# Fake it for the truth

SH

Helsingin Sanomat / Totuuden puolesta

### Campaign summary

The world is full of fake news. People have gained the ability to publish widespread content with a myriad of motives and goals as social media has become an incremental part of our culture. The ability for everyone to publish content has highlighted the need for active media consumption and media literacy.

Fake it for the truth is a campaign that aims to make people focus on the reliability of the content they consume in a way that leaves a lasting impact and focuses on creating a movement. Based on the element of surprise and the building of a community, this campaign uses the tools of fake news in a way that benefits the message of media literacy.

By utilising Facebook, Twitter and the HS website, Fake it for the truth will spread this important message by hacking fake news and building a community.

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"Falsehood flies, and the Truth comes limping after it,"

-Jonathan Swift

### **Creative Insight**

TRUTH TRUTH TKW. TRUTH TR It has been shown that fake news spread around social media six times faster than the truth. According to research, this is because the truth is often more grounded compared to fake news that are, by their very nature, designed to be attention-grabbing and emotion-inducing. Fake news are presented as simple or polarizing answers to the most important topics of our time...

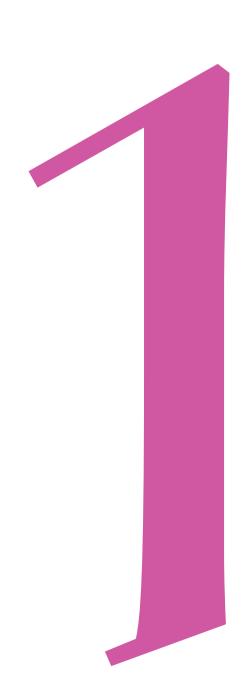
Unfortunately, the truth is almost never simple or black and white.

Truth is a scale of different tones, and more often than not, the lie is much faster than the truth.

\*Source: The spread of true and false news online 19.1.2018, American Association for the Advancement of Science.

But, there is a way we can use this for our advantage...

### Our solution consists of three steps...



### Let's hack fake news

HS publishes two versions of selected stories in social media. The catch is that the other version is intentionally created fake news headline designed to grab the audience's attention.

Published as dark posts in Facebook and Twitter, these headlines, rely on the virality of fake news and direct people to the message.



Translate from Finnish

Yhdysvaltain Donald Trump ja Pohjois-Korean Kim Jong-un aikovat tavata kevään aikana – Etelä-Korean mukaan Kim sanoo olevansa valmis luopumaan ydinaseista



Yhdysvaltain Donald Trump ja Pohjois-Korean Kim Jong-un aikovat tavata ke... Presidentti Trump on vahvistanut, että tapaaminen on suunnitteilla. Myös hän twiittasi Kim Jong-unin puhuneet ydinaseista luopumisesta eteläkorealaisten kan... hs.fi

B Helsingin Sanomat 🗹 HS



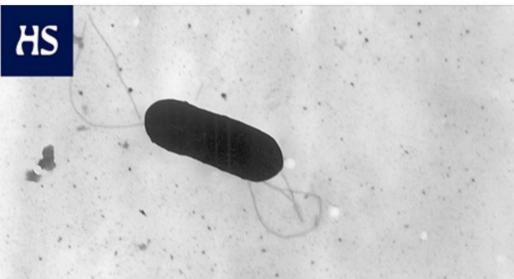
Donald Trump haastoi Kim Jong-unin golf matsiin maiden kunnian puolesta!!! Ydinaseet mukana ottelussa... Päättyykö ottelu maailmanloppuun?



Yhdysvaltain Donald Trump ja Pohjois-Korean Kim Jong-un aikovat tavata ke Presidentti Trump on vahvistanut, että golf ottelu tapahtuu. Taistelussa kilpaillaan maiden kunniasta.



Kuolemat näyttävät olevan osa viidessä EU-maassa todettuja listeriatapauksia, joiden aiheuttaja on sama listeriabakteeri. Tapauksia on toistaiseksi 32, joista 15 oli Suomessa.



