1. What user sees on FB feed (click bait)

abcNews
March 21, 2021

BREAKING: New vaccine side effects - possibly death
http://abcnews.com/1s2pph

COVID-19 vaccine linked to DEATH

2. What user sees when they click the article

is it a verified account?

is the headline sensational?

abcNews
March 21, 2020

BREAKING: New vac...
http://abcnews.com/1s2pph

is it a real URL?

COVID-19 Vaccine linked

does the story preview make extreme claims?

How often do we check before we share?
What should we check?
Where do we begin?

10 Tips for Spotting Fake News:

1.
2.
3.
4.
5.
6.
7...

Artifact: Thumbnail for Facebook post mock-up