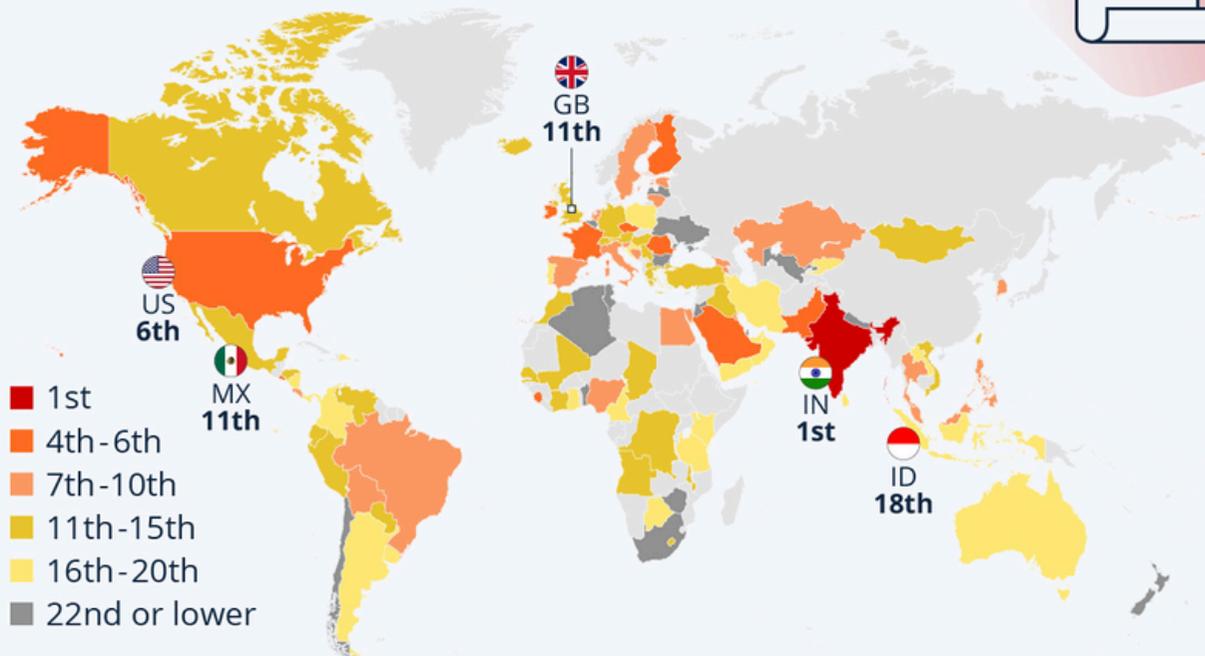
World Economic Forum Global Risks Perception Survey 2024-2025.

Global Risks Report 2025

**The World Economic Forum estimates that misinformation and disinformation is the most severe risk the world will face over the next 2 years**

## Where False Information Is Posing the Biggest Threat

Rank of "misinformation/disinformation" among 34 risks for the following countries



Based on 1,490 expert opinions across academia, business, government, the international community and civil society collected Sep. 4-Oct. 9, 2023

Source: World Economic Forum



statista

- **The threat posed by misinformation is perceived to be higher in some countries than others**
- **In Nigeria it is a Top 10 risk but perceived lower in other African countries (2023 data: WEF)**

Infographic: Statista

## The Explosive Growth of AI-Powered Fraud



Countries per region with biggest increases in deepfake-specific fraud cases from 2022 to 2023 (in %)\*



The report analyses +2M cases of identity fraud attempts from 224 countries/territories. All data is aggregated and anonymized \* Regions according to source

