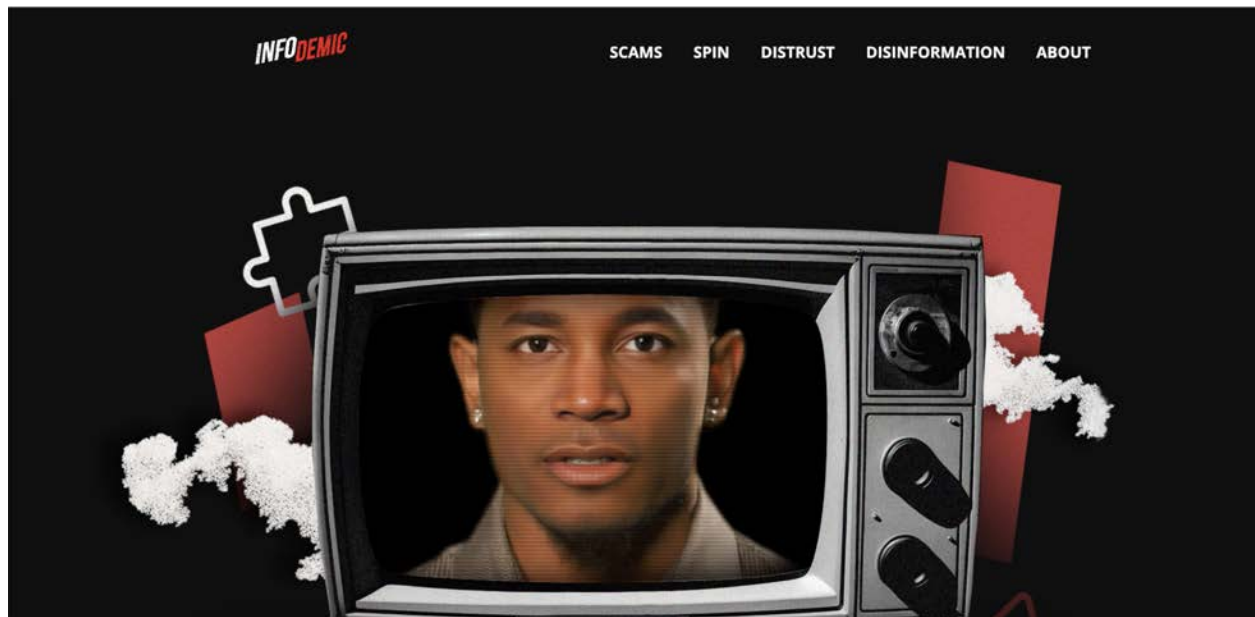


# Infodemic



## Social Media Portfolio

Teasers and daily updates on @NewsHouse Instagram, Twitter, Facebook and TikTok from April 25-30, 2023, plus additional posts May 1-12, commemorating the [extensive project's](#) meaningful coverage in light of the recent flood of disinformation. Also, we utilized **#CombatTheInfodemic** on all four platforms to consistently promote the project. We partnered with other social media accounts including The Stand to gain more traction for posts.

**Social Media Producers:** Chilekasi Adele, Sarah Alessandrini, Curran Campbell, Toluwanimi Fajolu, Matt Hassan, Brittany Miller, Matt Zumbolo

