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Profit and Protest: How Facebook is struggling to enforce limits on ads spreading hate, lies and scams about the Black Lives Matter protests

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Introduction

Following the murder of George Floyd and the protests it has catalysed across the globe, ISD examined Facebook's ad library for signs of policy violations, in particular content that "exploits crises or controversial political or social issues for commercial purposes" (prohibited under the platform's Advertising Policies)¹.

ISD has used this database to identify groups, individuals and companies using false or provocative narratives related to the protests, for personal gain and/or to promote their cause or products.

Following mounting pressure from an advertiser boycott, Facebook announced changes to its policies regarding hate speech on June 26², including the prohibition of a wider category of hateful language in ads on the site than previously used, as well as labelling on posts from political figures that violate hate speech terms of service. These posts from politicians were previously exempt from any labelling or removal action, and are still allowed to remain on the platform despite the contravention of terms of service on hate speech.

As the following case studies show, delays or mistakes in policy enforcement continue to enable hateful and harmful content to spread through paid targeted ads. The key issue lies in policy enforcement, not in policy design, in these instances. The question remains whether Facebook ads will continue to be used to promote hate and harm, despite the expansion of its policies that are designed to prevent such activity.

Using a series of keyword searches relating to the protests, ISD researchers discovered a number of ad campaigns that appear to contravene Facebook's ad policies including:

- A network of pages running a probable scam by targeting older users with protest-related ads that promise "free" books in exchange for credit card information;
- Ads posted by political representatives and/or candidates that advocate violence towards protesters;
- Apparel stores selling merchandise advocating and glorifying violence against protesters and looters.

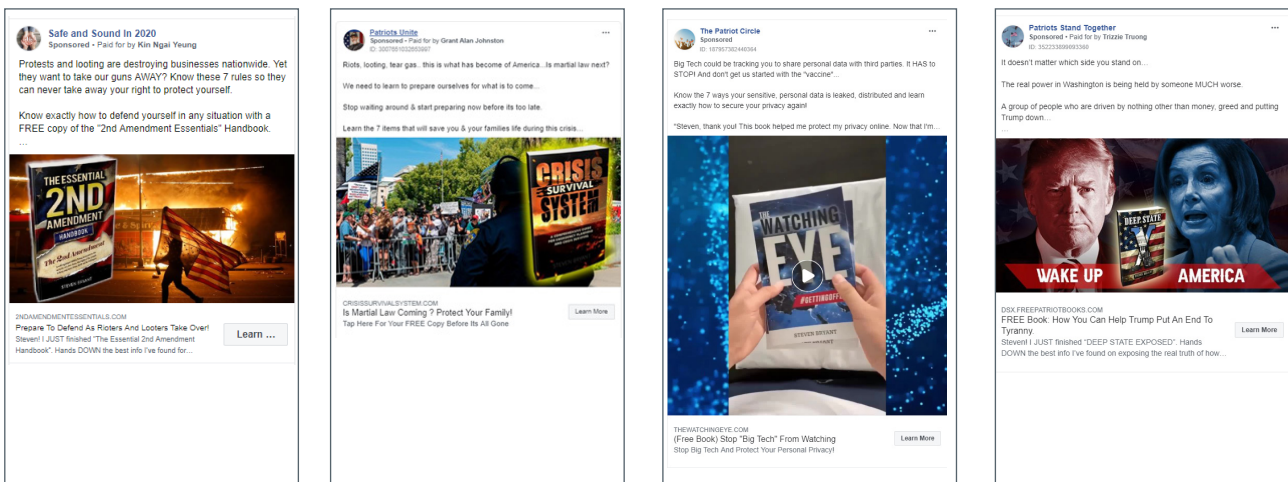
Despite improvements to both the policies around political advertising on Facebook and the associated transparency enabled by the platform's ad library, there remain critical issues with the enforcement of policies that ostensibly ban violent, fraudulent or misleading advertising, as demonstrated by the case studies below. Even where action is taken on violating ad content, such a response is often reactive and delayed, after hundreds, thousands, or potentially even millions of users have already been served those ads on their feeds. The recent removal of ads connected to President Trump's re-election campaign, which contained a Nazi hate symbol³ is a case in point: 88 ads remained online for around 24 hours before action was taken by the platform, and garnered over a million impressions in that time frame alone⁴.

Vetting processes are supposedly in place for ads before they launch to the public, but many that violate Facebook's Terms of Service, and which promote violence, false information or scams, still make it through the net and ultimately profit the platform. The case studies below underscore the breadth of harm still being perpetrated through paid advertising, and the reliance on third parties to report violations for takedown, despite the resources at Facebook's disposal.

Case Study 1: Network of Facebook Pages spend more than \$170k on ads using protest narratives in suspected scam aimed at older users

A network of at least five Facebook pages has spent more than US\$170,000 on ads in a campaign that analysts believe to be a scam. The ads are targeted specifically at older users (55+) and offer them free books related to 2nd amendment rights, survival training and the so-called "deep state". The ads use deceptive narratives related to the Black Lives Matter protests and riots across the US and direct users to web pages where, to receive the "free" book, they are asked to supply credit card information.

The ads on all five pages follow a similar pattern. They rely on sensationalist and often false information relating to ongoing tensions in the US, urging users to avail themselves of free book giveaways all written by 'Steven Bryant'. Examples of these materials can be seen below.



When the user clicks on the ad, they are directed to one of four websites (see Appendix for full breakdown of ads and sites), all with a similar design. The sites once again urge users to redeem their free books by referencing Steven Bryant's alleged time in the military and citing fears, such as the possibility of home invasion, or surveillance by the government, that can be quelled by the information he shares.

Although the domain registration information for all four websites is currently private, one site, crisissurvivalsystem.com, was registered in 2018⁵ to Anthony Trister of The Trister Marketing Group⁶, Vancouver, Canada. It is also worth noting that the names associated with the original ad disclaimer, and the confirmed page ownership varies from page to page.

