



HM Government



# Tackling False Information Toolkit

For asset rollout and delivery

Check before you share 



Campaign background	3
Audience	4
Key Messaging	5
Creative assets	6
Animated video	7
Short videos	8
Static quote posts	9
Sample suggested copy	10
Social media copy for Twitter	11
Social media copy for Facebook and Instagram	12
Sample newsletter copy	13
How to get involved	14

# CAMPAIGN BACKGROUND

The Department for Digital, Culture, Media and Sport is leading a campaign to help tackle the spread of false information about the COVID-19 vaccine.

We have developed tailored social media posts fronted by trusted community members (faith leaders, clinicians and community leaders). These posts include simple tips on how to spot false information, critically analyse sources and stop its spread, signposting to the [NHS](#) as the most accurate source of information about the COVID19 vaccine.

The key message is to **check before you share**.

The intention of this toolkit is to empower people with the tools and knowledge they need to help counter false information within their communities.

The toolkit has been designed to be shared by trusted local community figures such as imams, pastors and clinicians following Scientific Advisory Group for Emergencies (SAGE) of low vaccine uptake amongst people from ethnic minority backgrounds, and a recent Ofcom study which showed that people from a minority ethnic background were twice as likely as white respondents to rely more on people they know, people in their local area or people on social media for information about coronavirus.

We are looking to grow this toolkit and welcome more contributions and additional voices.

Please see how to get involved and contact details on final slide.

- Sharing false information about the COVID-19 vaccine can be dangerous. Make sure you're not contributing to the spread of harmful content online.
- Check information about the COVID-19 vaccine before sharing it online. The NHS is the best source of information.
- Inaccurate claims can circulate quickly — you can stop the spread of misinformation by checking the accuracy of information before passing it on.
- Check before you share by asking yourself three questions before passing on information online.
  - Look closely - does the information seem trustworthy?
  - Check - is it coming from an expert?
  - Still unsure if it's true? Don't share it.
- Vaccines are the best way to protect yourself and those around you from COVID-19. The vaccine can save lives.
- Hashtags for this campaign are:
  - #COVIDVaccine
  - #FalseInformation
  - #MisInformation

# Creative Assets

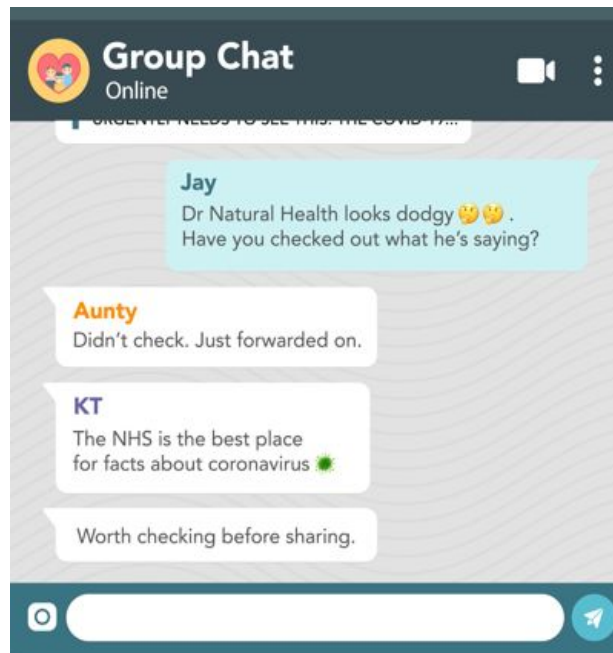
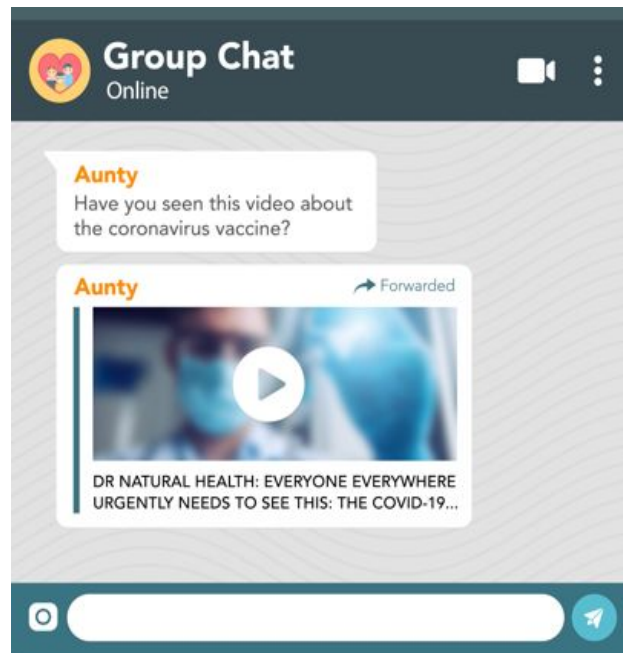
# ANIMATED VIDEO

This 15-second animation shows how easily misinformation can be spread online including closed groups such as WhatsApp. This video highlights the importance of checking information before sharing it online.

