

Removing Coordinated Inauthentic Behavior From Ethiopia

about.fb.com/news/2021/06/removing-coordinated-inauthentic-behavior-from-ethiopia/

April 7, 2022



We removed a network of accounts, Pages and Groups in Ethiopia for coordinated inauthentic behavior (CIB). It targeted domestic audiences in its own country.

The people behind this activity coordinated with one another and used fake accounts as a central part of their operations to mislead people about who they are and what they are doing, and that was the basis for our action. When we investigate and remove CIB operations, we focus on behavior rather than content, no matter who's behind them, what they post, or whether they're foreign or domestic.

Over the past four years, we've shared our findings about coordinated inauthentic behavior we detect and remove from our platforms. Each month, we publish CIB reports where we share information about the networks we take down over the course of each month to make it easier for people to see the progress we're making in one place. In some cases, like today,

we also share our findings at the time of enforcement. The takedown we are announcing today will also be included in our June 2021 report. You can find more information about our previous CIB enforcement actions [here](#).

We are making progress rooting out this abuse, but as we've said before, it's an ongoing effort. We're committed to continually improving to stay ahead.

WHAT WE FOUND

(We will update the numbers as soon as the latest data becomes available)

We removed 62 Facebook accounts, 49 Pages, 26 Groups, and 32 accounts on Instagram for violating our policy against coordinated inauthentic behavior. (Updated on July 7, 2021 at 6:00PM PT to reflect the latest enforcement numbers.) This network originated in and focused on domestic audiences in Ethiopia.

The operation used duplicate and fake accounts — some of which were already detected and disabled by our automated systems — to post and comment on their own content, and manage Groups and Pages, including those posing as media entities. The campaign appeared to accelerate their posting activity in 2020 and into 2021, and some of its recent content was rated false by independent fact-checkers and labeled as misleading. Some of the accounts went through significant name changes over time. They also used spam-like inauthentic distribution tactics to post the same content across multiple Pages and Groups simultaneously, including other people's Groups.

This network posted primarily in Amharic about news and current events in Ethiopia, including the Prosperity party, Prime Minister Abiy Ahmed, and criticism of Egypt and Sudan related to Ethiopia's mega dam project. They also posted critical commentary about various opposition politicians and groups in Ethiopia, including Oromo Liberation Front, Ethiopian Democratic Party, and the Tigray People's Liberation Front among others. Most recently, they commented about protests against the US sanctions on Ethiopia. We assess that this activity was not directly focused on the Tigray region or the ongoing conflict in Tigray.

We found this network as part of our internal investigation into suspected coordinated inauthentic behavior in the region. Although the people behind it attempted to conceal their identities and coordination, our investigation found links to individuals associated with INSA, the Information Network Security Agency in Ethiopia.

- *Presence on Facebook and Instagram:* 62 Facebook accounts, 49 Pages, 26 Groups and 32 Instagram accounts. **(Updated on July 7, 2021 at 6:00PM PT to reflect the latest enforcement numbers.)**
- *Followers:* About 1.1 million accounts followed one or more of these Pages, about 766,000 accounts joined one or more of these Groups, and around 1,700 people followed one or more of these Instagram accounts.

- **Advertising:** About \$7,200 in spending for ads paid for in US dollars. **(Updated on July 7, 2021 at 6:00PM PT to reflect the latest numbers.)**

Below is a sample of the content posted by some of these Pages and accounts:

ETHIO FACT
June 2 at 5:41 AM · 🌐

የደብረጊዮን ሞት በብዙ ማህበራዊ ሚዲያ እየተገጸባለቀ ነው። እንግዲህ ያ ሁሉ ድንፋታ አፈር ተቀላቀለ ማለት ነው ። ድሮም የሸሮ ድንፋታ ጭልፋ እስኪያገኘው ነው አሉ።



**ከእንግዲህ እንዲያ
እንደፎካረች
ደጸ ከርከሮ
መቃብር ወረደች!!**

ትዕቢት ወደ መቃብር ታወርዳለች!!

