



ISFED

INTERNATIONAL SOCIETY FOR
FAIR ELECTIONS AND DEMOCRACY

Online Campaign Finance: Social Media Monitoring in Georgia

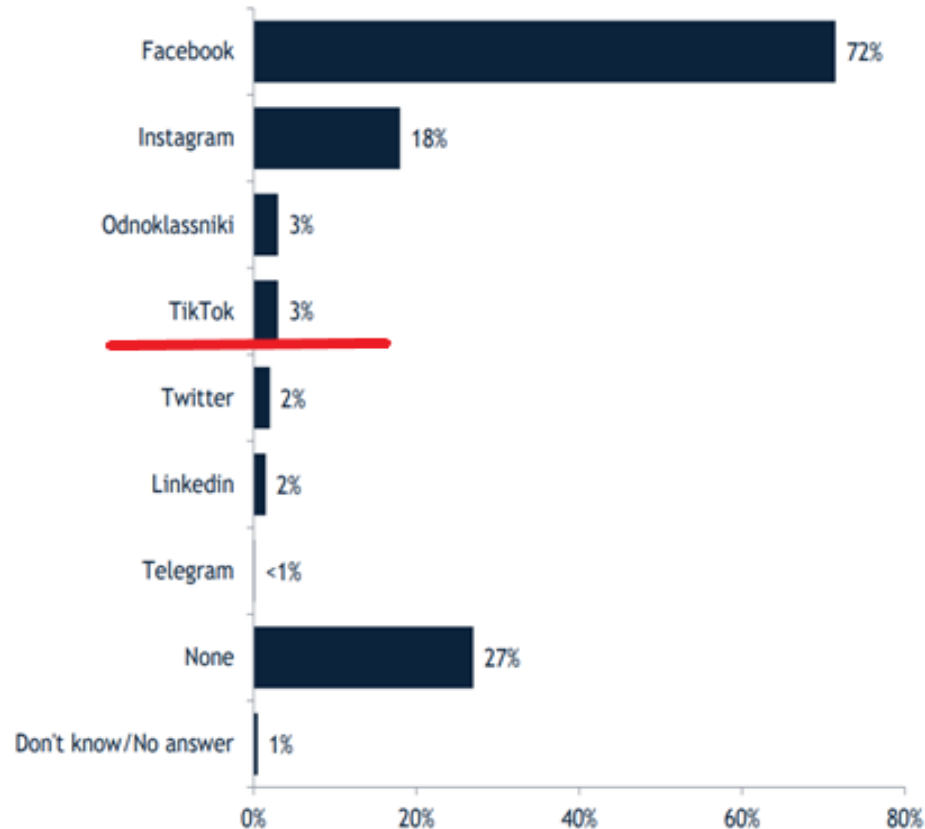
07.07.2023

Levan Natroshvili

Growing number of Social Media users in Georgia

Spike of TikTok users

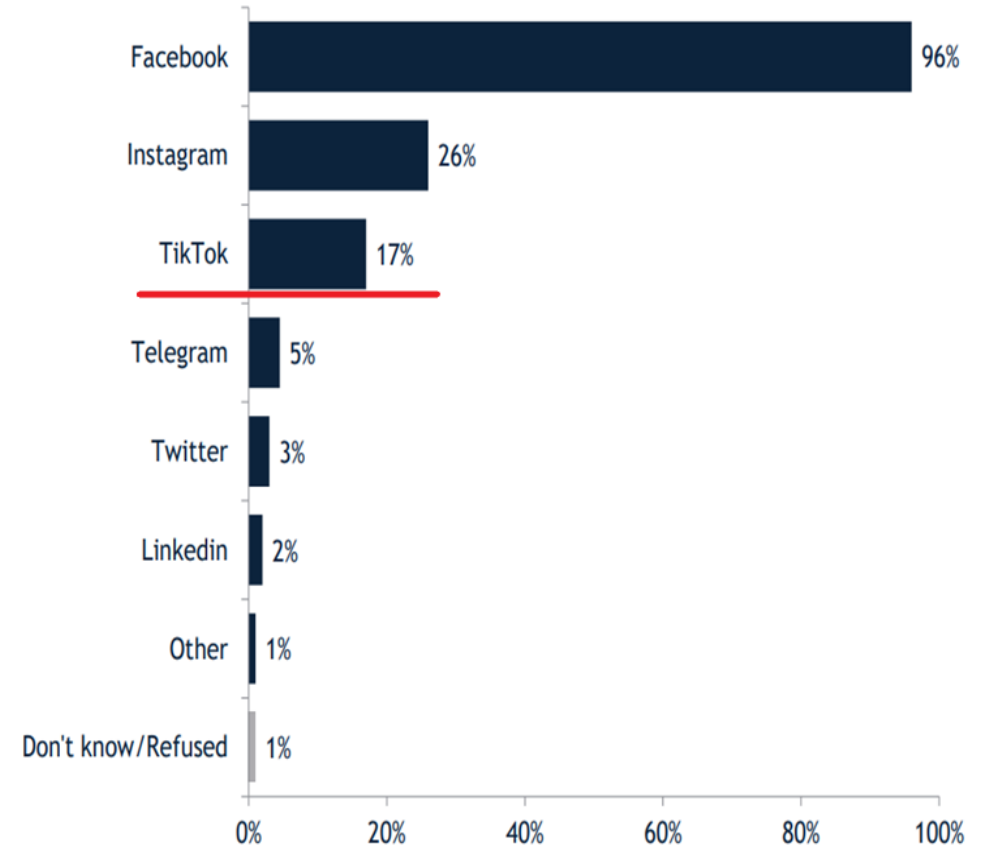
Which social media sites do you use most often?
(Respondents permitted to provide three spontaneous answers)



IRI, Public Opinion Survey, June 2021

Which social media sites do you use most often?

(Among internet users, n=1,236; spontaneous response; up to three responses permitted)



IRI, Public Opinion Survey, March 2023

Why to monitor social media

- 🌀 Social Media's raising role in election campaigning
 - 🌀 Continuous domestic political activities on FB
 - 🌀 Foreign Influence Operations (Russian IOs)



Source: FB report on Information Operations, 2021

What we monitor through SMM tools

LEVEL 1

- ☞ Official Facebook pages of political parties, candidates, campaigns
- ☞ Personal Facebook profiles of candidates, party leaders, etc.
- ☞ Official public agency Facebook pages

LEVEL 2

- ☞ Political Disinformation – Facebook pages/groups aimed at discrediting politicians and influencing voter behavior
- ☞ Facebook pages/groups posing as supporters of candidates or non-official supporting pages

LEVEL 3

- ☞ Divisive Narratives – Facebook pages and groups
- ☞ Divisive Narratives – Individual influencers (personal public/verified profiles)

LEVEL 4

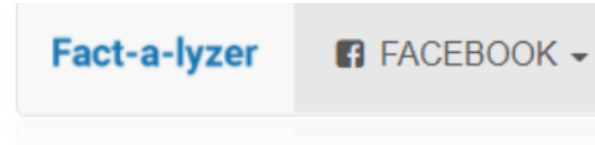
- ☞ Open Source Investigations (CIB, networks, strategies etc.)

