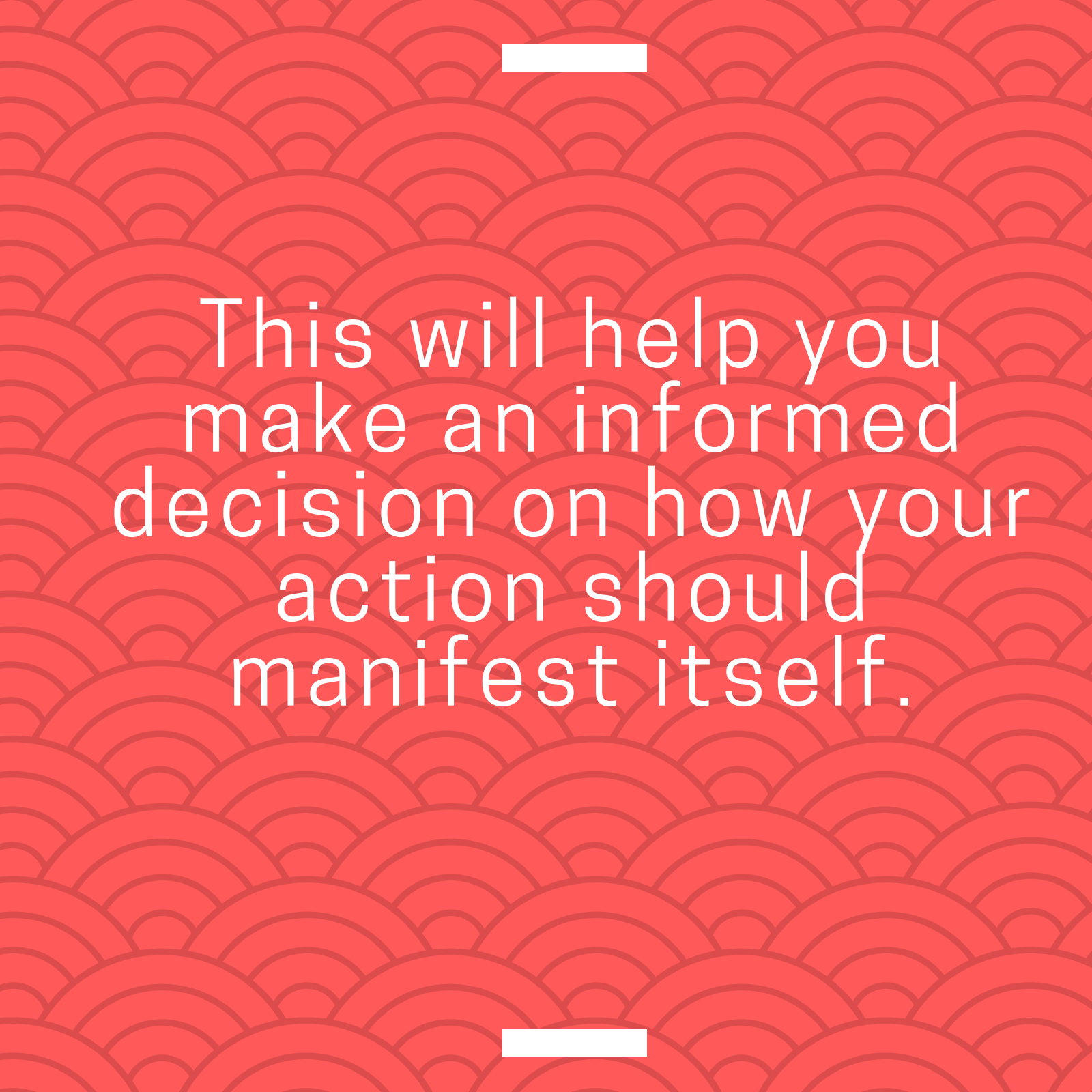


**ACT
ON FACT
NOT
FICTION**

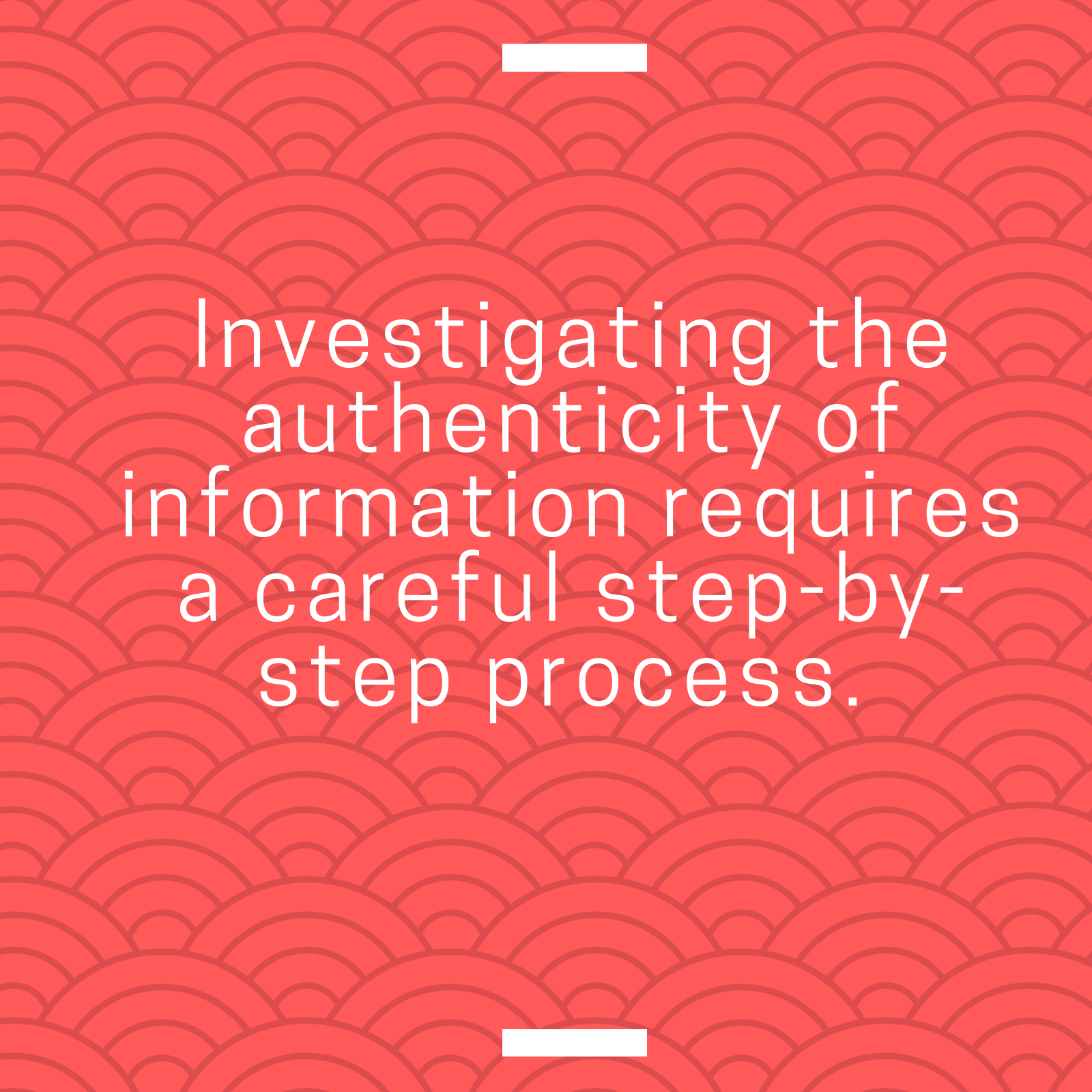