Source: Sumsud Identity Fraud Report 2023



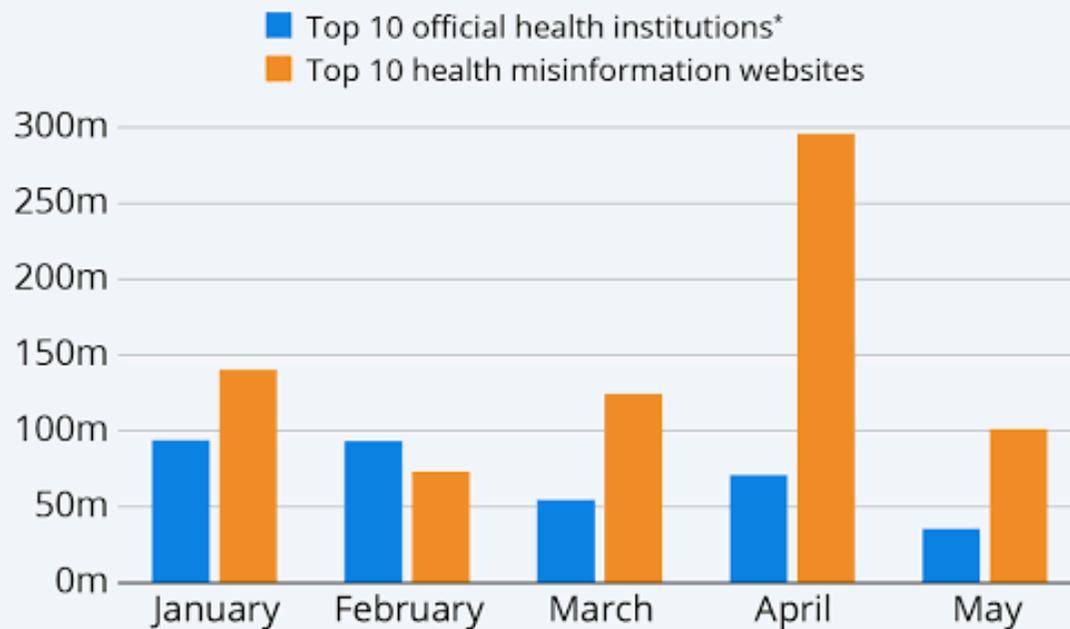
**statista**

- Countries in Africa with the biggest increases in deepfake specific fraud cases from 2022 to 2023 - South Africa and Algeria top the list
- Nigeria recorded an increase but is not one of the leading numbers in the continent

Infographic: Statista

## Report: Facebook Poses A Major Threat To Public Health

Estimated views of health content from official/ misinformation websites on Facebook in 2020



\* WHO, ECDC and leading health institutes in the UK, US, France, Italy and Germany.  
Source: Avaaz



statista

Infographic: Statista

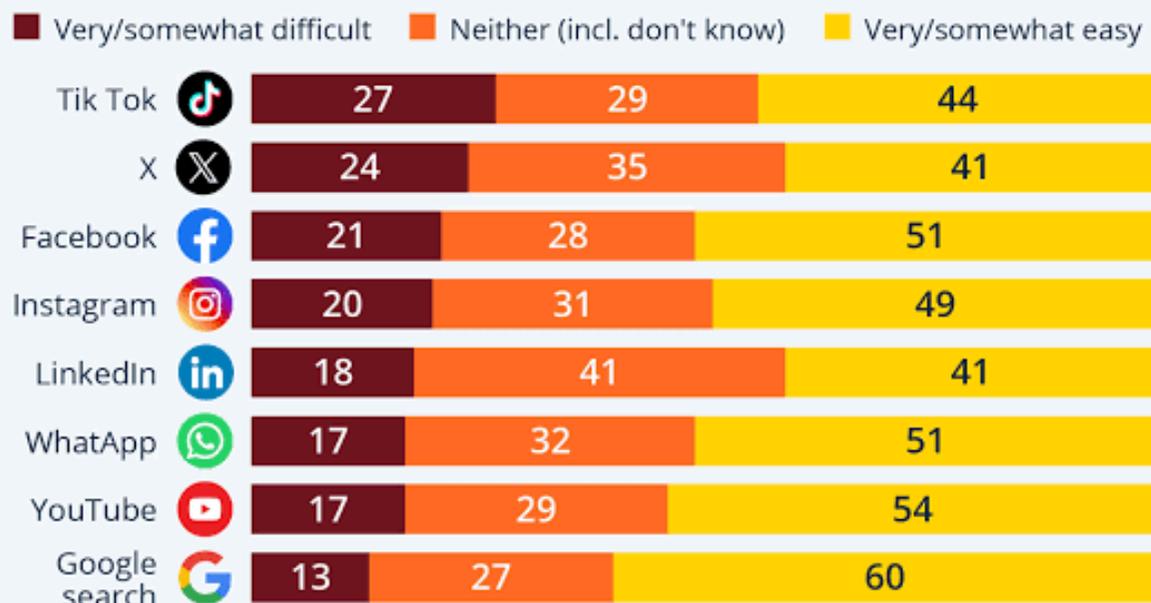
- In 2020 during the pandemic, Facebook was identified as posing a major threat to public health due to the sheer number of misinformation websites and content on the platform, completely overwhelming information from leading health institutes**



## Communications Information Series

### Social Media: Where It's Hardest to Tell Truth From Fake News

Share of respondents who find it difficult to identify trustworthy news on the following platforms (in %)



61,224-92,185 respondents (18+ y/o) per platform surveyed across 47 markets between Jan.-Feb. 2024. Respondents in India and Hong Kong were not asked about TikTok.

