



**Graphika**

# Truth Media, Fake Profiles

Facebook Takes Down Inauthentic  
Network Associated with Truth Media

Graphika Team

**08.2020**

**Takedowns**

# Truth Media, Fake Profiles

## Facebook Takes Down Inauthentic Network Associated with Truth Media

On July 31, 2020, Facebook took down a [network](#) of over 500 accounts, groups, pages, and Instagram accounts from around the world that had engaged in coordinated inauthentic behavior using fake accounts and fake identities to spread and amplify their message. Facebook said that the people behind the network were associated with [Truth Media](#), a multinational brand that operates in Chinese, English, Vietnamese and other languages and offers “the light of truth” in its reporting.

The network on Facebook was particularly active in Chinese and English, with smaller numbers of assets in Vietnamese and Indonesian. It used fake accounts, often with profile pictures that appeared to be stock photos, to promote content from its main pages. The network also maintained a presence on YouTube, Twitter, and Pinterest, and it promoted a number of anti-Chinese Communist Party (CCP) websites and petitions, including a petition on the White House website that [called for the Covid-19 coronavirus to be renamed the “CCP virus.”](#)

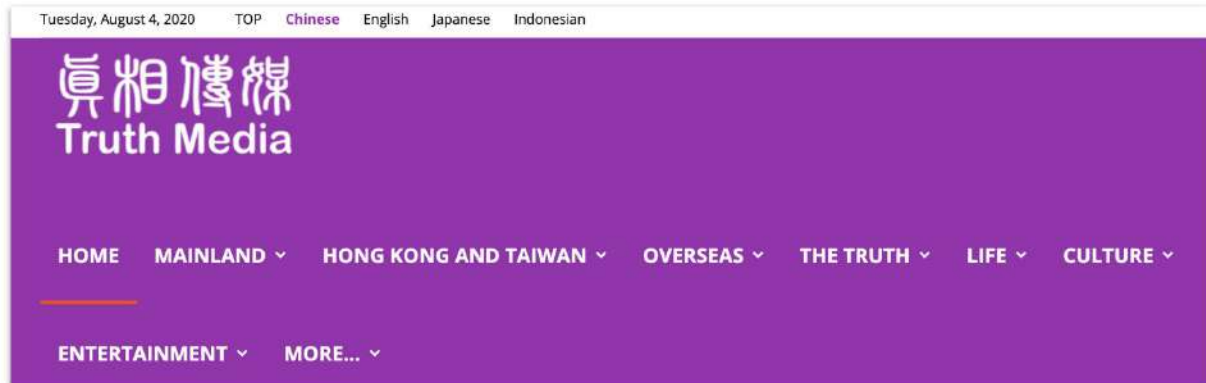
As it [announced](#) the takedown on August 6, Facebook said, “This network relied on a combination of authentic, compromised and fake accounts — some of which had been detected and disabled by our automated systems — to evade enforcement, drive people to off-platform sites, comment on their own and other people’s content, and manage Groups and Pages posing as regional news entities. They also spammed Groups with their content, likely using automation. (...) Although the people behind this activity attempted to conceal their identities and coordination, our investigation linked this network to Truthmedia, a digital media outlet. Truthmedia is now banned from our platforms.”

Facebook also said that the network “showed some links to on-platform activity by Epoch Media Group and NTD” (New Tang Dynasty TV). Facebook found the network “as part of our internal investigation into suspected coordinated inauthentic behavior that showed some links to the network we [removed](#) in December 2019.”

Before the takedown, Facebook shared a list of the publicly visible assets with Graphika for an independent assessment.

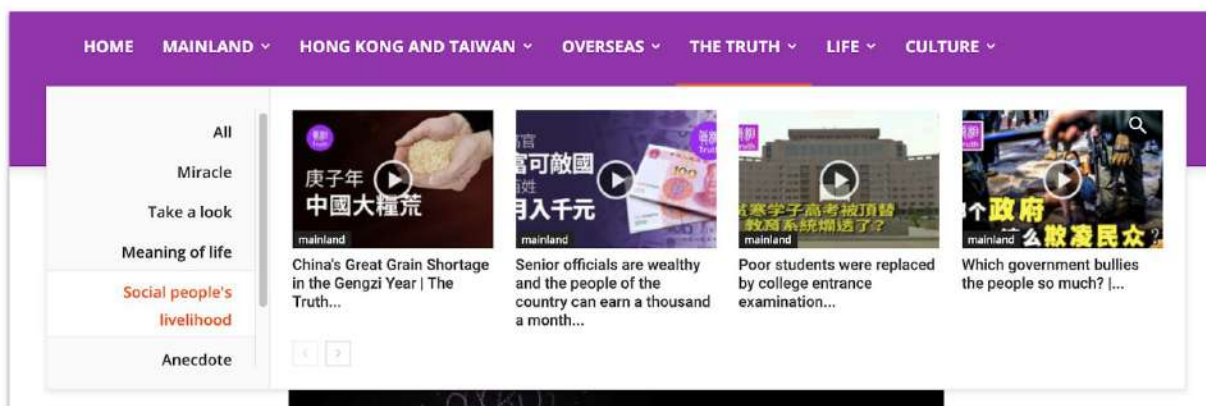
# The Truth Media Network

Truth Media is a collection of websites in Chinese, English, Japanese, and Indonesian. According to its own [description](#), it “originated from a pure and kind-hearted dream: let the truth spread to the world, and let everything show the original and pure truth.” The Truth Media website does not provide ownership details.



Banner of the Truth Media website, [truthmedia.info](http://truthmedia.info), as of August 4, 2020, showing the span of languages covered by the publication.

The website’s primary focus is on China, Hong Kong, and Taiwan: it has separate sections for mainland China on one hand and Hong Kong and Taiwan on the other, and it covers the rest of the world under the banner “overseas.” Its section on “the truth” offers a range of stories that attack the governance of the Chinese Communist Party (CCP).



Negative stories about the CCP under the section “the truth” on [truthmedia.info](http://truthmedia.info).

Truth Media is broadly active across social media platforms: as of August 4, 2020, it featured YouTube channels in [Chinese](#), [English](#), [Japanese](#), and [Vietnamese](#), together with a presence on

[Instagram](#) and [Pinterest](#). Its Chinese-language [Twitter account](#) was suspended before August 4; as of the same date, an English-language [Twitter account](#) was still active. The latter account largely posted links to YouTube videos from conservative American outlets, alongside content from the Epoch Times and New Tang Dynasty (NTD).

Facebook said that it found “some links to on-platform activity” by the Epoch Media Group, among others, in the takedown set. As discussed below, Truth Media assets regularly cross-promoted content from the Epoch Times and shared a number of its ideological positions, notably opposition to the CCP and support for the Falun Gong movement.

In December 2019 Facebook [took down](#), for coordinated inauthentic behavior, a network based around a brand called “The Beauty of Life”; this network was [reportedly linked](#) to the Epoch Media Group. Facebook [said](#) that the inauthentic activity was linked to the Epoch group “and individuals in Vietnam working on its behalf.” The Epoch Media Group denied any involvement in that inauthentic network.

