



MDM Leadership Hope Stability Compassion Trust



African Proverb

"To Be a True Leader You Must Have The Skin of a Rhino, The Heart of A Lion and The Soul of A Lamb."





Misinformation-Disinformation-Malinformation (MDM)

informational activity that can cause minor or major harm

MDM is identified as three main forms of

Misinformation

misconceptions or ignorance.

TRAHAN & ASSOCIA

Refers to False Information that is not intended to cause harm. It is based on

TRAHAN & ASSOCIA

Refers to false information that is knowingly shared with the intent to cause harm. The purpose is to manipulate, cause damage and guide people in the wrong direction.

Disinformation

Malinformation

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Refers to information that stems from the truth but is often exaggerated in a way that misleads and causes harm.



Ten Things That Must Be True 1. Fact 2. Data 3. Incident 4. Timeline 5. Source

- 6. Person
- 7. Statement
- 8. Picture
- 9. Date & Time
- 10. Context



How to Identity MDM

Does it provoke an emotional response? Make a bold statement on an issue? Make an extraordinary claim? Contain Clickbait? Small pieces of Valid Information ?

Inoculation Techniques

TRAHAN & ASSOCIA

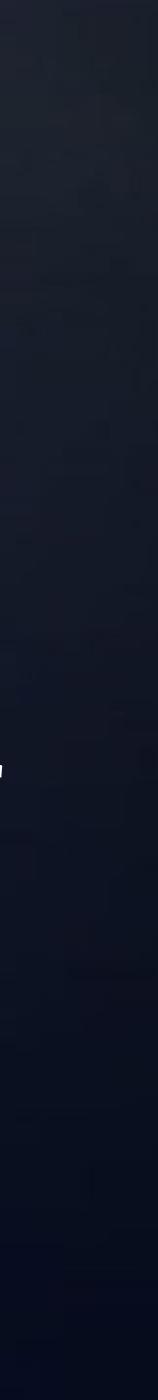
Relationship between an Individual & a State to which the Individual owes allegiance & in turn is entitled to its protection.

Inoculation Techniques

verification & confirmation. information is true.

TRAHAN & ASSOCIATES

- Develop & use a Social Media Literacy Program to educate your publics.
- Develop a system to report information for
- Use a fact-finding site to ensure the



TRAHAN & ASSOCIA

Set up Social Media, Web Monitoring & Alerting services for identifying & tracking fake news related to your organization.

Inoculation Techniques

TRAHAN & ASSOCIA

Use amplification networks to increase the reach & visibility of your content & prevent false information from overpowering the truth.

This is your Truth Loudspeaker!

Inoculation Techniques



Inoculation Techniques

Engage with your Publics to establish & maintain Trust. Create a Ready Response to proactively response to MDM. Avoid directly engaging with MDM Ensure that your response to MDM is on your website/social media & includes detailed, transparent & factual answers.





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