

Are you serious? Fooling around on April Fool's Day 2018

 By [Leigh Andrews](#)

3 Apr 2018

The rise of fake news means today's social media bunch are more sceptical than ever before, but did you fall for these April Fool's headlines?



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April Fool's Day jokes stretch as far back as the 1500s, but technological advancements mean you probably saw more of them than ever before this weekend, and even played a part in sharing them yourself with the click of that handy 'share' or retweet button. Or not, as doing so could implicate you in spreading fake news.



Who's the fool with those headlines?

1 Apr 2016



Fake news or April fools?

Leigh Andrews 3 Apr 2017



Singapore launches public hearings on 'fake news'

15 Mar 2018



Many brands took that scepticism to heart and pointed out they were well aware of the fact that it was 1 April when sharing content, making an effort to stop the spin of false stories. Others reminded the not-so-savvy that joking about pregnancy and death is just not funny.

When It's Not As Simple As the Birds and the Bees
Infertility is not a joke. #bekind



3 likes 1 comment 1 share

“ Instead of making [#AprilFool](#) today, let's make it April Cool by planting a tree. And keep planting atleast one tree every month and keep the year cool. Send in your pictures of planting a tree. pic.twitter.com/IVvcXyw9Ut— Virender Sehwaag (@virendersehwaag) [April 1, 2018](#) ”

Those that *did* post dodgy stories made sure they were quite ridiculous and at the very least added a disclaimer at the end of their articles, making the date clear.

Were you the fool in 2018?

This year saw a broad range of those pranks pop up, with just enough of a kernel of truth to them that many got to thinking, 'Wait, maybe it's true'. After all, it is the day VAT [officially increased](#) from 14% to 15% in SA. They covered everything from new shock-style resignations and appointments to a new pet tax and questionable food flavours being suddenly discontinued:

“ [#AprilFoolsDay](#)

This was posted in honor of April Fools day...of course it's not accurate now.....but it will be.....only a matter of time. [#AprilFool](#) [#AMJoy](#) [#SundayMotivation](#) [#MakeAmericaGreatAgain](#) [#ImpeachmentNow](#) [#TheResistance](#) [#Resist](#) pic.twitter.com/ArvusDQYSg— A.Silver-MeMEs & GIFs (@SilverAdie) [April 1, 2018](#) ”

“ Hlaudi nowa top dog at MultiChoice - Office with a view for ex-SABC boss: <https://t.co/BWyxMFzONP> pic.twitter.com/iGPBvLcpNp— Sunday World (@SundayWorldZA) [April 1, 2018](#) ”



The Citizen News 
about 6 years ago



[ICYM] When contacted for comment, both Warner and Smith expressed dismay at the prospect that they might become Proteas, but were grateful for the opportunity to keep experimenting in real-world situations with the atmospheric physics of Kookaburras.

CITIZEN.CO.ZA

Steve Smith, David Warner to be given fast-track at Home A...

Home Affairs Minister Gigaba believes the fallen Australian heroes have...

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Tinkies
about 6 years ago



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Are April Fool's Day pranks still fun for you or an outdated activity that leaves you rolling your eyes? Let us know which is your favourite in the comment section below.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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