

Information is Being Weaponized

Disinformation campaigns and social media manipulation often originate or gain traction on fringe social media platforms. **Monitoring X (formerly Twitter) isn't enough.**

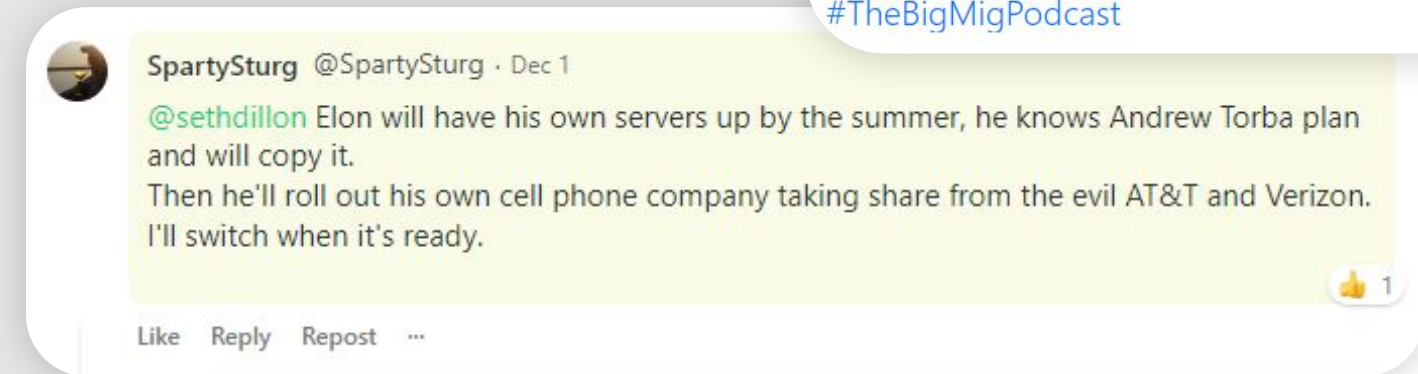
Information is being weaponized to directly target companies, their brand, and their employees. Threat actors create false narratives, use cultural touchpoints, and feed off public distrust of their information sources.



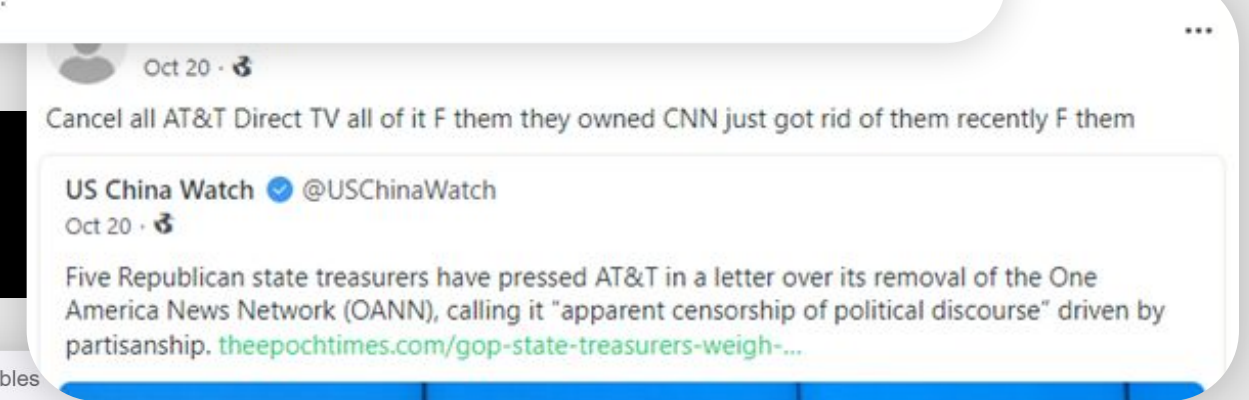
EXECUTIVE TARGETING



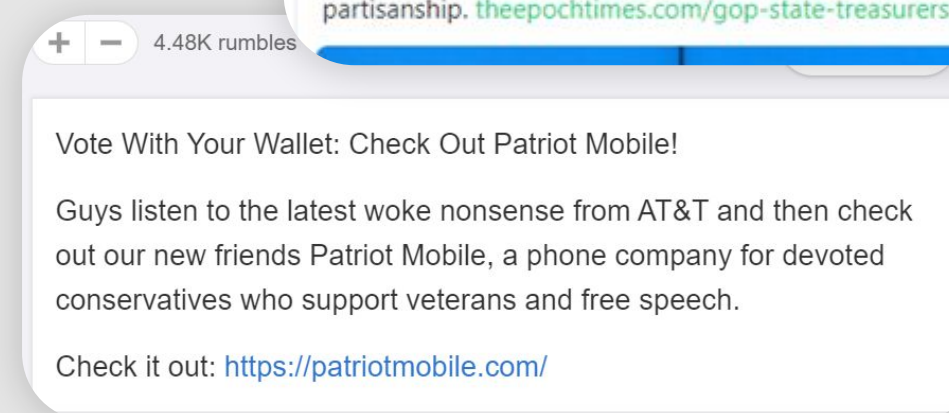
BRAND VALUE



CONSUMER TRUST



FINANCIAL IMPACT



True Business Risk

Nefarious actors are targeting brands and your **license to operate, reputation, market capitalization, customer loyalty, talent acquisition, and physical safety** is at risk.

