Executive Summary

During a routine check of an influence network’s activities that FakeReporter had been researching over the last months, we observed several fictitious accounts promoting a link to a website named “The Good Samaritan.” This website claims to track the rise of antisemitism on U.S. campuses, including hate speech and crimes reported by Jewish students.

An in-depth investigation of the website and its content led us to uncover four additional websites related to the network already uncovered by our researchers.

The content of the newly uncovered websites is often Islamophobic and anti-immigrant.

These sites assert that the rise of Islamic immigrants in Western countries threatens the shared “Judeo-Christian” and liberal values of these nations, and even promotes content about the “Arab Slave Trade”.

One of the websites presents itself as anarchist and anti-establishment, appealing to young idealists who share these values. It opposes the establishment of a Palestinian state, arguing that anarchists should reject all state structures, including new state creation.

Based on META’s quarterly report published in May 2024, we uncovered further information confirming and clarifying that the Israeli company STOIC created and operates the influence network.

It should be noted that DFRLab published a report shortly after our initial findings were published in March 24, focusing mainly on uc4canada.com.

While DFRLab suggested that the site might belong to the same network, they could not definitively prove it.

This report strengthens the evidence linking uc4canada to previously exposed digital assets and others, significantly reducing doubts about their connections within the pro-Israeli network.
01 Recap
Among other topics, they spreaded content on the current climate at university campuses regarding Jewish students, asserting that these campuses have become dangerous for them. The accounts also highlighted the crimes committed by Hamas on October 7, with a particular focus on sexual assaults, and published negative content towards UNRWA. The content included links to three fictitious online platforms: Non-Agenda, The Moral Alliance, and Unfold Magazine. A significant portion of the pro-Israel content on these websites was sourced from international news sites, although some of it was original.

Between November 2023 and February 2024, FakeReporter uncovered hundreds of fake profiles on X and Facebook that promoted pro-Israeli content online. This network primarily targeted American politicians, especially Black members of the United States Senate and House of Representatives.

The accounts within this network demonstrated consistent patterns of behavior typical of foreign influence operations, including accounts created simultaneously, sharing identical names, profile pictures, cover photos, and usernames. These accounts frequently posted and shared identical content. In recent years, FakeReporter has exposed several foreign influence networks originating from various countries, including Iran and Russia. These networks aimed to harm Israel by deepening social polarization and demoralizing the public. However, this is the first instance in which FakeReporter has encountered such an extensive and complex network dedicated to promoting pro-Israel messages abroad. Unlike the influence networks operating within Israel, which target the general public, the current network seems focused on influencing legislators. Its strategy involves creating the perception of widespread American support for Israel and its actions since October 7th.
The fake online profiles promote and respond with links to three digital assets, resembling news sites or organizations: Non-Agenda, The Moral Alliance, and Unfold Magazine.

The opening date of Unfold Magazine's X account matches the opening date of most fake profiles in the network. The remaining digital assets were created earlier, yet their first recorded activity began in the period following October 7th. In most cases, the activity of the accounts started around the same date.

Regarding content, each digital asset concentrates on a slightly different topic, but all promote pro-Israeli content.

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### Main Digital Assets - from Previous Report

<table>
<thead>
<tr>
<th>Platform</th>
<th>Category</th>
<th>Non-Agenda</th>
<th>The Moral Alliance</th>
<th>Unfold Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Creation Date</td>
<td>14/5/2012</td>
<td>3/9/2012</td>
<td>25/9/23</td>
</tr>
<tr>
<td>X</td>
<td>First available tweet</td>
<td>24/12/2023</td>
<td>14/1/2024</td>
<td>15/1/2024</td>
</tr>
<tr>
<td></td>
<td>Followers</td>
<td>13,000</td>
<td>2,636</td>
<td>7,084</td>
</tr>
<tr>
<td></td>
<td>Following</td>
<td>60</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Tweets</td>
<td>1,691</td>
<td>131</td>
<td>253</td>
</tr>
<tr>
<td>Facebook</td>
<td>Creation Date</td>
<td>30/11/23</td>
<td>21/12/2023</td>
<td>10/1/24</td>
</tr>
<tr>
<td></td>
<td>Followers</td>
<td>6,300</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Posts</td>
<td>22</td>
<td>19</td>
<td>50</td>
</tr>
<tr>
<td>Instagram</td>
<td>Creation Date</td>
<td>10/2023</td>
<td>10/2023</td>
<td></td>
</tr>
<tr>
<td></td>
<td>First available post</td>
<td>11/1/2024</td>
<td>14/1/2024</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Followers</td>
<td>11,974</td>
<td>2,717</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Following</td>
<td>26</td>
<td>17</td>
<td></td>
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<tr>
<td></td>
<td>Posts</td>
<td>13</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Follower</td>
<td>31,274</td>
<td>5,356</td>
<td>7,085</td>
</tr>
<tr>
<td></td>
<td>Following</td>
<td>86</td>
<td>31</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Posts</td>
<td>1,726</td>
<td>170</td>
<td>303</td>
</tr>
</tbody>
</table>

