



SOCIAL MEDIA MONITORING 2018 PRESIDENTIAL ELECTION

SECOND INTERIM REPORT



Kingdom of the Netherlands

December 20, 2018

Methodology

Methodology

- I. Monitoring of direct electoral activity and violation of electoral legislation on Facebook;
- II. Monitoring of attempts to discredit electoral subjects, political and electoral processes, possibly with the aim of influencing voter attitudes;
- III. Monitoring divisive value based narratives, which become active in the election context.

Methodology

Second Interim Report covers

1. Activities of Facebook pages of presidential candidates, parties that nominated these candidates and official campaign pages, and their compliance with legislation.
2. Campaigning by local self-government civil servants on Facebook.
3. Monitoring of official Facebook pages of local self-government and Ajara A/R bodies.
4. Activity of Facebook pages set up primarily for discrediting purposes, their tactics and main messages.

Scope of Monitoring

- **19 official Facebook pages** of presidential candidates, political parties and campaigns (*monitoring period: October 10 – December 2*)
- **98 official Facebook pages** of local self-government and Ajara A/R bodies (*monitoring period: October 19 – December 2*)
- Personal profiles of **676 public servants** on key positions from 65 municipalities (*monitoring period: October 5-27 and November 15-27*)
- **160 Facebook pages** of discrediting nature (*monitoring period: October 19 – December 2*)

Official Facebook Pages of Presidential Candidates, and Parties that Nominated/Endorsed them

- **Facebook pages of Georgian Dream and Salome Zourabichvili:** [ქართული ოცნება/Georgian Dream](#); [სალომე - პრეზიდენტად / Salome Zourabichvili](#); [სალომე ზურაბიშვილი / Salome Zourabichvili](#);
- **Facebook pages of the United National Movement, Grigol Vashadze, United opposition – Strength in Unity, and its member parties:** [ერთიანი ნაციონალური მოძრაობა](#); [Gregory Vashadze / გრიგოლ ვაშაძე](#) ; [ძალა ერთობაშია / Strength in Unity](#) ; [ახალი საქართველო ; ეროვნულ დემოკრატიული პარტია National Democratic Party of Georgia](#);
- **Facebook pages of the European Georgia and David Bakradze:** [ევროპული საქართველო - მოძრაობა თავისუფლებისთვის](#); [დავით ბაქრაძე -David Bakradze](#) ;
- **Facebook pages of Girchi and Zurab Japaridze:** [Zurab Japaridze](#) ; [გირჩი / Girchi](#) ;
- **Facebook pages of Davit Usupashvili, Development Movement and Free Democrats:** [თავისუფალი დემოკრატები / Free Democrats](#) ; [შენების მოძრაობა • Development Movement](#) ; [David Usupashvili Official](#)
- **Facebook pages of Free Georgia and Kakha Kukava:** [Kakha Kukava / კახა კუკავა](#) ; [თავისუფალი საქართველო](#)
- **Facebook pages of the Labour Party and Shalva Natelashvili:** [ლეიბორისტული პარტია • Labour Party](#) ; [Shalva Natelashvili - შალვა ნათელაშვილი](#)

Official Facebook Pages of Candidates and Parties

- 19 pages
 - 1,261,986 users that like these pages*
 - 7,224 posts published by the pages*
-
- Activities of the official Facebook pages, mostly within the legal requirements
 - Georgian Dream through sponsored ads on its official Facebook page made illegal contribution to Salome Zurbashvili

**As of December 14*

Official Facebook Pages of Local Self-Government Bodies

Official Facebook Pages of LSG Bodies

- Trend of abuse of administrative resources not found
 - ***Exception: Facebook page of Tianeti Municipality***
- No signs of increased activity during the election period

Campaigning by Civil Servants



PUBLIC SERVANTS CAMPAIGNING ON FACEBOOK



62

30

PUBLIC SERVANTS FROM **MUNICIPALITIES**
WERE CAMPAIGNING ON FACEBOOK DURING WORKING HOURS

DATA INCLUDES FIRST ROUND PRE-ELECTION PERIOD FROM OCTOBER 5 TO OCTOBER 27
AND SECOND ROUND PRE-ELECTION PERIOD FROM NOVEMBER 15 TO NOVEMBER 27

