# Strategies for Communicating Information and Dis-information in War: Managing and Exploiting Uncertainty in Social Media

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**Abstract** The growing interest in digital strategic communications and social media information warfare highlights the urgent need for theoretical analysis and design of communications strategies. We first discuss different types and goals of strategic public communication by States, especially during armed conflict or crisis. We then characterize the major uncertainties facing strategic communicators.

We then compare two different methodologies for designing strategic communications. The first methodology focuses on optimizing the outcome of the strategic communications, based on a model of the information environment. The second methodology, based on info-gap decision theory, satisfies outcome requirements and optimizes the robustness towards uncertainty (rather than optimizing the outcome).

The paper concludes by comparing the characteristics of communication strategies based on these two different methodologies, and identifies situations in which one strategy, or the other, is preferable.

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