



# STRATEGIC DECEPTION: UNMASKING THE FAKE PROFILES NETWORK SPREADING AJ+ ANTISEMITIC PROPAGANDA

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# UNMASKING THE FAKE PROFILES NETWORK SPREADING AJ+ ANTISEMITIC PROPAGANDA

## PURPOSE

This investigation delves into the role of fake profiles in amplifying AJ+ propaganda, which serves as a key tool driving online antisemitism. By examining coordinated inauthentic behavior on X, the research uncovers how these fake profiles extend the reach and visibility of AJ+ narratives, artificially enhance engagement, and manipulate public discourse across various platforms to spread hateful anti-Israel and antisemitic messaging. Analysis sought to determine if and how AJ+'s propaganda strategy violates clear policies of social media platforms.

## APPROACH

AJ+'s content has long been criticized for promoting anti-Western narratives and supporting antisemitic messaging. To gain a comprehensive understanding of the strategies used to amplify AJ+ messaging, The cybersecurity firm Cyabra conducted an in-depth investigation over a two-month period, from September 17 to November 17, 2024 to track bots and fake profiles that interact with AJ+'s official accounts on X and promote its TikTok content across the platform. By leveraging advanced analytics, the research assessed profile authenticity and identified patterns of coordinated inauthentic behavior. A crucial aspect of this analysis analyzed how the campaign's use of bots and fake profiles violated X's policies against inauthentic activity, which are designed to uphold transparency, authenticity, and equitable engagement. The findings highlight how such misuse not only amplifies AJ+'s hateful messaging but also potentially distorts public discourse and undermines the integrity of social media platforms.

## FINDINGS

- **32% of the profiles engaging with AJ+'s official X accounts were identified as fake**, revealing a calculated strategy to artificially boost the platform's visibility through coordinated inauthentic activity. These profiles consistently disseminated divisive narratives, with a strong emphasis on anti-Israel propaganda, aligning closely with the themes promoted by AJ+'s accounts.
- **Fake profiles were instrumental** in redirecting traffic from X to AJ+'s TikTok account, often sharing identical messages and links to orchestrate cross-platform engagement. This deliberate manipulation focused on promoting specific AJ+ TikTok videos tied to highly contentious anti-U.S. and anti-Israel narratives, amplifying their visibility and shaping key public discussions.
- The evidence suggests not only a clear intent to **exploit social media algorithms but also represent a direct violation of X's policies on inauthentic behavior**, which are designed to prevent the misuse of the platform for spreading propaganda and deceptive practices. By leveraging fake accounts to manipulate discourse and amplify inflammatory content, AJ+ undermines platform integrity and transparency, contravening guidelines meant to ensure authentic and equitable engagement.

# FAKE PROFILES ENGAGING WITH AJ+ OFFICIAL ACCOUNTS

This section explores interactions with AJ+'s official accounts across multiple languages, including @ajplus, @ajplusarabi, and @ajplusfrancais. Research identified engagement patterns from accounts interacting with these profiles, focusing on distinguishing between authentic users and fake actors.

Using advanced analytical methods, accounts were classified based on authenticity, considering factors such as account creation dates, behavioral patterns, engagement frequency, and content originality. Once fake accounts were identified, the analysis delved deeper to uncover coordinated efforts. Key indicators include synchronized posting schedules, thematic uniformity in comments, repeated use of specific narratives, and the proliferation of identical or recycled content.

The investigation then analyzed the content shared and amplified by these accounts to determine whether the narratives align with specific agendas, particularly anti-Western and antisemitic propaganda. By examining the alignment between these narratives and AJ+'s broader messaging strategy, the investigation assessed whether these interactions reflect organic user behavior or a deliberate, orchestrated effort to manipulate public discourse.

This analysis exposes the extent and nature of inauthentic activity surrounding AJ+, emphasizing its implications for platform integrity. It also evaluates potential violations of platform policies against inauthentic behavior, shedding light on how such tactics undermine transparency, trust, and the equitable use of social media platforms.



# FAKE PROFILES ENGAGING WITH AJ+ OFFICIAL ACCOUNTS

A comprehensive analysis of comments across AJ+'s official X accounts reveals that an average of **32% of the profiles engaging with their content are fake**. This analysis encompasses 3,589 accounts that commented on AJ+ posts during the two-month period from September 17 to November 17. The examined accounts include AJ+ (English), AJ+ Arabi (Arabic), and AJ+ Français (French). While the percentages of fake profiles vary across these accounts, the activity remains significant for each, reflecting a concerning level of inauthentic engagement. The following presentation provides a detailed breakdown of the percentages for each account.