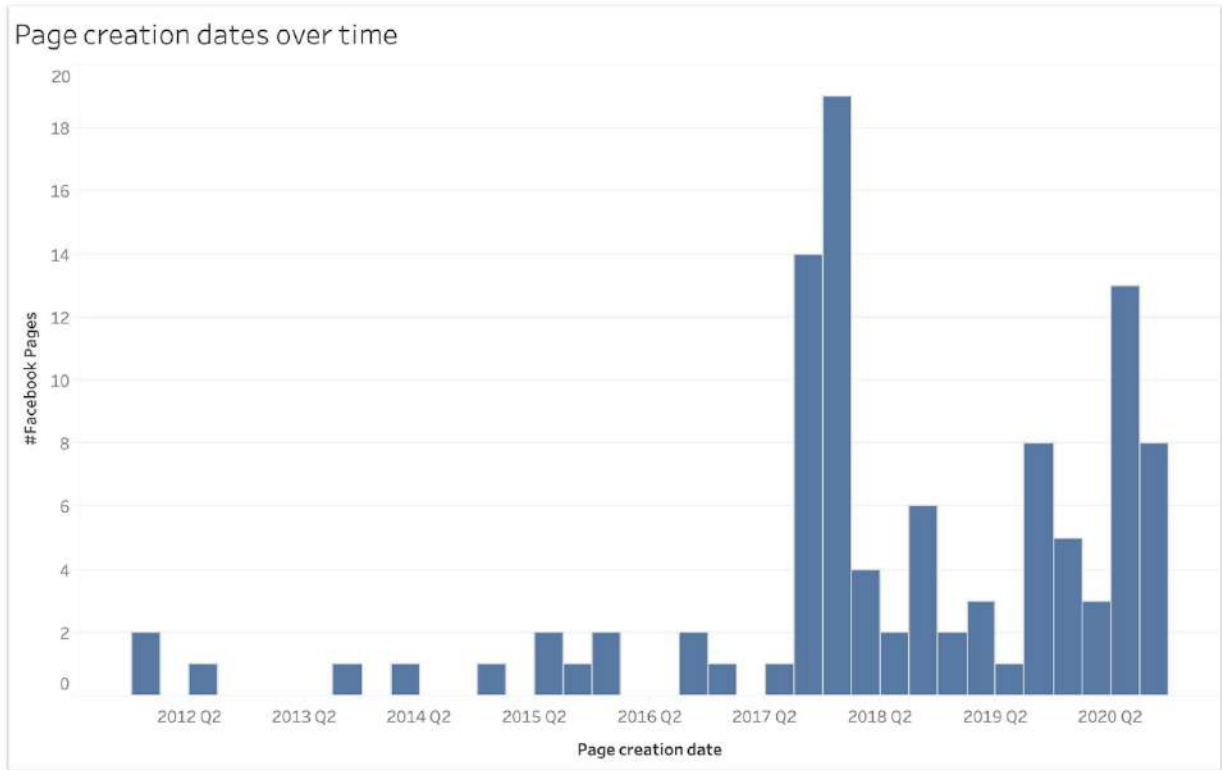
## The Takedown Set

The set of assets that were taken down on July 31 consisted of 181 Facebook pages, 303 accounts, 44 groups, and 31 accounts on Instagram, which is owned by Facebook.

The followings of these assets varied widely. Among the Facebook pages, the most followed was @TheTruthComing: at the time of the takedown, it had just over 430,000 followers. Another page, @DiyakhanLive, had over 320,000. At the other end of the spectrum, a set of what appear to have been amplifier pages (accounts largely created to “boost” the content of other pages) with names like @Truth50, @Truth51, @Truth52, and so on, had fewer than half a dozen followers each.

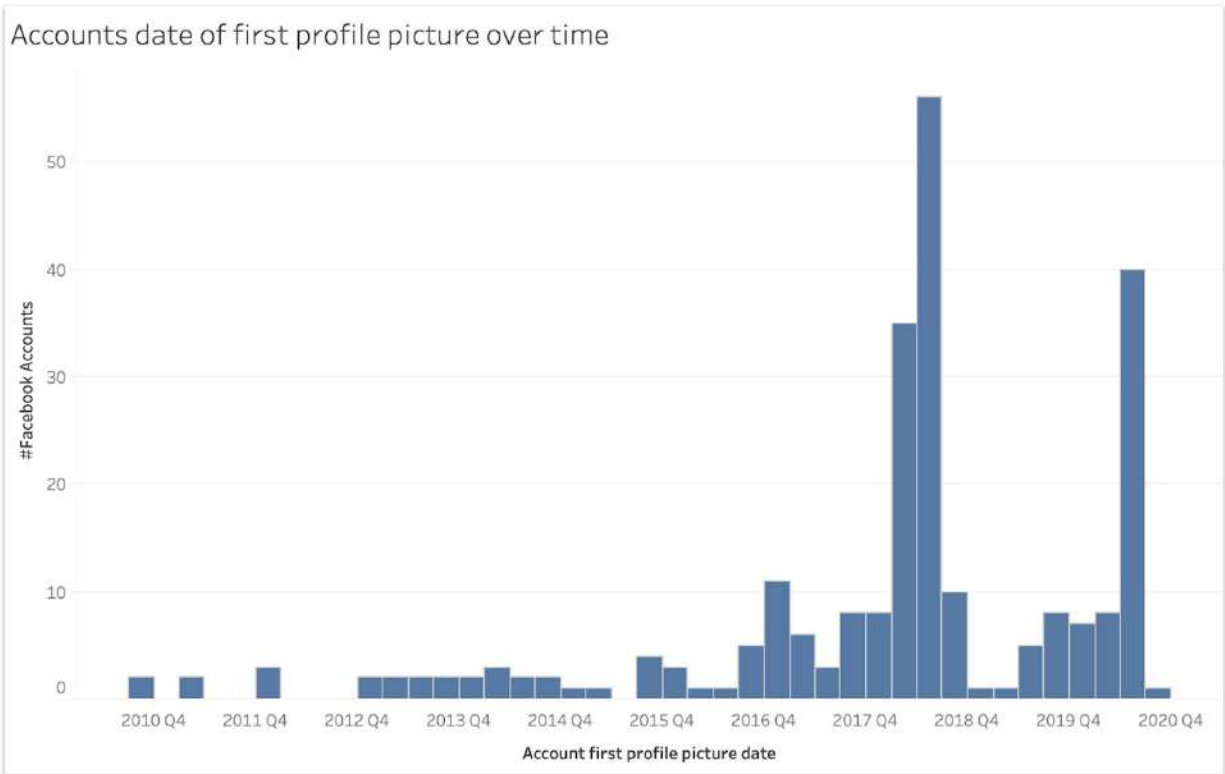
The Facebook groups were less successful in building up a following. The one with the most members, called “We love truth and beauty,” had only 478 followers. Twenty-six different groups had fewer than 10 members each. Similarly, the Instagram accounts had only modest followings. The most popular, @pureessenzooil, had just over 2,700 followers when it was taken down; more than half of the Instagram accounts that Graphika reviewed had fewer than 100 followers each.

The creation dates of these assets varied widely. The oldest Facebook page, @FatBurningFoods, was set up in October 2011 but was an outlier in this set, which mostly contained more recent assets. Eleven different pages were created on September 1, 2017. Each of these pages was named “Truth” plus a geographic designator, such as “Truth-India” and “Truth-South America.” Another 18 pages were created in October-November 2017, and 17 different pages were created between May and July 2020.



*Creation dates of the Facebook pages included in the takedown set.*

Facebook accounts do not show when they were created, but using the date of the first visible profile picture can serve as a proxy to indicate the probable creation date. Using this method to analyze the accounts in the takedown set, Graphika identified a bump in creations in late 2015 and early 2016 and a larger bump in early 2018. Some of the accounts served as administrators on pages that were created before the accounts posted their first profile pictures; it is unclear whether this means that the accounts were created earlier but did not have profile pictures at the time, or that the accounts were created later than the pages and were used to replace or supplement earlier administrators.



