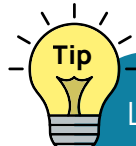


Newsroom verification checklist

A practical guide to ensuring accuracy, credibility & editorial integrity

Source verification

Is the source credible, and does the account show signs of coordinated or misleading activity?



Tip Leverage AI tools that help identify suspicious or coordinated inauthentic behavior (CIB), including clusters of accounts sharing identical narratives.



Claim verification

Which claims require verification, and why?



Tips Match claims with existing fact-checks or debunking reports.

Potentially suspicious claims are those containing inconsistencies, exaggerations, or missing context.

Use AI-powered claim detection & matching to identify factual claims and compare them with verified databases or existing debunking reports.



Image & video verification

Look for signs of manipulation, ensuring that metadata matches the claimed location, and context is aligned with other reports. Does the visual content show signs of synthetic generation?



Tips Use integrated reverse image search services.

Examine metadata and geolocation info (Street View/Maps).

Use AI-supported detection of manipulated or synthetic media.



Social media content verification

Develop critical thinking around the credibility of accounts, as well as of social media channels. Do timing, context, and account behavior support the legitimacy of the post?



Tips Treat viral content with heightened skepticism.

Use tools to detect bot-like behavior, coordinated posting patterns, or unusual amplification.



Data verification

Are numbers in the story cross-checked, and are visuals accurate, or do they seem misleading?



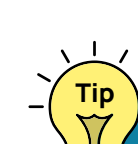
Tips Review whether charts accurately represent the data.

Watch out for cherry-picking or mislabeling.

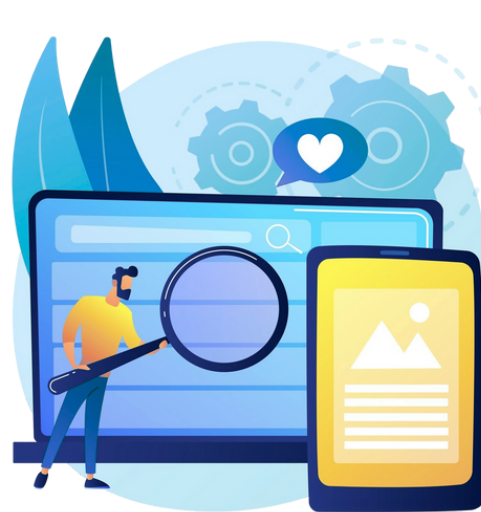


Context, framing & multi-platform check

Is there missing context or inconsistency that the workflow tools bring to your attention?

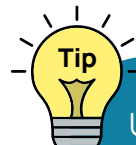


Tip Look for selective quotes or misleading framing.



Workflow tracking, review & audit

Have you documented the full workflow, tagged verification status, ensured a clear audit trail, and completed the editorial review?



Tip Use a shared workspace so the team can collaboratively verify steps and maintain transparency.



Transparency & disclosure

Have you disclosed what was verified, highlighted uncertainties, and committed to updates and corrections?



Tips Clearly communicate what was verified, note any uncertainties, and update stories promptly when new information emerges.

Note when AI-assisted methods were used to support verification (where appropriate).