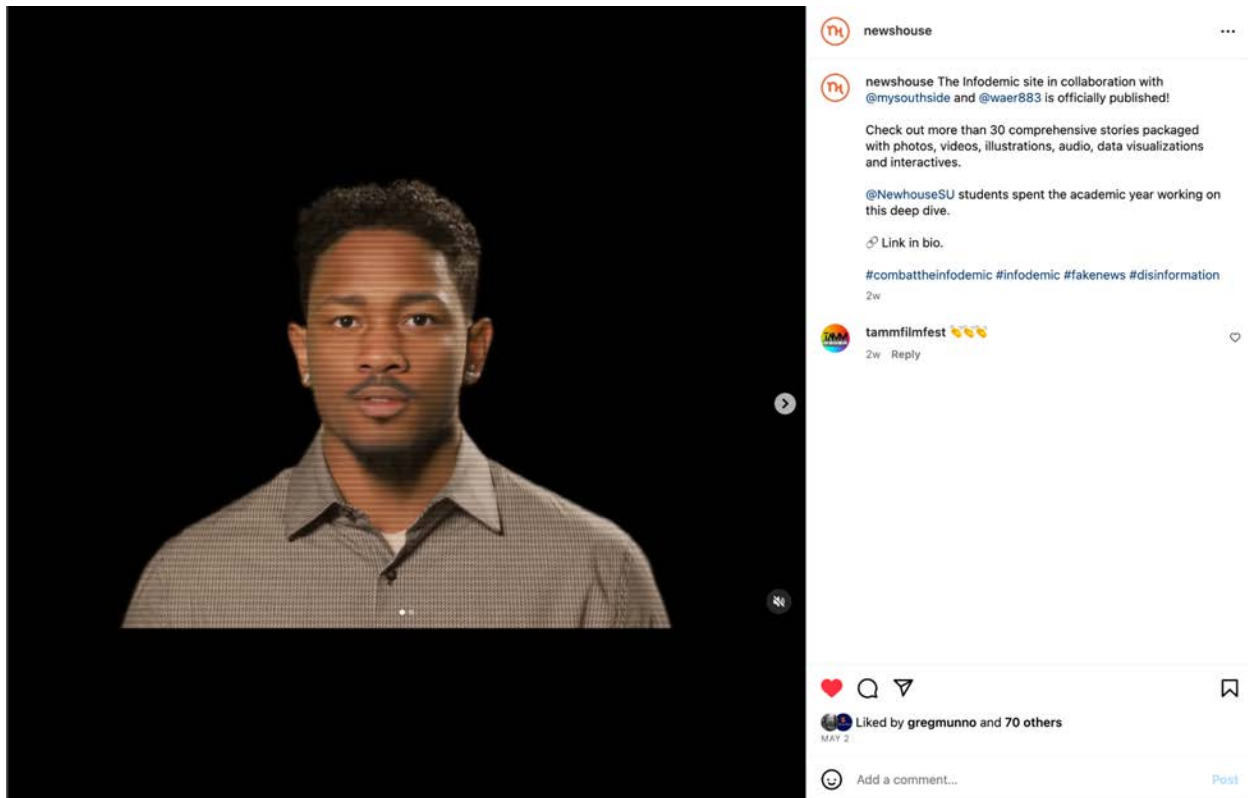
**Designers:** Natalia Deng Yuan and Emily Baird

**Instagram** - <https://www.instagram.com/newshouse/>

**#CombatTheInfodemic** - <https://www.instagram.com/explore/tags/combattheinfodemic/>

## Sample IG Posts

<https://www.instagram.com/p/CrvZ0gVNC7V/>



The image shows an Instagram post from the account 'newshouse'. The main content is a portrait of a young Black man with short hair, wearing a light-colored button-down shirt, looking directly at the camera against a dark background. To the right of the image is the post's text and interaction area. The text includes an announcement about a collaboration with @mysouthside and @waer883, a description of the 'Infodemic' site, and a mention of @NewhouseSU students. It also includes a link in the bio, several hashtags (#combattheinfodemic, #infodemic, #fakenews, #disinformation), and a timestamp of '2w'. Below the text is a reply from 'tammfilmfest' with three fire emojis. At the bottom, there are icons for likes, comments, and shares, followed by the text 'Liked by gregmunno and 70 others' and a date of 'MAY 2'. There is also a comment input field and a 'Post' button.

newshouse

newshouse The Infodemic site in collaboration with @mysouthside and @waer883 is officially published!

Check out more than 30 comprehensive stories packaged with photos, videos, illustrations, audio, data visualizations and interactives.

@NewhouseSU students spent the academic year working on this deep dive.

🔗 Link in bio.