Comparison of the three primary digital assets that we identified. The data presented is accurate as of March 6th 2024.
## Main Digital Assets - from Previous Report

### Comparison of the content of the three digital assets.

<table>
<thead>
<tr>
<th></th>
<th>Non-Agenda</th>
<th>The Moral Alliance</th>
<th>Unfold Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bio</strong></td>
<td>Non-conforming, Non-binary, Non-partisan: Non-Agenda.</td>
<td>Non-Partisan organization, celebrating Western morals, traditions, and liberal way of life.</td>
<td>Your premier source for news and stories from Israel and the vibrant tapestry of the Jewish world.</td>
</tr>
<tr>
<td><strong>Main Topics Covered</strong></td>
<td>International issues from a liberal angle</td>
<td>What Jews and Israel have in common with the West and Christianity; morality and a liberal worldview.</td>
<td>News and stories from Israel and the Jewish world.</td>
</tr>
</tbody>
</table>
| **Pro-Israel and Pro-Jewish Content** | ● "The Axis of Evil": Iran, Russia and China  
● Solidarity of the leaders of the Black community with Israel and the Jews  
● Connection between the Land of Israel and the Jews  
● Involvement of UNRWA employees in the massacre on October 7th. | ● Iran and Russia are trying to destabilize the world  
● American Muslim support for Hamas  
● Returning the Hostages  
● Involvement of UNRWA employees in the massacre on October 7th. | ● Solidarity of the leaders of the black community with Israel and the Jews  
● The war crimes committed by Hamas  
● The fight against antisemitism  
● Involvement of UNRWA employees in the massacre on October 7th. |
Network’s Content - from Previous Report

<table>
<thead>
<tr>
<th>Text</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>@Upenn/@MIT/@Harvard is not safe for Jews #MeTooUnlessUrAJust</td>
<td>197</td>
</tr>
<tr>
<td>&quot;Standing against hate: Harvard and Upenn should protect all students!&quot; is not safe for Jews is not safe for Jews</td>
<td>170</td>
</tr>
<tr>
<td>Hamas's crimes against humanity must be condemned. Rape is rape, regardless of the victims’ ethnicity. Stand for justice. #BelieveTheVictims #NoMoreSilence #ceasefirenow</td>
<td>117</td>
</tr>
<tr>
<td>Ivy League schools must address the alarming rise of anti-Semitism! Protecting Jewish students is non-negotiable. It’s crucial for these prestigious institutions to take a stand against the unacceptable call for the genocide of Jews <a href="https://t.co/j2qEgit6oi">https://t.co/j2qEgit6oi</a></td>
<td>113</td>
</tr>
<tr>
<td>The Civil Rights Movement saw a lot of strength from a lot of different groups. Tell everyone about it.</td>
<td>93</td>
</tr>
<tr>
<td>Have you seen this? <a href="https://t.co/FUKbUMGjCT">https://t.co/FUKbUMGjCT</a> ; QT@Richards0n35927: Between 1948 and 1967, the West Bank was annexed by Jordan, and the Gaza Strip was administered by Egypt. During this period, there was no independent Palestinian state. <a href="https://t.co/Nh6upTYN6ks">https://t.co/Nh6upTYN6ks</a></td>
<td>93</td>
</tr>
<tr>
<td>Justice to Israeli women #MeTooUnlessUrAJust</td>
<td>90</td>
</tr>
<tr>
<td>Is the international community making any statements or taking action regarding these serious allegations against UNRWA staff?</td>
<td>85</td>
</tr>
<tr>
<td>Hamas are war criminals #MeTooUnlessUrAJust</td>
<td>80</td>
</tr>
<tr>
<td>US Ivy League leaders won’t admit that advocating for the murder of Jews constitutes &quot;harassment&quot;! Almost three months have passed since October 7th, yet Harvard still won’t refer to it as genocide. <a href="https://t.co/kkp5xQ7KoO">https://t.co/kkp5xQ7KoO</a></td>
<td>76</td>
</tr>
<tr>
<td>Would you speak-up about the Ivy league statement if it were about enslaving black people? #MeTooUnlessUrAilew</td>
<td>76</td>
</tr>
<tr>
<td>People from different groups were very strong during the Civil Rights Movement. Spread the word and make sure everyone knows.</td>
<td>72</td>
</tr>
<tr>
<td>Hamas are rapists #MeTooUnlessUrAilew</td>
<td>72</td>
</tr>
<tr>
<td>11.6 Breaking down myths: Common Misconceptions about Judaism. Let's explore some misconceptions and shed light on the rich tapestry of Jewish culture &gt; <a href="https://t.co/pRHYv144qT">https://t.co/pRHYv144qT</a></td>
<td>72</td>
</tr>
</tbody>
</table>