ISD could not find any records related to Steven Bryant or his books, outside of those referenced on the linked websites. According to the sites, Bryant is a US military veteran and founder of a site called Patriots Authority. The site patriotsauthority.com also lacks registration information, but contains a series of survival blogs⁷, allegedly written by Bryant himself. The contact information in the site's privacy policy links to a publishing company called THP Publishing, which, according to Zoom Info⁸ is a US\$7 million company with an address at a UPS store in Las Vegas.

The website, thehonestpatriot.com, redirects to free2ndamendment.com, which has an almost identical design to those linked in the ads above, but is giving away a different 2nd amendment book by a different

author. Domain registration also lists ownership of thehonestpatriot.com to Anthony Trister of The Trister Marketing Group.

Who is Anthony Trister? Anthony Trister is an entrepreneur and online marketer based in Vancouver, Canada. According to his LinkedIn profile⁹, he is the president of The Trister Marketing Group. His other business, the Coffee Shop Millionaire¹⁰, promises to provide people with a course in online marketing skills in order to become self-employed and work from home. The business has received a swathe of negative reviews online^{11,12} and although not necessarily designated as a scam in these reviews, most of the evaluations conclude that it does not deliver as promised and is not worth investing in.

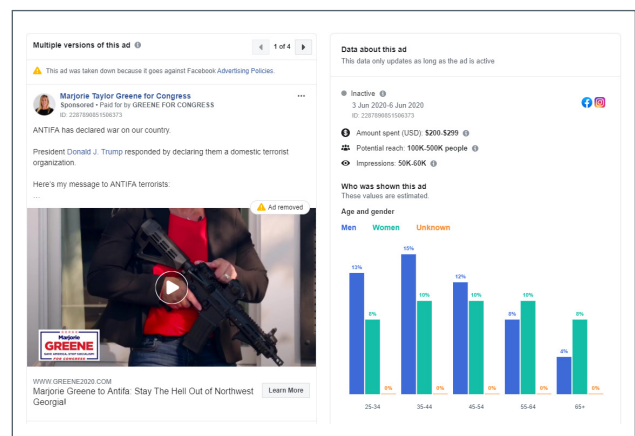
The Coffee Shop Millionaire Facebook page contains two posts, one asking if other customers are receiving support and the other calling the product a “complete scam”. Trister’s social media sites^{13,14,15,16,17} can be found below, although most of his profiles have not been updated in a number of years. According to Whois data¹⁸, Trister is currently, or has been, the domain registrar of the following sites:

<input type="checkbox"/>	theultimatesellingmachine.com	abuse@namecheap.com	2019-10-08	2020-03-24
<input type="checkbox"/>	thethyroidbooster.com	abuse@namecheap.com	2019-06-17	2020-07-17
<input type="checkbox"/>	thehonestpatriot.com	abuse@namecheap.com	2019-02-24	2020-03-26
<input type="checkbox"/>	freedomscale.com	abuse@namecheap.com	2018-12-08	2020-01-07
<input type="checkbox"/>	numbersforless.com	abuse@namecheap.com	2018-11-19	2018-10-08
<input type="checkbox"/>	thyroidbooster3000.com	abuse@namecheap.com	2018-08-29	2019-08-28
<input type="checkbox"/>	thyroidboosterreview.com	abuse@namecheap.com	2018-08-29	2019-08-28
<input type="checkbox"/>	thyroidbooster3000review.com	abuse@namecheap.com	2018-08-29	2019-08-28
<input type="checkbox"/>	anthonytrister.com	abuse@namecheap.com	2018-01-24	2019-05-26

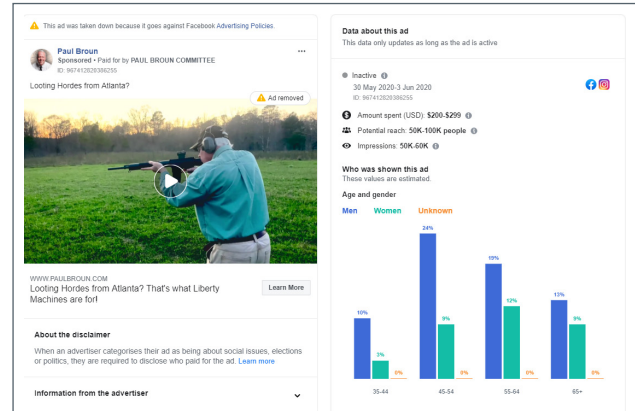
Case Study 2: Political representatives and candidates brandish weapons, use unfounded ‘Antifa’ and looting narratives in Facebook ads

In an announcement on June 26, Facebook stated that political figures will no longer be exempt from its policies on hate speech and incitement to violence. The following analysis of Facebook ads by US political representatives or candidates for office, conducted before these changes were announced, found several employing unfounded ‘Antifa’ narratives, with some even brandishing weapons and advocating violence against looters.

Marjorie Taylor Greene, a candidate in Georgia’s 14th Congressional District, spent between \$100-\$199 on a Facebook ad¹⁹ which shows her cocking a large gun while threatening “Antifa terrorists” to “stay the hell out of Northwest Georgia”. The ad was aimed at a large demographic, namely younger men (under age 45) and older women (over age 45). According to Greene²⁰, the video had been viewed more than 1.2 million times before it was removed on June 6 for violating Facebook’s ad policy. The ad removal was subsequently covered on Fox and Friends on June 7.²¹



Paul Broun, a Republican candidate in Georgia's 10th Congressional District, posted a Facebook ad²² on May 30 that included a video of him encouraging people to use their "liberty machines", namely AR-15s, to defend themselves from "looting hordes from Atlanta or a tyrannical government". The ad was online for five days before being flagged to Facebook and removed, and seen by between 50,000-60,000 users in that period. The ad mainly targeted men over the age of 45 living in Georgia. A similar ad²³ containing a screenshot from the video in which Broun is holding an AR-15 with the caption "Liberty Machine" (posted on June 8) has also since been removed.