Observing platforms

- 🌐 Facebook
- 🌐 Instagram
- 🌐 TikTok
- 🌐 Telegram


Data collection & analysis

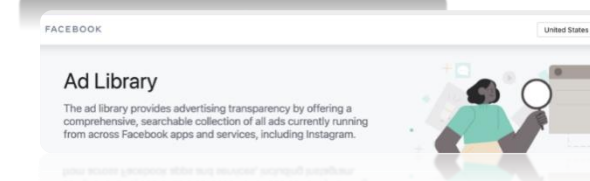
 Factalyzer



 Facebook monitoring tool CrowdTangle



 Facebook Ad library



 Disinfo Observer



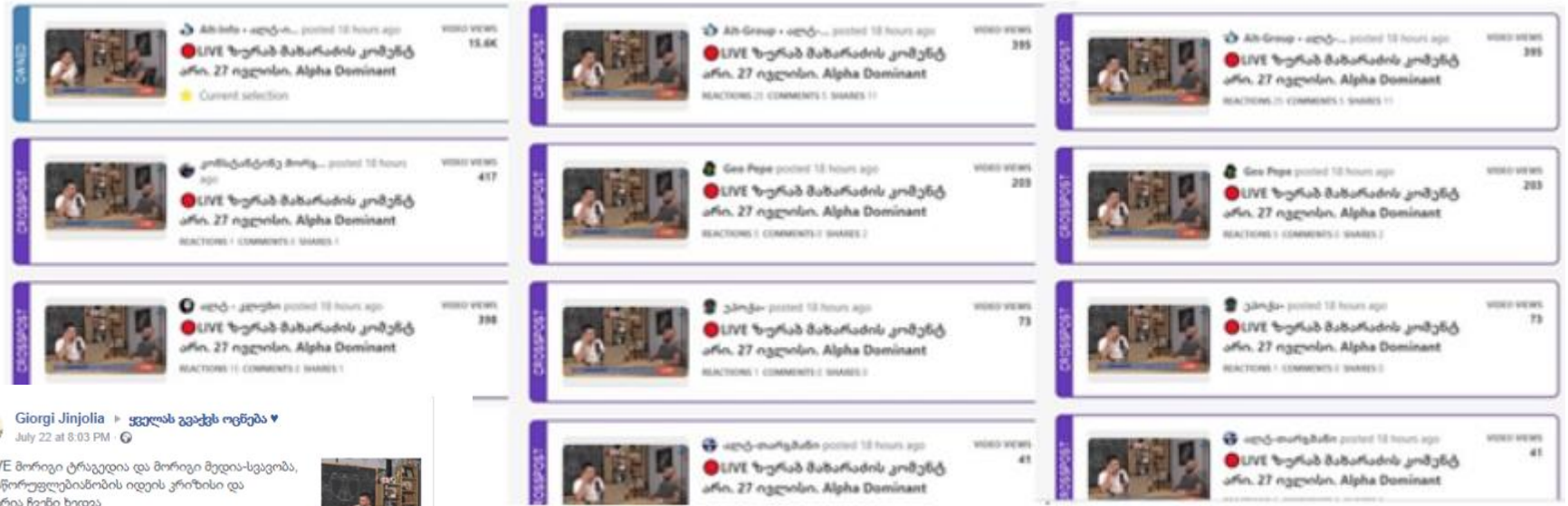
 Tiktok monitoring tool - Analisa.io



 Telegram monitoring tool - TGStat



Identifying Coordinated Inauthentic Behavior CIB Networks



Giorgi Jinjolia • გართობა 🤔
July 22 at 8:03 PM

● LIVE მორიგი ტრაგედია და მორიგი მედია-სეცეზი, თანასწორუფლებიანობის იდეის კრიზისი და როგორია ჩვენი ხედვა

Alt-Info • ალტ-ინფო's Post
● LIVE მორიგი ტრაგედია და მორიგი მედია-სეცეზი...

1

Giorgi Jinjolia • ველას გვატეს ოცნება ♥
July 22 at 8:03 PM

● LIVE მორიგი ტრაგედია და მორიგი მედია-სეცეზი, თანასწორუფლებიანობის იდეის კრიზისი და როგორია ჩვენი ხედვა

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Giorgi Jinjolia • გართობა 🤔
July 20 at 8:04 PM

● LIVE ოცნების მაგორიტარები, აზერბაიჯანული მედიის პარალელური საკრთველოს მიმართ, დასაბდების დღე, რომლის შემდეგაც გიორგი... See More

Alt-Info • ალტ-ინფო's Post
● LIVE ოცნების მაგორიტარები, აზერბაიჯანული მედიის...

3

Giorgi Jinjolia • ველას გვატეს ოცნება ♥
July 24 at 9:07 PM

● LIVE ზურაბ მახარაძის კომენტარი. 24 ივლისი. ნათია ბერიძე.

Alt-Info • ალტ-ინფო's Post
● LIVE ზურაბ მახარაძის კომენტარი. 24 ივლისი. ნათია...

Giorgi Jinjolia • გართობა 🤔
July 15 at 8:03 PM

● LIVE მატარებლის თემა და პრეზიდენტის განცხადება ვაგაკომპაზე, ლიბერალუბის პროპაგანდა მამაკაცობის წინააღმდეგ

Alt-Info • ალტ-ინფო's Post
● LIVE მატარებლის თემა და პრეზიდენტის განცხადება...

