Facebook's Roger Stone Takedown

Facebook Removes Inauthentic Network Attributed to Political Operative

Graphika Team

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Executive Summary

On July 8, 2020, Facebook took down a network of 54 Facebook accounts, 50 pages, and 4 Instagram accounts for coordinated inauthentic behavior. Facebook attributed this network to Roger Stone and his associates.

Almost all the Facebook accounts were fake accounts used, among other things, to establish, manage, and amplify the pages in this network. Many of them displayed profile pictures taken from other online sources. The remaining handful of accounts, on both Facebook and Instagram, were personal accounts of the real individuals involved in this operation, including Roger Stone.

Much of the network’s content focused on Roger Stone, praising his political acumen, defending him against criminal charges, and demanding that he be pardoned after he was found guilty of those charges in November 2019. Other content focused on politics in Florida, notably by campaigning against a bill in the Florida Senate. Some of the pages focused on non-political issues, such as food and fitness.

The bulk of the activity occurred in 2016 and 2017, around and immediately after the U.S. presidential election. A few assets were still active into 2020, when they primarily posted about Stone’s court case and judgement.

The network operated across platforms, with some related assets on Twitter and YouTube, at least two petitions on change.org, comments on news articles, and one reported case of hostile messages posted to a law-focused blog.

Most of the pages had under 5,000 followers, most of the accounts had under 200 friends, and the majority of posts did not receive engagement from other users. Stone’s own accounts were an exception, with around 60,000 followers each on Facebook and Instagram and 140,000 followers for his most prominent page.
Introduction

On July 8, Facebook removed a network of accounts and pages on Facebook and Instagram that it attributed to American political operative Roger Stone and his associates. According to the platform’s statement, the operators “coordinated with one another and used fake accounts as a central part of their operations to misrepresent themselves,” in a case of what Facebook terms coordinated inauthentic behavior. Before the takedown, Facebook shared a number of assets with Graphika for an independent assessment of their publicly visible activity.

Announcing the takedown, Facebook said, “The people behind this activity used fake accounts — some of which had already been detected and disabled by our automated systems — to pose as residents of Florida, post and comment on their own content to make it appear more popular than it is, evade enforcement, and manage Pages. Several of these Pages had links to Proud Boys, a hate group we banned in 2018. Some Pages appeared to have acquired followers from Pakistan and Egypt to make themselves seem more popular than they were. (...) Our investigation linked this network to Roger Stone and his associates.”

Facebook also said that it “started looking into this network as part of our investigation into the Proud Boys’ attempts to return to Facebook after we had designated and banned them from the platform. We identified the full scope of this network following the recent public release of search warrants pertaining to the investigation by Special Counsel Robert Mueller in response to a joint petition from The New York Times, CNN, the Associated Press, The Washington Post, and Politico.”

The search warrants were published in late April 2020. According to these warrants, a witness who had worked for Stone in 2015-2016 claimed that “he purchased a couple hundred fake Facebook accounts as part of this work (including both new and existing accounts), and that bloggers working for Stone would try to build what looked like real Facebook accounts.”
According to

STONE utilized the services of several individuals to

post social media content to Facebook and Twitter, and that he
instructed these individuals about what to post.

and STONE both

stated that he purchased a couple

hundred fake Facebook accounts as part of this work (including both new and
existing accounts),
and that bloggers working for STONE would try to build what looked like real
Facebook
accounts. 3 According to

one of the individuals who did work for STONE on

Facebook in 2016 was Everett WILKINSON, a social media marketer and IT expert.
88.

further stated that STONE wanted to push out WikiLeaks content

through his Facebook and Twitter accounts, and that content related to the
stolen Podesta emails
was pushed out through STONE’s Facebook and Twitter accounts.

Excerpt from page 415 of the redacted search warrants, as published by CNN, showing the reference to the
“fake Facebook accounts.”

The search warrants also quoted the former assistant as saying that Stone “utilized the services
of several individuals to post social media content to Facebook and Twitter, and that he
instructed these individuals about what to post.”

The Takedown Set

The network consisted of 54 Facebook accounts, 50 pages, and 4 Instagram accounts. It
appeared to be most active in 2016-2017, around and immediately after the U.S. presidential
election, but some assets were still active at the time of the takedown.

