



TRUTH CHECK = TOOLKIT =

FOR COMMUNITY AND INFLUENCER ENGAGEMENT





CONTENTS

Truth Check Overview

Key Messaging: Primary Talking Points for Truth Check Campaign

Truth Check: The Facts

Media Literacy One-Pager: Before You Share, Give it the Side-Eye

Co-branding Best Practices

Community Partner Guide: Engaging Influencers

Truth Check Activities for Influencers





WHAT IS TRUTH CHECK?

Truth Check is an e-course and campaign of The Center for Black Health & Equity. The training teaches fact-checking skills that help people spot misinformation about COVID-19 and the vaccines on social media.

WHAT IS TRUTH CHECK TRAINING?

The Truth Check Training is a 20-minute, self-guided course on The Center for Black Health & Equity's Learning Center platform that provides five practical tools for identifying and confirming false information on social media. While this training was developed to address misinformation surrounding COVID-19 and the vaccines, it can be applied to any misleading content on social media.

WHY DO WE NEED TO TRUTH CHECK?

TALKING POINTS FOR YOUR OUTREACH.

A questionnaire administered by The Center for Black Health and Equity determined that:

- The top five most-frequented sources for COVID-19 vaccine information are: the news (48 percent), internet (43 percent), social media (39 percent), family and friends (35 percent) and doctors (35 percent).
- When it comes to feeling confident that they are getting accurate information about the COVID-19 vaccines, 33 percent of the African Americans questioned say they completely trust their doctors to provide the information, and 18 percent completely trust their family and friends. Social media ranked last of the choices, with only 6 percent of participants saying they trust online platforms completely to provide accurate information.
- The top three sources believed to be primarily responsible for sharing misinformation about the COVID-19 vaccines targeted to the Black community are: social media (27 percent), the news (25 percent) and internet (15 percent).
- Nearly seven-out-of-ten (69 percent) believe that targeting all Americans with misinformation about the COVID-19 vaccines is somewhat to very intentional.
- 60 percent admitted they have shared information they learned on social media with family and friends, and about a third (35 percent) reshared it on their own social media platforms.

Ways to Participate in the Campaign:

- **Take the Truth Check Training!** Arm yourself with the tools to make more informed decisions about your health and become a responsible sharer of content for your friends, family, and followers.
- **Share on Social Media.** The Truth Check resource page has downloadable graphics, fact sheets, and other resources to share with your followers on social media.

PRIMARY TALKING POINTS

FOR THE TRUTH CHECK CAMPAIGN:

- **Truth Check is a campaign led by The Center for Black Health & Equity (The Center)** to provide social media literacy training to Black audiences. The training helps users build the fact-checking skills necessary to detect misinformation, particularly pertaining to the COVID-19 vaccines.
- **Black communities are major cultural influencers.** Truth Check aims to build confidence and skills for engaging with and sharing social media content so that African Americans can make empowered and informed decisions for our health and the health of our communities.
- **We have to stop the spread of misinformation** because it hurts our community and contributes to health disparities. Misinformation can prevent us from getting tested, treated or vaccinated when we should. Most importantly, sharing misinformation can place our family, friends and followers in danger if they act on, or fail to act based on inaccurate content we post about COVID-19.
- **TheTruthCheck.org offers a toolkit** to train you on how to identify credible COVID-19 information (and how to spot the bad stuff).
- **Social media users can go to TheTruthCheck.org** to become more smarter when it comes to social media content about COVID-19. Becoming social media savvy is useful for all areas of your life.



WHAT IS TRUTH CHECK?

Truth Check is a campaign started by The Center for Black Health & Equity that teaches fact-checking skills to help people spot misinformation about COVID-19 and the vaccines on social media through an online Truth Check Training.

The Center was awarded a \$2.5 million grant from the CDC Foundation in alliance with Partnering for Vaccine Equity Program to share accurate and culturally appropriate information about the COVID-19 vaccines and link adults to vaccine services. Consumers can enroll in training to identify misinformation and disinformation about COVID-19 vaccines at thetruthcheck.org.

The Center for Black Health & Equity is a national nonprofit organization that facilitates public health programs and services to benefit communities and people of African descent. Currently, the organization applies its proven framework for policy and environmental change to work in HIV/AIDS, cancer, heart disease, diabetes, COVID-19 and other health disparities.

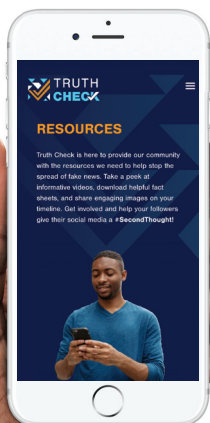
WHY WAS TRUTH CHECK CREATED?

African Americans continue to die at disproportionately higher rates from COVID-19. Through Truth Check, The Center will help people identify credible information to make informed decisions on the vaccines.

The average person spends 2 hours and 3 minutes on some form of social media each day. With 123 minutes of consuming and interacting with information, they encounter conspiracy theories, odd news stories and headlines that, while seemingly factual, are not. Truth Check helps social media users develop the skills necessary to determine if shared information is accurate or false.

