Rumour log

Take-home tool · One entry per rumour. A rumour tells you what people fear.

PADAYON COMMUNICATIONS

Rumour or claim, as people say it	
Where seen, and when	
How far it has spread	Low · Medium · High
Harm if it spreads	Low · Medium · High
What is true, and what is false	
Who believes it, and why it makes sense to them	
Response decision	Respond · Monitor · Ignore
Response message and messenger	
Follow-up date	

Respond, monitor or ignore?

Low spread, low harm
Ignore. Keep logging.

Low spread, high harm
Monitor closely. Prepare a response.

High spread, low harm
Monitor. Correct lightly if asked.

High spread, high harm
Respond now.

A working guide, not a formula. Repeating a small rumour can spread it further.