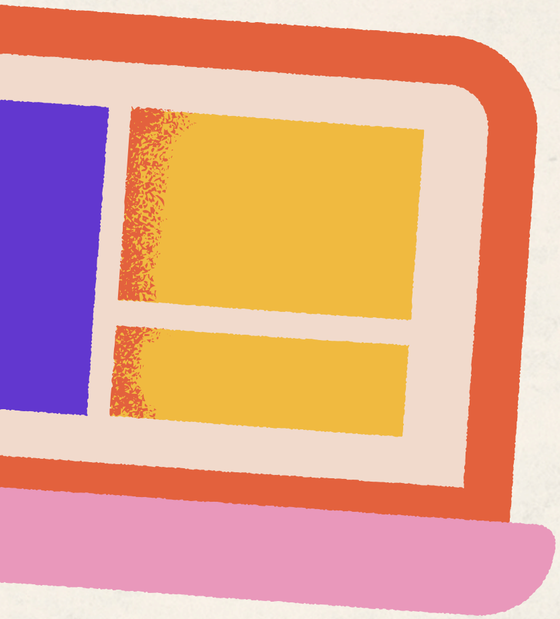
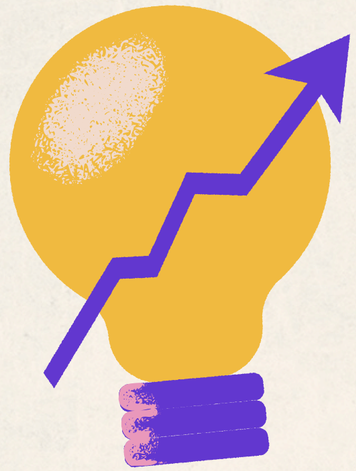
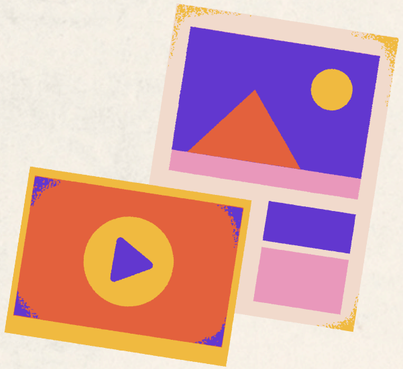
The power of content creators in countering disinformation

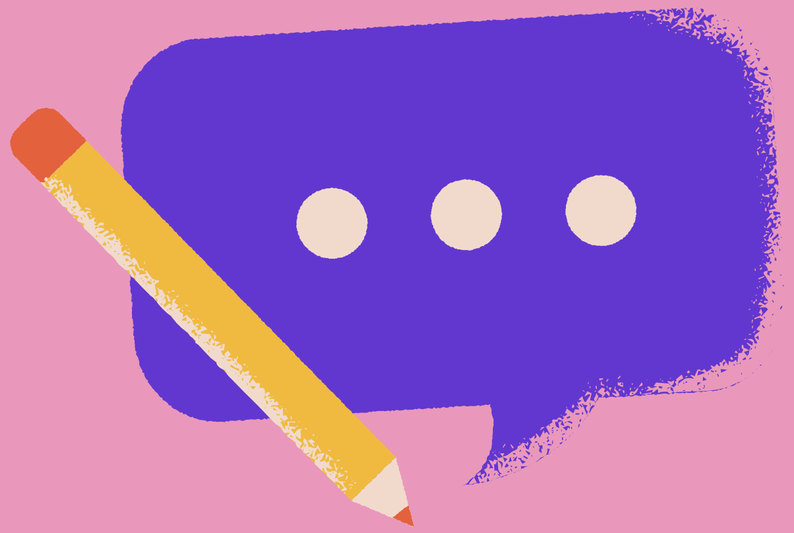








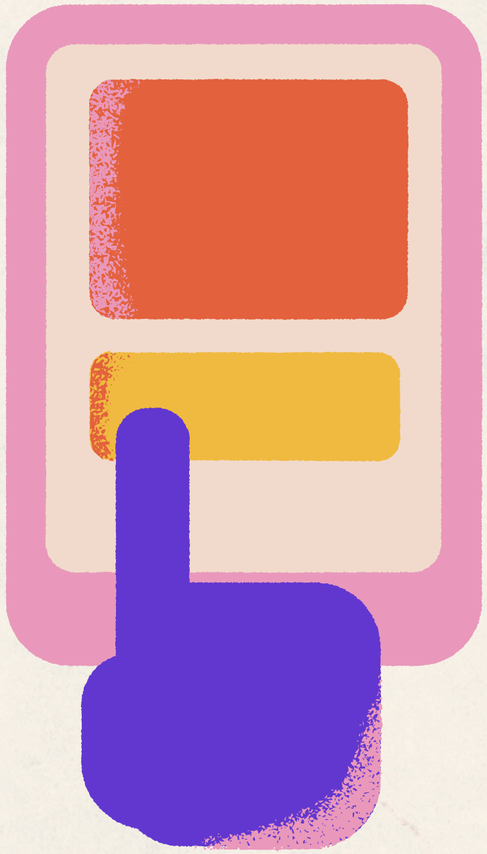
Why Voices for Moldova?