TOTAL PROFILES

3,589

INAUTHENTIC PROFILES

1,165 — 32%

AUTHENTIC PROFILES

2,263 — 63%



@ajplus

1,227 ACCOUNTS EXAMINED

22% IDENTIFIED AS FAKE

322 COMMENTS GENERATED



@ajplusarabi

819 ACCOUNTS EXAMINED

42% IDENTIFIED AS FAKE

406 COMMENTS GENERATED



@ajplusfrançais

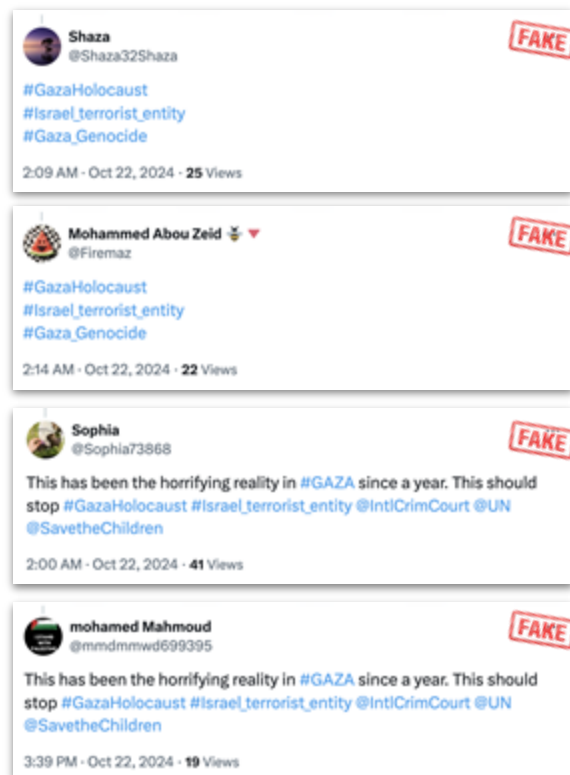
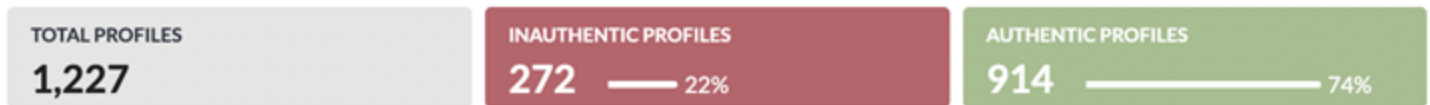
1,562 ACCOUNTS EXAMINED

35% IDENTIFIED AS FAKE

592 COMMENTS GENERATED

# EVALUATING INAUTHENTIC ENGAGEMENT WITH @AJPLUS

- Cyabra conducted a detailed analysis of the official AJ+ X account, @ajplus, which was established in February 2024. With a significant following of 1.2 million users, the account has published over 115,000 posts since its inception, serving as a major platform for disseminating AJ+ narratives.
- During the two-month analysis period, Cyabra examined 1,227 profiles that commented on @ajplus posts, uncovering that 22% of these profiles were fake. These 272 fake accounts were responsible for generating 322 comments on the account's content, revealing a pattern of inauthentic engagement aimed at amplifying AJ+ messaging.
- The behavior and content of these fake profiles point to a coordinated effort to promote narratives aligned with AJ+. **Their comments predominantly supported posts critical of Israel**, particularly one published on October 21, which accused Israel of undermining education in Gaza by bombing schools and other educational facilities.
- These fake profiles exhibited distinct patterns of activity, including the use of identical hashtags. Additionally, many accounts posted identical or nearly identical comments, reinforcing the appearance of a coordinated campaign designed to amplify AJ+ content and propagate its associated narratives. This deliberate inauthentic activity not only violates platform policies but also highlights the strategic misuse of social media to influence public opinion.