Share this short video on Twitter, Facebook, Instagram and in WhatsApp. **The animation can be downloaded [here](#)**

## Suggested copy:

Inaccurate claims about the #COVIDVaccine can circulate quickly— stop the spread of #FalseInformation. Check before you share. The NHS is the best source of info about the Covid-19 vaccine - find more information [here](#)

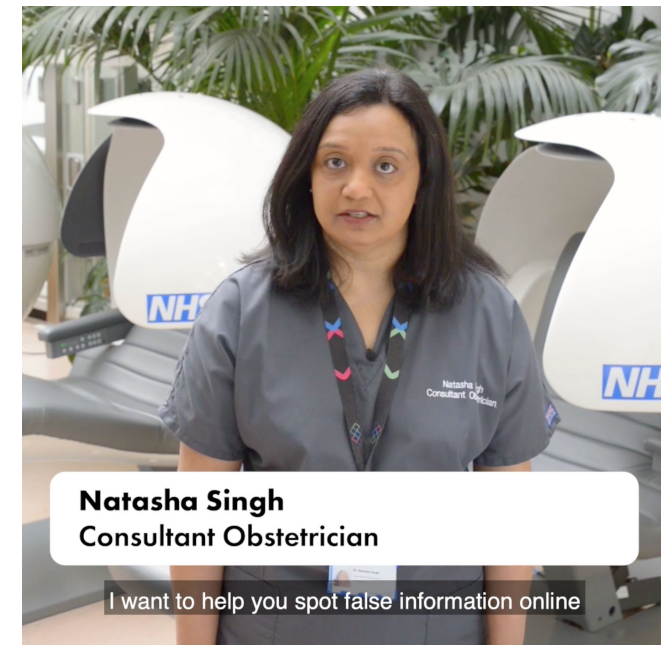


# VIDEOS

## TOP TIPS ON HOW TO SPOT AND STOP FALSE INFORMATION

Short 20-second videos from community leaders sharing three top tips to spot false information and stop its spread. These can be shared across Facebook, WhatsApp, Twitter and Instagram channels.

The videos can be downloaded [here](#)





# QUOTE POSTS SIZED FOR DIFFERENT SOCIAL MEDIA CHANNELS



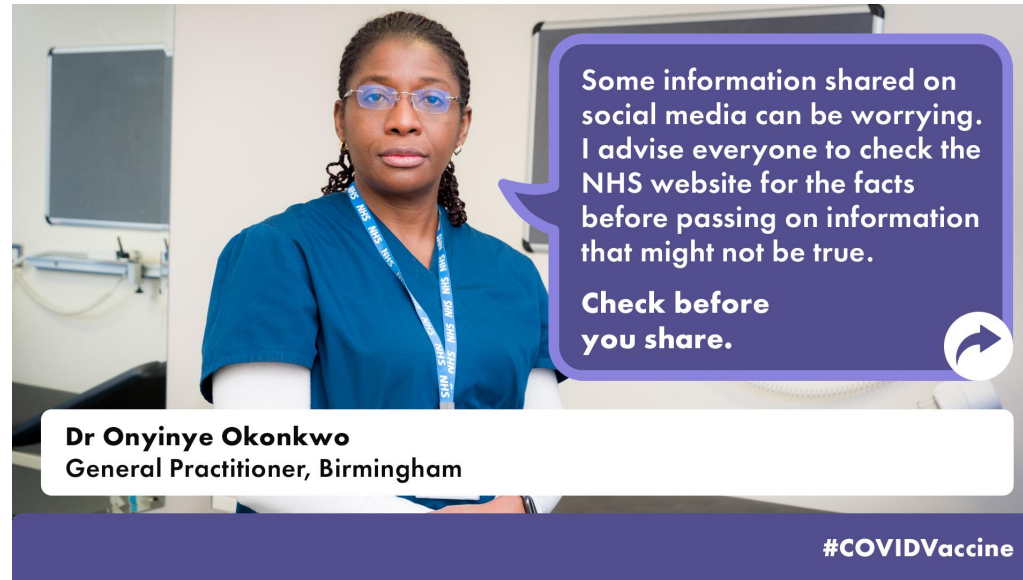
Square posts best used on WhatsApp, Instagram and Facebook



