



INTERNATIONAL
FACT-CHECKING
NETWORK @Poynter.®

STATE OF THE FACT-CHECKERS REPORT

2024

Executive Summary

The world's fact-checking organizations are navigating financial uncertainty, addressing the audience's evolving information habits, bracing against ongoing security threats, and adapting to the growing role of artificial intelligence. The 2024 State of the Fact Checkers Report highlights how fact-checking journalists are meeting these challenges as they prepare for 2025 with high levels of false claims and disinformation and the ending of Meta's Third Party Fact-Checking Program. Funding remains the most pressing concern, with nearly 90% of fact-checkers citing financial sustainability as a major issue. AI adoption is increasing, with 30% integrating it into their workflows, though ethical and technical concerns persist. Harassment is widespread, affecting 78% of fact-checking journalists, while cyberattacks have targeted more than a third of organizations.

Meanwhile, short-form video dominates audience engagement, with TikTok and YouTube Shorts the most popular formats. Despite these challenges, collaboration remains strong, with nearly 80% of fact-checkers partnering with other organizations to share resources and strengthen their work.

To compile this report, The International Fact-Checking Network (IFCN) at the Poynter Institute surveyed all Code of Principles signatories from Jan. 22 to Feb. 7, 2025. A total of 141 organizations across 67 countries responded, representing 80.6% of fact-checking outlets in the network.

Key takeaways

- Financial sustainability remains the top challenge, with nearly 90% of fact-checkers concerned about funding.
- AI adoption is growing, with 30% of fact-checkers integrating it into workflows, while others remain cautious.
- Harassment persists, affecting 78% of fact-checkers, while cyberattacks target more than a third of organizations.
- Short-form video leads audience engagement, with TikTok and YouTube Shorts playing a key role.
- Collaboration remains strong, with nearly 80% of fact-checkers partnering with other organizations.

The findings and trends are based on data from the 2024 calendar year, covering January through December. The list of all IFCN signatories is [here](#). The IFCN Code of Principles requires fact-checkers to transparently disclose their journalism goals, methods, correction policies, funding sources, ownership, and contact information. It requires fact-checks to be thoroughly documented and sourced to allow for replication of their findings.

(See reports from [2018](#), [2019](#), [2020](#), [2021](#), [2022](#) and [2023](#).)

Why fact-checking matters

News consumers worldwide want news they can trust. In the U.S., 9 in 10 adults say they personally fact-check the news they read or watch, and 96% want to stop false information from spreading, [according to the Boston University Media & Tech Survey](#) (2025). Public trust in journalism depends on accuracy and transparency. A Reuters Institute [study found](#) these two factors matter most to audiences, and they're precisely the standards fact-checking journalists uphold through the [IFCN Code of Principles](#).

Concerns about misinformation remain high. The 2024 Digital News Report found nearly 60% of people worry about distinguishing real news from fake – the highest level yet recorded. In Brazil, the U.K., the U.S. and India, [most people suspect news](#) outlets often hide their mistakes. Yet many still believe journalists double-check facts. This disconnect points to a growing public demand for greater accountability.

That demand now extends to social media. After Meta ended its third-party fact-checking program in the U.S., nearly [two-thirds of American adults said they support independent fact-checking journalists](#) reviewing social media posts, regardless of political affiliation.

Fact-checking isn't a niche anymore. Fifteen years ago, only 17 fact-checking organizations existed globally. Today, there are 451 active projects in 111 countries, including 175 IFCN signatories, [according to Duke Reporters' Lab](#). Growth has been especially rapid in Africa and Asia. Even in countries with limited press freedom, fact-checkers meet a vital need. But recent funding cuts threaten to slow that progress, even as demand for verified information grows.

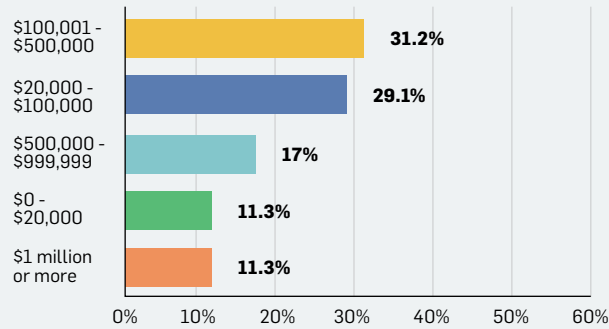
Fact-checking works. Research in Argentina, Nigeria, South Africa and the U.K. [found it reduces belief in false claims](#) without triggering backlash, and the results last for weeks.

Audiences aren't just hungry for facts. They're demanding them.

Funding

Most fact-checking organizations (71.6%) reported annual budgets under \$500,000. Of these, 11.3% operated with less than \$20,000, nearly a third (29.1%) had between \$20,000 and \$100,000, and 31.2% fell within the \$100,001 to \$500,000 range. Another 17% managed budgets from \$500,000 to \$999,999, and 11.3% had budgets of \$1 million or more.

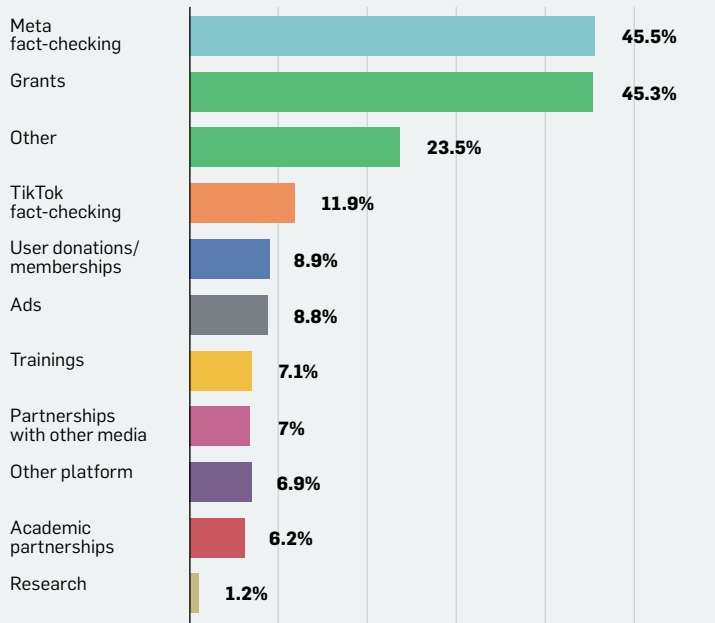
Fact-checking organizations' 2024 budgets



Funding

In 2024, the Meta fact-checking program (45.5%) and grants (45.3%) were the two largest revenue sources for fact-checking organizations. Other significant sources included the TikTok fact-checking program (11.9%), user donations (8.9%), and advertising (8.8%). An additional 23.5% of revenue fell under "Other," reflecting a range of funding models.