Accounts

Many of the accounts carried discernible markers of inauthenticity, such as using profile pictures
of other individuals that were already in the public domain, either from news reports or pop
culture or via providers of stock photos.
For example, the accounts called “Luciana Ramos” (ostensibly based in Florida), “Adrienne Leeann” (no location given), and “Jake Charles” (ostensibly in Kahului, Hawaii), had profile pictures taken from, respectively, actress Christian Serratos in the “Walking Dead” series, a teenager whose story featured in the Des Moines Register in July 2016 (the account uploaded its profile picture five days after the story was published), and a Getty Images stock shot of surfing.

Christian Serratos, teenager Alexis Myers, and a stock surfing photo by Getty Images.

The account called “Laura Gladstone,” which claimed to be based in Santa Monica, California, took its profile picture from a YouTube beauty tips vlogger known as Melissa55. The account called “Aaron Feldstein” used a Getty Images stock shot of a pitbull for its profile picture, and a group photo that had been uploaded to Flickr in 2009 for its cover picture. The account “Olivia Randall” used the profile picture of Tamar Khomasuridze, the United Nations Population Fund’s Assessor for Sexual and Reproductive Health in Istanbul.
YouTube beauty vlogger Melissa55, a Getty stock shot of a pitbull, and Tamar Khomasuridze of the UN Population Fund (formerly UNFPA). The original of the “Aaron Feldstein” cover image can be found on Flickr.

One account under the name “Ashton Magdalena” uploaded its profile picture on June 3, 2016. The profile picture copied a photo of a British woman who was killed in a double murder in 2011. The photo featured widely in British reporting of the killer’s trial in July 2012.
Left, images of the murder victims whose deaths were reported in July 2012. Right, persona “Ashton Magdalena,” identified by Facebook as part of this network. The profile picture was uploaded on June 3, 2016. (Details blurred to avoid causing distress to the families of the victims.)

Overall, 24 accounts stated a geographical location. Of these, 18 named locations in Florida, and 2 named New York City. The others claimed to be in California, Delaware, Hawaii, and Missouri.

Map of the locations claimed by the Facebook accounts in the takedown.
Despite this focus on the U.S. in general and Florida in particular, some of the accounts listed friends whose locations were predominantly in Asia, Africa, or Europe, posted in other languages and alphabets, and showed no other connection with the United States. The mismatch in continent and language in friendship groups is one that Graphika has observed in other inauthentic networks, and that often indicates accounts, friends, or likes being purchased in bulk.

Friends of account “Alyssa Williams,” identified by Facebook as part of the network. We have obscured the profile pictures of accounts not attributed to this network. Note the range of locations, including Madras and Ho Chi Minh City, and the range of languages and alphabets.
Friends of the account "Rob Kanter," identified by Facebook as part of the network. Their locations include Turkey, Slovakia, Indonesia, Germany, and Malaysia. The "Rob Kanter" account uploaded its profile picture on April 19, 2016 and claimed a location in Pompano Beach, Florida. The original of this profile picture featured on a website devoted to tourism in Jacksonville, Florida, on April 21, 2015.

Followers of the account "Lourdes Callegari," identified by Facebook as part of the network. Note the range of scripts.
The majority of these accounts appear to have been historical assets that fell dormant some time before the takedown. Facebook does not show the creation date of personal accounts, but the date on which the first profile picture was uploaded can provide a reasonable proxy. Of the accounts that Graphika reviewed, five could not be dated. Six were visibly active only up to October 2015. Twenty-four posted their first profile pictures and were visibly active in 2016, but not later. Five were active in late 2016 and early 2017, immediately following the American presidential election. Only four accounts were still active up to the day of the takedown. Eighteen accounts uploaded their first profile pictures between April 1 and June 9, 2016.

![Latest year of visible activity](chart.png)

*Chart showing the latest year of visible activity of the Facebook accounts in question. Those still active in 2020 typically had several years’ posting history.*

Some accounts showed only a profile picture and cover picture, suggesting that either they were not used to posting, or that any content they posted was deleted before June 2020, or that their privacy settings limited the number of people who could view them. The full takedown set also fell short of the “couple hundred” accounts cited in the search warrants: Facebook noted in its takedown announcement that “some [assets] were permanently deleted by the users.” The above assessment is therefore based on the accounts’ activity as it was visible at the time Graphika accessed the accounts in July 2020.