Discrediting Pages on Facebook



OUT OF **160** DISCREDITING PAGES STUDIED



43 PAGES AGAINST SALOME ZURABISHVILI
AND GEORGIAN DREAM



72 PAGES AGAINST GRIGOL VASHADZE, UNM
AND UNITED OPPOSITION



8 FAKE SUPPORTING PAGES



19 FAKE MEDIA



23 ULTRANATIONALISTIC PAGES

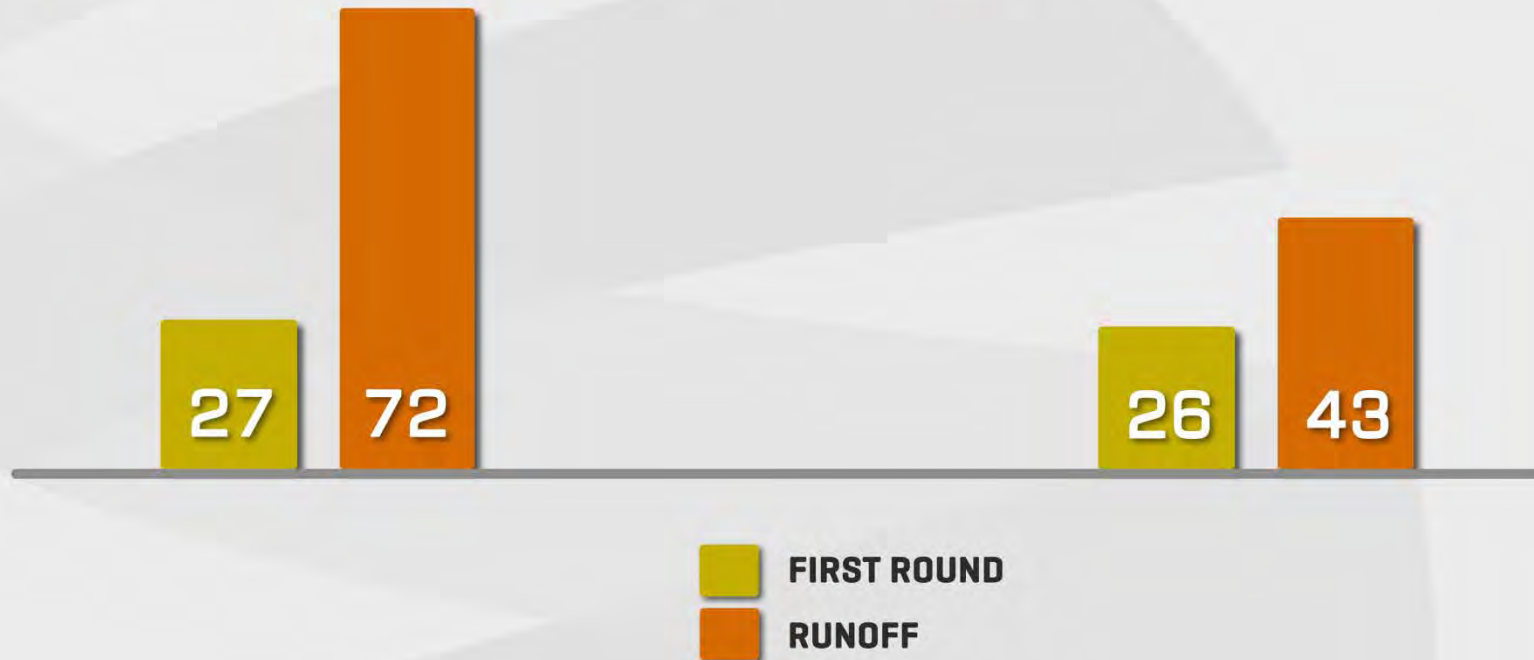
NUMBER OF PAGES DISCREDITING PRESIDENTIAL CANDIDATES



AGAINST
GRIGOL VASHADZE



AGAINST
SALOME ZURABISHVILI



Number of Facebook pages operating to discredit Salome Zurbishvili and Grigol Vashadze (and the respective parties supporting/endorsing them) during the campaign of the first and second rounds of the presidential elections



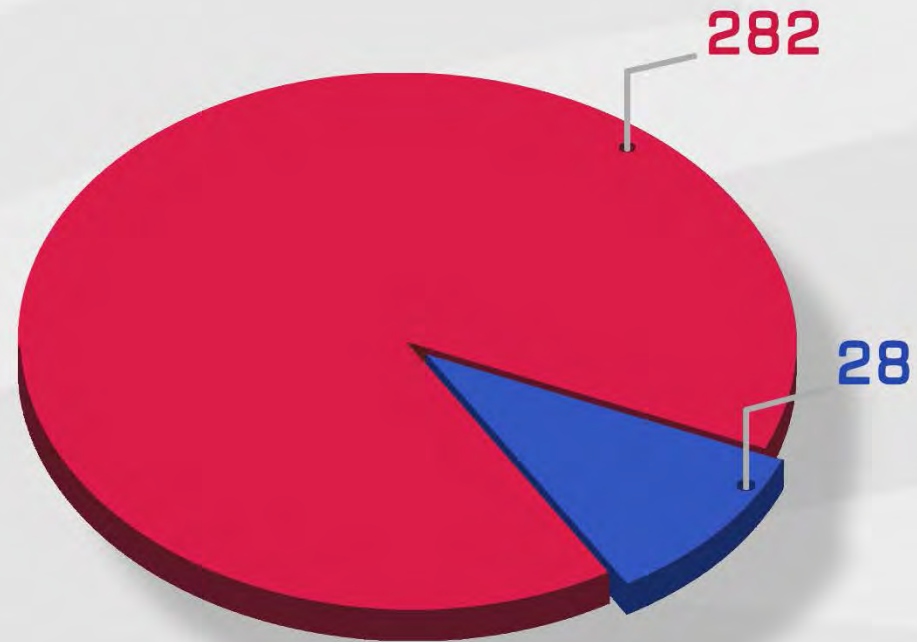
NUMBER OF POSTS PUBLISHED BY THE DISCREDITING PAGES DURING THE RUNOFF PRE-ELECTION PERIOD



