



Dealing with disinformation as a community manager

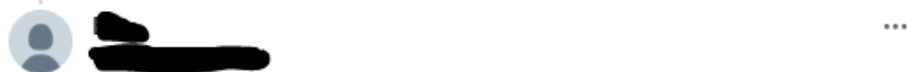
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Community Manager, DG COMM

17 October 2023

Disinformation and harmful narratives under our posts

 **European Commission** @EU_Commission · Oct 2
#NextGenerationEU: Belgium
↓
We have received a first payment request of €847 million.
↓
The grants will contribute to the installation of charging stations for electric vehicles, and the roll-out of 5G, among others projects.



Germany is lying to European Union countries. The migration pact for Poland and Hungary means the relocation of illegal immigrants + opening of borders for them. Millions of people will come. 10 million Ukrainians passed through Poland. Germans are specialists in creating labor camps

9:15 AM · Oct 3, 2023 · 1 View

 **European Commission**
Published by Bárbara Díez Samaniego · 28 September at 08:30 · 

👉 The call of wanderlust has been heard!
68% of Europeans consider that the digitalisation of travel documents is an important step to:


- ◆ accelerate border checks,
- ◆ increase security and
- ◆ facilitate travelling to or from the Schengen area.

It seems you want to travel more easily and faster across the EU!

📌 By going digital, we can make travel documents easier to issue and border checks faster, so you can spend more time visiting the friends you met on Erasmus or simply hiking in the beautiful Slovenian mountains.

🗨️ This latest Eurobarometer was launched in view of the Commission's upcoming proposal on the digitalisation of travel documents and travel facilitation.

#EuropeanUnion

 What's the point when all I need to do is charter a German NGO boat and I'm there??

Like Reply Hide 1 w

Options to manage disinformation

- **Monitor** and **identify** disinformation or potential harmful narratives.
- **Reply** straight to the point and with facts. Keep the **tone positive**, try to use **simple language** and **avoid jargon**.
- If necessary, **get in touch** with the relevant **DGs** and **SPP** to seek guidance on finding an appropriate response.
- If a comment goes against [the Commission's social media moderation policy](#):
 - Hide/delete (Facebook, Instagram)
 - Restrict user (Instagram)
 - Report (all platforms)
 - Use the moderation assist feature to automatically hide various type of comments such as comments from repeated offenders or comments with a link (Facebook)
- **Let the community answer** (e.g. users who are supporting EU's position answering to comments posted by those who are spreading fake news).

Useful public sources

General

- [Press corner](#)
- [Midday press briefing](#)

Ukraine

- [EU solidarity with Ukraine](#)
- [EU sanctions against Russia webpage](#)
- [EU sanctions against Russia explained \(Council website\)](#)

Energy and environment

- [REPowerEU webpage](#)
- [European Green Deal](#)

Examples of replies: Ukraine and energy crisis

[REDACTED] The fact that there is the need for the 8th package of sanctions show that these sanctions aren't working!

1w 20 likes Reply



europeancommission

[REDACTED]! On the contrary, our sanctions are working. They have hit the Russian economy very hard, and they are making it difficult for the Kremlin to finance its war against Ukraine. This new package is about making Russia pay for the continued escalation of the war, including by illegally annexing Ukrainian territory based on sham 'referenda'.

1w 6 likes Reply



[REDACTED] Gonna be a cold winter for you

2d Pinned 16 likes Reply Message

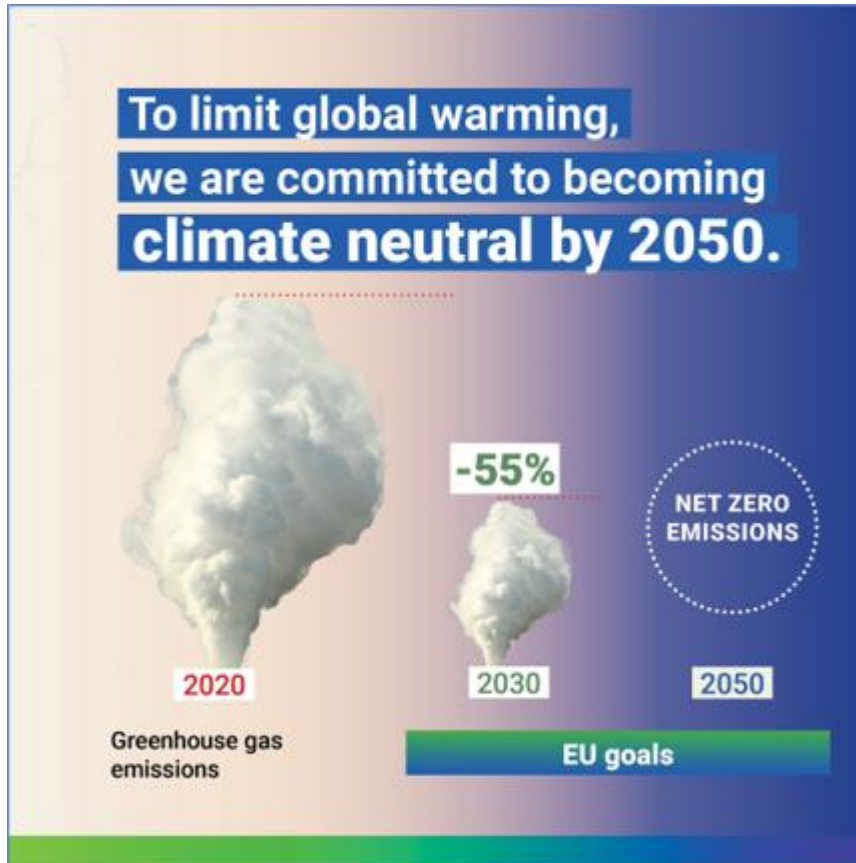


europeancommission

[REDACTED]! We have already put forward proposals to replenish our gas stocks for next winter, and we are also working with our partners to achieve this. We hope this clarifies!

2d 32 likes Reply

Examples of replies: Climate change



Such nonsense. No one gas control on climate. Nature takes care of itself.

Like Reply Hide 5 w 🤔 3

Author
European Commission ✓
Hi [redacted] On the contrary, scientific research showcases that emissions from human activities, primarily carbon dioxide and methane, have warmed the planet's surface and its oceans. This, in turn, is impacting the climate. In this case, we may have to take care of nature.

[redacted] 5w
It has nothing to do with the human activity. Global warming would happen even if there were no people on earth

2 likes Reply

Author
europeancommission ✓ 5w
That's not true, [redacted] Climate science is built on evidence, not personal opinions. The findings are clear: climate change is mainly caused by humans. Emissions from human activities, primarily carbon dioxide and methane, have heated up the planet's surface and its oceans. This, in turn, is impacting the climate. The scientific consensus is undeniable.

8 likes Reply

Tips and tricks – from comms professionals to comms professionals

- **Decide** if you can answer the comment right away, or come back later to it.
- When replying:
 - **Taylor** it to the comment
 - Keep the **tone positive**
 - Try to use **simple language** and avoid jargon.
- Hide or delete comments that go against the [Commission's social media moderation policy](#).
- **Report** security issues (e.g. threats to persons).

Thank you!