Their followings were generally low: the inauthentic accounts typically counted a few dozen friends, the highest figure being 273. Roughly half the inauthentic accounts did not list friends at all.
Roger Stone

The most followed accounts to feature in the takedowns were Stone’s own Facebook and Instagram accounts. As of July 1, the Facebook account had just over 60,000 followers; it had been operational since 2009. The Instagram account had slightly fewer followers, at 58,200.

Facebook suspended a cluster of pages associated with Stone’s personality and productions at the same time. The one with the largest following was “Roger Stone - Stone Cold Truth” (141,000 followers), a personality-focused page that largely posted about Stone himself. He was the only individual that the page identified as its administrator.
Front page of “Roger Stone - Stone Cold Truth” as of July 7, 2020. Note the “Team Members” section at the bottom right, identifying Stone as the only public manager.

Other Stone-centric pages in the network reflected his political and publishing activity over the years. They included pages about his books - “The Bush Crime Family” and “The Clintons’ War on Women” - as well as more general Stone-focused pages (“Stone Zone”) and a page dedicated to various political aspirations. At the time of the takedown it was called “Roger Stone for Senate,” but at earlier stages it was called “Draft Roger Stone for Florida Governor 2014” and “Draft Libertarian Roger Stone for Florida Governor 2014.”

Page transparency for the page lately known as “Roger Stone for Senate,” showing its earlier names.

At the time of the takedown, these assets were focused on proclaiming Stone’s innocence, pleading for President Trump to pardon him, and arguing that his jail sentence would actually be a death sentence because of the spread of Covid-19.
Stone’s social media activity has been the focus of enforcement activity before. He was banned from Twitter in October 2017, reportedly after using the platform to threaten journalists. In February 2019, a judge placed him under a temporary gag order on social media after he posted an Instagram image of the judge’s head near an image that appeared to be the crosshairs of a telescopic sight; the order was expanded in July 2019.

The search warrants that were unveiled in April 2020 also cited a number of promoted posts on Facebook for which the receipts were sent to Stone’s email address in October-November 2016. This was the period before Facebook had initiated its ad transparency library, and the name of the precise account involved was not revealed in the transcript, but some of the headlines could still be found on the page “Roger Stone - Stone Cold Truth.”
Excerpts from the search warrants published in April 2020, as published by CNN, showing the wording of sponsored posts whose receipts were sent to Stone’s email address.

The text “Roger Stone talked about Wikileaks, Donald Trump, ...” featured on the Facebook page above an interview with TV show “Facing South Florida.” The headline “Stone rebuts charge of Russian collusion” featured above a share of a video from conspiracy channel Infowars. The headline “The charge that I am working for Russian ...” also featured above a share from Infowars. The headline “In fullest statement yet on DNC hacking” featured above an article about Stone from the Miami Herald. The other headlines did not appear verbatim in Google searches.

Pages

Other pages in the network were tied to websites that were founded by Stone’s associates and focused on local Florida issues, such as “South Florida Review” (18,682 followers), “Florida Political News” (13,600 followers), “Central Florida Post” (7,700 followers), “Florida Patriots” (1,797 followers), and “Florida Voter Guide” (1,900 followers).

Still others focused on national politics, especially from a conservative stance, such as “Trump Supporter Voter Guide” (8,600 followers) and “Trump News” (588 followers). These were divided between primarily positive pages (e.g., pro-Trump) and pages built around a negative message, such as “No Hillary Coalition” and “The Bush Crime Family” (focused on a book by Stone).
Political pages by the network: pro-Trump, anti-Clinton, anti-Bush, and amplifying Stone’s book.

A handful of pages focused on non-political issues, with names such as “Live Wiser,” “ChristMessage.com,” and “Drone News Wire.” These were typically characterized by sporadic posting; some ceased visible activity in 2018 or even earlier. Some were associated with websites that were registered to Stone associates.

