Think Before You Link

Before clicking the "share" button, let your emotions cool and consider whether your feelings about the content are based on fact. False information is designed to evoke a strong reaction that bypasses your critical thinking.

⬧ Know the Risk

Sharing something you see online may seem harmless in the moment, but spreading false information can damage our ability to have meaningful conversations.

🔍 Know the Content

Headlines and captions are often exaggerated to get an emotional response. Take time to read the entire post to determine whether they accurately reflect the content.

▤ Know the Facts

Investigate the issue being discussed. Check with trustworthy sources and fact checkers to verify the claims and make sure they have not been taken out of context.

⚇ Know the Source

Question who is really behind the content. Critically evaluate the credibility of the author and the legitimacy of the outlet by checking for facts, sources supporting the claims and the quality of the site.

品 Know Why You're Seeing It

Social media algorithms promote content they think you will engage with, sometimes through specific targeting. If you receive a link from a friend, make sure you trust the original source as much as the person who sent it to you.

▣ Know Yourself

Ask yourself why you are sharing the content. People often share information that confirms their beliefs, even if it is untrue. If you wouldn't share it in person, don't share it online.