



Influence Intelligence

Social Network Exploitation

<https://www.reuters.com/article/us-facebook-brazil-election>

Background

A Silicon Valley social media giant fell prey to a coordinated misinformation campaign based in Brazil that used false social media profiles to strategically and deliberately mislead the public regarding the Brazilian political landscape.

Challenge

Two major issues arose once Sovereign Reconnaissance identified original card-testing scripts targeting the company: was the company establishing a reputation as a reliable card testing venue and whether attribution of the culprits was viable?

Result

The company enlisted Sovereign to investigate the parties responsible for the misinformation campaign, as well as their tactics, techniques, and procedures (TTPs). In response, we acquired intelligence derived from full scope searches of the Internet, including deep and dark web spaces. This investigative strategy was implemented over the course of several weeks. As a result, we ultimately uncovered the identities and methods of several actors behind the political misinformation movement.

One group in particular produced the illusion of curating its messaging through multiple independent news outlets by misrepresenting shared control of social network pages. This method allowed them to lend their fraudulent information a false sense of authenticity. However, through a rigorous multi-tiered investigative process, SI was able to identify not only fake and misleading profiles, but also their creators. As such, the client was able to deactivate 196 pages and 87 accounts in Brazil ahead of the October 2018 elections.

Insight

The modern geopolitical landscape increasingly finds itself subject to misinformation campaigns conducted over popular social media networks. The rise of increased online social networking creates a ripe environment for fake news actors, social media fraudsters, and other nefarious individuals to sow dissent and spread false messaging for their own ends.

Sovereign Intelligence
1775 Tysons Blvd. 5th Floor
McLean, VA 22102
sovereign.ai