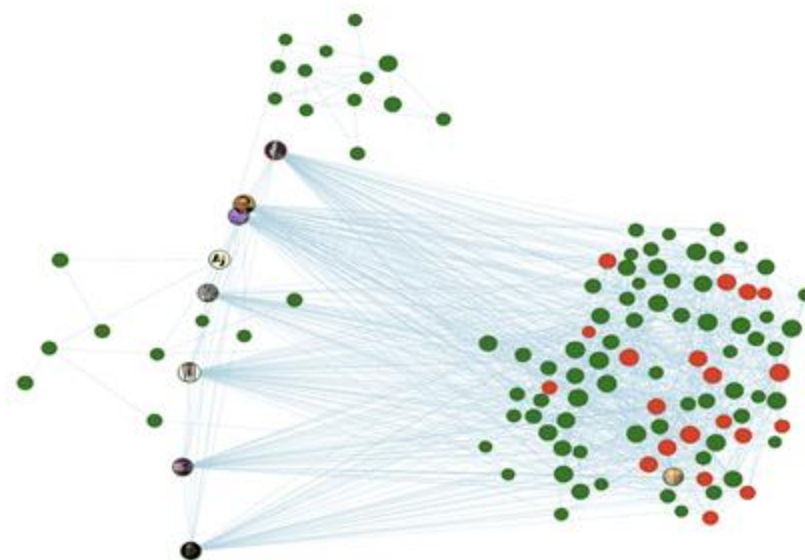
# EVALUATING INAUTHENTIC ENGAGEMENT WITH @AJPLUS

Analysis of fake profiles engaging with @AJplus reveals clear evidence of a coordinated campaign, characterized by strategic behaviors commonly associated with inauthentic efforts to amplify specific narratives. This activity demonstrates deliberate organization aimed at enhancing the reach and visibility of the account.

- **Uniform Messaging:** A significant number of fake profiles posted identical or near-identical comments, a tactic indicative of coordinated efforts to create an illusion of widespread consensus and reinforce targeted narratives.
- **Distinct Profile Characteristics:** Many of these profiles utilized thematic profile pictures, including scenic landscapes and Palestinian imagery, such as the Palestinian flag, which aligned with the messaging being amplified.
- **Recent Creation Dates:** 37% of the fake profiles were created in 2024, a hallmark characteristic of coordinated campaigns. Since their creation, many of these profiles have exclusively disseminated anti-Israel content.

The fake profiles frequently **interacted with one another and with authentic accounts**, driving significant engagement through likes on their comments. Collectively, this coordinated network generated **1,214 interactions**—including likes, replies, and shares—on their comments, further amplifying their visibility and influence.

The following clusters illustrate the interactions between fake profiles (represented in red) from the campaign and authentic profiles (represented in green) engaging with AJ+ content.





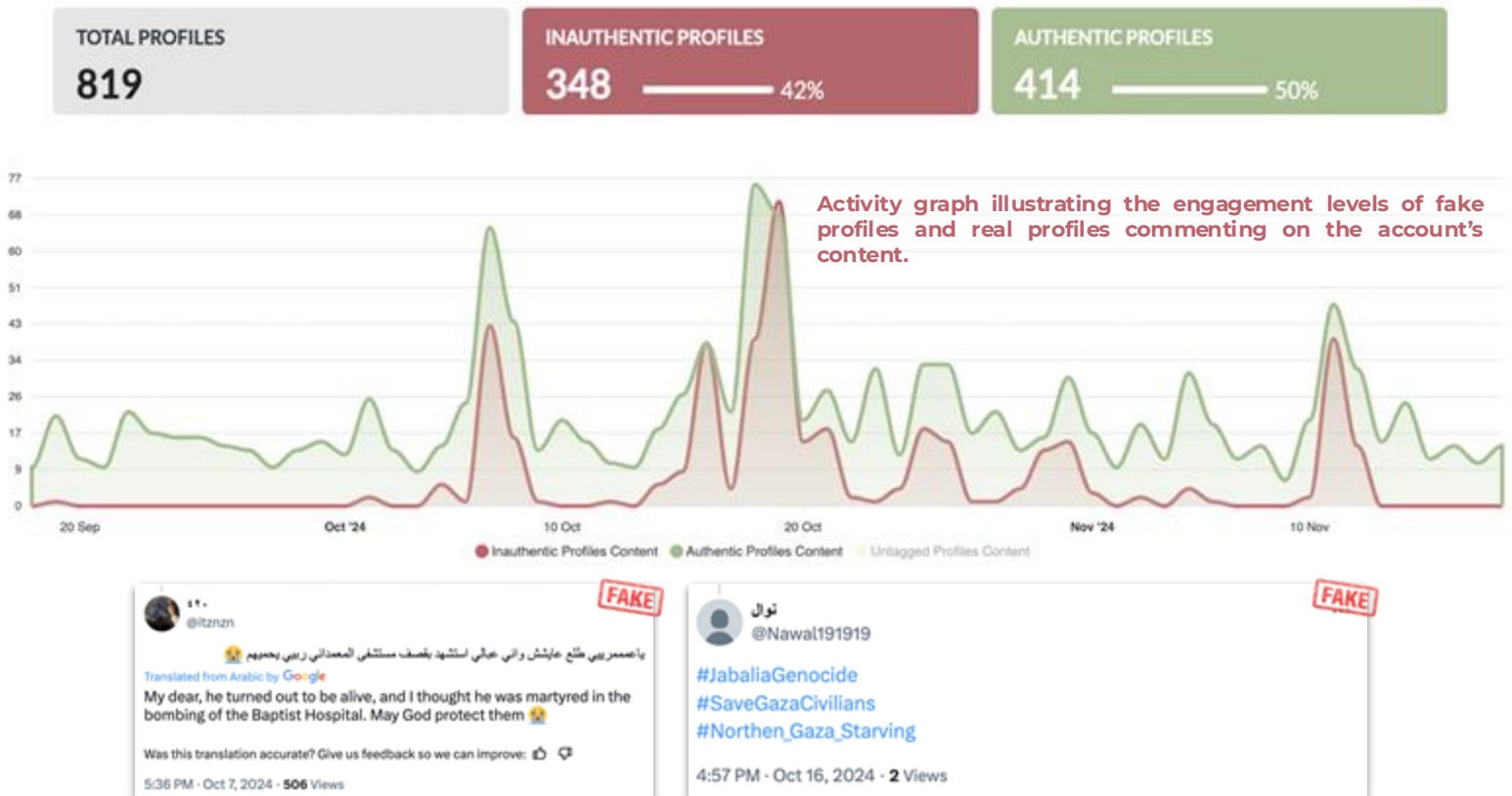
# EVALUATING INAUTHENTIC ENGAGEMENT WITH @AJPLUSARABI

