CURBING THE MEDIA PANDEMIC

WCT COVID-19 Task Force
April 2020
Use of Social Media in the Time of COVID-19

- Communication is vital during a crisis.
- Sharing of news, updates – local, regional, national, global - is essential to keep oneself updated.
- Interacting with family, friends, colleagues becomes imperative.
- Seeking support during social distancing is crucial.

But, having said that, we need to... be mindful of the disadvantages and risks of consuming inaccurate or fake information.
Things You Should Avoid

• Excessive consumption of COVID-related media stories can result in information overload and could affect your psychological health.

• Spreading and sharing sensational social media posts and unverified news or information can provide you with false sense of reassurance or even fear and anxiety.
Things You Should Avoid

• You should not share jokes or memes on COVID, as not everyone will see the funny side of this.

• You should not believe everything you read on social media without verifying the information, as it is easy to fall pray to hoax news, myths, conspiracy theories in such unprecedented times.
Respect Others’ and Your Privacy

• Always keep other people’s privacy in mind.
• Before posting anything on social media, always consider how it is going to affect people. Spreading unnecessary negativity is never healthy.
Be on Guard!

• Never share ANY personal details of individuals who are suspected/diagnosed with COVID-19.

• Avoid sharing important and sensitive personal details on social media.

• You could share the news of your donations to government funds and/or NGOs on social media without sharing personal/banking details.

• Be aware of scams brewing in the name of COVID-related charitable work.
What can I do?

• Limit the time spent on social media, and maintain a healthy routine with regular physical activity and fixed time of sleep.

• Focus on communicating with your friends, family, and colleagues to maintain healthy social interactions.

• Be positive, kind and supportive even on social media, as there is enough negativity out there.
What can I do?

- Check-in on individuals in high risk-groups (elderly, those suffering from chronic diseases, etc.) to see if they need help. Even a simple phone call can make a big difference.

- Use social media for keeping yourself updated through verified sources and keeping in touch with colleagues, friends and relatives.

- Use social media to seek out opportunities to pursue your interests and learn new skills or enhance existing ones.
Keep on Track

• Use trusted and verifiable sources to get the latest information regarding COVID-19 in the region -
  
  www.mohfw.gov.in
  https://www.who.int/
  https://www.mygov.in/covid-19/

• Access WHO’s dedicated messaging service by sending "hi" to +41 79 893 18 92 on WhatsApp.
Keep on Track

• Connect with a WCT COVID-19 Task Force member/s to seek help or to keep up to date with facts.

• We don’t know everything, but we are here to help you and answer any worries or doubts that you may have.

• Respond with solid, verified information to debunk myths/misinformation shared on social media that could do others more harm than good.

• Please remember that the majority of patients (greater than 80% of those infected with coronavirus) will experience only mild to moderate form of the illness. So, calm your fears.
What could help?

- Think like a journalist, i.e. if anything is too good/too bad to be true, it PROBABLY is.
- Take a break from social media from time to time.
- #StopTheSpread of an Infodemic!