

YOUR GOAL!

In block C you've created great content for a disinformation campaign on social media. Of course, usually you would have worked together with a group of people to make the campaign even more powerful, but for now you must tackle this on your own! Let's go!

TO DO!

Strategy is the most important part of an award winning disinformation campaign. If you just post all your content straight away, nobody will see it. Therefore it's important to plan your content in advance, attract followers and make your accounts credible. To outline your strategy, you can use the timeline. You have 6 months till the referendum, use this time well. Place the creation of the two accounts you made in the previous lesson at the start and then decide which content comes next. Do you start with regular, funny posts? Or do you post with the more serious content straight away?