The second account analyzed, @ajplusarabi, was created in December 2014. Since its inception, the account has amassed 1.1 million followers and published 49,000 posts. The content, published in Arabic, is designed to engage audiences across the Arab world.

During the two-month analysis period, Cyabra examined 819 profiles that commented on the account's posts. The analysis revealed that **42% of these profiles were fake**, representing 348 fake accounts responsible for generating 406 comments.

The activity of these fake profiles was **predominantly focused on anti-Israel posts shared by the account**. On certain days, **engagement from fake profiles equaled or even exceeded that of real users** commenting on the page's content. While the majority of comments were in Arabic, some were in English and were often accompanied by hashtags such as #JabaliaGenocide and #SaveGazaCivilians.

The primary tactic employed by these fake profiles was to amplify **narratives portraying the suffering of Gazan citizens as a direct result of Israeli actions**. Their comments highlighted the humanitarian toll on Gaza and expressed wishes for the well-being of its citizens. These messages were strategically crafted to intensify emotions and create a heightened sense of urgency among the audience engaging with the page's content.



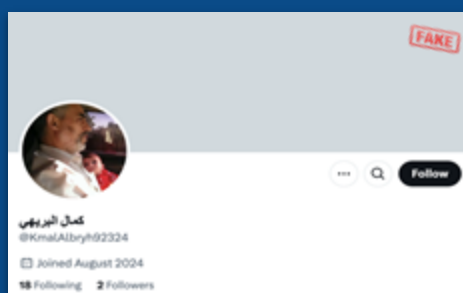
# EVALUATING INAUTHENTIC ENGAGEMENT WITH @AJPLUSARABI

The analysis of fake profiles engaging with @ajplusarabi reveals strong evidence of a **coordinated inauthentic campaign**, characterized by distinct technical patterns and behavioral consistencies.

- **Creation Patterns:** A significant 38% of the fake accounts were created in 2024, aligning with the operational framework of orchestrated campaigns, where newly created accounts are strategically deployed to achieve specific objectives.
- **Profile Uniformity:** The accounts exhibited thematic consistency in their profile images, with many featuring landscapes or avatars. This uniformity suggests centralized oversight in crafting a cohesive visual identity for the campaign.
- **Temporal Synchronization:** The accounts frequently operated within identical time windows, posting content at similar hours. This temporal clustering is a strong indicator of coordination, often associated with managed campaigns.
- **Narrative Amplification:** The fake accounts consistently amplified a unified narrative, boosting the visibility of @ajplusarabi's posts while advancing their own agenda through repetitive and targeted messaging.

The convergence of these patterns reflects the hallmarks of a coordinated inauthentic campaign, leveraging strategic behaviors to manipulate discourse and effectively amplify targeted narratives.