*Dates of the first profile picture for accounts in the takedown set, approximating their creation dates.*

The groups on Facebook ranged in age even more widely: the oldest was set up in February 2009; the most recent was created in April 2020. Seven of the groups were created on one day, on October 12, 2018; they were all listed as having the same administrator. Six more groups were set up in July 2019.


The bulk of the assets posted in English, Chinese, or both. For example, among the Facebook pages, 25 were predominantly in Chinese, 29 were primarily in English, and 8 pages switched between the languages. Still other pages were in Indonesian, Vietnamese, and Portuguese. This language breakdown also largely reflected the locations from which the pages were administered, which included the United States, Indonesia, Vietnam, New Zealand, Australia, Canada, Hong Kong, and Taiwan.

**Page Transparency for Truth Media 真相傳媒** ✕




**Summary** Page History People Who Manage This Page

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**Page Transparency Summary**  
 Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. [Learn More](#)




**Page History**

-  Page created **August 30, 2017** - Truth Media
-  Page changed its name **one** time.
-  Merged with **0** other Pages.

[See More](#)


**People Who Manage This Page**


 Primary country/region location of people who manage this Page includes:

- United States (4)**
- Taiwan (3)**
- Hong Kong (2)**
- Japan (1)**
- + 1 other location.

[See All](#)

**Ads From This Page**

 This Page is currently running ads.

 This Page has run ads about social issues, elections or politics.

[Go to Ad Library](#)

[Find support or report Page](#)
[Close](#)

Page Transparency details for one of the main assets in the network, Truth Media 真相傳媒, showing the number and location of its managers. This was a Chinese-language page. Note: unless otherwise stated, all the screenshots of social media assets included in the report were posted by now-deactivated users and pages that were part of the takedown set.

The network purchased advertising on Facebook. One page, Truth Media 真相傳媒 (the Chinese text means Truth Media; the page’s handle was @TruthMediaInfo), focused on Chinese readers with the advertising paid for in Taiwan Dollars. At the time of the takedown, this page had one ongoing [ad](#), started on July 28, 2020. According to the Facebook [ad library](#), which has preserved the ad, it spent between 100 and 199 Taiwan Dollars, and pointed to a [YouTube video](#) from a channel called the “Global Service Center for Quitting the CCP” (discussed below).

**Truth Media 真相傳媒**  
Sponsored  
ID: 289113392382051

🔥 知情权就是生命权

WWW.YOUTUBE.COM  
▶ 看完视频後, 再点击行动 Learn More

**About the disclaimer**  
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

**Information from the advertiser**

**Disclaimer**  
This ad ran without a disclaimer. ⓘ

**Data About This Ad**  
This data only updates as long as the ad is active

- Inactive ⓘ  
Started running on Jul 28, 2020  
ID: 289113392382051
- 💰 Amount spent (TWD): NTS100 - NTS199 ⓘ
- 👤 Potential Reach: >1M people ⓘ
- 👁 Impressions: 3K - 4K ⓘ

**Who Was Shown This Ad**  
These values are estimated.

**Age and Gender**

Age Group	Men	Women	Unknown
18-24	5%	4%	0%
25-34	11%	9%	0%
35-44	7%	3%	0%
45-54	10%	5%	0%
55-64	17%	14%	0%
65+	10%	9%	0%

**Where This Ad Was Shown**

Location	Percentage
Shan State	12%
Johor	10%

Ad information for the last ad posted by Truth Media 真相傳媒, showing the main ad locations and the amount spent. The YouTube link leads [here](#).

The video was most shown in Shan State, Myanmar, and Johor, Malaysia. In an indication of how widely spread the network was, the ad library shows that it was also viewed in Singapore, Phnom Penh, Manila, Yangon, Ho Chi Minh City, Addis Ababa, Podgorica, and Belize.





Some of the locations in which, according to Facebook's ad library, the last ad to run from Truth Media 真相傳媒 was viewed, illustrating the network's global presence.

## Key Narratives

### Anti-CCP

The network of accounts in the takedown set systematically criticized the Chinese Communist Party, attacking it on multiple fronts, including for its treatment of the Falun Gong movement and the Uighur minority in the province of Xinjiang (subject to grave, systematic human-rights abuses) and for its response to the Covid-19 pandemic. These are criticisms of the CCP that have been made by many authoritative voices, not least human rights organizations including [Amnesty International](#) and [Human Rights Watch](#); it is important to emphasize that the takedown was based on inauthentic activity, not the content of the posts.

Some of the accusations were graphic, notably the claim that the CCP was harvesting organs from Falun Gong and Uighur prisoners to feed the trade in body parts. This is an accusation that the Epoch Times has [repeatedly highlighted](#) since at least [2006](#); an [archive](#) of a website launched by the Epoch Times includes the claim that “we were the first to report on the state-sponsored forces organ harvesting in China – one of the most underreported atrocities of our time.” (In fact, a [letter campaign](#) from Amnesty International as early as 1995 condemned China’s practice of harvesting organs from executed prisoners.)



Posts by network assets "Brandon Eldora" (left) and "Uphold Justice" (right) accusing China of "transplant abuse."

### Minority and Opposition Persecution

Other content from the network focused more generally on China's violations of human rights, especially its treatment of minorities. One of the pages in the network was called the "World Organization to Investigate the Persecution of Falun Gong"; many assets posted about reports of torture and other abuse in China. Such posts also included support for the pro-democracy protesters in Hong Kong.



**追查國際**  
@WOIPFG

Home  
About  
Photos



**追查迫害法輪功國際組織**

請 追查迫害法輪功的一切舉凡以及相關的機構、組織和個人。無論天涯海角，無論時日長短，必將追查到底；行天理，再現公道。匡扶人間正義。

World Organization to Investigate The Persecution Of Falun Gong

Like Follow Share ... Contact Us Send Message

Truth-South America  
March 29, 2018 · G

人間地獄-發生在中國的地刑  
Human Hell-Torture in China  
See Translation



用水管猛噴耳膜，每次長達十幾分鐘。

125 Views

Truth-South America  
March 29, 2018 · G

人間地獄-發生在中國的地刑  
Human Hell-Torture in China  
See Translation



人間地獄——發生在中國的地刑

125 Views

Joe Mason  
July 10 · G

Hell Group Sexual Abuse in Labor Camp  
— Ms. Yin Liping

見證  
勞教所群體性侵



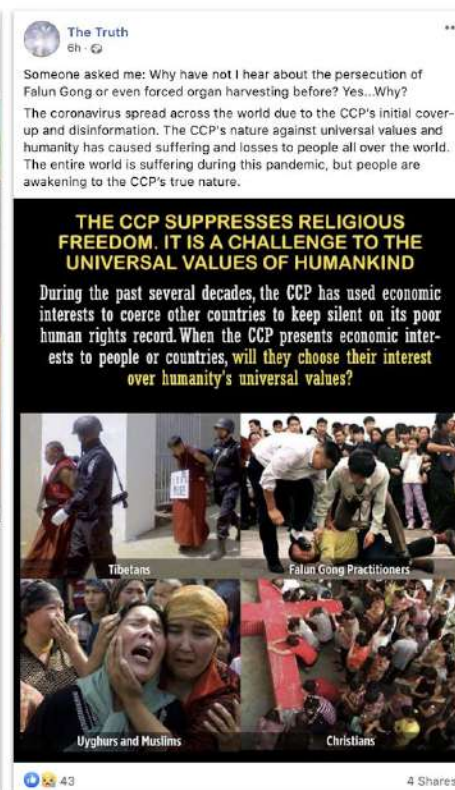
102,078 Views

真相加拿大  
July 9 · G

【世界 - 見證勞教所群體性侵】  
Hell Group Sexual Abuse in Labor Camp  
二零零一年四月，尹麗萍等九人被送往漢口勞教所，與四、五十男犯關在一起。她們被分關關押在封鎖單人房間裡，受盡非人的凌辱和摧殘.....  
See More  
See Translation

Like Page

Top, banner of the page "World Organization to Investigate the Persecution of Falun Gong." Bottom, left to right, posts by assets in the takedown network posting about hellish conditions for prisoners in China.