Competitors, criminals, and state actors are leveraging social media, extremist communities, targeted marketing, and lies. **We're here to help you fight back.**

HEALTHCARE

Fake Eli Lilly Twitter Account Claims Insulin Is Free, Stock Falls 4.37%

Bruce Y. Lee Senior Contributor @

Follow

Nov 12, 2022, 9:50am EST

Shots

UNTANGLING DISINFORMATION

Their mom died of COVID. They say conspiracy theories are what really killed her

April 24, 2022 · 5:01 AM ET

Heard on All Things Considered

DEEPP BRUNFEL

15-Minute Listen

NEWS

Facebook hit with \$2 billion lawsuit connected to political violence in Africa

An Ethiopian professor is part of the class action lawsuit. He blames Facebook for his father's death after the site allowed threats and conspiracy theories to spread.



Support The Guardian

Disinformation for profit: scammers cash in on conspiracy theories

Some accounts claiming to support the Canada trucker protests are run by con artists abroad.



The Washington Post

A new study suggests fake news might have won Donald Trump the 2016 election

Analysis by ASOC Staff

April 3, 2018 at 9:09 a.m. EDT

World Europe US Americas Asia Australia Middle East Africa Inequality

Armed civilian roadblocks in Oregon town fuel fears over vigilantism

People driving in Corbett describe being stopped by militias and asked to identify themselves as fires burn



AP NEWS

Baseless Wayfair child-trafficking theory spreads online

By AMANDA SEITZ and ALI SWENSON July 16, 2020



politics

3 more men found guilty in Whitmer kidnapping plot

By Brian Vitagilano, CNN

Updated 1:14 PM EDT, Wed October 26, 2022



CNBC

Dozens of fake news websites and social media accounts pushed pro-China talking points

APRIL 20, 2018, 1:02 PM EDT

WSJ

DOJ, SEC Charge Eight Social-Media Influencers for Alleged Securities Fraud

Influencers allegedly engaged in a pump-and-dump scheme since at least January 2020



The New York Times

Influencers Say They Were Urged to Criticize Pfizer Vaccine

A disinformation effort to reduce public confidence in Covid-19 vaccines tried to enroll social media commentators in France and Germany.

Give this article

VANTY FAIR

VIOLENT THREATS AND DISINFORMATION HAVE OFFICIALS SOUNDING ALARMS AHEAD OF MIDTERMS

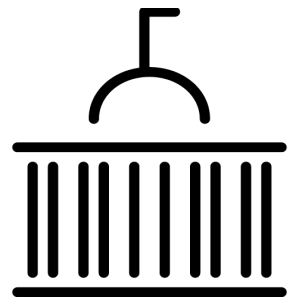
US national security authorities didn't explicitly name Donald Trump and his allies' election lies in their report of possible risks for November, but they made clear that election denial lies is a huge concern.



The storming of Capitol Hill was organized on social media.



Understanding the Forces Behind the Attacks



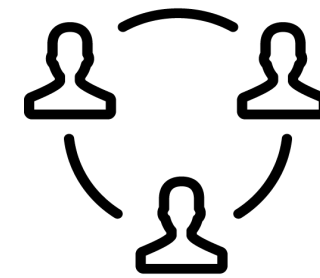
**Politically
Motivated
Actors**



**Financially
Motivated
Actors**



**Nation State
Actors**



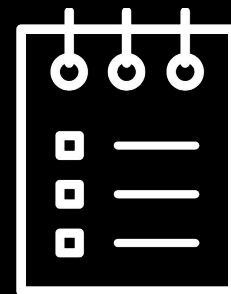
**Organized
Groups**

You Can Outmaneuver



Detect

Origination Detection helps identify false and damaging narratives early



Assess

Assessing your risks helps you know when and how to act



Mitigate

Alethea provides actionable insights that stop a crisis before it escalates

Turn Risk Into Opportunity

Communications

- + Platform takedowns
- + Counter Messaging
- + Expose networks and actors

Security

- + Executive protection
- + Insider Threat
- + Facility Security

Legal

- + Cease and desist letters
- + DMCA takedowns

Finance

- + Communicate with key shareholders
- + Pre-bunk false claims

Government Affairs

- + Strategic input when communicating with elected officials
- + Share sanitized versions of reports to work with organizations and policy makers to advance goals

What's Changed About the Internet?

- 1.** There has been a proliferation of platforms across the web, making it harder to track narratives using conventional tools
- 2.** Social media platforms lack dramatically reduced the size of teams responsible for combatting online threats
- 3.** Accessibility of generative AI tools allows for rapid content creation and dissemination
- 4.** State actors, domestic actors, and criminal groups are all leveraging information operations or propaganda tactics to achieve their goals.