Most of these pages had low followings. “Roger Stone - Stone Cold Truth” was a notable exception, with over 140,000 followers, but the majority of the pages in the network numbered under 5,000 followers each. Their periods of activity also ranged widely. One of the oldest assets that Facebook identified, called “Parents for Peace,” was created in December 2009 and made its last post in November 2010. The most recent, called “Grunt Prepper,” was created on April 1, 2020, and appeared not to have posted at all by the time it was taken down.

Chart showing the followings of the pages in the network.
Cross-Platform Activity

A handful of the Facebook accounts exactly matched names, profile pictures, and activity type with accounts on Twitter. Thus the “Laura Gladstone” Facebook persona, whose profile picture was taken from YouTube beauty vlogger Melissa55 (illustrated above), also featured on a Twitter account called @GladstoneLaura. The Twitter account was created in 2016 and was still active as of July 1, 2020; on that date, 15 of its 20 most recent posts were about Stone and 3 were about Wikileaks founder Julian Assange.

“Laura Gladstone” on Facebook (left), an asset the platform identified as part of this network, and on Twitter (right).

Retweets about Assange by @GladstoneLaura in June 2020.
Similarly, a Facebook account called “Sarah Jameson” that Facebook identified as part of the network matched names and profile pictures with an account called @S.jameson82 on Twitter. The Twitter account was created in 2016 and stopped posting in early 2017; of its 20 most recent posts, 11 focused on Stone or advertised his books. Most of the rest focused on Donald Trump’s election campaign in 2016 and the controversy over his ban on immigrants from seven majority-Muslim countries in early 2017.

One of the Facebook accounts matched names with a YouTube channel that appears to have only ever posted one video, a 10-second clip of Danney Williams, allegedly Bill Clinton’s illegitimate son. The Facebook account featured a stolen profile picture; the YouTube channel did not have a picture.

Shares of the Danney Williams video on Twitter, the "Roger Stone - Stone Cold Truth" Facebook page, and the "Derrick Zeidman" YouTube channel.

The network also appears to have run petitions. The profile picture and user name of one of the accounts that Facebook identified, "Natalie Olivia," whose profile picture was uploaded on October 15, 2015, also appeared on two petitions on change.org.

The first petition was created on November 9, 2015. It demanded that CNN fire its commentator, Republican strategist Ana Navarro, and threatened "civil disobedience at various CNN bureaus and orchestrated verbal confrontation with CNN on-air talent" in the event of a refusal. The petition, which garnered 2,941 signatures, justified its call by accusing Navarro of “the falsification of her credentials, her lack of any particular expertise on political matters and her obvious bias toward Presidential flame-out Jeb Bush as well as her general stupidity.” The use of an ostensibly female persona to launch attacks against a prominent and influential woman commentator is unfortunately common in online harassment campaigns directed at women around the world.

Top left, profile picture of "Natalie Olivia," identified by Facebook as part of the network. Bottom left and right, the same name and profile picture on a petition attacking CNN and Ana Navarro.
In 2015 and early 2016, Stone repeatedly tweeted insults about Navarro, including calling her a “quota hire” and an “entitled diva bitch,” according to reporting at the time. On December 29, 2015, according to a screenshot preserved by the Miami New Times, Stone tweeted the anti-Navarro petition.

On March 16, 2016, the “Natalie Olivia” account created a new petition that again targeted a major media outlet. This time, it was addressed to MSNBC and demanded that the outlet fire host Chris Matthews, accusing him of “prostituting” his program “Hardball” by “selling appearances to politicians and other newsmakers ever since his wife, Kathleen, announced last year that she was running for Congress.”

“Talk about ‘pay for play’! Evidently, if you are a Democrat and want to go on “Hardball”, there is a price,” the petition claimed. It only received 330 signatures.
Neither the Facebook account nor the account on change.org provided significant biographical information about “Natalie Olivia.” However, the persona’s profile on change.org listed it as being linked to one organization: the Committee to Restore America’s Greatness. This is a Super PAC reportedly founded by Roger Stone.
Posting Behavior

Promoting Stone

Many of the accounts had few, if any, public posts: this may indicate that their posts were deleted some time before June 2020, that they were used for private activity that is not immediately accessible from their profile pages, or that they were used to like, share, or comment on posts elsewhere online.

