



Do's

DO ensure the people you hire have more than just technical skills. They need to understand the value of rumor tracking and the importance of putting the community at the centre of all we do.

DO ensure the safety of people sharing information with you and your staff, paying attention to online privacy and data security.

DO develop a simple referral pathway for internal complaints and ensure all staff know how to use it and are comfortable with it. Include an external referral pathway too. The protection team will be able to guide you on external referral.

DO collect as little personal data as possible. Only take names and contact details if essential.

DO use different channels to collect information. This ensures all the various groups in the community can communicate with you.

DO build partnerships with organizations that have 'boots on the ground', when UNHCR's operational presence is low. Probably their staff and/or volunteers are already talking to the community.



Don'ts

DO NOT assume that everyone in the team will define rumors in the same way or perceive their potential to cause harm in the same way. Train your staff often.

DO NOT try to debunk all rumors you receive but rather create a risk matrix to determine which rumors could have negative repercussions on the ground.

DO NOT try to rumor track alone. Even if UNHCR manages the project entirely, these efforts require a wide network across civil society and online communities.

DO NOT think of rumors only as deliberate misinformation. The reason people believe them usually has nothing to do with us but rather with their situation and emotions.

DO NOT spend too long assessing the motivations behind a rumor. Simply try to pin down what started it, so you can decide the best way to respond.

DO NOT assume people will necessarily want to talk to you. They may be reluctant to repeat rumors to outsiders. Build your ways of listening to rumors around existing, trusted relationships.