

Responding to misinformation within community requires balance – protecting your business while maintaining respect, relationships, and cultural values.



“íxel sq'eq'otel – paddling together/pulling together”

“Working together, like paddling a canoe, reminds us that everyone has a role in supporting the whole. When we move with shared purpose, respect, and understanding, we create stronger, more balanced communities and businesses. Clear communication, healthy boundaries, and mutual accountability help us navigate challenges while maintaining connection. When we misunderstand one another, the journey becomes harder, but when we pull together with mutual respect, we move forward with strength and harmony.”

–Source: Maddi Krulicki

For support or more information on what you can do to STOP misinformation, contact us:

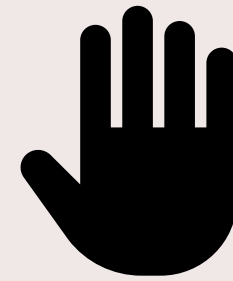
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The pamphlet was developed solely by Stó:lō Community Futures. Any views expressed by or through this resource do not necessarily reflect the views of the B.C.'s Human Rights Commissioner.



STOP **Misinformation**



Misinformation about your business is dangerous.

Misinformation can harm relationships, reputation, and opportunities.

This resource guides you on how to respond with clarity, respect, and confidence.



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Before You Respond: **STOP**

S - Share(only) when you're sure

How a business can respond:

- Pause before responding publicly (especially on social media)
- Confirm details using your own records (pricing, policies, funding, contracts)

T - Track down the truth

How a business can respond:

- Check trusted sources (your own documents, partners, funders, official websites)
- Clarify directly with the person or organization involved

O - Outsmart the outrage

How a business can respond:

- Take a step back before reacting emotionally
- Avoid responding in anger, especially online
- Choose a calm, professional tone
- Talk to Stó:lō Community Futures!

P - Poke at the point of view

How a business can respond:

- Consider the source - Is it based on misunderstanding, assumption, or conflict?
- Ask respectful questions when appropriate: "Can you share where that information came from?"
- Identify whether the issue is: Miscommunication → clarify, or Conflict → address privately
- Decide if a response is necessary—or if it's better to disengage

You can do it

Strategies to Address Misinformation Within Community

1. Communicate Clearly

Share accurate information about your business and address misunderstandings early.

2. Address Concerns Respectfully

Speak directly and privately when possible, focusing on relationships.

3. Set Professional Boundaries

Separate business decisions from personal or community expectations.

4. Use Trusted Voices

Lean on respected community members and positive testimonials.

Protect Your Business & Reputation

5. Clarify the Facts

Use simple "myth vs. fact" messaging when needed.

6. Stay Consistent

Deliver quality work—your reputation builds trust over time.

7. Seek Support

Connect with Stó:lō Community Futures or other trusted supports.



Strategies to Address Misinformation

For Indigenous Entrepreneurs and Business Owners

1. Communicate Clearly and Consistently

- Share accurate information about your business (pricing, funding, services).
- Use social media, word-of-mouth, and community channels to clarify misunderstandings early.

2. Address Concerns Respectfully and Privately

- When possible, speak directly with individuals spreading misinformation.
- Approach conversations with respect, understanding, and a focus on relationship-building.

3. Set Professional Boundaries

- Keep business decisions separate from family or community expectations.
- Be clear about your role as a business owner while maintaining respect for relationships.

4. Use Trusted Voices and Allies

- Ask respected community members, partners, or customers to support and share accurate information.
- Collect and share positive testimonials and community support.

5. Document and Clarify Facts

- Keep clear records (pricing, policies, funding sources).
- Use simple “myth vs. fact” messaging if misinformation continues.

6. Focus on Your Reputation

- Continue delivering consistent, high-quality service.
- Let your work and professionalism build trust over time.

7. Seek Support When Needed

- Connect with organizations like Stó:lō Community Futures for advice and resources.
- Talk to mentors or other entrepreneurs who have faced similar challenges.

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NEED SUPPORT?

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