Posts about the “Hong Kong People Fighting for Freedom,” left, and the CCP’s suppression of religious freedom, right.

## Covid-19

Many posts across the network, in multiple languages, accused the CCP of covering up or otherwise distorting the outbreak of Covid-19, whether by concealing its existence in the early days or by downplaying its impact on the Chinese people. Truth Media is not alone in this stance: many international outlets have [reported in detail](#) on China’s early response to the outbreak, including its decision to [silence](#) a doctor who raised the alarm.



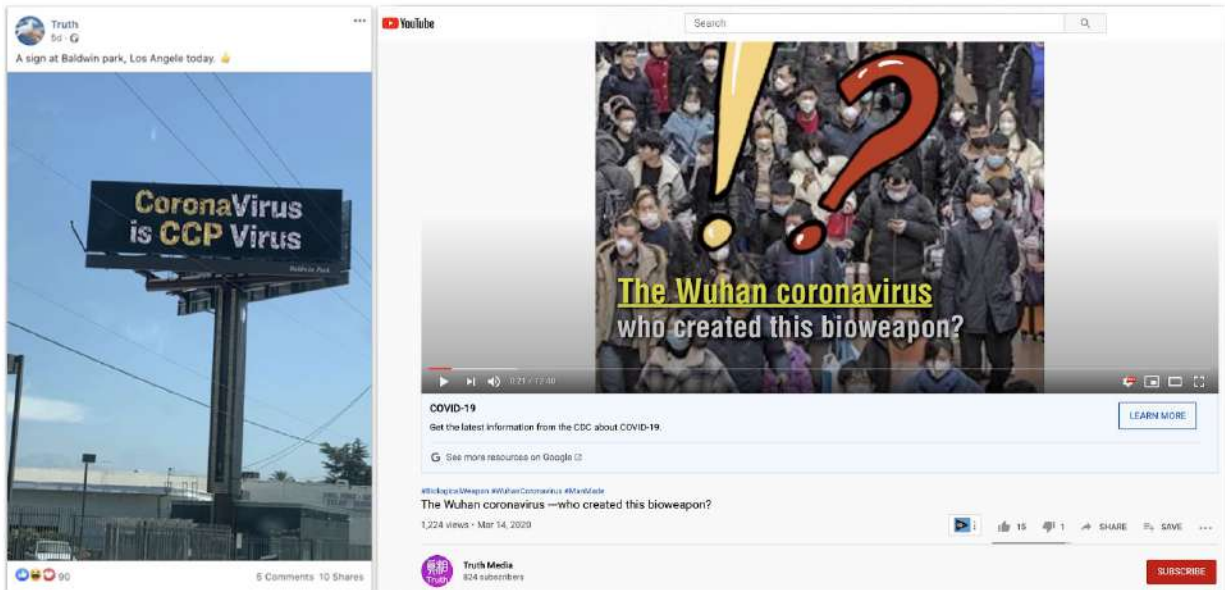
Content suggesting that China lied about or otherwise manipulated its Covid-19 numbers, posted by assets in the takedown network. Throughout this report, we have blurred the identities of accounts that either did not belong to the network or that may have been taken from authentic users.

Some posts went further and accused the Chinese government of creating the Covid-19 virus in a weapons lab – an accusation that has been [repeatedly dismissed](#) by medical experts. (The accusation mirrors an equally [debunked claim](#) promoted by Chinese officials and media that the virus originated in an American lab.)



Posts by two pages of the same text that claimed that the coronavirus outbreak originated in a Chinese lab.

On some occasions, the network referred to Covid-19 specifically as the “CCP virus,” a fact we will return to below. Elsewhere on the Truth Media collection of social media assets, a [YouTube video](#) that the outlet ran on March 14 also referred to the virus as a bioweapon.



Left, Facebook post boosting an image that called Covid-19 the “CCP virus.” Right, still from the Truth Media video, calling it a bioweapon.

## U.S. Politics

Although not the main focus of this network’s activity, some of the pages and accounts posted content about U.S. politics. For example, several posts supported President Donald Trump. This content went beyond Trump’s criticism of the CCP and focused more broadly on his political and personal character. Such content presented Trump as China’s best hope against the Chinese Communist Party and praised his foreign policies toward Beijing. A significant number of posts focused on Trump and Hong Kong, seeing Trump as leverage in favor of Hong Kong against Beijing.

As was typical of this network, apparently inauthentic accounts amplified content from pages that were branded as part of the Truth Media group, creating an inauthentic booster network.



Posts on Trump from assets in the takedown set, sharing content from pages including Truth1-Truth Media and Truth1-真相傳媒.

Other posts referenced the Black Lives Matter movement and the anti-racism protests that swept America after the police killing of George Floyd. Some of this content reported claims that the Chinese Communist Party supported the movement.

 **CR Media**  
July 22 · 🌐

Hôm qua ngày 21/7 tổng lãnh sự quán Trung cộng tại Houston bang Texas bị phát hiện đốt tài liệu trong sân. Hành động này được cho là nhằm huỷ tài liệu mật liên quan đến việc Trung cộng bị Hoa Kỳ điều tra việc đứng đằng sau cung cấp tài chính và hậu thuẫn cho các cuộc vận động chính trị ở Mỹ, đặc biệt là bạo loạn BLM gần đây. Lính cứu hỏa Houston đã được gọi đến lãnh sự quán vào tối cùng ngày. Nhưng các sĩ quan cảnh sát Houston bị chặn không được phép vào tòa nhà.

Được biết Hoa Kỳ đã ra lệnh cho Trung Quốc đóng cửa tổng lãnh sự quán tại Houston bang Texas, yêu cầu phải ngưng hoạt động và trở về trong vòng 72 giờ "để bảo vệ tài sản trí tuệ của Mỹ và thông tin cá nhân của người Mỹ."

Nguồn: FB Jennifer Zheng (biên tập viên báo The Epoch Time, Hoa Kỳ)  
[Voir la traduction](#)



 17

3 Comments 8 Shares

*Post by a Vietnamese-language asset sourced to the Epoch Times. The post reported claims that the Chinese government had supported various political movements in the U.S., including BLM.*



## Cross-Platform Amplification

The network's anti-CCP content was not limited to posts on Facebook and Instagram. Several of the assets in the network shared content from websites that were explicitly dedicated to attacking the CCP. These included [tuidang.org](http://tuidang.org), [endccp.com](http://endccp.com), [preventccp.com](http://preventccp.com), [ccpvirus.com](http://ccpvirus.com), and a petition on the White House website.



Posts by Truth Media network assets "Bobby Baker" (left) and "Truth Media 真相傳媒" (right) showing links to [tuidang.org](http://tuidang.org) and [endccp.com](http://endccp.com).



