

Social media false and misleading narratives report

10-24 November 2025

Key considerations

- The current report was conducted to capture false narratives on social media on 2 key topics - **vaccines** and **sexually transmitted infections (STIs)**.
- While there is a high number of false narratives (with a high volume of mentions each) on vaccines, the monitoring showed fewer results on STIs, where there are often information gaps and questions on forums. The report is focused on social media alone, not taking into consideration traditional media (radio, TV, print or news portals).
- The report focuses on false or misleading narratives/information gaps alone, and **not on accurate information**/scientifically correct narratives or news.
- The search for false or misleading narratives/information gaps was conducted for all EU/EEA countries and languages.

Overview of narratives about vaccines

- A limited number of X accounts repeatedly circulate and amplify multiple narratives, always providing a negative and distrustful framing of topics related to vaccines.
- X is the main dissemination platform, and access to data from other platforms is limited.
- Most vaccine-related narratives focus on vaccine safety and often allude to conspiracies perpetrated by governments, the pharmaceutical industry, and international organisations. Several influencers signal-boost the same narrative across different languages, often from US anti-vaccine influencers such as Robert F. Kennedy Jr. (US Secretary of Health and Human Services) and litigator Aaron Siri.
- Often narratives involve provide a sensationalistic or misleading spin on real news reports.
- Narratives seen across languages include an alleged UK government conspiracy to conceal adverse effects of the COVID-19 vaccine, a supposed admission of the CDC of the link between vaccines and autism, and promotion of the lab leak theory.
- Alleged conspiracies by international organisations such as the Bill Gates foundation and the WHO to harm the health of people in Africa with vaccines featured prominently among narratives.
- A significant amount of STI narratives constitute information gaps, with people asking questions about STIs.
- Of all STIs, HIV is more likely to be mentioned in conspiracy theories and misinformation.
- Stigmatising narratives about STIs being imported by migrants often appear across languages.

False and misleading narratives on vaccines

Volume legend

High: > 100K views
 Medium-high: 50-100 K views
 Medium: 10-50 K views
 Low-medium: 1-10 K views
 Low: < 1 K views



Topic	Origin and language	False or misleading narratives	Volume
Vaccine safety	India, French	HPV vaccines. Students in India allegedly hospitalised in a severe condition after receiving HPV vaccine, based on IdealExpress report of schoolgirls fainting after receiving vaccine.	Low-Medium
	France, French	HPV/meningococcal vaccines. Outrage at HPV/meningococcal vaccination campaign starting January 2026 in French schools, given alleged dangerous side effects; claims of intention to kill and disable young middle school students and government complicity with these aims.	Medium-high
	US, various languages including Swedish, Danish, Polish, Spanish	CDC has updated its vaccines and autism page to finally tell the truth about alleged links between vaccines and autism.	Medium
	US, various languages	Vaccines against several diseases in childhood immunisation schedules were never tested against placebo, and are therefore not safe or effective.	Medium

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Topic	Origin and language	False or misleading narratives	Volume
Vaccine safety	UK, various languages including Swedish, French, English, Czech, Croatian	COVID-19. British government covering up link between COVID-19 vaccines and excess mortality.	High
	United States, Spanish	Presentation from Dr. Suzanne Humphries claiming that scientists are covering up serious side effects from vaccines.	Low-medium
	Denmark, Polish	Peter Gótzsche issues report on Merck concealing side effects from HPV vaccine.	Medium
	Germany, Italian	COVID-19. European Commission admits COVID-19 vaccines were administered without complete safety data. Based on Berliner Zeitung article .	Low-medium
International conspiracies	United States, Spanish	Bill Gates asked Danish government to finance vaccination against diphtheria, tetanus and whooping cough for African children, but Danish government learned mortality among vaccinated girls was 10x higher than among unvaccinated girls.	Medium
	Kenya, French	Tetanus. WHO has been conducting vaccination campaigns in Kenya with vaccines that intentionally sterilise women.	Medium