-  AGAINST GRIGOL VASHADZE
-  AGAINST SALOME ZURABISHVILI

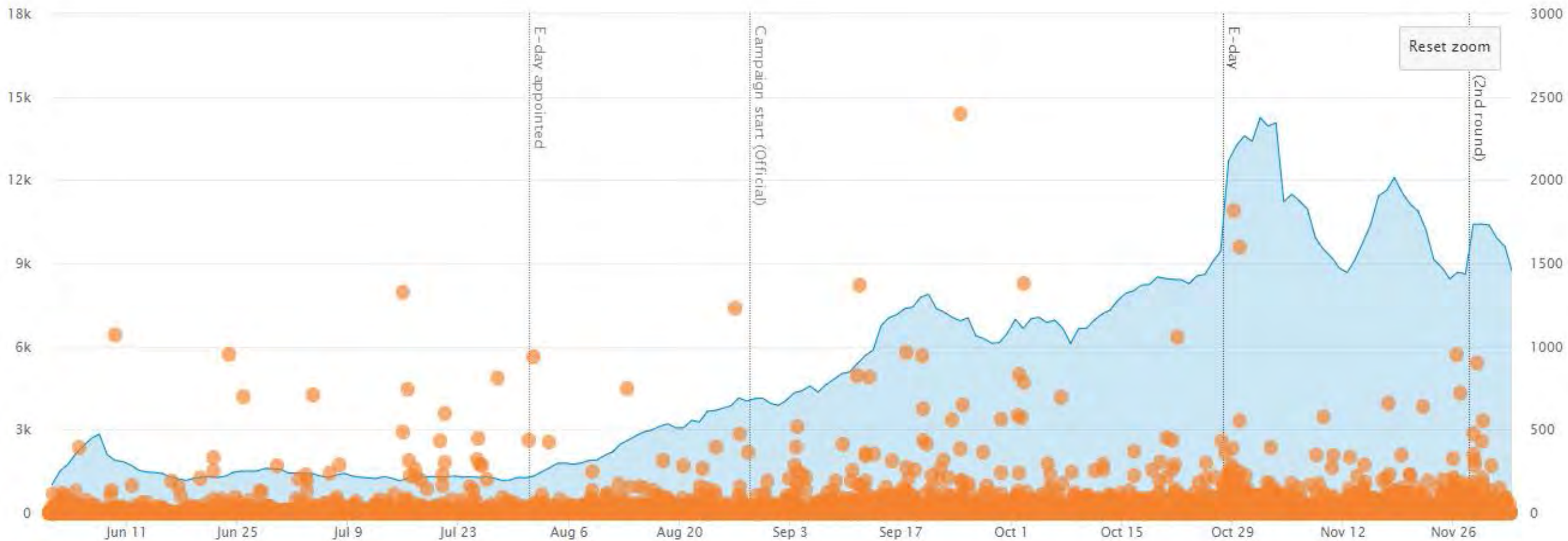


SPONSORED DISCREDITING POSTS DURING THE RUNOFF PRE-ELECTION PERIOD



- AGAINST GRIGOL VASHADZE
- AGAINST SALOME ZURABISHVILI

Facebook Pages Aimed at Discrediting Salome Zurabishvili and/or Georgian Dream





Activity of pages that discredit Salome Zurbashvili and the Georgian Dream from June 1 to December 2 dynamics of the number of posts (in blue) and their ratings (in orange). The chart also shows the dates when the elections were called, the campaign officially began and each round of the election was held.



FACEBOOK PAGES DISCREDITING SALOME ZURABISHVILI AND GEORGIAN DREAM CREATED AFTER THE FIRST ROUND



DATE OF CREATION	NAME OF THE PAGE	NUMBER OF POSTS	TOTAL	SHARE	COMMENT	REACTION
30.10.2018	 LIVE georgia	392	57,086	20,160	3,920	33,006
31.10.2018	 Traitor Salome	6	17	1	0	16

Information about pages created against Salome Zurbashvili and Georgian Dream after the first round of elections indicating their creation date, page name, total number of posts, shares, comments and reactions (as of December 2)



PAGES THAT STARTED DISCREDITING SALOME ZURBISHVILI AFTER THE FIRST ROUND



1/2

DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES
04.01.2010	 Georgia	59,906
08.01.2011	 United Uni United National Movement	26,288
11.10.2012	 Dreamland	1,993
03.06.2013	 Georgia of Georgian Dream	35,328
23.10.2014	 Movement for the future of Georgia	19,597
08.03.2015	 Assgiver	1,130
24.03.2015	 Down with Bidzina Ivanishvili	2,991
30.04.2015	 Georian Dream is a killer	1,272
23.05.2015	 Misha, Come Back!	33,871



