Question Sets for discussing fake news at board level

Are we inadvertently part of this as...	Questions for the board	Practical ideas
Originators or propagators? The [Disinformation and 'fake news': Interim Report](#) suggests there are six kinds: ● Fabricated ● Manipulated ● Imposter ● Misleading ● False context of connection ● Satire and parody **Why this is a board matter** "It is important for trust that companies avoid giving contradictory messages through their decisions, strategies or conduct. Directors can reinforce values through their own behaviour and decisions." - [Board Effectiveness - (19)](#)	Take a moment to review your organisation's press releases, ads and other flagship communications: ● Are they aligned with strategy - and our actual business conduct? ● Are they free from contradictions? Or, if you want to try the real acid test (harsh as it is): ● Do we believe our own press releases? ● Do we believe our own ads? Working through these questions (and the ideas on the right) can help you address one of the Financial Reporting Council's overarching Board Effectiveness questions: *"How do we articulate and communicate what we consider to be acceptable business practices?"* It might also help you start a journey of exploring how values can help inform and align action in your organisation.	Good industry bodies will have a Code of Ethics that can help guide your staff as well as any agencies you draw on. **Support membership (and compliance) for your staff and demand it from agencies and other suppliers you hire.** **A few examples of Codes of Ethics:** ● Communications: [IABC](#), [CIPR](#), [PRSA](#) ● Market Research: [MRS](#), [MRA](#) ● Advertising and Marketing: [AAF](#), [AMI](#) ● Management: [CMI](#) ***And then there's the law - just one international example:*** "When consumers see or hear an advertisement, whether it's on the Internet, radio or television, or anywhere else, federal law says that ad must be truthful, not misleading, and, when appropriate, backed by scientific evidence." - [FTC](#)

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Are we inadvertently part of this by...	Questions for the board	Practical ideas
Association? The [Disinformation and 'fake news': Interim Report](#) suggests there are six kinds: ● Fabricated ● Manipulated ● Imposter ● Misleading ● False context of connection ● Satire and parody **Why this is a board matter** "An effective board understands that a company has to engage [...] in order to be successful over the long-term. It will be able to explain how [...] relationships contribute to that success and help deliver the company's purpose." [Board Effectiveness - (41)](#)	Take a moment to review your organisation's press releases, ads and other flagship communications - as they appear at their end-point rather than at inception: ● Do we, as an organisation, advertise (perhaps unwittingly) on platforms that falls under one of the six categories to the left? ● If we buy ads online through Facebook, Google or others, are we sure where they end up? ● Do these relationships contribute to our reputation and in turn success - and do they help deliver the company's purpose? Working through these questions (and the ideas on the right) can help you address the Financial Reporting Council's overarching Board Effectiveness question: *"How do we articulate and communicate what we consider to be acceptable business practices?"* It might also help you start a journey of exploring how values can help inform and align action in your organisation.	Let's separate out **Satire and parody** first as it is very different then the other five types. The broadcaster [Comedy Central](#) communicates through its name that it is likely to engage in satire and parody. It won't take you long to establish the same for [The Onion](#), [The Rochdale Herald](#) etc. So if there's a good fit with your demographic, there's arguably a low risk with advertising here. **For the other five: Fabricated, Manipulated Imposter, Misleading, False context of connection … monitor for these proactively**. Campaigns like [Sleeping Giants](#) and others may also step up to help you - whether you're looking for it or not. On the latter note, you may want to talk to your communications department about what to do if you end up the focus of a consumer campaign / boycott based on where *you might not have realised* you're advertising.

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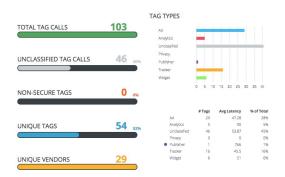| Are we inadvertently part of this by...	Questions for the board	Practical ideas
Accelerating / Enabling Others The [Disinformation and 'fake news': Interim Report](#) suggests there are six kinds: ● Fabricated ● Manipulated ● Imposter ● Misleading ● False context of connection ● Satire and parody **Why this is a board matter** "An effective board understands that a company has to engage [...] in order to be successful over the long-term. It will be able to explain how [...] relationships contribute to that success and help deliver the company's purpose." [Board Effectiveness - Section 41](#)	Do we, as an organisation, enable others to gather information about our users (perhaps unwittingly) which might accelerate and/or enable others in spreading disinformation? Are we using cookies on our website? Are we sure where all this information goes? Working through these questions (and the ideas on the right) can help you address the Financial Reporting Council's overarching Board Effectiveness question: *"How do we articulate and communicate what we consider to be acceptable business practices?"* It might also help you start a journey of exploring how values can help inform and align action in your organisation.	Have a look at what really happens behind the scenes when you visit your organisation's website. This is quick and can done by anybody. For example, in Chrome, click the padlock next to web address and a small overlay should appear: (If you don't have a padlock, then you have deeper issues around security. [Address those first](#)). One more advanced tool you can use is [Trackermap](#) (output example to the left), but there are others. Ask your IT team to present how they're using tracking - especially any that are 'unclassified'.

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