Home section for the page @new.lilitruth; note the banner showing the URLs [tuidang.org](http://tuidang.org) and [endccp.com](http://endccp.com). Note also the range of manager locations, including the United States, Taiwan, and Hong Kong.

Tuidang.org is the website of the Global Service Center for Quitting the CCP, a not-for-profit organization [registered in 2005](#). Its name means “to withdraw from the Party”; according to the website’s own account, it was created after the Epoch Times published a series of editorials known as the “[Nine Commentaries](#)” that accused the CCP of censorship and tyranny and called for Chinese citizens to leave the party.

As noted above, the last paid ad to be run by Truth Media 真相傳媒 pointed users toward the Global Service Center’s [YouTube channel](#), which was created on May 8, 2020. The video in question included a screenshot of the Global Service Center’s contact details, including the domain [tuidang.org](http://tuidang.org) and an email address at the domain [epochtimes.com](mailto:epochtimes.com).



*Screenshot from the video posted by the Chinese-language YouTube channel of the Global Service Center for Quitting the CCP, showing the email address at epochtimes.com.*

The website endccp.com was a much more recent creation. It was registered on January 21, 2020, and featured a petition to “eliminate the demon Chinese Communist Party”; it was copyrighted to the Global Service Center for Quitting the CCP and linked back to tuidang.com. As of August 4, it featured a video montage of historical atrocities by the Party, notably the Cultural Revolution and the Tiananmen Square massacre. The video also referred to the Covid-19 pandemic as the “CCP virus.”

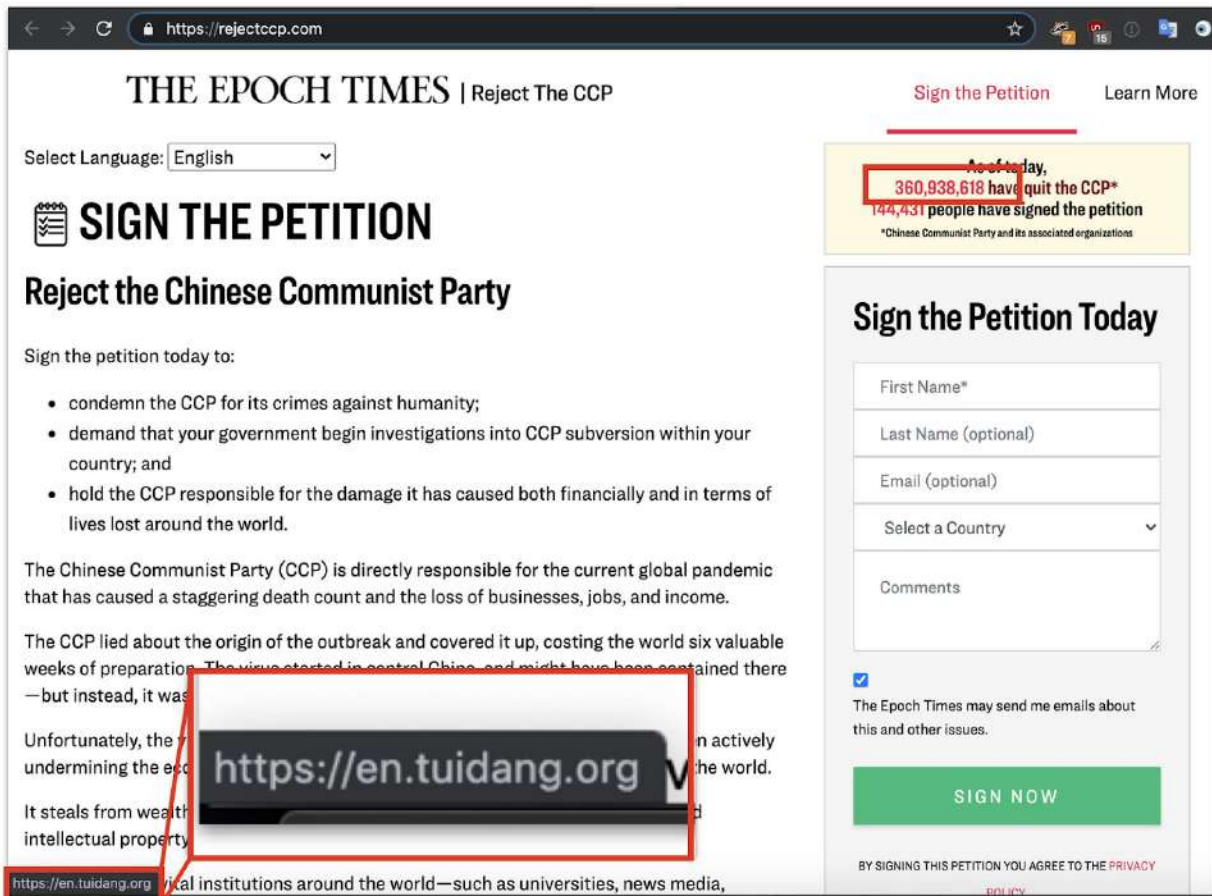


Header and footer of endccp.com, showing the branding and copyright of the Global Service Center for Quitting the CCP. The link to the official website leads to tuidang.com.



Still from the video embedded in the endccp.com website, showing the reference to the "CCP virus." The video was uploaded some time after July 24, 2020: it referenced the death toll due to coronavirus on that date.

Rejectccp.com was more recent still: it was registered under privacy protection on May 8, 2020. The site was copyrighted to the Epoch Times and featured a second anti-CCP petition, together with a live tracker of the number of people who have quit the CCP. Hovering the mouse over this live tracker revealed a hyperlink to [tuidang.org](https://en.tuidang.org).



Screenshot of [rejectccp.com](https://rejectccp.com), showing the Epoch Times branding, the live tracker at the top right, and the link to [tuidang.org](https://en.tuidang.org) that appears when hovering the mouse over it (bottom left and insert).

The Truth Media takedown set also posted links to two other websites that referred to Covid-19 as the "CCP virus." The first was a website called [ccpvirus.truth.com](https://ccpvirus.truth.com), which was registered on March 20, 2020; as of August 4, it redirected to [rejectccp.com](https://rejectccp.com). At least one Indonesia-focused account in the Truth Media network posted a link to the website on May 6, showing its original branding and connection to the Epoch Times. An [archive](#) of the site taken on April 25 also showed that it was copyrighted to the Epoch Times.



Post by network asset “Soesy Fx” pointing to ccpvirustruth.com. The text reads, “Investigation of parties responsible for the spread of coronavirus. Please help sign this petition! Select ‘Indonesian’.”

The second property was a petition on the [White House petitions page](#) titled “Let’s start calling the novel coronavirus the CCP virus.” This was created on March 20, 2020, the same day that ccpvirustruth.com was registered. The following day, the same account that posted in Indonesian about ccpvirustruth.com shared a link to the White House petition.

Domain	ccpvirustruth.com
Record Date	2020-03-20
Registrar	Domain.com, LLC
Server	whois.domain.com
Created	2020-03-20 (4 months ago)
Updated	2020-03-20 (4 months ago)
Expires	2021-03-20 (in 8 months)

Top, banner for the petition on the White House petitions page, showing the creation date. Bottom left, Whois registration details for ccpvirustruth.com, showing the creation date. Bottom right, share of the White House petition by the Indonesia-focused account.