PAGES THAT STARTED DISCREDITING SALOME ZURABISHVILI AFTER THE FIRST ROUND



2/2

DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES
23.05.2015	 City full of Corruption	4,888
29.10.2015	 GDream	2,110
02.03.2018	 Poverty Hurts	12,840
02.03.2018	 Stink Bug	17,454
10.03.2018	 Bidzina Ivanishvili	2,703
03.04.2018	 Alter Ego	10,196
09.08.2018	 Salome Zurabishvili is a Russian Spy and an enemy of Georgia	81
30.09.2018	 Traitor Salome Zurabishvili is a Kremlin Spy	53

Facebook Pages Aimed at Discrediting Salome Zurabishvili and/or Georgian Dream as of October 18*

* October 18 – the end of reporting period for the first interim report of ISFED's social media monitoring



DISCREDITATION OF SALOME ZURABISHVILI AND GEORGIAN DREAM



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
18.05.2013	God, Hit Us With A Stool	127,972	950
08.07.2014	Official Agency of Making Fun of Dreamers	111,682	1,829
11.11.2014	Society Society 2030-2032	42,668	378
09.12.2012	Free Zone	35,826	509
04.08.2015	Wise Dreamer	34,997	567
28.09.2013	I'm Meeting Mikheil Saakashvili In Georgia	17,297	730
02.09.2016	Stop Bidzina	11,220	742
09.11.2015	Dreamer Nazi	10,993	5
24.10.2012	Cool Guy's Abbey	7,955	146
05.02.2018	Department of Fighting Against Bullshit	6,388	317
DELETED IN OCTOBER	Support of Mikheil Saakashvili	5,974	42
16.05.2018	People vs. Ivanishvili	5,812	103
27.06.2018	Political Trash	4,765	212

Information about Facebook pages discrediting Salome Zurabishvili and the Georgian Dream, their creation dates, number of page likes and number of posts (June 1 – October 18)



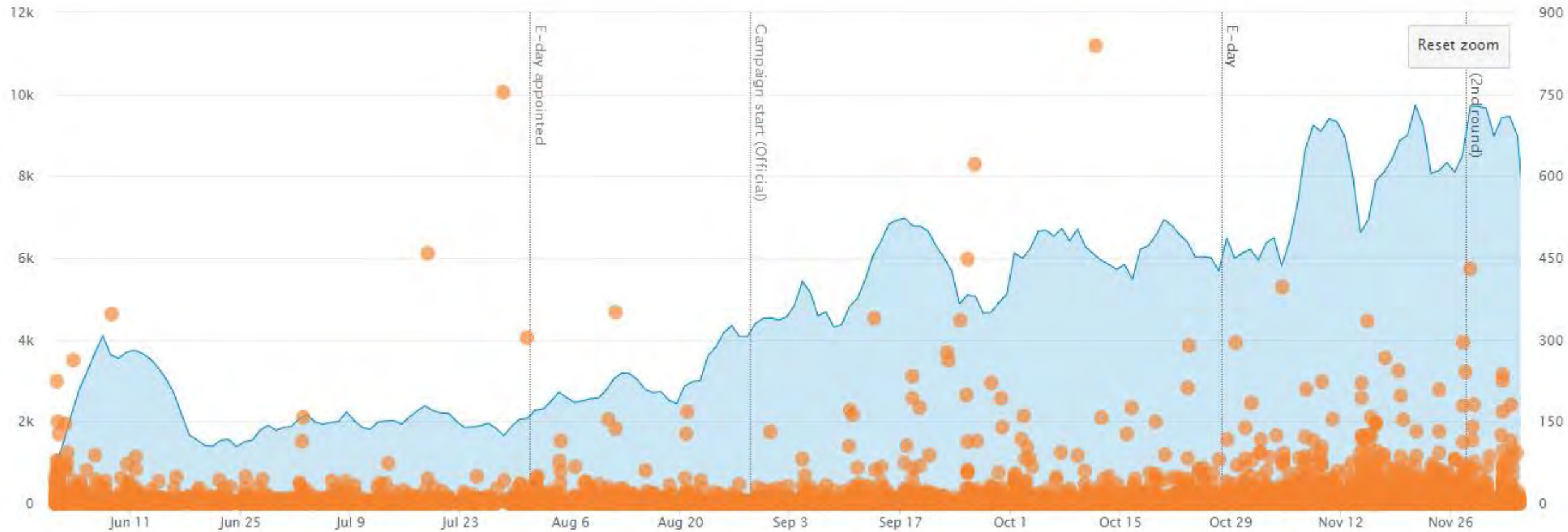
DISCREDITATION OF SALOME ZURABISHVILI AND GEORGIAN DREAM



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
21.06.2014	 Political Vector	3,586	1,318
09.08.2018	 Resident Salome	3,407	65
01.12.2012	 Official Agency of Making Fun of Dreamers 2	2,992	1,283
31.07.2018	 Resolution	2,725	48
04.04.2014	 Generation Killed by Georgian Dream	2,696	188
18.07.2018	 Power Is In People	2,603	142
09.03.2013	 April 19 Official Agency of Making Fun of Dreamers	2,223	380
10.06.2011	 New Government of Georgia	1,828	19
22.06.2018	 Butt Worms	1,685	9
12.09.2018	 Wise Salome	1,241	23
25.09.2018	 Salome's DICKtionary	1,168	4
10.09.2018	 Game of Sololaki	1,134	55
11.11.2015	 Sonder Brigade of Dreamers	140	3