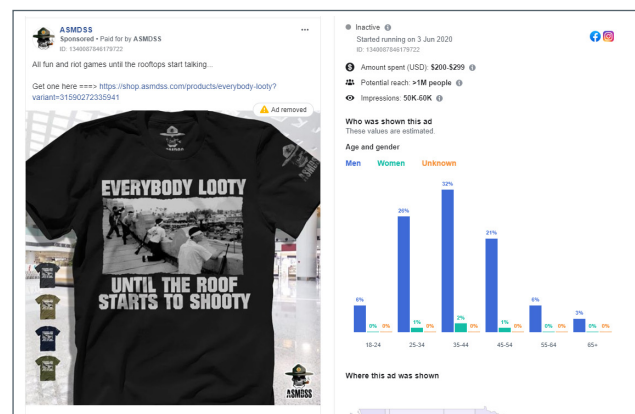
Other political figures used President Trump's declaration that Antifa should be designated as a terrorist organization to post polls asking their followers whether they agreed with the statement. These included Missouri candidates Doug Collins²⁴, Jeff Shawan²⁵, Don Mayhew²⁶ and Holly Rehder²⁷. Polls in ads can be used to collect information on custom audiences from engagement data or click-throughs, or to lead people off Facebook onto external platforms and websites.

New York congressional candidate George Mitris released an ad²⁸ that linked to a video published by right-wing sting outlet^{29,30} Project Veritas, promising to "expose" the group Rose City Antifa through secret recorded meetings.

Please see the Appendix for a full list of ads analysed in this study.

Case Study 3: Online clothing stores advertise products advocating violence against looters

Several Facebook pages that sell apparel and sporting goods published ads for products that advocate violence against looters. This includes two pages, ASMDSS³¹ and American AF³², that advertised the same t-shirt with the logo: "Everybody looty until the roof starts to shooty". The t-shirt contains an image, often circulated in a meme known as Rooftop Koreans³³. During the 1992 Los Angeles riots, Korean business owners defended their premises by stationing themselves on rooftops with rifles. These ads were subsequently removed for violating Facebook's ad policy.

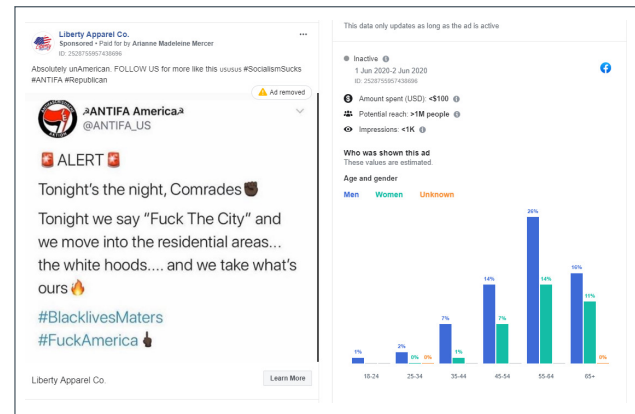


As well as the above, a podcast page called Republic Keeper Podcast³⁴ posted an ad for a t-shirt depicting a gun with the text "LOOT THIS".

Liberty Apparel Co. is a clothing store that sells pro-Trump items through its website and Facebook page. The page is run by Arianne Mercer, who started sharing the website across pro-Trump Facebook groups³⁵ at the end of April, claiming that Etsy had deactivated her shop for allegedly "promoting hate". Since May 24 the page has posted 22 ads, all of which have since been removed for violating Facebook's ad policies.

These ads range from free t-shirt giveaway competitions³⁶, to those containing provocative and misleading memes³⁷ that ask users to follow the page. Another ad that has since been removed³⁸ contained a screenshot of the fake Antifa Twitter account, which was linked to the defunct white nationalist group Identity Evropa by a Twitter spokesperson³⁹. The ad was mainly targeted at men in the 55-64 age group.

Please see the Appendix for a full list of ads analysed in this study.



Conclusions and Implications

The examples outlined here present a number of issues related to the Facebook ad library and the policies designed to prevent abuse or exploitation of ads on the platform. According to Facebook's own policies⁴⁰, ads must not contain content that "exploits crises or controversial political or social issues for commercial purposes"; a large number of the ads described above explicitly violate this provision, revealing delayed and patchy enforcement.

ISD's recent evaluation⁴¹ of platform policy enforcement during the Coronavirus pandemic included similar case studies, in which ads clearly violated the policies in place to protect users from fraud, scams and harmful content. Gaps in response are not contained to the protests, but exist across issue areas and crises. Such trends suggest that the system as a whole is not prepared to deal with viral lies, targeted hate or scams, no matter the urgency of the situation.

The ease and relative low cost of posting an ad, which can then be seen by millions, presents an opening that is easily exploited in the current system. This is seen in the potential scam outlined above, which not only promotes conspiracies and uses the protests to incite fear, but also demonstrates the opacity of Facebook's ad payment disclaimer, with the different companies, organisations or individuals behind the payments proving difficult to trace.

The examples in this briefing show the results of the platform's reticence to deal with potential harmful content from political figures. In this case, the ad platform was used by political candidates to incite violence. The incitement of violence is prohibited in anyone's ads, yet the examples highlighted here show Facebook's inability to detect and prohibit firearms⁴² brandished in ads, despite specific policies that ban that type of content. Although the ads in question were eventually removed, they were still seen by millions of people⁴³.

Similar shortcomings are highlighted by apparel ads, which use narratives and imagery that incite or promote violence.⁴⁴ Incitement to violence is prohibited from Facebook ads, but enforcement gaps again enable those seeking to profit from hateful and polarising content, with only reactive action from Facebook in the cases detected and reported by ISD's researchers.