The network shared a number of identical texts across its accounts.

The most frequently shared texts addressed the policies of US universities towards Israel and Jewish students, highlighting concerns about campus safety for Jewish students ("Upenn/MIT/Harvard is not safe for Jews,” “Harvard and Upen should protect all students,” etc.).

Other repetitive texts focused on condemning Hamas’s actions, specifically emphasizing the sexual assaults committed by them (“Rape is rape, regardless of the victims’ ethnicity,” “Hamas are war criminals,” etc.).
The most common words in the tweets of the fake profiles are, in descending order: UNRWA, terror, staff (in relation to UNRWA), and Hamas.

A word cloud based on tweets from the network's core group.
Throughout the duration of our research, the various fake profiles tweeted against UNRWA on several different dates.

The peak of the discourse against the organization occurred at the end of January 2024, following revelations that UNRWA employees participated in the massacre. However, a small peak of anti-UNRWA content were also found during the months of November and December.
02
New Findings
New Findings

1 During a routine network activity observation, numerous fake profiles shared the same link. This link directed users to a website named “The Good Samaritan,” which claims to monitor and report attacks against Jewish students at universities across the United States.

2 Research on the website led to a significant breakthrough, linking the network to several other websites. Some of these sites were actively promoted by the network’s fake profiles.

3 The content of these websites is extremely racist and Islamophobic in some cases. In others, it is purportedly anti-establishment and even “anarchist.”
On April 22 and 23, approximately a month after the publication of our report exposing the Pro-Israeli network, we observed that Non-Agenda and Unfold Magazine, two of the network’s primary digital assets, along with several other fake profiles, began promoting another website we did not encounter before.

The message they shared was: ‘At universities, where enlightenment once flourished, now uncertainty reigns. Can they reclaim their purpose?’

https://the-good-samaritan.com”

**Top line:** Examples of the text and URL shared by two main digital assets

**Bottom line:** Examples of text and URL shared by two fake profiles
The link shared by the network leads to a website called “The Good Samaritan.”

On the homepage, one of the introductory sentences reads: “We believe that by strengthening the foundations of Judeo-Christian morals and traditions, we can contribute to a more harmonious and prosperous future for all members of our diverse society.”

The homepage of the The Good Samaritan
The homepage features an interactive map of the U.S., where almost all major universities are marked with green and red dots.

Green dots indicate that a university is considered "safe" for Jewish students, while red dots suggest it is not.

Clicking on any of the dots opens a new window displaying statistics on the levels of antisemitic hate speech and hate crimes reported by Jewish students at that university.

An interactive map indicating the level of "safety" for Jewish students at major universities in the US. In the example on the right: the status of MIT
Each university has a dedicated page providing general information such as the president’s name and student enrollment numbers. Additionally, the page outlines the university’s statement and stance on the war in Gaza.