The Red Elephant Foundation

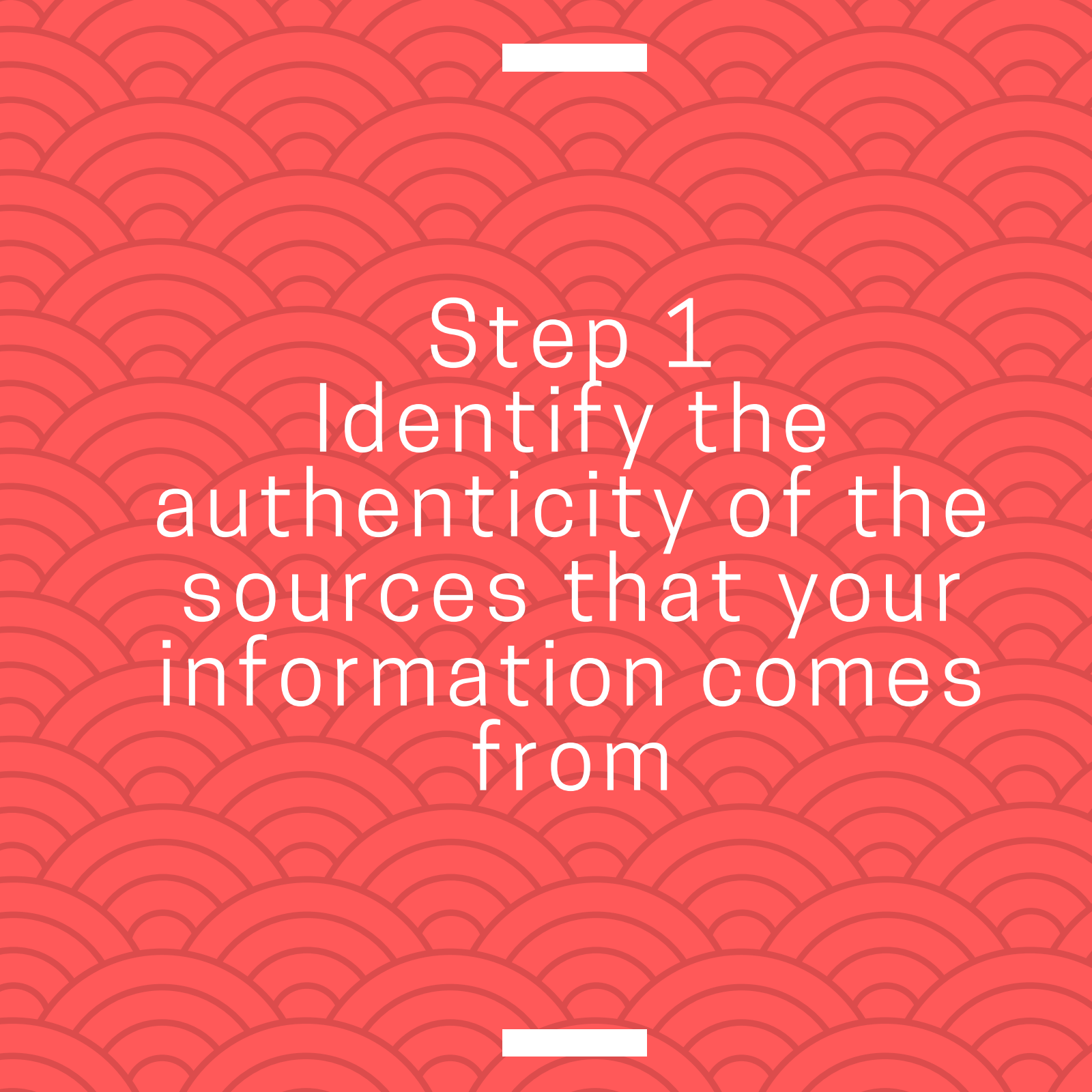
When you find
information, or
receive information
from any source, your
first responsibility is
to evaluate the
authenticity of the
information before
you act on it.



