

Image Authenticity Verification Checklist

Trace the source before trusting the image

1. Identify the Claim

- ☐ What is it supposed to prove?
- ☐ Who supplied or published it?
- ☐ What action is being requested?
- ☐ Does it involve urgency, money or reputation?



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2. Trace the Source

- ☐ Original account located
- ☐ Earliest version found
- ☐ Caption and date checked
- ☐ Account verified
- ☐ Screenshot or repost identified

3. Inspect and Compare

- ☐ Visual inconsistencies reviewed
- ☐ Other versions found
- ☐ Event and location confirmed

5. Assess the Risk

- ☐ Low-risk curiosity
- ☐ Verify before public sharing
- ☐ Escalate: payment / identity / legal

6. Record and Approve

- ☐ Original file retained
- ☐ Checks recorded
- ☐ Reviewer named
- ☐ Decision approved

4. Review Provenance

- ☐ Content Credentials checked
- ☐ Metadata reviewed where appropriate
- ☐ Platform label noted
- ☐ Screenshot limitations considered
- ☐ Reverse-image search completed
- ☐ Independent evidence compared
- ☐ Context and caption checked

An unusual detail is a reason to investigate — not proof of AI generation.

Pause, trace, compare and verify.

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