*Below are examples of fake accounts from the coordinated campaign, recently created and actively commenting on the account's content.*





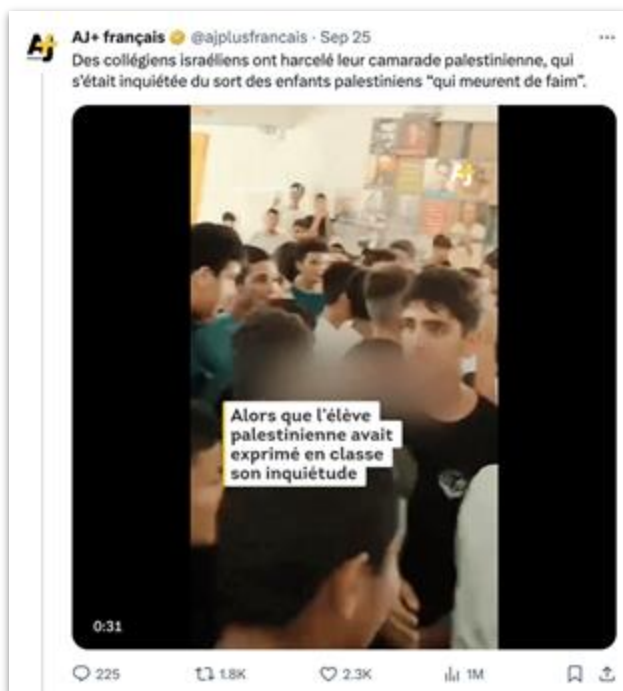
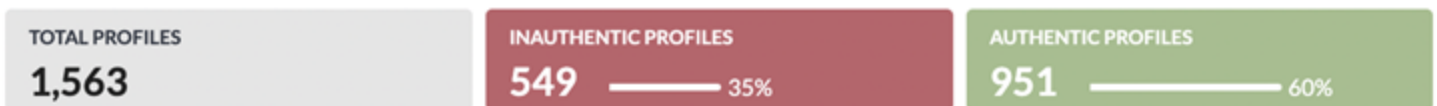
# EVALUATING INAUTHENTIC ENGAGEMENT WITH @AJPLUSFRANCAIS

The third account analyzed, @ajplusfrancais, serves as AJ+'s French-language platform. Established in December 2014, the account has accumulated over 199,000 followers and published more than 15,700 posts.

During the analysis period, Cyabra examined 1,563 profiles that commented on the account's posts. The findings revealed that **35% of these profiles were fake**, comprising 549 fake accounts that collectively generated 592 comments.

These fake profiles displayed distinct patterns indicative of a coordinated campaign. The content they disseminated was written in French, and often **accompanied by imagery featuring anti-Israel and anti-Jewish messaging**. This content sought to portray Israel and its society as inherently antagonistic, particularly in the context of the Gaza conflict.

One notable post targeted by these fake profiles allegedly depicted Israeli schoolboys harassing a Palestinian classmate. The comments generated by these accounts strategically amplified a narrative suggesting that such behavior reflects a broader societal issue, claiming that **Israelis are raised to harbor hatred toward Palestinians**.



# EVALUATING INAUTHENTIC ENGAGEMENT WITH @AJPLUSFRANCAIS

The analysis of fake profiles engaging with the account uncovered clear evidence of an organized campaign characterized by coordinated behaviors and interconnected activity.

- **Interconnected Activity:** The fake profiles displayed clear coordination, frequently targeting the same posts and engaging both with one another and authentic profiles through likes and replies. This interconnected behavior not only amplified their content but also created the illusion of widespread consensus.
- **Synchronized Posting Patterns:** Activity timestamps revealed that the fake profiles operated within shared timeframes, with peak engagement occurring between 14:00 and 18:00 UTC.
- **Profile Uniformity:** Many profiles lacked personal identifiers, using generic avatars or fictional characters, while others had no profile pictures at all. This lack of individuality suggests a centrally orchestrated approach to account creation.

**These coordinated activities collectively generated 3,900 interactions**—including likes and replies. By employing strategic engagement, synchronized activity, and uniform profiles, the network of fake accounts effectively manipulated online discourse to amplify both its agenda and the content produced by the AJ+ account.

*The following clusters illustrate real profiles (represented in green) and fake profiles (represented in red) engaging with one another on the account's posts. This visualization highlights the interconnected nature of the fake profiles and their ability to engage with authentic audiences.*



# MANUFACTURED MOVEMENTS: Fake Amplification of Anti-Israel Narratives

This section examines how fake profiles amplify AJ+ content across social media platforms, with a particular focus on their role in coordinated campaigns advancing antisemitic narratives. The analysis highlights the deliberate manipulation of algorithms to create the illusion of a widespread movement, ultimately fabricating a "fake truth" that misleads public perception.

