DISINFORMATION ATTACK: HOW TO RESPOND
13. The European Council stressed the need to challenge Russia's ongoing disinformation campaigns and invited the High Representative, in cooperation with Member States and EU institutions, to prepare by June an action plan on strategic communication. The establishment of a communication team is a first step in this regard.
WHATABOUTISM AT ITS BEST
The usual fever dreams of the pro-Kremlin media were out in full force this week, milking the entire spectrum of master narratives that are the hallmark of Russia’s disinformation machinery.
NOVEMBER 07, 2019

WHY FACEBOOK IS MORE REVEALING ON NUDITY THAN ON RUSSIAN DISINFORMATION
Researchers, election observers, and governments alike all struggle to measure the scope and impact of Russian disinformation campaigns.
NOVEMBER 06, 2019

“RUSSIA IS THE WORLD CHAMPION IN FREE SPEECH”
Russian students of journalism reacted with laughter when the top Kremlin propagandist Dmitry Kiselev told them that their country is a global leader in freedom of speech.
NOVEMBER 06, 2019

SEARCH THE DATABASE
Type in your keyword

6813 results

STUDIES AND REPORTS
UNDERSTAND
"Word, camera, photo, internet: another type of weapon, another type of armed forces"

Sergey Shoygu, Russian Minister of Defence
Resources

- Russia spends 1.3 billion EUR annually on official outlets
- 325 million EUR annually are given to Rossiya segodnya and RT
- RT operates in 100 countries
- Sputnik is available in more than 30 languages
The Elites vs. the People
("Elites manipulate elections")

Threatened values
("Gays and lesbians issue dictates")

Lost sovereignty
("EU is occupied by the US")

Imminent collapse
("EU MS on the verge of civil war")
IDENTIFY
Hints

WHATABOUTISM
Attempting to change the subject by redirecting attention

“TRUST ME, I’M SMART!”
Trying to substantiate an unfounded claim with the expertise of the claimant

TRUTH IS SOMEWHERE IN BETWEEN
Sometimes the truth is black and white and can be reliably discovered

KREMLIN WHITEWASHERS
Someone who is sympathetic to the Kremlin and seeks to justify its behaviour at all costs

CONSPIRACY
Supporting arguments with conspiracy theories

BLAMING FASCISM
Trying to substantiate an unfounded claim with accusations of Fascism

Page title: “Libya Gaddafi” Post translation: “Why was late Libyan leader Muammar al-Gaddafi killed? Everyone was happy in Libya. There are people in America who sleep under bridges. There was never any discrimination in Libya, and there were not problems. The work was good and the money, too.”
<table>
<thead>
<tr>
<th>Emotions</th>
<th>Grammar</th>
<th>URL</th>
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<tbody>
<tr>
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<td><img src="image3.png" alt="BBC Image" /></td>
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<th>Activity</th>
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<td><img src="image5.png" alt="Author Image" /></td>
<td><img src="image6.png" alt="Activity Image" /></td>
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CHECK

✓ European Commission: Euromyths
✓ European Parliament Think Tank: Disinformation
✓ Bellingcat
✓ DFR Lab
✓ IFCN
✓ The Insider
✓ Stopfake
✓ Polygraph
✓ EUvsDisinfo
You work for a local office of an international organization in a country of "strategic interest" to Russia. Your organization deals with healthcare issues. Recently your organization has been outspoken about the importance of vaccinations despite the growing resistance among local people.
Your local colleagues inform you that your organization has been mentioned in an article on a local fringe website.
You check the website. There isn't a story, but an announcement that they have obtained leaked emails proving that your organization is involved in spreading deadly diseases under the cover of promoting vaccination programmes funded by Western governments. They promise to publish a story soon.
On Twitter increasing number of users start linking your organization's name to #VaccinesKill hashtag. On Facebook you notice more comments and direct messages.
The story is published. It contains a letter with your organization's logo, allegedly, leaked from the Ministry of Health requesting of exemption of customs fees for transporting laboratory supplies. Based on this letter, the journalist concludes that your organization is involved in trafficking of human blood and pathogens, possibly for a secret Western military programme and is testing it on local people via vaccination.
Story is published on the social media accounts of the fringe website and the Facebook post and the Tweets start getting shares. Your colleagues notice that this story appears also via their Facebook friends on their newsfeeds.
“International organization is involved in biological experiments for military purposes near the Russian border” runs as the main story on all main Russian TV channels.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30</td>
<td>Your local colleagues inform you that your organization has been mentioned in an article on a local fringe website.</td>
</tr>
<tr>
<td>10:00</td>
<td>You check the website. There isn't a story, but an announcement that they have obtained leaked emails proving that your organization is involved in spreading deadly diseases under the cover of promoting vaccination programmes funded by Western governments. They promise to publish a story soon.</td>
</tr>
<tr>
<td>11:00</td>
<td>On Twitter increasing number of users start linking your organization's name to #VaccinesKill hashtag. On Facebook you notice more comments and direct messages.</td>
</tr>
<tr>
<td>14:00</td>
<td>The story is published. It contains a letter with your organization's logo, allegedly, leaked from the Ministry of Health requesting of exemption of customs fees for transporting laboratory supplies. Based on this letter, the journalist concludes that your organization is involved in trafficking of human blood and pathogens, possibly for a secret Western military programme.</td>
</tr>
<tr>
<td>15:00</td>
<td>Story is published on the social media accounts of the fringe website and the Facebook post and the Tweets start getting shares. Your colleagues notice that this story appears also via their Facebook friends on their newsfeeds.</td>
</tr>
<tr>
<td>21:00</td>
<td>“International organization is involved in biological experiments for military purposes near the Russian border” runs as the main story on all main Russian TV channels.</td>
</tr>
</tbody>
</table>
What will you do?

If/how/when to respond?

5 min
Sputnik and RT publish a story about experts suspecting your organization of biological experiments. The story is published in local language, English and Russian. The story is shared also on Sputnik's social media accounts.
International health & lifestyle orientated news website publishes a list of trending social media tendencies and hashtags worldwide and lists #VaccinesKill among them.
Russia’s Defence ministry gives a press conference. It accuses Western governments of conducting a secret programme for creating biological weapons and mentions your organization as an example.
The news go through to international media: leading media outlets publish headlines: RU Defence Ministry accuses the Western government of creating a biological weapon
The international coverage gets reflected in all major news outlets in the host country.
The website of your organization comes down. Your Twitter account gets blocked by Twitter for reports of abusive behaviour. People start gathering in front of your organization's premises with anti-Western posters and slogans.
10:00 • Sputnik and RT publish a story about experts suspecting your organization of biological experiments. The story is published in local language, English and Russian. The story is shared also on Sputnik’s social media accounts.

13:00 • International health orientated news website publishes a list of trending social media tendencies and hashtags worldwide and lists #VaccinesKill among them.

15:00 • Russia’s Defence ministry gives a press conference. It accuses Western governments of conducting a secret programme for creating biological weapons and mentions your organization as an example.

16:00 • The news go through to international media: leading media outlets publish headlines: RU Defence Ministry accuses the Western government of creating a biological weapon.

19:00 • The international coverage gets reflected in all major news outlets in the host country.

WED 10:00 • The website of your organization comes down.
• Your Twitter account gets blocked by Twitter for reports of abusive behavior.
• People start gathering in front of your organization’s premises with anti-Western posters and slogans.
What will you do?

If/how/when to respond?

5 min
1. Communicate strategically
   Do you have a comms strategy?

2. Prepare
   What are your vulnerabilities?

3. Identify and assess
   What is the disinformation?

4. Respond with facts
   Should you ignore or respond?
Questions?
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