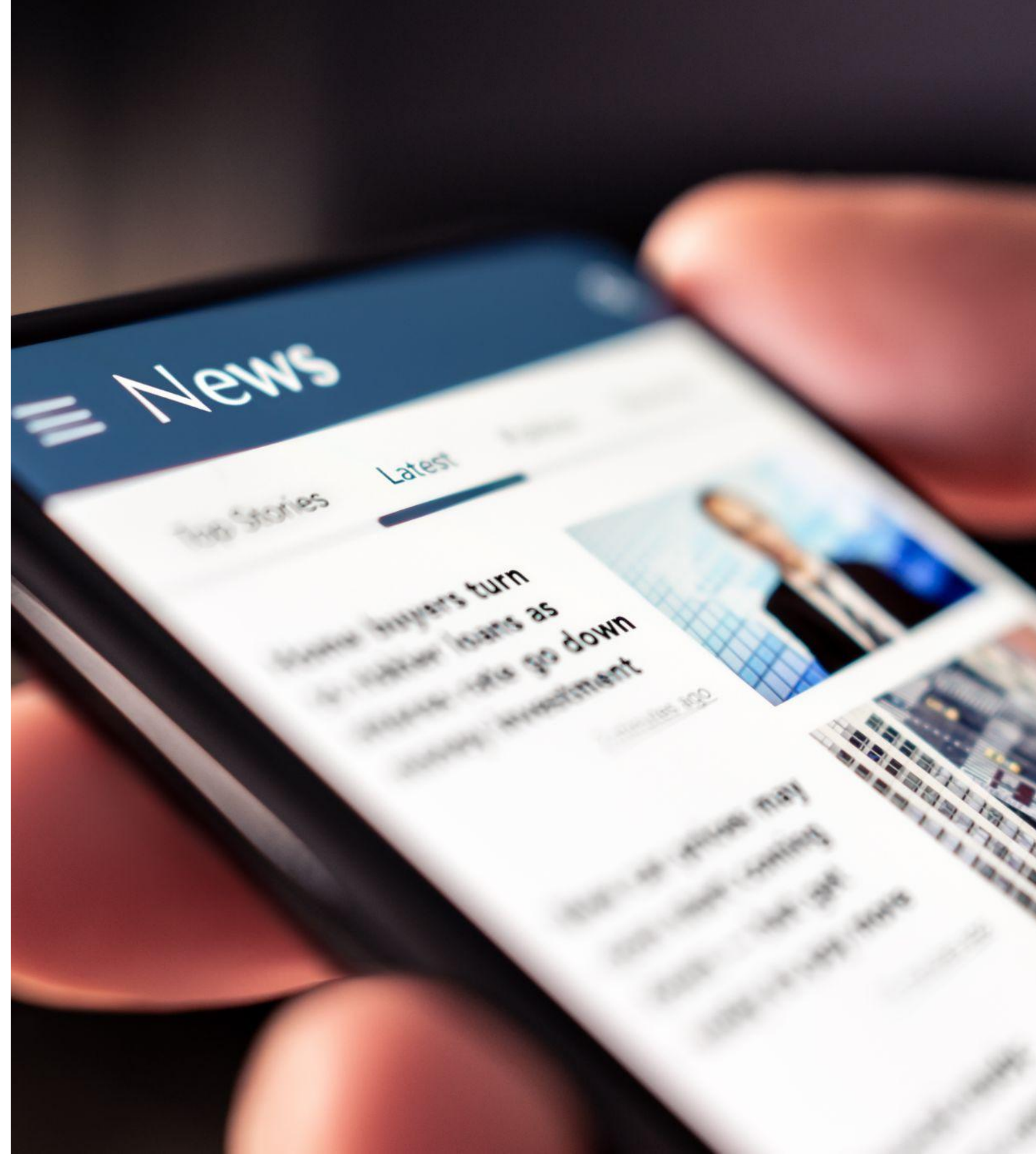
What's Coming in 2024?

Everything will feel political—every organization is on the ballot.

Global conflicts will impact organizations whether you want to be involved or not.

Disinformation will continue to have financial impacts outside of traditional crisis response.

Customer loyalty, shareholder value, employee retention, and other core business needs are all at risk of being manipulated or influenced by outside actors.



Retail Industry

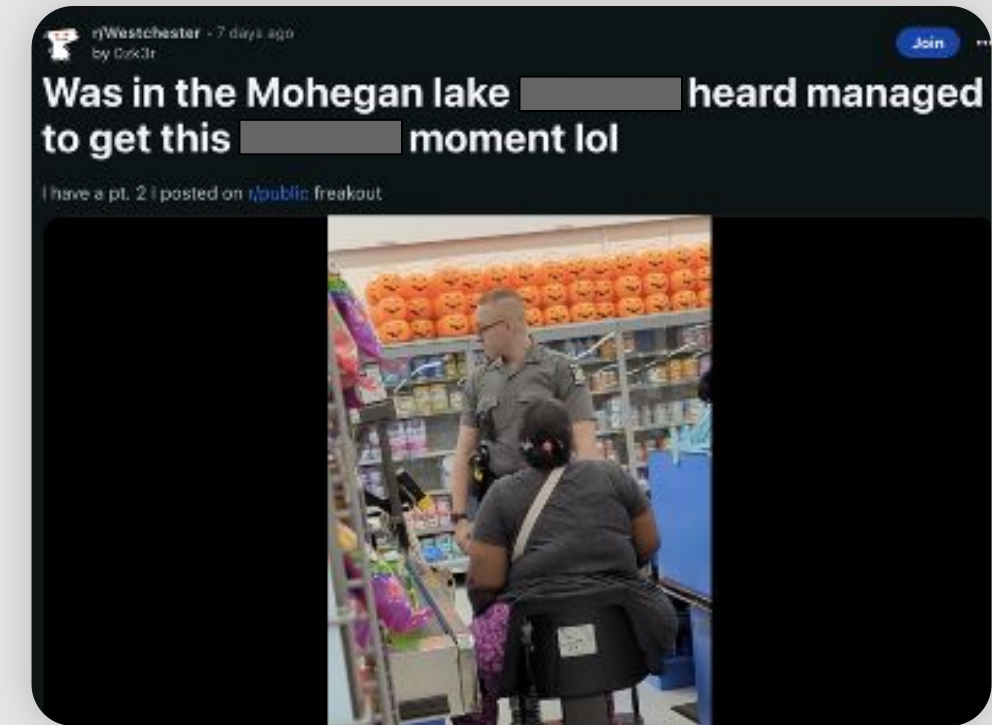
RETAIL

Video Investigation

Alethea assesses with moderate confidence that the original video of the incident, which per local reporting occurred at 6:30 PM October 2, 2023, was first posted to Reddit at 11:41 PM October 2, 2023.

The video appears to have been filmed by area resident Oscar Mayorga, 27.

We did not find any evidence that this video was recirculated.