Listerioosi tappoi kaksi suomalaista viime vuonna – Sama listeriabakteeri sairastuttanut jo 15 suomalaista ja määrä voi vielä kasvaa

### HS – Helsingin Sanomat

#### HS 10 hrs · 🕑



Maailman ensimmäinen hyperbakteeri on aiheuttanut laajamittaista tuhoa. Miksi tutkijat vaikenevat asiasta!?



HS.FI

🖒 Like



Voiko uneen kätkeytyä viesti? Tutkija: "Ihmisellä on yleisesti ottaen tarve löytää selitys kaikelle" Unista on etsitty viestejä kautta aikojen ja ympäri maailman.

Comment

#### HS – Helsingin Sanomat HS March 9 at 8:56pm · 🚱 Enneunet ovat totta!!

HS.FI

分 Share

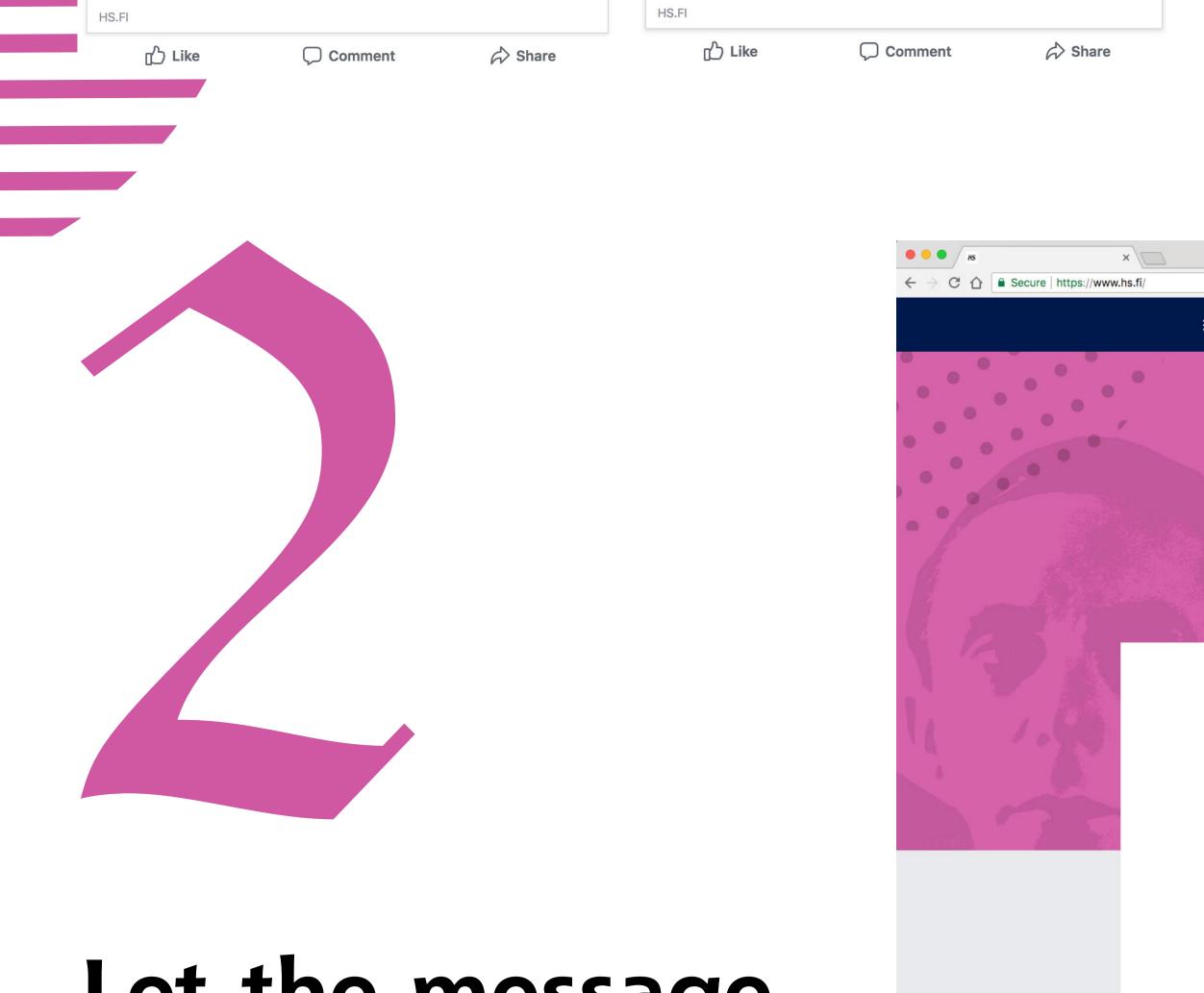
🖒 Like



Uniin kätkeytyy viestejä tulevasta... Tutkija: "Ihmisillä on alitajuinen kyky ennustaa tulevaa" Tuoreen tutkimuksen mukaan enneunet ovat totta.

Comment

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### Let the message sink in

On the landing page, we will reveal the campaign message. The site contains shareable HS's guidelines on how to identify fake news.

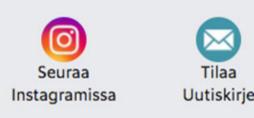
Landing page hosts a CTA inviting people to join the Totuuden puolesta! -Facebook group, to which members share fake news they encounter in social media.



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Seuraa Seuraa Twitterissä Facebookissa