## Signs of Inauthenticity

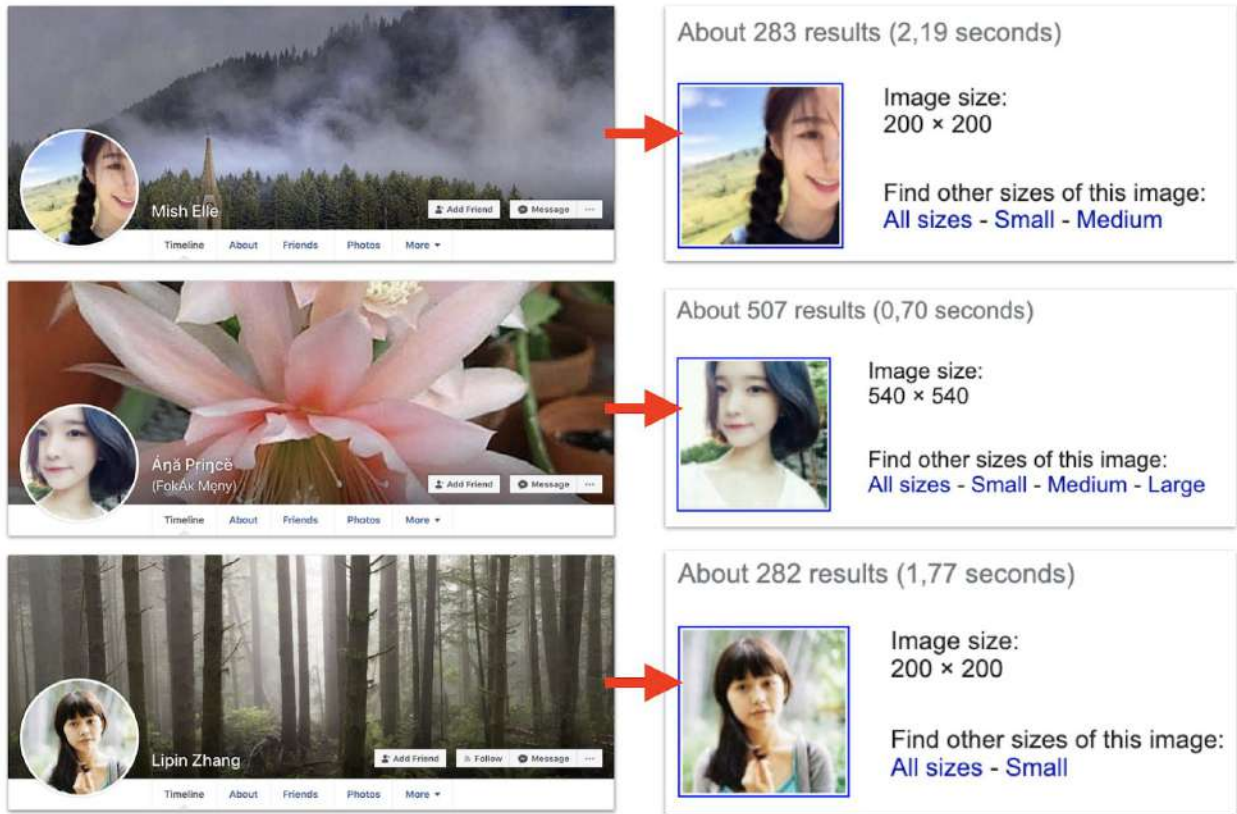
Facebook took down the network of Truth pages and associated accounts for coordinated inauthentic behavior, which means the network was sustained by false users coordinating to promote a given message. Most of the accounts that Graphika reviewed displayed signs of inauthentic and/or coordinated behaviour, such as reposting the same posts at the same time or using made-up personas to amplify content from the network's pages and hijacked accounts.

The majority of the content that this inauthentic network amplified came from branded pages belonging to one of Truth Media's language services, or else from posts about the Falun Gong, or from the Epoch Times' Facebook pages and websites. As such, the essence of this network appears to have been artificial enhancement by the covert network of inauthentic accounts of the overt Truth Media assets and of assets with which it was ideologically aligned.

### Recycled Profile Pictures

Roughly half the takedown consisted of Facebook accounts. Some appear to have belonged to genuine individuals, either employees and supporters of Truth Media or users whose accounts were taken over and repurposed. Many, however, showed strong signs of inauthenticity. For example, a number of accounts displayed images of young Asian women, Instagrammers, and models as profile pictures. These pictures can be easily traced back to social media, if not to the original source, and a simple reverse search shows that they are widespread across the Internet and sometimes belong to Asian social media influencers.

Using recycled imagery in this way is one of the oldest and most common ways of disguising inauthentic accounts.



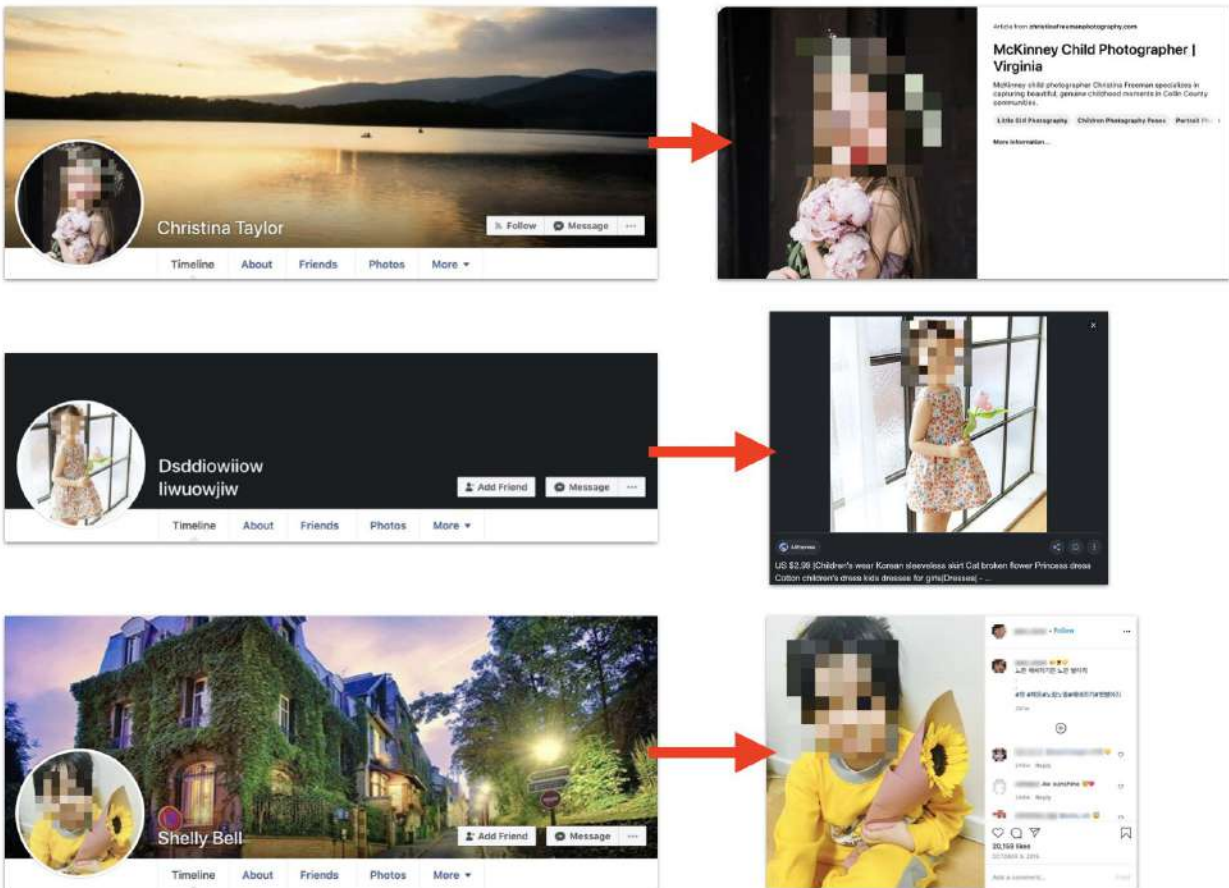
*Left, assets in the takedown set, showing their profile pictures. Right, reverse-search results for the same images, showing the sheer number of different uses. Most of the image search results directed users to Chinese-language social media and blogging platforms.*

These pictures were also used on various Western social media accounts such as Twitter, LinkedIn or Facebook as well as on Chinese social media platforms, where they displayed many different names, which suggests the presence of further fake accounts using these pictures for profiles.