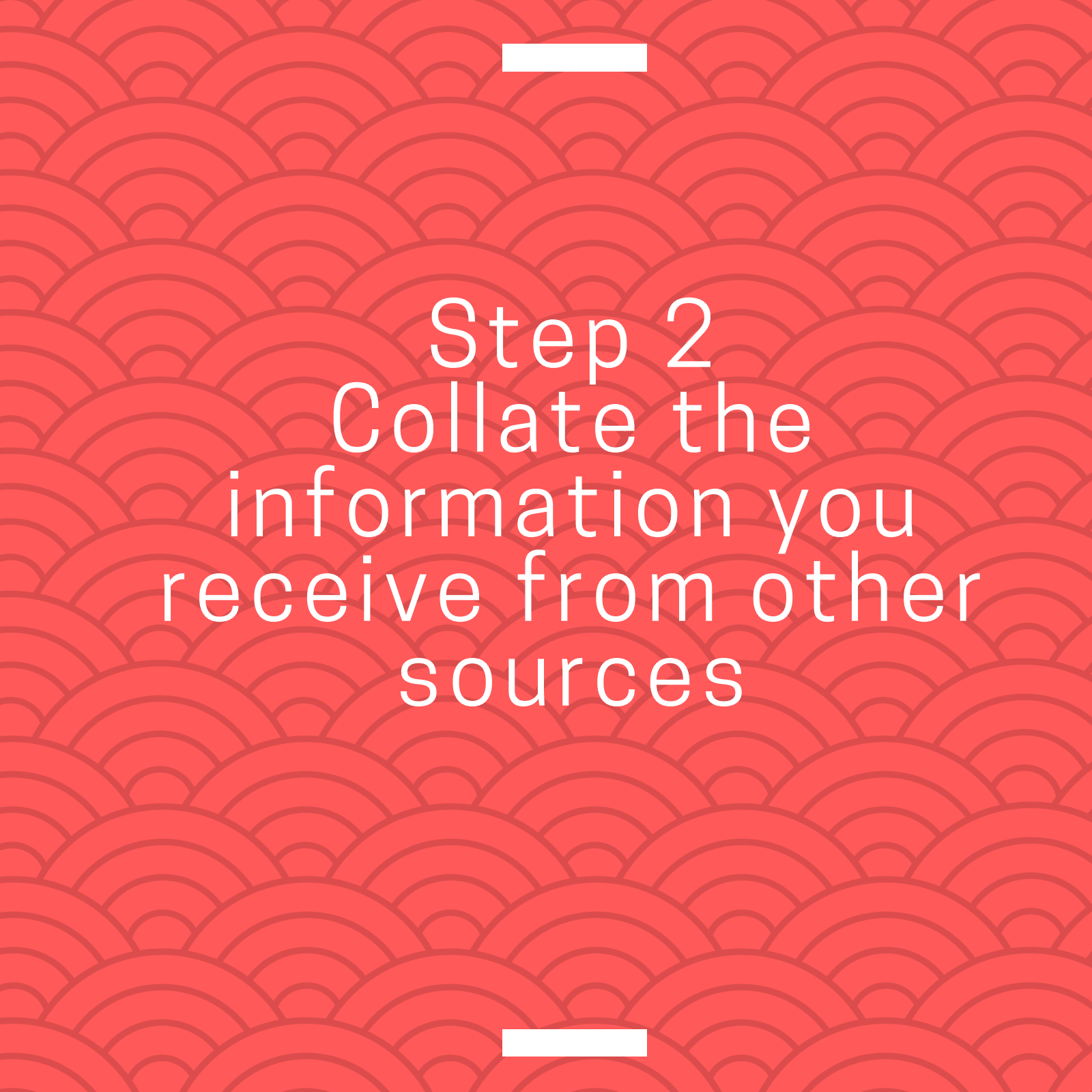
This will help you
make an informed
decision on how your
action should
manifest itself.



Investigating the
authenticity of
information requires
a careful step-by-
step process.



Step 1
Identify the
authenticity of the
sources that your
information comes
from



Step 2

Collate the information you receive from other sources



Step 3
Evaluate the
information you
gather from the
sources and identify
if the information you
receive was
propaganda or
factual information



Some questions to
ask:
who made this piece of
information?