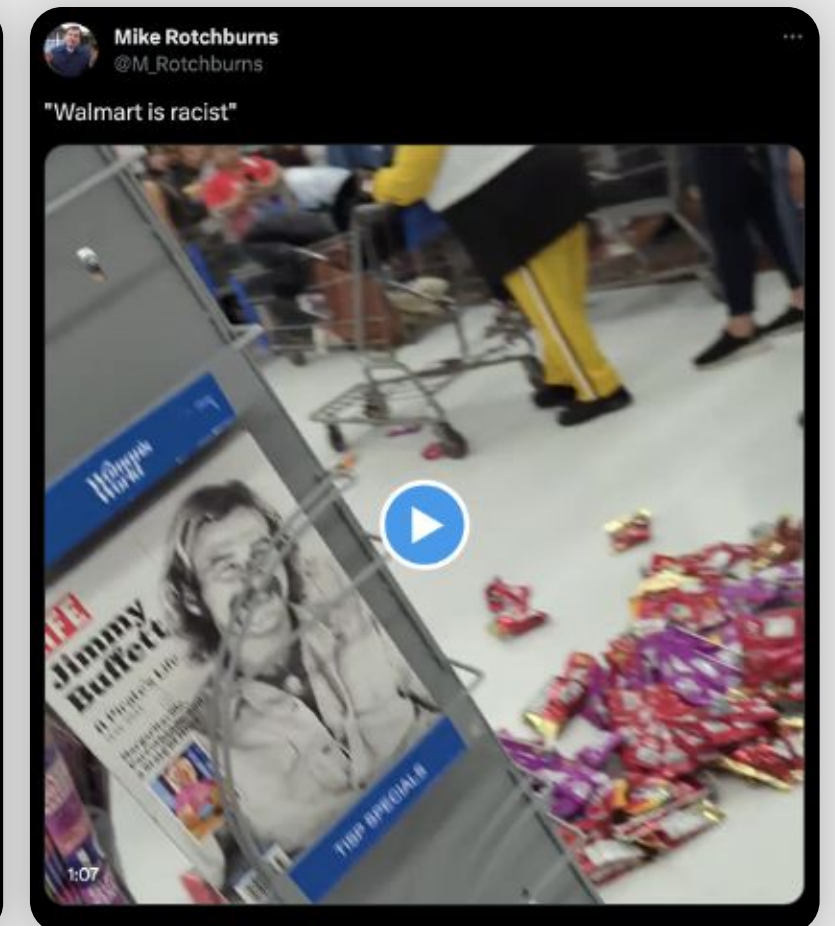
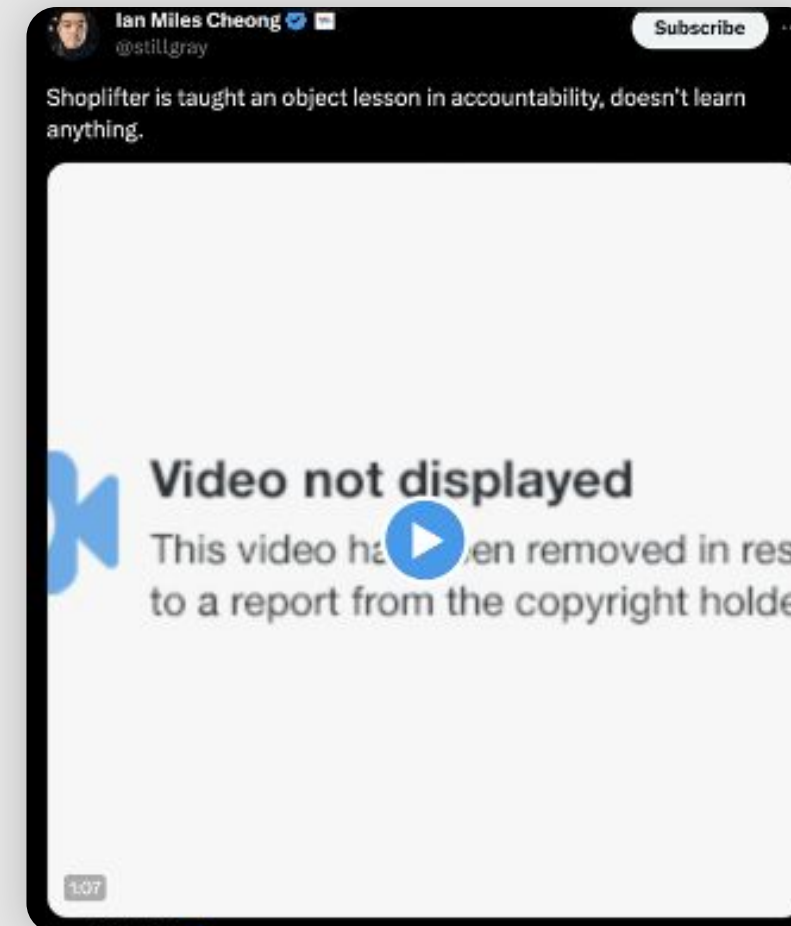


RETAIL

Video Investigation

The video appears to have first been posted to X by @M_Rotchburns, who frequently posts racist content and claims in their bio to be in the UK. This post experienced significant engagement, with 698 reposts and 3221 likes.

The video was then reposted by numerous right-wing influencers including Charlie Kirk, Andy Ngo, and Ian Miles Cheong. Some posts have since been removed.



RETAIL

Video Investigation

Another element contributing to the spread of this content was a Featured article on Infowars posted 11:45 AM October 3, 2023.

Alethea did not assess the spread of this content to be due to bots or coordinated inauthentic behavior to any substantial degree. The videos virality can be explained by the combined audiences of outlets such as Infowars along with the follower bases of these influencers.



INFOWARS

Featured

Black Female Shoplifter Caught Red-Handed, Arrested, Handcuffed While Screaming: [REDACTED] Is Racist!

infowars.com
October 3rd 2023, 11:45 am

▶ Shoplifter attempts to gain sympathy from onlookers by attributing her arrest to racism.




