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 Zumbo
Designers: Natalia Deng Yuan and Emily Baird

Instagram - [https://www.instagram.com/newshouse/](https://www.instagram.com/newshouse/)
#CombatTheInfodemic - [https://www.instagram.com/explore/tags/combattheinfodemic/](https://www.instagram.com/explore/tags/combattheinfodemic/)
Sample IG Posts

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

https://www.instagram.com/p/CrjIp0_Nxit/

Sarah Dolgin
STUDENT COORDINATOR

newshouse Meet @sarahdolgin, our student coordinator who worked on the Infodemic project about how attacks on the truth have changed our lives. Our infodemic website launches May 11.

#CombatTheInfodemic

karlaperez_ Did that's my team coordinator! @sarahdolgin

__julia.walker__ amazing!

ego1919 We love @sarahdolgin !!!!!!!!!!
"I THINK THIS IS A CRITICAL TIME FOR PEOPLE TO RECEIVE ADEQUATE INFORMATION."

— Hillary Warner, Manager of outreach and education programs at the Syracuse Planned Parenthood.

From "A Syracuse clinic for women closes. Now what?" by April Santana

THE NEWSHOUSE SYRACUSE UNIVER SITY

#CombatTheInfodemic

Twitter - https://twitter.com/newshouse
#CombatTheInfodemic - https://twitter.com/hashtag/CombatTheInfodemic

Sample Tweets
https://twitter.com/NewsHouse/status/1651330559325470721

DID YOU KNOW? Trust in media is dwindling. According to Gallup, 24% of Americans didn't trust the media in 2021.

That figure went up last year. It comes at a time when our society is suffering from an influx of "fake news" as well.

#CombatTheInfodemic

38% OF AMERICANS DON'T TRUST THE MEDIA (2022)

Source: Gallup
https://twitter.com/NewsHouse/status/1651738350758383619

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

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

Sample Posts
https://www.facebook.com/TheNewsHouse/posts/pfbid02vR1TfXyfx6JpGoeE7h7aw7iRyyxyrx7LGKpW8NDAwTMo32fEiXdtNyGN6tjNnml

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/pfbid02Q9tkcTdvqyRL7AetBD9HoLwNNAn7aoo94WafnyfrMbyTEqWaDjnPJS2FNjupv8wI

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

Sean Drake is an assistant professor in sociology at Syracuse University.
TikTok - https://www.tiktok.com/@newshousesu

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

https://www.tiktok.com/@newshousesu/video/7228259479450619179
https://www.tiktok.com/@newshousesu/video/7225739147493870890
https://www.tiktok.com/@newshousesu/video/7228295946768059691