

How to Help Companies Prevent Unconscious Funding of Disinformation Websites



Do not hesitate to contact the participating organisations

1

RESEARCH

What are the main disinformation websites in your country?

2

MAPPING FINANCIAL MODELS

Do these disinformation websites make profit from displaying online advertising?

3

ENGAGING WITH LOCAL INITIATIVES

Seek out local initiatives that help companies with brand safety, map disinformation websites, or are proficient in digital marketing

4

OUTREACH ACTIVITIES

Organize seminars for private companies on how to set up automated advertising to prevent funding of disinformation websites (e.g. seminars in cooperation with chambers of commerce)

5

COMMUNICATION

Ask seminar participants (marketing professionals) for feedback, their policy of brand safety vis a vis disinformation websites, and for further exchange of ideas and expertise