Image Credit: infowars.com

SHARE Post Tweet Message Email

LIVE gab GETTR rumble YouTube

A fat black female shoplifter caught in the act and arrested by a police officer made a spectacle inside a local [REDACTED], accusing the store of committing racism against her for not letting her pilfer goods.

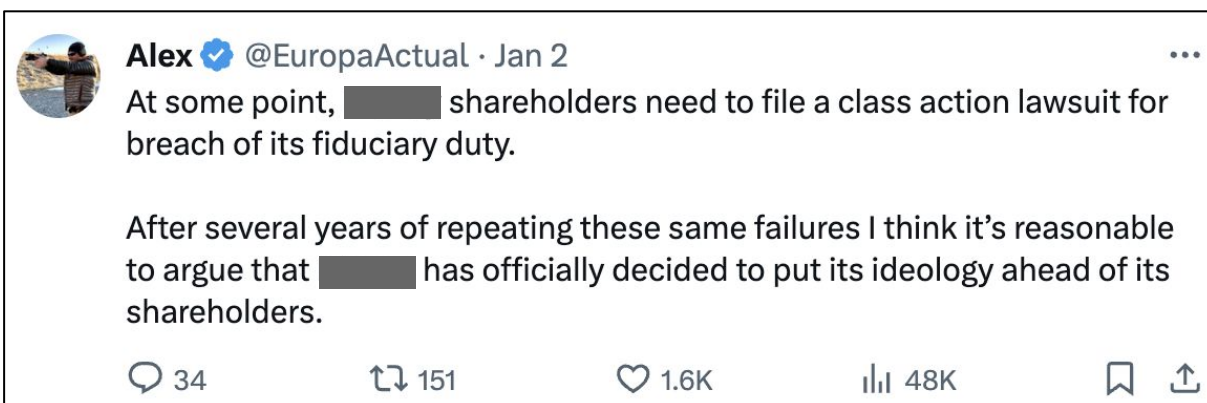
Entertainment & Media Industry

ENTERTAINMENT & MEDIA

Narrative Summary

A flagship entertainment and media company is intentionally pushing woke narratives in their movies as part of a corporate agenda

Alethea observed thousands of posts accusing the company of emphasizing woke ideology over compelling narratives. It is viewed as a conscious decision by the company to try and influence public perception of the topic, and contains allegations that talent is responsible for the new alleged bias.

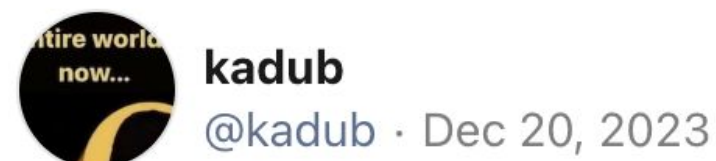


[redacted] has announced a departure from the realm of woke content. In a recent interview, Iger emphasized a shift in focus, asserting that [redacted] will prioritize entertainment over messages. While positive messages are welcome, the era of forced narratives is over.

This revelation follows the dismal performance of [redacted] a rather woke feminist film, which had the worst opening day in [redacted] history, earning only \$47 million against a quarter-billion-dollar production cost. A sharp decline from the success of its prequel, [redacted], which opened with over \$150 million.



Have you ever wanted to break free from the insanity of the woke world and band together with others who are fighting for faith, family, and freedom?



[redacted] wants to add more #DEI with female focused characters will destroy [redacted] like it did [redacted]


[redacted] sucks because they have embraced DEI content and replaced qualified creative talent with DEI affirmative action hired of no talent token employees. [redacted] killed itself.

Dec 14, 2023, 8:29 PM

ENTERTAINMENT & MEDIA

Woke Talent

Alethea observed narratives that alleged **the company writers and filmmakers are the reason for 'woke-ness.'** These posts predict the impending failure of future series based on filmmakers and writers with specific backgrounds or assumed ideologies.



Lady Ali Sanguis Author, Editor, Voice
@AliSanguis

The chick feminist writer of [REDACTED] is also the writer of [REDACTED] and is responsible for writing a good bit of the new woke editions of D&D. She's also working on the Fallout tv series as a writer and exec producer.
So all of these are DOA already



WJ THE WESTERN JOURNAL
EQUIPPING READERS WITH THE TRUTH


Premium News Commentary Lifestyle About

New [REDACTED] Movie Predicted to Be [REDACTED] 'Biggest Flop Yet' After Clips Expose Director's Agenda

By Jack Gist • January 3, 2024 at 5:15pm


Facebook Twitter Telegram Tumblr RSS Email Share

← Back

 **NOTWOKESHOWS**
@notwokeshows · [Subscribe](#)

[REDACTED] could still rescue [REDACTED] by ditching [REDACTED] and the current writers. Instead, go to Comic-Con and hire a few 40-60 year old nerds to write the movies going forward. People that actually like the movies and comic books instead of wokeies that want to ruin everything people love.

<https://www.notwokeshows.com/woke-killed-solo>



[REDACTED] Actor Adam Driver Says "Wokeness Killed [REDACTED]"
notwokeshows.com

Dec 11 2023 · 12:21 AM

Narrative Assessment

Assess: Alethea assesses that the company faces multiple risks in the narrative.

■ Alethea’s **high reputational risk assessment** is based on the high volume of highly engaged content, and involvement of state media and other malign actors.

■ Alethea’s **moderate financial risk assessment** is based on low volume of low engagement content calling for boycotts of the company’s productions, within highly engaged narratives.

■ Alethea’s **low physical security risk assessment** to talent based on the nature of the content discussing talent.



Alethea identified the following mitigation options for the company’s consideration:

- **Conduct continuous monitoring** of narratives depicting the company as “woke” that could pose physical security risks, inspire boycotts; monitor for the use of tactics that violates laws or social media terms of service.
- Create a **communications strategy** that considers trusted messengers or channels to clarify the company’s DEI initiatives, and work to develop relationships for activation.
- **Train key talent how to identify online risk**, when to coordinate with security, and how to stay safe online.

