



Keynote Presentation | **[Navigating the Social Landscape]** Strategies for Brand Resilience and Growth in 2025



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VIRTUAL



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Navigating the Social Landscape: Strategies for Brand Resilience and Growth in 2025

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News is getting faster than ever

'Unprecedented' is the new precedent!

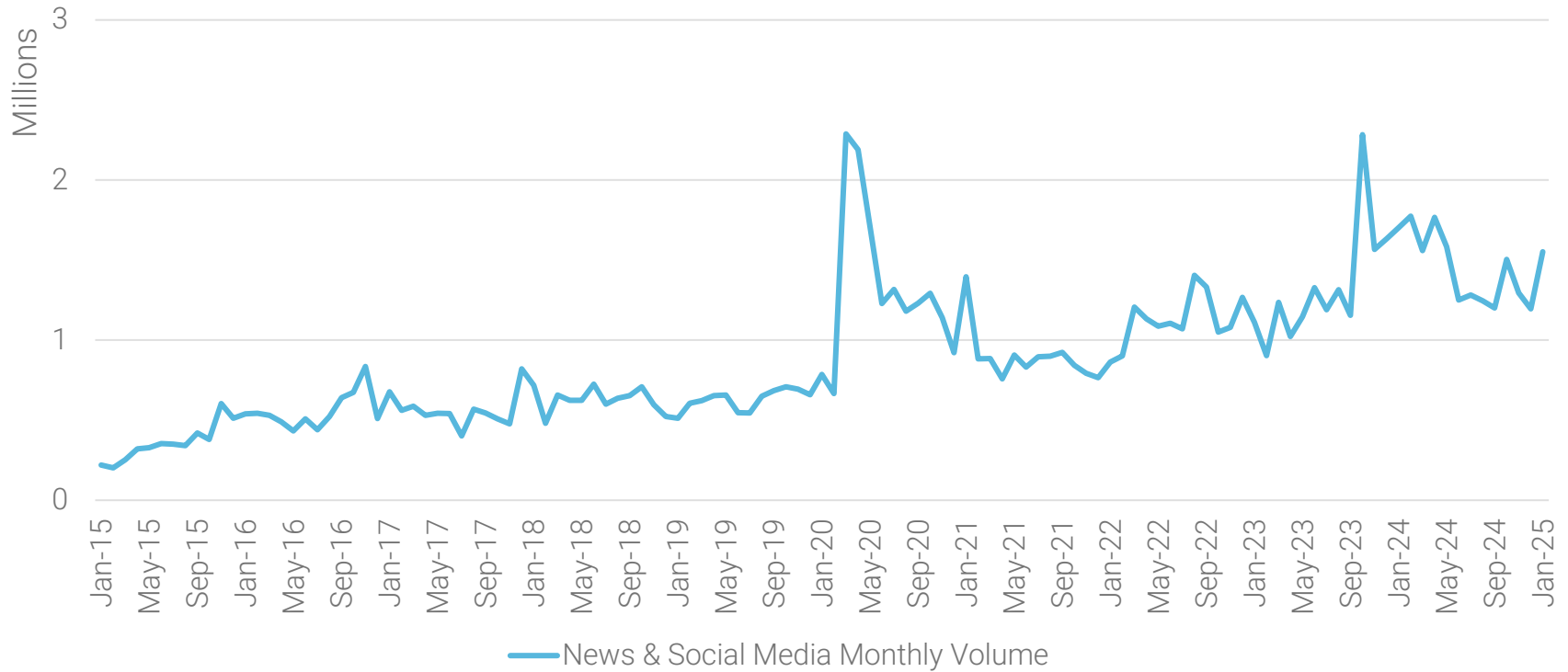
Fast-changing world events present a major challenge to businesses trying to plan strategy.

Even if policies *don't* come into effect; the political rhetoric *alone* can have a major impact on consumer sentiment.

How do brands navigate these choppy waters and understand what consumers *really* think?



