



THE WORLD IS BEYOND THE HEADLINES.

Before you share.

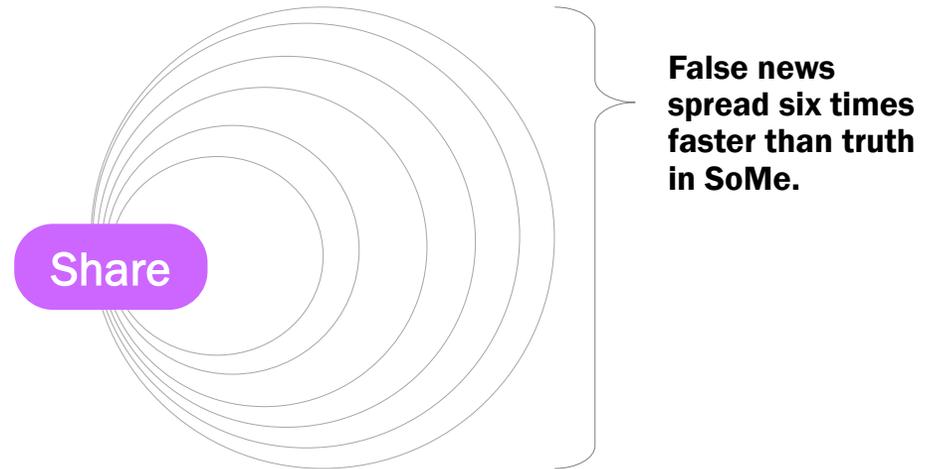
Findings

False news spread farther, faster, deeper and more broadly than the truth in all categories of information.

Social Media works as a catalyst for false news.

Referral based algorithm narrows down the diversity of the topics.

False news stories are 70% more likely to be shared in SoMe.



Insight

Helsingin Sanomat is highly trusted institute reaching millions of Finns every day. At the same time Social Media platforms' reach and role as news deliverer has expanded. The amount of false news in Social Media is rapidly increasing. All Social Media platforms struggle with this since people's media literacy and source criticism can't keep up.

HS has an enormous leverage but also social responsibility to exploit its' position to educate Finns about false news and fight to diminish the amount of false news spread in Finland.

Objectives

Long term objectives & KPIs

Increase understanding and critical thinking when it comes to evaluating sources and motives behind news.

KPI: 20% of the target group become more critical of the source and 30% of the target group thinks more about the motives behind online content.*

Short term objectives & KPIs

Educate SoMe users and build awareness about false news.

KPI: 85% reach in the target group

Reach SoMe users who actively share news.

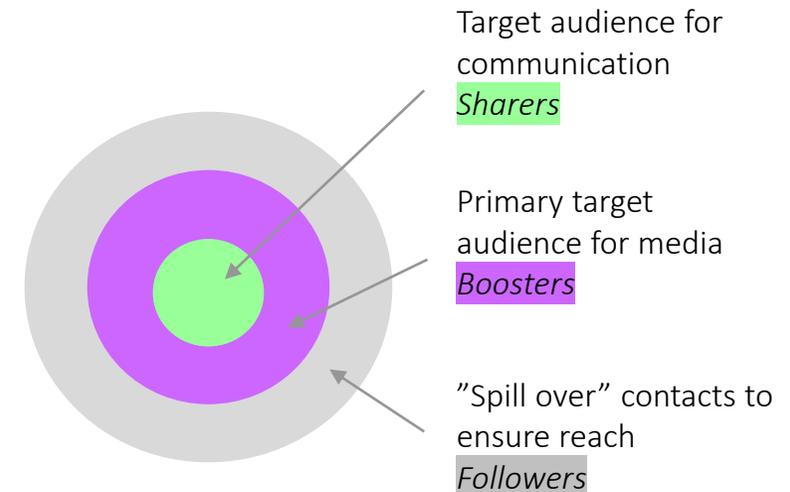
KPI: Engagement rate

*30% = 407 000 people, 20% = 271 000 people

Target group insight

A18-44 who are active in Social Media - est. 1 356 000. From the target group can be found different segments based on their motives to use Social Media.

SoMe usage	Motive	Role in the chain
<p>Sharers 21% Share news in SoMe Est. 285 000</p>	<p>They build their own personal brand by sharing news.</p>	<p>They start the chain reaction.</p>
<p>Boosters 54% Use SoMe to follow news Est. 688 000</p>	<p>They most likely engage on posts that are novel and surprising.</p>	<p>They build reach by engaging.</p>
<p>Followers All Social Media users</p>	<p>They prefer information that confirms their preexisting attitudes and beliefs.</p>	<p>They receive all the content that has high engagement.</p>



