

Outlining the Fake or fact toolkit

Individually or together? Deciding the format

Thanks to the manageable format, there are many ways to implement the Fake ≠ fact toolkit. Here are some of them:

- **Individually.** The applying foreign mission invites local schools to use the toolkit material *individually*, leaving it either to the school or to the foreign mission to suggest timeline and which parts to work with. The participating school(s) has the option to focus solely on lessons one and two, or to include all three lessons.
- **Together/group.** The applying foreign mission invites local schools to participate in a *joint* Fake ≠ fact challenge (#ChallengeYourFacts). This option requires that all three lessons are included. The actual challenge consists in the final part (i.e. lesson three), and it is suggested that each school selects *one* of the student-created propaganda videos to compete in the joint challenge. The competing schools are then invited to present and *critically discuss* their contributions in conjunction with a diploma award ceremony, hosted by the applying foreign mission. Any winner (optional) is selected by the applying foreign mission together with an appointed jury.

Each participating school should receive a [Fake ≠ fact diploma](#) after completion, either in person or in conjunction with a public activity of some kind. The financial support covers not only production of printed material, but also for inviting Swedish guest speaker(s), thus making it possible to arrange public activities including participating guest.

Timeline

Mainly intended for schools, the toolkit can be used anytime during the course of the academic year. The duration of each project is approximately 12–18 weeks.

Ahead of the project

It is suggested that the applying foreign mission invite schools to participate either through direct contact or through social media.

#ChallengeYourFacts

The #ChallengeYourFacts add-on campaign tool is primarily designed for applying foreign missions who wish to both deepen and broaden their project by engaging more than one school simultaneously. It is suggested that each participating school publish at least one competing video under the hashtag after completing the lessons. The foreign mission then invites the competing contributions to screen and critically discuss both the films and the concept of media literacy versus different acts of propaganda. As stated above, any winner (optional) is selected by the applying foreign mission together with an appointed jury. Each participating school shall be awarded signed copies of the [Fake ≠ fact diploma](#).

Visibility

To ensure visibility, feel free to use the Fake ≠ fact banner in social media (for Fake ≠ fact challenge, also use the #ChallengeYourFacts hashtag). Does the school or the school class have their own Facebook or Instagram account? If so, encourage them to post their competing contributions adding the hashtag #ChallengeYourFacts.

Image restrictions

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