Visual Verification Guide: PHOTOS

Each step is presented in graded traffic light colours to acknowledge that it is rarely possible to be 100% confident in every aspect of an eyewitness photograph

	NO				YES
1. Are you looking at the ORIGINAL version?	A reverse image search returns identical photos indexed online before the event in question took place ■	A reverse image search returns similar results with some identical features, suggesting it might be a composite of two different images ■	A date search on each social network reveals it to be the first of many versions shared online but we have not yet received confirmation from the uploader ■	We are unable to find other versions online and basic shadow and reflection checks suggest that it has not been manipulated ■	It was sent to us directly and we have spoken to the source ■
2. Do you know WHO captured the photo?	It came in via an anonymous email or chat app number ■	It was uploaded to a social network but the username does not appear elsewhere online. The uploader wants to remain anonymous ■	By running full name searches, reverse searching the user's profile photo, and/or researching the domain ownership of their blog or website, we were able to identify the uploader ■	We communicated with the uploader via social media to confirm that they took the photo ■	We questioned the source and their answers correlated with EXIF data, weather reports and their own online footprint ■
3. Do you know WHERE the photo was captured?	There was no location data available and it contains no visual clues to investigate ■	We have cross-referenced with other photos coming from the scene but there is no satellite or street view imagery available to confirm the location ■	We have used visual clues such as signage, architecture and clothing to establish a broad geographical region ■	We have cross-referenced landscape and landmarks using mapping tools and have confirmed the lat/long coordinates ■	The source was able to confirm other landmarks in their field of vision, which matched those shown on online maps ■
4. Do you know WHEN the photo was captured?	It was sent to us anonymously and there is no EXIF data available ■	We checked the timestamp on the social network to see when it was first shared online but we have no EXIF data confirming when it was taken ■	The social time stamp shows it was uploaded shortly after the event occurred and it features visual evidence that correlates with other eyewitness reports ■	We confirmed that the weather conditions and any shadows visible in the image correlate with the time, date and location given by the source ■	It contains EXIF data that, combined with other checks, confirms when it was taken ■
5. Do you know WHY the photo was captured?	We do not know who took the photo so we can't ascertain what their motivations might have been ■	The social media account was created very recently and/or social searches reveal the uploader rarely posts online so there is little evidence to confirm their movements or motivations ■	Wider online searches of the uploader's real name reveals that they are connected with an activist or advocacy organisation but there is no additional information to know their motivation in this case ■	Searches of the uploader's social media activity leading up to the event confirm their reasons for capturing the photo, i.e. holidaymaker, journalist, works locally ■	The photographer confirmed the circumstances surrounding the photo ■

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