#combattheinfodemic #infodemic #fakenews #disinformation

2w

tammfilmfest 🔥🔥🔥

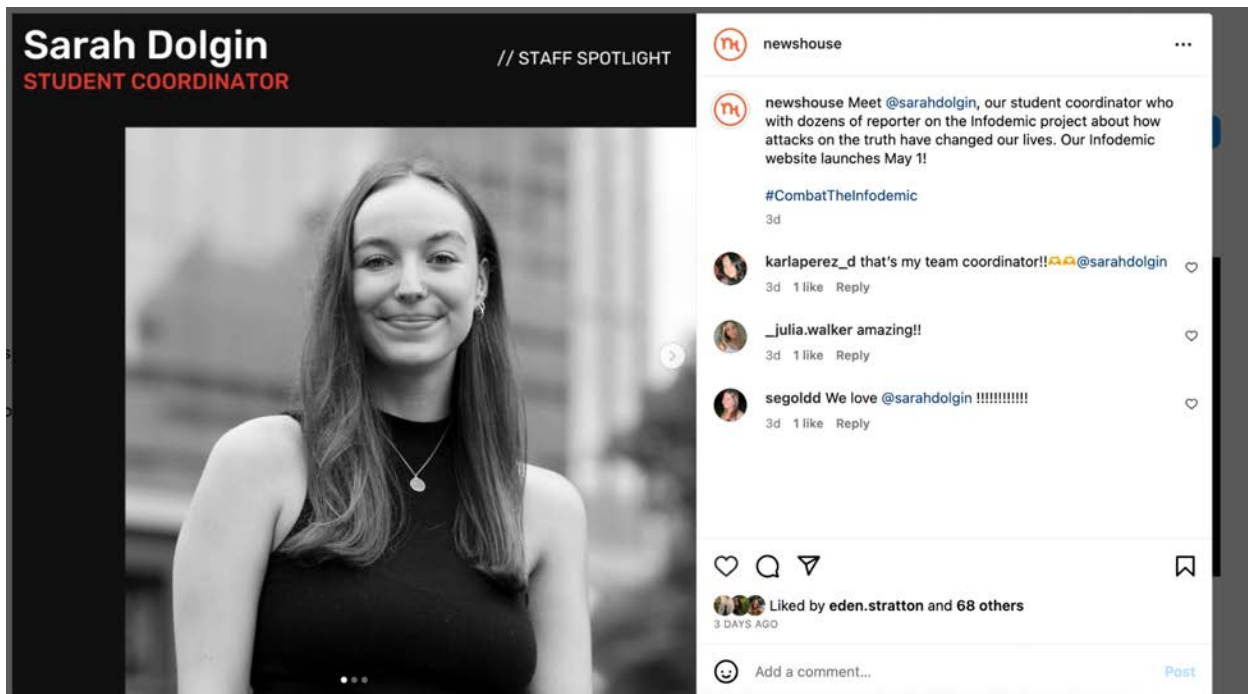
2w Reply

Liked by gregmunno and 70 others

MAY 2

Add a comment... Post

[https://www.instagram.com/p/Crjlp0\\_Nxit/](https://www.instagram.com/p/Crjlp0_Nxit/)



The image shows an Instagram post from the account 'newshouse'. The main content is a black and white portrait of Sarah Dolgin, a young woman with long hair, wearing a dark top, smiling. Above the portrait, the text reads 'Sarah Dolgin // STAFF SPOTLIGHT' and 'STUDENT COORDINATOR'. To the right of the image is the post's text and interaction area. The text includes an announcement about meeting Sarah Dolgin, a description of her role as a student coordinator, and the launch of the 'Infodemic' website. It also includes the hashtag #CombatTheInfodemic and a timestamp of '3d'. Below the text are three replies from users: 'karlaperez\_d' (1 like), '\_julia.walker' (1 like), and 'segoldd' (1 like). At the bottom, there are icons for likes, comments, and shares, followed by the text 'Liked by eden.stratton and 68 others' and a date of '3 DAYS AGO'. There is also a comment input field and a 'Post' button.

Sarah Dolgin // STAFF SPOTLIGHT

STUDENT COORDINATOR

newshouse

newshouse Meet @sarahdolgin, our student coordinator who with dozens of reporter on the Infodemic project about how attacks on the truth have changed our lives. Our infodemic website launches May 1!

#CombatTheInfodemic

3d

karlaperez\_d that's my team coordinator!!🔥🔥🔥@sarahdolgin

3d 1 like Reply

\_julia.walker amazing!!

3d 1 like Reply

segoldd We love @sarahdolgin !!!!!!!!!!!!!