Leveraging advanced analytics, the study identified keywords and hashtags associated with AJ+ to detect posts and profiles actively promoting its content. These profiles have been rigorously assessed for authenticity, followed by a detailed analysis of their behavioral trends, posting patterns, and interconnections. Special emphasis has been placed on exposing the strategic efforts to manipulate engagement metrics, such as likes, shares, and comments, to artificially inflate the visibility and credibility of anti-Israel narratives.

The investigation uncovered networks of fake accounts working in coordination to deceive algorithms and shape online discourse. By creating a false sense of consensus and legitimacy, these efforts mislead individuals into believing they are witnessing a genuine grassroots movement. This manufactured reality can dangerously influence public opinion, distort historical and political truths, and perpetuate harmful stereotypes.

The analysis explores the broader societal risks of algorithmic manipulation, including its potential to erode trust in information sources, polarize communities, and fuel misinformation campaigns. By understanding the tools and tactics used to engineer these false narratives, this study will provide essential insights into combating the spread of disinformation and safeguarding the integrity of public discourse.

# UNMASKING THE ECHO CHAMBER: THE ROLE OF FAKE PROFILES IN AMPLIFYING AJ+ CONTENT

- Over a two-month analysis period, 3,223 profiles on X were tracked that actively disseminated content related to AJ+. Analysis focused on posts containing the keyword "ajplus" alongside commonly used phrases such as "check out AJ+'s video," which were prominent in conversations promoting AJ+ content.
- Among the profiles analyzed, **24% (a total of 784 accounts) were identified as fake**. These inauthentic profiles produced 1,677 posts and comments, with 80% being original posts and 20% classified as comments. This substantial output underscores the pivotal role fake profiles play in amplifying AJ+ narratives.
- The activity patterns of these fake profiles closely mirrored those of authentic users, with peak posting times aligning on the same days. **On several occasions, the volume of content generated by fake profiles even exceeded that of authentic profiles**, highlighting the strategic coordination.
- All content from the fake profiles was exclusively focused on promoting AJ+, significantly boosting its reach and visibility. Collectively, these posts and comments garnered 48,000 engagements, including likes, comments, and shares, illustrating the substantial impact of coordinated inauthentic activities.

