

In today's digital era, all of us are now content creators and decoders, whether by choice or by accident. As a content creator or decoder, we now have the ability to shape and inform the views, actions and behaviour of others, thus contributing greatly to the good of our society. By creating and sharing content that promotes positive values, healthy lifestyles, and good morals, we can inspire and encourage others to become better versions of themselves.

Creating and decoding content for society's common good can be a challenging task, but it is also one of the most rewarding.

To create content that serves the common good, we must be able to connect with our audience on a personal level. This means that we must be able to understand their needs, wants, and desires. It also means that we must be able to convey our message in a clear, concise, and engaging manner. A good content creator knows how to craft stories that are inspiring, educational, and will resonate emotionally.

On the other hand, as a content consumer, our role is to guard against spreading information that are NOT accurate and biased. In this age of fake news and misleading information, being responsible in the kind of content or information we share is more important than ever. By verifying sources, and fact-checking before sharing any information publicly, we can help prevent the spread of misinformation and ensure that the public is well-informed.

As content creators, our primary responsibility is to craft material that is both informative and engaging for a diverse audience. In doing so, we must remain mindful of the importance of accuracy and fairness in our reporting. We must ensure that our content will foster meaningful conversations that promote inclusivity and understanding.

Similarly, as content consumers, we must train ourselves to decode and evaluate the content we encounter critically. By reading between the lines and analysing information objectively, we can identify misinformation and prevent it from spreading in our communities.

In the fight against fake news, misinformation and disinformation, we must all be equally committed and be bound by a strong sense of ethics and professionalism. Creating and decoding and sharing content for society's common good is not only a noble pursuit, but it is also necessary for the advancement and progress of society. Whatever content we create or come across with and we want to share with others, we must remember that we can shape the way people think and behave. So, let our mission be to inspire positive change in our society through the content we create and share.

Having a well informed and inclusive society starts with all of us working together to vanish misinformation and disinformation in our midst. To achieve this, we must remain mindful of the importance of accuracy and truthfulness in the information we share and ensure that our content fosters meaningful conversations that promote inclusivity and understanding.

Thank you for your participation and providing the necessary resources to carry out this activity.

Datuk Amar Haji Mohamad Abu Bakar Bin Marzuki
Sarawak State Secretary



and Decoding for Common Good

This is a series of workshop activity that will focus on how to create and discern online content that will foster and strengthen the values of our society. In the kind of society that we want to nurture and sustain in Sarawak, we only create and share content that can inspire and enable the people to sustain the practice of these values in our midst:

- **INTEGRITY**
- **TEAM SPIRIT (UNITY)**
- **OWNERSHIP**
- **CREATIVITY AND INNOVATION**
- **PROFESSIONALISM**
- **RESULTS-ORIENTED**
- **KIND AND CARING**

