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?
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.

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.

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.

The building blocks of reporting and discussing Covid-19 vaccines →
Discover six important pointers to follow when publishing information on vaccines.
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

<table>
<thead>
<tr>
<th></th>
<th>HOW TO UNDERSTAND VACCINE MISINFORMATION</th>
<th></th>
<th>HOW TO VERIFY VISUAL CONTENT ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>HOW TO IDENTIFY THE KEY VACCINE NARRATIVES</td>
<td>2.</td>
<td>HOW TO SEARCH ONLINE</td>
</tr>
<tr>
<td>3.</td>
<td>HOW TO SEARCH ONLINE</td>
<td>4.</td>
<td>HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA</td>
</tr>
<tr>
<td>5.</td>
<td>HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES</td>
<td>6.</td>
<td>HOW TO TRACE SOURCES</td>
</tr>
<tr>
<td>7.</td>
<td>HOW TO AVOID AMPLIFYING MISINFORMATION</td>
<td>8.</td>
<td>HOW TO PUBLISH RESPONSIBLY</td>
</tr>
<tr>
<td>9.</td>
<td>HOW TO ANSWER QUESTIONS (BEFORE THEY’VE BEEN ASKED)</td>
<td>10.</td>
<td></td>
</tr>
</tbody>
</table>
Up next:
How to answer questions (before they’ve been asked)