Mentions of 'Unprecedented' in News and Social Media

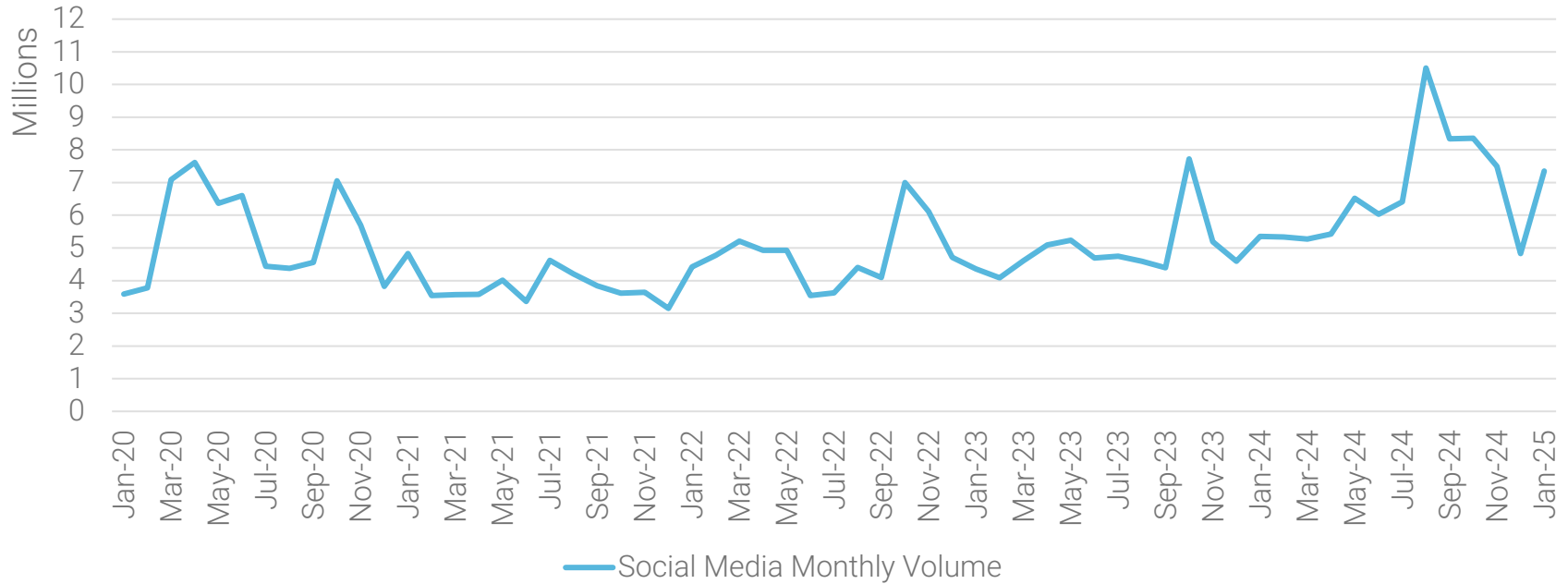


Typical questions we are getting asked to help with!:

1. How are industry and policymakers reacting to talk about potential tariffs? How is this impacting the consumer?
2. Is consumer sentiment turning against US-based brands – are customers turning towards more national/continental brands instead?
3. How are consumers responding to changes in social network policies? Should we still be advertising on these networks? What are other brands doing?
4. How is trust in media changing – do consumers believe anything they read anymore?

Posts about Misinformation/Disinformation/Fake News on Social Media

Global English, French, German, Spanish + other languages



'Verified' is not what it used to mean

In November 2022, Twitter was abuzz with a fake tweet from an impersonated Eli Lilly account announcing, "We are excited to announce insulin is free now."

The tweet came from a counterfeit account exploiting Twitter's new \$8 verification system, causing Eli Lilly's stock price to drop by 4% within minutes.

The hoax sparked widespread attention, affecting not only Eli Lilly but also other insulin manufacturers like Sanofi and Novo Nordisk.

