

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of the “Disinformation, Misinformation, and Fake News Teach-Out”!

Welcome

In this toolkit, you will find messaging from the “Disinformation, Misinformation, and Fake News Teach-Out” landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

About Page

Media Assets

Social Copy

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

At a time when information can be instantaneously and globally communicated, the threat of consuming misleading or false information looms large. Unverified digital information can sway public beliefs about politics, health, science, and current events, and can influence how people perceive differing opinions, experiences, and cultures. Global citizens have to navigate an increasing reliance on social media for critical facts, huge amounts of “fake news” online, and the consequences of disinformation and misinformation in daily life. In this Teach-Out, you will learn how to navigate this digital information landscape, identify fake news, and gain critical skills in media and information literacy.

In this Teach-Out, you will:

- Understand the history of terms and concepts like “disinformation,” “misinformation” and “fake news”
- Identify different types of disinformation and how it’s transmitted and received
- Evaluate your own habits of media consumption and reactions when presented with novel information
- Develop strategies to combat disinformation in your own life

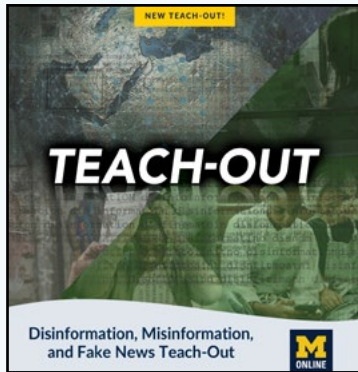
Course Image



[Click on the image to download.](#)

Social Media Toolkit - Media Assets

Social Images



Video Files



Rey Maktoufi Promo Video

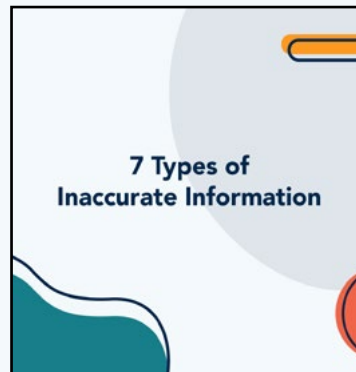
YouTube link: https://youtu.be/Ai8Byb_iuzA
Video Captions



Ben Nimmo Promo Video

YouTube link: <https://youtu.be/JbZcEyYLllo>
Video Captions

Infographics



Hailey Mooney Promo Videos

Youtube Link: <https://youtu.be/1VwPIbXpmTE>
Video Captions

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/DEN0X>.

Recommended Hashtags:

#Disinformation

#Misinformation

#FakeNews

Evaluate your media consumption and reactions when presented with new information, and develop strategies to combat the disinformation in your own life with guidance from information experts in the “Disinformation, Misinformation, and Fake News Teach-Out.”

Enroll now at <http://myumi.ch/DEN0X>.

Recommended Content: Social Images

What is cognitive dissonance?

It is the state of stress or discomfort people feel when previously held beliefs are challenged after being presented with new, contradicting information.

Learn more about cognitive dissonance and other types of psychological reactions to new information with Reyhaneh Maktoufi, a Ph.D candidate at Northwestern University who studies science communication, in the “Disinformation, Misinformation, and Fake News Teach-Out” throughout September.

Get started at <http://myumi.ch/DEN0X>.

Recommended Content: Rey Maktoufi Promo Video

Learn how to check the credibility and context of leaked documents with the Director of Investigations at Graphika, Ben Nimmo. This video is part of the “Disinformation, Misinformation, and Fake News Teach-Out.”

Get started now at <http://myumi.ch/DEN0X>.

Recommended Content: Ben Nimmo Promo Video

Do you know the difference between disinformation and misinformation?

Disinformation is information that is intentionally false, while misinformation is unintentionally false. Distinguishing these comes down to the intentions of the author, according to Hailey Mooney, Librarian for Psychology & Sociology at the University of Michigan Library..

Learn more in the “Disinformation, Misinformation, and Fake News Teach-Out” throughout the month of September.

Enroll now at <http://myumi.ch/DEN0X>.

Recommended Content: Hailey Mooney Promo Videos

Copy the text to use for social post promotion.