TOTAL PROFILES

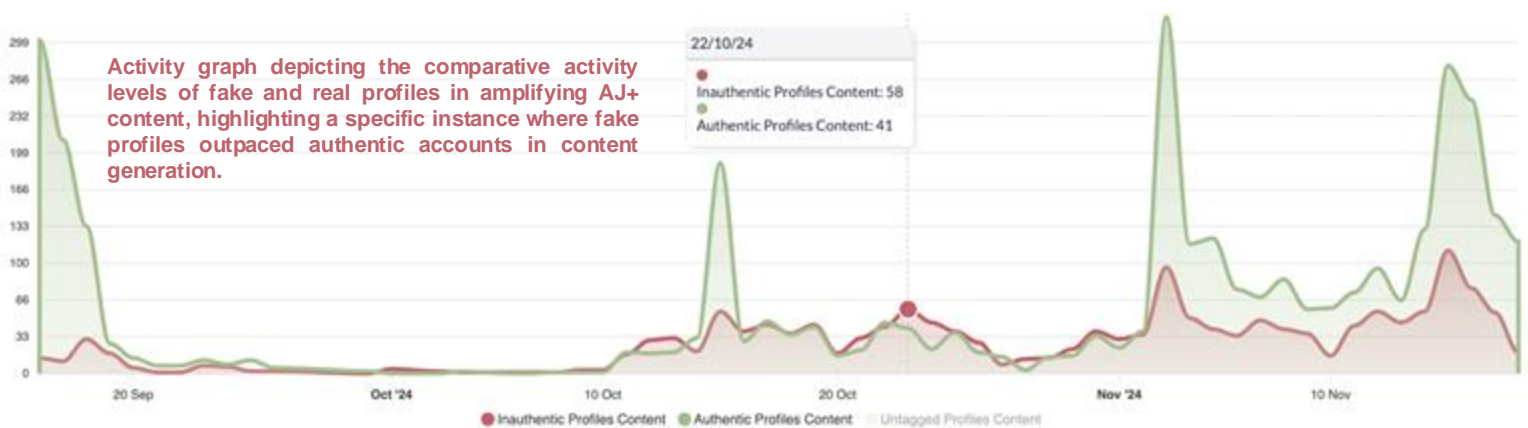
3,223

INAUTHENTIC PROFILES

784 — 24%

AUTHENTIC PROFILES

2,413 — 74%

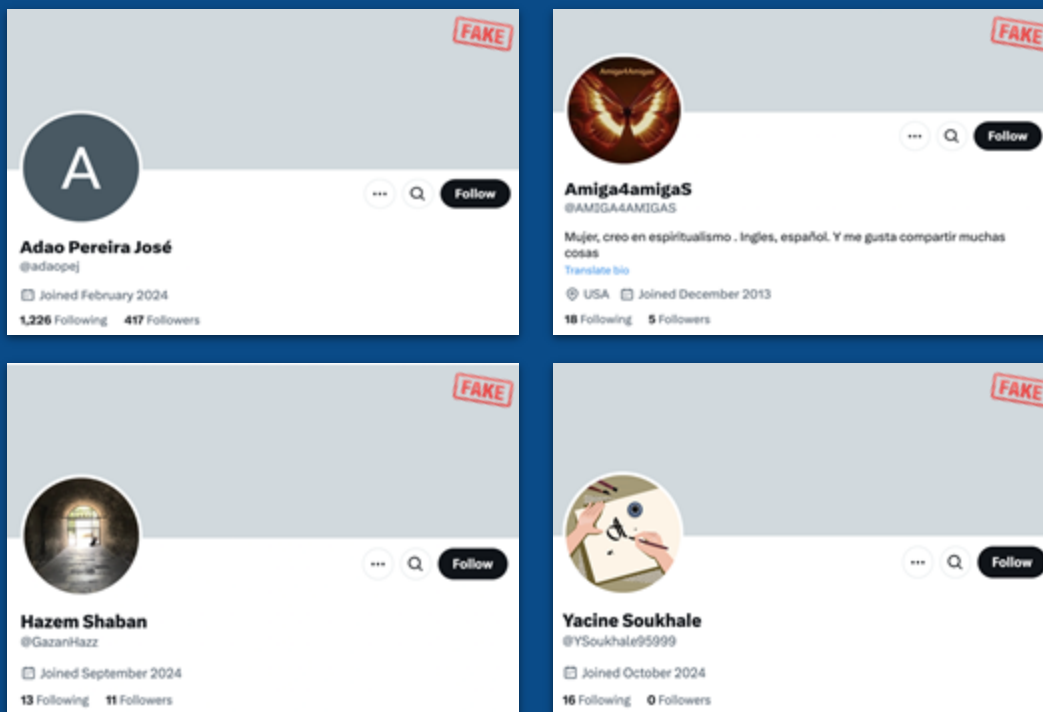


# STRATEGIC AMPLIFICATION: THE TIMED DEPLOYMENT OF FAKE PROFILES TO BOOST AJ+ CONTENT

The analysis revealed a calculated strategy in the creation and deployment of fake profiles, effectively leveraging accounts of varying ages to amplify AJ+ content. This strategic mix of newly established and older accounts underscores a deliberate approach to maximize the campaign's impact.

- **33% of the fake profiles were created in 2024**, reflecting a recent and intentional effort to bolster the campaign with new accounts tailored for immediate use.
- **23% were created in 2023**, indicating a sustained strategy to grow the network in anticipation of this activity.
- **20% originated between 2020 and 2022**, demonstrating the use of moderately aged profiles with sufficient activity history to enhance credibility.
- **24% dated back to 2009–2019**, incorporating older accounts likely to project legitimacy and authenticity within the network.

This distribution reflects a sophisticated approach, balancing the immediacy and scalability of newer accounts with the perceived trustworthiness of older ones. By integrating profiles from different timeframes, the campaign achieved both high-volume amplification and a reduced likelihood of detection by platform algorithms.



# COORDINATED AMPLIFICATION: FAKE PROFILES BOOSTING AJ+ TIKTOK CONTENT ACROSS PLATFORMS

- In the two month analysis period, fake profiles played a central role in a coordinated campaign aimed at amplifying AJ+ content across social media platforms. These profiles primarily shared AJ+ TikTok videos, employing a uniform and repetitive messaging strategy to maximize visibility and engagement.
- The content generated by these fake profiles was strikingly consistent, with many posts featuring identical phrasing. A prominent example was the phrase: “Check out AJ+’s video! #TikTok.” The research **identified 1,046 posts containing this exact language, each accompanied by links to TikTok videos originating from AJ+’s official account.** This uniformity reflects a deliberate effort to construct a unified narrative and drive traffic from X to TikTok.
- By utilizing a network of fake profiles to distribute identical content, the campaign strategically boosted the reach of AJ+’s TikTok account while reinforcing its presence across platforms. This approach highlights the coordinated and calculated nature of the amplification effort, effectively manipulating online discourse to enhance AJ+’s visibility and influence.

