

REPUTATION MANAGEMENT PROGRAMS



**Special Advisory Office for Combating Disinformation
Superior Electoral Court**

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REPUTATION MANAGEMENT PROGRAMS

Why worry about the reputational issue?:

The mismanagement of reputational damage leads to **financial losses** and in some cases to the **demise of solid corporations**.

In the electoral field, it gives rise to **pro-rupture speeches, violent cases and legislative backlashes**, which not infrequently **threatens the survival of electoral bodies**.

As a result:

- **The Electoral Justice, in its constitutional mission to guarantee the Brazilian democracy, faces the theme as a matter of survival (programmatic priority).**



REPUTATION MANAGEMENT PROGRAMS

PROGRAMS:

PERMANENT PROGRAM TO COMBAT MISINFORMATION (PPED)

- Scope: Defense of reputation (prevention of image damage)

INSTITUTIONAL STRENGTHENING PROGRAM BASED ON THE REPUTATIONAL MANAGEMENT OF THE ELECTORAL JUSTICE SYSTEM (PROFI)

- Scope: Reputation building (trusted production)

REPUTATION MANAGEMENT PROGRAMS

Challenges:

- 1) Increasing volume;
- 2) JE as a priority target;
- 3) Increasingly dangerous and demeaning narratives (orchestration);



Foram **394.370 fake news**
no Facebook, com
111 milhões de interações

REPUTATION MANAGEMENT PROGRAMS

4) Inclined field characteristics:

MERCHANTS OF MISINFORMATION	ELECTORAL JUSTICE
<p>They act illegally (fake, duplicate or anonymous accounts, use of robots and mass shooting, clandestine financing, crimes against honor and the democratic state, etc)</p>	<p>Respects legality and institutionalism (institutional communication with an informative character, refusing the logic of attacks)</p>
<p>Irresponsibility as a method Absolute freedom of form and substance: no strings attached = carte blanche for lies, irony, sensationalism, doubts, negative emotions)</p>	<p>Ethical responsibility as an imperative guide Presence of institutional ties: ethical, non-violent communication, based on "bureaucratic truths" that do not arouse much interest)</p>
<p>Professional engineering in action Cognitive Linguists / Content Farmers / Clickfarms / Mobilized Activism</p>	<p>Unexploited Potential</p>



REPUTATION MANAGEMENT PROGRAMS

PROGRAMS:

PERMANENT PROGRAM TO COMBAT MISINFORMATION (PPED)

- Scope: Preservation of reputation.

INSTITUTIONAL STRENGTHENING PROGRAM BASED ON THE REPUTATIONAL MANAGEMENT OF THE ELECTORAL JUSTICE SYSTEM (PROFI)

- Scope: Reputation building (sustainable positive impressions)

REPUTATION MANAGEMENT PROGRAMS

HISTORY

- ❑ 2017 - Advisory Board (approach with experts);
- ❑ 2018 - Broad agreements (parties, press associations and digital platforms);
- ❑ 2019 - Program to Combat Disinformation (Elections 2020);
- ❑ 2021 - **Permanent** Program to Combat Disinformation:
 - Continuous training;
 - Uninterrupted action;
 - Medium and long term actions.
- ❑ 2022 - Special Advisory Office for Combating Misinformation (AEED);
- ❑ 2022 - Institutional Strengthening Program (PROFI);
- ❑ 2022 - National Front to Combat Disinformation (FRENTE);
- ❑ 2022 - Anti Democratic Disinformation Alert System.

PROGRAM TO COMBAT MISINFORMATION

CHARACTERISTICS:

- Lack of sanctioning bias (no punitive character);
- Focus on misinformation against electoral institutions (anti-democratic)

PILLARS:

- 1. Informational plurality** (combating misinformation with information)
- 2. Educational Action** (combat misinformation with training)
- 3. Focus on inauthentic behavior** (primacy of behavior control over content control).
 - use of fake/duplicate accounts, bots, coordinated attacks, mass shootings, etc.

PROGRAM TO COMBAT MISINFORMATION

EXAMPLES OF SERIOUS MISINFORMATION

1. Health risk;
2. confusion as to the exercise of the vote;
3. Incitation of violence (members, collaborators, clerks);
4. Hate speech
5. Inauthentic behavior;
6. Evidence of irregular funding;
7. Misrepresentation of origin (misuse of JE symbols);
8. Crimes;
9. Other serious cases capable of negatively impacting the electoral process.



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PROGRAM TO COMBAT MISINFORMATION

BOXES:

1. INFORM

Broaden knowledge about:

- (a) the electoral process (generate social confidence about the integrity of elections);
- b) about misinformation, its forms of expression and its negative effects (immunization).