Landscape posts best used on Twitter



Portrait posts best used on Instagram stories, Facebook stories and Twitter Fleets



All quote posts can be downloaded [here](#)

# Sample social media copy

# SUGGESTED SOCIAL MEDIA COPY FOR TWITTER

- Sharing false information about the #COVIDVaccine can be dangerous. Check before you share. The NHS is the best source of info about the covid vaccine - find more information [here](#) #FalseInformation #Misinformation **[insert check before you share video downloadable [here](#)]**
- Inaccurate claims about the #COVIDVaccine can circulate quickly— stop the spread of #FalseInformation #Misinformation. Check before you share. The NHS is the best source of info about the covid vaccine - find more information [here](#) **[insert check before you share video downloadable [here](#)]**
- Sharing false information about the #COVIDVaccine can be dangerous. Ask yourself these three simple questions before passing on info about the vaccine. #Misinformation #FalseInformation The NHS is the best source of info about the covid vaccine - find more information [here](#) **[share 3 top tips video downloadable [here](#)]**
- Ask yourself three questions before passing on #COVIDVaccine info. Look closely - does the information seem trustworthy? Check - is it coming from an expert? Still unsure if it's true? Don't share it. Check before you share. The NHS is the best source of info about the covid vaccine - find more information [here](#) **[insert Imam Qari Asim 3 top tips video downloadable [here](#)]**
- Do you research what you read on social media? Check before you share to make sure what you're reading is accurate. Vaccines can save lives. The NHS is the best source of info about the #COVIDVaccine - find more information [here](#) #FalseInformation

# SUGGESTED SOCIAL MEDIA COPY FOR FACEBOOK/ INSTAGRAM

- Sharing false information about the #COVIDVaccine online can be dangerous. Consultant Obstetrician, Natasha (a doctor specialising in pregnancy, childbirth and women's health) offers three questions you should ask yourself before passing on info. Check before you share. The NHS is the best source of info about the covid vaccine - find more information [here](#) **[insert top tips video downloadable [here](#)]**
- Sharing false info about the #COVIDVaccine can be dangerous. Senior Imam Qari Asim from Leeds' Makkah Mosque offers three simple questions you should ask yourself before passing on information online. Check before you share. The NHS is the best source of info about the covid vaccine - find more information [here](#) **[insert top tips video downloadable [here](#)]**
- Sharing false information about the #COVIDVaccine can be dangerous. Reverend Alton Bell from Wembley Family Church urges people to check their sources before sending on. Check before you share. The NHS is the best source of info about the covid vaccine - find more information [here](#) **[insert video of Reverend Alton Bell downloadable [here](#)]**
- Ask yourself three questions before passing on info about the #COVIDVaccine online. Look closely — does the information seem trustworthy? Is it coming from an expert? Still unsure if it's true? Then don't share it. **[insert top tips video downloadable [here](#)]**
- Check out DCMS' social media toolkit for community-led tips and resources that will help empower communities to stop the spread of #Misinformation about the #COVIDVaccine. Find all downloadable assets on the blog [here](#)

# SAMPLE NEWSLETTER COPY

- Longer

When false information is shared, it can take on a life of its own and have serious consequences. Recently there has been a lot of false information about the COVID-19 vaccine. Check out the Department for Digital, Culture, Media and Sport's community-led **social media** toolkit for short and shareable posts, with simple tips that will empower communities with the resources they need to help stop the spread of misinformation. The [toolkit](#) includes videos, animations and quotes encouraging people to fact-check information before sharing online. The NHS is the best source of info about the covid vaccine - find more information [here](#)

- Shorter

The Department for Digital, Culture, Media and Sport has created **a social media toolkit** with simple tips that will empower communities to stop the spread of misinformation. The [toolkit](#) includes videos, animations and quotes fronted by community members encouraging people to fact-check information before sharing online. The NHS is the best source of info about the COVID-19 vaccine - find more information [here](#).

# HOW TO GET INVOLVED

Interested in being part of the campaign?

Want to contribute a video or quote?

Contact: [disinfocomms@dcms.gov.uk](mailto:disinfocomms@dcms.gov.uk)

Please follow [@NHSEngland](https://twitter.com/NHSEngland) for the latest information about the COVID-19 vaccine