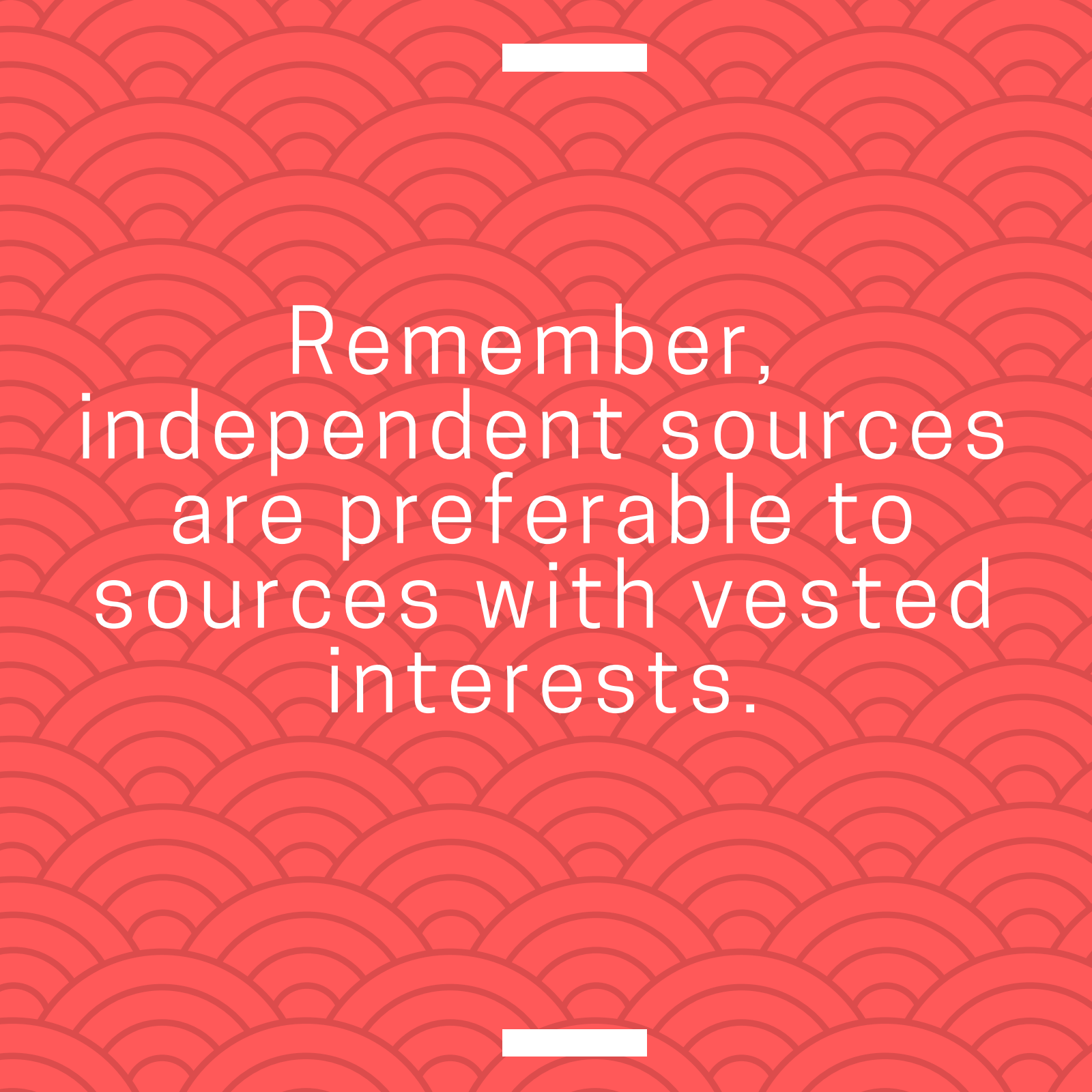
how was this piece of
information made?

when was this piece of
information made?

