**Objective**

The farmer-listeners should be able to recognize fake news that are now proliferating in social media.

**Key Message**

Family farmers can access information through social media but must be aware of the rise of fake news on the platform.

**Supporting Message**

Social Media is a rich source of information. With just one click, you may able to access data and resources for various topics, including family farming. But with the proliferation of misinformation and disinformation or fake news, we should be knowledgeable on what information could be considered true or not. Here are some points to keep in mind:

- Before you decide to share, make sure you read stories properly and do some fact checking to determine the accuracy.

- Any story that claims a much higher level of certainty than other stories may be questionable. People seek certainty in a time of uncertainty, anxiety and panic. It is only natural to more readily accept information that resolves, reassures and provides easy solutions – but be careful: the easy way may be the false way.

- Similarly, if a story is especially surprising or upsetting, it is worth double-checking – fake news will try to grab your attention by being more exaggerated than real stories.

- Be cautious – people may try to launch cyberattacks and commit crimes. Hackers and cyber scammers are taking advantage of the COVID-19 pandemic by sending fraudulent emails and WhatsApp messages (sometimes pretending to be FAO or another reputable NGOs to trick you into clicking on malicious links or opening attachments – and if you do you may reveal your username and password, which can be used to steal money for sensitive information.
Call to Action  Social Media is a powerful platform where Family Farmers can access information and resources. However, social media users should also be aware and recognize what is true or not in the internet.

This public service announcement is brought to you by the United Nations Decade of Family Farming, ComDev Asia, AMARC Asia Pacific and this station (state the name of the community station).