

OSU Votes Social Media Toolkit

Use this guide to gain a better understanding of ways to improve your social media usage to be more effective and kinder to yourself. For any questions, contact osuvotes@osu.edu

Doom Scrolling

What is it?

- Doom scrolling- the act of continuously scrolling through social media or the internet to look at negative news, often framed as “keeping up with current events”
- While most people don’t doom scroll on purpose, doom scrolling reinforces negative thoughts and makes it difficult to have a positive outlook about the world

What can you do?

- Set boundaries on when and where you scroll
- Think consciously about how and when you use social media
- Set time limits for social media scrolling, or delete social media for a period of time
- Re-evaluate who you follow and whether the content that pops up is useful and not overly negative

(Source: Cleveland Clinic)

Performative Activism

What is it?

- Performative activism- activism done to increase one’s social capital or clout, not out of a genuine devotion to the cause
- Performative activism is especially common on social media, including actions like posting hashtags or graphics to connect yourself to the cause
- This type of activism is dangerous because it can contribute to feelings of complacency and can distract (like flooding a hashtag with black squares rather than resources)

What can you do?

- Share posts that provide resources or action steps for followers to take
- Consider sharing directly with friends and family that you know will take action instead of sharing with your whole feed
- Improve your activism outside of social media by joining a local organization or campaign
- Put your money where your mouth is: donate your time, energy, and/or resources like money to causes that you are passionate about

(Source: *Wisconsin Union, University of Wisconsin-Madison*)

Misinformation

What is it?

- Misinformation- “the sharing of inaccurate and misleading information in an unintentional way”

- Even though it's unintentional, misinformation can still have dangerous consequences for those who act on the information

What can you do?

- Be skeptical of headlines that are emotional or shocking
- Read the whole article or resource that a headline or infographic comes from
- Compare the information to other trusted sources or fact-checkers
- Analyze the source's purpose for the article – is it to inform? Persuade? Shock?

(Source: College of Staten Island)

How can you talk to loved ones who spread misinformation?

- Verify that the information is false before saying anything
- Approach the conversation with compassion and empathy rather than blame
- Keep in mind that people are more receptive to genuine efforts to educate rather than condescending tones or shaming tactics
- Have facts available, but use them as a way to share information rather than to prove that you're right
- Have an exit strategy in case the conversation becomes unproductive or hostile

(Source: Los Angeles Public Library)