

# Sharing It?

**triplecheck it, first.**



# The Three Checks

We know that misinformation is everywhere on the internet. Before you share on social media, try these simple checks.



## Do I know and trust the original source of this information?

If you don't know and trust the original source, even if the information seems true, you can avoid sharing until it's confirmed by someone you trust—ideally someone with a public profile with relevant credentials.



## Am I sure this post tells the whole story?

Disinformation can work like a game of telephone. By the time a message is passed around the circle, whispered from one person to the next, it changes completely.



## Was this post written to provoke or divide?

Content that's meant to divide us is harmful, and avoiding it will help you avoid spreading lies and rumors as well. A lot of posts feed on widely held political frustrations and use them to push false information.

# A Case Study: Misinformation During the Pandemic

Misinformation affects the spread of COVID-19 by enabling and condemning people's social behavior.

Between January 1 and September 30, 2020\*:

**30  
Million**

**COVID-19-related  
Tweets were  
collected**

**60%**

**Of Tweets were  
linked to URLs from  
"know, reputable  
domains"**

**39.8%**

**Of Tweets were  
linked to "domains  
with unknown  
quality"**

\*Data gathered by a group of scholars from Northeastern, Harvard, Rutgers, and Northwestern.

# Join the Fight Against Misinformation!



**Subscribe** to the triplecheck newsletter to stay informed on how misinformation is spread



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Watch out for a **triplecheck alert** when you share content on social media



**Inform** work colleagues, friends and family about the triplecheck alerts



**Download and review** our *Checked-News Implementation Guide* for administrators implementing steps for checking information and developing a trustworthy news source



Attend and/or host **“Sharing with triplecheck”** professional development in your region for journalists, publicists, and administrators