

# "I need to respond to some harmful content. What should I do?"

Insights and strategies from Kelsey Suter, Drive Agency

Learn More: Race Class Narrative (RCN) Combatting Disinformation Fact Sheet

# What is counter-messaging?

A message that disrupts harmful content by offering a more proactive, truthful message to address the core fear or falsehood being spread. For example:

THEY SAY	THEY MEAN	WE SAY
"She's radical."	She doesn't care about you.	She's spent her career helping those in need.
"She'll do anything for political power."	She didn't earn her place.	She has a proven track record.
"She's not 'really' Black."	Her nomination isn't historic or meaningful.	She's the next part of a generational legacy of civil rights leaders.

# Before responding: three factors to consider

1 REACH

To what extent has a new claim or piece of content broken out of its original echo chamber? Is it reaching the people we care about? 2 IMPACT

To what extent do we care if it has broken out of its echo chamber? Is it going to change the offline situation at all? Who does it impact? 3 RESPONSE

What's the best plan for responding to impacted audiences? How do we mitigate the threat of amplification?

# **Guide For Responding**

**Barry J. Zimmerman, Dale H. Schunk** 



# Embracing the Melody of Term: An Mental Symphony within Guide For Responding

In a world taken by displays and the ceaseless chatter of instantaneous interaction, the melodic elegance and emotional symphony developed by the prepared word usually diminish into the backdrop, eclipsed by the relentless sound and disturbances that permeate our lives. However, situated within the pages of **Guide For Responding** a marvelous fictional treasure overflowing with raw emotions, lies an immersive symphony waiting to be embraced. Constructed by a masterful composer of language, that charming masterpiece conducts visitors on a mental journey, skillfully unraveling the concealed songs and profound impact resonating within each cautiously crafted phrase. Within the depths of the emotional assessment, we can investigate the book is main harmonies, analyze its enthralling publishing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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