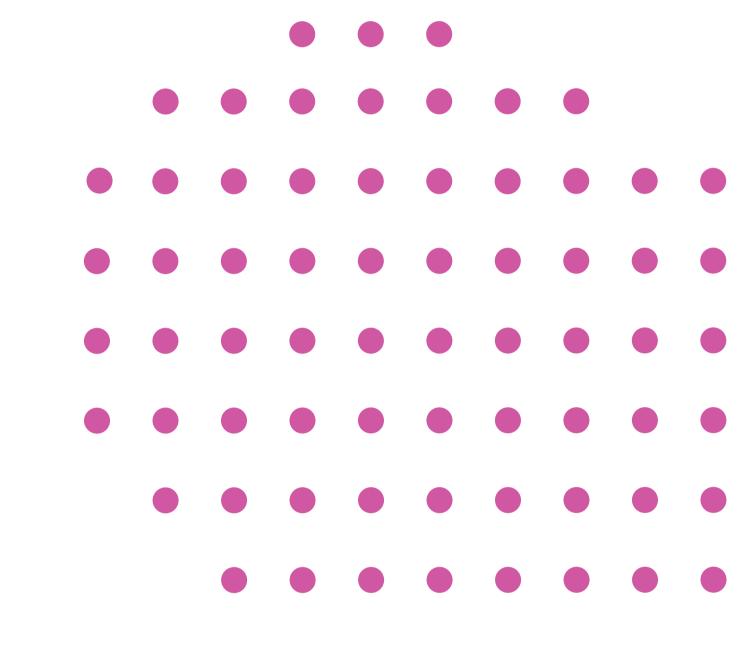
Tilaa

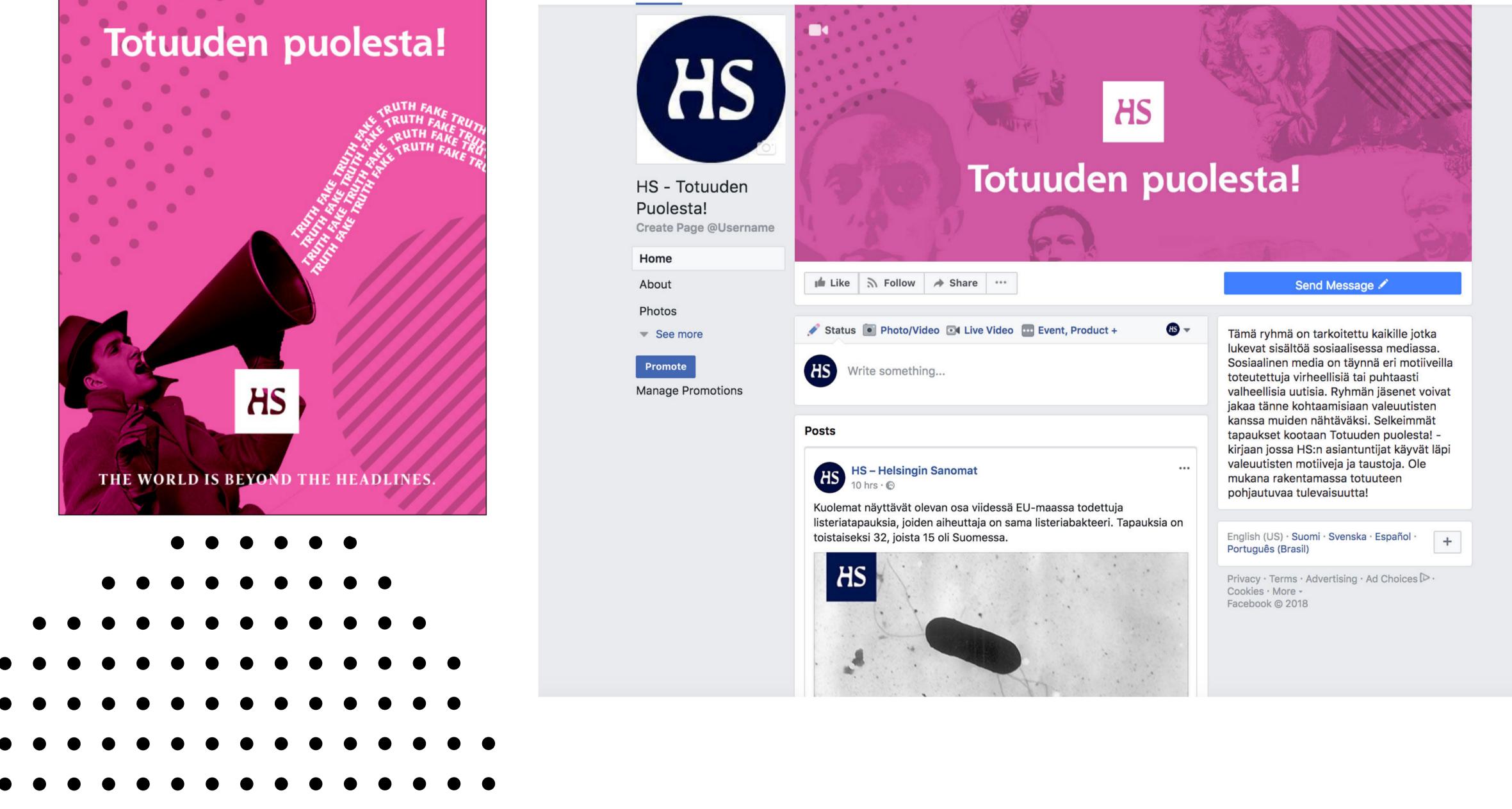
Mainosta Hesarissa Yhteystiedot Asiakaspalvelu Lähetä palautetta Käyttöehdot Rekisteriseloste Käyttäytymiseen perustuva mainonta ietosuoja



Totuuden puolesta! -Facebook group is a hub for fake news content and conversation. Members can find examples of fake news and tips how to identify them.

The collected fake news are compiled in a book called **Totuuden puolesta!** 





The final bonus step. Let's not forget about the PR potential

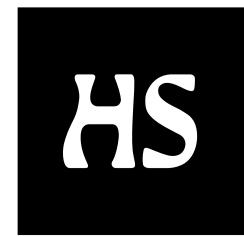
### Largest newspaper in Finland created fake news for the sake of truth.

-All medias around the world

## How do we solve the brief?

Fake it for the truth, is a brave campaign for a brave medium. With the element of surprise we aim to launch a movement against fake news lead by HS and to spread the overall awareness of the current state of fake news. The campaign structure forms a straightforward whole that is intuitive for audiences active in social media.

As the result of this campaign, HS will gain the thought leadership as the entity working against fake news in Finland. The community built with this campaign will function as a lasting mark identifying HS as the source for expertise and truth.



THE WORLD IS BEYOND THE HEADLINES.