

ZN is the leading digital agency in Brussels.  
Home of the Hyperthinkers, ZN gives its clients the digital  
advantage to get their message to the right audience  
at the right time with the right tools.



STAY

TAKE YOUR ORGANIZATION

**#OneStepAhead**



[znconsulting.com](http://znconsulting.com)



OF

**#FakeNews**



1

### LOOK CLOSELY AT THE URL

A phony or lookalike URL is bad news.



2

### WATCH OUT FOR OUTRAGEOUS HEADLINES

Claims that sound unbelievable, probably are. Read the whole story.



3

### RESEARCH THE STORY

Check if other reputable sites are referencing the story as well.



4

### CHECK THE AUTHOR & SOURCE

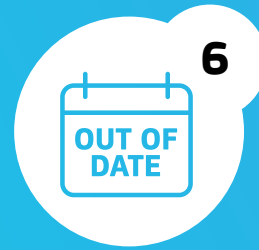
Are they credible? Are they real?



5

### TAKE A CLOSE LOOK AT THE IMAGES

Fake stories often come with fake images. There are many tools that allow you to verify the authenticity of a photo.



6

### CHECK THE DATE

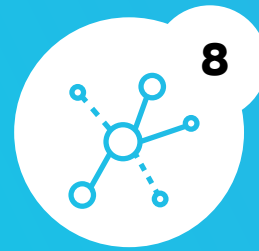
Is this story even new?



7

### IS IT A JOKE?

Careful! This story might be satire. Check the site before you share it as the truth.



8

### CHECK THE EVIDENCE

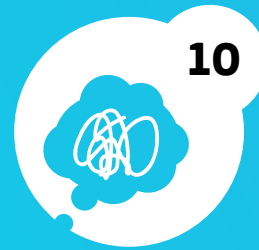
Click on the links inside the story. Check the sources to confirm they add up.



9

### ASK THE EXPERTS

Consult a fact-checking site. Check a news site that you trust.



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### CHECK YOUR BIASES

Could your own opinions be clouding your judgement?