

Sure And Share Center

Thai News Agency, MCOT



ชัวร์ก่อนแชร์

("sure-gorn-share" -- Thai phrase means 'make sure before sharing'.) is a brand of fact-checking contents in Thailand.

"ชัวร์ก่อนแชร์" is Thailand's first fact-checking TV program produced by Thai News Agency, MCOT in Thailand.

Shortly after starting as TV news scoops in March 2015, the program has been extended to other platforms, including LINE, Facebook, Twitter. and created various digital contents such as infographic and e-book to tackle fake news and misinformation for Thai people.

As for the end of May 2022, more than 2,200 videos, thousand infographics, hundreds of audio pieces for radio programs, and text articles on website, and e-books have been produced and publicized so far.

"Sure And Share Center" (ศูนย์ชัวร์ก่อนแชร์) was founded in 2016, forming partnership with organizations, government offices, associations, and experts to create a stronger mechanism in providing reliable and trustful information for the public.

The center has been answering the number of questions asked by the general public about various fact-checking topics via LINE messaging app and Facebook Messenger. Its social media platform has been served millions of followers including 1.3 million on TikTok.

Apart from reliable contents, Sure And Share Center has mobilized and applied every mean of new technology to empower its fight against the so-called 'fake news'. With our great mission to be "Integrated Innovation Digital Media for Literacy of Society", we initiate and innovate ways to serve various of people including onsite/online/hybrid literacy training course for students & elders.

During the Covid-19 pandemic, Sure And Share Center has been providing various fact-checking contents, FACTSHEET series, and the latest 'SureVac' series created specifically to tackle vaccine misinformation by its own fact-checkers and the cooperation with IFCN's CoronavirusFacts Alliance.

About Thai News Agency (TNA)

Thai News Agency is the first official news agency in Thailand, founded on June 16, 1977. It is now operating under the umbrella of MCOT Public company limited, Thailand's media conglomerate.

TNA strictly adheres to journalistic principles, committing to nonpartisanship, fairness, and accuracy. Upholding professionalism, TNA has been recognized as a leading media organization of Thailand with its credibility secondary to none.

TNA has cooperation with news networks both domestically and internationally, in both bilateral and multilateral levels. TNA under the name of MCOT is one among 35 members of the exchange news network called ASIAVISION operated under the supervision of Asia-Pacific Broadcasting Union (ABU). Also, TNA is one of 44 members of the Organization of Asia-Pacific News Agency (OANA). TNA conducts news sharing among these 2 major news networks on a daily basis.

YouTube : <https://www.YouTube.com/SureAndShare>

Facebook : www.facebook.com/SureAndShare

Twitter/Instagram/TikTok/LINE Official Account : @SureAndShare

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ศูนย์ชัวร์ก่อนแชร์ สำนักข่าวไทย อสมท | 20/06/2022