With the growing presence of activism for social issues on platforms such as Instagram and Twitter, veracity is an issue at the forefront. With ease of content sharing comes the responsibility of promoting transparency and mitigating misinformation spread. InFact is here to do that.

**SOURCE TRANSPARENCY**
When creating an Instagram post or Twitter tweet, InFact enables the option to link an article or webpage containing the information from the post. Think of it like a citation — one that allows users to quickly navigate to the source for a more thorough analysis.

**SHARING & REPOSTING**
Re-sharing and reposting information is just as easy. Whether it’s an Instagram story repost or Twitter retweet, we’ll do the work for you. Just tap the dropdown menu and choose the option labeled, “Repost/Retweet with InFact.” The source will be automatically linked from the original post!

**BIASBAR**
An additional InFact feature in the fight against misinformation: BiasBar. Once a source is linked, AI string-processing algorithms will search for potential bias based on the following criteria:

1. Heavily opinionated or one-sided.
2. Relies on unsupported or unsubstantiated claims.
3. Presents highly selected facts that lean to a certain outcome.
4. Uses extreme or inappropriate language.

**Why InFact?** We believe promoting transparency and agency of thinking are especially important in an era where misinformation is deepening the nationwide political divide. Our mission is to advocate for this change and encourage the responsible sharing of information over social media. Together, we can remedy the polarization partitioning American society.