



Influencers Against Disinfo

Call for Participants

The Aspen Institute Germany is launching the #InfluencersAgainstDisinfo project and inviting social media influencers and content creators to apply. This initiative is designed to ignite a transnational dialogue on combating online disinformation, with a particular focus on addressing disinformation propagated by domestic actors during EU elections. The program includes trips to Berlin and Warsaw and digital workshops aimed at developing strategies to counter disinformation. Participants will collaborate to create guidelines for a "Code of Ethics for Social Media Influencers and Content Creators", which will be shared with policymakers, platforms, and organizations, promoting informed communication online.

Apply by July 31, 2024, to be a part of this critical dialogue!



social media influencers/
content creators



two study tours to Berlin
& Warschau and five
digital workshops



from Germany, Hungary,
Poland, Slovakia or
Central & Eastern Europe



one-year project on best
practices against
disinformation

Why This Project?

Influencers and content creators are prominent in today's digital sphere. They form opinions and are trusted by their community. However, false or intentionally misleading information can be easily spread through social media platforms without much regulation. This threatens the resilience of democracies, especially in election times. Influencers and content creators can make essential contributions to gathering knowledge and developing better regulations for a more conducive information online. With their influence and reputation, they also bear a special responsibility, in particular when commenting on social and political topics. The project aims to use a holistic approach that brings the influencers and content creators themselves into the conversation: The influencers and content creators themselves, the platforms on which they are active, and the political decision-makers who shape digital policy.

Join us!

- Are you an active influencer or content creator with around 10,000 followers on popular social media or messenger platforms?
- Are you confident in your English skills?
- Do you have followers in Germany, Hungary, Poland, Slovakia, or Central and Eastern Europe?
- Are you interested in international exchange and the project themes?
- Can you participate in all digital and in-person meetings?
- Are you looking to contribute to the development of guidelines for a "Code of Ethics for Social Media Influencers and Content Creators" to be presented to policymakers, social media platforms, and civil society organizations?

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What the Project Offers

Throughout the year 2024, you will be part of a select international group of 15 participants from Germany, Hungary, Poland, Slovakia, or Central and Eastern Europe. You will participate in two in-person study tours and five online workshops. For the study tours, you will travel to Berlin and Warsaw with a distinguished group of influencers/content creators and Aspen staff. You will meet high-level speakers from the Aspen network, academics, experts, and decision-makers. You will acquire your learnings with other influencers, discuss methods of disinformation and their dissemination via social media, and explore how to counter them. You will gain new knowledge and help provide essential insights on highly relevant subjects. We also encourage you to make friends and stay in contact with other participants after the project so you can continue to exchange ideas and best practices in the future.

Apply Now!

To apply, please fill out the online form here: <https://forms.office.com/e/aFQGjGk073?origin=lprLink>

Please submit your application no later than July 31, 2024. After we receive your application, we will conduct online interviews and select the 15 participants based on these interviews.

Contact

For questions, please refer to the FAQ on page 3. For further inquiries about the project and the application process, please send a message to Annika Mattes at a.mattes@aspeninstitute.de





Frequently Asked Questions

Which Costs are Covered?

If you are selected as a participant, we will cover all travel, food, and accommodation expenses during the study tours. However, as a non-profit organization, we cannot provide compensation for participating in the project.

Who Is Behind this Project?

We, the Aspen Institute Germany, initiated and organized this project. The Aspen Institute Kyiv and the Aspen Institute Central Europe support it. The German Federal Foreign Office funds the project.

How Are the Participants Selected?

We select the group based on motivation and general compatibility with the project. We aim for a diverse group of participants regarding countries, age, gender, and social media platforms used.

What Are the Expectations Regarding Participation?

- Attend all meetings, including the digital workshops and the study tours.
- Contribute to the development of recommendations to be presented to policy-makers, social media platforms and civil society organizations. For this, we ask you to provide feedback and participate in the compilation of final results.
- Events are held under the Chatham House Rule to create an atmosphere of trust for an open and honest dialogue. You should be prepared to accept these terms.

What Are the Conditions for Participating in the Project?

- We ask that you actively participate and share your insights and ideas with the group.
- You should be willing to engage in open and honest discussion, share your experiences, deal constructively with criticism and other opinions, and have the openness to learn from others.
- You have no obligations other than to attend the events and provide us with feedback. We would appreciate it if you would encourage you to stay in touch with the other participants after and independently from the project.