



Building and maintaining trust is essential to attracting and retaining customers. What the public sees and hears about you is crucial to building that trust. That is why the emergence of 'fake news' is so unsettling to businesses and individuals dependent on public trust to grow, prosper and ultimately do their jobs.

What can be done in a society where it seems everyone is a reporter, judge, and critic and a piece of fiction can be created, branded as truth and shared around the world in the blink of an eye?

This course will highlight the essentials of fake news: spotting it, coping with it, and growing from it, turning a potential crisis into opportunities for promotion and connection.

This one-day course will teach participants how to:

- Define 'fake news'
- Recognise the difference between 'fake news' and objective reporting
- Understand the impacts of 'fake news' on your organisation
- Examine proactive strategies and how they work
- Learn reactive strategies and why they are essential
- Discover opportunities for promotion and growth in dealing with 'fake news'
- Create your own 'fake news' action plan

Course Overview

Participants will spend this session getting to know the course objectives and will also have an opportunity to identify their own personal learning objectives.

Evolution of 'The Truth'

In this session, participants will examine the role of trust in a business and how fake news can undermine that trust: where fake news came from, why it exists, and how to deal with it.

The Challenge of 'Social'

Next, participants will learn about the evolution of media, how technology has changed information sources into a superspeed highway demanding more: readers, more revenue, and more interesting stories in a shorter amount of time, which has led to a growth in 'fake news'.

Life of a Target

Next, participants will view life as a target of fake news. They will learn of why fake news creators may target them deliberately, and also how they may become an indirect target.

Deconstructing 'Fake News'

Next, participants will take piece-by-piece view of the components of fake news: the creators, the intent, the content, and the distribution, learning how each piece works, leading to how best to turn a problem into an opportunity.

Coping with a Crisis

Next, participants will learn what to do when their company is a direct target of fake news. These are the short-term steps to address fake news, which could harm their reputation or sales.

Proactive Approaches

Then, participants will learn long-term strategies to incorporate into daily workplace routines that can help head off fake news issues before they arise, or strengthen their position when faced with a fake news crisis

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