Source: Reuters Digital News Report 2024



Infographic: Statista

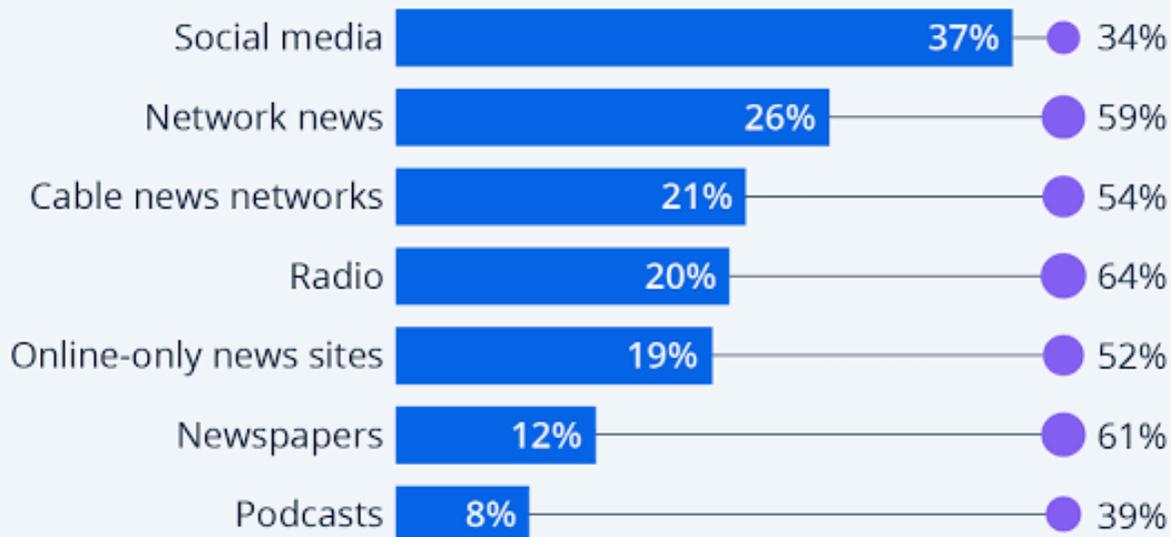
- Tiktok, Twitter and Facebook are identified as the 3 platforms where it is most difficult to decipher fake news from factual reporting.
- This is a significant shift from 2020 thereabouts where facebook was topping the list in many countries
- Whatsapp features very low down the list and YouTube even lower.

Source: Statista 2024

## Americans Turn To Social Media For News, Despite Lower Trust

Share of U.S. respondents that use the following news sources every day

● Share of respondents who trust the following sources



2,210 U.S. adults (18+ y/o) surveyed Feb. 9-10, 2022

Source: Morning Consult

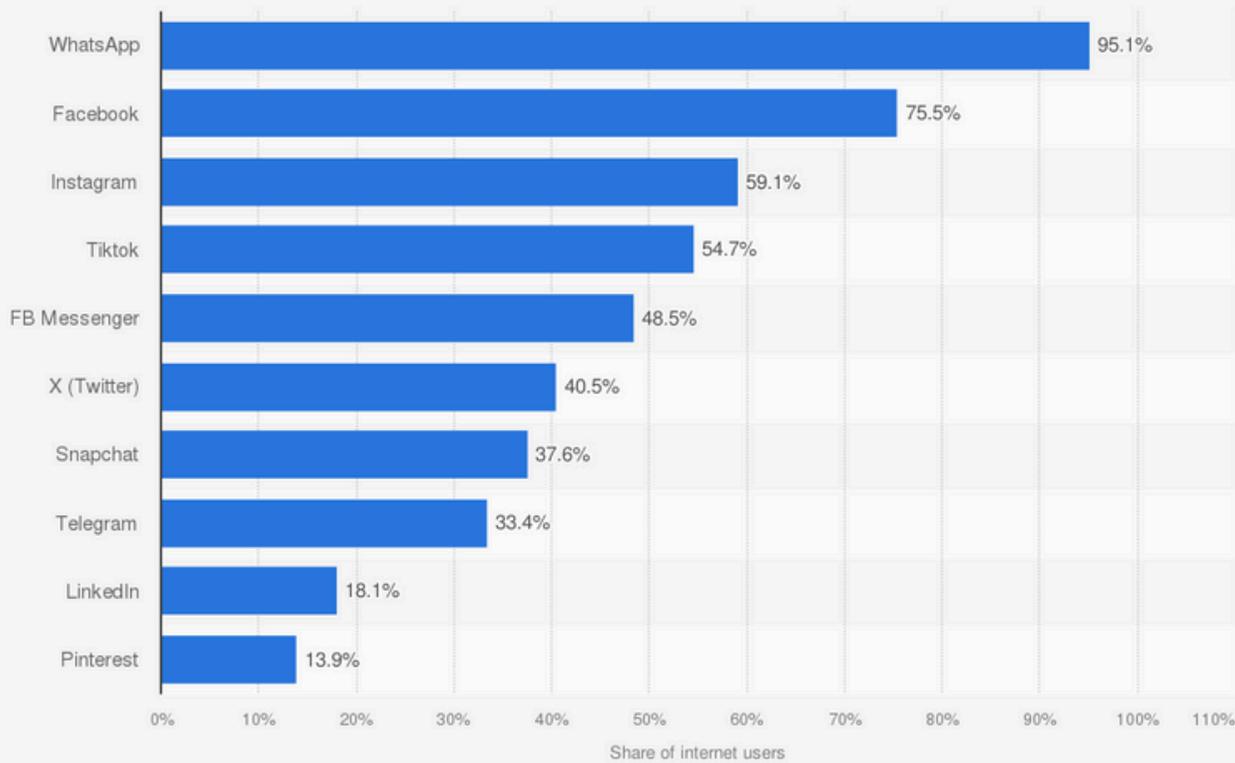


statista

- **2022 survey indicated that U.S. adults trust traditional media sources (network news, cable news, newspapers and radio) much more than social media sources**
- **However they use social media much more everyday**
- **There is much higher daily exposure to social media content than traditional media news content/broadcast and programs**