Percentage of total revenue by source for fact-checking organizations in 2024



The funding landscape is changing. Meta has ended its U.S. fact-checking program and is expected to phase it out globally by 2026. Grants, another major funding source, are also projected to decline as government and philanthropic funding priorities shift. Fact-checkers, through the Financial Sustainability Working Group, are exploring ways to adjust to these changes.

Nearly half (48.9%) of organizations saw revenue increase from 2023, but financial uncertainty persisted throughout 2024. More than a third (35.5%) reported stable revenue, while 15.6% saw declines. These figures reflect a period before major funding disruptions in early 2025.

A majority (55.3%) received IFCN financial support in 2024 through grant programs such as the Global Fact Check Fund, Spread the Facts, the Legal Defense Fund, and travel assistance for GlobalFact 11 in Sarajevo. However, 44.7% did not receive direct IFCN funding.

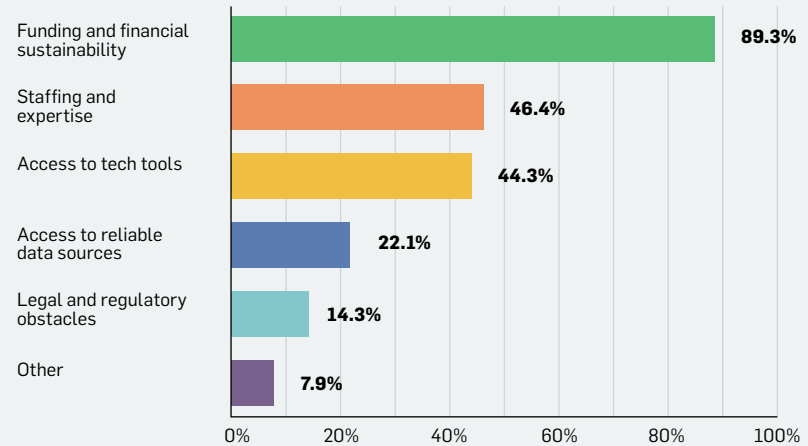
Funding

Challenges and financial uncertainty

Fact-checking organizations continue to face significant financial pressures. In 2024, 89.3% of respondents identified funding and financial sustainability as a top challenge, up from 83.7% in 2023. Concerns over financial viability remain at the forefront as organizations brace for shifts in funding availability.

Staffing and expertise also emerged as a major concern, with 46.4% citing it as a key challenge, up from 42.96% the previous year. Recruiting and retaining skilled fact-checkers remains difficult, especially amid financial uncertainty.

Top challenges for fact-checking organizations in 2024 and beyond



Access to technology tools was a challenge for 44.3% of organizations, compared to 45.93% in 2023. As AI-driven misinformation grows, demand for advanced verification tools continues to outpace availability.

Access to reliable data sources remained a concern for 22.1% of respondents, highlighting ongoing difficulties in obtaining accurate, up-to-date information for fact-checking. This issue has remained largely unchanged since 2023.

Legal and regulatory issues, though less widespread, were cited by 14.3% of fact-checkers in 2024.

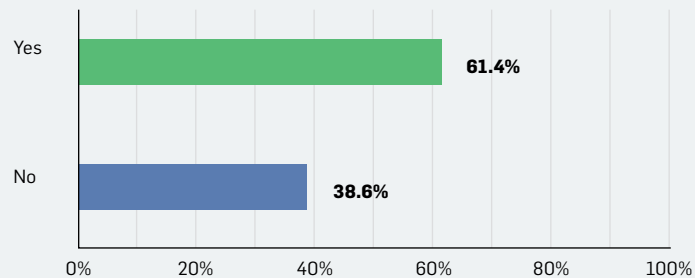
Funding

Meta's Third-Party Fact-Checking Program

In 2024, 61.4% of respondents participated in Meta's Third-Party Fact-Checking Program, though participation has gradually declined since 2020. The program has been a key revenue source for many fact-checking organizations, but its planned phaseout, starting in the U.S. in 2025, is expected to reshape funding models.

With these changes, fact-checkers anticipate challenges. Fifty-three percent said they would seek alternative funding. Thirty percent expect to reduce fact-checking output. Twenty-nine percent foresee staff reductions, and 8% may shut down entirely.

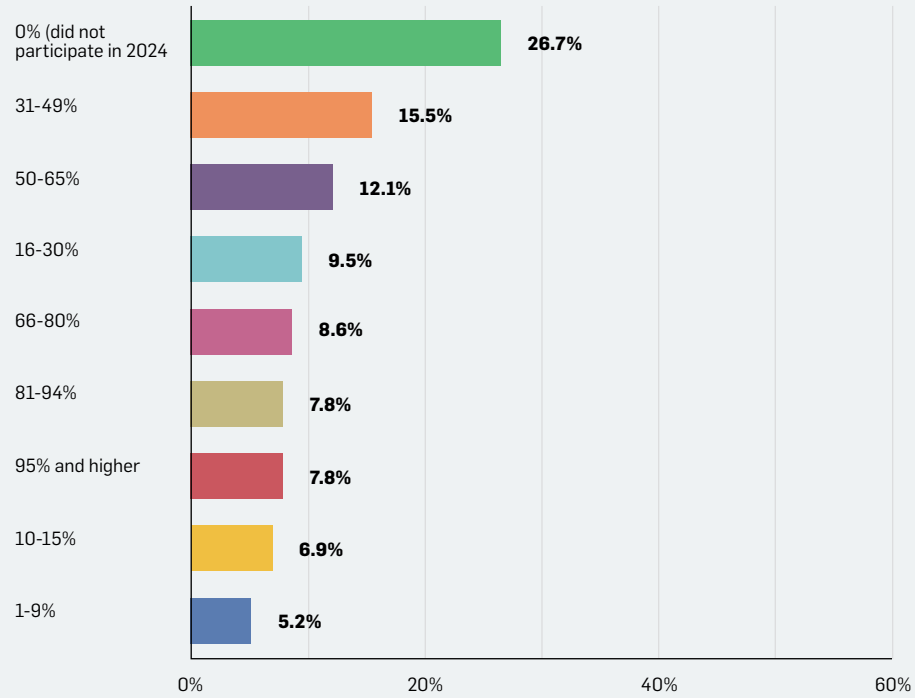
Participation in Meta's third-party fact-checking program



Among participating organizations, reliance on Meta's funding varied. Nearly 16% reported that 31% to 49% of their revenue came from the program, while 7.8% said it accounted for 95% or more of their income. Meanwhile, 26.7% of respondents did not participate and received no revenue from it.