Information about Facebook pages discrediting Salome Zourabichvili and the Georgian Dream, their creation dates, number of page likes and number of posts (June 1 – October 18)

Facebook Pages Aimed at Discrediting Grigol Vashadze and United National Movement



Activity of pages that discredit Grigol Vashadze and the UNM in the period from June 1 to December 2: dynamics of the number of posts (in blue) and their ratings (in orange). The chart also shows the dates when the elections were called, the campaign officially began and the election was held.



FACEBOOK PAGES DISCREDITING GRIGOL VASHADZE AND UNM CREATED AFTER THE FIRST ROUND



1/2

DATE OF CREATION	NAME OF THE PAGE	NUMBER OF POSTS	INTERACTIONS			
			TOTAL	SHARE	COMMENT	REACTION
31.10.2018	No to Misha	35	541	128	89	324
01.11.2018	2012-ians	12	10,278	8,051	266	1,961
02.11.2018	Mikheil the Tramp	6	36	14	0	22
02.11.2018	Levant the Kind	12	1,379	679	76	624
03.11.2018	I protect freedom	39	46,520	5,646	4,722	36,152
04.11.2018	Person of Principle	4	1,229	98	62	1,069
05.11.2018	People's movement - No to Nazizm	52	14,344	4,044	1,058	9,242
05.11.2018	No roses out there	5	191	40	55	96
05.11.2018	NotoMisha	56	134	71	2	61
06.11.2018	GPO - pre-election monitoring	17	7,749	563	1,967	5,219
06.11.2018	Club of Young Politologists	50	30,346	6,209	3,783	20,354
06.11.2018	Analytics - analytical center facto meter	47	21,679	3,929	3,402	14,348

Information about pages created against Grigol Vashadze and UNM after the first round of the elections indicating their creation date, page name, total number of posts, shares, comments and reactions (October 29 – December 2)



FACEBOOK PAGES DISCREDITING GRIGOL VASHADZE AND UNM CREATED AFTER THE FIRST ROUND



2/2

DATE OF CREATION	NAME OF THE PAGE	NUMBER OF POSTS	INTERACTIONS			
			TOTAL	SHARE	COMMENT	REACTION
06.11.2018	Propaganda of Perversion	56	14,635	2,467	2,660	9,508
06.11.2018	Civil union - people's voice	30	21,116	4,855	4,008	12,253
06.11.2018	Unity of Georgians - Iberia	33	21,813	4,155	3,315	14,379
06.11.2018	Stockholm syndrome	28	34,459	7,456	4,695	22,308
07.11.2018	Real Side	16	454	143	24	287
10.11.2018	Never to the Nazi Gang	1	0	0	0	0
12.11.2018	May I be the Nazi	1	0	0	0	0
13.11.2018	People's Voice	24	431	119	74	238
13.11.2018	I don't vote for violence	30	7,465	2,567	1,284	3,614
14.11.2018	No to Misha	1	0	0	0	0
14.11.2018	Apolitical Army	15	28,321	8,235	1,313	18,773
14.11.2018	Antinacism	118	4,740	4,461	227	2
14.11.2018	Meskheti Gate	11	282	121	161	0
15.11.2018	They want two corpses	22	19,248	9,484	1,126	8,638
15.11.2018	Kutaisians, say no to the executioners	21	7,461	3,452	1,015	2,994
16.11.2018	TheyWillNotComeBack	395	8,570	4,510	3,988	72

Information about pages created against Grigol Vashadze and UNM after the first round of the elections indicating their creation date, page name, total number of posts, shares, comments and reactions (October 29 – December 2)



PAGES THAT STARTED DISCREDITING GRIGOL VASHADZE AFTER THE FIRST ROUND



1/2

DATE OF CREATION	DATE OF CREATION	PAGE LIKES
18.12.2012		2,610
06.08.2013		79,485
19.01.2014		48,732
09.02.2015		110
09.07.2016		24,515
09.07.2017		38,986
31.07.2017		7,234
01.05.2018		1,184
30.06.2018		964


Information about pages that existed before but became active after the first round of the elections with the aim to discredit Grigol Vashadze and UNM. The chart indicates the creation date, page name and total number of page likes as of December 2.



PAGES THAT STARTED DISCREDITING GRIGOL VASHADZE AFTER THE FIRST ROUND



2/2

DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES
20.08.2018	 Highly rated parties and leaders	2,218
04.09.2018	 He said	416
04.09.2018	 Unknown vaccine	448
20.09.2018	 Runaway President	1,380
28.09.2018	 We remember bloody Nazi regime	23
10.10.2018	 Nazis of our country	1,330
15.10.2018	 RusShit 2	1,238
18.10.2018	 Compare it	3,642

Information about pages that existed before but became active after the first round of the elections with the aim to discredit Grigol Vashadze and UNM. The chart indicates the creation date, page name and total number of page likes as of December 2.

