



## **Don't delete! What to do if your Facebook or Instagram post has been rated false**

You've posted an image, a video, a statement or a link to an article on Facebook or Instagram. And a fact-checker has [rated it](#) "false", "partly false" or "false headline".

This could mean [fewer people will see your page](#).

What do you do?

First, **don't delete the post**.

Deleting the post won't remove the strike against your account. But it will [make it impossible](#) for a fact-checker to process any correction.

Second, read Facebook's guide to its third-party fact-checking programme: [What publishers should know](#).

Then take these steps.

### **1. Don't delete the post.**

We can't stress this enough. Deleting a post won't make the quality rating against your Facebook or Instagram page disappear.

And it's [impossible](#) for us to re-rate a deleted post.

### **2. Has the fact-checker got it wrong?**

If you think a fact-checker's rating is unfair, you can [appeal](#) to them directly – and they have 24 hours to respond.

Note that [page publishers](#) – not page admins – are required to appeal to the fact-checking organisation.

For posts rated by Africa Check, email us at [info@afriaccheck.org](mailto:info@afriaccheck.org).

Clearly state the subject of the post or article, and why you think the rating is unfair. And **include a link** to the post or article so we can process your appeal quickly.



### 3. Has the fact-checker got it right?

If the fact-checker's rating is fair, you'll need to correct your post or article.

### 4. Correct the information

*How to correct a post*

If the false information is in the Facebook post itself, edit the post to state that it is false, and why.

Say, for instance, you shared a graphic that incorrectly attributed a quote to a famous person. All you need to do is edit the text of the post to indicate that the quote is not by that person, and how the fact-checker worked that out.

[Here's an example](#) of a corrected Facebook post.

*How to correct an article shared on Facebook*

If the false information is in an article you have published on a website and shared on Facebook, you'll need to correct the article.

Once you've made the correction, clearly state either at the start or end of the article that the error was made, that it has been corrected, and why.

Here are two examples of corrections to articles:

- An [article on the blog Jesus Daily](#) clearly states the error and its correction in the headline and at the **beginning** of the article.
- An [article on the UK Guardian website](#) states the error and its correction at the **end** of the article. (The Guardian maintains a [daily record](#) of its errors and corrections, as do [other news sites](#) that attempt to be factual.)

### 5. Ask for the rating to be changed

Once you've corrected the post or article, email the fact-checker to request that the "false" rating be removed.

Note that [page publishers](#) – not page admins – are required to contact the fact-checking organisation to ask for the rating to be removed.

Email Africa Check at [info@africacheck.org](mailto:info@africacheck.org).



Clearly state the subject of the correction. Remember to **include a link** to the post or article so we can process your appeal quickly.

## 6. Don't give up

We understand that a “false” rating on Facebook or Instagram can be devastating to any business, organisation or website that promotes itself on these platforms.

Many people share false information on social media in good faith, believing it to be true.

This is not a blame game.

Africa Check doesn't only identify incorrect information. An important part of our work is helping others to correct it.

[Email us](#) – and [email us](#) again – until we can help you get the strike against your account removed.

But please: **don't delete the post**.

## 7. Understand Africa Check's ratings

We've found over the years that there are two broad types of wrong information.

The first is **misinformation** – information that's wrong, but shared by people who think it's true. On Facebook and Instagram, we rate misinformation as “incorrect”.

The second is **disinformation** – information that's wrong, and shared by people who know it's wrong in an attempt to mislead others. On Facebook and Instagram, we rate disinformation as “false”.

Then there's information that has **some truth**, but includes factual inaccuracies, or uses correct facts to come to an incorrect conclusion. We rate these as “misleading”. On Facebook and Instagram, the default rating here is “partly false”.

Finally, there's the “**false headline**” rating. This mostly applies to false but attention-grabbing headlines that misrepresent the less interesting information in the article below.



## 8. Learn how to identify false information

Over time, websites and Facebook pages can restore their distribution and ability to monetise and advertise if they don't continue to share false information.

Africa Check has a [wealth of resources](#) to help you spot false information. They also help empower you to fact-check, by yourself, information you suspect could be false.

Here are a few of our resources:

- [Fact-checking tips and advice](#)
- [How to spot cheap, out-of-context and deepfake videos](#)
- [Five steps to fight fake news and false information on WhatsApp](#)
- [Where was that photo taken? How to locate \(almost\) any place on Earth](#)
- [How to verify images on your smartphone](#)
- [Guide to evaluating health claims, quacks and cures](#)

You can find more on the [Factsheets and guides](#) section of our website.

And our [Info Finder](#) gives you reliable facts and useful data sources on a wide range of topics for Kenya, Nigeria, South Africa – and the rest of Africa.