

A person is shown from the chest up, holding a smartphone with both hands. The person is wearing a light-colored, possibly white, button-down shirt. The background is blurred, suggesting an outdoor setting. The entire image is overlaid with a dark blue, semi-transparent filter. In the center, the text "Misinformation Warning" is written in a large, white, sans-serif font, enclosed in quotation marks.

“Misinformation Warning”



THE WORLD IS BEYOND THE HEADLINES.

**67% of Finns think that misinformation
affects the way we see the world.***

Misinformation is a threat to democracy in Finland.

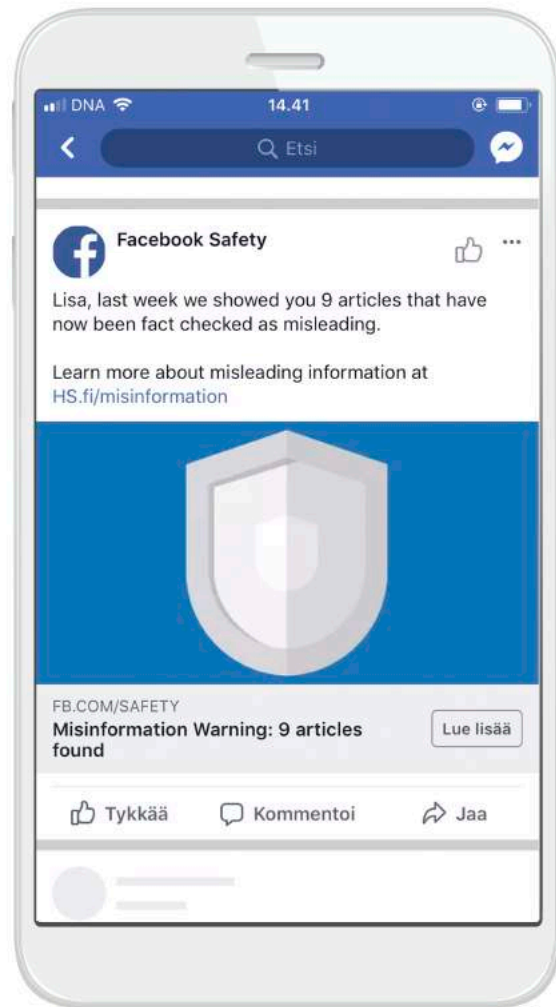


Summary

We know, that Facebook and Twitter track what users see on their feed. We can calculate how many fake news user encounters every week.

[HS.fi/misinformation](https://www.hs.fi/misinformation) has in-depth journalism about fake news.

Misinformation Warning shows the user all misleading articles from last week.



Creative Insight

Every time you open Facebook or Twitter you may be affected by fake news –
1.593,550 Finns encounter fake news every week.*

Misinformation confuses our society as a whole.

Helsingin Sanomat is widely trusted newspaper amongst Finns.

It offers reliable information and new perspectives that help readers form their own opinion about important topics.

HS is a natural partner to work with Facebook and Twitter to tackle the problem of fake news.



Solution

The awareness of misinformation at **personal level** is enhanced by using Facebook and Twitter as an informative tool.

1. “Misinformation Warning” lists all the fake news shown to the user.
2. [HS.fi/misinformation](https://www.hs-niederrhein.de/hs-fi/misinformation) enlightens the motives behind the original author of the piece of fake news.

HS

THE WORLD IS BEYOND THE HEADLINES.

Twitter Safety
@TwitterSafety

Lisa, last week we showed you 9 articles that have now been fact checked as misleading.

Learn more about misleading information at [HS.fi/misinformation](https://www.hs-niederrhein.de/hs-fi/misinformation)

5:17 PM - 10 Mar 2018

Misinformation Warning
4.2 / 5.0 stars - 0 ratings

Open

Retweet 0 Like 0

Solution

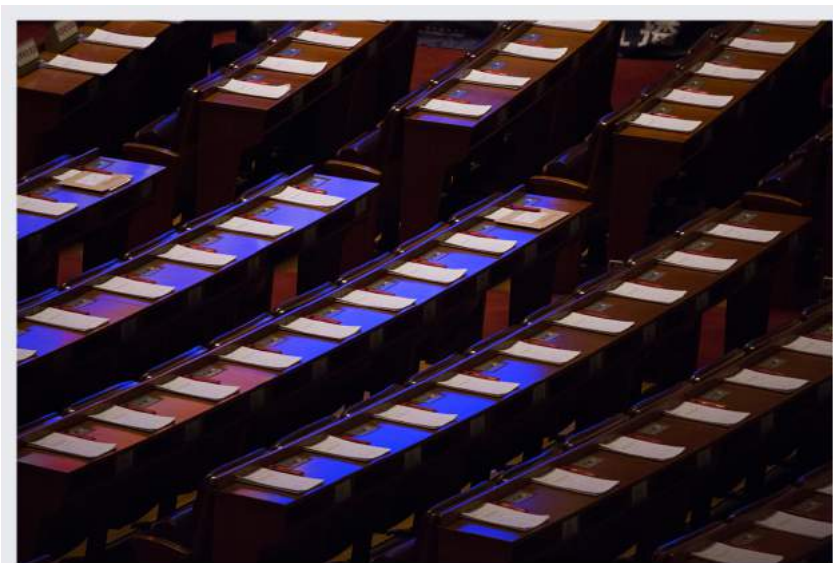
The awareness of misinformation at **societal level** is enhanced by using an own news section [HS.fi/misinformation](https://www.hs.fi/misinformation)

[HS.fi/misinformation](https://www.hs.fi/misinformation) has in-depth content about fake news. It's purpose is to enlighten the

1. motives and

2. the sources

behind the original authors of misleading information.