## Stock Pictures of Children

A substantial number of assets used photos of children as profile pictures, taking images from sources that included the AliExpress clothes modeling site and Instagram.



*Left, assets in the network that used profile pictures of children. Right, the original sources of the pictures: a children's photographer, online store AliExpress, and the Instagram account of a Korean child celebrity. We have obscured the faces of the minors in these pictures.*

In the case illustrated below, the persona "Todd Virgil" used a female profile picture stolen from a student whose picture featured in an [online article](#).



Screenshot of the Facebook profile of "Todd Virgil," which appears to have stolen the picture from a [Tencent QQ article](#)

**Coordination**

Some of the assets in the network also showed strong signs of coordination. This manifested in a number of ways; for example, as mentioned above, the network included pages called Truth51, Truth52, Truth53, and so on, suggesting they belong in an organized set. Some of the accounts in the network re-posted the same content on the same day and close to the same time, suggesting a coordinated effort to boost said content.

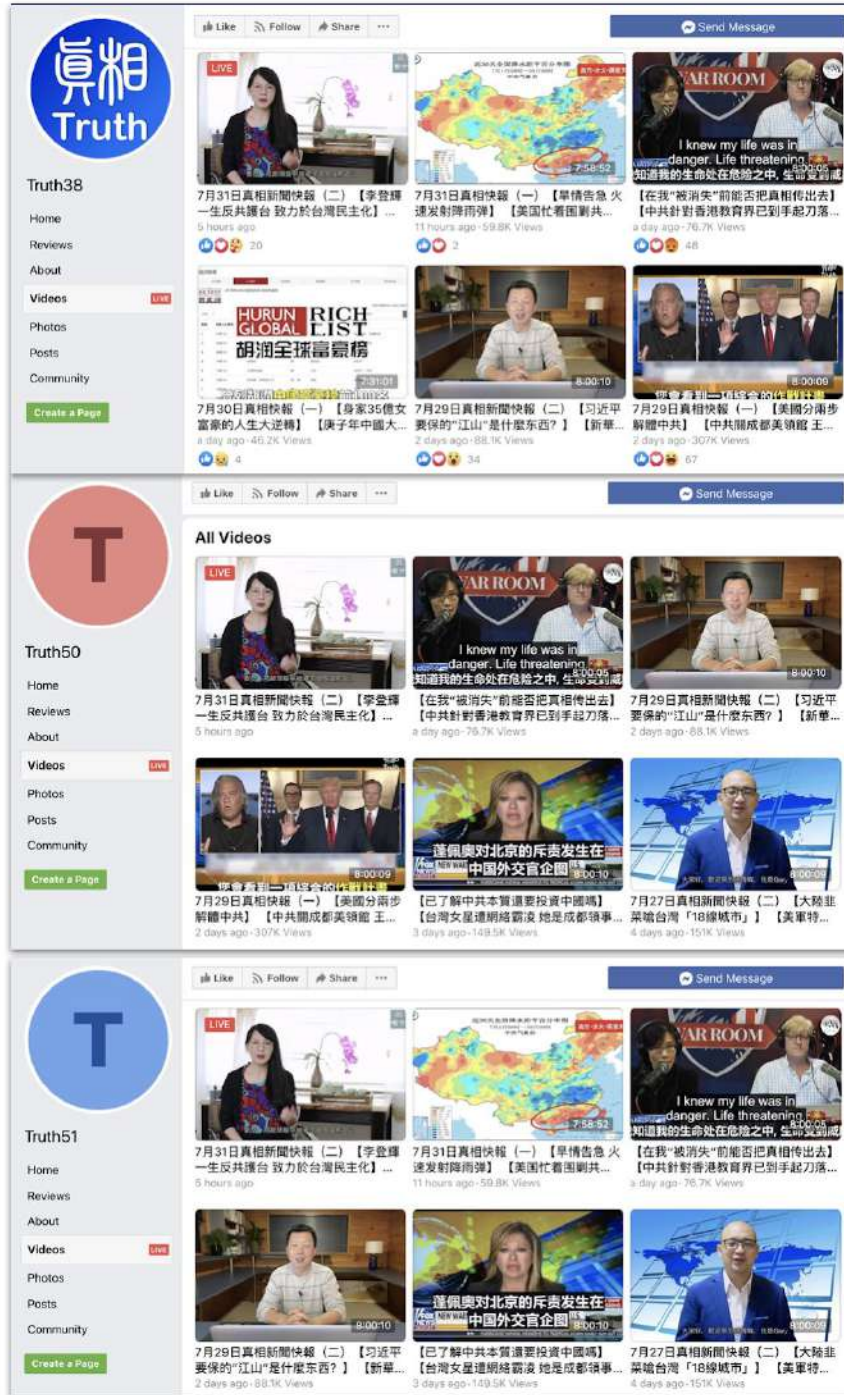


Shares of the same [YouTube video](#) by two accounts in the network on July 5. The video was posted by [NTD](#).



Video posted by two different assets in the Truth Media network, then shared by two more. The video is branded with the Truth Media logo and also appears on [YouTube](#).

Some of the pages that used @Truth plus a number as their handle were especially clear in their coordination. The pages @Truth38, @Truth50, and @Truth51, for example, all live-streamed the same Truth Media video; their broader collection of videos was almost identical, too.



Videos by @Truth38, @Truth50, and @Truth51; note how many videos are common to both pages, and note that the upper left video is shown as a live-stream in both cases.

## Profile Likes

The accounts showed a pattern in their page likes. The accounts very largely liked pages from Truth Media, Epoch Times, NTD, and pages supporting Falun Gong; some also liked conservative voices in the United States or pages posting nature and animal content. The specific pages and outlets liked also reflected the campaign's narrative interests, such as pages related to organ harvesting in China and interest in U.S. politics, specifically on the American right. For example, one account had page likes for Project Veritas, a California Republican group, and a San Diego political campaign. The focus on Falun Gong was apparent throughout.



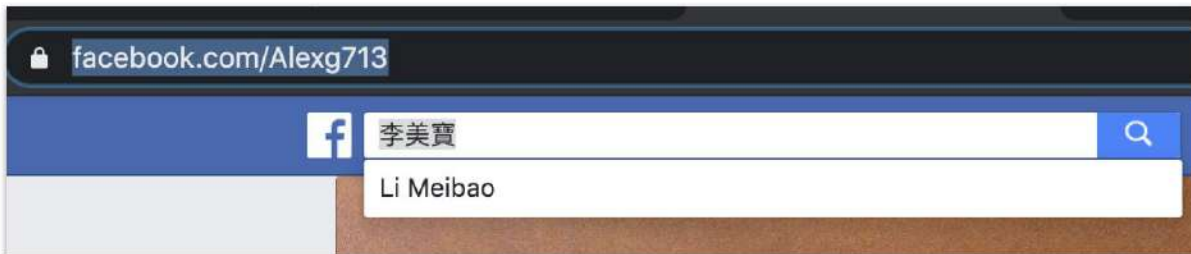
Likes by one account in the network. Note that they include Falun Dafa, NTD (New Tang Dynasty), a page dedicated to organ harvesting, right-wing pages in the U.S., and multiple Epoch Times pages.