Facebook's ad policies, while comprehensive, are arguably meaningless unless they are enforced universally and robustly. There is increasing proof of consistent policy violations in a number of issue areas and geographies^{45,46,47}. At a time when social and political tensions are roused, it is clear that self-regulation of ads is intrinsically limited. ISD has long argued the need for independent democratic oversight of social media companies' policies and decision-making processes, including those regarding advertising. It is in the public interest for users to understand how and why they are being targeted online, and for there to be independent oversight - whether from researchers, regulators or both - to scrutinise and respond to malpractice.

In Europe, the Code of Practice on Disinformation (CoPD)⁴⁸ made significant moves in this direction in the course of 2019, but still relied on self-reporting from tech companies to determine the scale of the problem and the efficacy of current responses. A recent report from ISD⁴⁹ evaluated the enforcement of the CoPD and provided a set of recommendations to inform the continuing efforts to counter disinformation. Without stricter demands for transparency from technology companies, whose business model relies largely on the sale of advertising, those seeking to profit off harm, lies and scams will continue to find a safe haven online.

Appendix: Facebook Ads Data

Case Study One Ads

Page Name Patriots Unite	Ad type <u>Free copy of Steven Bryant's 'Deep State Exposed'</u>
Total ad spend \$5,954	Ad text I JUST finished "DEEP STATE EXPOSED". Hands DOWN the best info I've found on exposing the real truth of how the strings are pulled in Washington, and how powerless our elected officials really are. I have gone from afraid to empowered, I know what I need to do to fight back with what I know now
Total no ads/page 380	Link to https://dsx.freepatriotbooks.com/
Ad disclaimer info Grant Alan Johnston	Targeting Women +65
Page created 25 May, 2020	
Page owner CANTEEN LOUISVILLE KY, 40213 +15023610031	Ad type <u>Free copy of Steven Bryant's 'Deep State Exposed'</u>
	Ad text America, WAKE UP! Do your research NOW. Find out who is REALLY running America. Hint: It's NOT Trump and someone FAR WORSE than Russia. For today only, get a copy to uncover the dirty truth. You DESERVE to know this! ACT NOW while we can give it away.
	Link to https://dsx.freepatriotbooks.com/
	Targeting Women +65
	Ad type <u>Free copy of Steven Bryant's 'Deep State Exposed' (video)</u>
	Ad text What if I told you that our elected officials have absolutely ZERO power in Washington... Not even TRUMP himself... And instead, all of the true power is held by a corrupt group of people...Who's entire driving force is nothing other than money and greed? Well, it's the truth... and it's what Trump has been warning us about. Alone, he's helpless against their tyranny... But with our help? We can put an end to them once and for all. Tap below to expose the truth and keep your own family protected from their corruption.
	Link to https://dsx.freepatriotbooks.com/
	Targeting Women +55
	Ad type <u>Free copy of Steven Bryant's Crisis Survival System</u>
	Ad text The police will NOT protect you. You need to learn to defend yourself and family! Trump and his followers want you defenseless but we say NO MORE! Our hand guide has already saved thousands of lives and we want to help you too! For

Page Name
Patriots Unite

Total ad spend
\$5,954

Total no ads/page
380

Ad disclaimer info
Grant Alan Johnston

Page created
25 May, 2020

Page owner
CANTEEN
LOUISVILLE KY,
40213
+15023610031

today only, we are giving it away for FREE. Tap below to get yours.

Link to
<https://crisissurvivalsystem.com/>

Notes
Domain now private, but registered in 2018 to: Anthony Trister, anthonytrister@gmail.com The Trister Marketing Group, 716-938 Howe Street, Vancouver, BC

Targeting
Women +65

Ad type
[Free copy of Steven Bryant's Crisis Survival System](#)

Ad text
Riots, looting, tear gas.. this is what has become of America...Is martial law next? We need to learn to prepare ourselves for what is to come... Stop waiting around & start preparing now before its too late. Learn the 7 items that will save you & your families life during this crisis

Link to
<https://crisissurvivalsystem.com/>

Notes
Domain now private, but registered in 2018 to: Anthony Trister, anthonytrister@gmail.com The Trister Marketing Group, 716-938 Howe Street, Vancouver, BC

Targeting
Women +45, 55, 65

Ad type
[Free copy of Steven Bryant's Crisis Survival System](#)

Ad text
America is in Crisis Mode & most of us are not prepared... are you? Act NOW & Tap below to help protect your family before it gets even worse!

Link to
<https://crisissurvivalsystem.com/>

Notes
Domain now private, but registered in 2018 to: Anthony Trister, anthonytrister@gmail.com The Trister Marketing Group, 716-938 Howe Street, Vancouver, BC

Targeting
Women +45, 55, 65

Ad type
[Free copy of Steven Bryant's The Essential 2nd Amendment Handbook](#)

Ad text
Our gun rights are at risk. The democrats have already taken too much, don't let them take this too! The liberals hate we are giving away this 2nd Amendment handbook for free. But we don't care. It's a must have for All

Page Name

Patriots Unite

Total ad spend

\$5,954

Total no ads/page

380

Ad disclaimer info

Grant Alan Johnston

Page created

25 May, 2020

Page owner

CANTEEN
 LOUISVILLE KY,
 40213
 +15023610031

TRUE American Patriots.

Link to

<https://2ndamendmentessentials.com/>

Targeting

Men +55, +65

Ad type

Free copy of Steven Bryant’s The Essential 2nd Amendment Handbook

Ad text

When I heard the gunshots I immediately turned on the news... and realized the RIOTERS were just a few blocks away...Heading right towards my home. Thank GOD I knew my Second Amendment rights, thanks to this book. EVERY American should grab a FREE copy of the 2nd Amendment Handbook NOW and PROTECT your property and family... before it’s too late.