Infographic: Statista

Most used social media platforms in Nigeria as of the 3rd quarter of 2023



Sources  
DataReportal; GWI; Meltwater  
© Statista 2024

Additional Information:  
Nigeria; DataReportal; GWI; Meltwater; Q3 2023; 16-64 years; internet users

- WhatsApp and Facebook are the most used social media platforms in Nigeria (and this is likely to be the same throughout most of Africa)
- WhatsApp is a closed platform so very susceptible to the spread of misinformation because you have to go outside of the platform to verify the source of content received.
- Facebook also susceptible because it is easy to be trapped in an information bubble - consuming content that reinforces strongly held views

Infographic: Statista

# DIFFERENT TYPES OF MISINFORMATION

1. **Fabricated Content** (new and false designed to deceive and harm)
2. **Manipulated Content** (genuine info with manipulated content)
3. **Imposter Content** (impersonation of genuine sources)
4. **False Content** (genuine content with false info)
5. **Misleading Content** (misleading use of content to fit a false narrative)
6. **False Connection** (headlines and visuals don't support the content)
7. **Satire/Parody** (no intention to create harm but has potential to fool)

## TYPES OF MISLEADING "NEWS" OR CONTENT



1. **Propaganda** is a manipulative tactic used by governments and non-state actors to influence perception and win support. It appeals to emotion and is often harmful
2. **Clickbait** is deliberately sensational to force you to click. The headlines are intentionally misleading
3. **Sponsored content** - some content will report as though it is news or commentary or experiential, whereas is actually sponsored
4. **Satire/Hoax** - some content are created for fun or as an activist campaign but is then interpreted by the public as an actual event that occurred.
5. **Error** - A credible news organization would publish an apology or retract a story if found out to be factually incorrect. However online blogs, podcasters etc are not duty-bound to do the same
6. **Partisan** - This is when news organizations cover stories from an obviously biased perspective and push narratives from a one-sided angle all the time. It is important not to swallow everything being pushed out wholeheartedly because the intent is not to inform but to influence in a pre-determined direction
7. **Conspiracy theory** - the most dangerous of all because once believed in, is difficult to disconnect. **Important to be wary of content that amplifies the concept of one big enemy behind all bad things without balancing the narrative.** Also note if these narratives are being amplified by single-purpose pages i.e. social media accounts dedicated to amplifying the same narratives 24/7 and hardly post on anything else

Infographic: eavi - media literacy for citizenship



Follow

Watters: We are waging a 21st century information warfare campaign against the left...What you're seeing on the right is asymmetrical... Someone says something on social media, Musk retweets it, Rogan podcasts it, Fox broadcasts it.. and by the time it reaches everybody, millions of people have seen it.



Last edited 23:44 · 17/02/2025 · 88K Views

263 286 636 145

USA

- **Fox News analyst's description of how social media is being used to wage an information warfare campaign in U.S. politics using a combination of influencer accounts, massive following podcasts and a partisan-leaning news network with highly successful results in political, electoral, societal and community-action terms**
- **Any message is amplified through this trifecta of dissemination. Facts and truth is immaterial. its all about purposeful intent and control of public opinion and political discourse**

Source: FoxNews (X) - Feb 17, 2025

1. **Joe Rogan** - **50M** followers - YouTube, IG, Twitter, Spotify
2. **Fox News** - 10M Instagram, 26M Twitter, 13M YouTube, 25M on Facebook = **74M**
3. **Elon Musk** - **216M** on Twitter

**TOTAL POTENTIAL REACH = 340M**

**\*\*US Population - 334M**

## NIGERIA

### Online abuse

- According to the study, which surveyed over 500 Nigerians, women and young people aged 25–34 are disproportionately affected by online abuse, with 58% reporting some form of harm.
- **Despite widespread reports of harmful content, 31% of respondents said such content is rarely removed.**

