



Spotting Spooky Facebook Ads



Hi!

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Last month, Facebook, Twitter and Google executives testified in Washington about foreign influence campaigns and disinformation online ahead of the midterm elections in November.



The problem has been far reaching. Over the summer, Facebook announced the discovery of hundreds of fake pages and user accounts on its site.





Some pages appeared to specifically target Americans with **divisive messages**, using the same tactics that Russian operatives did to influence voters during the 2016 presidential campaigns.



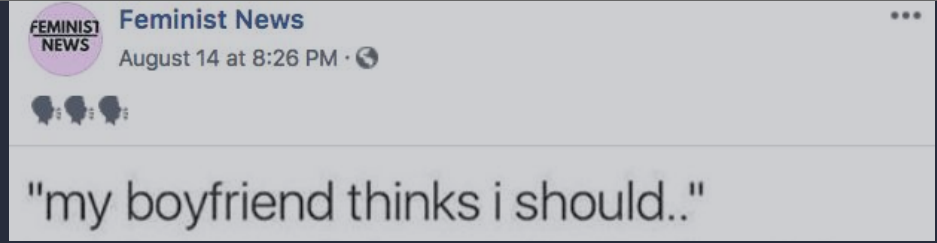
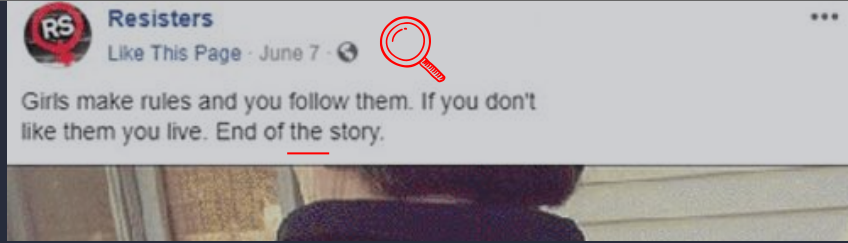
The latest influence campaigns also imitated posts by legitimate pages and groups on Facebook that advocate political beliefs, making it difficult to tell what was a genuine post and what was not.





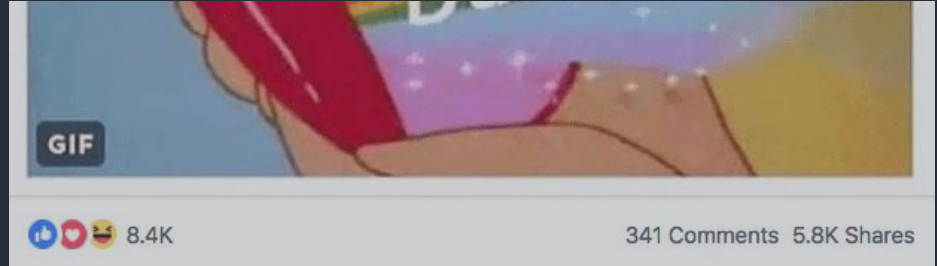
Which Ad Is the Real Thing?

Let's compare some to see if you can tell
the difference



One of these posts was from a genuine Facebook page that supports feminism, and the other was part of an influence campaign.

Can you guess which post is from a fake page?





Aztec Mayan Inca Native Warriors

July 24 · 🌐

Aztec civilization before European contact.



Aztlan Warriors

June 27 · 🌐



Tenochtitlan will rise again



Which post about Latin American
Heritage is **from a fake page?**



9

2 Shares

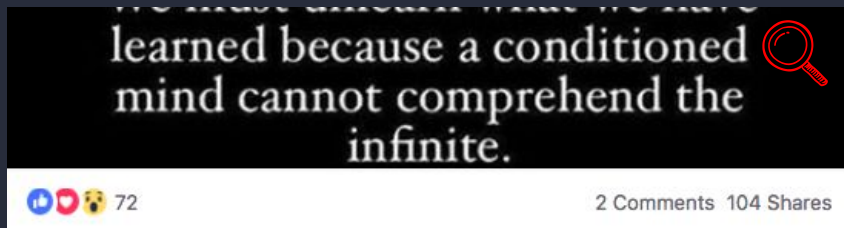


850

18 Comments 315 Shares



Which post about self care is
from a fake page?







583 million

Fake Facebook posts removed in the first 6
months of 2018



How to Spot a Fake Ad



- 💀 Look for language clues
- 💀 Investigate the posts that pop up on your feed
- 💀 Try to get familiar with posts by known Russian pages





Let's see how many fake ads are targeting you...

<https://www.nytimes.com/interactive/2018/05/14/technology/facebook-ads-congress.html>

Here's the link to the NYT quiz on fake ads:

<https://www.nytimes.com/interactive/2018/09/04/technology/facebook-influence-campaigns-quiz.html>





Don't get TRICKED, KEEP Facebook a TREAT

Social media should be for
bringing people together



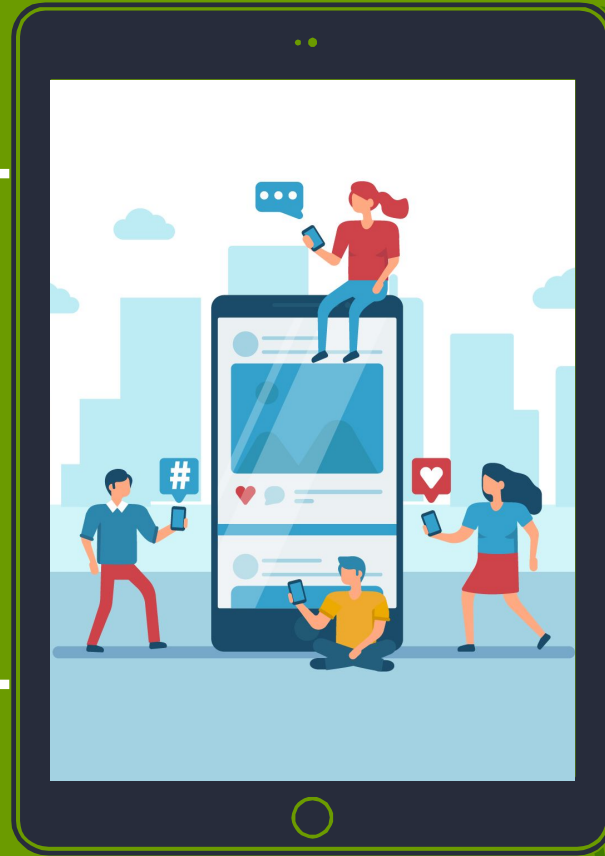
Trolls and Bots and Ads, oh my!

Social media is being used to bring discord and division across the country.



Puppies, Babies and Pies!

Use social media for what it was intended: bringing people together and sharing our moments and experiences.





Happy Halloween!

Any questions?

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