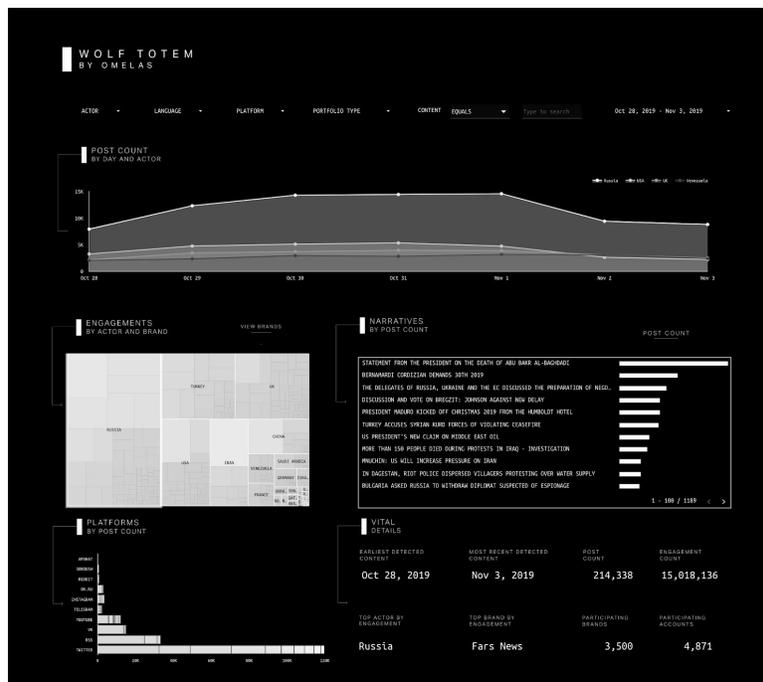


# Wolf Totem Campaign Detection

“[T]he Internet, and information in general,” [declared](#) Russian Defense Minister Shoygu in 2015, “have become yet another type of weapons [sic], yet another component of the armed forces.” With social media enabling adversarial states to connect instantly with the audience most susceptible to their message, the capacity to undermine national security entirely through informational means has never been greater.

Effective responses, however, have proven elusive. Social media listening firms, designed for tracking brand mentions in the commercial world, have attempted a repurposing by offering slightly tweaked products to information operations planners. These offerings can surface valuable insights, but only with extensive manual parsing of the data. Understanding an adversary’s goals, tactics, their success, and the success of countermeasures remains elusive. Investment in information operations is growing accordingly, with CYBERCOM, which is [transforming itself](#) into an Information Warfare Command, [increasing their budget](#) by a billion dollars last year, an 11% increase.

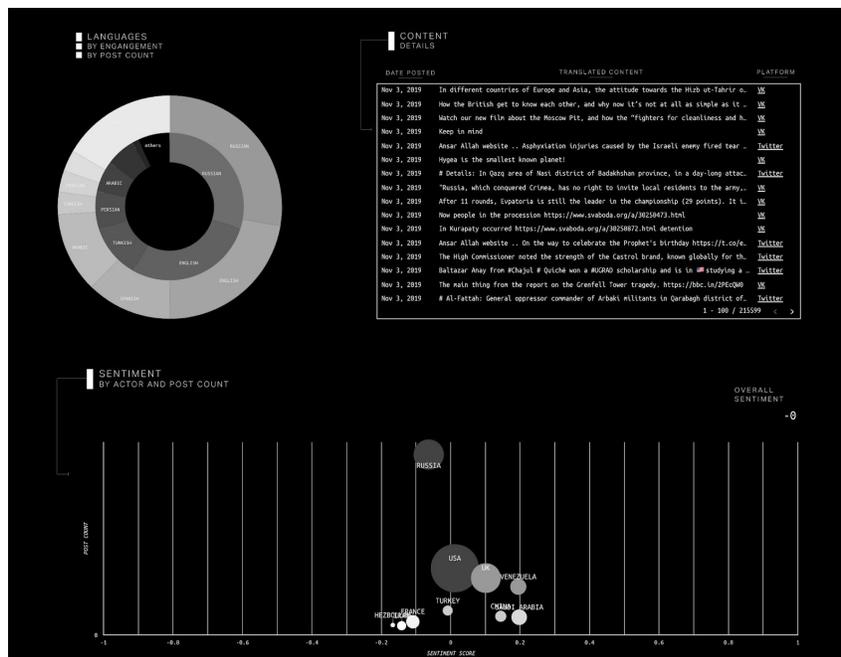


Home Page for Wolf Totem

Wolf Totem provides unprecedented access to the digital campaigns of adversarial groups. Everyday, we ingest over 300k pieces of content from the world’s most comprehensive library of the social media accounts of intergovernmental bodies, states, breakaway republics, rebel groups, militias, and foreign terrorists organizations. Our coverage includes not only RSS feed and the most popular Western social media sites but also the top sites and messaging apps in the Middle East,

Eastern Europe, and East Asia. For each piece of content ingested, we translate across 66 languages, apply sentiment analysis, detect references to key terms and locations, aggregate content by story, and detect adversarial information operations campaigns.

By aggregating content by narratives and classifying content by actor, and brand, users can see the narratives actors are most concerned with and who's controlling each. Local targeting tactics are exposed by breaking performance down by language, platform, and more. Users can see how adversaries are performing in English in controlling the narrative on domestic issues on Western platforms, how allies perform in foreign languages on internal issues on foreign platforms, and how all actors make gains or losses anywhere in the information environment. With our sentiment analysis, users can immediately understand where each actor falls on each issue, broken down by any field.



*Language Share, Content Details, and Sentiment Map in Wolf Totem*

Wolf Totem exposes how adversaries are organizing their strategic communication. Our proprietary classification system shows the exact tactics adversaries are using to achieve their goals in the information environment. See what brands perform best, on what subjects, and in what languages and locations. See brand activity over time, where an adversary is investing the most resources, and compare to brand performance to exploit potential weaknesses. By aggregating all of an actors' brands, ministries, and leaders in one place, Wolf Totem users can understand adversarial campaigns better than the adversaries themselves.