Facebook Pages Aimed at Discrediting Grigol Vashadze and United National Movement As of October 18

* October 18 – the end of reporting period for the first interim report of ISFED's social media monitoring



DISCREDITATION OF GRIGOL VASHADZE AND NATIONAL MOVEMENT



1/2

DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
15.08.2012	Mikheil Ukrainologist	131,252	682
05.10.2016	Gastroller	44,114	254
27.04.2013	United Provocative Movement	41,052	41
05.11.2012	Fuck Your Opposition	34,892	56
16.02.2016	Unofficial: Rustavi 5	26,972	33
27.06.2017	Too Much of Udumashvili	19,650	35
11.07.2017	Is Nazi (National) A Human?	18,004	319
12.09.2018	Don't Be Afraid, Misha	13,022	13
02.03.2018	You Were There, You Should've Done It	12,047	415
02.04.2018	Hero of Our Time	11,985	196
16.05.2013	Reveal It	7,977	34
22.04.2018	Political Madhouse	7,457	104
06.07.2018	I Remember	7,422	115
27.06.2018	Political Trash	4,765	212

Facebook pages discrediting Grigol Vashadze and the UNM, their creation dates, number of page likes and number of posts (June 1 – October 18)



DISCREDITATION OF GRIGOL VASHADZE AND NATIONAL MOVEMENT



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
20.07.2018	Grigol Headquarters	4,284	94
04.06.2018	Punish Faggot Gvaramia	3,942	201
21.06.2014	Political Vector	3,586	1,318
08.06.2018	Before 2012	2,728	69
31.07.2018	Resolution	2,725	48
02.07.2018	Misha Maziani	1,474	47
25.09.2018	Григорий Вашадзе (Russian: Grigoriy Vashadze)	760	35
22.09.2018	Grey Cardinal	613	9
17.06.2018	Apatrid	437	8
12.06.2018	Transformator	333	10
01.10.2018	Theater of Political Marionettes	240	10
28.08.2018	We Remember Bloody Nazi Regime	75	26
14.08.2018	Power Is In Truth	62	129

Facebook pages discrediting Grigol Vashadze and the UNM, their creation dates, number of page likes and number of posts (June 1 – October 18)