Link to

<https://2ndamendmentessentials.com/>

Targeting

Men +45, +55, +65

Ad type

Free copy of Steven Bryant’s The Essential 2nd Amendment Handbook

Ad text

The left wants to watch America burn for their own corrupt agenda. They love the idea of martial law to take away our constitutional rights...Anything they can do to stop Trump & control us. Learn the 7 skills needed to protect our families and our Second Amendment Rights. Tap Below Now for your FREE Book...Don’t Let The Liberals Win

Link to

<https://2ndamendmentessentials.com/>

Targeting

Men, Women + 55

Page Name
Safe and Sound in 2020

Total ad spend
\$6,528

Total no ads/page
310

Ad disclaimer info
Kin Ngai Yeung

Page created
22 May, 2020

Page owner
SIX, JANN
LANCASTER CA,
93534
+16619510444

Ad type
Free copy of Steven Bryant's Crisis Survival System

Ad text
When the LOOTERS come knocking on our doors, will we let them in? NOT A CHANCE. If one thing's for certain about the current civil unrest, it's that we MUST know how to keep our families as safe as possible. Grab a FREE copy of Crisis Survival System right now to learn the 7 MUST-have items to keep your family safe and protected at home or away... But HURRY. These are being grabbed like hot cakes due to the current unrest

Link to
<https://crisissurvivalsystem.com/>

Notes
Domain now private, but registered in 2018 to: Anthony Trister, anthonytrister@gmail.com The Trister Marketing Group, 716-938 Howe Street, Vancouver, BC

Targeting
Men, Women + 55

Ad type
Free copy of Steven Bryant's Crisis Survival System

Ad text
ANTIFA is making their way into residential neighborhoods... And we all have a responsibility to know exactly how to keep our homes SAFE so that we can keep our families SAFE. Grab a FREE copy of Crisis Survival System and learn how to make your house an unbreakable fortress... before it's TOO LATE.

Link to
<https://crisissurvivalsystem.com/>

Notes
Domain now private, but registered in 2018 to: Anthony Trister, anthonytrister@gmail.com The Trister Marketing Group, 716-938 Howe Street, Vancouver, BC

Targeting
Men, Women +45, +65

Ad type
Free copy of Steven Bryant's Crisis Survival System

Ad text
Riots are spilling out into neighborhoods... Police are shooting at unarmed civilians in their own homes... And on top of that, there's a massive health crisis that's still powering through the country. So of course, it makes sense if you're feeling a bit scared right now. But there's really only one thing you MUST do during these tough times... And it's to keep your family safe and protected.

Link to
<https://crisissurvivalsystem.com/>

Notes
Domain now private, but registered in 2018 to: Anthony Trister, anthonytrister@gmail.com The Trister Marketing Group, 716-938 Howe Street, Vancouver, BC

Targeting
Women only +45

Page Name

Safe and Sound in 2020

Total ad spend

\$6,528

Total no ads/page

310

Ad disclaimer info

Kin Ngai Yeung

Page created

22 May, 2020

Page owner

SIX, JANN
LANCASTER CA,
93534
+16619510444

Ad type

Free copy of Steven Bryant’s The Essential 2nd Amendment Handbook

Ad text

Protests and looting could threaten our 2nd Amendment. Know these 7 rules so they can never take away your right to protect yourself. Show your support of our rights and get the free “2nd Amendment Essentials” Handbook. “My rights will protect my family and I during these uncertain times. They’ll have to rip my gun out of my hands with what I know now.” - Daniel G. 52, Illinois

Link to

<https://2ndamendmentessentials.com/>

Targeting

Various - mainly men of all ages

Ad type

Free copy of Steven Bryant’s The Essential 2nd Amendment Handbook

Ad text

Our founding fathers wrote our 2nd Amendment Rights to protect us from tyranny! Stand up for liberty and know your rights by getting the free “2nd Amendment Essentials” Handbook. 800 Free copies have been provided by a Christian-led publishing company. Please just help cover the postage!

Link to

<https://2ndamendmentessentials.com/>

Targeting

Men, Women 45,55,65+

Page Name
Patriots Stand Together

Total ad spend
\$93,566

Total no ads/page
640

Ad disclaimer info
Trizzie Truong

Page created
15 May, 2020

Page owner
"Not available: This Page can run ads about social issues, elections or politics in the US and has completed the ad authorisation process. In order to continue running these kinds of ads, we will ask this Page to confirm a Page owner in January 2020. See "Paid for by" disclaimers associated with this Page in the Ad Library"

Ad type
Free copy of Steven Bryant's The Essential 2nd Amendment Handbook

Ad text
Once they declare Martial Law, make SURE your guns can't be confiscated. Know these 4 rules to the 2nd Amendment so you can defend yourself and your family. "Thank you STEVEN! Following your guide has given me great confidence with my gun. I feel safer and more protected during these uncertain times." - Irene W. 42, Minnesota. Get a free copy of "2nd Amendment Essentials" rush shipped to your door. Supply is extremely limited.

Link to
<https://2ndamendmentessentials.com/>

Targeting
Men 45, 55, 65+

Ad type
Free copy of Steven Bryant's 'Deep State Exposed'

Ad text
First a pandemic that has left over 43 million unemployed. Now Tyranny has reached the doorstep of every American patriot across the country. Riots and looting rage unchecked across America. Who is pulling the strings behind all these events? A shadow group known as the Deep State.

Link to
<https://dsx.freepatriotbooks.com/>

Targeting
Various, younger men, older women

Ad type
Free copy of Steven Bryant's 'Deep State Exposed' (note Q in image)

Ad text
Has "lock down" gone too far? Don't stay home just because they told you to! THINK FOR YOURSELF and do some actual research. Whether you love our president or not, he's just saying what he's been told to say. Find out who REALLY runs the show and know your RIGHTS so you can protect them against the forces that hide in the shadows. Get your free copy of "Deep State Exposed" rush-shipped to your door before we run out.

