

## CLIC-BAIT: AFP, FRANCE MÉDIAS MONDE, AND TOP CONTENT CREATORS JOIN FORCES TO TACKLE DISINFORMATION

**Agence France-Presse (AFP) with partners France Médias Monde and Oštro have entered the production phase of CLIC, a European social media initiative to tackle disinformation. By fusing the rigour of professional journalists with the massive reach of popular content creators, the aim is to widen the audience for fact-checking content.**

Launched in January 2026, CLIC (*Curate Learning, Inform Creatively*) is a direct response to the falsehoods and harmful narratives proliferating on social platforms - and undermining European democracies. The project will concentrate on France and Slovenia, two countries navigating critical election cycles and frequently targeted by disinformation campaigns.

Over the next 16 months, CLIC partners will produce hundreds of social media videos, carousels and podcasts in French and Slovenian. Their mission: to expose disinformation and equip younger audiences in particular with the tools they need to spot a lie before they hit “share”.

Two stars of French social media - Jamy Gourmaud (founder of [Epicurieux](#)) and César Roussel (AKA [César Culture](#)) - will regularly contribute content for CLIC. Content creators [Maša Muster](#) and [Nik Škrlec](#) will provide fact-checking insights from Slovenia.

AFP will coordinate CLIC’s consortium, teaming up with French international broadcaster [France Médias Monde](#) and the Slovenian centre for investigative journalism [Oštro](#). Content will be posted across major platforms such as TikTok, Instagram and Facebook via the official accounts of both the partners and the creators.

Supported by the European Commission’s [CNECT 2024 programme](#), CLIC is committed to sharing knowledge, techniques and practices developed during the project to foster a more robust fact-checking ecosystem across the EU.

*The CLIC project is co-funded by the European Union. The authors alone are responsible for the content of their publications. Neither the European Union nor the granting authority can be held responsible for them.*



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