RepTrak
Content & Community

TECH INDUSTRY'S CRACKDOWN ON MISINFORMATION

THE BIG IDEA

Tech companies have struggled with how to <u>manage and measure misinformation</u> for years. This is making headlines today because Tech companies play a big role in sharing information and are increasingly expected to take responsibility for the content spread across their platforms. The proliferation of inaccurate information has become a contemporary social and political dilemma across the globe.

REPTRAK PERSPECTIVE

Tech companies are being held accountable for their global influence. This expectation carries both reputation reward - and risk. The challenge for tech leaders is in balancing public expectations in a reputation-advantageous manner.

REPUTATION CONTEXT

Where does the Tech industry's reputation stand? The industry's average Reputation Score improved one point from 2019 - 2020 (from 72 to 73) and has maintained a strong score for seven consecutive quarters. This solid reputation reflects positive sentiment towards the industry for efforts last year to provide accurate essential information amid a global pandemic.

Where is the reputation risk? The general public has come to expect business leaders to weigh in on hotly contested issues. According to 2020 RepTrak data, 57% of the global population believes large companies should have a voice or take a stand on political and social matters.

What's important for Tech companies to prioritize in their communications? Right now, it's content related to the Products, Governance, and Citizenship Drivers (in that order).

What are some companies doing? Taking responsibility for the spread of misinformation by making product feature changes to reflect Citizenship standards. Twitter has implemented <u>warning labels</u> to flag misleading content. Facebook has <u>shut down user accounts</u> all over the world for inciting violence. TikTok is <u>removing content</u> to curb the deliberate spread of falsities.

CONVO STARTERS

What long-term effect(s) do you think misinformation will have on the Tech industry?

How does the issue of misinformation affect your business?

Is there an opportunity for your firm to say or do something?

REPTRAK LIVE RESOURCES

- <u>2020 Season of Discontent</u> Full Report
- <u>2020 Technology Report</u>