Funding

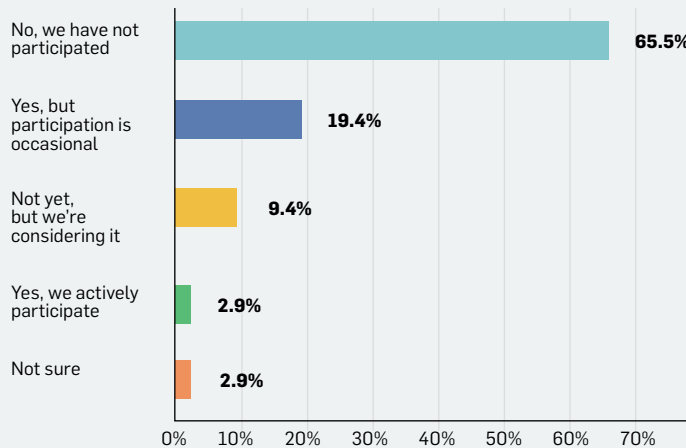
Percentage of revenue from Meta's fact-checking partnership in 2024



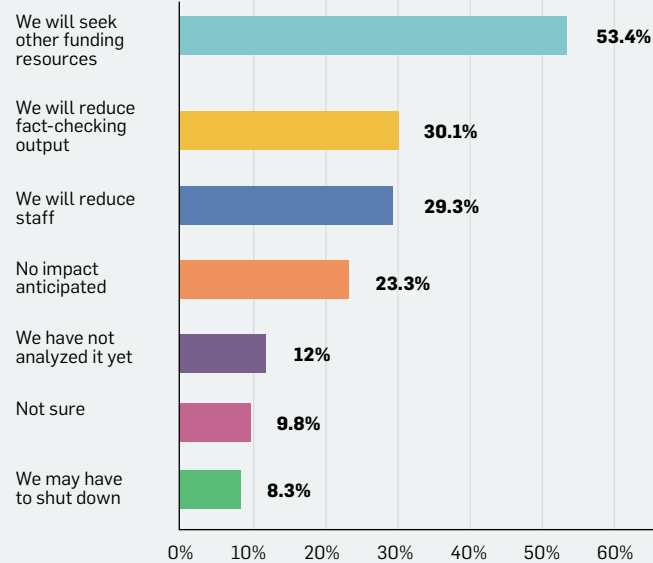
Funding

Meta plans to shift to a user-driven Community Notes system, but fact-checkers remain cautious. Only 2.9% currently participate in X's Community Notes program, while 65.5% have not engaged. When asked about joining a similar initiative on Meta's platforms, 41.4% said they would participate only if funding to support the work was attached, while 14.3% were open to it without funding, and 32.1% were unsure.

Participation X's "Community Notes" program



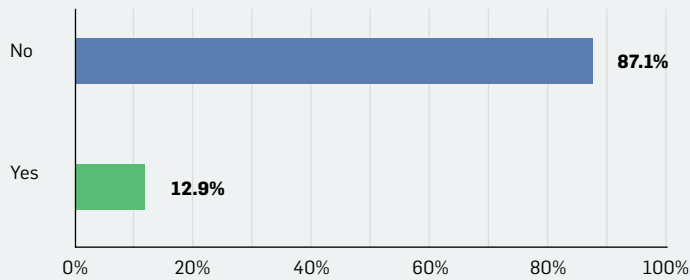
Expected impact of Meta ending its fact-checking program in the U.S.



Funding

TikTok

In 2024, 12.9% of respondents participated in TikTok's third-party fact-checking program, down from 14.6% in 2023.



Most of these fact-checkers also verify content for Meta's program, covering platforms like Facebook and Instagram.

Top concerns with platforms

In 2025, fact-checkers remain most concerned about disinformation on Meta platforms like Facebook and Instagram, and X, with 37.7% of respondents ranking them as their top concern. This marks a shift from 2024, when X led at 36.5% and TikTok ranked second.

TikTok is a concern for 15.2%, though its ranking has declined. YouTube saw a sharp drop, with only 2.9% now identifying it as their primary concern. Telegram (3.6%) and Rumble also emerged as smaller concerns, while Reddit, LinkedIn, and WeChat were rarely mentioned.

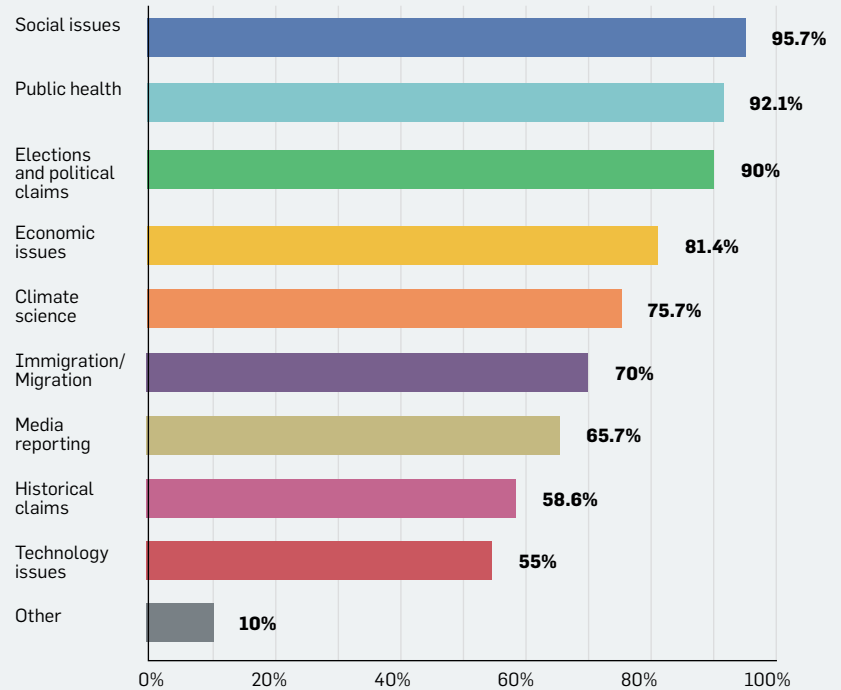
Funding

Viral misinformation, political claims

Fact-checkers in 2024 continued to debunk a broad range of falsehoods, balancing their focus between internet-based and political claims. Fifty-nine percent reported fact-checking both categories in roughly equal parts, up from 57.7% in 2023. Thirty-one percent focused primarily on internet misinformation, nearly unchanged from the previous year, while 9.3% specialized in political misinformation, a slight decline.

Social issues were the most frequently fact-checked topic, with 95.7% of organizations reporting engagement. Public health (92.1%) and elections (90%) remained major areas of focus. Economic issues, climate science, and immigration were also priorities, while 55% of respondents fact-checked technology-related misinformation.