The page also displays a graph purporting to show an increase in antisemitism on campus, based on individually reported incidents.

Another significant feature is a list identifying alleged active “hate groups” on campus.

MIT's Page on 'The Good Samaritan' Website. **Top Image**: MIT’s statement regarding the war and number of reported incidents. **Bottom Image**: List of alleged hate groups at MIT.
Further investigation revealed that the HTML description of The Good Samaritan website included the phrase “Moral Alliance,” with both first letters capitalized.

This suggests that it is the name of an entity rather than just a phrase.

The full text in the HTML source: “Explore faith, heritage, and timeless values at Moral Alliances. Resources, education, and campus safety map for a better future”.

"The Moral Alliance" was identified in our previous research as the only digital asset without its own website.

Top Image: The description part in the HTML source of The Good Samaritan’s website.
Bottom Images: Screenshots of the Moral Alliance digital assets from previous research.
Conducting a search on the Yandex search engine using a sentence from the description of The Good Samaritan revealed a single result: “moral-alliance.com.”

Clicking on this link redirected to The Good Samaritan website.

This discovery suggests that “moral-alliance.com” could potentially be the missing “Moral Alliance” website previously identified in our research.

A search on Yandex using the term “Explore faith, heritage, and timeless values at Moral Alliances.”
Connection between The Good Samaritan and Moral Alliance

A search on Bing, using a sentence from The Good Samaritan website, led to another web address: “moralalliance.co.”

Upon further investigation, this new address returned the IP address: 3.64.84.140.

A search on Bing using the term “We believe that by strengthening the foundations of Judeo-Christian morals and traditions”
Reverse searching the IP address associated with "moralalliance.co" unveiled four additional websites: "Serenitynow.today," "thehumanfellowship.co," "uc4canada.com," and "arabslavetrade.wiki."

All these websites are unmistakably hosted on the same IP address and belong to the same operator.

The results of 3.64.84.140 reverse lookup
The website "uc4canada.com" or United Citizens for Canada, specifically targets a Canadian audience.

Its content is Islamophobic, portraying Canadian citizens of Islamic origin as a threat to Western values and suggesting that Muslims in Canada seek to implement Sharia law.

This digital asset maintains a social media presence on platforms such as X (Twitter), Facebook, Instagram and Youtube.

*It’s important to note that based on META’s recent report, all the network’s presence on META’s platforms have been removed.*
Different examples of Islamophobic content

- Illustration depicting the portrayal of Muslim immigrants as a threat to Canada
- Depicting a Muslim man in Trafalgar Square with a caption warning that similar scenes could soon be seen in Canada
- An AI-altered YouTube video depicting a Muslim man calling for the implementation of Sharia law in Canada
The website “Arab Slave Trade” focuses on documenting the historical involvement of Arabs in the enslavement of Africans.

Much of its content seems to be copied from Wikipedia.

Although the website does not have a social media presence, it includes links to purchase books on Amazon about the Arab slave trade, and it provides external links to various documentaries on the subject.
“Serenity Now!” presents itself as an anarchist identity, offering content that is purportedly “anti-establishment” and subversive.

The site presents anti-establishment content and criticizes the progressive movement in the United States, led by “WOKE” culture, and its hostile attitude towards Israel.
On their homepage, under the title “DO AS YOU WISH, NOT AS YOU’RE TOLD,” they assert that the left is faltering against the “fascist right” and criticize the current progressive movement, led by the “woke” culture, for its purported lack of comprehension regarding the ongoing conflict in Palestine and Israel.

Furthermore, they argue that all “man-made structures”, including the notion of a Palestinian state, should be opposed. They label support for Palestine as "dangerous and careless to the future of the progressive movement."

