



PRESS RELEASE

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United Nations Secretary-General calls for individual action to combat misinformation

20 October 2020 — United Nations Secretary-General António Guterres will launch a groundbreaking global online action tomorrow (21 October), calling on people around the world to [#PledgetoPause](#) before they share content online. The activation is part of a wider behavior change campaign that aims to create a new social media norm to help combat the rising impact of viral misinformation.

In a video recording for the campaign, to be released on his [Twitter](#) and [Instagram](#) accounts and designed to be replicated by other leaders, influencers and concerned citizens, Mr. Guterres, who will begin his message with a five-second pause, says “During the COVID-19 pandemic, the wrong information can be deadly. Take the pledge to pause and help stop the spread of misinformation.”

The Pause campaign is part of [Verified](#), an United Nations initiative launched in May 2020 to communicate accessible science-backed health information in compelling formats and share stories of global solidarity around COVID-19. Pause is the first global behaviour change campaign on misinformation to mobilize experts and researchers, governments, influencers, civil society, businesses, regulators and the media under a single message - [#PledgetoPause](#).

The campaign, which is based on research that indicates that a brief pause significantly lessens the inclination to share shocking or emotive material thereby slowing the spread of misinformation, aims to increase media literacy to enable social media users to spot misinformation and stopping themselves from passing it on.

The Pause campaign aims to reach a global audience of 1 billion globally, online and through partnerships, by the end of December. On October 21, throughout the day, online influencers and global voices will make their own [#PledgetoPause](#) and call on their supporters to do the same.