Topics covered by fact-checking organizations



Beyond fact-checking, media literacy efforts continued to be a key initiative in addressing misinformation. More than two-thirds of respondents ran a program, with 37.4% reporting an established initiative and 30.9% operating smaller efforts. Another 9.4% planned to launch one.

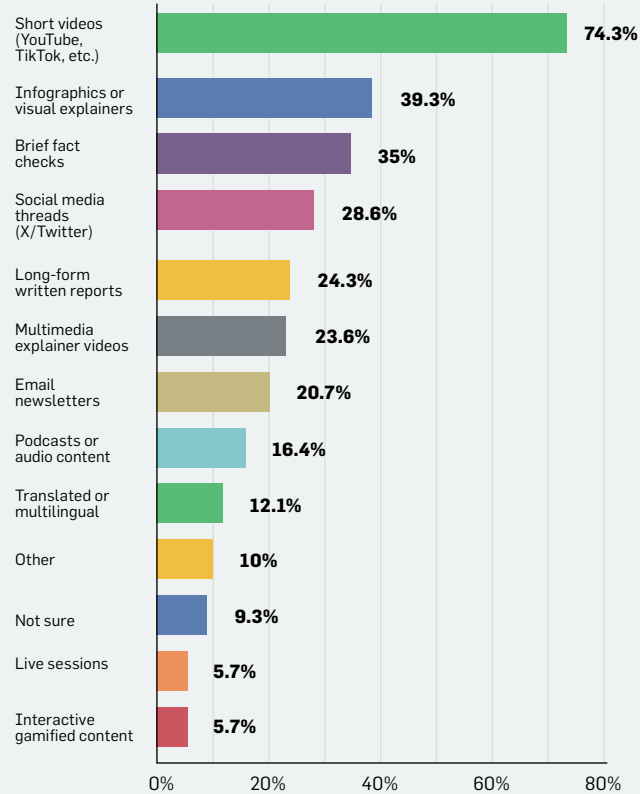
Most organizations kept their fact-checking content freely accessible, with 96.4% offering unrestricted access to users. Paywalls were rare, and fully restricted content was nearly nonexistent.

Audience engagement

For the first time, fact-checkers were asked which formats were most effective in reaching new audiences based on engagement metrics. Short videos dominated, with 74.3% of respondents citing them as the most successful. Infographics and visual explainers followed at 39.3%, while brief fact checks ranked third at 35%.

Other formats also saw notable engagement, including social media threads (28.6%), multimedia explainer videos (23.6%), and long-form written reports (24.3%). Podcasts (16.4%) and email newsletters (20.7%) ranked lower, while interactive content and live Q&As were the least used.

Most effective formats for reaching new audiences in 2024

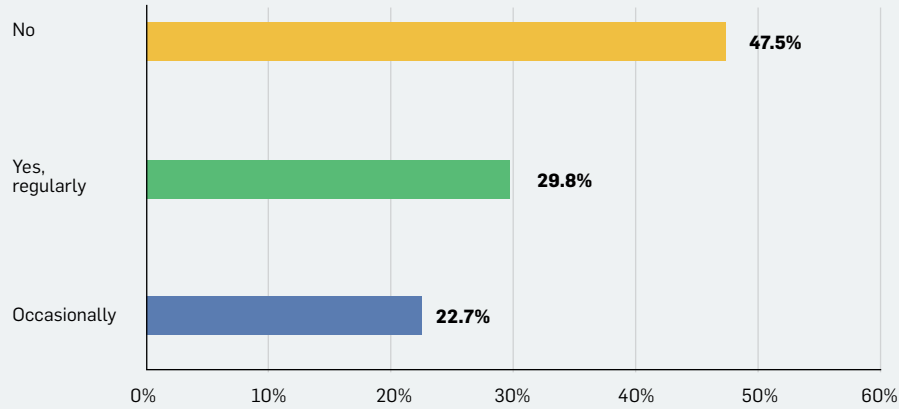


Nearly 53% of fact-checking organizations publish in multiple languages, either regularly (29.8%) or occasionally (22.7%), while 47.5% publish exclusively in one language.

Audience engagement

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Frequency of fact-checking in multiple languages

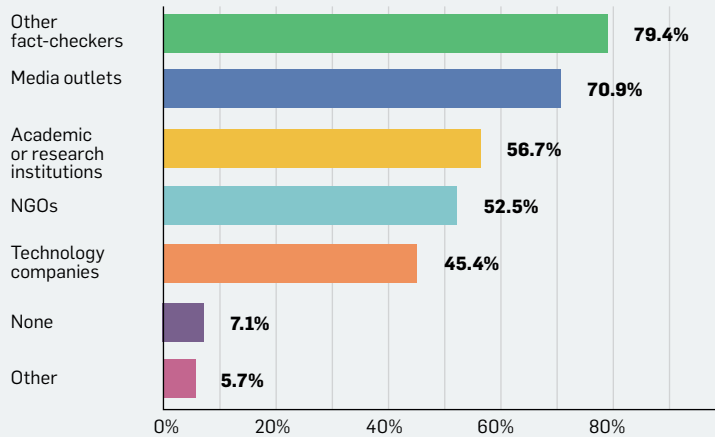


To improve fact-check visibility in search engines, many fact-checkers continued using ClaimReview. In 2024, 60% of respondents reported using the tool, nearly unchanged from 59.9% in 2023. Meanwhile, 29.3% did not use it, down from 34.3% the previous year. Another 10.7% were unsure.

Collaborations

Fact-checking organizations prioritized collaboration, with 79.4% working with peers. Despite competing for limited resources, the global community largely supports and mentors one another, sharing best practices and contributing to any effort to tackle misinformation.

Types of organizations fact-checkers collaborated with in 2024



Collaboration frequency varied: 35.3% of organizations collaborated regularly (monthly or more), 46% engaged occasionally (2–5 times in 2024), 10.1% collaborated once, and 8.6% did not collaborate.

Media outlets were key partners, with 70.9% of

organizations engaging in collaborations. Academic and research institutions (56.7%) and NGOs (52.5%) were also significant allies, while 45.4% worked with technology companies. Only 7.1% reported no collaborations.

Regional networks

In recent years, fact-checkers have formed regional networks to address local challenges and strengthen collaboration. These networks promote high standards, expand fact-checking journalism, and engage with key stakeholders. Some operate formally with structured initiatives, while others function as informal alliances tailored to regional needs.

The 2024 survey found that 73% of respondents are part of a regional fact-checking network. Another 10.6% were unsure or working to establish one, while 16.3% reported no involvement.