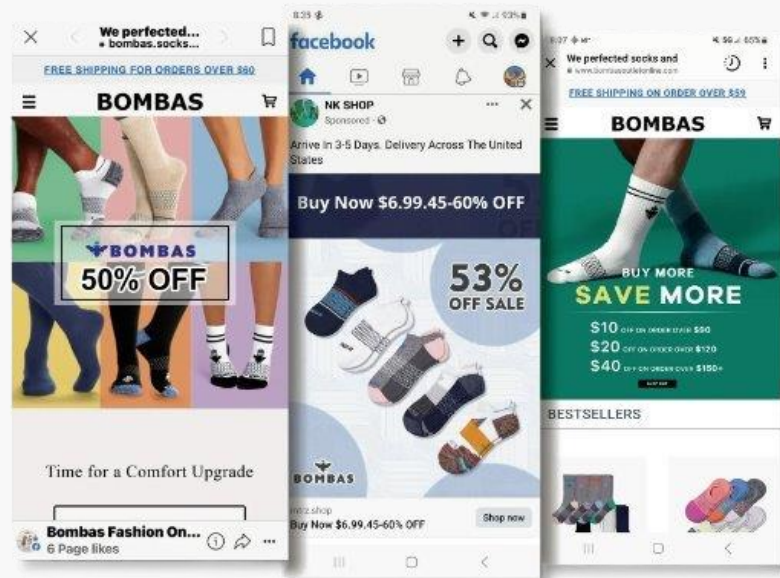


Fake ads are widespread across social

Brands are experiencing a significant rise in imposter advertisers on platforms like Meta and TikTok.

In 2022 alone, Bombas identified over 9,000 fake site interactions and documented around 900 impostor sites.

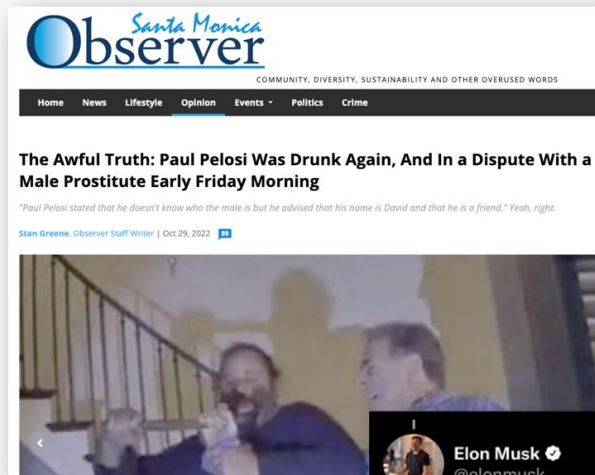
The Better Business Bureau has noted a rise in retail-related scams, with about 72% of those targeted losing money.



Fake News Gets Amplified

Smaller news sites and blogs, that are seen as regular 'news' sources, will also include fake news.

These stories will then get picked up by high reach 'influencers' who then give these stories a massive boost when shared with their audiences.



"A 2021 data analysis conducted by ComScore, a media monitoring and data company, estimated that \$2.6 billion in advertising revenue was sent to publishers of misinformation and disinformation by programmatic advertisers in 2020."

From 'The Death of Truth' by Steven Brill, 2024

When brands try to tackle fake news, they get accused of censorship

Formed in 2019 by the World Federation of Advertisers, The Global Alliance for Responsible Media (GARM) was established to help brands avoid their ads appearing alongside harmful content.

Some of the sites promoting fake news including leading conservative news sites like the New York Post. This in turn created backlash against GARM.

