

# Influence with Integrity

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Protect **Yourself**  
And Your **Audience**  
During Election Season



Learn what to look out for so that you can stay informed and inspire your followers to vote confidently.

# What does it mean to influence with integrity?

**As influencers, creatives and people with an online presence, we have a unique role in shaping the information space.**

**In the homestretch of the US elections, bad actors are trying to create confusion and distrust in our election process. You can help.**

Cyber Collective has joined forces with Alliance for Securing Democracy at the German Marshall Fund to elevate their critical research and empower influencers. Our goal: to provide accessible information on disinformation tactics used by foreign actors so that you can identify and counter them.

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## During Election Season

You know that you can't always trust what you see online. This problem goes deeper than deepfakes. Foreign governments target U.S. citizens through influencers with false information to confuse voters. Knowing what to look out for and encouraging your audience to do the same can go a long way. Protect yourself and your audience with these tips.

### Stop and verify before you share

Information overload and highly emotional content make it more important than ever to share content mindfully. Take a moment to pause before sharing to confirm other reputable sources are saying the same and gut check any emotional response. If you can't verify, don't post!

### Cite your sources

When you share information about elections and other hot-topic issues with your online community, make sure you clearly cite your sources of information. Not only does this help make you more credible, but it gives your audience the opportunity to dive into the topic for themselves.

### Align paid opportunities with your values

Sponsorships are one of the best parts of being an influencer, but some organizations may be looking to pay you to share information on topics that are political, highly emotional, or on subjects you are unfamiliar with. Make sure you understand the full requirements of brand deals you take on to ensure it aligns with your personal and ethical values.

### Be transparent

Make sure you disclose whether your content is AI-generated by using platform labels and communicating it to your audience. AI-tools can significantly boost the quality of our content. But it is important that you don't use AI in a way that could deceive people. Your audience values your authenticity.

### Look to election officials

When it comes to election info, cite official sources. False information surges during election cycles; this year the election process itself is in the crosshairs. Use your position for good, and encourage your followers to make a plan to vote. Look to the Secretary of State's website and/or local election officials' social media accounts to get correct information and share with your audiences.