Artificial Intelligence (AI)

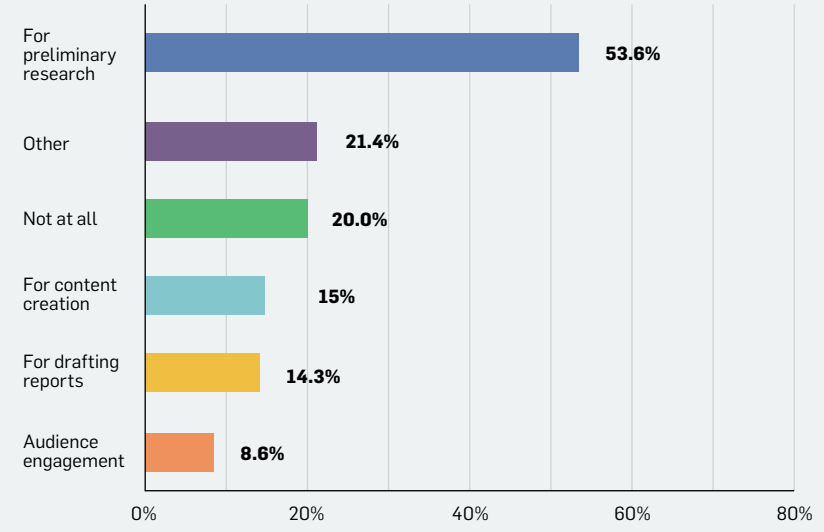
Fact-checkers continue to navigate AI's evolving role. Some have integrated it into their workflows, while others remain cautious, weighing its benefits against ethical and operational concerns.

Most fact-checkers (53.6%) use AI for preliminary research. Others apply it to tasks like content creation (15%), drafting reports (14.3%) and audience engagement (8.6%). About one in five (21.4%) use AI in other ways, while 20% don't use AI at all.

Few fact-checkers have formal agreements with AI companies. Only 5% reported contracts or memorandums of understanding with major firms, while 95% did not enter any formal agreements.

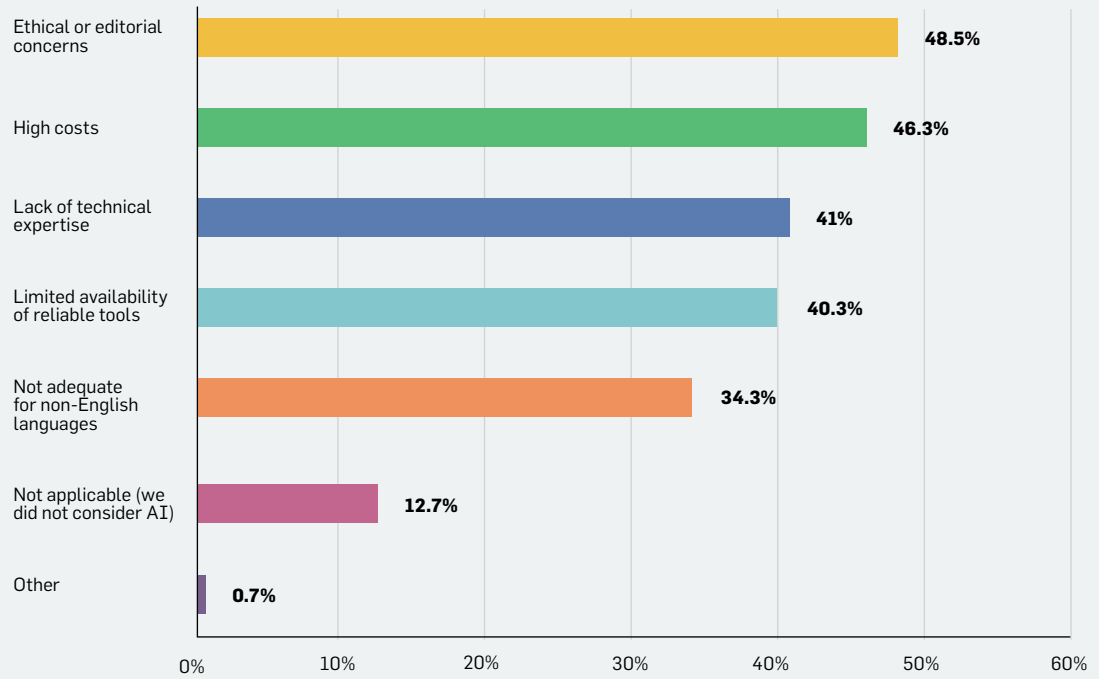
Ethical concerns were the most cited challenge (48.5%), followed by high costs (46.3%) and technical expertise gaps (41%). Fact-checkers also pointed to the limited availability of reliable tools (40.3%) and concerns about AI's adequacy for non-English languages (34.3%).

AI use in fact-checking newsrooms



AI

Challenges fact-checkers face in adopting AI



AI

AI chatbots, such as ChatGPT and Claude, are used in some newsrooms, but policies on their adoption vary. Thirty-two percent of organizations have guidelines, 27.9% are developing them, and 38.6% have none.

Among surveyed fact-checkers, 16.5% disclose when AI plays a significant role in writing fact checks. Most (74.8%) do not use AI for this purpose, while 5.8% use it without disclosure.

The future of AI in fact-checking remains uncertain. This year, 66.9% expect it to play a supportive role over the next three years, a slight shift from 2023, when 69% anticipated AI would have a “limited role.” Now, 12.9% believe AI will take the lead, 22.6% foresee only a limited role, and 7.3% see no role at all.

Most fact-checkers do not block AI bots from scraping

their websites to train models, but policies vary. Fifty-six percent allow access, 11.5% have implemented restrictions, and 32.4% are unsure of their approach.

This aligns with broader approaches toward content distribution. Seventy-nine percent of fact-checkers publish public-interest journalism and want it widely shared, while 20.6% require permission or compensation for reuse.

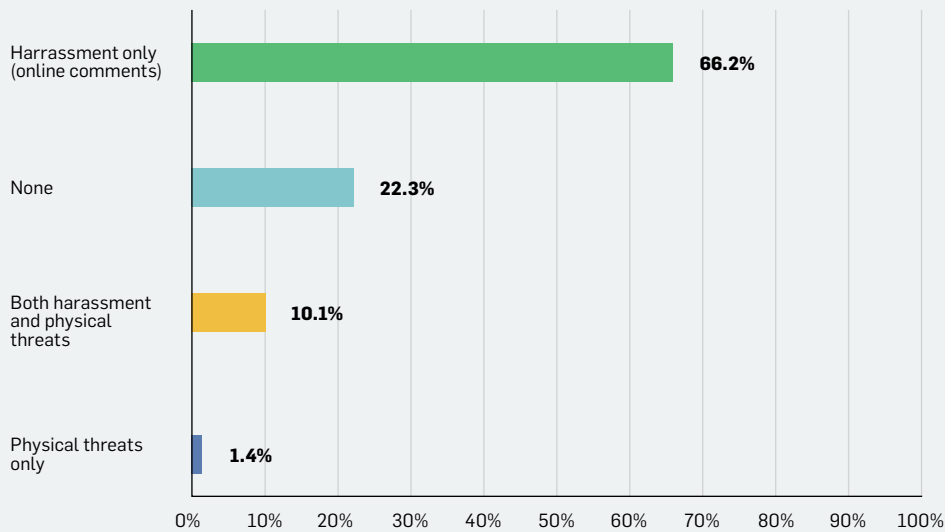
As AI adoption increases, newsrooms are updating policies to address ethical concerns. Among those with formal guidelines, 62.5% include AI-related standards, such as disclosure practices, while 26.6% do not, and 10.9% are unsure. Many fact-checkers are still refining policies, particularly on AI use in content generation and transparency.

