



“STOP. THINK. COULD THIS BE AI?”

At Snap, we’re inspired by technology’s potential to meaningfully improve the way people live and communicate, and to enhance relationships with friends and family. Today, AI tools are providing everyone, including Snapchatters with revolutionary new ways to express themselves, live in the moment, learn about the world, and have fun together.

Still, like any technology tool, AI can be misused.

If you receive an image, even from a close friend or loved one—on Snapchat, or any platform—that appears fantastical, out of character, or even shocking, we suggest you pause and consider that it could be AI-edited or AI-generated. Keep in mind these five tips.

1. TRUST YOUR GUT

Does the image look real? As these technologies mature, AI-generated content will appear more and more realistic; however, there can be signs as to whether an image was generated or edited with AI. Does it contain anatomical, geographical, cultural, or other anomalies? Do elements in the picture defy the laws of physics? Do the shadows and lighting look realistic? Is there text that doesn’t make sense? If an image or video is designed to provoke a strong emotional reaction, be it fear, outrage, or disbelief, pause before sharing. Emotional content is often used to spread misinformation. Think critically and confirm with the source.

2. LOOK FOR A WATERMARK

Watermarks in AI images or videos help establish authenticity, ownership, and help prevent misuse. But, keep in mind, visible watermarks can be cropped or edited out. See here for an [example](#) of what a watermark on a GenAI image generated on Snapchat looks like.

Lens Context Card



Snapchat AI Watermark



“STOP. THINK. COULD THIS BE AI?”

3. TRY THE TOOLS

Experimenting with AI tools in a safe, transparent way can help you understand what they can (and can't) do. Remember, transparency is really important, so please disclose when you have made or edited images or videos with AI.

4. REPORT ANY ISSUES

Most responsible companies have tuned their AI-generation systems to abide by the law and individual company rules and policies. Still, with AI technologies rapidly evolving, mistakes can happen. Report any illegal or violating content to the relevant service. Click [here](#) to report on Snapchat.

5. EXPLORE AS A FAMILY

As with any new technology, it's important to have open conversations with your family about the pros and cons of using these tools. Parents: Remain open-minded, and teens, be patient with adults. Commit to learning, experimenting, and addressing any issues together.

AI can make creative tools more accessible – and transparency is more important than ever. When in doubt: pause, verify, and share and distribute any content responsibly.

Check out these additional resources: