

# Your Guide



## To Spotting Deep Fakes





# No Need To Be An Expert

You don't need to be a tech expert to spot deepfakes.

Just ask the right questions.



2

**“Does this play with  
your emotions?”**


Malicious deepfakes try to trigger strong feelings to rush your decisions or propagate a certain narrative. Ask why it was made and who benefits. Search the claim or product with “scam”  
★ before you trust it.



3

**“Is the source  
reputable & reliable?”**

Deepfakes often come from sketchy or anonymous sources. If you don't recognize or trust the source, be skeptical.






4

**“Can I find this info on other trusted sites?”**



Do the details of those sources match the incident? Do dates or locations match? Is the context consistent across the other sites where the info is listed?





**“Does the caption  
match the content?”**

Once connected, they show fake  
error messages or pretend to find  
viruses to convince you something  
is seriously wrong.






6

**“Does anything look unnatural?”**

For video content, look for any strange movements or mismatches in audio that don't seem to fit. True deep fakes are getting better but if something seems off, best to check further.





**“Has the image been  
used before?”**

Do a reverse image search to  
check the photo’s original date and  
location. See if the context stays  
consistent across uses.



# Security Awareness Simply Explained



[wizer-training.com](https://wizer-training.com)