Those posts that were still visible as of June 2020 showed a heavy focus on Stone, promoting his books in 2016, calls for his legal defense in 2019, and pleas for a pardon in 2020.

Posts about Stone by persona “Laura Gladstone” in 2017-2018. The YouTube video on the top left was originally posted by Infowars. Facebook identified this account as part of the set.
Posts about Stone from persona “Roberta Paulson” in June 2020. Facebook identified this account as part of the set.
Posts by persona “Sarah Jameson,” identified by Facebook as part of the network, sharing content from Roger Stone and calling him a genius.

The Twitter accounts whose names, profile pictures, and posting behavior matched those of the network’s Facebook accounts also focused on Stone. For example, the account @S_jameson82 posted a significant proportion of comments about Stone in 2016, while the account @gladstonelaura shared a high proportion of retweets about him in 2020.
Left, tweets by @S_jameson82 supporting Stone in 2016. Right, retweets by @GladstoneLaura supporting Stone in 2020. The screenshots show “This tweet is unavailable” for posts where Sarah Jameson re-tweeted Roger Stone, whose account has since been suspended from Twitter.

**Negative Content**

Other posts by the network were negative. They showed particular hostility toward Hillary Clinton, especially in the build-up to the 2016 election, and also criticized the legal process that led to Stone’s prison sentence.
Attacks on the Clintons by persona “Laura Gladstone” in December 2015 and July 2016, in the form of links and an ad shared to anti-Hillary Clinton pages.

Posts about the legal process around Stone’s arrest and sentencing from assets in the network, including phrases such as “persecuted,” “kangaroo court,” “big lie,” and “mentally unhinged rant upon sentencing.”

The Twitter accounts also tweeted about political events in the United States. They primarily took a conservative stance, attacking the liberal media and Hillary Clinton, but also periodically posted negative content about other conservative figures, notably Senator Ted Cruz and former Trump aide Omarosa Manigault Newman (@Omarosa on Twitter).
Tweets on American political subjects by @S_jameson82 (left) and @GladstoneLaura (right). The links shared
by @GladstoneLaura primarily came from the ow.ly link shortener, which comes from social media
management product Hootsuite; many of the account’s tweets also came from Hootsuite. The articles shared
in this screenshot came from (right side, top to bottom) Infowars, stonecoldtruth.com, the Daily Caller, and
Infowars’ YouTube channel.

Harassing Behavior

Some of the network’s activity also suggests harassment or incitement to harassment, sometimes in a coordinated fashion. One such incident was attributed to the “Sarah Jameson” persona. According to legal blog “Legal Schnauzer” in January 2017, a persona with this name sent the blogger at least one “argumentative and ugly” email. A persona more broadly called “Sarah” sent many more messages. The blogger associated the emails with the Facebook account and included a copy of its profile picture.
Quite a few of the argumentative and ugly e-mails came from someone who has gone by the name "Sarah." I tried engaging "Sarah" a few times in rational back-and-forth, but that proved to be an exercise in futility. So I started deleting or sending most of her comments to spam. Such e-mails generally have an identifier attached, such as "Anonymous" or "Sarah," if the person chooses to use a first name -- which might or might not be her actual name.

I've received so many such e-mails in recent weeks -- maybe more than 200 -- that I occasionally scroll through the spam folder just to keep a rough track of how many have arrived. During one recent scroll, I noticed that at least one spam e-mail had more than a one-word identifier; it had two words -- "Sarah Jameson."

That was enough to make me go "hmmm." A Google search produced the Facebook page for a Sarah Jameson, who apparently lives in Plantation, Florida. That is in Broward County, close to Stone's home in Oakland Park. What does the "Sarah Jameson" Facebook page reveal? It's devoted almost entirely to videos and memes of Donald Trump and Roger Stone -- mostly Stone, also known as "The dapper don of dirty deeds."

Screenshot of the "Legal Schnauzer" blog post, January 2017, showing the profile picture of “Sarah Jameson.” Compare with the profile picture on page 13 above.

