

Unfake Social Media - Event Guide

1) What you need to know

What is Unfake Social Media?

Unfake Social Media (UnfakeSoMe) is an Erasmus+ (KA210-YOU) project that helps young adults and the people who work with them build the reflexes to spot misinformation and handle social platforms with more care. The project centers on short, game-based activities, discussion, and simple habits participants can keep using when they leave the room. It's practical, not preachy, and it focuses on what people can do right away. (unfakesocial.eu)

Read the guidebook.

Before you run anything, skim the digital toolkit. Pick a handful of games that fit your crowd and the time you actually have. Don't try to cram them all in - depth beats breadth. (unfakesocial.eu)

Set a few plain goals.

Decide what "good" looks like. Maybe it's 24 people through the door, three games finished without rushing, and most folks leaving with one new habit for verifying posts. Add one simple learning check (for example, a 3-question quiz at the start and end) so you can tell if the session worked.

Deliverables you'll want ready.

Have an agenda you can hand out or show on a screen, printed instructions for the games, a two-slide "housekeeping & code of conduct," and a tiny feedback form. Keep everything lightweight so you can reuse it next time.

2) Define your target group

Who is this for?

UnfakeSoMe activities are designed to be worked with two kinds of audiences:

- **Young adults (18+)** who want to feel less manipulated online and more confident challenging dodgy claims.
- **Youth workers / trainers** who need concrete methods they can repeat with their communities.

Focus helps.

Pick one primary audience for each session. If you really must mix, split into tables by experience level and choose games accordingly.

Where to find them.

Universities, youth hubs, community groups, and online communities around media, culture, or civic engagement are all good places to invite from. Partner channels help a lot - share a short, ready-to-paste invite with them. (unfakesocial.eu)

3) Budget and resources (keep it simple)

Make a small list of costs: space, AV, snacks/water, printing/materials, and a little buffer for adapters you forgot existed. Ask partners for in-kind support (room, gear, a volunteer or two). Most UnfakeSoMe events featured modest setups - you don't need a stage or fancy production values. (unfakesocial.eu)

4) Roles and the run-of-show

Give people hats so you're not doing everything at once: a lead facilitator, a co-facilitator who can float between tables, someone on tech/AV, someone on the door, and a timekeeper (phones are fine, but a kitchen timer is better).

Write a **run sheet** that lists real times: doors open, welcome, warm-up, game block 1, short break, game block 2, final reflection, teardown. Build in five-minute cushions; they'll get used. Have a backup game in your pocket and offline copies of any materials in case Wi-Fi is flaky. (unfakesocial.eu)

5) Advertising the event

Decide: invite-only or public.

Invite-only keeps it focused (and easier to host). Public listings help you reach new folks.

Where to list.

Meetup.com works well for discovery and quick sign-ups; Eventbrite lets you ask a couple of extra questions; Luma is great for curated registration and staying in touch later. Your own website or a single clear page is the anchor - what it is, who it's for, when/where, how long, and what people will actually do. (Meetup)

What to say.

Avoid grand promises. Say you'll play short games that teach simple checks for spotting misinformation, then talk together about how to use them in daily social feeds. Mention refreshments and accessibility basics so people know they're welcome. (unfakesocial.eu)

When to say it.

Do a save-the-date, a proper launch post, a mid-campaign nudge, and a day-before practical reminder. Partners can amplify - send them a ready-made blurb and image. (unfakesocial.eu)

6) Registration and confirmation

Keep the form short: name, email, and any **access** or **dietary** needs. Cap capacity to protect the experience; a waitlist is handy. In the confirmation email include the exact address, how to get in (door codes, reception quirks), a map link, public transport tips, a phone number for arrivals, and a quick note about photos (opt-in is best). (unfakesocial.eu)

7) Preparation (the week before)

Space.

Choose a room where people can actually hear each other. Tables for small groups beat rows of chairs. If you're booking via a platform like Spacebase, great - but once you find a keeper, build a direct relationship with the venue. (It saves headaches later.)

Time.

Late afternoons or evenings suit most young adults; avoid exam weeks and holidays if you can.

Games.

Pick 2-4 from the UnfakeSoMe toolkit, print the instructions, and time yourself running through them. If a game runs long at home, it will definitely run long with a room full of people. (unfakesocial.eu)

Stuff to bring.

Agendas, game sheets, markers, post-its, name badges, extension leads, HDMI/USB-C adapters, a clicker, tape for cables, and a visible timer. Snacks and plenty of water. It's amazing how far a bowl of fruit and a few crackers will carry group energy.

Volunteers.

