



TRAHAN & ASSOCIATES

YOUR CLEAR BEACON IN THE MEDIA & CRISIS STORMS.



MDM Leadership

Hope

Stability

Compassion

Trust



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

Misinformation-Disinformation- Malinformation (MDM)

MDM is identified as three main forms of informational activity that can cause minor or major harm

Misinformation

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

Disinformation

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.



Malinformation

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 | 6. Person |
| 2. Data | 7. Statement |
| 3. Incident | 8. Picture |
| 4. Timeline | 9. Date & Time |
| 5. Source | 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

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



Inoculation Techniques

Develop & use a Social Media Literacy Program to educate your publics.

Develop a system to report information for verification & confirmation.

Use a fact-finding site to ensure the information is true.

Inoculation Techniques

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

Inoculation Techniques

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

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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