In separate blog posts, the writer cited some of the messages that it attributed to the persona “Sarah.” These included threats of legal action over the blog’s coverage of potential Supreme Court nominee Bill Pryor and claims of email exchanges that the blogger denied having taken place.
Another incident focused on a U.S. judge. On February 4, 2017, Judge James Robart of the Western District of Washington imposed a temporary restraining order on President Trump’s executive order barring the citizens of seven majority-Muslim countries from entering the United States. On February 12, one of Roger Stone’s Facebook pages, “Stone Cold Truth,” posted a meme accusing Robart of “letting terrorists in the U.S. to kill your family” and publishing his official work address and phone numbers. The post invited Stone’s followers to “call or email me.”
In the following days, at least two suspected accounts in this network - the “Adrienne Leeann” Facebook account and the @GladstoneLaura Twitter account - posted the same meme without attribution, amplifying the Stone page’s original message.

Posts on Judge James Robart after he issued a temporary restraining order against President Trump’s immigration ban. Top, by Facebook page “Roger Stone - Stone Cold Truth.” Bottom left, Facebook account “Adrienne Leeann,” identified by Facebook as part of the network. Right, Twitter account @GladstoneLaura, whose name and profile picture match a Facebook account within the network. We have obscured the judge’s contact details.

Florida Focus

The network also posted about Florida issues, including local politics and environmental concerns. The environmental concerns included the quality of Florida’s waterways and the allegedly beneficial role played by the U.S. sugar industry. According to reporting in 2017 and 2018, Stone has previously worked on lobbying campaigns for U.S. Sugar.
Post by inauthentic Facebook account “Rob Kanter” (part of this network) on the role of “big sugar” in Florida.

Shares to Florida-centric pages on local political issues, including water quality and Governor Ron de Santis, by the persona “Elizabeth Scherler.”
Posts on Florida water ownership and quality issues by accounts “Tony Garcia” (whose profile picture is that of Iranian-American musician Andy Madadian) and “Laura Gladstone” (both are inauthentic accounts that are part of this set).

Case Study: Central Florida Post

To understand how the inauthentic accounts and pages interacted on local issues, it is instructive to examine the behavior on and around one asset, the Facebook page called “Central Florida Post” (formerly the East Orlando Post), an outlet founded by an associate of Stone’s. The outlet has been termed a “far right blog”; as of July 6, 2020, it maintained accounts on Facebook, Twitter, and YouTube.
The Central Florida Post page largely posted about local political issues, typically from a conservative viewpoint: for example, it referred to the Black Lives Matter movement as a “mob” while maintaining that the outlet has “always fought” bigotry and racism.


The outlet regularly posted positive comments about local Florida businesses and other comments about Florida events and politicians, some positive, some negative.

Posts by the Central Florida Post on a Florida bakery and a protest against wearing masks, June-July 2020.
The page also posted supportive comments about Stone. In 2020, it focused on his impending jail sentence; in 2018, it paid to promote a copy of an article on Stone website stonecoldtruth.com, in which Stone explained contacts he had had with a Russian FBI informant.
This was by no means the page’s only ad. According to Facebook’s ad library, the page spent just over $4,500 on 82 sponsored posts between May 2018 (when the ad library launched) and the end of October 2018. These sponsored posts concerned a range of subjects, including local and national politics, culture, and local events, very much in line with the page’s general coverage.

A few paid posts defended the reputation of the “Proud Boys,” a group that Facebook has banned from its platform, citing its policies against hate organizations and figures. The Southern Poverty Law Center describes the Proud Boys as an extremist group. Facebook noted in its takedown statement that several of the pages in the network “had links to Proud Boys.”
Paid posts defending the reputation of the Proud Boys, posted by the Central Florida Post and paid for by CFP Media.

As well as these organic posts and paid promotions - which we include here to illustrate the range of activity from the page - the Central Florida Post Facebook page benefited from amplification by several of the accounts from the takedown set. On a number of occasions, accounts in the network either shared the Central Florida Post’s news articles to other Facebook pages, re-posted directly from Facebook, or shared stories about it, serving as a booster network.

For example, on April 3, 2017, less than an hour apart, two different accounts in the network - “Laura Gladstone” and “Adrienne Leeann” - posted the same article from the Central Florida Post to a number of different Florida-focused pages, including “Florida Pursuit” and “Conservative Florida.” The article they shared came from the Facebook page of website floridapoliticalnews.com, but was attributed to the Central Florida Post.
Shares of the article attributed to the Central Florida Post by two accounts that Facebook identified as belonging to the network.
On May 1, 2017, the “Laura Gladstone” persona shared a Central Florida Post video to a conservative page, Miami For Trump.