Share a one-page briefing: roles, timings, who to ask if something goes sideways, and how you want the room to feel (welcoming, curious, low-pressure). Do a ten-minute walk-through before doors open.

8) Prepare the location (on the day)

Arrive early. Set up tables so people can sit in 4-6s with easy sightlines to you and the screen. Put up signs from the main entrance to the room. Test the projector, sound, and adapters. Open any links you need and keep offline copies, just in case. Turn on live captions if the device supports it. Lay out pens and game sheets at each table. Put water where people can actually reach it. Tape down cables so nobody trips. (unfakesocial.eu)

9) Reminders

Send a short, practical message the day before: time, door time, how to find the room, who to call if lost. If your crowd appreciates it, a same-day “See you at 18:00 - doors 17:45” nudge helps latecomers become on-timers.

10) Hosting the event

Open well.

Welcome people, thank them for coming, and say what will actually happen: a quick warm-up, a couple of short games about how misinformation works and how to spot it, then a chat about what we can change in our daily scrolling. Keep it friendly and specific to this group - students, volunteers, professionals, whoever's in the room. (unfakesocial.eu)

Housekeeping and tone.

Point out exits and toilets, say when breaks are, and explain the photo policy. Mention your simple code of conduct: assume good faith, listen first, no dogpiling. It sets the room up to be brave and kind at the same time.

Play the games.

Follow the instructions from the toolkit, but don't be a slave to them. Keep an eye on timing, rotate roles, and jump in with hints if a table stalls. If something isn't landing, swap to the backup game. The point is learning, not finishing a checklist. Invite participants to share new game ideas afterward so the library keeps growing. (unfakesocial.eu)

Keep time without rushing.

Give a halfway note and a two-minute warning. Build in a stretch break. The room will thank you.

Handle the hiccups.

If someone arrives late, let them settle and join the next round so you don't derail an activity mid-flow. If someone leaves early, catch them at the door for twenty seconds - ask what worked and what didn't. You'll get honest gold this way.

Reflect while it's fresh.

After each activity, ask "What did we notice?" and "Where have you seen this in your feed?" Link ideas back to daily habits - pausing before sharing, checking the original source, looking for telltale patterns of manipulation, that sort of thing. UnfakeSoMe's focus is practical, so keep the wrap-ups grounded. (unfakesocial.eu)

Check learning lightly.

If you did a 3-question quiz at the start, repeat it at the end and show the shift. Keep it low-stakes and quick.

Collect feedback.

Use a tiny form: Would you recommend this to a friend? What did you like? One thing to improve? One habit you'll try this week? Short forms get filled; long ones don't.

11) Hybrid or online (if you need it)

Pick a platform with reliable breakout rooms. Always have a co-host to manage rooms and chat. Share the rules of the road at the top (mute unless speaking, use the hand-raise, cameras optional). Enable captions. Keep games that translate cleanly to online play, and shorten everything by 10-20%. (unfakesocial.eu)

12) After the event

Share highlights.

Post a short recap: what you tried, a couple of takeaways, and links to resources so people can dig deeper or run a session of their own. If you took photos, use only the ones people were clearly comfortable with. Tag partners so the results travel farther. The UnfakeSoMe site shows how these quick recaps stack up into a public record over time. (unfakesocial.eu)

Follow up with participants.

Send a thank-you note with the game instructions you used, any slides, and one or two extra resources from the UnfakeSoMe library. A week or two later, ask what stuck and what they've tried since. That second touch is where you'll hear about real-world changes. (unfakesocial.eu)

Wrap up for yourself.

Look at attendance (registered vs. showed), skim the feedback, and jot the tweaks you'll make next time. File your printables and run sheet where Future-You can actually find them.

Certificates (optional).

If it matters for your crowd, a simple participation certificate is easy goodwill.

13) Light-touch risk management

Do a quick sweep: Are the cables safe? Do people know where to go in an emergency? Any allergen labels on snacks? What's the plan if the projector dies? Most venues cover insurance basics; ask once and note it for next time.

14) Handy extras (templates you can copy)

- A one-page run sheet you can glance at while hosting.
 - A starter agenda and "housekeeping & code of conduct" slide.
 - Printed game instructions from the toolkit, with your own timing notes.
 - A feedback mini-form.
 - A short partner/press blurb and a square image for posts.
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A note on staying true to the project

UnfakeSoMe's public materials put the emphasis on **practical media literacy, short game-based methods, and open sharing of results** - not on lecturing people. If you keep your events conversational, hands-on, and generous with materials, you're squarely in the project's spirit. (unfakesocial.eu)