Likes by another network account. Note how they include multiple Truth Media pages, the Epoch Times, and another page on organ harvesting.

## Repurposed Accounts

On some occasions, the operation made use of accounts that appeared to have been taken over from their original owner or were resold if they were operated by commercial operators. These were identifiable from the way their posting histories showed sudden changes in content, focus, or behavior. In one example, an account that was called 李美宝 (Li Meibao) at the time of the takedown had a URL that included the name “Alex G,” suggesting that it had been renamed and repurposed from an earlier owner.



Username and URL for the account lately known as 李美宝.

In another example, an account called Jin Zhang promoted Fruit of the Loom products in June 2014, then fell silent for some years.



Last posts from asset Jin Zhang in 2014. The assets posted this same content dozens of times that day.



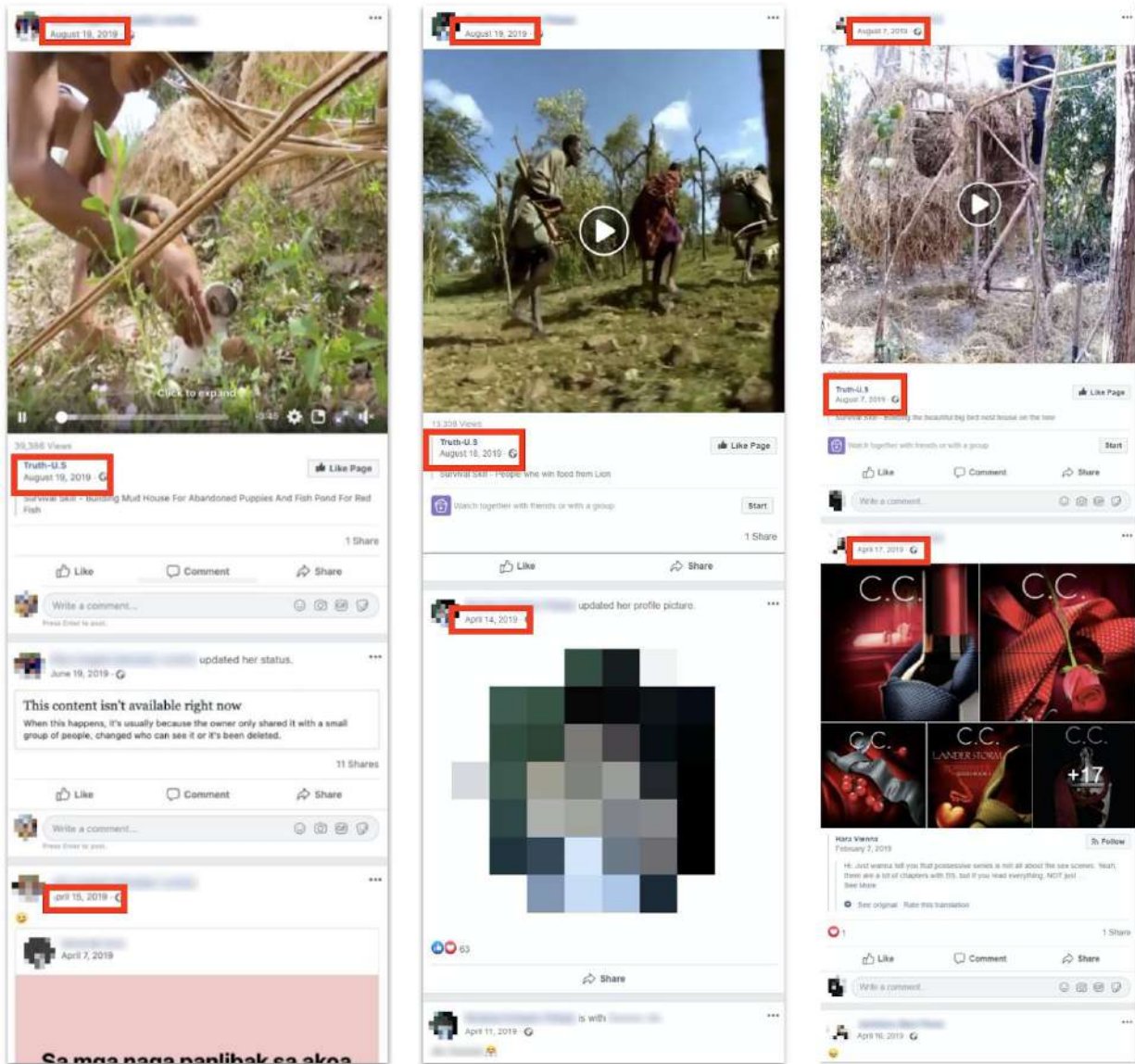
*New profile picture added August 2017.*

Finally, on August 8, 2017, the account added a new profile picture, a cartoon image; after this, the account's content turned political, though mixed with seemingly innocuous travel content, often from Truth Media-related assets.



*First post by "Jin Zhang" after profile pic swap and seeming account hijack, leading to a page called @TruthOfWorldTrip, an account sharing only Epoch Times and NTD content.*

The network assets with the highest numbers of friends appeared to be authentic assets from the Philippines that were either willingly repurposed or hijacked.



Examples of three Filipino accounts that were either hijacked or willingly repurposed to share Truth Media content. As visible above, the three accounts stopped posting between April 14 and April 17, 2019, and then began sharing Truth-U.S content four months later almost at the same time. After they began to engage with Truth Media, the accounts all posted the same content in the same order. All the seemingly hijacked accounts had over 4,500 friends at the time Graphika analyzed them.



## Updating Name with Language

A unique quirk that Graphika observed across multiple assets was a recent change in their naming convention. Primarily in April 2020, the page names were altered: the name of the page was listed in both English and the language that the content primarily used, or the language of the content was added; for example, if the page primarily posted in Chinese, it would be added using the Chinese character set to the original English title. This behavior was notable as it was present even in pages that were not overtly branded to Truth Media.



This screenshot shows the 'Page History' tab for a Facebook page titled 'Page Transparency for Truth Media 真相傳媒'. The page was created on August 30, 2017, and its name was changed to 'Truth Media 真相傳媒' on April 11, 2020. The interface includes a 'Page History' section with an explanatory text and an icon of a pencil and paper, and a 'Find support or report Page' button at the bottom left.



This screenshot shows the 'Page History' tab for a Facebook page titled 'Page Transparency for Truth4 真相傳媒'. The page was created on August 22, 2017, and its name was changed to 'Truth4 真相傳媒' on April 11, 2020. The interface includes a 'Page History' section with an explanatory text and an icon of a pencil and paper, and a 'Find support or report Page' button at the bottom left.

*Examples of the name change pattern observed, both occurring on April 11, 2020*

The image features a dark, starry background with numerous small white specks. Overlaid on this are several bright orange-red light trails that form a large, sweeping, arch-like shape in the lower half of the frame. The trails are composed of many thin, overlapping lines, giving them a sense of motion and depth. The overall aesthetic is futuristic and digital.

**Graphika**

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