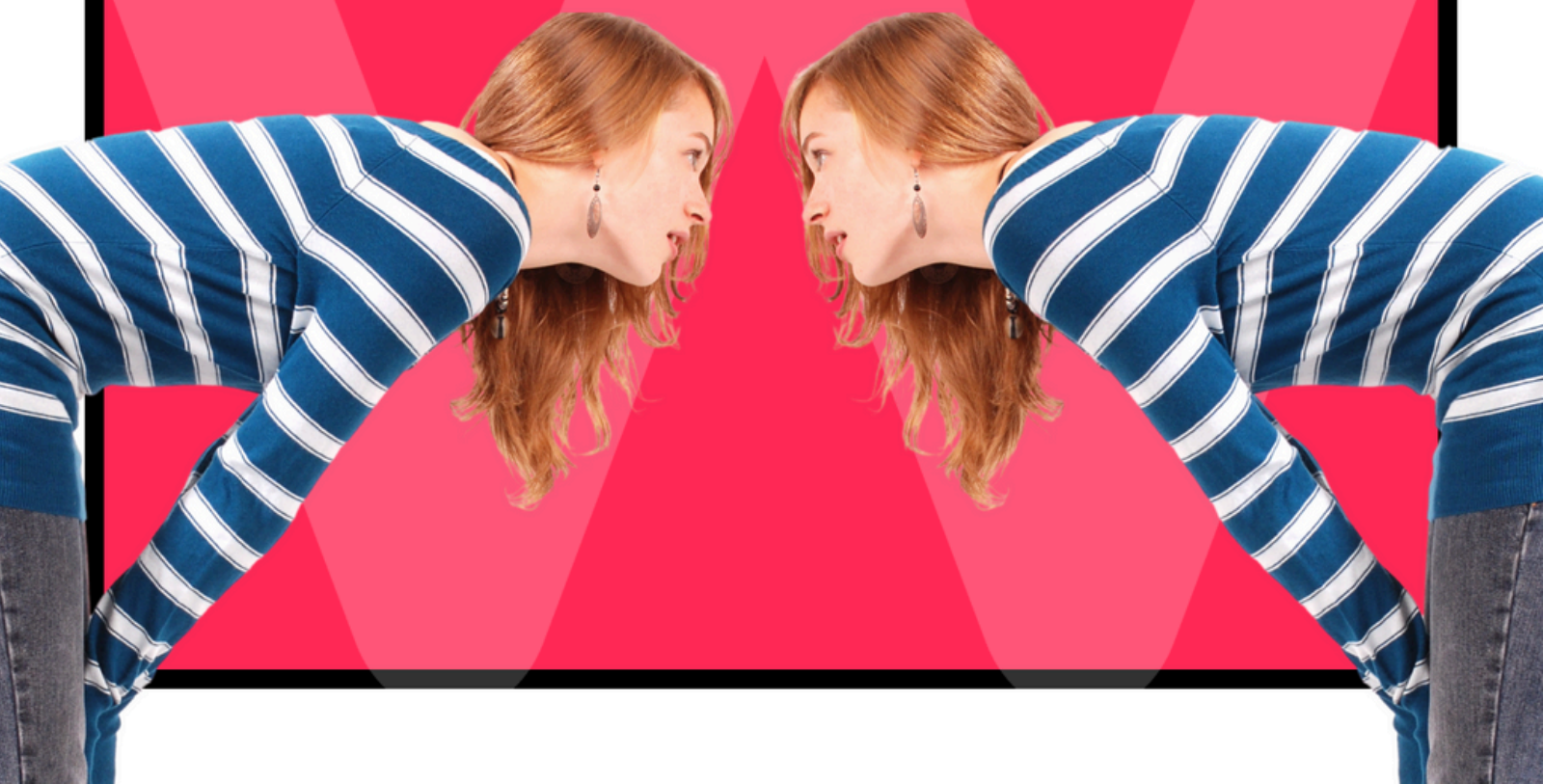


**YOUR GUIDE**

**TO SPOTTING  
DEEPFAKES**





**YOU DON'T NEED TO BE A  
TECH EXPERT TO SPOT  
DEEPPFAKES.**

**JUST ASK THE RIGHT  
QUESTIONS.**



**2**

**FIRST, ASK YOURSELF:  
"DOES THIS GET ME  
EMOTIONALLY WORKED  
UP?"**

Often, deepfakes aim to emotionally manipulate us. If you feel strong emotions, STOP and reassess if the information is real.

**3**

**DID THE CONTENT COME  
FROM A REPUTABLE AND  
RELIABLE SOURCE?**

4

**CAN YOU CHECK THIS  
INFO ON OTHER TRUSTED  
SOURCES?**

Do the details of those sources  
match the incident?

5

**DOES THE CAPTION  
ACCURATELY DESCRIBE  
THE PHOTO OR VIDEO?**



**IS IT SOMETHING THAT  
COULD BE USED TO  
MANIPULATE EMOTIONS?**

**WHAT IS ITS PURPOSE?**



**FOR VIDEOS:**

**ARE THERE UNNATURAL  
MOVEMENTS OR AUDIO  
MISMATCHES?**





**FOR IMAGES:**

**WAS IT USED BEFORE IN A  
DIFFERENT CONTEXT?**

You can do a reverse image search  
to find out quickly the date and  
location of the original photo.



**PAUSE BEFORE  
RESHARING IMAGES OR  
VIDEOS THAT MAY NOT  
BE AUTHENTIC.**

You don't want to unintentionally share disinformation that could be harmful to others.

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Awareness  
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