

Foundational principles for identification of credible sources of health information in social media (Phases I & II)

Foundational principle	Criteria
Science-based: Provide information consistent with the best scientific evidence and meet standards for creation, review, and presentation of scientific content	<ul style="list-style-type: none"> • Acknowledges limitations of knowledge • Clearly labels information with date it was last updated and strives to reassess and update content • Demonstrates subject-specific expertise • Links to and is linked to by other credible sources • Provides citations for information shared and evidence to justify claims • Synthesizes information from multiple sources, rather than a single source • Uses a consensus process to develop the information shared • Uses peer review or another form of content review to vet information before sharing
Objective: Take steps to reduce the influence of financial and other forms of conflict of interest or bias that might compromise the quality of the information they provide	<ul style="list-style-type: none"> • Keeps health information separate from financial, political, or ideological messages • Maintains independence from funders • Separates lobbying activities from health information (or does not engage in lobbying) • Separates advertisements from relevant health information (or does not host ads)
Transparent & Accountable: Disclose the limitations of the information they provide, as well as conflicts of interest, content errors or procedural missteps	<ul style="list-style-type: none"> • Discloses financial and nonfinancial conflicts • Discloses relevant policy positions and lobbying activities • Follows FACA regulations • Posts public corrections or retractions • Provides a mechanism for public feedback • Shares data, methods, or draft recommendations
Inclusive & Equitable: Prioritize inclusion of diverse, equitable, and trusted voices for health information that reflect the demographics of the audience	<ul style="list-style-type: none"> • Use accessible and culturally appropriate language for intended population • Avoid stigmatizing language and specific groups of people • Prioritize equitable access to health information • Contextualize and make research relevant for the intended population

Source assessment is not sufficient

- Social media companies should lead, invest in, or collaborate to advance other strategies in the areas of:
 - Content assessment
 - Management of misinformation
 - Health literacy, culturally competent communication, and community relationships
 - Research and evaluation