The image shows a screenshot of the Global Alliance for Responsible Media (GARM) website. The top of the page features the title "Global Alliance for Responsible Media" and a large grid of logos from various member companies, including A-s, adidas, ANA, Asahi, Bank of America, Bayer, Beiersdorf, BSI, Chanel, Coalition for Better Ads, dentsu, Diageo, Discover, effie, EA, Facebook, FCA, Ferrero, General Mills, GM, Google, groupm, Bimbo, GSK, Havivi Media, Hershey's, HP, IAB, IFG, IISBIA, Johnson & Johnson, Kellogg's, LEGO, LVMH, MAA, Mars, Mastercard, Microsoft, MMA, Mondelez, NBCUniversal, Nestle, OMG, Omnicom, OpenX, Orange, P&G, Pepsico, Permod Ricard, Philips, Publicis Media, Shell, Sony, Teads, The Walt Disney Company, triplelift, Tag, TrustX, and others. At the bottom of the logo grid is the website URL "wfanet.org/GARM".

Overlaid on the bottom right of the GARM website is a screenshot of a New York Post article. The article is titled "Bombshell report details how a little-known corporate cartel targets outlets — including The Post — claimed to be spreading 'misinformation'". It is categorized under "POLITICS" and is written by Steven Neilson. The article was published on July 11, 2024, and updated on July 11, 2024, at 7:52 p.m. ET. It has 339 comments.

Statement on the Global Alliance for Responsible Media (GARM)

Today we announce that GARM will discontinue its activities.

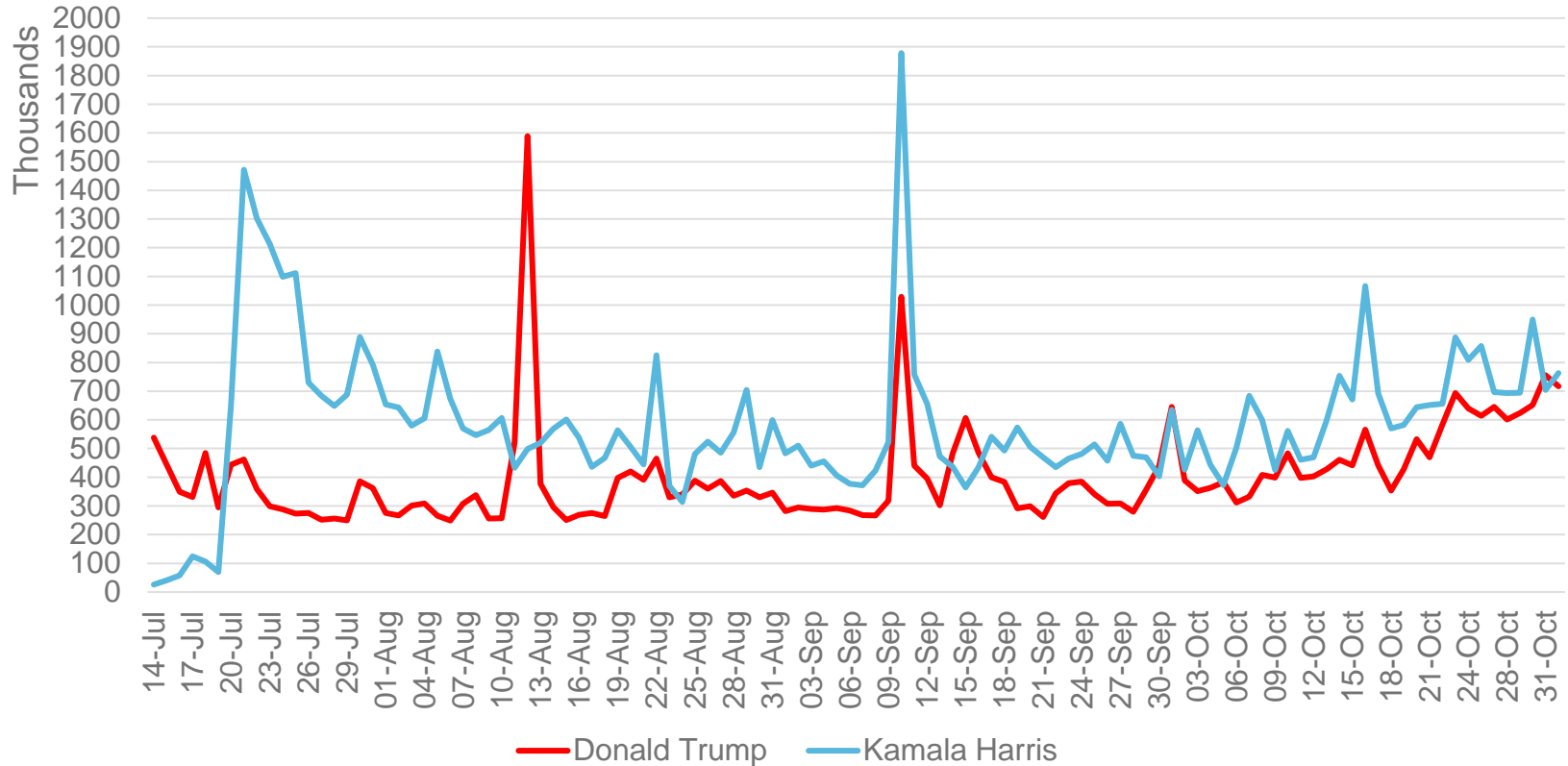
The Global Alliance for Responsible Media (GARM) was a voluntary cross-industry initiative created in 2019 to address digital safety. GARM was set up in the wake of the Christchurch New Zealand Mosque shootings during which the killer livestreamed the attack on Facebook. This followed a slew of high-profile cases where brands' ads appeared next to illegal or harmful content, such as promoting terrorism or child pornography – creating both consumer and reputational issues for brands.