Resilience

Harassment

Harassment remains a persistent challenge for fact-checkers. Seventy-eight percent of respondents reported facing threats or online abuse in 2024, a slight decline from 82% in 2023. While most incidents occurred online, 11.5% said threats extended to physical intimidation, including both digital and in-person abuse.

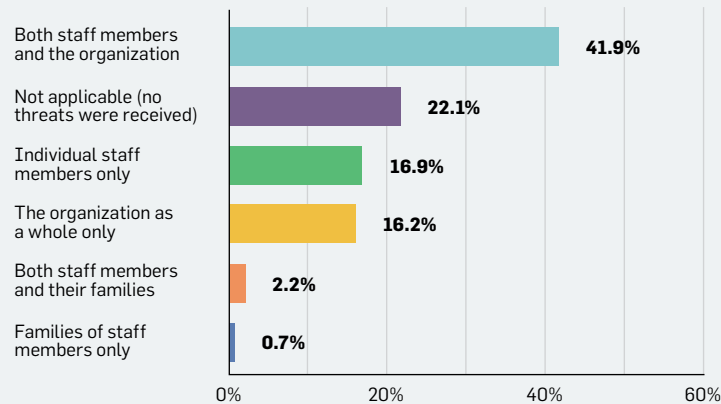
Harassment and threats faced by fact-checkers



Threats targeted both organizations and individuals. Among those affected, 41.9% reported threats against both their organization and staff, while 16.9% said only individual staffers were targeted. Another 16.2% cited threats against their organization as a whole, and 2.2% noted that threats extended to employees' families.

Resilience

Targets of threats against fact-checkers



Email was the most common channel for harassment (52.6%), followed closely by Facebook (51.8%) and X (46.5%). Threats also came via phone calls (14%), messaging platforms like WhatsApp and Telegram (16.7%), and, less frequently, postal mail (5.3%) or in-person encounters (8.8%).

Most fact-checking organizations lacked formal harassment response plans. Only 20.4% had fully established policies, while 45.3% relied on informal guidelines. A quarter (24.1%) had no plan, and 10.2% were developing one.

Legal aid was the most common form of support, offered by 58.2% of organizations. More than half (55.2%) had workplace security measures, and 48.5% provided mental health support. Some organizations publicly addressed threats (17.2%), while 21.6% had no specific support measures.

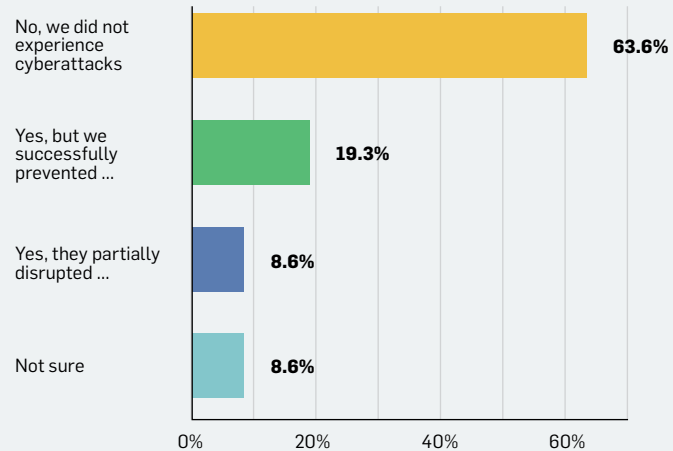
Demand for additional resources was high. More than 70% of respondents said they would welcome further support in addressing harassment and threats, while only 8.8% reported no need for additional help.

Resilience

Cybersecurity threats

Cyberattacks continue to be a concern for fact-checking organizations, though most avoided disruptions in 2024. Thirty-six percent of respondents reported hacking attempts, with 19.3% successfully preventing disruptions and 8.6% experiencing partial impacts on operations. Meanwhile, 63.6% reported no cyberattacks, and 8.6% were unsure.

Cyberattacks and hacking attempts on fact-checking organizations in 2024



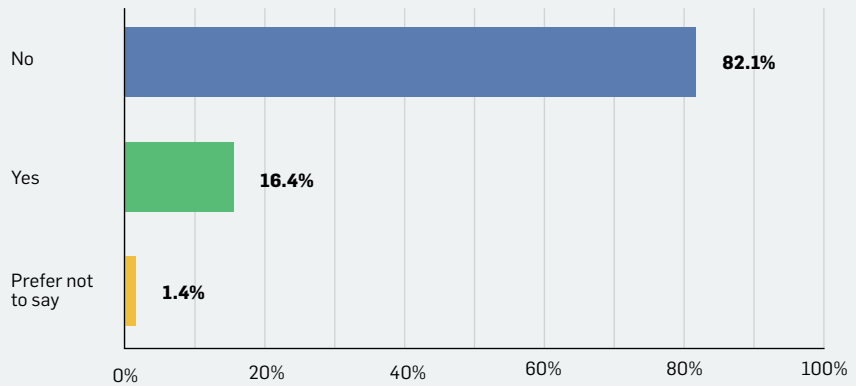
While some organizations have security protocols in place, many lack robust defenses. Although cyberattacks are less frequent than harassment incidents, they still pose a risk to fact-checking operations.

Resilience

Legal risks

Fact-checking organizations still face legal threats, though lawsuits remain relatively uncommon. In 2024, 16.4% of respondents reported legal action related to their work, a slight decline from 17% in 2023. Most (82.1%) were not sued, while 1.4% declined to answer.

