



# Consultation response form

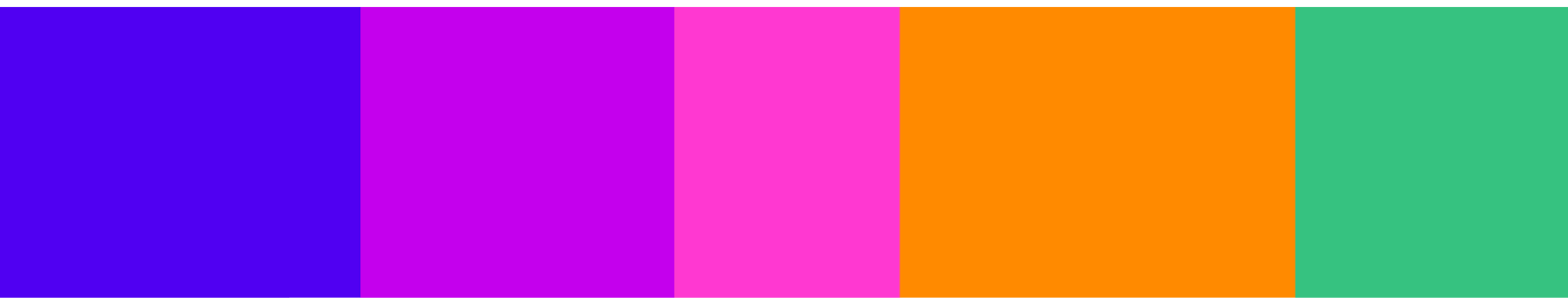
Please complete this form in full and return to [MSOM SoR Consultation@ofcom.org.uk](mailto:MSOM_SoR_Consultation@ofcom.org.uk).

<b>Consultation title</b>	How to promote Media Literacy: Consultation on recommendations for online platforms, broadcasters and services
<b>Full name</b>	Tiffany Smyly
<b>Contact phone number</b>	
<b>Representing (delete as appropriate)</b>	Self / Organisation
<b>Organisation name</b>	The Economist Educational Foundation
<b>Email address</b>	

## Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

<b>Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.</b>	Nothing (you will need to indicate which question responses are confidential)
<b>Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.</b>	None (you will need to indicate below which question responses are confidential)
<b>For confidential responses, can Ofcom publish a reference to the contents of your response?</b>	Yes



## Your response

Question	Your response
<p><b>Question 1:</b> Is it clear which types of organisations the 10 proposed recommendations are aimed at? Please provide reasons and evidence to support your answer.</p>	<p>Confidential? –N</p> <p>I think it's pretty clear. The list is quite extensive and I think will need contextualising for the public. I also wonder if it's explicit enough about whether those who contribute content to social media are included?</p>
<p><b>Question 2:</b> Do you have any comments on whether they should apply to all organisations, including those of different sizes and operating models? Please provide reasons and evidence to support your answer.</p>	<p>Confidential? – N</p> <p>I think all recommendations should apply to all organisation. I would suggest an accompanying handbook of what 'best practice' might look like of different models, sizes or orgs. Perhaps with some scenario testing.</p>
<p><b>Question 3:</b> Do you have any comments on the proposed recommendations? Please provide comments in particular on their effectiveness, applicability or risks. Please provide evidence to support your answer.</p>	<p>Confidential? – N</p> <p>The balance between the design recommendations and looking internally VS recommendations which could be mostly externally addressed. It feels like there is so much flex in implementation that there will be wildly varied quality.</p>
<p><b>Question 4:</b> Are there any other additional recommendations you think we should consider? If so, please provide evidence to support your comment.</p>	<p>Confidential? –N</p> <p>I think there should be a recommendation to collaborate across organisations to develop a shared language and share best practice. Otherwise, you could end up with hundreds of different ways of informing the public.</p>
<p><b>Question 5:</b> Do you have any examples or suggestions of ways of encouraging services to adopt these recommendations?</p>	<p>Confidential? N</p> <p>Certification of those who demonstrate good practice.</p>
<p><b>Question 6:</b> Do you have any comments on our impact assessment, rights assessment, equality impact assessment and Welsh language assessment? Please provide evidence in support your answer.</p>	<p>Confidential? N</p>

**Please tell us how you came across about this consultation.**

- Email from Ofcom
- Saw it on social media
- Found it on Ofcom's website
- Found it on another website
- Heard about it on TV or radio
- Read about it in a newspaper or magazine
- Heard about it at an event
- Somebody told me or shared it with me
- Other (please specify)

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