



Share the Facts

■ WHAT IS IT?

[Share the Facts](#) is a widget that highlights relevant, credible fact-checks of politicians and other public figures and makes them easily shareable. The widget [enables](#) Google, Amazon and other platforms to more readily identify fact-checks through machine-readable code. Journalists can [embed](#) a related fact-check in a story. News consumers can embed the widget to [share](#) on Facebook and Twitter. Since the project [launched](#) in 2016, participants have created 15,000 widgets.



Share the Facts

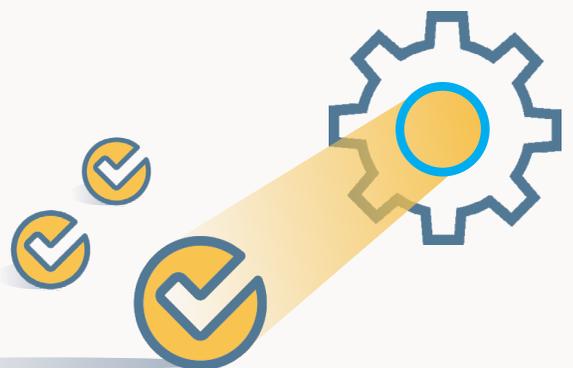


■ WHO'S BEHIND IT?

Share the Facts was developed by the [Duke Reporters' Lab](#) and [Jigsaw](#), a technology incubator within [Alphabet](#), the parent company of Google. [Fourteen organizations](#) in seven countries use the widget, including [PolitiFact](#) and [The Washington Post](#). Partners are vetted by the Reporters' Lab and a majority of them are members of the [International Fact-Checking Network](#).

■ DOES IT WORK?

The widget has enabled Google and other platforms to spotlight fact-checks, according to Erica Ryan, project manager. Share the Facts partners say their digital traffic from search engines grows after they start using the widget. In general, more research is needed, but [one study suggests](#) that popular storytelling formats (such as video) make fact-checks more consumable, and [another](#) says Twitter users are more likely to accept corrections from friends and followers and less likely on political stories.



■ HOW TO DO IT

Fact-checkers can contact team@sharethefacts.org. The Reporters' Lab vets fact-checkers to determine whether they are unbiased, clear communicators. Approved partners gain access to a simple online widget maker form that complies with the [ClaimReview](#) format that search engine machines use to read content. The widgets can be customized with the fact-checkers' logos and ratings, such as Pinocchios or the Truth-O-Meter. The Reporters' Lab also created [guidelines](#) for using the widget.