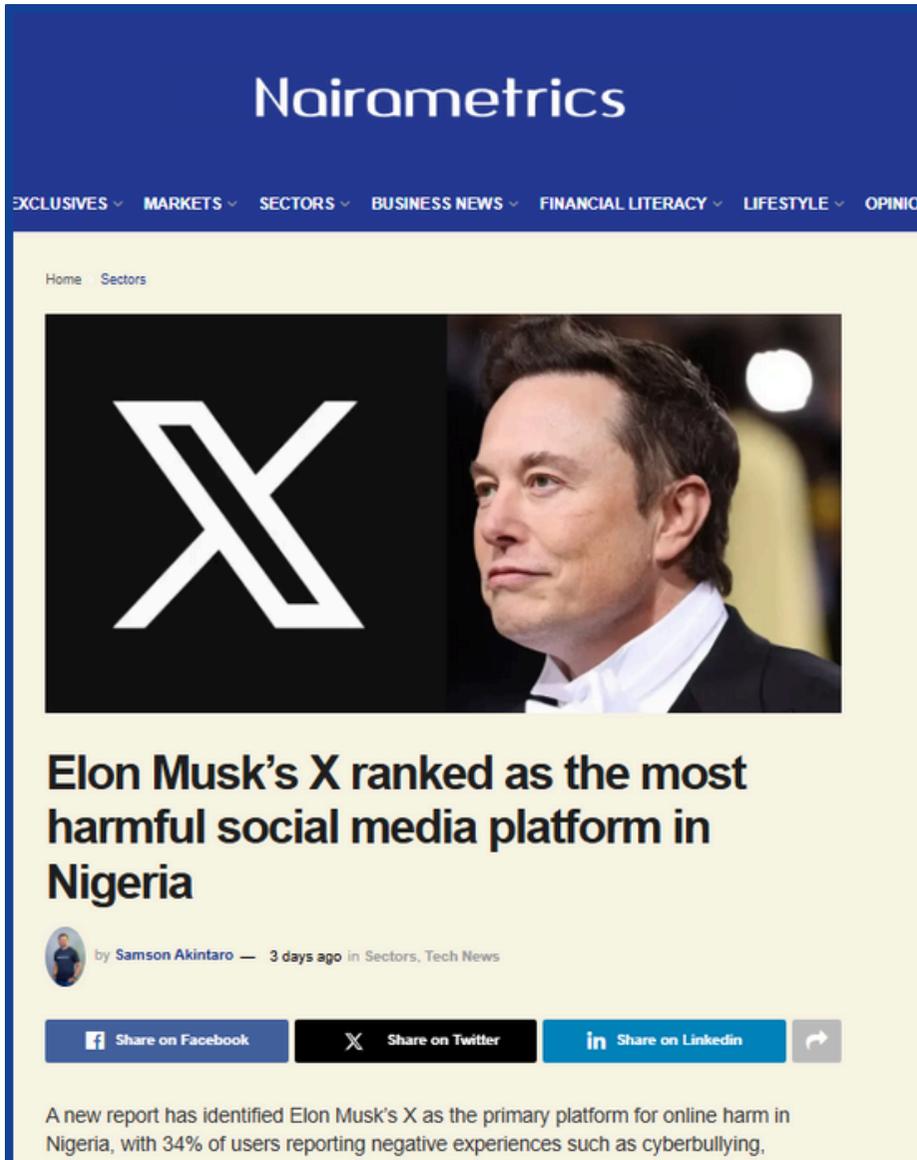
### Content Moderation

- While 60% of respondents reported online harm, most believe no action was taken.
- **X was ranked as the worst offender, with 34% of users citing negative experiences, followed by Facebook (29%) and WhatsApp (12%).**
- Instagram was identified as the most responsive platform, with 26% of respondents saying it effectively addresses complaints.
- Also highlighted the lack of transparency in content moderation and accountability among tech giants, many Nigerians believe these platforms prioritize profits over user safety

### Misinformation: A major digital threat

- **99% of respondents identify fake news as a major concern.**
- **91% believe that big tech companies wield too much power over democracy, raising fears about the influence of digital platforms on public opinion and governance.**

Source: Nairametrics, Feb 15, 2025



**Nairametrics**

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Home Sectors



### Elon Musk's X ranked as the most harmful social media platform in Nigeria

by Samson Akintaro — 3 days ago in Sectors, Tech News

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A new report has identified Elon Musk's X as the primary platform for online harm in Nigeria, with 34% of users reporting negative experiences such as cyberbullying,

A new report has identified Elon Musk's X as the primary platform for online harm in Nigeria, with 34% of users reporting negative experiences such as cyberbullying, misinformation, and harassment.

The findings were disclosed by Ms. Shirley Ewang, Advocacy Lead at Gatefield, during a press briefing on Friday in Abuja.

The report, titled The State of Online Harms in Nigeria, was conducted by Gatefield with support from Luminare.



# Communications Information Series

## Insights from Twitter (X) Grok (Generative AI chatbot)



← Grok 3 beta

Does Elon Musk amplify conspiracy theories?

DeepSearched for 33 seconds

### Key Points

- Yes, Elon Musk amplifies conspiracy theories through his actions on X.
- He has endorsed anti-semitic theories and spread misinformation about events like the LA wildfires.
- Surprisingly, despite an apology for an anti-semitic post, he continues to engage with and reinstate accounts promoting conspiracy theories.

Source: Grok 3

- **Generative AI makes fact-checking easier and faster by providing real-time verification of claims by sifting through the internet to confirm origin and authenticity of sources.**

← Grok 3 beta

### Platform Influence

His role as the owner of X, with over 200 million followers, amplifies the reach of these theories, especially when he reinstates accounts like Alex Jones, known for spreading conspiracy theories, and participates in live streams with him ([Elon Musk restores X account of conspiracy theorist Alex Jones](#)).

### Detailed Analysis

This section provides a comprehensive examination of Elon Musk's activities related to conspiracy theories, drawing from various sources and interactions on X. The analysis covers his direct endorsements, platform policies, and

← Grok 3 beta

### 1. Election Fraud Claims (2024 U.S. Election)

Throughout the 2024 U.S. election cycle, Musk reposted content alleging widespread voter fraud, including debunked stories about "dead voters" and manipulated vote counts. Reports estimate these posts contributed to over 2 billion views of election-related misinformation on X. While some claims were vague enough to avoid direct refutation, many were outright false, as verified by state election officials and independent analyses.

