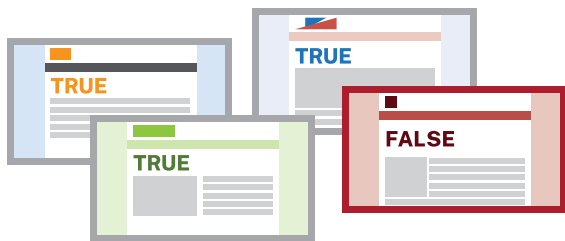# Think Before You Link

Ask yourself why you're sharing—and let your emotions cool.

Headlines and memes provoke passionate responses and serve as calls to action. In the moment, it can feel necessary or righteous to share the content. Foreign adversaries know this. They count on you spreading their content, exposing your friends and family, and widening their disinformation network. You can help break this cycle. Next time you read a provocative headline, take a moment to investigate its source and content before sharing it with others.
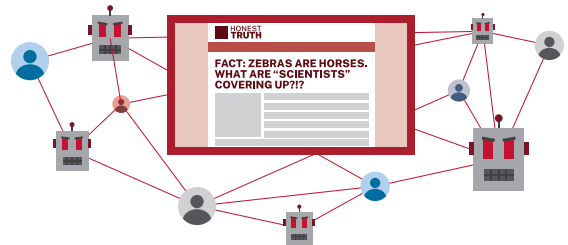
Know the content

Beyond the headline or caption, what is the underlying message? Make sure you know if the content you are sharing is a fact, an opinion, out of context, or a lie. Verify the information by checking it against trusted news outlets or primary sources.

Know the source

Foreign adversaries create fake websites that produce lots of content in little time, and fake accounts to share the content and make it appear popular and legitimate. Before you amplify a false message by sharing it with your followers, find out where the initial information comes from.

Know the reason

Content can appear in your feed for many reasons. Before you share content, understand if you have been specifically targeted to see the information, and if so, ask why. If it was shared by a friend, make sure you trust the original source as much as the friend.

Know yourself

Adversaries create content that feels true on an emotional level. This causes people to share content even when they know it to be hateful or untrue. Ask yourself why you are sharing something. Consider using your own words rather than forwarding potential disinformation. Do not let yourself be emotionally manipulated.

What's on your mind?

SHARE

Disinformation Stops With You

You have the power to stop foreign influence operations. Follow these steps:

Question the source

Investigate the issue

Think before you link

Talk to your circle

Recognize the risk

To learn more about how you can stop disinformation, visit our website at www.dhs.gov/cisa/protect2020.

U.S. DEPARTMENT OF HOMELAND SECURITY

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