

# Start signing your news content using C2PA in 5 steps

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So you want to apply C2PA to your news media content? Here's how:

## Step one: Work out how and why you want to use C2PA

There are many reasons to use C2PA. Initially, it's best practice to decide what to solve for first and what information you want to include with your content as signed metadata.

- You might want to have your content signed and attributed back to you in a tamper-proof way when it **appears on social media platforms**. Currently **only LinkedIn fully supports this use case**. Other social media platforms have so far restricted their use of C2PA metadata to flagging where material has been generated by AI.
- You might want to start simply, by **signing content on your own platform** and products with easy to assemble details such as **your organisation name, logo, and the date of publication**, in the expectation that these signatures will be useful to consumers and social platforms, or as a starting point for building out more metadata.
- **Adding richer details about your content** which might help audiences understand how it's been produced, such as **the date of capture, the location**, and perhaps any **edits that have been performed**. This data can come from your media suppliers or staff, or can come as part of **"fact-checking" or verification work** performed by journalists.
- **Archive** is another good use case, particularly as **richer detail is added to your metadata chain**, and has been a starting point for many organisations and reliably marking content can help in the area of commercialisation.
- You might want to **use C2PA on the ingest side**, to **check that content entering your newsroom is authentic**. You can simply use a C2PA validator to check content, such as <https://originverify.iptc.org/> or <https://contentcredentials.org/verify>, or you might want to use it alongside other checks such as watermarking, fingerprinting and detection to flag media that isn't genuine.

## Step two: Get a certificate

This links your organisation with a certification authority to ensure that when your content is signed it formally links back to your legitimate organisation.

The C2PA specification recognises email-signing and document-signing certificates. We recommend the GlobalSign "PersonalSign2 Department" certificate, which costs around €200-300 depending on your country. GlobalSign will check your company details and

verify that the request is truly coming from within your organisation before granting the certificate.

You have two options for creating your private keys: generating them in a hardware secure module (HSM) and using a Certificate Signing Request (CSR), or letting GlobalSign generate the keys for you and giving them to you in a secure PKCS#12 file. The IPTC can help you to decide which of these options is best for you and can help you to create the keys if necessary.

## Step three: Add your certificate to the Verified News Publishers List



Once you have your certificate, contact IPTC to have it added to the Verified News Publisher List so that it displays the official “Origin Verified Publisher” logo on the <https://originverify.iptc.org> verifier tool. There is a small process to be followed. The IPTC can walk you through the steps.

## Step four: Put C2PA markings into your content

Once you have your private key and certificate, you can start signing content. How you will do that will depend on the use case that you choose in Step One, and the set of software vendors and systems you operate at your organisation.

The easiest way to get started immediately is to sign some test content using the open source [c2patool](#) or the IPTC’s Python scripts. The IPTC can show you how to do this.

After you have some test content, and are happy with how it looks with one of the verifiers, you can think about how to integrate signing into your publishing workflow.

Use case	Place to start
Social publication	c2patool, a standalone “stamper” tool (see IPTC), or integration with your social publishing system
Simple signing for your own platform	c2patool, c2pa-rs (both open source), IPTC C2PA Wordpress plugin, or other custom integration with your publishing systems

Detailed “transparency” metadata on your own platform	c2patool, c2pa-rs (both open source), IPTC C2PA Wordpress plugin, or other custom integration with your publishing systems. Plus support further back in your workflow, so that journalists can add the detail themselves, or check the metadata of media suppliers. Suppliers can also assist by providing already-signed C2PA content.
Archiving	Integration with your archiving system to sign content as it enters the archive. Plus support further back in your workflow if possible, to add the detailed metadata that can make the content more discoverable, and valuable for reuse.
Checking for authenticity on ingest	Can start with <a href="https://originverify.iptc.org">https://originverify.iptc.org</a> or <a href="https://contentcredentials.org/verify">https://contentcredentials.org/verify</a> . Expanding the capability, you might want to build your own tool that checks for C2PA AI signals, as well as integrating other approaches like detection, watermarking and fingerprinting. Contact the IPTC to find out more.

## Step five: Tell your audiences and partners that you’re using C2PA and explain why

We can help with materials, guides and examples around how to promote your work and how to explain to your readers and viewers why content provenance is important and what they should do with the information that you are sharing.

The IPTC Provenance Advocacy and Education Working Group is actively working in this area, and we welcome more support and suggestions for media organisations.

## About the International Press Telecommunications Council (IPTC)

The IPTC is the global technical standards body of the news media. Our mission is to simplify the distribution of information.

A non-profit organisation based in London with members from 22 countries around the world, the IPTC brings together technical representatives from the world's leading news agencies, publishers, broadcasters, industry vendors and consultants. Members join together at IPTC events and at regular Working Group meetings to share best practices and create technical standards for sharing media content.

Current focus areas of IPTC's work include content provenance and authenticity (including IPTC's [Origin Verified News Publishers List](#), which is a "trust list" of publisher certificates that can be used to sign media content using [C2PA](#) technology), AI transparency, data mining opt-in and opt-out rules, and metadata for content accessibility. For more information on IPTC, contact Managing Director Brendan Quinn at [mdirector@iptc.org](mailto:mdirector@iptc.org) or use the [IPTC Contact form](#).