Link to
<https://dsx.freepatriotbooks.com/>

Targeting
Women 45, 55, 65+

Page Name
The Patriot Circle

Total ad spend
\$14,050

Total no ads/page
190

Ad disclaimer info
Kin Ngai Yeung

Page created
28 Jan, 2020

Page owner
KIN NGAI YEUNG

Ad type
Free copy of Steven Bryant's The Essential 2nd Amendment Handbook

Ad text
ALL 50 states are protesting. We are on the CUSP of 30% unemployment. AND a "second wave" could be upon us. ALL of this and STILL they want to take our GUNS AWAY?! NO WAY we have to let them. Grab a FREE copy of the 2nd Amendment Handbook. Know your rights and keep your family safe and protected.

Link to
<https://2ndamendmentessentials.com/>

Targeting
Men, Women 55, 65+

Ad type
Free copy of Steven Bryant's The Essential 2nd Amendment Handbook

Ad text
KNOCK KNOCK. The LOOTERS and RIOTERS are hitting the neighborhoods. And if MARTIAL LAW is invoked, they'll TAKE AWAY our GUNS. Leaving us defenseless. UNLESS we know our Second Amendment rights like the back of our hand. Get a FREE copy of the 2nd Amendment Handbook while it's still available... and protect your family and property

Link to
<https://2ndamendmentessentials.com/>

Targeting
Men, Women 55+

Ad type
Free copy of Steven Bryant's The Watching Eye

Ad text
Big Tech could be tracking you to share personal data with third parties. It HAS to STOP! And don't get us started with the "vaccine"... Know the 7 ways your sensitive, personal data is leaked, distributed and learn exactly how to secure your privacy again! "Steven, thank you! This book helped me protect my privacy online. Now that I'm finally "invisible", I feel secure with my privacy and personal information." - Shelly W. 61, Arizona

Link to
<https://thewatchingeye.com/>

Targeting
Women 55, 65+

Page Name
Tactical Patriot

Total ad spend
\$51,499

Total no ads/page
290

Ad disclaimer info
Tyler Austin Middaugh

Page created
4 May, 2020

Page owner
INFATUATION INC
ELMWOOD PARK NJ,
07407
+12017940043

Ad type
Free copy of Steven Bryant's The Essential 2nd Amendment Handbook

Ad text
Constitutional rights are being stripped away! Lawful gun owners are being throw in jail. Looters and anarchists are terrorizing our streets! ARE YOU KIDDING ME? Defend yourself against enemies foreign AND domestic by knowing and exercising your constitutional rights NOW. Get your FREE copy of the 2nd Amendment Handbook TODAY (extremely limited supply).

Link to
<https://2ndamendmentessentials.com/>

Targeting
Men 45, 55, 65+

Ad type
Free copy of Steven Bryant's Deep State Exposed

Ad text
Just like sheep to the slaughter! We're falling right into their hands. First the lockdown, now the riots...prepare to lose all your freedoms as they impose Martial Law. They laugh in our muzzled faces as they continue to take our rights away. Do some actual research to find out who REALLY holds the power and how to protect your constitutional rights NOW. Claim your FREE copy of the Deep State Exposed today (extremely limited supply).

Link to
<https://dsx.freepatriotbooks.com/>

Targeting
Men, Women 35, 45, 55, 65 +

Appendix: Facebook Ads Data

Case Study Two Ads

Page Name Marjorie Taylor Greene	Ad text <u>ANTIFA has declared war on our country. President Donald J. Trump responded by declaring them a domestic terrorist organization. Here's my message to ANTIFA terrorists: Stay the HELL out of Northwest Georgia. You won't burn our churches, loot our businesses, or destroy our homes. — Marjorie Greene Donate Here >>> https://secure.anedot.com/greene-for-congress-inc/nwgaoutfb</u>
State Georgia	Notes Ad contains a video of Greene cocking a gun. AD HAS SINCE BEEN REMOVED DUE TO POLICY VIOLATION
	Estimated ad spend \$200-\$299
	Targeting Women - all ages Men - mainly 25, 35, 45+
	Ad text <u>Facebook lets ANTIFA organize attacks on America but censored me for having a gun in my ad. Facebook should NOT be America's thought police! Big Tech censorship on conservatives must end! Take the Poll and let Zuckerberg know! >>> https://greene2020.com/facebook-censorship-poll/</u>
	Notes Ad contains photo of Mark Zuckerberg
	Estimated ad spend \$100-\$199
	Targeting All ages, majority men and women 45, 55, 65+
	Ad text <u>Antifa, Stay Out of Northwest Georgia! Our country is a nation of law and order, not anarchy! Save America. Stop Socialism. #sass Defeat the Democrats! -- Marjorie</u>
	Notes Ad contains link to CNS News about her gun ad. AD HAS SINCE BEEN REMOVED DUE TO POLICY VIOLATION
	Estimated ad spend \$100-\$199
	Targeting Men 25, 35, 45, 55, 65 +
Page Name Paul Broun	Ad text <u>Looting Hordes from Atlanta?</u>
State Georgia	Notes Ad contains video encouraging people to use their "liberty machines", aka, AR-15s, to defend themselves from "looting hordes from Atlanta or a tyrannical

government. AD HAS SINCE BEEN REMOVED FOR POLICY VIOLATION

Estimated ad spend
\$200-\$299

Targeting
Mainly men 35, 45, 55, 65+

Ad text
The right to defend yourself, your property, and your family couldn't be more important right now.....

Notes
Ad contains image from video above showing Broun holding an AR-15.

Estimated ad spend
<\$100

Targeting
Mainly men 35, 45, 55, 65+

Page Name
Dr. Manny Sethi
for Senate

State
Tennessee

Ad text
DESTROY ANTIFA. . . These ANTIFA-trained revolutionaries have no interest in a more perfect union. It's not about solving problems in policing to them, or helping heal neighborhoods. They want to bring down this country.