Fake Supporting Facebook Pages

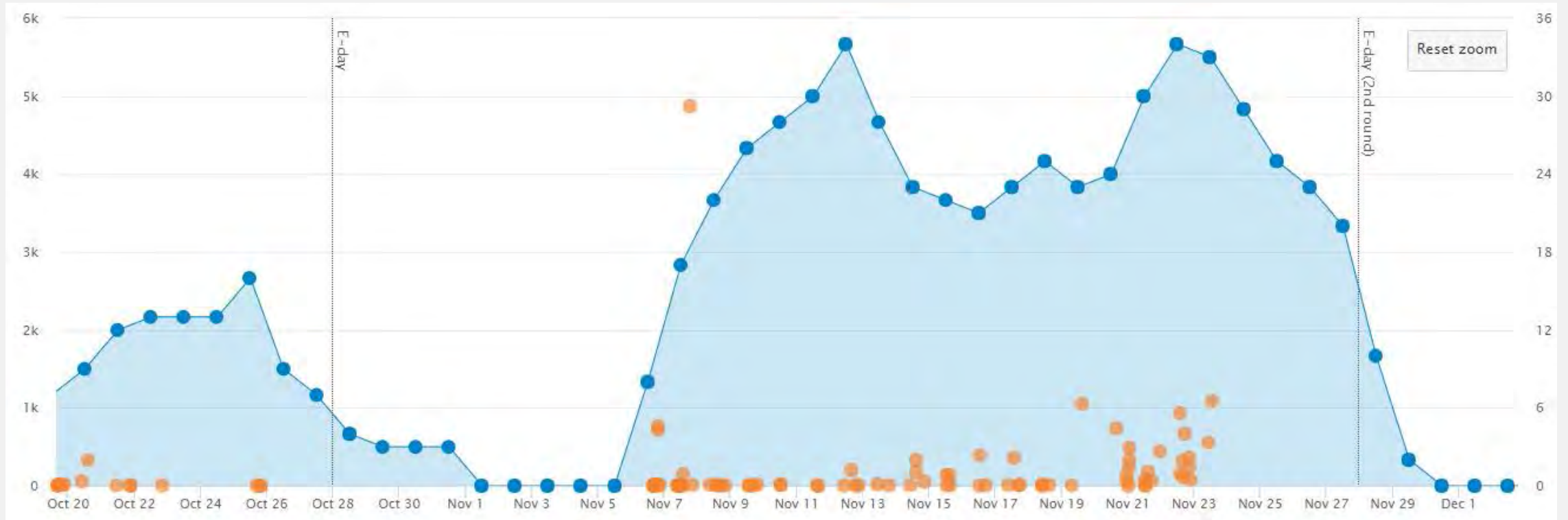


FAKE SUPPORTING PAGES



DATE OF CREATION	NAME OF THE PAGE	NUMBER OF POSTS	TOTAL	SHARE	COMMENT	REACTION
14.06.2018	Unity of the supporters of National Movement	15	2,277	275	233	1,769
03.10.2018	Salome zourabichvili	17	355	37	58	269
06.11.2018	Grigol Vashadze - united headquarters	32	28,266	4,314	4,750	19,202
06.11.2018	Who's not a Nazi, he's not a man	11	3,571	93	1,269	2,209
06.11.2018	Freedom to Bacho	5	6,351	169	1,018	5,164
14.11.2018	The most narrow-minded people	3	1,496	85	465	946
20.11.2018	Mikheil Saakashvili for President	8	3,155	104	902	2,149
N/A	New Government - Go for Success	6	11,151	1,370	1,059	8,722

List of Facebook pages created after the first round of the elections posing as supporters of specific candidates. Their creation date, page name, total number of posts, page likes, shares, comments and reactions as of December 2



Activity of false supporting pages from October 19 to December 2: dynamics of the number of posts (in blue) and their ratings (in orange).

Examples of Posts from Fake Supporting Pages



ვინც ნაცი არაა კაცი არაა

რეკლამა

ნაციონალები ვბრუნდებით და დაფაცურდნენ 😊
დღეს რომ ვითომ ერთი ამბავია 7 ნოემბერზე, მერე რა? ყველა ქვეყანაში
ხდება მსგავსი ფაქტი... 500 მდე გამოყვლებული კაცის გამო, ტრაგედიას
ნუ შექმნით. ცოცხები მონაგონია იმათთვის, ვინც 7 ნოემბერს აქციაზე
იღგა! სირები ბლიად!!!



თავისუფლება ბაროს

რეკლამა

მიუხედავად იმისა, რომ ბარო ახალაიამ თავად განაცხადა პრინციპული
უარი შეწყალებაზე, იმედს ვიტოვებთ, რომ მის გათავისუფლებამდე
რამდენიმე დღე რჩება!!!

#თავისუფლებაბაროს



Fake Media Facebook Pages



FAKE MEDIA PAGES CREATED BEFORE THE FIRST ROUND








DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
04.02.2014	 Information Page	58,825	1,822
22.12.2014	 Georgian Press	4,666	355
26.10.2015	 iNews	33,563	352
31.12.2015	 The Messenger	8,077	132
28.02.2018	 Daily news	357	247
27.04.2018	 Reliable source	4,734	78
29.05.2018	 Covered News	1,536	12
27.08.2018	 NewsFeed	869	194
27.08.2018	 News	1,532	271
03.09.2018	 Georgia	3,762	11

Fake media Facebook pages active before the first round of elections including their creation date, page name, page likes and number of posts (June 1 – December 2)