ENTERTAINMENT & MEDIA

Network Detection

Alethea observed **86 “news” websites** publishing the same RT.com article about “[X] woke virus threatens US movie industry” that targets the company. The activity occurred on December 23 & 24.

This tactic, known as “Pink-Slime”, gives the appearance of legitimate, local, news site to reach a broader audience and instill trust.

Bangladesh Sun
There's no holding us back
Tue, 09 Jan 2024

Home | Asia Sports | International | Business | Wire | Search | Weather | Network VOLUME NO. 0205/16

woke virus threatens US movie industry

RT.com
23 Dec 2023, 16:13 GMT+10

Haze in Dhaka/Shahjalal Intl 22°C

Asia Sports Section

ISL: Mobashir Rahman reunites with Owen Coyle as Chennaiyin FC sign midfielder for remainder of season

Chennai (Tamil Nadu) [India], January 8 (ANI): Chennaiyin FC have roped in central midfielder Mobashir Rahman on loan for the ...

India's Jemimah Rodrigues, Deepti Sharma nominated for ICC Women's Player of the Month Award for December 2023

Dubai [UAE], January 8 (ANI): India's star batter Jemimah Rodrigues and all-rounder Deepti Sharma are among the stars nominated for ...

World Cup-winning captain Pat

The company's commitment to diversity, equity, and inclusion has hurt its stock price following a string of box office flops

business Sun
Breaking business news from across the globe
Tue, 09 Jan 2024

Home | Financial Markets | Stock Market | Technology | Wire | Search | Weather | Network VOLUME NO. 0205/16

woke virus threatens US movie industry

RT.com
23 Dec 2023, 16:13 GMT+10

Mostly Cloudy in Seletar 27°C

Financial Markets Section

December saw 216,000 jobs added to the US labor market

WASHINGTON D.C.: In the latest sign of the resilience of the American labor market despite interest rates staying high, U.S. ...

Ireland sees 2023 surplus of 1.2bn euros, down from 2022

DUBLIN, Ireland: The Exchequer has reported a 1.2 billion euros surplus in 2023. While this was a 3.8 billion euros less ...

Slight rise in German unemployment reported in December

BERLIN, Germany: Figures from Germany's Federal Employment

The company's commitment to diversity, equity, and inclusion has hurt its stock price following a string of box office flops

Seattle Bulletin
Named after Seattle Daily Bulletin of 1903
Tue, 09 Jan 2024

Home | International | Washington | Business | Wire | Search | Weather | Network VOLUME NO. 0205/16

woke virus threatens US movie industry

RT.com
23 Dec 2023, 16:13 GMT+10

Cloudy in Seattle/Boeing 38°F

International Section

62 percent of US COVID-19 cases are the JN.1 variant: CDC

ATLANTA, Georgia: The Centers for Disease Control and Prevention (CDC) said that as of January 5, the JN.1 sub-variant of ...

Several US statehouses evacuated after hoax bomb threats

WASHINGTON D.C.: The FBI and state officials said a series of hoax bomb threats on the morning of January 3 ...

More than ten kids a day losing limbs in Gazan airstrikes

RAMALLAH, Palestinian Territories, 7 January 2024 - More than 10 ...

The company's commitment to diversity, equity, and inclusion has hurt its stock price following a string of box office flops

NORTH KOREA TIMES
Oldest online news service in North Korea
Tue, 09 Jan 2024

Home | International | South Korea | Business | Wire | Search | Weather | Network VOLUME NO. 0205/16

woke virus threatens US movie industry

RT.com
23 Dec 2023, 16:13 GMT+10

Fair in Statesville 27°F

International Section

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Dec 23, 2023, 12:38:14	b4efefc7ea2d76a71e07580106d56152	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 15:44:34	ea094ac4b4577510073acbafeb02396	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 20:10:17	cc8a95f62b227ecdc97124bb5e2f61a	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 10:39:24	0d92770083a9d26800fc4da35eafbdd3	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 12:41:44	d2141161f385d9c9f75446fad1561e5	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 22:05:12	e1a253aec2b8312da9c6a9ab4d226e8d	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 22:08:02	d1774c41a5db67de50c3067dee1c4f0c	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 16:48:53	b62c7537ae072c1e96e5be0b52370bee	woke virus threatens US movie industry RT.com 2
Dec 24, 2023, 01:38:24	bef6c4617132b71de43093c425819635	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 07:15:46	2dc3c1177b11d56ad16733c5972f3e2e	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 21:51:43	667329991fc8eeca7afec487f879e8	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 20:24:03	55f52c66d581f9858d662fa04c480c3b	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 14:53:03	f527b46d5e42d6816887ac3fd257a00	woke virus threatens US movie industry RT.com 2
Dec 23, 2023, 22:17:04	b080cd63af503194db2857c0af0083e	woke virus threatens US movie industry RT.com 2

Network Assessment

Assess: Alethea's assessment is that this network poses a moderate reputational risk, and exists within a high risk narrative.

■ Alethea's **moderate reputational risk** is based on the coordinated nature of the campaign, specifically targeting the company. The article is RT.com, but more investigation is needed to determine if the authors are Russia specifically, or others using a popular narrative for financial gain from advertising.

Alethea identified the following mitigation options for the company's consideration:

- Investigate network to attempt to **identify the actor behind network**, to inform further response strategy. This may include an analysis of advertising infrastructure, social media amplification, and other manipulation tactics.
- **Expose network via the press.** Analyze additional content appearing on websites and pitch a reporter as an example of networks targeting brands and using disinformation for profit to add more context to the narrative.
- **Double Down on Core Messaging.** Continue to target key audiences who support or are persuadable about the company's DEI/ESG strategies.