Since its launch, GARM has enhanced transparency in ad placements on digital social media by providing voluntary and pro-competitive tools for the advertising industry. These tools provide information to help advertisers avoid inadvertently supporting harmful and illegal content, reducing such ads from 6.1% in 2020 to 1.7% in 2023. GARM's toolset includes the Brand Safety Floor and the Adjacency Standards Framework, which have supported brand owners in their independent development of their own bespoke, brand-specific safety frameworks to ensure that their advertising dollars do not inadvertently support illegal or harmful content that damages their brands.

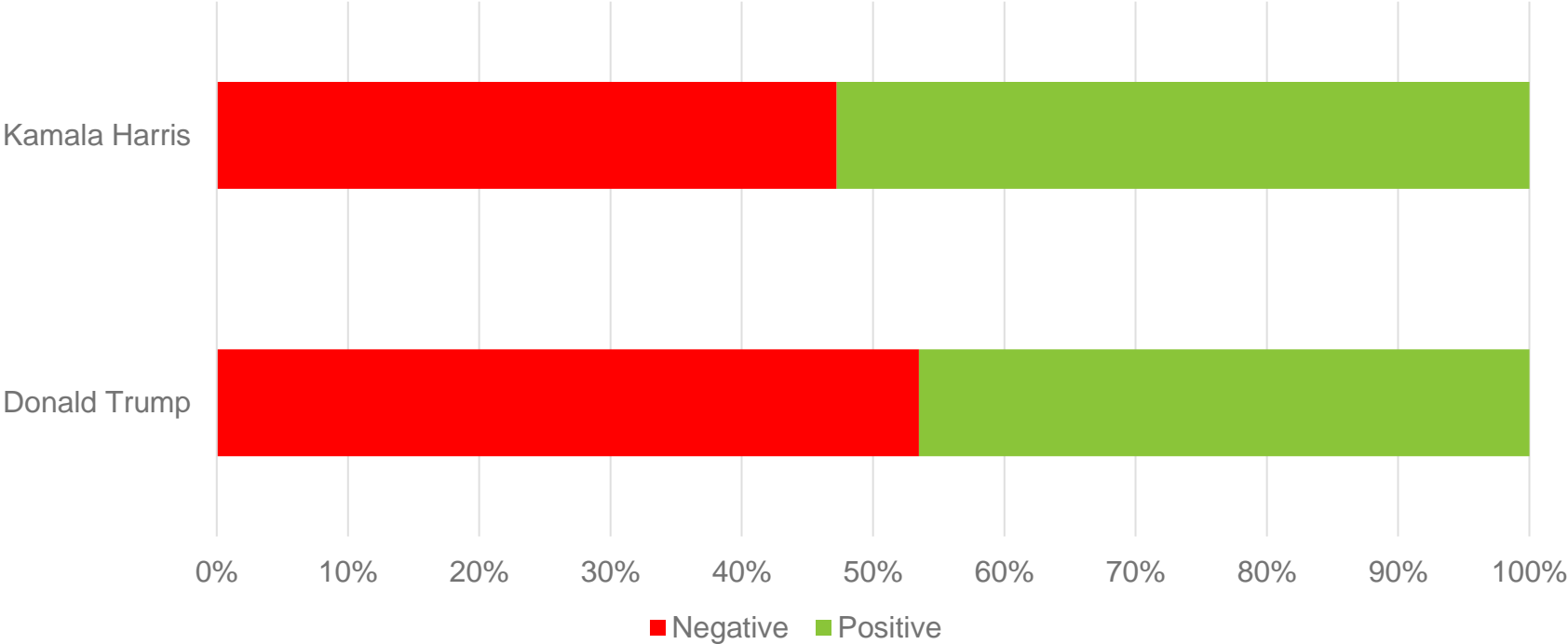
GARM is a small, not-for-profit initiative, and recent allegations that unfortunately misconstrue its purpose and activities have caused a distraction and significantly drained its resources and finances. WFA therefore is making the difficult decision to discontinue GARM activities.