2. BUILD CAPACITY

Educational actions for:

- (a) internal public (gradual professionalization);
- b) external public (general population and key players, such as the parties).

PROGRAM TO COMBAT MISINFORMATION

BOXES:

3. ANSWER

Adoption of concrete measures to **identify**, **contain**, and **discourage** misinformation.

A) Social media monitoring

* Timeline: 2020 (partners) - 2022 (partners / contracting) - 2024 (autonomy).

B) Adoption of quick and effective responses ((to minimize the negative impact)

Agile flows / privileged status (trusted flagger) / partnerships with verifiers / partnerships with broadcasters / cooperation with state agencies (Federal Police, MP).

C) Influence on structural responses (dialogues with Congress / revision of resolutions / opening of personal data).

PROGRAM TO COMBAT MISINFORMATION

STRATEGIC PLAN GOALS (2022):

BETTER INFORM

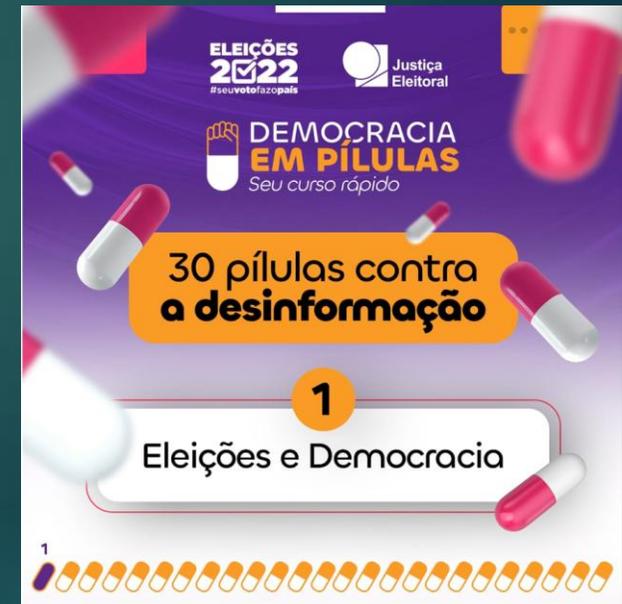
- Increase the number of partners (double the number of partners);
- Extract more from partnerships (Partner Guide);
- Diversify the profile of partners (puncture "bubbles");
- Expand the presence in networks (Influencer Protection Network / Frente);
- Engage the civil society (Friends of the Frente);
- Misinformation Radar (trends and answers in 5 channels).

PROGRAM TO COMBAT MISINFORMATION

STRATEGIC PLAN GOALS (2022):

BUILD MORE SKILL

- National Forum of Good Practices (replication of positive experiences);
- Professionalization of FRENTE (misinformation, technological security, integrity)
- Key actors (influencers, parties), with the help of the platforms;
- General public (MOOC / social networks / Front);
- Prebunking campaigns (Chatbot).



PROGRAM TO COMBAT MISINFORMATION

GOALS OF THE STRATEGIC PLAN (2022):

RESPOND BETTER

4. Engagement of technological platforms and resources

Acesso ao Portal da Justiça Eleitoral sobe quase 10 vezes após rótulos em conteúdos no Facebook e no Instagram

Em janeiro e fevereiro, foi registrado um total de 1,4 milhão de acessos à página inicial do site

YouTube vai remover vídeos com alegações de fraudes nas Eleições Gerais de 2018

Plataforma promoverá atualização e ampliação de diretrizes visando combater notícias falsas

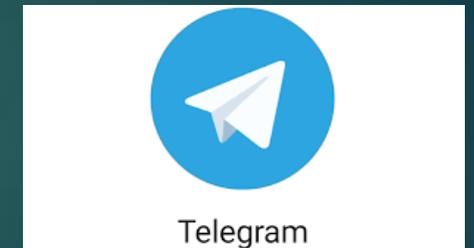
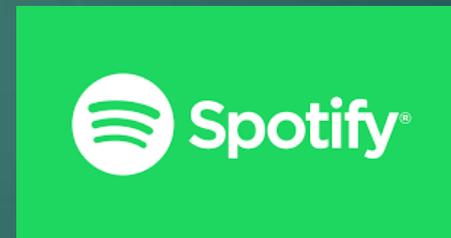
PROGRAM TO COMBAT MISINFORMATION

GOALS OF THE STRATEGIC PLAN (2022):

RESPOND BETTER

4. Engagement of technological platforms and resources

- Expansion of partnerships:



PROGRAM TO COMBAT MISINFORMATION

Support to other electoral bodies and public institutions

- Officials (national and international) exchange (INE, TSE Costa Rica);
- Sharing of expertise (exportable templates, Spanish and English versions);
- Partnership with the Supreme Federal Court;
- Partnership with the European Union.