Misinformation 09:34

Italian Mafia behind fake news during Presidential election

HS

Campaign Goals

Together Sanoma media, Facebook and Twitter can:

1. maximise the awareness of fast-spreading misinformation amongst the target group

and

2. offer personalized, in-depth and relevant content about fake news and motives related to them.



The screenshot shows the Helsingin Sanomat website interface. At the top, the logo "HELSINGIN SANOMAT" is displayed in white on a dark blue background. Below the logo is a navigation bar with links for "Osastot", "Uutiset", "HSTV", "Sää", "Lehdet", "Asiakastuki", and "Haku". On the right side of the navigation bar, there are buttons for "Tilaa Hesari" and "Kirjaudu".

The main content area features a large image of two people shaking hands. Below the image is a social media-style article header with the text "Sosiaalinen media 10:06" and the main headline "Sanoma, Facebook & Twitter yhteistyöhön misinformationin kitkemiseksi".

To the right of the main article is a promotional advertisement for "TEHOKAS KOOSTUMUS KEHON HYVINVOINTIIN" (Effective combination for body well-being). The ad includes a product image, a large "-50% Ensimmäiset 2 kk" (First 2 months) discount badge, and a "TILAA NETI" (Subscribe now) button.

Below the advertisement is a "Luetuimmat" (Most read) section with a table header containing "JUURI NYT", "PÄIVÄ", and "VIIKKO". The table lists two items:

JUURI NYT	PÄIVÄ	VIIKKO
1. Kuvia Suomesta, osa 30: Akseli Valmunen kuvasi Lapin turistikohteita ja hämmentyi näkemästään		
2. Kasvava osa koirista on niin sairaita, ettei niiden pitäisi elää - HS:n kokoama aineisto kertoo, millaiset sairaudet uhkaavat suosituimpia rotuja		

HS

Image summary

HELSINGIN SANOMAT

Osastot Uutiset HSTV Sää Lehdet Asiakastuki Haku Tilaa Hesari Kirjautu



Sosiaalinen media 10:06

Sanoma, Facebook & Twitter yhteistyöhön misinformaation kitkemiseksi

TEHOKAS KOOSTUMUS KEHON HYVINVOINTIIN
Kokeile nyt puoleen hintaan!



-50%
Ensimmäiset 2 kk

TILAA HETI

Luetuimmat

JUURI NYT PÄIVÄ VIIKKO

1. Kuvia Suomesta, osa 30: Akseli Valmunen kuvasi Lapin turistikohteita ja hämmentyi näkemästään
2. Kasvava osa koirista on niin sairaita, ettei niiden pitäisi elää - HS:n kokoama aineisto kertoo, millaiset sairaudet uhkaavat suosituimpia rotuja [Tilaa jille](#)



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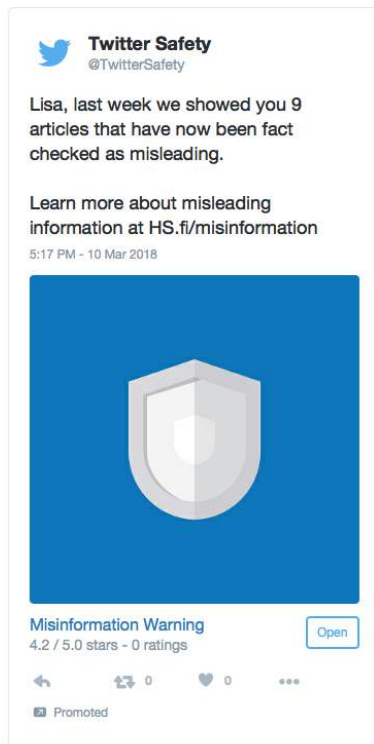
Image summary



HS

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fake news every week

LEARN MORE ▶




Twitter Safety
@TwitterSafety

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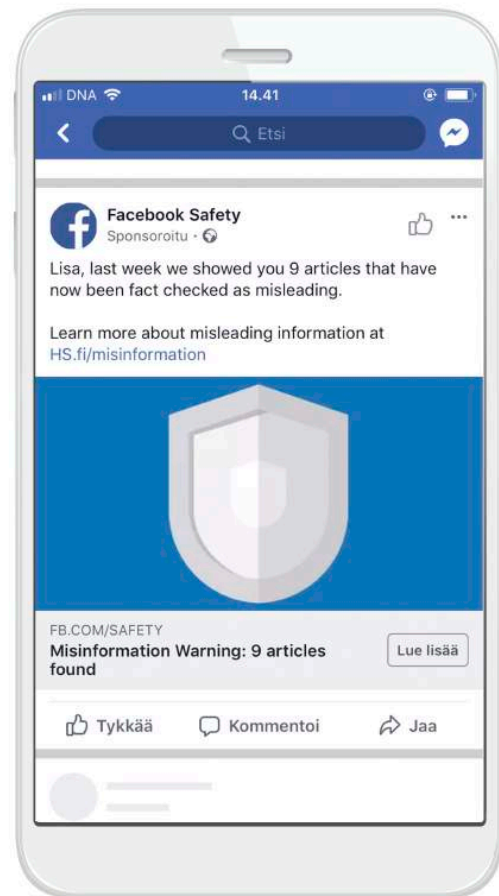
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[Open](#)

Promoted




DNA 14.41 Etsi

Facebook Safety
Sponsoroitu ·

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[FB.COM/SAFETY](https://fb.com/safety)
Misinformation Warning: 9 articles found [Lue lisää](#)

Tykkää Kommentoi Jaa

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