

THE **MSF** MIS/DISINFO THREAT ASSESSMENT

STEP 1: CLASSIFY

A QUICK CLASSIFICATION OF THE INFORMATION AT HAND

LOWER RISK HIGHER RISK

Parody or Joke?	Misconception / Misunderstanding	Misinformation that could harm	Trolling or Targeting	Disinformation Attack	Malinformation, Leak or Hack
------------------------	---	---------------------------------------	------------------------------	------------------------------	-------------------------------------

STEP 2: EVALUATE

WHAT KIND OF RISK DOES THIS CONTENT POSE?

	LOW	MEDIUM	HIGH	URGENT
GRAVITY	No risk real life harm or threat	Moderate risk of harm	Indirect risk of real-life harm	Direct threat of real-life harm
SCALE	Not much attention	Moderate pick up, some comments	Significant attention in short time	Going viral
NOVELTY	Not new, has been said before	Common or adapted trope	New rumour linked to wider issue	Entirely new
TARGET	No specific target	Generally targets MSF	Directly targets MSF	Directly targets specific MSF entity
SOURCE	Source with limited reach	Localised movement, ad hoc	Coordinated, purposeful	Networks with significant reach

STEP 3: RESPOND

WHAT SHOULD YOU DO TO ADDRESS THIS?

<input type="checkbox"/> Hide or delete <input type="checkbox"/> Ignore completely <input type="checkbox"/> Block user <input type="checkbox"/> Respond to comment <input type="checkbox"/> Keep an eye on it in case of escalation <input type="checkbox"/> Report content on the platform	<input type="checkbox"/> Hide, delete, remove, block or report <input type="checkbox"/> Set up monitoring <input type="checkbox"/> Verify claims <input type="checkbox"/> Prepare for escalation <input type="checkbox"/> Consider response strategy <input type="checkbox"/> Seek digital support	<input type="checkbox"/> Set up monitoring and alerts <input type="checkbox"/> Verify claims <input type="checkbox"/> Contact Disinfo Officer <input type="checkbox"/> Activate Disinfo Response Team <input type="checkbox"/> Seek digital support <input type="checkbox"/> Liaise directly with platform <input type="checkbox"/> Response strategy	<input type="checkbox"/> Activate Disinfo Response Team <input type="checkbox"/> Contact Disinfo Officer <input type="checkbox"/> Set up monitoring <input type="checkbox"/> Verify claims <input type="checkbox"/> Seek digital support <input type="checkbox"/> Liaise directly with platform
--	---	---	--

YOUR CASE



CLASSIFY

Parody
or Joke?

Misconception /
Misunderstanding

Misinformation
that could harm

Trolling or
Targeting

Disinformation
Attack

Malinformation,
Leak or Hack

EVALUATE

LOW

MEDIUM

HIGH

URGENT

GRAVITY

SCALE

NOVELTY

TARGET

SOURCE

RESPOND

- Hide or delete
- Ignore completely
- Block user
- Respond to comment
- Keep an eye on it in case of escalation
- Report content on the platform

- Hide, delete, remove, block or report
- Set up monitoring
- Verify claims
- Prepare for escalation
- Consider response strategy
- Seek digital support

- Set up monitoring and alerts
- Verify claims
- Contact Disinfo Officer
- Activate Disinfo Response Team
- Seek digital support
- Liaise directly with platform
- Response strategy

- Activate Disinfo Response Team
- Contact Disinfo Officer
- Set up monitoring
- Verify claims
- Seek digital support
- Liaise directly with platform