

HS

#MakeNews

Campaign summary

We trust that people
know better.

We have to trust people – today there's no other way to survive in the middle of all the fake news fuss.

Still people feel confused and powerless as individuals. Like there is no right answer to anything, and no trustworthy source to rely on. Loss of trust damages both people and traditional media.

#MakeNews campaign is made to win the trust back. It's about countering the apathy-creating effect of fake news'. Today the only way to make that possible is through involvement of regular people.

As a traditional reliable news source, Helsingin Sanomat kicks off a campaign about using hashtag #MakeNews. It's included in articles dealing with topics such as journalism, fake news and trolling. At the same time, regular people can share articles, experiences and other people's posts via the same hashtag. Together those singular posts have a potential to accumulate to bigger phenomenons that can be shared in HS's own mediums. Everyone is involved in deciding which topics make news.

As you know: together we make news better.



Let's face it. We all have done it. #fakenews

**We share information on coffee tables
even though we only read the headlines.**

Still no one wants to spread lies.

Here is an opportunity for change.

Creative

insight

1

Fight for facts

Fake news have too much power. They tend to spread quickly on social media and stick to mind.

The same technology that enables fake news can be used against them. #MakeNews is a counter-force to fake news: trolling, populism and photo manipulation. It is made to unite people to fight for facts.



Creative

insight

2 Journalism

People struggle with recognizing facts from propaganda. Does anyone really know anything?

HS has a chance to show people that it cares.

Journalism isn't about dictating The News Table. When people as a collective find a topic important enough, it becomes headlines. Every single share is a vital part of the big picture. Honest approach works for good cause in both sides.



Creative

insight

Hashtag power

Ever heard of #metoo? It was all about a regular person sharing her experience and hoping things to change. One hashtag had the power to reshape the whole culture we live in.

Alone we fall to apathy even though we have the desire to have an impact. #MakeNews is not about making up news. It's about joining a group and giving voice to those who didn't have it in the first place.





Solution

Solution

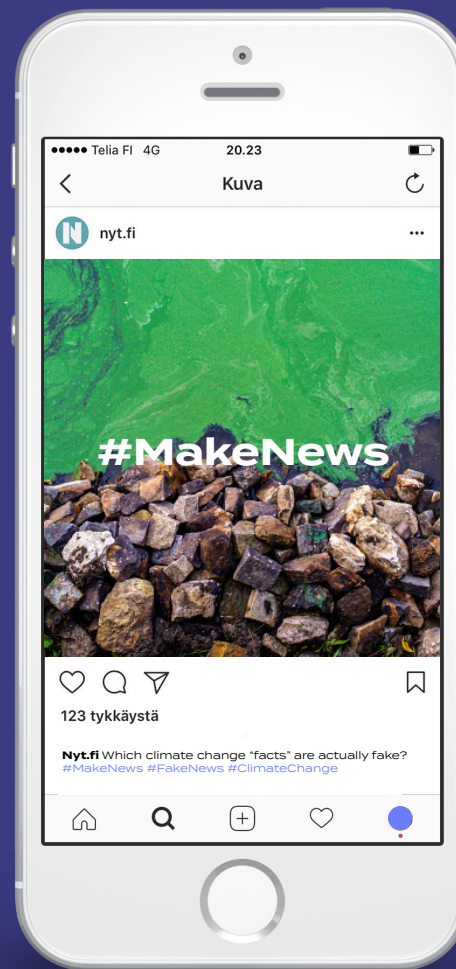
HS stays rational in the middle of fake news fuss. It's not going to surrender to fake news.

Even though Helsingin Sanomat is going to kick the campaign off, it takes everyone to make it work. People share HS's content and vice versa under #MakeNews. For most people age 18-44, it's easiest to keep track of news on social media. It's also the most effortless way to take part. The new generation has the courage and a low threshold to speak up.

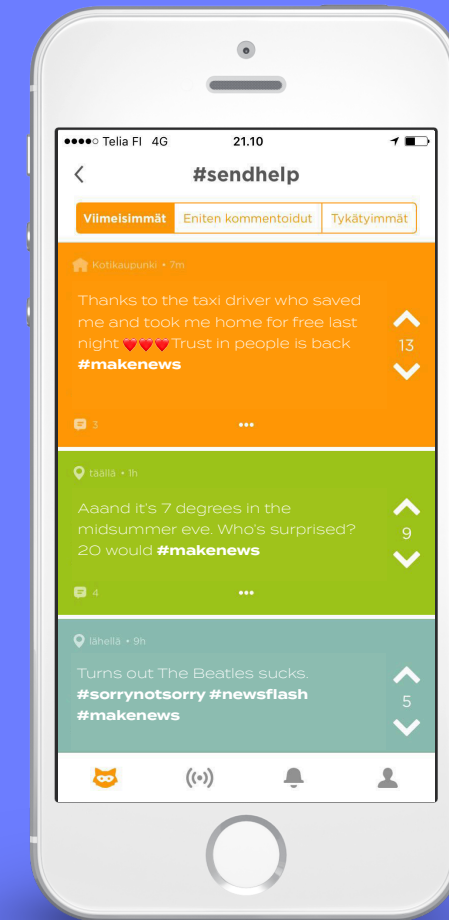




How HS should talk about fake information? We will not get stuck on negativity. We still got the power!



Fighting fire with fire. Fake news appeal because they surprise us. Still: truth is stranger than fiction.



HS doesn't want to be a part of teenage web culture. It should make real news, but the campaign itself allows hassuttelun by people.

Solution



Sarah Robinson:

Drown yourself into this and do something good for the world. #MakeNews #climatechange



Sarah Robinson:

Please stop making fake news just to make profit for your company. #whatgoesaround-comesaround #MakeNews



Sari Pesonen:

Great job @HSkuukausiliite! "Both sides of trolling: Mirja wanted to feel better but ended up being bullied herself" Guess even the trolls got feelings. #MakeNews

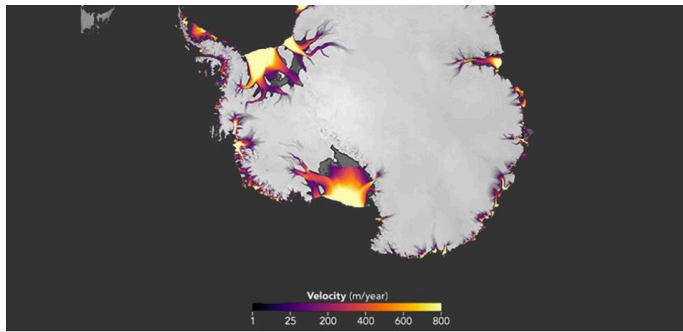


Justin Justin:

Make news, not war
#makenews #fakenews

Sarah Robinson jakoi käyttäjän NASA Sea Level julkaisun.
2. maaliskuuta kello 0:21 · 🌐

This should #MakeNews more often.



NASA Sea Level
22. helmikuuta kello 5:00 · 🌐

A NASA study based on an innovative technique for crunching torrents of satellite data provides the clearest picture yet of changes in Antarctic ice flow into t...
Näytä lisää

Tykkää sivusta

Tykkää Kommentoi Jaa

👍👎👨‍🦯 210 Osuimmat kommentit



Hanna Salonen:

Rumor has it that people, who actually work on the field, know the best. Thank you HS for sharing our point of view. #MakeNews



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Fun fact