Percentage of fact-checking organizations sued over journalism

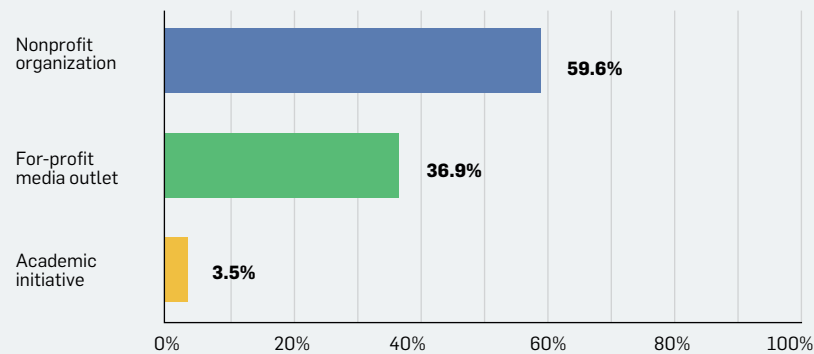


The current profile of the fact-checking community

Types of organizations

Nonprofit fact-checking organizations make up the majority of respondents, though their dominance has fluctuated. In 2024, 59.6% of surveyed fact-checkers identified as nonprofits, up from 53.3% in 2023. For-profit fact-checkers accounted for 36.9%, down from 40.9% the previous year. Organizations affiliated with universities, the smallest category, fell to 3.5%, continuing a years-long trend of minimal representation.

What is the best description for your organization?



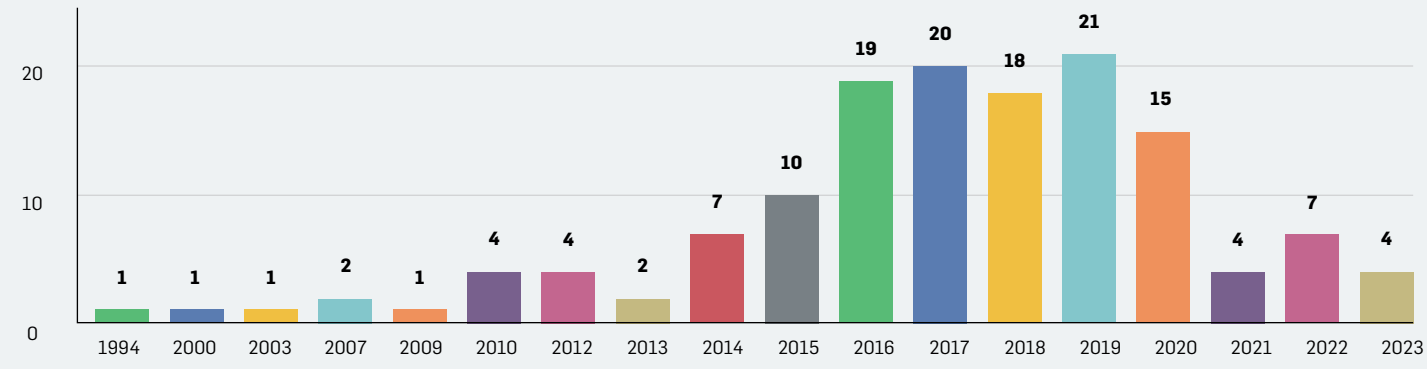
Despite the nonprofit majority, the industry's composition has shifted over the past five years. In 2018, nonprofits made up over 64% of respondents, but that share declined, reaching a low of 47.5% in 2020 before rebounding. The growth of for-profit fact-checking outlets, which peaked at nearly 50% in 2021, now appears to have stabilized.

The current profile of the fact-checking community

Year established

The oldest fact-checking organization in this year’s survey was founded in 1994, while the newest launched in 2023. The peak years for new fact-checkers were 2018 and 2019, with 21 and 20 organizations founded, respectively. Since 2020, the number of new entrants has declined, reflecting a maturing field where fact-checking is more established.

Founding years of fact-checking organizations



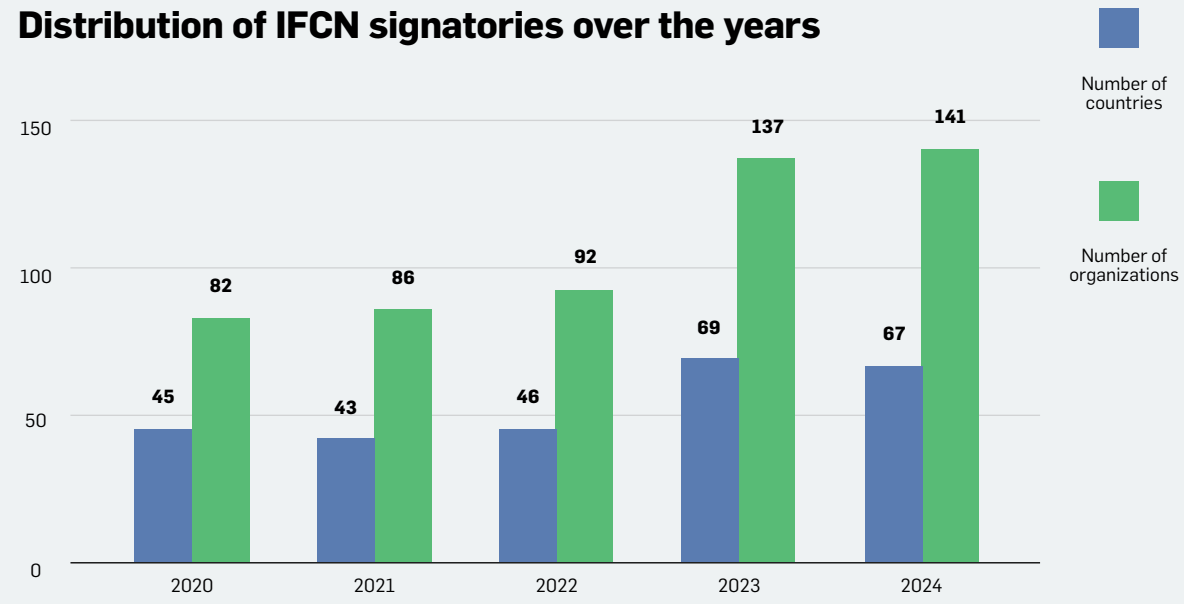
No respondents reported founding years in 2001, 2004, 2005, 2006, or 2011. While the field continues to evolve, growth has slowed since its late-2010s surge, suggesting that sustainability, rather than expansion, is now the primary challenge.

The current profile of the fact-checking community

Growth and distribution of IFCN signatories

By the end of 2024, the number of IFCN signatories reached 175, continuing an upward trend. The number of countries represented dipped slightly from 69 in 2023 to 67 in 2024, but overall, the network remains geographically diverse.