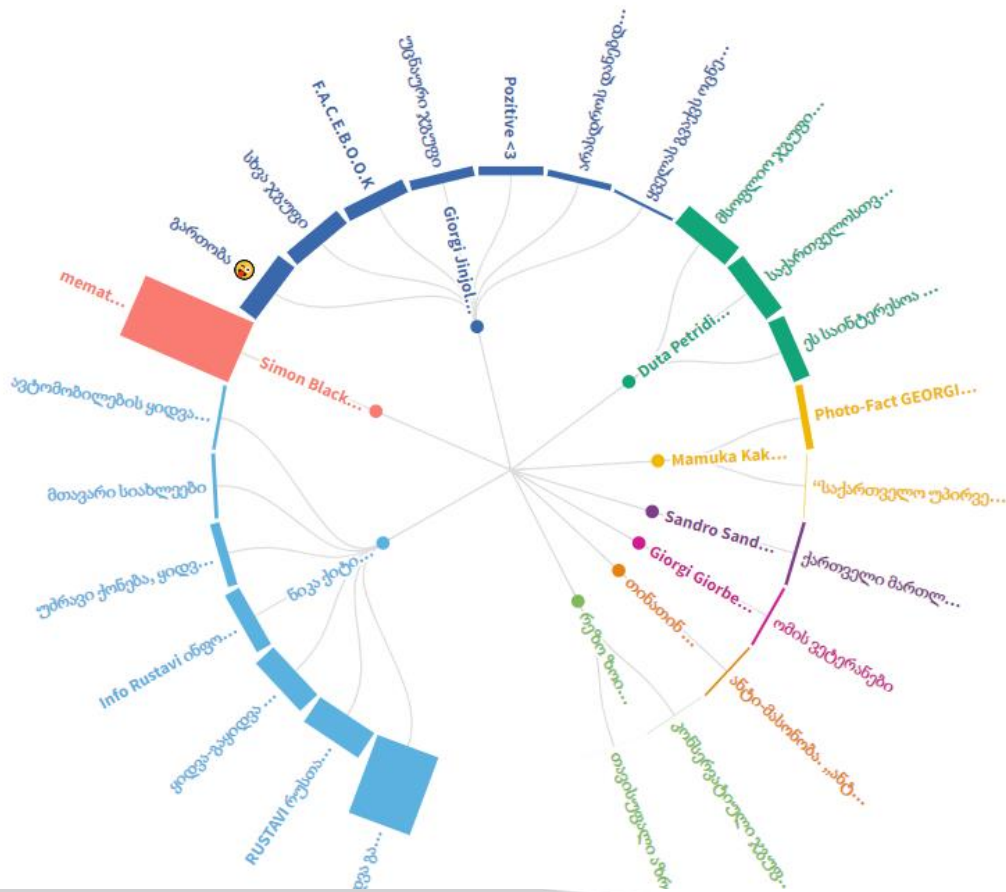
Giorgi Jinjolia • ველას გვატეს ოცნება ♥
July 25 at 8:21 PM

● LIVE საკრთველოს უსაფრთხოების პრობლემები და სამხედრო ელიტის ფორმირების აუცილებლობა

Alt-Info • ალტ-ინფო's Post
● LIVE საკრთველოს უსაფრთხოების პრობლემები და...

Facebook's CIB takedowns in Georgia

Distribution of Alt-Info posts in groups using specific Facebook profiles:



4. **NEW – Georgia:** We removed 50 Facebook accounts, 49 Pages, four Groups, eight Events and 19 Instagram accounts linked to Alt-Info, a media entity in Georgia. This activity originated in the country of Georgia and targeted domestic audiences in Georgia. Alt-Info is now banned from Facebook. We found this network as part of our investigation into suspected coordinated inauthentic behavior in the region. Our assessment benefited from public reporting by International Society for Fair Elections and Democracy (ISFED), a non-profit in Georgia.

5. **NEW – Georgia:** We removed 54 Facebook accounts, 14 Pages, two Groups and 21 Instagram accounts linked to two political parties in Georgia — Alliance of Patriots and Georgian Choice. This activity originated in the country of Georgia and targeted domestic audiences in Georgia. We found this network after reviewing information about some of its activity publicly reported by International Society for Fair Elections and Democracy (ISFED), a non-profit in Georgia.