Some questions to
ask:

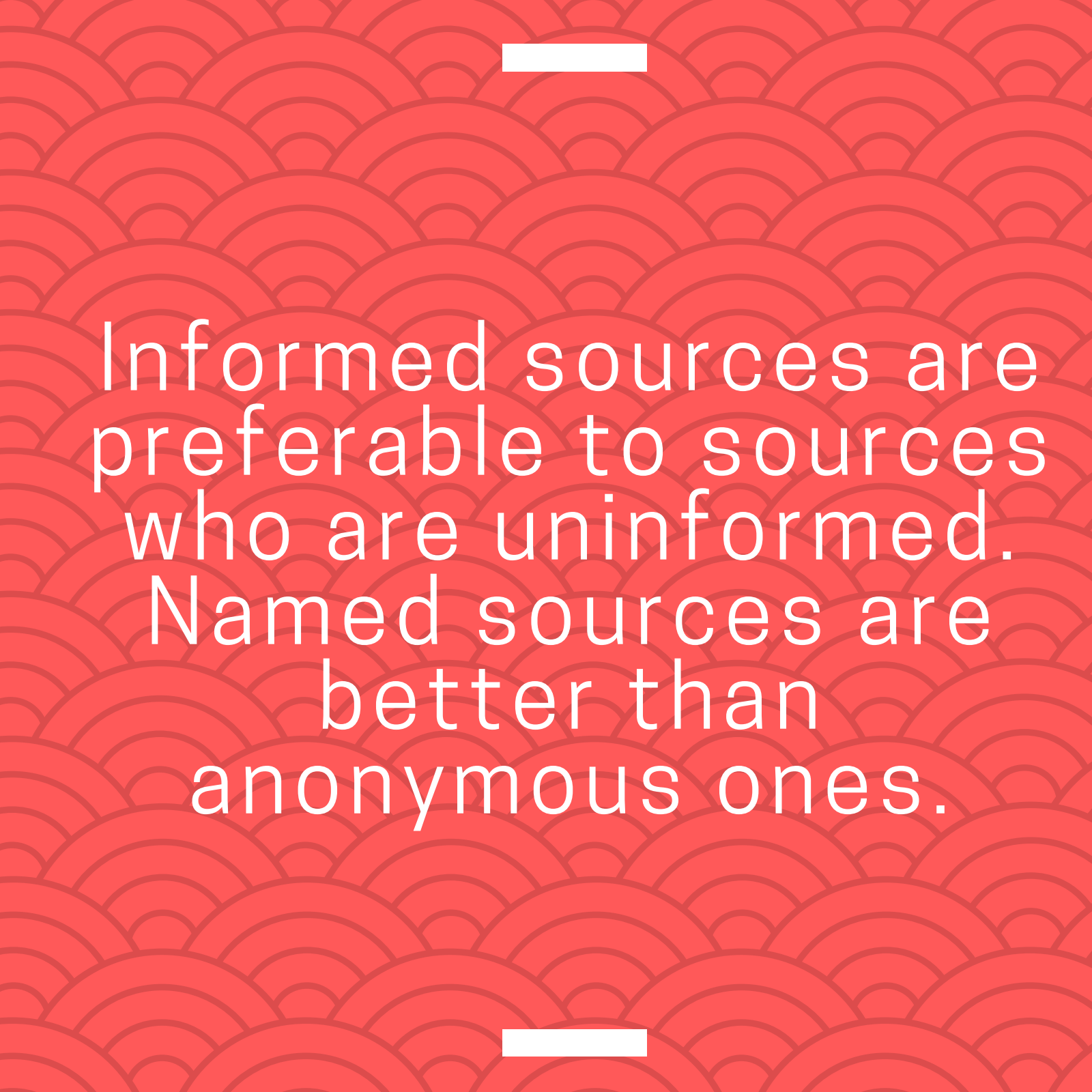
why was this piece of
information missing?

what is this piece of
information missing?



Remember,
independent sources
are preferable to
sources with vested
interests.

Always, multiple
sources are
preferable to a report
based on a single
source. Verifiable
information is
preferred to mere
assertion of opinions



Informed sources are
preferable to sources
who are uninformed.
Named sources are
better than
anonymous ones.

Once you have
evaluated and
investigated the
authenticity of the
information, it is
important for you to
pay forward this
knowledge and help
dispel misinformation

You can do this by
engaging in
conversations,
sharing the
information on social
media or even writing
a blog post with the
list of sources of
authentic
information.
