FACT-CHECKING BEST PRACTICES

FOR MEDIA PROFESSIONALS AND ONLINE CITIZENS

IDENTIFY FALSE INFORMATION

Isolate the specific claim to debunk
- What is the piece of contested information?
- Is this information intentionally untrue or satirical?

Question possible intent and impact
- Is this piece of information negative or harmful?
- Does it have the potential to go viral?

INVESTIGATE THE FACTS

Consider the source
- Who is the author of this content?
- What is the credibility of this person/website/platform?

Evaluate claims through open source research
- Examine who and what is being cited
- Is any information being distorted or taken out of context?

Consult relevant experts, websites and resources
- Can I crosscheck any referenced information?
- Has this claim already been debunked by fact-checkers?

ENGAGE YOUR COMMUNITY

Conduct a Google or reverse-image search of suspicious multimedia content

Report false information to website and platform administrators

Correct false information on social media
- Be transparent and public with your fact-checking paper trail to maintain credibility and legitimacy
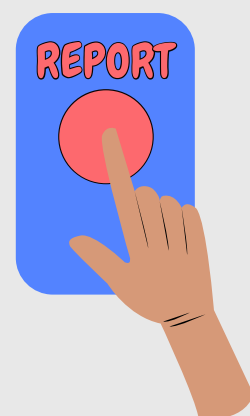
BE AWARE

Personal confirmation biases can determine perception of information

BE PROACTIVE

- Read beyond the headlines – don't fall for clickbait!
- Share only what you have read and know to be true
- Utilize suggested fact-checking tools and resources
- Be open to correction