Aerospace & Manufacturing Industry

Narrative Summary

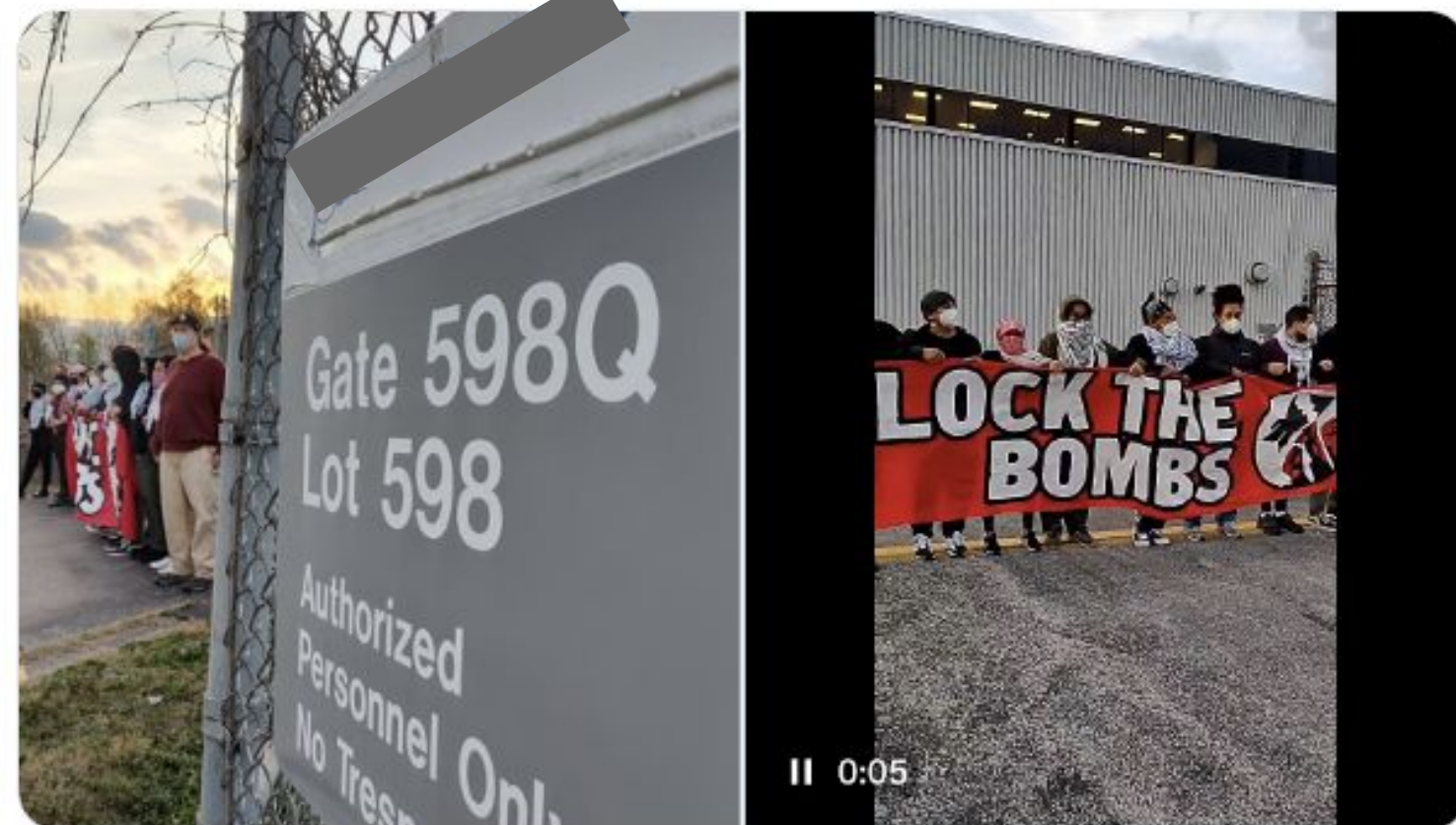
Russian State Media and U.S.-Based Activist Groups Criticize The Company for Allegedly Supplying Weapons to Israel

Alethea observed thousands of posts—including from right-wing, conspiratorial, and state-affiliated entities—claiming that the company supplied weapons to Israel and promoting a November 6 protest in St. Charles, Missouri, that shut down a company production facility.



Dissenters
@wearedissenters

█ has been providing aircrafts and military support to Israel since its creation on stolen land during the ethnic cleansing of Palestinians in 1948. 75 years later, they're still in the business of genocide. If Congress won't stop the bombs, WE WILL #BlocktheBombs



8:11 AM · Nov 6, 2023 · 9,697 Views

Narrative Assessment

Assess: Alethea assesses that the company faces multiple risks in the narrative.

■ Alethea's **high reputational risk assessment** is based on the sustained high volume of content criticizing the company for allegedly manufacturing weapons for Israel. This risk is expected to be sustained given the political climate and discussion around foreign military sales in a presidential election year.

■ Alethea's **moderate security risk assessment** is based on a substantial increase in offline action protesting U.S. involvement in the conflict between Israel and Hamas and a high volume of content specifically criticizing the company for allegedly supplying weapons to Israel.

Alethea identified the following mitigation options for the company's consideration:

- **Heighten security preparedness** around facilities most likely to be targeted by protests and **push out information on best safety practices to company employees** in anticipation of possible further protest activity.
- Consider preparing press teams to be able to **discuss how foreign actors, particularly Russia, are pushing these narratives domestically** and educating reporters on Moscow's influence operations efforts.
- **Continuous monitoring** of protest-related narratives to help identify if calls to action begin to target specific company facilities, employees, or executives.

