

BREAKING NEWS CONSUMER'S HANDBOOK

FAKE NEWS EDITION

1. Big red flags for fake news: ALL CAPS, or obviously photoshopped pics.
2. A glut of pop-ups and banner ads? Good sign the story is pure clickbait.
3. Check the domain! Fake sites often add “.co” to trusted brands to steal their luster. (Think: “abcnews.com.co”)
4. If you land on an unknown site, check its “About” page. Then, Google it with the word “fake” and see what comes up.
5. If a story offers links, follow them. (Garbage leads to worse garbage.) No links, quotes, or references? Another telltale sign.
6. Verify an unlikely story by finding a reputable outlet reporting the same thing.
7. Check the date. Social media often resurrects outdated stories.
8. Read past headlines. Often they bear no resemblance to what lies beneath.
9. Photos may be misidentified and dated. Use a reverse image search engine like TinEye to see where an image *really* comes from.
10. Gut check. If a story makes you angry, it's probably designed that way.
11. Finally, if you're not sure it's true, don't share it! *Don't. Share. It.*

ON **[THE MEDIA]**

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