75% do not know how to spot fake information

Our Goal: provide the skills to identify fear mongering

Launch website providing videos, handouts, and how-tos
- Produce content to assist in identifying fear mongering information
- Provide interactive experiences to encourage the conversation around fear mongering
- Produce hands-on experiences to assist with putting these skills into practice

Support the campaign goals through social media outlets

INSTAGRAM RETENTION RATE:
75%
- 2 posts per day
- 1 Instagram story per day
- 2 promoted posts per week

TWITTER ACTIVITY
15 Tweets per day
- 7 Retweets per day
- 1 Twitter Chat per week
- 2 promoted tweets per week

FACEBOOK GROWTH
25%
- 1 post per day
- 2 Facebook Live events per month
- 1 promoted post per week

per month