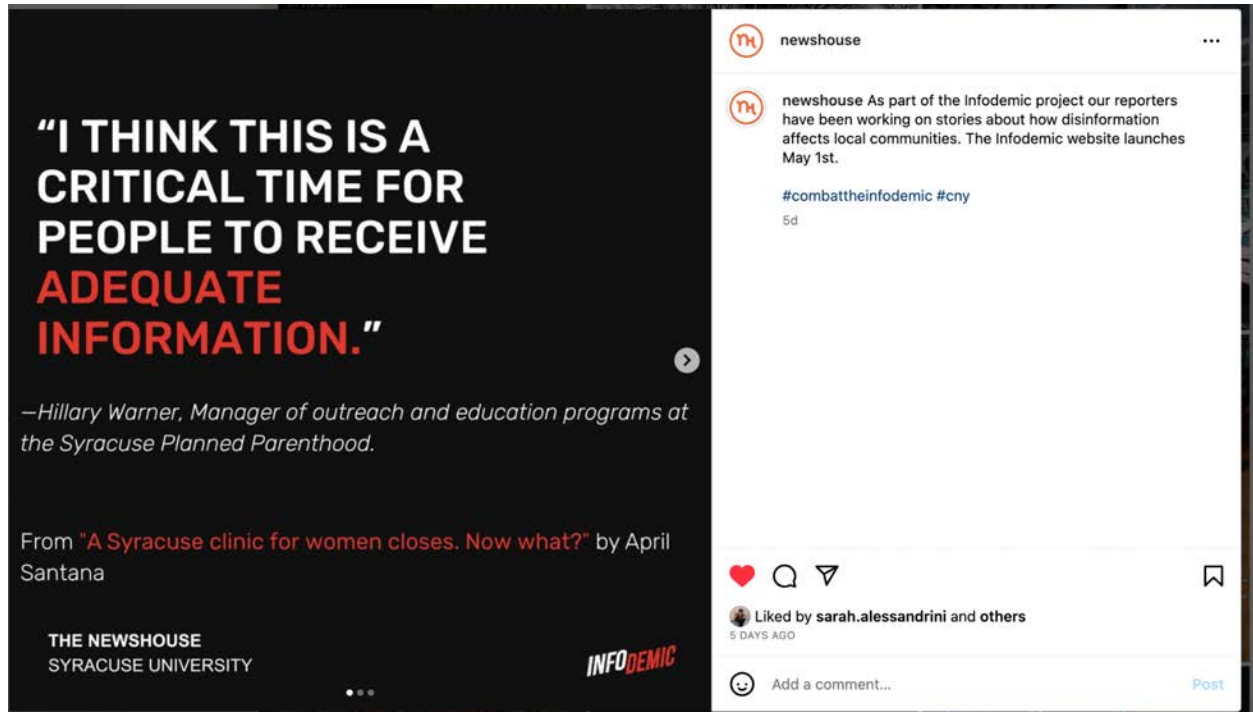
3d 1 like Reply

Liked by eden.stratton and 68 others

3 DAYS AGO

Add a comment... Post

[https://www.instagram.com/p/Crd8bVuhZ\\_Z/](https://www.instagram.com/p/Crd8bVuhZ_Z/)

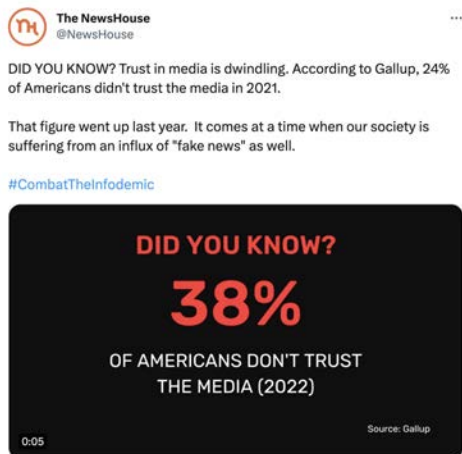


**Twitter** - <https://twitter.com/newshouse>

**#CombatTheInfodemic** - <https://twitter.com/hashtag/CombatTheInfodemic>

### Sample Tweets

<https://twitter.com/NewsHouse/status/1651330559325470721>



<https://twitter.com/NewsHouse/status/1651738350758383619>

 **The NewsHouse**  
@NewsHouse

POLL: Do you seek to verify most of the information you see online?  
[#CombatTheInfodemic](#)

Yes, it's very important!	87.5%
No, I trust what I see.	12.5%

8 votes · Final results

8:01 PM · Apr 27, 2023 · 189 Views

1 Retweet 1 Like

<https://twitter.com/NewsHouse/status/1650530774876028930>

 The NewsHouse Retweeted

 **The NewsHouse** @NewsHouse · Apr 24

COMING SOON: Fighting scams and disinformation in all aspects of our lives.

A collaboration between @NewsHouse, @MySouthSide, and @WAERNews. Our project website launches May 1 with in-depth reporting from a team of two dozen reporters.

Follow our project: [#CombatTheInfodemic](#)

# INFODEMIC

*noun* • [in-foh-dem-ik]

A phenomenon characterized by the rapid spread of vast amounts of information, including both factual and misleading content, leading to an overload of information that can create uncertainty and distrust.


▶ 180 views 0:07 / 0:15  

  10  17  949 

Facebook - <https://www.facebook.com/TheNewsHouse/>

## Sample Posts


<https://www.facebook.com/TheNewsHouse/posts/pfbid02vR1TfXyxf6JpGoeE7h7aw7iRyyxyrx7LGKpW8NDAWtMxu32fEiXdtNyGN6tjNnmI>

 **The NewsHouse**  
May 4 at 11:00 AM · 🌐


How are opposing "facts" clouding the debate over removing or replacing the I-81 in Syracuse?