Notes
Ad contains an AP image of a protester starting a fire at a recent protest in Nashville.

Estimated ad spend
\$200-\$299

Targeting
Mainly men and women 45, 55, 65+

Page Name
Ryan Davidson for Ada
County Commissioner

State
Idaho

Ad text
At the height of anti-Kavanaugh madness a protest broke out at City Hall, featuring avowed communists, ANTIFA members, and the most radical leftwing groups in Boise. My friend and I decided to crash the party. Watch the protesters get violent and try to block the reporter. Have you got your primary ballot in yet? Send me to fight the Democrats in November. Hand deliver your ballots to the Elections Office on Benjamin before 8PM on Tuesday.

Notes
Ad contains a link to a 2017 YouTube video showing Davidson confronting protesters outside Boise City Hall in 2017 during the confirmation hearings of Judge Brett Kavanaugh.

Estimated ad spend
<\$100

Targeting
Men and women 45, 55, 65+

Page Name
Jeff Shawan for Missouri

State
Missouri

Ad text
SIGN OUR PETITION DEMANDING ANTIFA BE LABELED AS A TERRORIST ORGANIZATION!

Estimated ad spend

<\$100

Targeting

Men and women 35, 45, 55, 65+

Page Name

Holly Rehder

State

Missouri

Ad text

Take our poll to let us know if you agree with President Trump labeling ANTIFA radicals a terrorist organization.

Estimated ad spend

<\$100

Targeting

Men and women 45, 55, 65+

Page Name

Doug Collins

State

Georgia

Ad text

Do you agree with President Trump and me that Antifa should be designated as a terrorist organization?

Estimated ad spend

\$400-\$499

Targeting

Men and women 45, 55, 65+

Page Name

George Mitris for Congress

State

New York

Ad text

Later today, an organization called project Veritas will release video Antifa leaders making plans. Project Veritas, in the past, has secretly recorded meetings and planning sessions of other organizations and released them to the public. AG Barr has said that Antifa is responsible for much of the rioting, not the BLM movement. Let's see what the video shows.

Notes

Ad contains a link to a YouTube video of a preview the Project Veritas operation.

Estimated ad spend

<\$100

Targeting

Men and women 18, 25, 35+

Page Name

Don Mayhew

State

Missouri

Ad text

Anftia [sic] is leading the looting across the county. Do you agree that Antifa should be declared a terrorist organization?

Estimated ad spend

<\$100

Targeting

Men and women 35, 45, 55, 65+

Appendix: Facebook Ads Data

Case Study Two Ads

Page Name <u>ASMDSS</u>	Ad text All fun and riot games until the rooftops start talking... Get one here ==> https://shop.asmdss.com/products/everybody-looty?variant=31590272335941
Page Type Clothing	Notes T-shirt containing image of this meme with the text "Everybody Looty Until The Roof Starts to Shooty". AD HAS SINCE BEEN REMOVED DUE TO POLICY VIOLATION
	Estimated ad spend \$200-\$299
	Targeting Men 25, 35, 45+
<hr/>	
Page Name <u>American AF</u>	Ad text All fun and riot games until the rooftops start talking... Get one here ==> https://www.aafnation.com/products/everybody-looty?variant=31885748207677
Page Type Clothing	Notes T-shirt containing image of this meme with the text "Everybody Looty Until The Roof Starts to Shooty". AD HAS SINCE BEEN REMOVED DUE TO POLICY VIOLATION
	Estimated ad spend \$100-\$199
	Targeting Men 25, 35, 45+
<hr/>	
Page Name <u>Republic Keeper Podcast</u>	Ad text You know you want one https://brian-okelly.pixels.com/featured/loot-this-brian-okelly.html?product=regular-tshirt
Page Type Podcast/Media	Notes T-shirt with an image of a gun and "LOOT THIS"
	Estimated ad spend <\$100
	Targeting Men 35, 45, 55, 65
<hr/>	
Page Name <u>Torres Targets</u>	Ad text <u>New Target Announced</u>
Page Type Sports/Recreation	Notes Ad contains video montage of Joe Biden embarrassing moments
	Estimated ad spend <\$100
	Targeting Men 25, 35, 45+

Page Name

Liberty Apparel Co

Page Type

Clothing

Ad text

Absolutely unAmerican. FOLLOW US for more like this #SocialismSucks
#ANTIFA #Republican

Notes

Ad contains screenshot from fake Antifa Twitter account.