9 August 2024

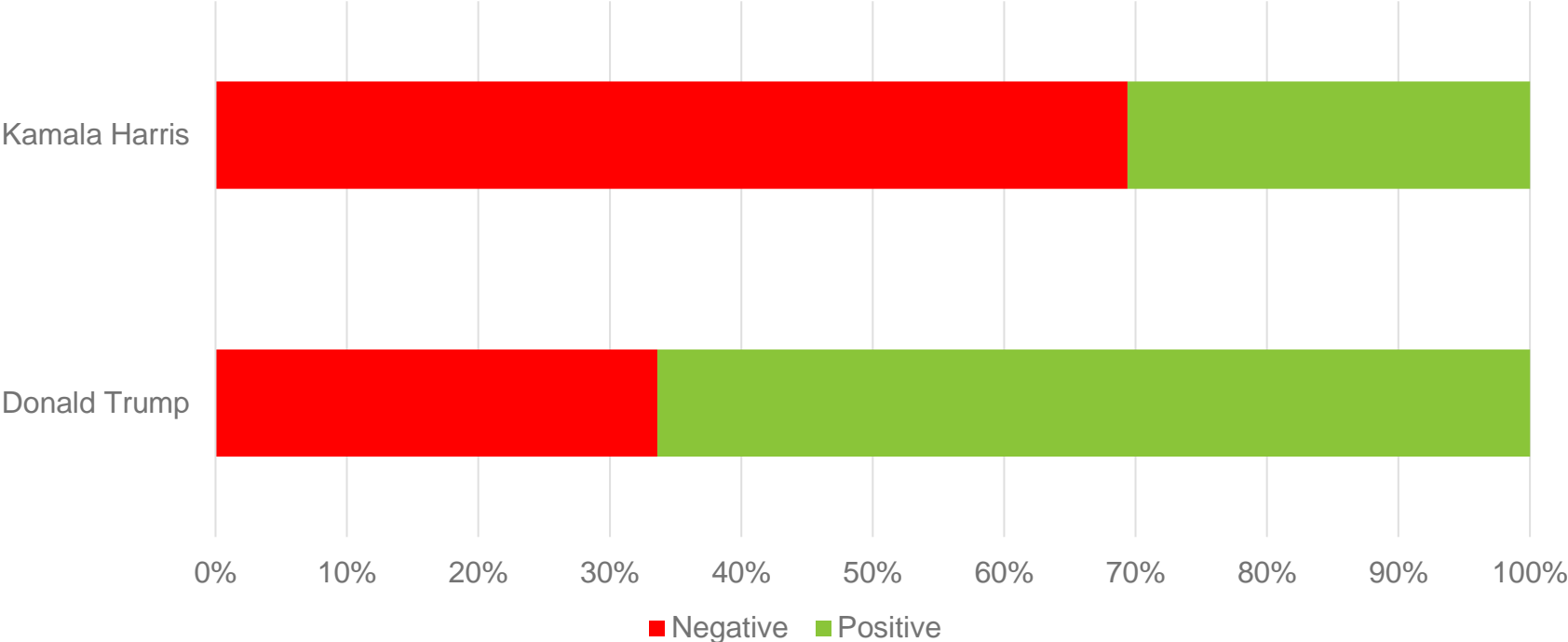
Donald Trump vs Kamala Harris US Only



Donald Trump vs Kamala Harris Share of Positive & Negative Conversations US Only - **Unverified**

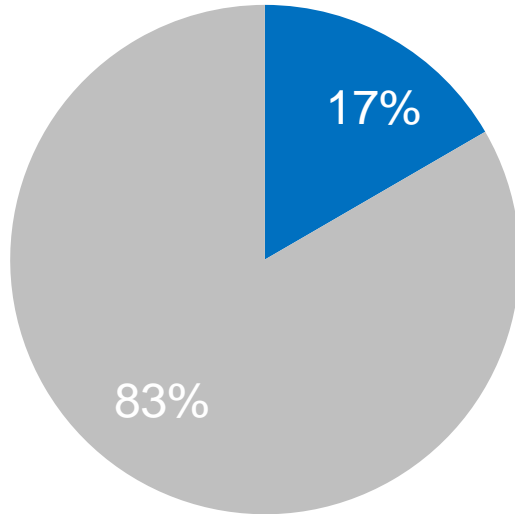


Donald Trump vs Kamala Harris Share of Positive & Negative Conversations US Only - Verified



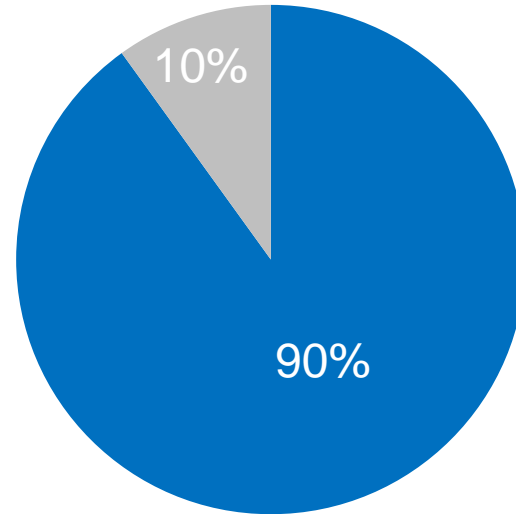
Posts & Shares Mentioning Donald Trump & Kamala Harris July 15 – Nov 1 2024

