



Crypto News or Just Noise? Checklist

Use this checklist before reacting to crypto headlines or announcements.

Is the announcement material?

- ☐ Does it reflect a significant change in the project's operations, technology, or value?
- ☐ Has it been verified by a credible third party?

Is the disclosure clear and balanced?

- ☐ Does it include measurable outcomes or just vague promises?
- ☐ Is the tone promotional or informative?

Is there a history of follow-through?

- ☐ Has this team or project delivered on previous announcements?
- ☐ Do they publish timelines, roadmaps, or updates?

Does it look like independent reporting?

- ☐ Was it covered by a neutral source or self-published and repackaged?
- ☐ Can you verify the origin of the quote or article?

Are influencers promoting it without disclosure?

- ☐ Do multiple posts use the same wording or go live at the same time?
- ☐ Has any compensation been clearly stated?

Bonus: Compare to TradFi standards

- ☐ Would this announcement meet fair, balanced, and not misleading marketing rules under Canadian securities law?

This checklist is for educational purposes only and does not constitute investment advice. For more resources, visit the CSA's website or Newton's Learning Hub.