Estimated ad spend

<\$100

Targeting

Men 45, 55, 65

Footnotes

- 01 https://www.facebook.com/policies/ads/prohibited_content/controversial_content
- 02 <https://www.washingtonpost.com/technology/2020/06/26/facebook-hate-speech-policies/>
- 03 <https://encyclopedia.ushmm.org/content/en/article/classification-system-in-nazi-concentration-camps>
- 04 New York Times (2020, June 18) 'Facebook Removes Trump Ads Displaying Symbol Used by Nazis', <https://www.nytimes.com/2020/06/18/us/politics/facebook-trump-ads-antifa-red-triangle.html>
- 05 <https://community.riskiq.com/search/crisissurvivalsystem.com/whois>
- 06 https://local.infobel.ca/CA102859238/the_trister_marketing_group_tmng-vancouver.html
- 07 <https://patriotauthority.com/category/news/>
- 08 <https://www.zoominfo.com/c/thp-publishing-llc/404026748>
- 09 <https://www.linkedin.com/in/anthony-trister-51550013/>
- 10 <https://www.coffeeshopmillionaire.com/>
- 11 <https://stoppingscams.com/coffee-shop-millionaire-review-my-honest-experiences/>
- 12 <https://scamxposer.com/business-review/the-coffee-shop-millionaire/>
- 13 <https://ca.linkedin.com/in/anthony-trister-51550013>
- 14 <https://www.facebook.com/anthonytrister>
- 15 https://twitter.com/anthonytrister/with_replies?lang=en
- 16 <https://www.instagram.com/anthonytrister/>
- 17 <https://www.youtube.com/user/AnthonyTristerPage/videos>
- 18 <https://community.riskiq.com/search/whois/email/anthonytrister@gmail.com>
- 19 <https://www.facebook.com/ads/library/?id=2287890851506373>
- 20 <https://www.facebook.com/MarjorieTaylorGreene/posts/2446711152285647>
- 21 <https://www.foxnews.com/media/marjorie-taylore-greene-facebook-antifa-ad-gun?fbclid=IwAR3xGAOW8nS0eBsXKsgDon-mNEi78sVCSbMQklqj1ZYQtNcp5RQuxcj8kAik>
- 22 <https://www.facebook.com/ads/library/?id=967412820386255>
- 23 <https://www.facebook.com/ads/library/?id=1487331121453067>
- 24 <https://www.facebook.com/ads/library/?id=643163012939997>
- 25 <https://www.facebook.com/ads/library/?id=676738842890736>
- 26 <https://www.facebook.com/ads/library/?id=1116468622053716>
- 27 <https://www.facebook.com/ads/library/?id=571685070390540>
- 28 <https://www.facebook.com/ads/library/?id=734456087296605>
- 29 <https://www.bloomberg.com/news/articles/2019-06-26/trump-says-u-s-should-sue-facebook-google-in-latest-complaint>
- 30 <https://www.washingtonpost.com/opinions/2020/05/06/cbs-news-edits-testing-story-after-project-veritas-exposes-clinics-line-stuffing-plot/>
- 31 <https://www.facebook.com/ads/library/?id=1340087846179722>
- 32 <https://www.facebook.com/ads/library/?id=541097753236726>
- 33 <https://knowyourmeme.com/memes/roof-koreans>

- 34 <https://www.facebook.com/ads/library/?id=910565806126288>
- 35 <https://www.facebook.com/groups/2333404530314265/permalink/2649986871989361>
- 36 <https://www.facebook.com/ads/library/?id=282452406124121>
- 37 <https://www.facebook.com/ads/library/?id=1411769815676057>
- 38 <https://www.facebook.com/ads/library/?id=2528755957438696>
- 39 <https://www.nbcnews.com/tech/security/twitter-takes-down-washington-protest-disinformation-bot-behavior-n1221456>
- 40 https://www.facebook.com/policies/ads/prohibited_content/controversial_content
- 41 <https://www.isdglobal.org/isd-publications/the-first-100-days/>
- 42 https://www.facebook.com/policies/ads/prohibited_content/weapons
- 43 https://www.breitbart.com/tech/2020/06/04/facebook-blacklists-georgia-candidates-warning-to-antifa-after-2-million-views/?fbclid=IwAR0rmaltnOwy_1NnTrbcRp8fcv5SGKUD1Lw-8Y-8RyLSCA9y7ivj-UxwZMo
- 44 https://www.facebook.com/policies/ads/prohibited_content/sensational_content
- 45 The Guardian (2018, May 24) How Facebook is influencing the Irish abortion referendum <https://www.theguardian.com/world/ng-interactive/2018/may/24/how-facebook-is-influencing-the-irish-abortion-referendum>
- 46 Nine News (2019, May 3) Facebook outrage after platform bans breast cancer survivor ads over nudity violation <https://www.9news.com.au/national/news-australia-facebook-breast-cancer-network-ads-ban-outrage-christchurch-terror-attack-video/c6f5d8f2-652c-43ea-b711-aa471f1d1649>
- 47 ProPublica (2017, Oct 18) Facebook Allowed Questionable Ads in German Election Despite Warnings <https://www.propublica.org/article/facebook-allowed-questionable-ads-in-german-election-despite-warnings>
- 48 https://ec.europa.eu/commission/presscorner/detail/en/STATEMENT_19_6166
- 49 <https://www.isdglobal.org/isd-publications/cracking-the-code-an-evaluation-of-the-eu-code-of-practice-on-disinformation/>

About ISD

We are a global team of data analysts, researchers, innovators, policy-experts, practitioners and activists - powering solutions to extremism, hate and polarisation.

The Institute for Strategic Dialogue (ISD) is an independent nonprofit organisation dedicated to safeguarding human rights and reversing the rising global tide of hate, extremism and polarisation. We combine sector-leading expertise in global extremist movements with advanced digital analysis of disinformation and weaponised hate to deliver innovative, tailor-made policy and operational responses to these threats.

Over the past decade, we have watched hate groups and extremist movements deploy increasingly sophisticated international propaganda, influence and recruitment operations, skillfully leveraging digital technology, and often boosted by hostile state actors. Alongside an exponential spike in violence (conflict, hate crime, terrorism), societies around the world are being polarised. At ballot boxes, populists have made significant gains and authoritarian nationalism is on the rise.

If left unchecked, these trends will existentially threaten open, free and cohesive civic culture, undermine democratic institutions and put our communities at risk. Progress on the major global challenges of our time – climate change, migration, equality, public health – threatens to be derailed.

We can and must turn the tide. Help us build the infrastructure to safeguard democracy and human rights in the digital age.

ISD draws on fifteen years of anthropological research, leading expertise in global extremist movements, state-of-the-art digital analysis and a track record of trust and delivery in over 30 countries around the world to:

- Support central and local governments in designing and delivering evidence-based policies and programmes in response to hate, extremism, terrorism, polarisation and disinformation
- Empower youth, practitioners and community influencers through innovative education, technology and communications programmes.
- Advise governments and tech companies on policies and strategies to mitigate the online harms we face today and achieve a 'Good Web' that reflects our liberal democratic values

Only in collaboration with all of these groups can we hope to outcompete the extremist mobilization of our time and build safe, free and resilient societies for generations to come. All of ISD's programmes are delivered with the support of donations and grants.



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