Facebook's CIB takedowns in Georgia: the most recent case in May 2023

Georgia

We removed 80 Facebook accounts, 26 Pages, nine Groups and two accounts on Instagram for violating our policy against [coordinated inauthentic behavior](#). This network targeted multiple apps, including Facebook, Instagram and TikTok, originated in Georgia and focused on domestic audiences in that country.

We found this activity as a result of our internal investigation into suspected coordinated inauthentic behavior in the region. Although the people behind this operation attempted to conceal their identities and coordination, our investigation found links to the Strategic Communications Department of the Government Administration of Georgia.

Activating FB Ad Library in Georgia

Ad Library

The Ad Library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Meta technologies.

[See what's new](#)



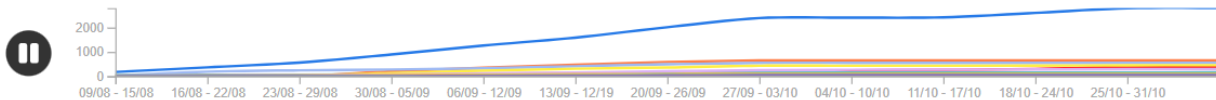
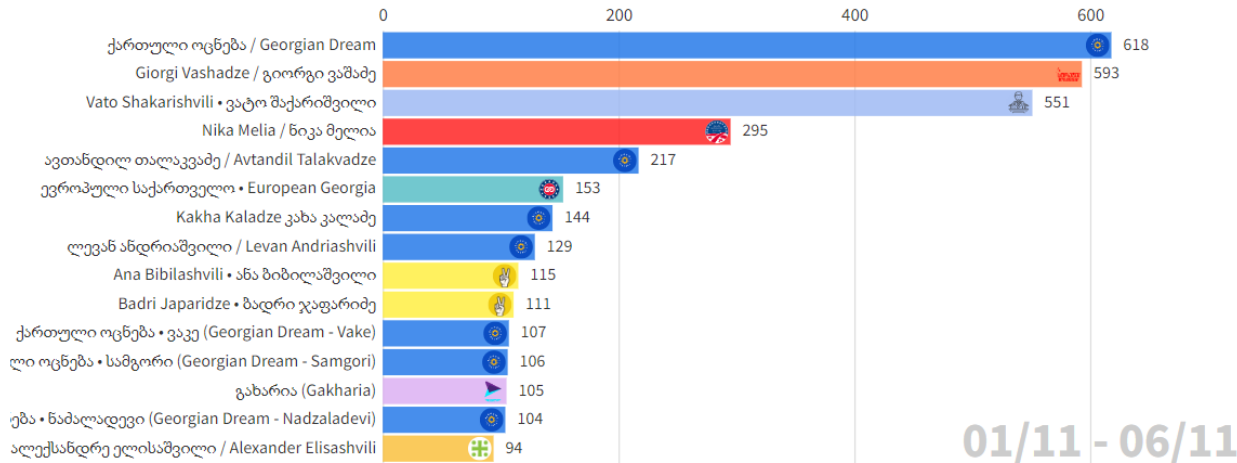
Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

Number of ads weekly published on Facebook pages of political parties/candidates from August 09 to November 06, 2021

Source: Facebook Ad Library API

Party
■ UNM
 ■ Georgian Dream
 ■ Strategy Agmashenebeli
 ■ European Georgia
 ■ Independent Candidate
 ■ Lelo
 ■ Girchi
 ■ For Georgia
 ■ Progress and Freedom
 ■ Aleko Elisashvili - Citizens
 ■ Droa
 ■ Tamaz Metchiauri for United Georgia
 ■ Girchi - More Freedom



*Data is retrieved from Facebook Ad Library API only for the pages that spent more than \$1,000 during the reporting period

First in depth monitoring of emerging platform- TikTok - in Georgia



Hashtags most used

No.	Tags	Uses
1	#ფორიუზე	24
2	#global	14
3	#მიპაპამოვიდა	11
4	#ნაცობასირცვილია	9

Thu, 24 Feb 2022 - Tue, 10 May 2022

Full scrollable list of Hashtag Most Used available on Analisa.io Dashboard

TikTok Profile Analytics @altinfotv



Thu, 24 Feb 2022 - Tue, 10 May 2022

General

Alt-Info

altinfotv
GE

- 2,571 Followers
- 12 Following
- 86 Total Posts

Profile Report Link
<https://analisa.io/profile-tiktok/alti>

Key Metrics

- 1,538,920** Total Views
- 18,987** Total Likes
- 2,290** Total Comments
- 9.63%** Engagement Rate
- 8.59%** Like Rate
- 1.04%** Comment Rate
- 696.01%** View Rate
- 4,807** Total Shares
- 2.17%** Share Rate