← Grok 3 beta

### Direct Endorsements of Conspiracy Theories

Musk has personally endorsed several conspiracy theories, notably:

- **Anti-Semitic Conspiracy Theory:** On November 15, 2023, Musk responded to an X post claiming Jewish communities promote "hatred against whites" and support mass migration of minorities, stating, "You have said the actual truth." This endorsement was widely criticized and linked to violent incidents, such as the Pittsburgh synagogue shooting ([Analysis: With](#)



## Communications Information Series

USA

### Insights from Twitter (X) Grok (Generative AI chatbot)

Does Elon Musk amplify fake news?

Answer

Elon Musk has been observed to share and promote content on X that includes false or misleading information, contributing to the amplification of what could be considered "fake news." His activity on the platform, where he has a massive following, often involves reposting or commenting on claims that lack evidence or have been debunked. For instance, in early February 2025, Musk reposted a fabricated story falsely attributed to E! News, claiming that USAID funded celebrity visits to Ukraine, a narrative identified as part of a disinformation campaign. This post garnered significant attention before being corrected, illustrating how his influence can rapidly spread unverified content.

These examples highlight a pattern: Musk often shares or endorses content that aligns with his views—anti-establishment, skeptical of traditional media, or critical of certain policies—without apparent vetting for accuracy. The disinformation spreads rapidly due to his 200+ million followers and X's algorithm favoring his posts. While some argue he's merely spotlighting underreported angles, the lack of substantiation in these cases leans them toward disinformation—false or misleading info presented as fact. Contextually, his actions seem less about deliberate deceit and more about impulsive amplification, but the effect remains the same: untruths gain traction.

However, it's worth noting that Musk's supporters argue he's challenging establishment narratives, often claiming that what's labeled "fake news" by critics is simply alternative perspectives suppressed by mainstream sources. The lack of a strict knowledge cutoff in my data means I can confirm his pattern of sharing such content persisted into early 2025, but whether this constitutes "amplifying fake news" depends on one's definition. If "fake news" means deliberately false or misleading information, Musk's actions—driven by apparent ideological leanings rather than rigorous fact-checking—fit the bill in several documented cases. Still, intent and context matter, and Musk might see himself as a provocateur rather than a purveyor of falsehoods. The evidence suggests he does amplify questionable content, knowingly or not, but the full scope and motivation remain open to

Source: Grok 3

- **Generative AI makes fact-checking easier and faster by providing real-time verification of claims by sifting through the internet to confirm origin and authenticity of sources.**



# Communications Information Series

Insights from Twitter (X) Grok  
(Generative AI chatbot)

## NIGERIA

← Grok 3 beta ⌚ 📄

Does the Nigerian government promote disinformation?

DeepSearched for 28 seconds >

**Key Points**

- Yes, the Nigerian government promotes disinformation, especially through social media influencers and official denials.
- They have been involved in spreading false information to suppress protests like #EndSARS and influence elections.
- Surprisingly, while they take steps to combat disinformation, they are also accused of using it for political gain

Source: Grok 3

← Grok 3 beta ⌚ 📄

**Background**

The Nigerian government has been accused of promoting disinformation, which is false or misleading information spread deliberately to influence opinions. This includes using social media influencers to suppress citizen participation in movements like #EndSARS and denying facts, such as the Lekki Toll Gate shooting, which was later proven true.

← Grok 3 beta ⌚ 📄

**Evidence of Promotion**

Reports show the government used social media influencers to discourage participation in the #EndSARS protests in 2020, aiming to control public opinion ([Atlantic Council](#)). Additionally, during the 2023 elections, politicians, including those from the ruling party, paid influencers up to \$45,000 to spread disinformation, linking candidates to terrorist groups like Boko Haram ([BBC](#)). The government also denied the Lekki Toll Gate shooting, calling reports "fake news," despite evidence of a massacre ([New York Times](#)).

← Grok 3 beta ⌚ 📄

- **Lekki Toll Gate Shooting Denial:** During the #EndSARS protests, on October 20, 2020, the Nigerian Army opened fire on unarmed protesters at Lekki Toll Gate, killing at least 11, as confirmed by a government panel in November 2021 ([New York Times](#)). Initially, the government, through Information Minister Lai Mohammed, denied the shooting, labeling reports as "fake news" and a "triumph of fake news and the intimidation of a silent majority by a vociferous lynch mob" ([CNN](#)). This denial was later contradicted by evidence, including live streams and Amnesty International's timeline, which confirmed the massacre ([Amnesty International](#)).



# Communications Information Series

# NIGERIA

Contd.

## Insights from Twitter (X) Grok (Generative AI chatbot)

Grok 3 beta

- **2023 Elections and Influencer Payments:** Ahead of the February 2023 presidential elections, the BBC's Global Disinformation Team uncovered that Nigerian politicians, including those from the ruling All Progressives Congress (APC), secretly paid social media influencers up to \$45,000 or offered government contracts to spread disinformation about opponents ([BBC](#)). Tactics included associating candidates with Boko Haram, using reverse image searches to debunk false claims, such as linking APC's vice-presidential candidate Kashim Shettima to the group, which was proven false.

