

What if They Were
Talking About You?

Campaign Summary:

The idea of the campaign is to stir awareness in social media users that, not everything they see or read, is true. Every fake news story has a motive behind it, and every fake news story has consequences: whether it is altering someone's opinion, changing their political views, affecting their habits – fake news can also change people's lives. By sharing the stories of those who have been victimized by fake news or allegations, we aim to awaken empathy and pause the viewer for a while: What if they were talking about you?

The creative insight:

People love secrets, lies and rumors because they are often juicier than the truth. Sharing novel and false information with others is more interesting and scandalous opposed to keeping to the facts.

However, engaging in such behavior can have serious consequences, leading people to believe false truths and act accordingly.

Fake news can be so powerful that they change the political stances and opinions of the readers, thus affecting their everyday life.

By awakening people to the fact that fake stories affect real people, we hopefully get them to think about the original sources of news stories.

**“It takes the truth
about six times as
long as falsehood to
reach 1,500 people.”**

*NBC News 9.3.2018

Solution to the Brief: How Does the Campaign Work and Solve the Problem?

Because of the abundance of content in digital platforms, we grab the attention of social media users by giving them something to relate to. We show stories of people who have been victimized by fake news or allegations.

Posts from social media take users to a landing page where they can see the full heartfelt stories of those victimized by fake news. Conversation is prompted on social media via hashtag #TalkingAboutYou.

The landing page is search engine optimized and marketed so that it will pop up whenever people search for people's names on Google. It is another way to remind them to think before believing every story piece out there.

Content and medias used:

Landing page

www.HS.fi/talkingaboutyou

- The landing page will consist of all the full length videos of the stories and have a feed of the social media posts that include the hashtag #TalkingAboutYou.

SEO&SEM

- We use data of different names and integrate them into the code of the landing page making the site search engine optimized. When people search, for example, “Barack Obama seen in...”, the landing pages pops up: What if they were talking about you? The site is also promoted, granting more results in Google searches.
- In short, the page reacts to names of people searched.

Social media

Facebook & Instagram

- We share short 15sec videos of the lie/rumor that was spread of a person and how it changed their life. In the end we ask: What if they were talking about you?
- When they click to move forward to the landing page, they can see the full stories of the people involved in the campaign. If they want to support those people, share their own story, spread awareness about fake news, or just join the conversation, they can share posts via hashtag #TalkingAboutYou.

Join the conversation:



#TalkingAboutYou

Tweets

-  **Darcy Smith** 2h
@fitmomblogger
I can relate to the stories of Ashley and Mary. Hope people will begin to check their sources #TalkingAboutYou
-  **David Cotton** 5h
@itsdavid
Powerful stuff.
#TalkingAboutYou

WHAT IF THEY WERE TALKING ABOUT YOU?

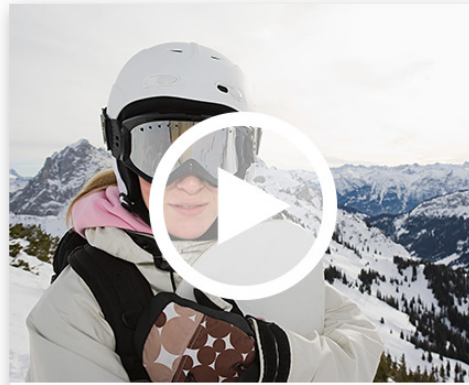
Every fake news story has a motive behind it, and every fake news story has consequences: whether it is altering someone's opinion, changing their political views, affecting their habits – fake news can also change people's lives.



Kevin's story




John's story



Ashley's story




Social media (Facebook & Instagram Stories)

HS Helsingin Sanomat
Sponsored · 

Like Page

"A particular news source told I had been using doping and won the gold medal because of that. My reputation and self-esteem as an athlete was destroyed for a while." Ashley was betrayed by the media.



What if They Were Talking About You?
Check your sources.