Share of Total Post Volume



■ Verified

Share of Total Impressions



■ Verified

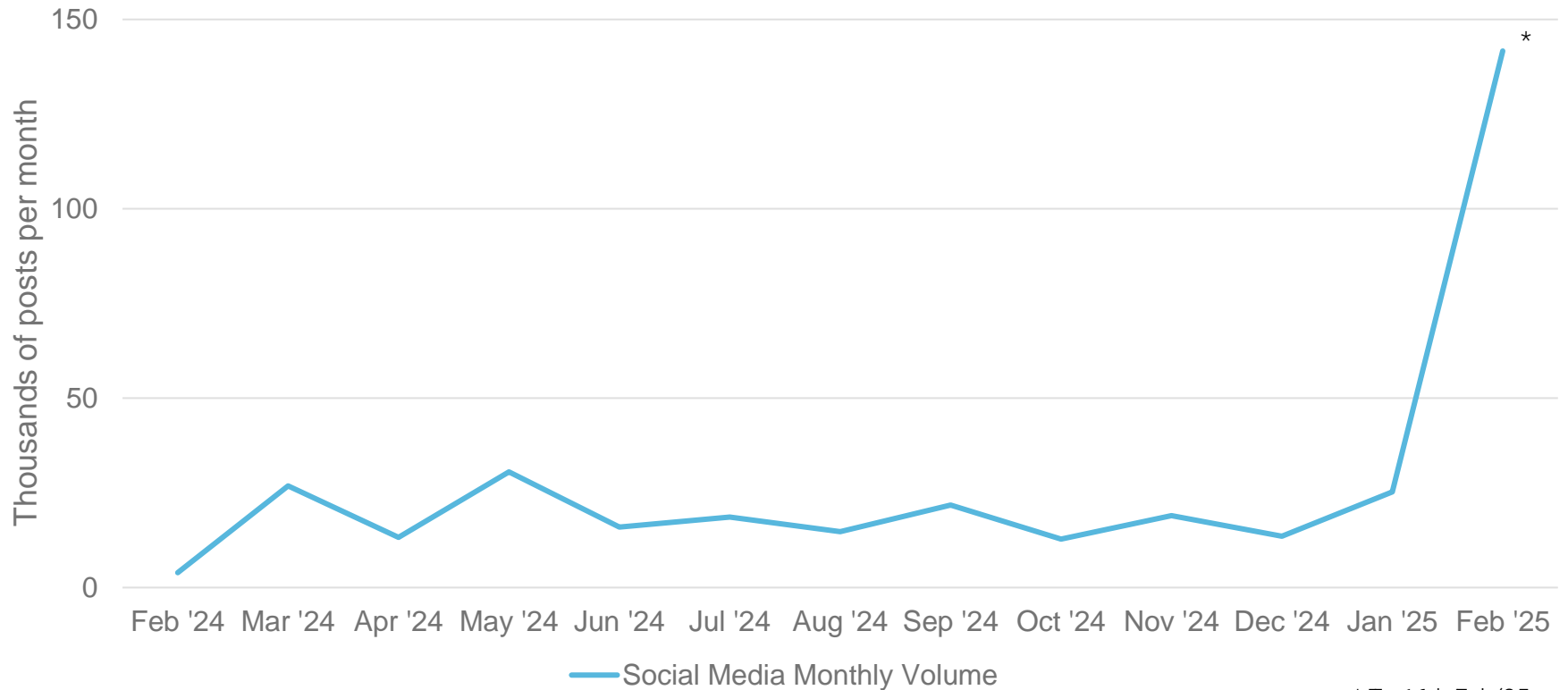
“American Power comes with strings attached”

In a Sep '24 Interview with YouTuber Shawn Ryan, JD Vance said that the US should withhold support for NATO if the EU does things they consider to be against 'free speech'.

How does the EU (and the UK) take action to tackle misinformation and hate speech if it can just be labeled as an attack on 'free speech'?



Conversations about boycotting US Brands (Goods & Services)



* To 16th Feb '25

Top Tips









1. **Maintain a list of 'high risk' keywords & *update them regularly***
2. **Monitor for conversations specifically related to changes in purchasing behaviour – especially in the past tense (*'I have stopped buying...'*)**
3. **Map out prominent fake news/misinfo creators**
4. **Observe how peer brands are being impacted by fake news/misinfo & calls for boycotts**

Watchlist Starter Pack

The Community Notes Leaderboard shows the 200 X profiles that have had the most Community Notes.

Useful to monitor as a list as they are more likely to post content that is:

- High engagement
- Misleading

 POPTime @siteptbr	#54	90
 Syrian Girl @Partisangirl	#55	89
 Elon Musk @elonmusk	#56	89
 non aesthetic things @PicturesFolder	#57	87
 New York Post @nypost	#58	86
 TASS @tassagency_en	#59	84
 AlphaFoX @Alphafox78	#60	82
 Japan Earthquakes @earthquakejapan	#61	82

<https://community-notes-leaderboard.com/>



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Now You Know

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