AEROSPACE & MANUFACTURING


Narrative Summary

QAnon and QAnon-Adjacent Communities Criticize Company Following Data Leak

Alethea observed thousands of posts, **primarily on X but also on Reddit, Gab, Minds, Telegram, and 4chan**, discussing the company's recent data leak following LockBit's ransomware attack in October.

QAnon-adjacent and prepper communities claimed the ransomware attack indicates broader instability and vulnerabilities within both the U.S. military and airline industry.



 **Patrick Humphrey** ✓
@PatrickHumphre

Major Cyber Attack

Just hit the US Military

& USA Planes could be in Danger


██████ just disclosed they are under a major LockBit ransomware attack

And Hackers are threatening to release the data by November 2nd

Remember that F-35 Fighter Jet that "Went Missing" last month?

Something bigger is going on and we could see Military planes on both sides co-opted and used from nefarious purposes

>>Full Video in BIO



The screenshot shows a news article from Atlas News. The header includes the logo "ATLAS NEWS" with the tagline "Unbiased. Unfiltered." and a navigation menu with links for "NEWS", "BRIEF", "CONTRIBUTORS", "ATLAS NEWS +", "OUR APP", "SHOP", and "NEWSL". The main headline reads "PUBLICATION LOCKBIT 3.0 APT holds ████████ information for ransom". Below the headline, it says "By: Anthony J Daw | Date: October 27, 2023 | Modified: 1 day ago | 1".

9:28 PM · Oct 28, 2023 · 3,759 Views

4 34 68 3

Narrative Assessment

Assess: Alethea assesses that the company faces a moderate regulatory risk but also a potential benefit from the narrative.

- Alethea's **moderate regulatory risk assessment** is based on potential oversight investigations following the cyberattack.
- Alethea's **potential upside assessment** is based on narratives praising the company for refusing to pay the ransom and following transparency protocols after the attack.

Alethea identified the following mitigation options for the company's consideration:

- Consider developing a communications strategy that **highlights the company's commitment to cybersecurity** and its refusal to negotiate with the attackers.
- **Follow protocol of reporting to regulators** and through the DIB in order to mitigate the risk of an oversight investigation.
- **Continuously monitor for indications of a double exploitation attack.**
- Avoid making statements until the incident is resolved, and should additional public statements be made, Alethea recommends **monitoring for any evidence of successful exfil and conspiratorial communities for risks.**

AEROSPACE & MANUFACTURING

Narrative Summary

Anti-CCP Influencers Criticize Company CEO for Alleged Ties to China

Alethea observed **thousands of posts** criticizing the company's CEO and other CEOs of large U.S.-based corporations for attending a November 15 honorary dinner for Chinese leader Xi Jinping in San Francisco.



Select Committee on the Chinese Communist Party

@committeeonccp

BREAKING: List of elite American executives dining with genocidal communist "Guest of Honor" Xi Jinping last night for \$40,000 in San Francisco.

- Tim Cook @Apple
- Stephen Schwarzman @blackstone
- Larry Fink @BlackRock
- [REDACTED]
- Merit Janow @Mastercard
- Milind Pant @amway
- Darius Adamczyk @honeywell
- Hock Tan @Broadcom
- Robert Goldstein @LasVegasSands
- Joseph Bae @KKR_Co
- Daniel O'Day @GileadSciences
- Ming Hsieh @FulgentGenetics



Narrative Assessment

Assess: Alethea assesses that the company faces a moderate reputational risk.

- Alethea's **moderate reputational risk assessment** is based on the high volume of content discussing the company's alleged support of the CCP, but comparatively low volume of content that specifically targets the company. Should more targeted narratives emerge or signs of attempts to manipulate the company's stock price occur, our risk assessment would increase to 'high.'

Alethea identified the following mitigation options for the company's consideration:

- Prepare a background document with **Alethea's assessment and share examples of accounts in the network to push back on mainstream reporters that may cover the meeting.**
- Develop a communications strategy which highlights **the company's support of the U.S. labor market and democratic principles and share findings with government affairs teams** should they be asked about the meeting by key lawmakers or staff.
- **Monitor known Chinese networks** and set alerts for employees that may be accessing GTV or other Guo Wengui propaganda outlets from company systems.

Narrative Summary

Republican Presidential Debate Candidates Criticize 'Military-Industrial Complex'


Alethea observed a **high volume of content** accusing Nikki Haley of wrongfully profiting from her relationship with the company and claiming that, if elected, Haley would use her power to fund the 'military-industrial complex' and prioritize her financial interests and commitment to the company's board of directors over the American people.




DC_Draino 
@DC_Draino

Subscribe ...

I'm pretty tuned into politics and I only know 5 things about Nikki Haley:

1) she raised her hand at the UN 

2) she made millions working for 

3) she never met a war she didn't love

4) she doesn't like Trump

5) she has ammo in her shoe

Did I miss anything?

3:35 PM · Nov 13, 2023 · 185.4K Views

 802

 1.8K

 8.4K

 35



Narrative Assessment

Assess: Alethea assesses that the company faces a moderate reputational and regulatory risk.

■ Alethea’s **moderate reputational risk** assessment is based on the increase in anti-war sentiment across both political parties following the U.S. withdrawal from Afghanistan, involvement in Ukraine, and the conflict between Israel and Hamas. We anticipate narratives that tie Haley to the company will continue throughout her presidential campaign as opponents will likely highlight her perceived “pro-war” stance.

■ Alethea’s **moderate regulatory risk** assessment is based on the high volume of content tying the company to a prominent member of a major political party, which can lead to increased scrutiny and chances of oversight investigations.

Alethea identified the following mitigation options for the company’s consideration:

- Conduct continuous monitoring of this narrative and **share related content with its government affairs team.**
- Avoid engaging with politically polarizing narratives and **develop a proactive approach to educating lawmakers on civilian and defense technologies.**