



MEDIA ADVISORY

Thursday, 20 November 2025

FOR IMMEDIATE RELEASE

MCK ADVISORY ON MISINFORMATION AND DISINFORMATION SPREAD BY ONLINE PLATFORMS

Nairobi – The Media Council of Kenya (MCK) is gravely concerned by the sharp rise in the deliberate spread of manipulated content, misinformation and disinformation across digital platforms. This content represents a serious breach of journalistic ethics and a clear violation of the Code of Conduct for Media Practice. It serves no legitimate public interest and is designed solely to undermine the authority and reputations of public officers and prominent figures.

The Council has observed numerous rogue online platforms and anonymous accounts that systematically disseminate unverified, fabricated and manipulative material. These entities routinely deploy sensational fabricated headlines, doctored images, invented quotations, overtly partisan narratives and, in many instances, the blatant theft of logos and branding from legitimate media houses in flagrant breach of copyright.

In exercise of its mandate under Section 6(k) of the Media Council Act, 2013, to uphold media standards and ensure compliance, the Council finds that these repeated and flagrant violations directly contravene the following provisions of the Code:

- **Clause 4(a):** *A person subject to this Code shall take all reasonable steps to verify the accuracy and authenticity of information before publication or broadcast.*
- **Clause 4(d):** *Images shall not be manipulated in a way that distorts reality or misleads the audience.*
- **Clause 6(a):** *Corrections must be issued promptly upon discovery or notification of any inaccuracy.*
- **Clause 6(c):** *Corrections must clearly state the accurate facts without unnecessarily repeating the original error.*
- **Clause 12:** *The editor or person responsible for content bears full accountability for all published, broadcast or disseminated material, including advertisements.*

Promoting Press Freedom and Responsible Journalism

The systematic nature of these violations poses a profound threat to public trust, erodes the credibility of genuine journalism and jeopardises the integrity of Kenya's information ecosystem.

Accordingly, the Media Council of Kenya hereby issues the following directives in the public interest:

- a. **Public vigilance:** Members of the public are strongly urged to exercise extreme caution and independently verify any information originating from unaccredited or anonymous digital platforms that impersonate legitimate news outlets.
- b. **Enforcement action:** Given the jurisdictional limitations concerning non-accredited and anonymous digital entities, the Council has formally referred the matter to the Communications Authority of Kenya (CA) for immediate investigation into the ownership and operation of offending platforms, and for the exercise of its statutory powers, including the removal of such pages where necessary.
- c. **Proactive countermeasures:** The MCK Fact-Checking Desk will intensify its efforts to debunk false narratives in real time and disseminate verified, accurate information to neutralise the harmful impact of these rogue outlets.

This advisory is issued to defend the integrity of journalism in Kenya and to protect the public from deliberate deception.

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