

## **Navigating Synthetic Media and Misinformation on Social Media**

In 2025, the spread of synthetic media (i.e., deepfakes) and misinformation on social media is an increasingly serious threat to brands and individuals alike — particularly given platform limits on content moderation and lacking transparency in their reports.

### **Understanding the Current Social Ecosystem**

The overarching social media ecosystem has become increasingly toxic with its rising factless conversations and the siloed nature they operate in. Users across platforms often crave echo-chambers of like-minded thought (i.e., shared political ideology, identity, and interests). That is not to say there is no bleed outside of those content divides: incendiary or controversial commentary still elicits reactions and can spread across platforms quickly without intervention.

Overall, users are more likely to interact and believe certain instances of misinformation if it 1) aligns with their beliefs, 2) is highly viral with engagements, and 3) has spread across platforms.

### **Reporting Misinformed Content**

In situations where synthetic media and misinformation spread on a social platform, it is incumbent on said platform to act and remove it. Full stop.

Typically, it is reported to their internal content moderators via a drop-down function on the post-in-question. Once reported, the platform's moderators will assess the content based on their user policies and platform guidelines. Below you will find links to major platforms' approaches: [Meta](#) (Facebook, Instagram, and Threads), [X](#), [TikTok](#), [LinkedIn](#), [Reddit](#), and [Bluesky](#)

There are cases where a post must be reported several times with varying degrees of brand input (i.e., letters from an internal legal team, etc.) before some, if any, action is taken. Currently, there is no way to remove content as external users unless it is owned content (i.e., deleting your brand's post). Internal connections to moderation units across platforms can help but those external-to-internal platform lines are often based on individual connections — and that creates an unreliable lever to pull when this content spreads.

### **Managing Potential Response**

There may be cases where a post may remain online without platform interaction, and it will then be on the brand to do its part to shape the larger narrative. It is rarely recommended for a brand or individual to interact on-platform directly with a bad actor and/or misleading post.

With the full weight of a branded account's public response, this can also drive the content to users who have not interacted with it and even trigger a series of earned media pieces that deepen the story. That does not mean a response on social is not warranted in certain situations — particularly with clear deepfake or synthetic media that can be easily disproven — but there may be other channels that can address these situations. Caution and strategy remain key.

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As in any crisis, thoughtful consideration and understanding should be the backbone of any action taken when encountering synthetic media and misinformation on social media.

For more information, please email [social@fgsglobal.com](mailto:social@fgsglobal.com) to contact our team of experts.