Fact-Checking Checklist

☐ **Check the name of every single proper noun.**

- Verify each organization's name.

- Verify each person's name and/or title.

- Verify the spelling of any street, county, town, or country names.

- Verify any other proper nouns (laws, holidays, etc.).

- Make sure each name is used consistently throughout the document.

  A note about names:
  When in doubt, defer to the "official" spelling preference—the one that appears on the company website, on formal documents, etc.

☐ **Check all phone numbers, addresses, and email addresses.**

- Call all phone numbers to make sure they work. If calling is not an option, then search them on the Internet to make sure they're real and in service.

- Verify all addresses, either with an Internet search or by calling the addressee's number and verifying that all parts of the address are correct.

- Verify all email addresses by sending a test email. If you can't do that (or if it wouldn't be appropriate), verify each email address through the organization's public-facing website.

☐ **Check all links.**

- Make sure all hyperlinks work and lead you to the correct page.

☐ **Check numbers.**

- Make sure all numbers cited are accurate.

- Make sure all numbers that appear in sequence are in the correct sequence.

- Make sure the copy matches the numbers— both in paragraphs and charts and graphs. *For example, if the text says that "she had two main points," and then lists out three points, flag that and bring it back to the writer.*

☐ **Check your dates.**

- Verify all dates provided in the document— and make sure they reflect when things really are taking place.

- Make sure to compare all dates against a calendar. *Many times something will be listed as "Tuesday, May 8," and then you'll find that "Tuesday, May 8" is actually "Thursday, May 8," or "Tuesday, May 6." Expect that people will make mistakes.*

- Verify that the date of publication is correct. *Meetings and pitches are rescheduled all the time, and you don't want to send out a deck that says "June 21" on June 25.*

- Verify the date of any specific laws/guidelines that the text refers to.

☐ **Verify directions and page numbers.**

- If something indicates a direction (e.g., "See the chart at left."), make sure it's accurate. If not, flag it and return it to the writer.

- If something indicates that text or an image appears on a specific page number (e.g., "See page 7") or within a certain chart (e.g., "See Figure 2.1"), make sure that it does.