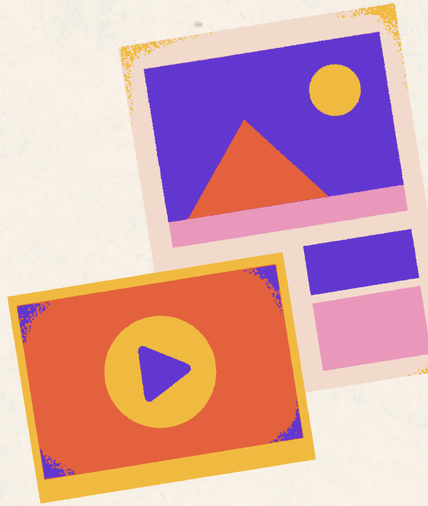
Fact-checking needs a human connection

The campaign reached people where they were, in formats they understood, through voices they trusted.

The campaign at a glance



- Institute for War and Peace Reporting
- February - September, 2026
- 20 content creators
- 342 pieces of content: video and text
- 20,614,978 milion views
- 6 dissemination partners
- 5,560,789 million views
- 5 platforms



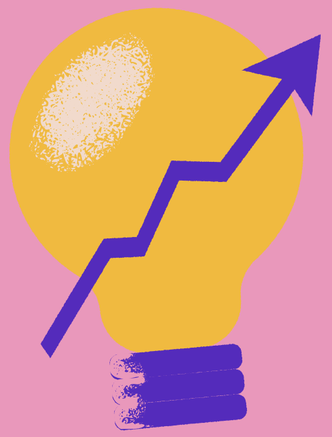
Why was it so impactful?

- Diversity of voices
- Authenticity over scripted communication (sketches, podcasts, reportage, personal stories and explanatory videos, longreads).
- Relevance and timing
- Collaboration and amplification



Main content themes

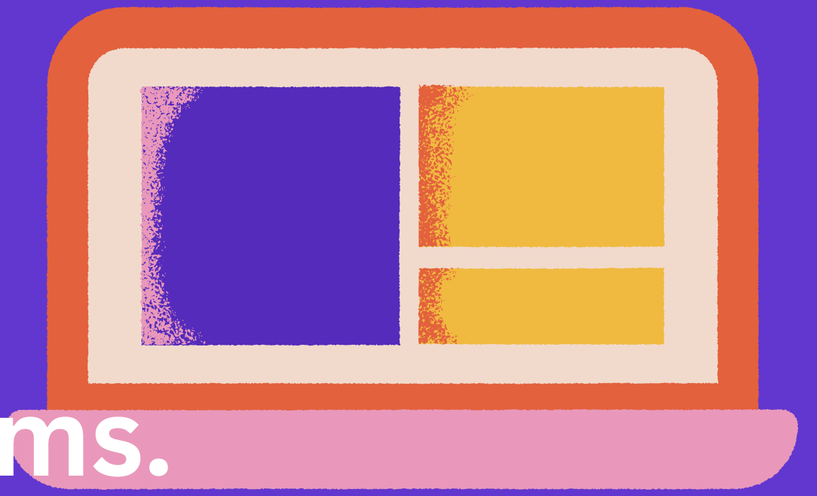
- European integration and Moldova's future.
- Social cohesion and national identity.
- Historical memory and the collective experience of society.
- Debunking myths and false narratives.
- Issues affecting everyday life and people's understanding of current events.



What surprised us?

- History drew stronger engagement
- Creators opened new doors
- Comments became a meeting place
- Responses varied by creator

5 lessons to share



- Start with people, not platforms.
- Authenticity is an asset.
- Relevance beats repetition.
- Build partnerships, not isolated campaigns.
- Measure more than reach.

Trust grows through conversation



Relationships and trust help communities question information, understand it and navigate what they encounter.

Reliable information works through human relationships.


Thank
You!