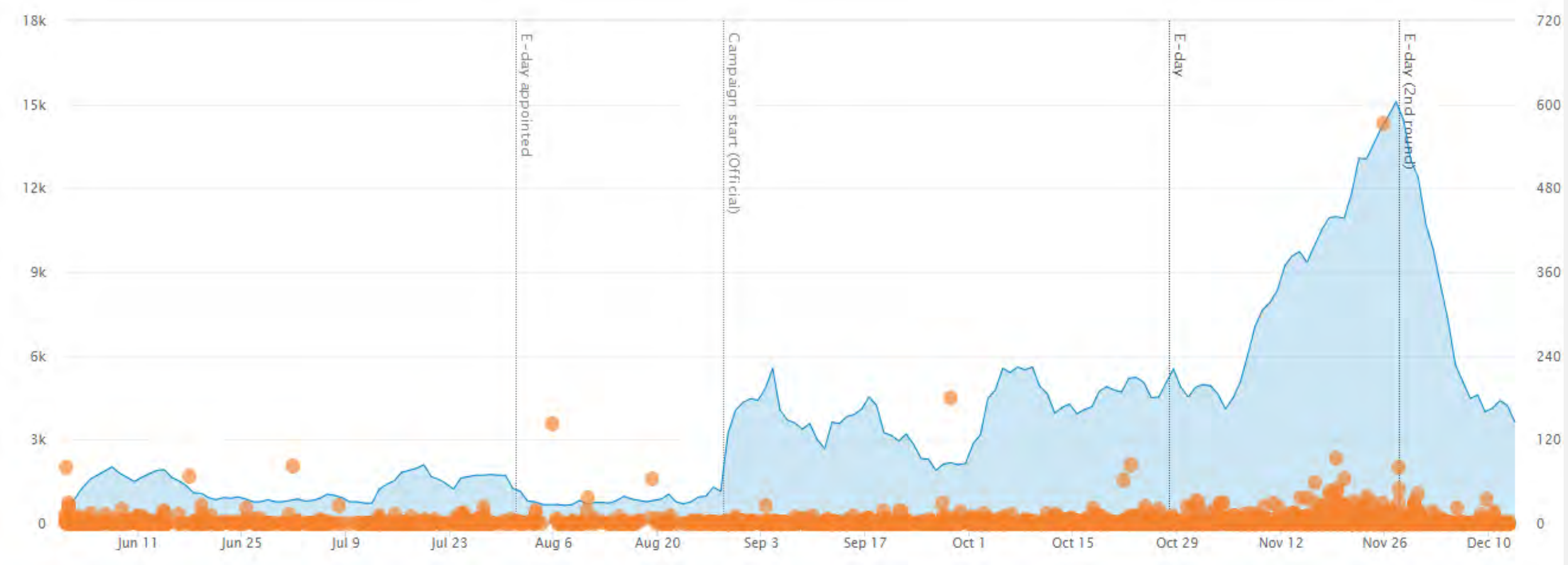


FAKE MEDIA PAGES CREATED AFTER THE FIRST ROUND



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
02.11.2018	 Pressclub	344	128
02.11.2018	 National Media	2,353	156
06.11.2018	 NewsPaper.Ge	220	127
06.11.2018	 TodayNews.Ge	380	126
06.11.2018	 FastNews.ge	117	124
14.11.2018	 Meskheta Gate	190	178
18.11.2018	 Newshub.ge	18	32
18.11.2018	 Allpress.ge	155	27
19.11.2018	 Globalinfo.ge	38	22

Fake media Facebook pages created after the first round of elections including their creation date, page name, page likes and number of posts (as of December 2)



Activity of fake media outlet pages from June 1 to December 10 - dynamics of the number of posts (in blue) and their ratings (in orange).

Examples of Posts from Fake Media Pages

 **TodayNews.Ge** November 19 at 1:11 PM · 🌐

✔️ პროექტი, რომელიც საქართველოს მოქალაქეებს ვალუბისგან გაათავისუფლებს, მამუკა ბახტაძემ აგვისტოში გააფლერა, დღეს კი პირობა შეასრულა.

👉 გილოცავთ! 600 000 - ზე მეტი ადამიანი ახალ წელს ვალუბის გარეშე შეხვდება.



უნივერსიტეტის ბალანსი
რომელიც მიიღო მხარდასა და
ასობით ათას ოჯახს

TodayNews.Ge
Newspaper

 **Send Message**

 8.7K

1K Comments 556 Shares

 **Globalinfo.ge** November 19 at 5:15 PM · 🌐

რომან გოცირიძე: „ჩვენი თხოვნა იქნება, რომ მამუკა ბახტაძის ინიციატივას - ვალუბის განულების თაობაზე, „ნაციონალური მოძრაობის“ ერთგულმა მხარდამჭერებმა პრინციპული უარი ვუთხრათ და არ მივცეთ ამ უნიათოებს საშუალება, რომ მოგვისყიდონ.“



 2.8K





1.6K Comments 191 Shares

Politically active ultra-nationalist Facebook Pages



ULTRANATIONALISTIC FACEBOOK PAGES CREATED AFTER THE FIRST ROUND DISCREDITING GRIGOL VASHADZE



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES
06.11.2018	 Civil union - people's voice	595
06.11.2018	 Propaganda of Perversion	360
18.11.2018	 National Idea Liberty	591
19.11.2018	 I'm proud to be Georgian	1,408











List of ultra-nationalist Facebook pages created after the first round of the elections indicating the creation date, page name and page likes as of December 2



ULTRANATIONALISTIC PAGES DISCREDITING GRIGOL VASHADZE



1/2

DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES
21.04.2012	 Iveron	15,698
02.03.2016	 National Conservative Analytics	9,680
28.12.2016	 Notorious Society	30,879
29.12.2016	 Geo Pepe	23,746
29.06.2017	 Capital City	27,628
06.09.2017	 Georgian March	17,418
17.01.2018	 Resistance	13,084
21.01.2018	 Nationality	9,429
28.02.2018	 Lado Sadgobelashvili	6,426
23.04.2018	 Nationalist's Page	6,512

List of ultra-nationalist Facebook pages that became active against Grigol Vashadze and UNM after the first round of the elections. Creation date, page name and page likes as of December 2



ULTRANATIONALISTIC PAGES DISCREDITING GRIGOL VASHADZE



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DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES
18.05.2018	 Anti-Paradox	18,149
19.05.2018	 Uncovering Pseudo-Liberals	10,326
20.05.2018	 Alpha Dominant	40,910
28.05.2018	 True man	2,500
28.05.2018	 I am Christian	7,559
01.06.2018	 Unofficial Conspiracies	3,970
15.06.2018	 I wil Die for Georgia	9,019
23.07.2018	 Kardhu	23,958
06.10.2018	 You are Georgia	21,097

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SOCIAL MEDIA MONITORING 2018 PRESIDENTIAL ELECTION

SECOND INTERIM REPORT



December 20, 2018



Kingdom of the Netherlands