The following data table highlights the coordinated activity of fake profiles within the campaign, showcasing their efforts to share identical messages aimed at redirecting traffic from X to AJ+’s TikTok videos.

<input type="checkbox"/>	Profile	Author	Network	Authenticity	Content	Creation date
					check out ajplus's video	Cre: [calendar icon] Cre: [calendar icon]
<input type="checkbox"/>		Muhammad Afzal	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/OSg4UgRraM	October 11, 2024 5:27 PM
<input type="checkbox"/>		ShiningWater	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/7HO703NrVH	October 11, 2024 8:07 PM
<input type="checkbox"/>		Al mahed 2090	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/N2pGzOPJ1e...	October 11, 2024 8:57 PM
<input type="checkbox"/>		Mohamed Ahmed	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/PTaWuaiFLK	October 11, 2024 9:04 PM
<input type="checkbox"/>		Real NY Newz	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/tD0cXILP8d	October 11, 2024 9:29 PM
<input type="checkbox"/>		Sheryl Bawa	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/JFu9wjVHQF	October 11, 2024 9:50 PM
<input type="checkbox"/>		Myeongie Il stands...	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/9JyVrSfHKw	October 12, 2024 2:19 AM
<input type="checkbox"/>		MRD	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/kMgPZPblRd	October 12, 2024 2:47 AM
<input type="checkbox"/>		Aung Tin	✘	Inauthentic	Check out ajplus's video! #TikTok https://t.co/Lpl5r4ugnW	October 12, 2024 3:03 AM

Rows per page: 100 | 1 - 100 of 1,046



## FAKE PROFILE NETWORKS DRIVING CROSS-PLATFORM TRAFFIC

Analysis reveals that the fake campaign strategically targeted specific AJ+ TikTok videos for amplification. By sharing links to these videos on X, fake profiles sought to increase their visibility, drive engagement, and bolster AJ+ narratives. Two notable examples of targeted videos include:

- Video 1: The U.S. Elections and Gaza: This video discusses the impact of the U.S. elections on Gaza, alleging that Israel is committing genocide in the region with direct involvement from the U.S. by providing support to Israel. Posted on November 3, two days before the U.S. elections, **the video's timing suggests a calculated effort to influence public opinion and voter behavior.**
- Video 2: Images of Gaza Destruction: This video features a compilation of images depicting destruction in Gaza and injured civilians, accompanied by claims that Israel is committing genocide and deceiving the world about its actions. **The campaign used fake profiles to increase the video's reach, aiming to gain support for Gaza, and amplify anti-Israel sentiments.**

*Below are two examples of posts created by fake profiles as part of the coordinated effort to promote AJ+ videos on X.*



## STRATEGIC DECEPTION: FAKE PROFILES EXPLOIT X AND TIKTOK TO AMPLIFY AJ+ NARRATIVES AND UNDERMINE PLATFORM INTEGRITY

- A coordinated and sophisticated campaign is leveraging fake profiles to amplify AJ+ content across social media platforms, with a primary focus on X. These profiles manipulate platform algorithms, creating an illusion of widespread organic engagement. By promoting AJ+ narratives — especially through repetitive messaging and cross-platform links to TikTok — these fake profiles significantly enhance the reach and visibility of controversial content.
- 32% of analyzed profiles were fake, collectively generating thousands of posts and engagements to amplify contentious narratives, including claims of genocide and U.S. complicity in Gaza. These activities were in direct violation of X’s policies against inauthentic behavior and TikTok’s guidelines, further demonstrating the calculated and strategic nature of the campaign.
- By distorting public discourse and presenting false consensus, these efforts erode trust in social media platforms, polarize audiences, and promote hateful misinformation. The cross-platform strategy between X and TikTok highlights the vulnerability of digital ecosystems to manipulation and suggest that these platforms should enforce their policies more rigorously.
- To counter these threats, X and TikTok must take proactive measures to detect and dismantle coordinated inauthentic networks. Strengthening algorithmic defenses, improving transparency, and prioritizing the enforcement of policies on fake accounts and platform manipulation are critical steps to safeguarding the integrity and fairness of online discourse.