Distribution of IFCN signatories over the years

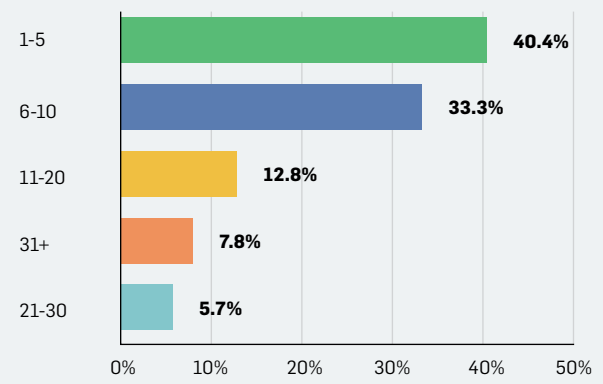


The current profile of the fact-checking community

Workforce • Full-time employees

Fact-checking organizations remain predominantly small-scale. In 2024, 73.7% of respondents reported having 10 or fewer full-time employees, with 40.4% operating with teams of five or fewer. Mid-sized organizations (11–20 employees) made up 12.8%, while larger teams of 21 or more accounted for 13.5%.

Number of full-time employees in fact-checking organizations

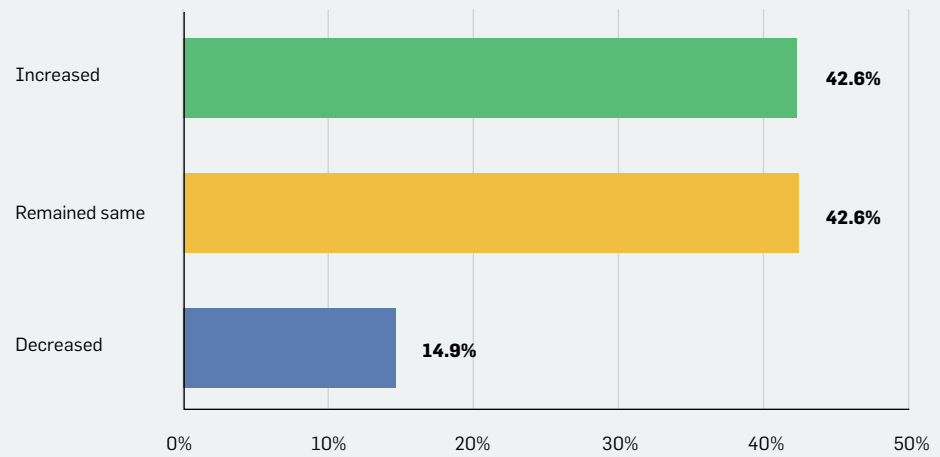


This distribution has held steady in recent years. The share of organizations with 31 or more employees rose slightly to 7.8%, indicating modest growth among larger outlets. However, the survey was conducted before major funding shifts, including Meta’s withdrawal from independent and nonpartisan fact-checking in the U.S. and the freezing of USAID grants. These changes are expected to reshape the financial landscape in 2025.

Changes in full-time staff size varied among fact-checking organizations in 2024. While 42.6% expanded their teams, an equal share saw no change, and 14.9% reduced staff.

The current profile of the fact-checking community

Changes in full-time staff size from 2023 to 2024

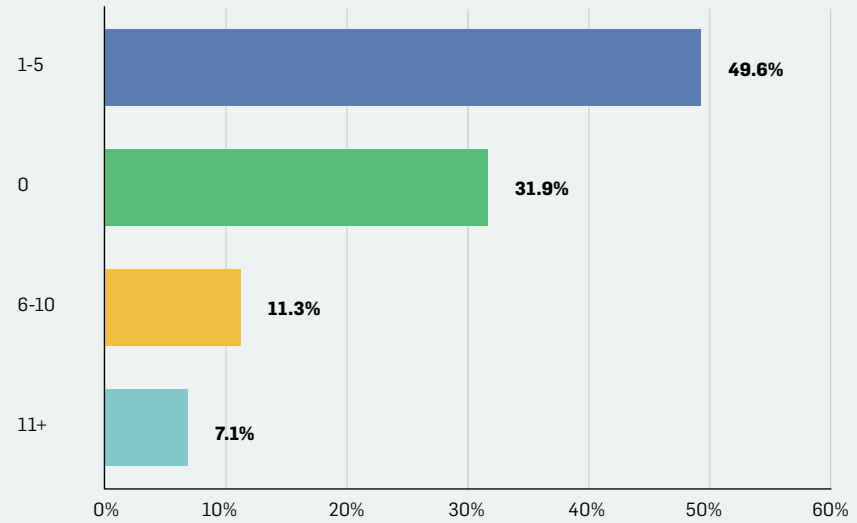


The current profile of the fact-checking community

Workforce • Part-time employees

Part-time employment is a limited but notable aspect of fact-checking organizations. In 2024, 68.1% of respondents had at least one part-time employee, with nearly half (49.6%) employing between one and five. Another 11.3% reported having six to ten part-time staff, while 7.1% had teams of 11 or more.

Number of paid part-time employees in fact-checking organizations



Meanwhile, 31.9% of organizations reported having no part-time staff. These figures indicate little change in part-time employment trends compared to previous years.

About the International Fact-Checking Network

The International Fact-Checking Network (IFCN) at Poynter was founded in 2015 to support the growing global community of fact-checkers and advocates of factual information in the fight against misinformation. We empower fact-checkers through networking, capacity building, and collaboration.

IFCN promotes excellence in fact-checking for more than 100 organizations worldwide through advocacy, training, and global events. Our team monitors industry trends to provide resources, contribute to public discourse, and support initiatives that advance accountability in journalism.

We believe truth and transparency help people stay informed and better navigate harmful misinformation. The IFCN remains nonpartisan and does not take sides in policy debates beyond advocating for access to information and fact-checking. Our staff cannot be members of political parties or publicly support candidates for elected office.

Transparency and financial information:

The Poynter Institute's major donors are listed [here](#).

Tax filings are available [here](#).

For more on IFCN's transparency statement, visit [here](#).

The State of the Fact-Checkers Report was produced by the International Fact-Checking Network at The Poynter Institute.

Written by: Enock Nyariki

Edited by: Angie Drobic Holan

Design: Chris Kozlowski

Contributors: Arina Lekht, Adele Streissguth and Sarah Sweeny

About The Poynter Institute

The Poynter Institute is a global nonprofit working to address society's most pressing issues by teaching journalists and journalism, covering the media and the complexities facing the industry, convening and community building, improving the capacity and sustainability of news organizations and fostering trust and reliability of information. The Institute is a gold standard in journalistic excellence and dedicated to the preservation and advancement of press freedom in democracies worldwide. Through Poynter, journalists, newsrooms, businesses, big tech corporations and citizens convene to find solutions that promote trust and transparency in news and stoke meaningful public discourse. The world's top journalists and emerging media leaders rely on the Institute to learn new skills, adopt best practices, better serve audiences, scale operations and improve the quality of the universally shared information ecosystem.

The Craig Newmark Center for Ethics and Leadership, the International Fact-Checking Network (IFCN), MediaWise and PolitiFact are all members of the Poynter organization.

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