HOW DOES TRUTH CHECK WORK?

- TheTruthCheck.org offers a 20-minute online social media literacy training that gives people the tools to quickly spot misleading information on COVID-19 and the vaccines. The training teaches social media users how to dig deeper to find facts from credible sources.
- TheTruthCheck.org also provides additional resources such as COVID-19 vaccines fact sheets and quizzes, as well as live chats on how media literacy impacts the African American community.



Truth Check your timeline with these practical tools for identifying false information on social media. Become a trusted sharer for your friends, family, and followers.

FOUR QUESTIONS:

1. Who created the message?

- a. Is it a credible subject matter expert like a specific kind of doctor or just a picture of a guy in a lab coat to make you think there's someone credible behind the content?

2. What is the message/what ideas are represented? Omitted?

- a. Are the ideas presented too in line with what you already believe? Look for other opinions and take in the entire conversation.

3. What techniques were used to convey the message?

- a. Is there language meant to shock you or trigger your emotions? How does that change how you receive the message?

4. What is the purpose of the message?

- a. Does someone want you to do or not do something? What action are you supposed to take and why do you think the author of the message wants you to take it?

FOUR ACTIONS:

1. LATERAL READING

Involves opening multiple tabs to read more across sources rather than vertically down a single source; clicking on additional resources listed within text; using the Googles

2. REVERSE IMAGE SEARCHING

Using Google's image search option to see where a photo originated, including its first use

3. READING UPSTREAM


Actively seeking date of publication; reading passed the headline; finding original source

4. CLICK RESTRAINT

Resist click bait; pause before sharing; don't click on the first Google search option

GIVE IT A TRY! What techniques might you use to Truth Check these posts:




Robin O'Brien
 @zombiemommy

...

The CDCs response to a two-year-old boy who died within 6 hours: "bleeding out of the mouth, eyes, nose and ears within six hours" of his first dose of Pfizer's COVID-19 vaccine on 11/18/21.

"A search of our records failed to reveal any documents pertaining to your request."

9:22 PM · Mar 7, 2022 · Twitter Web App

413 Retweets 26 Quote Tweets 799 Likes

During The Tuskegee Experiment, The White Doctors Used Nurse Eunice Rivers To Gain Trust From The Local Black People In Macon County, Alabama



Co-branding Best Practices:

- Truth Check graphics that are co-branded with other organizations or partners should stay consistent with the campaign brand guidelines. Colors and fonts from the co-branded organizations should not be mixed with the Truth Check brand elements.
- When aligning the Truth Check logo with other partner logos, the logos should be kept in the same color format (all full-color, or all one-color). The logos should be sized to a similar visual weight and arranged with an equal distance between each logo.
- The Truth Check logo should always appear first in the logo grouping.

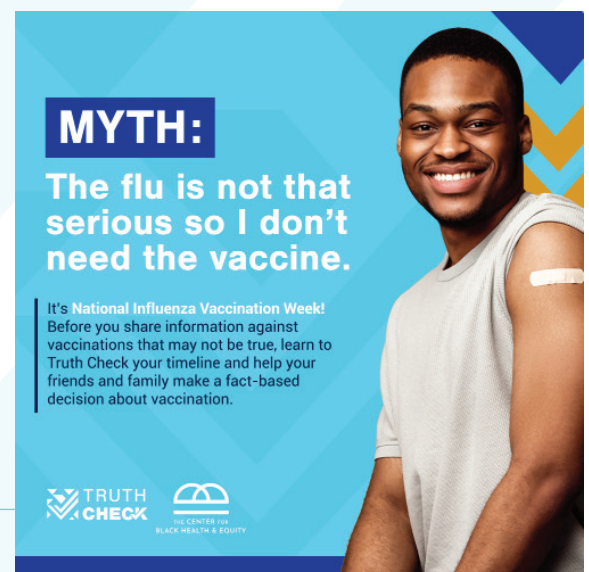
Event graphic co-branding:

Align logos at bottom of the graphic. If necessary, add clarifying text above the partner logos such as “Sponsored by”, “Hosted by”, or “In partnership with”.



Social graphic co-branding:

Align logos in bottom right or bottom left corner

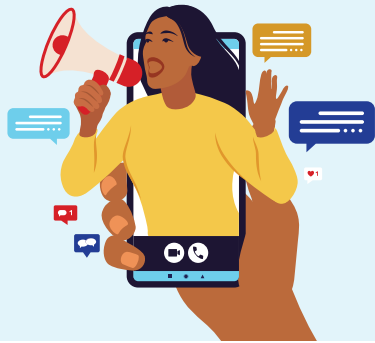


THE POWER OF INFLUENCER MARKETING

The use of social media influencers offers an opportunity to reach more people than you could do on your own. To fully understand the power of influencers, it's important to know a few basic marketing practices to ensure you find the right influencers, for the right fit, with the right voice to support your cause.

