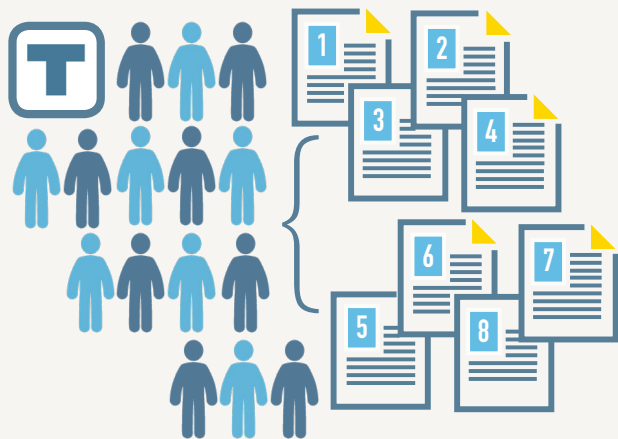




Publish your standards

■ WHAT IS IT?

Journalists who publish their standards provide a wider context for how and why their news organization does its work. These [include](#) a mission statement, overall ethics policies as well as rules on doing corrections and using anonymous sources. Publishing standards gives news consumers a measuring stick with which to assess news. Importantly, search engines and platforms can detect these indicators of trust and use them to surface authoritative news.



■ WHO'S BEHIND IT?

The nonpartisan [Trust Project](#) used comprehensive [research](#) to identify 37 "Trust Indicators" that people say give them greater confidence in the credibility of news. Publishing standards is one of [eight core indicators](#) of trustworthiness determined in [collaboration](#) with leaders of 75 news organizations. The Trust Project works with an international consortium of news organizations as well as external technology partners [Facebook](#), Google, Twitter and Bing.

■ IS IT WORKING?

News organizations [launching pilots](#) of core indicators in late 2017 include The Washington Post, Mic, The Economist and several European news outlets. The initial results are promising: Initial [tests](#) of news consumers' reaction to indicators created a "statistically significant shift in attitude about whether the site was trustworthy," Trust Project director Sally Lehrman [said](#).



■ HOW TO DO IT

News organizations can [contact](#) the Trust Project about participating in its next phase of implementation. For organizations that want to draft and publish policies, here are examples from news organizations in the pilot: [Mic](#), [The Economist](#), and the [BBC](#).