

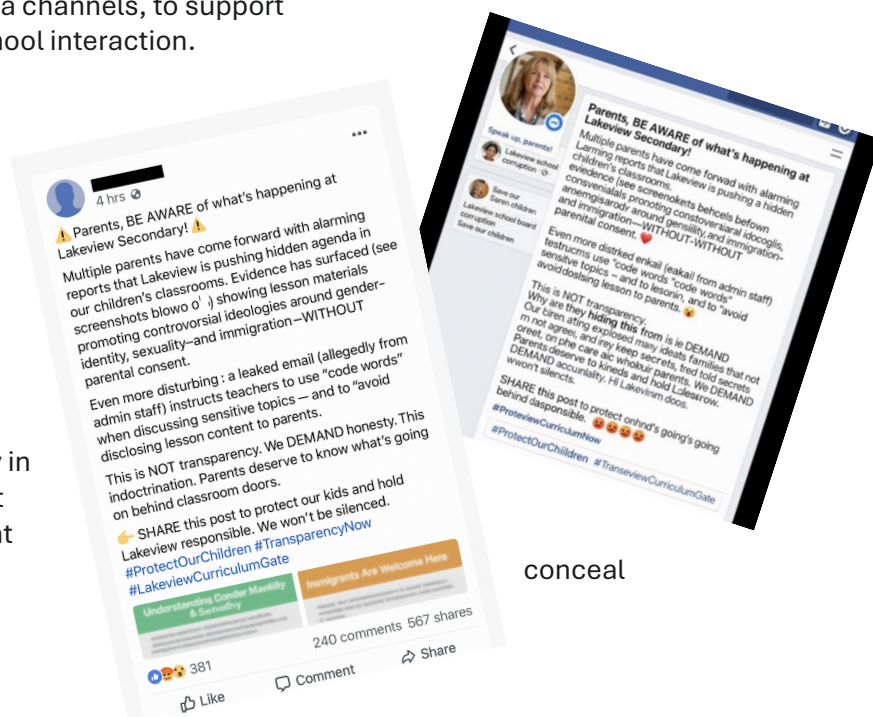
SUB-MODULE: INFORMATION AND MEDIA LITERACY-WHEN THINGS GO WRONG-MANAGING DISINFORMATION CRISES

Case Study: Disinformation Crisis at Lakeview Secondary School

Lakeview Secondary School is a medium-sized public institution situated in a suburban setting, characterized by a diverse student population and strong parental engagement. The school has integrated a range of digital learning and communication platforms, including classroom blogs, Google Classroom, and social media channels, to support instruction and facilitate parent-school interaction.

Crisis Context

In early March, Lakeview Secondary School became the target of a disinformation campaign initiated through a local community Facebook group. The central claim of the viral post was that the school had introduced a “secret curriculum” aimed at promoting ideologies concerning diversity and inclusivity, particularly in relation to LGBTQIA+ and immigrant student issues. The post alleged that the school encouraged students to information from their parents.



⚠️ Parents, BE AWARE of what's happening at Lakeview Secondary! ⚠️

Multiple parents have come forward with alarming reports that **Lakeview is pushing a hidden agenda** in our children's classrooms. Evidence has surfaced (see screenshots below 📸) showing **lesson materials promoting controversial ideologies** around gender identity, sexuality, and immigration—**WITHOUT parental consent**.

Even more disturbing: a leaked email (allegedly from admin staff) instructs teachers to use **“code words”** when discussing sensitive topics — and to **“avoid disclosing lesson content to parents.”** 😡

This is NOT transparency. This is NOT education. This is **indoctrination**. Why are they hiding this from us?

Our children are being exposed to ideas that **many families do not agree with**, and they're being told to **keep secrets** from the people who care about them most — **their parents**.

We DEMAND accountability. We DEMAND honesty. Parents deserve to know what's going on behind classroom doors.

👉 SHARE this post to protect our kids and hold Lakeview responsible. We won't be silenced.
#ProtectOurChildren #TransparencyNow #LakeviewCurriculumGate

The disinformation spread rapidly, gathering over 500 shares within a 72-hour period. This virality translated into significant public reaction:

- **Parent Response:** The school received a surge of protest calls, and some parents arrived in person to demand explanations.
- **Media Amplification:** Local news blogs covered the story, further legitimizing and intensifying the narrative.
- **School Impact:** The institution's reputation was adversely affected. Teachers experienced targeted harassment on social media platforms. Students exhibited signs of confusion and distress. Moreover, school meetings were increasingly dominated by aggrieved community members, complicating administrative communication and decision-making.



WORK IN GROUPS -TASK 1

Read the content of the post carefully.

- a. Take a few minutes to **identify and discuss** with your team **the elements** of the post that make it **misleading** and **manipulative**.
- b. Then discuss and **develop a crisis management plan** based on your role: Write down five to six steps you think you should take to address the crisis. Write them down in a clear and general way so that they can serve as a basis for further action and crisis management related to disinformation.
- c. Share your **thoughts** with our team.
- d. Take a few minutes to **reflect** on our team's answers.



BRAINSTORMING -TASK 2

What common **PRINCIPLES** and **VALUES** do you see emerging from the answers? These **PRINCIPLES** and **VALUES** should be adopted by the school to improve its culture and evolve to a learning organization.



WORK IN GROUPS -ALTERNATIVE QUESTIONS

Alternative questions to be discussed could also be the following:

- a. Propose a. immediate, b. restorative, and c. policy actions that could be taken up by each group (e.g. digital literacy initiatives, disinformation crisis protocols, ecosystem/community engagement strategy)
- b. How could the school have anticipated and prevented the spread of disinformation?
- c. What role should teachers, school leaders, and parents play in combating disinformation?
- d. How could digital literacy education reduce the impact of future crises like this one?
- e. What ethical considerations come into play when managing a disinformation crisis involving students?
- f. How might cultural or political biases in a community influence the spread and reception of disinformation?



ROLE PLAY

The participants would be asked to simulate a school board meeting with different stakeholders (parents, teachers, school leaders and discuss one of the aforementioned tasks/questions).