

The logo for Storyful, featuring the word "storyful." in a bold, lowercase sans-serif font. The "y" has a red dot, and the period is also red. The logo is positioned in the top left corner, partially overlapping a white circular shape.

**storyful.**

The background of the entire page is a dark blue, slightly blurred image of a person's hands typing on a laptop keyboard. The lighting is soft, highlighting the keys and the texture of the skin. The overall mood is professional and focused.

# Breaking News Should Be Verified News:

**A Checklist to Avoid Fake or Altered Media**



## All across the globe, anyone can instantly **upload video or images of a breaking news event.**

With increasing volumes of breaking news photos, videos, and other content also comes a proliferation of fake news and altered multimedia. News outlets face a constant struggle to maintain public trust and favorable reputation in the age of misinformation. Independent verification of user-generated content supports journalistic integrity and helps newsrooms confidently reference and redistribute breaking news content in their stories.



# Questions to Ask Yourself When Verifying Content and Multimedia

Am I looking at the original account, article, or piece of content? Do I know **who** created the content?

- Verify if their account looks real and check how often they post.
- Research the author: Do they seem like a reputable source?



Do I know **when** the content was created?

- Determine if you can corroborate information against other reports or sources.
- Look at shadows to estimate the time of day and determine if the weather aligns with local reports.



Do I know **where** the content was captured?  
Or where the account was established?

- Ask whether the dialects/accents fit the location claimed.
- Check for geo-location and verify the location via an online map platform.



Can I identify the **motivation** behind the content?

- Determine whether the creator is affiliated with any organizations or groups.
- Ascertain the underlying message, theme, or potential bias.



# Image & Video Verification Tips

Identify doctored or altered multimedia content with these tips.



1

## Analyze images for signs of manipulation

Check if there are any anomalies that look off and zoom in to see if you notice any irregularities.

2

## Pull frames and slow down videos

Use tools to pull key frames of a video to search if they are part of a longer video elsewhere and slow down the video to see if anything looks doctored

3

## Verify if the video or image matches what other sources say

Ask yourself if the media matches what eyewitnesses and reports describe.

**One last tip:** Make sure you have the proper permissions to use the images or video and attribute the source.

# Source and Verify Breaking News Content With Storyful

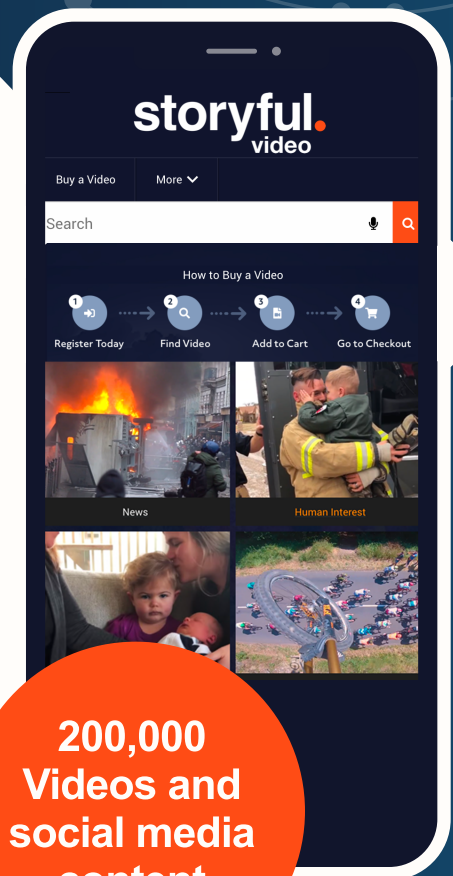
**Newswire by Storyful**, the first and only dedicated social media newswire in the world, is designed to help clients break stories and utilize user-generated news footage and viral video in their reporting. Storyful's award-winning journalists discover, verify and license the UGC footage that helps shape the breaking news agenda.

Available for immediate download and usage in daily publications, Newswire's library of 200,000 videos and social media content allows publishers and newsrooms around the world access to breaking news, archival footage, and 24/7 editorial support in building their social content strategy.

**If you are looking to source user-generated viral content or would like assistance with verifying multimedia material, Storyful can help.**



[Speak to a News Expert](#)



**200,000  
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