In a marketing context, an influencer is a Noun, a person with the ability to potentially influence people's actions by promoting or recommending things people should know or do. Think in terms of three core actions: **inform**, **influence**, and **persuade**. This is the primary goal for engaging an influencer. The influencer uses their powerful presence within their social media space to advocate for your brand, cause, or movement to build a heightened awareness and relevance.

THERE ARE FOUR KEY TYPES OF INFLUENCERS:



1. **MAVENS:** trusted individuals, opinion-leading experts who pass knowledge on to others.
2. **CONNECTORS:** highly influential social networkers who can bring people together and command an audience that will listen and follow.
3. **SALESPERSON:** these are the people that can get people to take action, sign-up for things, buy tickets, and can actually sell products.
4. **HYPE-PERSON:** an individual who can increase the excitement, whether at work, a Podcast, or on stage this individual can get people hyped.

EVERYDAY INFLUENCERS

New research reveals 56% of global consumers follow 'everyday influencers' on social media over big-time celebrities and superstar influencers. These are people who would typically have a few hundred followers, but an individual with a strong social impact, four times the average person; everyday influencers can be the most persuasive and least expensive.

Most people think of an influencer as being a celebrity or a superstar. However, the same concept applies to local/ regional individuals who can positively influence others, on a small scale. An everyday influencer typically will generate authentic content in exchange for promotional awareness and/or products. At the next level there's a micro-influencer; which is typically defined as a person having 1,000 to 10,000+ social media followers and will charge a fee to create content and amplify your message.

Whether you choose to use a micro or everyday influencer, it's important to identify the influencer who is right to represent your organization. When vetting an influencer, keep the big picture in mind. Evaluate the quality of the influencer's messages and dialogue, not just their popularity or number of followers. Check their history to see if there are any red flags. Conversely, an influencer who is genuine about a cause will show it.

Never feel like you have to force your cause or message to fit a particular influencer. Make sure THEIR audience is a good match for YOUR campaign. And that starts with developing a content strategy that will resonate with your target audience; next, find the right influencer to echo your message/voice with their followers. Look for people who work with specific groups or manage tribes that are interested in your cause. This means individuals who are bloggers, journalists, civic leaders, and community advocates.

DIFFERENT

MOTIVATIONS

The motivations that drive people to talk about and support your cause in real life are quite different than the motivations that drive them to engage on social media.

Social media marketing has been around for years; using influencers to build meaningful relationships and create authentic messages is not new. These tools can be effective at reaching people and getting them talking and engaging on social media. Getting people to engage online is not the same as moving people to do something. Think about what action you desire people to take, and how you persuade them to act. Remember, it only takes a small number of people to get the majority of the work done.

Look for ways to package your information into appealing messages. Find the value proposition for your audience. Your ideas and messages must be intriguing, memorable, and valuable. It's the quality of your message or cause that compels people to pay sustained attention, and take action. The more interesting your brand, cause, or movement is, the more leverage your influencers will have engaging and moving people to action. Work with your influencer to produce content that will stick.

DIFFERENT APPROACHES TO MARKETING

Offline marketing is different than online, so each tends to perform independently of the others, but are equally important. You need two distinct marketing tactics for both offline and online channels to drive real outcomes. This suggests that you need a two-pronged approach that connects the online with the offline.

It is important to understand that social media engagement is just one piece of the social influence puzzle. There is a much larger picture to consider. The big question is: how can you get your digital campaign to translate and support real-life actions? The objective is to inspire people to talk and share recommendations with their family and friends. Most people just focus on social media, gaining followers and increasing their exposure on Facebook, Instagram, Twitter, and other channels. But, that rarely produces real-world results. Research shows that social media engagement alone does not move the needle. Merely building followers and collecting likes doesn't change behavior or increase actions.

Great digital influencers may not be effective with offline networks and vice versa. Don't expect one approach to accomplish both. Take a holistic view of how online and offline influencers can work together to stimulate action in the digital world and the real world.

EFFECTIVE APPROACH TO INFLUENCER MARKETING

Your job is to get people to take action. The classic word-of-mouth endorsements by peers, family, and friends will increase activities. But do not trust views and likes on social media to translate into real-world success. Get a clear vision of how you can connect both worlds to get people to advocate for your cause in their real-world social networks.

Understanding how social media amplification can support and work in conjunction with offline real-world conversations should help you be successful with your influencers marketing campaign. Think of your social media marketing as the tip of the iceberg. If you do it right, it can grow to be a huge game-changer for your business or organization.

TRUTH CHECK

ACTIVITIES FOR INFLUENCERS



1. HOLD A MINI-TRAINING

Take the training to become a Truth Checker and then go live with your followers and share the skills you've learned.

2. TRUTH CHECK YOUR TIMELINE

Go live and show followers how you Truth Check in real time.

Use one or two of the Truth Check skills to fact check content on your social media feed.

3. TRUTH CHECK Q&A

Engage your followers and answer questions about misinformation online and how to spot it.



4. MAKE A POST

Make a single post or reel reminding people that Truth Check skills are necessary to protect against misinformation.

