

Let's Talk About Misinformation

How to improve trust, transparency, and communications across your district

Viral social media posts. Polarizing political issues. Conspiracy theories. Misinformation is rampant, and has recently led to volatile school board meetings, misunderstandings with parents, and reputational risks for districts.

How and why misinformation spreads:

- Studies show people find it hard to discern between legitimate news sources and other sources — such as opinion pieces or advertising content.
- Passive sharing of information — rather than deliberately spreading falsehoods — is the main culprit in the dissemination of misinformation, fueled by the ease of sharing on social media.
- In school districts, interest groups tend to form around hot topics or shared experiences, creating social media “echo chambers” that can be potential breeding grounds for false information.

“This peddling of misinformation and fear has led to a sharp increase in threats aimed at educators and school board officials, many of whom have been intimidated and threatened in alarming numbers across the country—outside school grounds, across social media, and, most notoriously, at local school board meetings.”

– NEA Today


**Control your district's narrative.
Request a free consultation to learn more.**



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Proven Strategies to Mitigate Misinformation in Your School District

K12 *Insight* has worked with over 400 school districts across the nation to help build and strengthen trust districtwide — streamlining communications, preventing misinformation, and ensuring stakeholders have access to superior customer service.

Here are five strategies to help your district prevent and address misinformation:

- 1. Deploy Let's Talk!** — the only all-in-one customer experience and intelligence platform built for education. Let's Talk! provides a unified, districtwide inbox for inbound communications — including email, voicemail, and text message — that automatically routes messages to the right department or person to minimize chaos and misinformation.
- 2. Stay ahead with data-driven decisions.** With one source of truth, you can use live data and insights to proactively make better decisions, spot trends and needs, and drive continuous improvement in your district.
- 3. Identify issues before they become crises.** Let's Talk! gives students, families, teachers, and staff a safe, reliable way to ask questions and report incidents. And with Critical Alerts, you can receive early warnings to prevent health, safety, and security issues before they escalate.
- 4. Provide easy access to frequently asked questions.** More than 70% of the questions fielded by school districts each year are repeat questions. Let's Talk! Assistant — the first chatbot built specifically for K-12 school districts — provides always-on customer service to help district stakeholders get answers to frequently asked questions 24-7.
- 5. Anticipate the needs of your community.** Let's Talk! Knowledge Base helps school districts create a one-stop-shop for informational articles answering frequently asked questions for their communities. With Let's Talk! Knowledge Base, school districts can reduce the volume of inbound stakeholder inquiries by as much as 60%.



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