CHECK · PICTURES, VIDEOS AND SCREENSHOTS

Is it real? Check before you share.

AI can fake convincing pictures, voices and videos, and real ones get shared with the wrong story. A twenty-second check stops you spreading either.

The 20-second check

1. **How does it make me feel?** Shock, anger and delight make us share fastest. A strong feeling is your cue to slow down.
2. **Who first posted it?** A forward, repost or screenshot isn't the source. Find the original.
3. **Does the context fit?** Real photos often resurface years later with a new caption.
4. **Can I find it from someone I already trust?** Try the official page of the person, place or organisation, or a news outlet you trust.
5. **What happens if I wait?** Real news will still be true in an hour. Fakes and scams rely on hurry.

A screenshot isn't proof.

Screenshots of texts, posts and headlines are easy to fake. If it matters, find the original or ask whoever it claims to come from.

Don't rely on spotting glitches

Odd hands, blurry edges and garbled text used to give fakes away, but the tools keep improving, and Scamwatch warns that deepfakes can look and sound real. Where something came from tells you more than how it looks. A reverse image search (Google Images, Bing or TinEye) can show where a picture appeared before. Some images carry Content Credentials, a record of where they came from and how they were edited; a missing one proves nothing.

When it's more than a rumour

- **It promises investment returns, or a celebrity is selling something:** Treat it as a likely scam. Don't click, call or pay. Report it to Scamwatch. Scamwatch: report a scam ↗
- **It's a voice or video of someone you know asking for money:** Hang up and call them back on a number you already have. Make a family callback plan →
- **It's an intimate image of a real person, fake or not, shared without their consent:** Don't pass it on. Report it to eSafety, which can help get it removed. eSafety: report online harm ↗
- **It's a sexual image of a child, real or AI-made:** Don't forward it, even to show someone. Report it to the ACCCE, and call 000 if a child is in immediate danger. ACCCE: report child sexual exploitation ↗

The phrase to practise: **"I'll check before I share."**

Sources Checked against these sources on 11 October 2026. Scamwatch: how scammers use technology and AI ↗C2PA: Content Credentials ↗