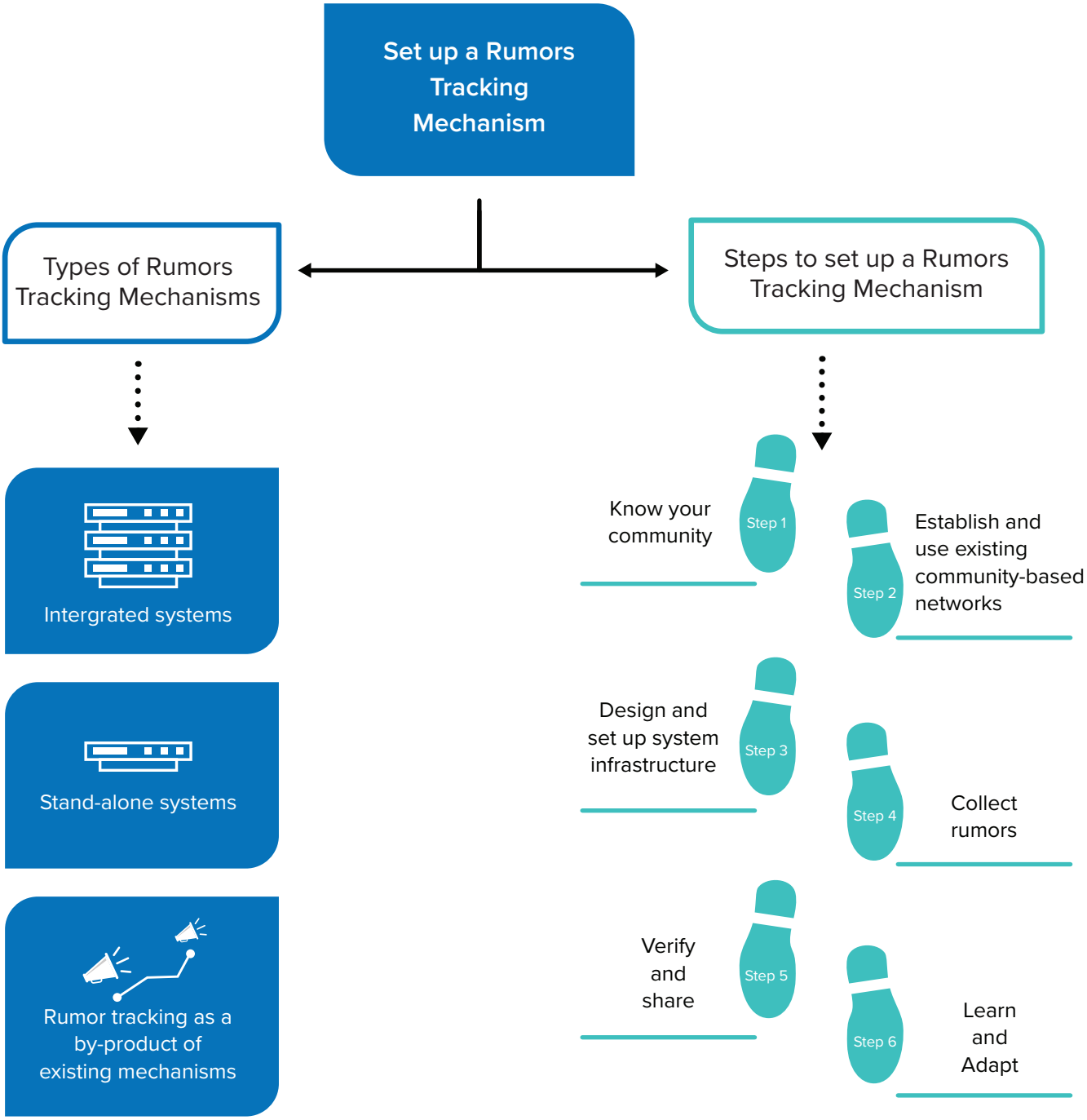How can I handle rumors and misinformation on SM?