Share by “Laura Gladstone” of a video by the Central Florida Post.

On April 17, 2018, two different personas identified by Facebook shared the same Central Florida Post article to several different pages. These were the accounts "Elizabeth Scherler" and "Tony Garcia"; the two accounts used almost the identical wording to accompany their posts.

Shares of a Central Florida Post article to two different Florida-centric Facebook pages by the personas "Elizabeth Scherler" and "Tony Garcia." Note the almost identical text accompanying the post.
Yet another persona, “April Goad,” shared Central Florida Post content to other Florida-focused pages repeatedly from 2018 through 2020. On one occasion, it even responded to a user who appeared to have mistaken the reporting outlet for a restaurant.

Case Study: Florida’s Water Bill

In 2016-2017, the network appears to have conducted a systematic campaign to oppose a Florida Senate Bill on water quality and land ownership. The bill, known as “SB10,” was initially mooted in 2016, filed in January 2017 and approved in May of the same year. It mandated the Florida authorities to “negotiate the amendment and termination of leases on lands within the Everglades Agricultural Area for exchange or use for the reservoir project.”

The network’s interest in water and land ownership issues emerged early. An article about water quality and grassroots initiatives to improve it that was published by sunshinestatenews.com in June 2016 drew a number of comments from users whose names matched those of the inauthentic Facebook accounts.
The same month, another persona in the network, “Maria Giglio,” posted a comment to a page called “Floridians for Clean Water,” asking for action against “junk science” produced by “these very political groups who claim to be ‘protecting’ us.”

Post by persona “Maria Giglio” (part of this inauthentic set) to the page “Floridians for Clean Water,” June 23, 2016.

In September 2016, the persona “Rob Kanter” posted a number of articles about water issues in Florida. The most recent, on September 28, 2016, referenced a Florida blog that described the plan behind SB10. “Rob Kanter” criticized the plan for failing to address other pollution issues.

But Latvala said he expects lawmakers will advocate for projects to improve Florida’s water quality. And Senate President Designate Joe Negron has already said water will be a top priority during his two-year term.

Negron, a Stuart Republican, has said he plans to push for money to buy land south of Lake Okeechobee. His $2.4 billion plan includes buying 60,000 acres to build a reservoir to clean and send water into the Everglades, instead of down the St. Lucie and Caloosahatchee rivers.
The content grew more direct and specific in 2017. In March and April of that year, different accounts in the network began posting messages to Florida’s elected officials, asking them to vote against SB10.

Posts on SB10 from inauthentic accounts in the network. Top, addressed to Representative Thad Altman of the Florida House of Representatives; bottom, addressed to Senator Kelli Stargel of the Florida Senate.

On April 1, 2017, the Central Florida Post website called SB10 a “land grab by shady environmental groups and big government politicians” and a “billion dollar boondoggle.” Two days later, the persona “Adrienne Leeann” shared it to a page dedicated to the Tea Party in Florida, while the persona “Laura Gladstone” shared it to several conservative pages.
On April 4, 2017, “Adrienne Leeann” shared a separate post about SB10 to a page called “Florida Conservatives United,” urging users to call Senator Anitere Flores and tell her to vote no. The post provided the Senator’s phone number.

The bill “will kill jobs and stops critical repairs to Florida’s water issues” and was being pushed by “special interest groups that hope to get billions of Florida tax payer money!” the account proclaimed.

On the same day, the Central Florida Post website ran an article headlined, “The Florida Legislature’s War Against The Florida Farmer.” The article described SB10 as “plotting the outright seizure and displacement of Florida farmers” and predicted a “devastating” outcome for the
Florida population, including that “the cost of vegetables and fruits would skyrocket for millions of Americans.”

“If history teaches us anything, messing with the farmer puts the American people at risk. Stalin went after farmers in the Ukraine in the 1930’s and the result was massive famine,” the article argued.

SB10 passed - with amendments - on May 2, 2017.