HS.FI Watch More

HS Helsingin Sanomat
Sponsored · 

Like Page

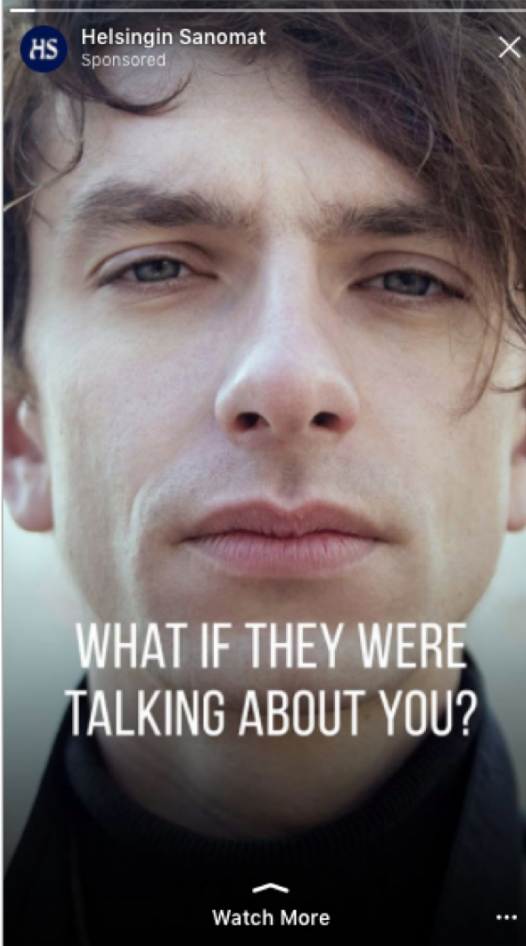
"They told I had sexual relationships with the students. I got fired and have been unemployed ever since." A single rumor ruined John's career.



What if They Were Talking About you?
Check your sources.

HS.FI Watch More

HS Helsingin Sanomat
Sponsored ✕



WHAT IF THEY WERE TALKING ABOUT YOU?

⤴ Watch More ⋮

SEO & SEM

The image shows a Google search results page for the query "aku hirviniemi". The search bar at the top contains the text "aku hirviniemi" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Maps", "News", and "More", with "All" being the selected tab. To the right of these tabs are "Settings" and "Tools" links. The main content area shows the search results. At the top, it says "About 280 000 results (0,43 seconds)". Below this is a tip: "Tip: Search for English results only. You can specify your search language in Preferences". The first result is an advertisement titled "What If They Were Talking About You?" with a link to "www.hs.fi/TalkingAboutYou". It has a 5-star rating and the text "Rating for Helsingin Sanomat: 5,0 - 325 reviews" and "Fake stories affect real people." The second result is a Wikipedia entry for "Aku Hirviniemi" with the URL "https://fi.wikipedia.org/wiki/Aku_Hirviniemi" and a "Translate this page" link. The snippet describes him as a Finnish actor and lists his works. The third result is an Instagram profile for "@akuhirviniemi" with the URL "https://www.instagram.com/akuhirviniemi/?hl=en" and a "Translate this page" link. The snippet shows 273.3k followers and 1790 posts. The fourth result is an article titled "Aku Hirviniemi puhuu hänen ja Niina Lahtisen erosta – tyttären sanat ..." with the URL "https://www.is.fi/viihde/art-2000005414581.html" and a "Translate this page" link. The snippet is dated Oct 19, 2017. The fifth result is an article titled "Aku Hirviniemi julkaisi paljastavan viestin - ennusti Putouksen ..." with the URL "www.iltalehti.fi/viihdeuutiset/201803102200802862_vd.shtml" and a "Translate this page" link. The snippet is dated 15 hours ago. The sixth result is an article titled "Seiska: Aku Hirviniemi löysi uuden rakkaan - tältä näyttää suloinen ..." with the URL "www.iltalehti.fi/viihdeuutiset/201803012200781172_vd.shtml" and a "Translate this page" link. The snippet is dated Mar 1, 2018.

Google

aku hirviniemi

All Images Videos Maps News More Settings Tools

About 280 000 results (0,43 seconds)

Tip: Search for English results only. You can specify your search language in Preferences

[What If They Were Talking About You?](#)

[Ad] www.hs.fi/TalkingAboutYou

★★★★★ Rating for Helsingin Sanomat: 5,0 - 325 reviews

Fake stories affect real people.

[Aku Hirviniemi – Wikipedia](#)

https://fi.wikipedia.org/wiki/Aku_Hirviniemi ▼ Translate this page

Aku-Heikki Ilmari Hirviniemi (s. 5. joulukuuta 1983 Riihimäki) on suomalainen näyttelijä. Hän on tehnyt rooleja muun muassa Kansallisteatterissa, Helsingin Kaupunginteatterissa, Turun Linnateatterissa ja Lahden kaupunginteatterissa sekä näytellyt elokuvissa ja televisiosarjoissa, kuten Putous (2010–2014), Roba ...

Niina Lahtinen · Aino-Kaisa Pekonen · Marja Tyrni

[Aku Hirviniemi \(@akuhirviniemi\) • Instagram photos and videos](#)

<https://www.instagram.com/akuhirviniemi/?hl=en> ▼

273.3k Followers, 1187 Following, 1790 Posts - See Instagram photos and videos from **Aku Hirviniemi** (@akuhirviniemi)

[Aku Hirviniemi puhuu hänen ja Niina Lahtisen erosta – tyttären sanat ...](#)

<https://www.is.fi/viihde/art-2000005414581.html> ▼

Oct 19, 2017 - Näyttelijäpariskunta **Aku Hirviniemi** ja Niina Lahtinen oli yhdessä 16 vuotta. -Hoidimme eron kuin aikuiset ihmiset, Hirviniemi sanoo nyt.