👍 1.4K 83 Comments 68 Shares

👍 Like 💬 Comment ➦ Share

Translation:

Caption: Debretezion’s death is being talked about on social media. It seems all that threat has gone to grave. It is usually the case that an empty threat of a “shiro” is until a spoon finds it.

Image overlay: Debretezion, the warthog, has been making threats wearing his gloves but he has gone to the grave. Ego takes one to the grave.

H Axumawit Info tube
June 2 at 3:06 AM · 🌐

...

👉 The son of the womb of Ethiopia, not by talk, but by action, who stood firmly for TPLF / EPRDF, who was not raped by the wisdom of displaced Ethiopia, strong, hardworking, knowledgeable, patient, and patience of TPLF / EPDF, and disrupted Ethiopia, and the conspiracy of TPLF, and displaced Ethiopia. The son of Ethiopia who believes that the foundation of all development can pass all the miracles in the right way is determined to sacrifice, who is determined to make the day ... [See More](#)

⚙️ · [See original](#) · [Rate this translation](#)

**የሚያውቀው ያውቀዋል፤ የማያውቁትም
እያውቁት ነው፤ ጠላቶቹንም
በብርሃናማው ጉዞው ማሳመን
እንደሚችል ያውቅበታል!**



**በርታ መረዳችን
ሚሊዮኖች እስከ መጨረሻው
ከጎንህ ለመቆም ወስነናል**

959

22 Comments 96 Shares

Like

Comment

Share

Translation:

Image overlay: Those who know him, know him well. Those who don't know him are getting to know him now. he knows how to persuade his enemies with his bright path. Stay strong our leader. Millions of us have decided to stand with you.



Addis Media Network-AMN

AMN was live.

Jun 3, 2021 9:12am · 🌐

Press release from the office of the prime minister

[Undo](#)



551 ❤️ 40 😂 10 🤔 4 😞 1 😡 4



Maraki Insight

America should stop one side's support. TPLF(terrorist) fighters attacking innocent people and try to block humanitarian assistance. America tries to investigate what is actually happening we Ethiopians love each other! If you want to be part of our prosperity help fairly.



Maraki Insight

Sudan and Egypt, you have no chance of stopping the GERD. The only option available is a negotiation that makes every concerned body a winner.

[Translate](#)

Post and

1



Maraki Insight

TPLF doesn't know the history of Ethiopianism and patriotism / TPLF / is a organization that has no patriotism but not a patriotism.



Maraki Insight

Here is the thing, Ethiopia is a sovereign nation and the USA has no business in Ethiopian internal affairs!

Translate

1

comments by this network's Page and account.



Ethio News

June 7 at 9:17 AM · 🌐

...

በሁለት ሳምንት ስፕራሽን በብርቱው መከላከያ ሰራዊታችን እና በአማራ ልዩ ሃይልና ሚሊሽያ እንደሆነ ሆኖ ወደ ትቢያነት የተለወጠው ጁንታ እና ደጋፊዎቹ በአለም አቀፍ ጣልቃ ጉብነት እና አርዳታ ወያኔን ከሞተበት ህይወት ዘርቶ ለማነቃቃት ደረዳኛል ብሎ ያሰበው ሀሽታግ ዘመቻን ነው ። ቀዠት ነው ደሃ ታንኮችን እና ሚሳኢሎችን ደዞ አፈር ድሜ የበላ በውሸት ዘመቻ ነፍስ ሊዘራ!!! ከንቱ የከንቱ ከንቱ ጉም እንደመጨበጥ ነው።

**ትግራይ የዘር ማጥፋት ወንጀል
በማህበራዊ ሚዲያ ላይ በተለይም
በትዊተር ላይ ብቻ ይገኛል ።**





  42

3 Comments 12 Shares

Translation:

Caption: The supporters of the junta which has been blown to ashes in two weeks by our military and amhara special forces are now using hashtag campaigns to get international intervention and support. this is a nightmare. Does one think the group which has been defeated while having tanks and missiles can come back to life through a false campaign? Never. This is like trying to hug a cloud.

Image overlay: The Tigray genocide is only happening on social media, particularly on Twitter.