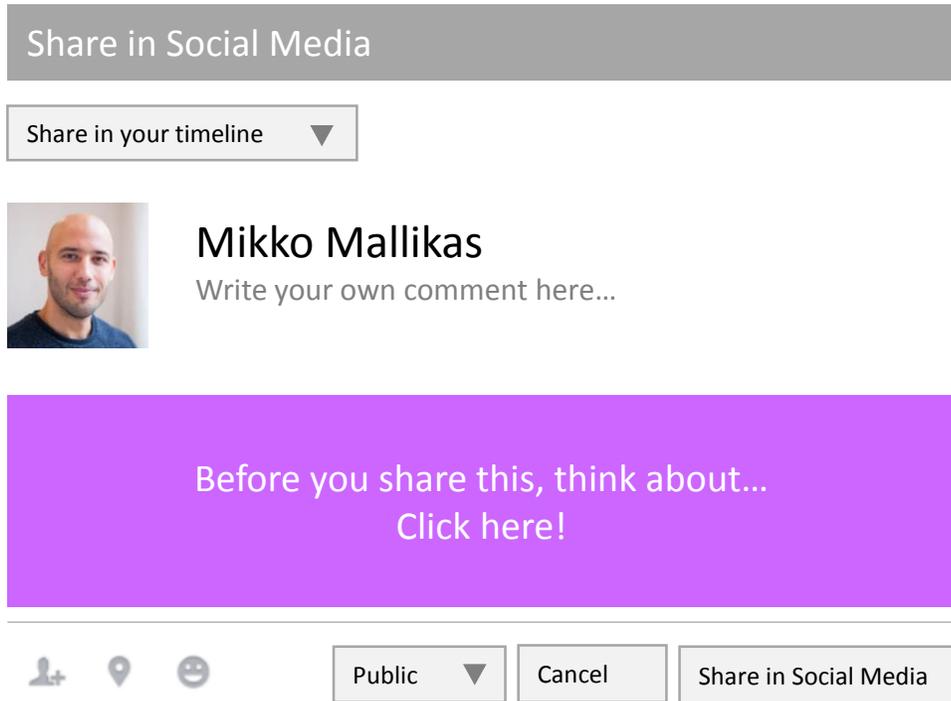
Key idea

Sharers need to be reached at the critical moment of sharing news to Social Media. Boosters need to be educated about false news and make them critical of the sources so that they won't increase the reach of fake news by engaging. Overall media literacy of Followers need to be built by using HS and Sanoma media channels.

Micro-moment targeted message right before sharing. Think twice before you share.

Before you share pop-up

A pop-up to tackle the critical moment when **Sharers** are about to share news to and in Social Media.



Clicking “share in Social Media” icon triggers the “Before you share” pop-up message.

Pop-up message appears in all social media platforms and in Sanoma media’s own news channels when someone is about to share news content.



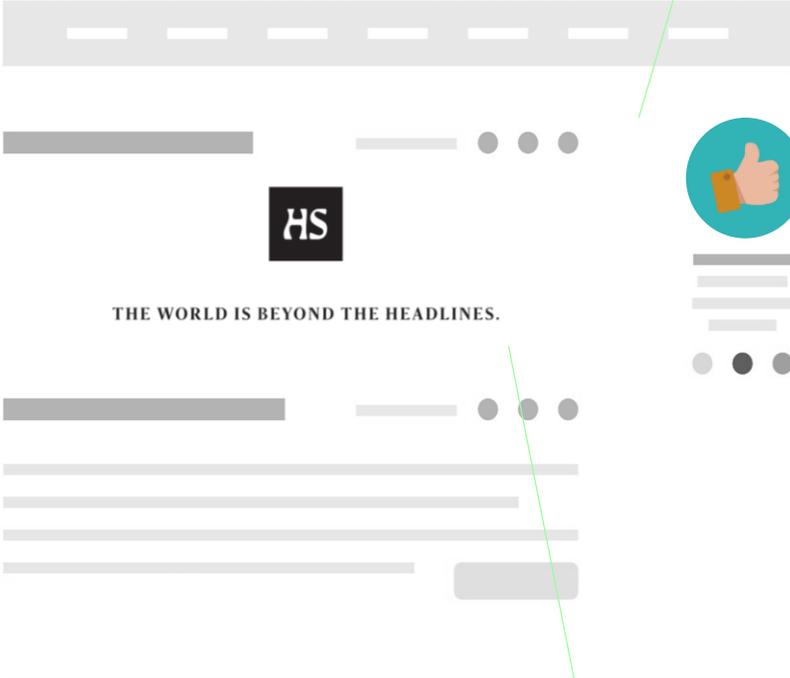
HS.fi educational content

HS.fi is trusted institute on the national level and the home of the information with strong sources.

Before you share brings the educational information and facts about false news and reasons behind them to the front page of HS.fi.

High attention value execution where we pinpoint the relevant touchpoints how to recognize false news.

Before you share – check that the source is reliable. Most of the false news spread through following shady sources...



Before you share – did you know that false news spread 6 times faster than true news?

Ecosystem

DIGITAL CHANNELS

Create awareness among **Followers** and drive traffic to the HS.fi with timely relevant communication with different digital formats across Sanoma's channels.



TRADITIONAL CHANNELS

Create awareness and raise discussion among **Followers** with high attention value execution with HS front page and Nelonen prime time.



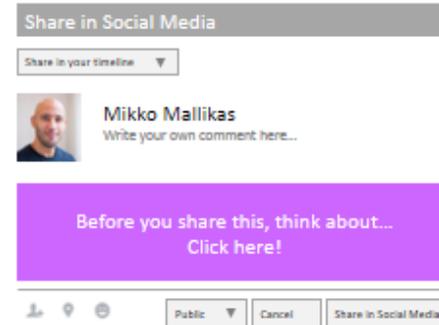
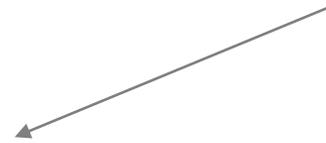
BEFORE YOU SHARE / HS.FI

Homebase for all educational content.



SOCIAL MEDIA

Builds reach and engagement among **Boosters**.



BEFORE YOU SHARE POP-UP

Intervention for **Sharers** in the moment of sharing.



SANOMA'S NEWS CHANNELS

Sanoma's digital news media where you can share.

Results

Through a combination of high reach and disruptive way of communication we will influence millions of Finns and diminish the false content shared.

36% of *Followers* will start thinking more about the motives behind online content

25% of *Followers* become more critical of the source

90% of *Sharers* will be reached

50% of *Sharers* will think twice before sharing news