Both sides are claiming the environmental high ground to sway anyone from local residents to state judges.

Timia Cobb details how the process to remove I-81 has been delayed due to an information battle. ... [See more](#)




<https://www.facebook.com/TheNewsHouse/posts/pfbid02Q9tkcTdvqyRL7AetBD9HoLwNNA7aof94WafnyfrMbyTEqWaDjNDPS2FNjupv8wI>

 **The NewsHouse**  
April 30 at 2:00 PM · 🌐

College campuses are a breeding ground for hurtful rumors to spread.


Coming tomorrow to the Infodemic project, how rumors on college campuses can perpetuate harmful stereotypes and contribute to a disconnect between campuses and the communities where they are located.

Our Infodemic deep dive launches tomorrow! ... [See more](#)




*"There is often this disconnect between the campus and the community, and then it can manifest itself in stereotypes."*


Sean Drake is an assistant professor in sociology at Syracuse University.



<https://www.facebook.com/TheNewsHouse/videos/251012730828533/>

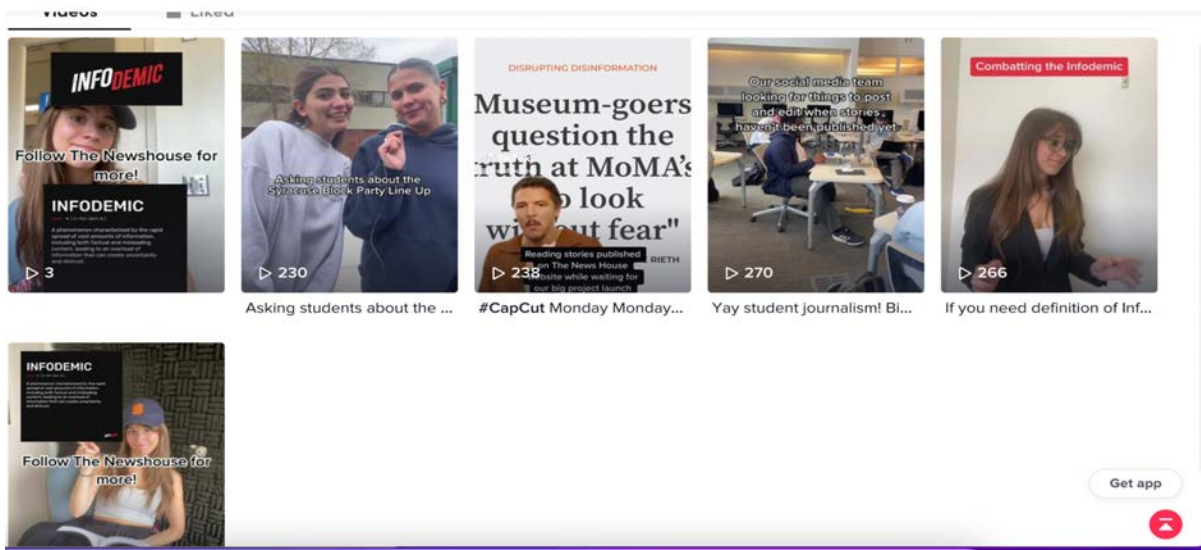
 **The NewsHouse**  
April 29 at 2:01 PM · 🌐

Meet Marnie: Infodemic reporter Marnie Munoz discusses how she fights disinformation, and tells us about her story for the Infodemic project. [#CombatTheInfodemic](#)



**TikTok** - <https://www.tiktok.com/@newshousesu>

- Started this year with 0 followers, 27 as of May 20
- Content from TikTok was reposted on Instagram



The screenshot shows a grid of TikTok video thumbnails. The first row contains five thumbnails with the following details:

- Thumbnail 1: "Follow The Newshouse for more!" with "INFODEMIC" text and 3 views.
- Thumbnail 2: "Asking students about the ... #CapCut Monday Monday..." with 230 views.
- Thumbnail 3: "Museum-goers question the truth at MoMA's 'Don't look without fear'" with 238 views.
- Thumbnail 4: "Our social media team looking for things to post and edit when stories haven't been published yet" with 270 views.
- Thumbnail 5: "Combating the Infodemic" with 266 views.

The second row shows a partial thumbnail: "Follow The Newshouse for more!" with 3 views.

At the bottom right, there is a "Get app" button and a red heart icon.

## Sample Posts

<https://www.tiktok.com/@newshousesu/video/7228259479450619179>

<https://www.tiktok.com/@newshousesu/video/7225739147493870890>

<https://www.tiktok.com/@newshousesu/video/7228295946768059691>