False and misleading narratives on vaccines

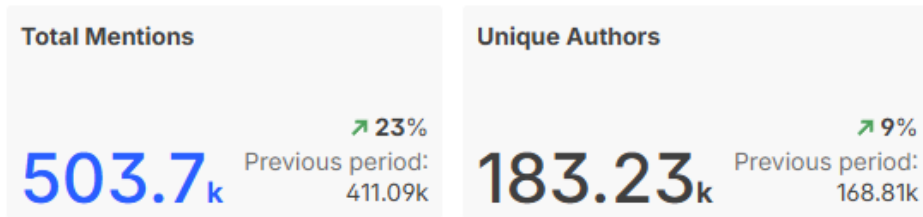
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Vaccine effectiveness	France, French	COVID-19. French government spread false information about COVID-19 vaccine even though it knew it was not effective	Medium
	Poland, Polish	HPV. Countries with highest HPV vaccination rates do not have reduced cervical cancer rates and vaccines are not safe, with serious side effects.	Medium
Diseases	France, French	Measles is actually good for you and provides a natural protection against cancer and cardiovascular disease.	Medium
International conspiracies	United States, Spanish	Bill Gates asked Danish government to finance vaccination against diphtheria, tetanus and whooping cough for African children, but Danish government learned mortality among vaccinated girls was 10x higher than among unvaccinated girls.	Medium
	Kenya, French	Tetanus. WHO has been conducting vaccination campaigns in Kenya with vaccines that sterilize women.	Medium
Vaccine ingredients	United States, French	Scientists conducted experiments on several healthy foetuses that were deliberately aborted to develop technology for MMR vaccines, which contain cell lines derived from foetal tissue. Video on post conceals that the cell line comes from a single abortion in the 60s.	Low-medium
SARS-CoV2 lab leak theory	China, various languages including Dutch and French	COVID-19. Ralph Baric is involved in the leak of the COVID-19 virus from the Wuhan lab and has avoided public scrutiny.	Medium