Monitoring Telegram

Tgstat.com

Popsters.com

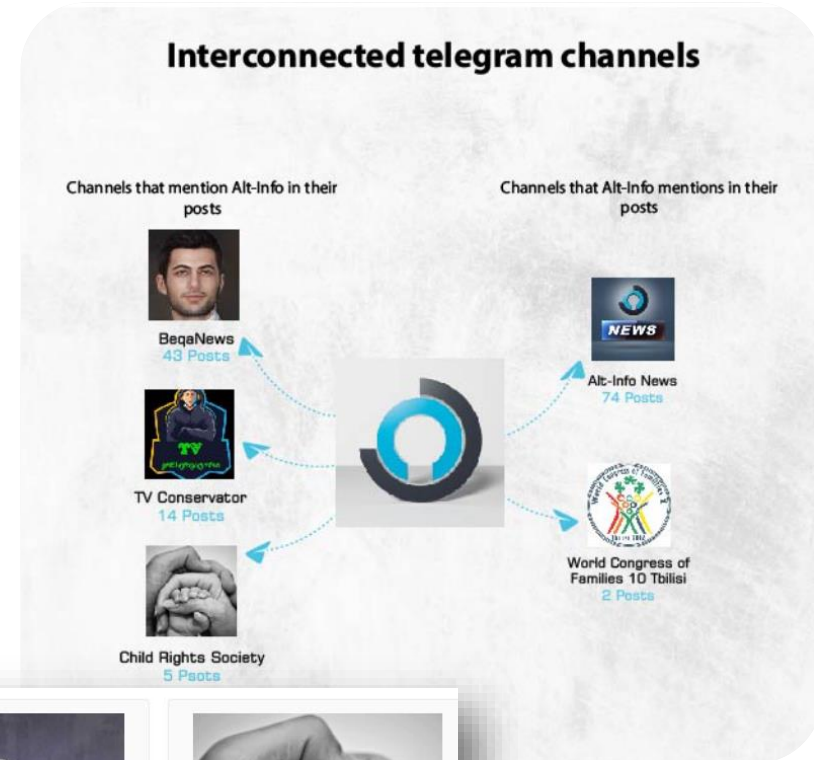
Channel statistics

Number of Subscribers

Number of Posts

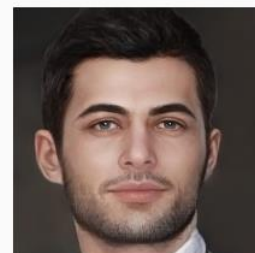
Posts reach

Telegram channel connections



Alt-Info • ალტ-ინფო

Channel created: 11/18/2020
Number of followers: 171
Number of posts: 2 503
Average coverage per publication: 3 889



BeqaNews

Channel created: 1/14/2021
Number of followers: 3 606
Number of posts: 15 759
Average coverage per publication: 681



Other Reality (სხვა რეალობა)



Channel created: 4/16/2022
Number of followers: 509
Number of posts: 34
Average coverage per publication: 478





Children's Rights Defending Society (ბავშვთა უფლებების დაცვის საზოგადოება)

Channel created: 4/17/2021
Number of followers: 261
Number of posts: 322
Average coverage per publication: 143




DISINFOOBSERVER BY ISFED

Home All Pages 468 About Us Contact Report a Page Geo  

Came across with disinformation on Facebook? Disinfoobserver gives you an opportunity to check and report Facebook pages

Search Page  

★ Top 5 Pages

-  მიშინგი [See Details](#)
-  პოლიტიკური აბსურდი / Political Absurd [See Details](#)
-  სიახლეების ბლოგი • Blog News [See Details](#)

Couldn't Find The Page? Came Across A Suspicious Page On Facebook? Send Us The Link And We Will Check It

[Report Now](#)



ISFED

საგარეო ურთიერთობების
და დიპლომატიის სამართავრობო
სამსახურები

25 წელი



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