# FOUR STEPS TO HELP SPOT FAKE ANIMAL RESCUES ON SOCIAL MEDIA

CHECK THE SOURCE

- No credible animal organization linked to the video.
- Check the background. Does it look staged or set up in the same location repeatedly, like a residential home?
- Verify the organization. Look up the group associated with the video to see if they have a credible online presence.
- Are they asking for funds on a non-traceable platform?
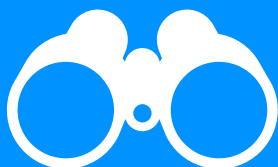
ANALYZE THE SCENE

- Look at how the animals are positioned. Are they posed or placed in unnatural situations, like a cat with a snake?
- Unlikely chance encounters. If the animal appears to be conveniently in trouble at just the right moment, it's likely a setup.
- What animals are they using? 'fake rescue' videos typically feature kittens, puppies, primates, and young monkeys such as macaques.
- Check the background. Are these rescues all happening in the same location, with similar props?

QUESTION THE FILMING

- Rescuer delays helping to get footage. If the person filming waits before intervening, they might be prioritizing content over the animal's safety.
- Obvious video edits. Does the footage seem heavily edited or cut?
- Multiple takes suggest staging. Multiple camera angles. It's unlikely someone would have time to set up different cameras during a real emergency.
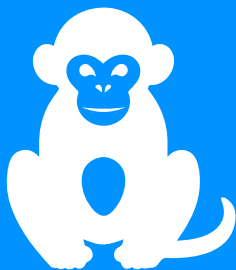
TIMING OF RESCUE

- How is the animal reacting? Does the animal appear calm or in a distressed, posed state? Real rescues often show genuine fear or distress in animals.
- Some fake videos show animals struggling for extended periods before any intervention.
- Timing of the rescue. If the rescuer arrives 'just in time' it's often a setup.
- Stay alert, and don't let fake rescues fool you!

These four steps are suggested by the Social Media Animal Cruelty Coalition (SMACC) in their Spot The Scam report.

International Animal Rescue are member of SMACC.
For more information on the report please email:
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