[Aku Hirviniemi julkaisi paljastavan viestin - ennusti Putouksen ...](#)

www.iltalehti.fi/viihdeuutiset/201803102200802862_vd.shtml ▼ Translate this page

15 hours ago - **Aku Hirviniemi** kertoi Instagramissa tienneensä Kiti Kokkosen voittavan sketsihahmokisan.

[Seiska: Aku Hirviniemi löysi uuden rakkaan - tältä näyttää suloinen ...](#)

www.iltalehti.fi/viihdeuutiset/201803012200781172_vd.shtml ▼ Translate this page

Mar 1, 2018 - **Aku Hirviniemi** on julkaisut Instagramissaan ensimmäisen yhteiskuvan häneestä ja

Summary of the Campaign

Join the conversation:

#TalkingAboutYou

Tweets

Darcy Smith @frommablogger 2h
I can relate to the stories of Ashley and Mary. Hope people will begin to check their sources #TalkingAboutYou

David Cotton @itsdavid 5h
Powerful stuff. #TalkingAboutYou

WHAT IF THEY WERE TALKING ABOUT YOU?

Every fake news story has a motive behind it, and every fake news story has consequences: whether it is altering someone's opinion, changing their political views, affecting their habits – fake news can also change people's lives.

Kevin's story

John's story

Ashley's story

HS

THE WORLD IS BEYOND THE HEADLINES.

The digital campaign includes the use of social media (Facebook & Instagram Stories), a landing page and search engine optimization (also SEM to boost the landing page's visibility). All mediums are tied in together, driving traffic across all the used platforms. The idea is to boost emotions and empathy with real stories of people victimized by fake allegations but also to make people think twice about the original sources of any piece of information. Because: What if they were talking about you?

HS Helsingin Sanomat Sponsored

Like Page

"A particular news source told I had been using doping as won the gold medal because of that. My reputation and self-esteem as an athlete was destroyed for a while." Ashley was betrayed by the media.

What if They Were Talking About You?

Check your sources.

HS.FI Watch More

HS Helsingin Sanomat Sponsored

Like Page

"They told I had sexual relationships with the students. I got fired and have been unemployed ever since." A single rumor ruined John's career.

What if They Were Talking About you?

Check your sources.

HS.FI Watch More

HS Helsingin Sanomat Sponsored

WHAT IF THEY WERE TALKING ABOUT YOU?

Watch More

Google aku hirviniemi

All Images Videos Maps News More Settings Tools

About 280 000 results (0,43 seconds)

Tip: Search for English results only. You can specify your search language in Preferences

[What If They Were Talking About You?](#)

www.hs.fi/TalkingAboutYou

★★★★★ Rating for Helsingin Sanomat: 5.0 - 325 reviews

Fake stories affect real people.

[Aku Hirviniemi - Wikipedia](#)

https://fi.wikipedia.org/wiki/Aku_Hirviniemi

Aku-Heikki Ilmari Hirviniemi (s. 5. joulukuuta 1983 Riihimäki) on suomalainen näyttelijä. Hän on tehnyt rooleja muun muassa Kansallisteatterissa, Helsingin Kaupunginteatterissa, Turun Linnateatterissa ja Lahden kaupunginteatterissa sekä näytellyt elokuvissa ja televisiosarjoissa, kuten Putous (2010–2014), Roba ...

Niina Lahtinen · Aino-Kaisa Pekonen · Marja Tyymi

[Aku Hirviniemi \(@akuhirviniemi\) • Instagram photos and videos](#)

https://www.instagram.com/akuhirviniemi/?hl=en

273.3k Followers, 1187 Following, 1790 Posts - See Instagram photos and videos from Aku Hirviniemi (@akuhirviniemi)

[Aku Hirviniemi puhuu hänen ja Niina Lahtisen erosta – tyttären sanat ...](#)

https://www.is.fi/viihde/art-2000005414581.html

Oct 19, 2017 - Näyttelijäpariskunta Aku Hirviniemi ja Niina Lahtinen oli yhdessä 16 vuotta. -Hoidimme eron kuin alkuiset ihmiset, Hirviniemi sanoo nyt.

[Aku Hirviniemi julkaisi paljastavan viestin - ennusti Putouksen ...](#)

www.iltalehti.fi/viihdeuutiset/201803102200802862_vd.shtml

15 hours ago - Aku Hirviniemi kertoi Instagramissa tienneensä Kiti Kokosen voittavan sketsihahmoksian.

[Seiska: Aku Hirviniemi löysi uuden rakkaan - tältä näyttää suloinen ...](#)

www.iltalehti.fi/viihdeuutiset/201803012200781172_vd.shtml

Mar 1, 2018 - Aku Hirviniemi on julkaisut Instagramissaan ensimmäisen yhteiskuvan häneestä ja