

How to publish responsibly

Best practice for presenting information and debunks, including providing context, being careful with images, being precise with language, and focusing on the facts.

Effective

Coverage

Checklist

Could this piece unnecessarily amplify a falsehood or conspiracy?

Have I checked any headlines, social media summaries or push notifications? Do they work without the context that exists in the article?

Do I have permission to use the image or video?

If the image or video is manipulated, have I added text or a graphic to make that clear?

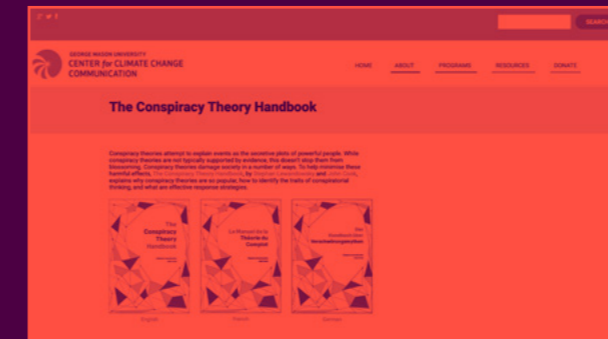
Have I considered the rights and vulnerabilities of everyone in the image or video?

Have I considered the consequences of using posts that weren't originally intended for a large audience?



The building blocks of reporting and discussing Covid-19 vaccines →

Discover six important pointers to follow when publishing information on vaccines.



Health misinformation in Africa, Latin America, and the UK: Impacts and possible solutions →

(Full Fact) Read a briefing on the impact of misinformation on public health and the evidence on interventions.



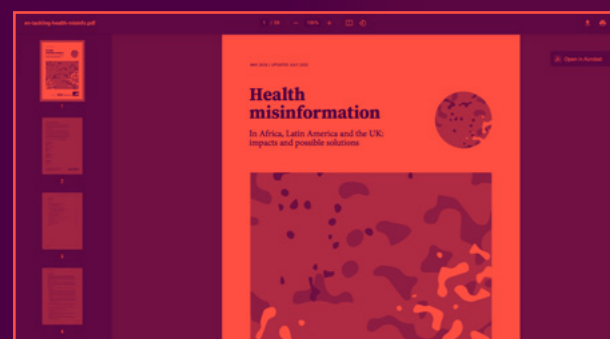
COVID-19 conspiracies and beyond: How physicians can deal with patients' misinformation →

(JAMA) Read an interview on the viral spread of false health information and how time-pressed physicians can deal with it.



Correction as a solution for health misinformation on social →

(American Journal of Public Health) Learn why corrections can prove less effective as issues become more polarized or beliefs become embedded in an individual's self-concept.



The conspiracy theory handbook →

(George Mason University's Center for Climate Change Communication) Discover why conspiracy theories are so popular, the traits of conspiratorial thinking, and effective response strategies.

With the ability to build your own syllabus, live interpretation in your language and on-demand lesson recaps, this highly customizable course is designed for busy schedules and varied levels of knowledge and experience.

Learn more at firstdraftnews.org/vaccineinsights/#training

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|----|-----------------------------------------------|-----|-----------------------------------------------------|
| 1. | HOW TO UNDERSTAND VACCINE MISINFORMATION | 6. | HOW TO VERIFY VISUAL CONTENT ONLINE |
| 2. | HOW TO IDENTIFY THE KEY VACCINE NARRATIVES | 7. | HOW TO TRACE SOURCES |
| 3. | HOW TO SEARCH ONLINE | 8. | HOW TO AVOID AMPLIFYING MISINFORMATION |
| 4. | HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA | 9. | HOW TO PUBLISH RESPONSIBLY |
| 5. | HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES | 10. | HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED) |

Up next:

How to answer questions
(before they've been asked)