How-to template: Debunking identified misinformation

Misinformation example:

[Notes you make here are not for sharing but just for your own reference: Write the complete quote or describe the misinformation here simply, and note any other relevant details such as where it is spreading and who is being targeted.]

Decide: Is this myth...
- **Prominent:** Is it gaining traction or visibility? &
- **Persuasive:** Does it have the potential to change beliefs or behaviour? &
- **Proximate:** Is it relevant to your audience or cause?

If NO - Re-frame the narrative, telling a better story that doesn't engage the false claims.

If YES - Debunk this myth following the structure below.

Below is where you plan what you will publish, using the most effective structure to 'debunk' misinformation circulating.

Fact

Lead with the FACT
Start with a clear, simple and concrete statement of what is accurate. Avoid ambiguous corrections like, 'This is not true.' Instead, provide an explanation that fits the context and is easy to understand.
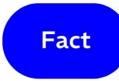
Myth

Warn about the MYTH
Flag the misinformation, but briefly and carefully, in a diluted form. Clearly identify the claim you are addressing, but mention it only once

Fallacy

Explain the FALLACY *
Explain why the misinformation is misleading by calling out manipulation techniques being used, such as logical errors or cherry-picking data. (Refer to the FLICC taxonomy for help identifying the fallacies at play.)

Fact

End with the FACT
Conclude by reiterating the accurate information. Ensure that the truth is the last thing your audience receives, as we tend to remember and prioritise information at the end of a message