Platforms for vaccine-preventable disease mentions

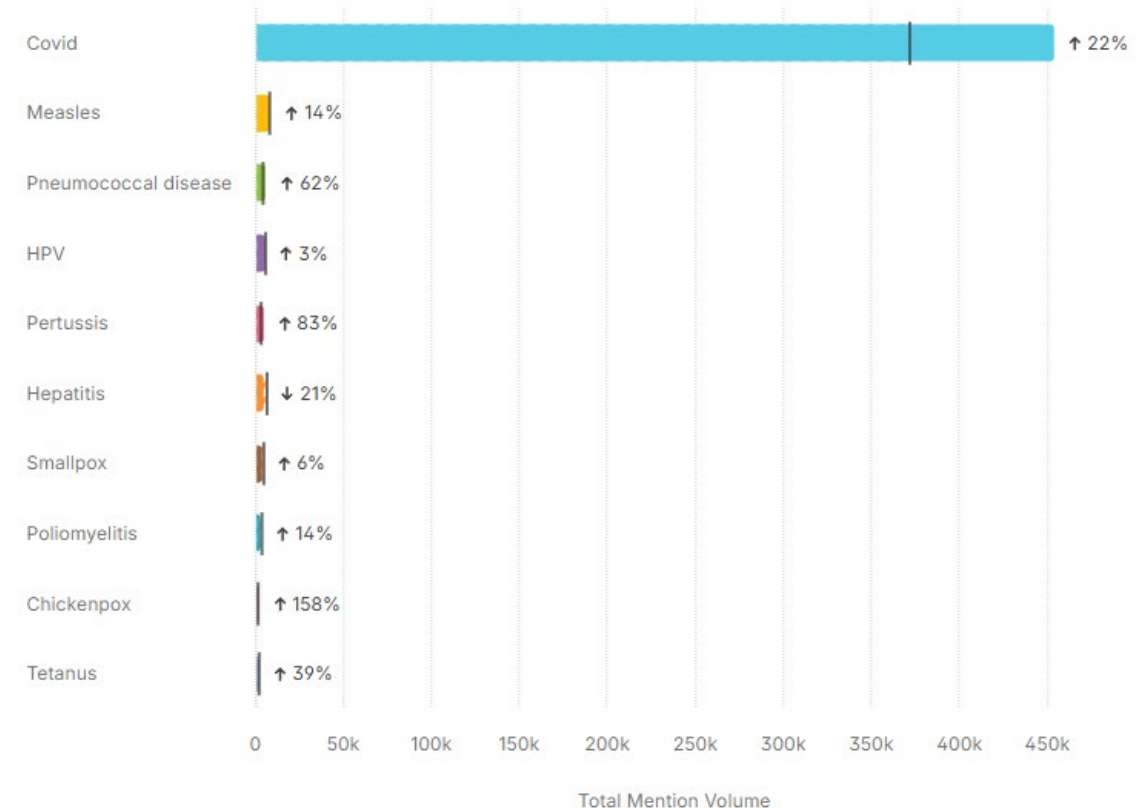


X	2460677
YouTube	584466
Facebook	556544
Reddit	130973
Instagram	9610
Facebook Public	63

Mentions of vaccine-preventable diseases

Covid	455106
Measles	8470
Pneumococcal disease	5931
HPV	5284
Whooping cough	4697
Hepatitis	4636
Smallpox	4310
Poliomyelitis	3377
Chickenpox	2102
Tetanus	1939
Rubella	810
Mumps	753
Rotavirus	739
Seasonal influenza	466
Meningococcal disease	463
Diphtheria	70
Hib	58

Evolution of
number
of mentions
from past
similar 2
weeks
period



STI information gaps

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Low: < 1 K views



Topic	Language	Information gaps, false and misleading narratives	Volume
Information gaps	Czech	Individual wondering about whether they have an STI after entering a new relationship and experiencing symptoms.	Low
	Hungarian	Information gaps related to treatment, waning of infection and vaccination for HPV among women.	Low
	Norwegian		Low
	German		Low

False and misleading narratives on STIs

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Topic	Language	Information gaps, false and misleading narratives	Volume
Conspiracy theories	French	Claim that COVID-19 vaccine causes AIDS. An instructive parallel of persistent antigen exposure, which SARS-CoV-2/mRNA Spike Protein shares with cancer and HIV, can explain VAIDS.	Low-medium
	Slovak	Claims from German biologist Stefan Lanka that HIV is a hoax.	Low
	German	HIV and COVID-19 virus are bioweapons with unclear origin.	Medium
HIV/AIDS	Finnish	Various claims of healing HIV/AIDS through the power of faith.	Low
Immigrants bringing in diseases	Czech	Half of all HIV cases in Czechia are allegedly among foreigners, therefore they should be deported.	Low-medium
	Latvian	Illegal migrants bring in most of HIV, syphilis and measles cases to EU/EEA	Low-medium
	Lithuanian	Illegal immigrant brings diphtheria to Lithuania.* *while report is from the news media, this mention is included as an example of the overall narrative on immigrants and due to some replies claiming immigrants bring in diseases	Low

Limitations

- In several instances it is not possible to have the accurate location of a narrative. There might be errors in detecting a post's country of origin, as several countries have the same official language. E.g. flagging a narrative as being from Spain, while it actually is from a South American country that also uses Spanish.
- Due to technical limitations, it is currently not possible to reliably measure sentiment, therefore the exact volumes of pro vs. anti-vaccine content is unclear. Nevertheless, empirical observation indicates that false narratives get more traction and spikes in volume than positive content.
- Indicated volumes of views are an approximation, as the narratives can spread across multiple platforms and languages, so it is not currently possible to indicate exact numbers. For forums, the volume is an approximate indication, based on the number of discussions and participants.
- The volumes are expressed within the range of absolute number of views and are not relative to the country's population.
- The analysis is based on data from the Brandwatch platform. Due to Meta data restrictions, access is mostly limited to X and open forums (Facebook forums, Reddit etc.). The Brandwatch platform is not currently customised to capture TikTok discussions.

This operational report from ECDC collects some of the most prominent and potentially harmful narratives circulating on the topics being monitored. This document is for internal use only and does not express an official ECDC position. Please do not circulate further.

For any questions and/or feedback, please contact
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