Grok 3 beta

Additionally, state-affiliated groups have coordinated troll farms to harass opposition voices online, using fact-checking language to gain credibility, as found in a 2022 study by the Center for Democracy and Development West Africa ([Freedom House](#)). This indicates a systematic approach to manipulating information space.

Grok 3 beta

### Government Responses and Contradictions

Despite these accusations, the Nigerian government has taken steps to combat disinformation, which presents a contradictory picture:

- **Training and Collaboration:** In July 2023, media organizations trained 32 Nigerian reporters in information verification and digital cybersecurity to tackle rampant disinformation, with the government expressing concerns during the 2023 election lead-up ([DW](#)). The Minister of Information and Culture, Lai Mohammed, reportedly held meetings with Meta and Google to check platform misuse, though skepticism remains about their effectiveness ([Social Media for Development](#)).

Source: Grok 3

Grok 3 beta

- **Legal Measures:** The National Information Technology Development Agency (NITDA) issued a draft Code of Practice in June 2022 to curb fake news and hate speech, aiming to protect human rights, but it raised concerns about freedom of expression, with Amnesty International noting vague distinctions ([FES Media Africa](#)). ARTICLE 19 criticized overbroad laws like the Criminal Code's prohibitions on false news, used to suppress pandemic reporting, calling for transparency and accountability ([ARTICLE 19](#)).

Grok 3 beta

### Comparative Analysis

Compared to external actors like Russia, which also spread disinformation in Africa, the Nigerian government's actions are more localized, focusing on domestic political control ([US Department of State](#)). However, the impact is significant, reaching millions and deepening ethnic and religious divides, as seen in north-central Nigeria's communal clashes fueled by disinformation ([FES Media Africa](#)).



## Communications Information Series

# NIGERIA

### Insights from Twitter (X) Grok (Generative AI chatbot)

Is it true that USAID funds Boko Haram in Nigeria?

DeepSearched for 21 seconds

#### Key Points

- No, USAID does not fund Boko Haram in Nigeria.
- The US government condemns Boko Haram and has designated it as a Foreign Terrorist Organization since 2013.
- Accusations of USAID funding Boko Haram lack evidence and have been denied by US officials.

#### Background

The United States Agency for International Development (USAID) supports various development projects in Nigeria, focusing on areas like agriculture, health, and governance. Recently, there have been claims suggesting USAID funds terrorist groups, including Boko Haram, but these claims have been thoroughly debunked.

#### Official Denials and Investigations

US Ambassador to Nigeria, Richard Mills Jr., has explicitly stated there is no evidence supporting these accusations, emphasizing strict policies to prevent fund diversion to terrorist groups ([US Ambassador's Statement](#)). The US Mission in Nigeria also condemned Boko Haram and reaffirmed monitoring systems to ensure aid reaches intended recipients ([US Mission Statement](#)). An investigation into these claims is ongoing, but no evidence of misuse has been found.

#### Conclusion

Based on available evidence, it is not true that USAID funds Boko Haram in Nigeria. The allegations stem from a congressional claim lacking substantiation, while official statements and investigations confirm no evidence of such diversion. USAID's role is to support development and humanitarian efforts, with strict measures to prevent misuse, aligning with the US's counterterrorism objectives. This analysis underscores the importance of verifying claims in the context of international aid and security.

- **Generative AI tools makes fact-checking much easier and faster by providing real-time verification of claims by sifting through the internet to confirm origin and authenticity of sources.**

## MYTHS

1. Disinformation is caused by individuals and non-state actors only
2. Governments are in the best position to regulate misinformation
3. Misinformation and disinformation is **a social media issue**

## FACTS

1. Government officials are **also** a MAJOR source of disinformation
2. **A community-driven approach that holds everyone accountable including the government** is likely to deliver better results
3. Misinformation is a **SOCIETAL ISSUE** amplified by media and communication channels. Traditional media ie. newspapers, TV and radio\* are also channels of misinformation and disinformation

- *Response from Twitter (X)'s Grok indicates that the Top 5 individuals promoting disinformation on X - based on analysis of available data and sentiment from various sources as at February 21, 2025 are 1. Elon Musk , 2. Donald Trump, 3. Robert F Kennedy Jr 4. Alex Jones 5. RT (Russia Today )*
- *3 out of 5 individuals on this list are currently US government officials. \*No 4. is a US radio show host and No 5 is a Russian media organization.*

“

Countering disinformation requires lasting investment in building societal resilience and media and information literacy.

ANTÓNIO GUTERRES, *United Nations Secretary-General*



## The UN advocates for a response rooted in human rights

The General Assembly and the Human Rights Council have both called for responses to the spread of disinformation to promote and protect and not to infringe on individuals' freedom of expression and freedom to seek, receive and impart information, as established by Article 19 of the Universal Declaration of Human Rights and article 19 (1) of the International Covenant on Civil and Political Rights.

Source: [www. https://www.un.org/en/countering-disinformation](https://www.un.org/en/countering-disinformation)

**SOCIAL MEDIA  
CENSORSHIP  
IS NOT THE  
SOLUTION!**

# Online Guidance on What To Do

1. **Don't be quick to share everything you see on the internet or social media**
2. **Be sure it is worth sharing before doing so**
3. **Check the source and the source's source**
4. **Also check the date. Old videos and stories are often re-circulated as though recent**
5. **Ask a trusted expert or someone with a balanced view**
6. **Be wary of content that reinforces your bias. The algorithms are made to function that way. Make a point to check out what the *"other side"* is saying - especially on political issues. One side cannot always be right**
7. **Do a Generative AI check ( e.g. DeepSeek, ChatGPT, Grok etc) to verify source of information and credibility**

## Online Guidance on What To Do



1. **Check the source:** Who is making this claim and what is their credibility? Are they a trusted source? What have they published before?
2. **Check what others are saying** about these claims? Is there documented evidence to back up what is being said?
3. **Research the story** to confirm if being carried by mainstream media or is by faceless blogs or just some random post
4. **Read the comments** - if posted on a public social media platform. If sent to you via whatsapp with no trace of original source - then treat with caution until verified on a public open platform
5. **Check your emotions:** **How does the post make you feel? If it stokes strong negative emotion against a group of people, it is very likely that is the intent. Dig further to establish that you are not being unwittingly emotionally enrolled into a psychological campaign**

## OUR PERSPECTIVE

- Misinformation will continue to be a major risk across countries worldwide because no one is taking responsibility for regulating the dissemination of bogus claims, harmful content, fake news, conspiracy theories, hate campaigns etc within and across countries.

There is very little regulation of the major social media platforms by their parent countries and only a few countries have been able to successfully regulate or minimize dissemination of false/harmful content within their borders without outright censorship - which is counterproductive and a violation of human rights



The greatest risk of all is that many governments, official spokespersons, political interests and state-sponsored media outlets are also guilty of spreading disinformation and misinformation to suit political and high-profile interest purposes - with no care for the long-term health, psychological, physical impact on those consistently exposed to misleading content or the resultant negative impact on social and societal trust, harmony, peace and well-being

**SOCIAL MEDIA  
CENSORSHIP  
IS NOT THE  
SOLUTION!**



Countries need to begin to take an integrated community, citizen and stakeholder management approach to the resolution of the problem. Manage it like you would a pandemic through information, compliance and ethics models, safety guardrails etc but without violating human rights. And with government leading by example



**Focus should be on actions within control and solutions that require community involvement and participation**



Outright censorship of social media is not the answer but a combination of pressure from regulators as well good-faith actions by government and media to STOP using traditional and social media platforms for propaganda, partisan and misinformation campaigns will go a long way to building TRUST in traditional media or community-vetted/regulated platforms as authentic sources of information (wikipedia model)

**COMMUNITY-BASED APPROACH**



**MEDIA**

**CODE OF ETHICS AGAINST MISINFORMATION AND DISINFORMATION (SELF-REGULATION BY PROFESSIONAL ASSOCIATIONS)**

**GOVERNMENT**

**ETHICAL COMMUNICATIONS POLICY/ CODE OF CONDUCT AGAINST STATE-SPONSORED/SUPPORTED DISINFORMATION WITH A CITIZEN RATING MECHANISM**

**CITIZENS**

**MEDIA LITERACY AWARENESS PROGRAMS & CAMPAIGNS FOR ALL AGES**

**SOCIAL MEDIA CENSORSHIP IS NOT THE SOLUTION!**



# Communications Information Series



**ACT NOW!**

**OPTIONS**

**INSTITUTIONS**

**INDEPENDENT MONITORING, FACT-CHECKING WITH NO POWERS FOR ENFORCEMENT**

**NGO/CIVIL SOCIETY**

**MEDIA LITERACY AWARENESS PROGRAMS FOR ALL AGES & CODE OF CONDUCT ON DISINFORMATION/WATCHDOG ALLIANCES**

**SOCIAL MEDIA CENSORSHIP IS NOT THE SOLUTION!**

**AFRICAN CONTINENTAL INITIATIVE**

**INDEPENDENT WATCHDOG - COALITION OF MEDIA, GOVERNMENT, CITIZEN, NGO, TECH INNOVATORS, DIGITAL RIGHTS EXPERTS & ADVOCATES**

**CITIZEN VIGILANCE ENABLED BY AI**

**REAL-TIME FACT-CHECKING NOW POSSIBLE WITH THE USE OF GEN AI**



**Communications Information Series**



**NATIONAL PR & COMMUNICATIONS PROFESSIONAL ASSOCIATIONS**

**STANDARDS, CODE OF CONDUCT AGAINST USE OF PROPAGANDA. PROFESSIONAL DISCIPLINARY PROCESS**

**PUBLIC POLICY**

**ENGAGE PLATFORM OWNERS ON CONTENT MODERATION WITH REGARD TO DISINFORMATION AND MISINFORMATION**

**POLITICAL ACTORS**

**CODE OF CONDUCT AND ETHICS ESPECIALLY DURING ELECTIONS, WITH COMMUNITY MONITORING**

**DATA & INSIGHTS**

**QUARTERLY INDEPENDENT NATIONAL DATA GATHERING, SURVEY POLLS & FEEDBACK TO MONITOR IMPROVEMENT AND DRIVE CHANGE**

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*Media Literacy In The Age of Disinformation*

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