THE CURRENT FRAMING OF THE CONFLICT IN GAZA, IS LACKING A PROPER ALTERNATIVE VIEWPOINT FROM THE POLITICAL LEFT. IT SEEMS THAT LIKE MANY OTHER CONFLICTS IN HUMAN HISTORY, PEOPLE EASILY AND FOOLISHLY TEND TO ANALYZE THE SITUATION ACCORDING TO COMMON AND CONSERVATIVE NOTIONS. THE CURRENT WAVE OF SO-CALLED SOLIDARITY WITH THE PALESTINIANS' CLAIMS ON ONE HAND, AND THE WESTERN EMPIRE BACKING ISRAEL ON THE OTHER, IS JUST MORE OF THE SAME COGNITIVE FAILURE AND USING OUT OF DATE CONVENTIONS AND IDEAS.

THE CURRENT PROGRESSIVE MOVEMENT, LED BY THE "WOKE" CULTURE, HAS NOT PRODUCED, SO FAR, A GENUINE OR UNIQUE WAY OF POLITICAL CHANGE. WE ARE WATCHING THIS TRAGEDY UNFOLD BEFORE OUR EYES AND ARE ASTONISHED BY HOW THOSE SAME INDIVIDUALS, WHO ARE SUPPOSED TO PRACTICE "NEW POLITICS" ARE JUST RECYCLING OLD WAYS OF THOUGHT AND ACTIONS.

WE HAD NO EXPECTATIONS FROM THE RIGHT. THOSE SAME NEO-FACISTS WHO SUPPORT THE AMERICAN WAR MACHINE NO MATTER WHAT, ARE LIKELY TO STAND BESIDE ISRAEL, BUT THE LEFT, THE SO-CALLED PROGRESSIVES, ARE JUST AS WORSE. A TRUE PROGRESSIVE CANNOT ADHERE TO RELIGIOUS DOMINATION, TO USE OF VIOLENCE AND FOR NATIONAL TENDENCIES- WHICH ARE THE ROOT OF ALL EVIL. BEING PROGRESSIVE DOES NOT MEAN THAT YOU AUTOMATICALLY NEED TO PICK SIDES. THAT'S A TRAP THAT THE RULING CLASS ALWAYS USES. ALL THOSE COLLEGE KIDS ARE JUST EATING IT UP. BEING TRULY PROGRESSIVE IS TO APPLY CRITICAL THINKING TO ALL SCENARIOS AND TRY TO CHALLENGE YOURSELF, ESPECIALLY WHEN THE CROWD YELLS STRONGER AND STRONGER. BEING A PART OF A MASS MOVEMENT THAT IS ADVOCATING FOR SOME OF THE WORST MEN-MADE SOCIAL STRUCTURES IS EVEN WORSE THAN STANDING WITH THE OPPRESSORS: ADHERING TO VIOLENCE, NATIONALISM AND RELIGIOUS HEGEMONY, SUCH IN THE CASE OF THE “PALESTINIAN LIBERATION” IS NOT ONLY WRONG; IT'S DANGEROUS AND CARELESS TO THE FUTURE OF THE ENTIRE PROGRESSIVE MOVEMENT.
**Serenity Now! - Principles**

**PRINCIPLES:**

1. **OPPOSITION TO STATE STRUCTURES:**
   We oppose the existence of nation-states and view them as inherently hierarchical and oppressive. We argue that the Israeli and Palestinian nation-states are part of the problem and that the conflict should be resolved by dismantling these structures.

2. **ANTI-GLOBALISM:**
   We are critical of imperialism, colonialism, and foreign intervention. We argue that outside powers, such as the United States and the Western countries, have played a significant role in perpetuating the conflict and supporting the Israeli government.

3. **SOLIDARITY WITH GRASSROOTS MOVEMENTS:**
   Solidarity with grassroots and non-hierarchical movements for peace, justice, and self-determination (May they be Palestinian, Israeli Jewish or Muslim and anything in between). We support efforts by Palestinian and Israeli activists who work together for mutual understanding and a peaceful resolution.

4. **OPPOSITION TO VIOLENCE AND MILITARIZATION:**
   Anarchists reject violence and militarization as tools to resolve conflicts. We advocate for non-violent resistance, civil disobedience, and direct action as means to address the issues in the region.

5. **EMPHASIS ON AUTONOMY AND SELF-MANAGEMENT:**
   We support local autonomy and self-management, advocating for communities in the region to have greater control over their own affairs rather than being subject to the dictates of national governments or outside powers.

6. **SECULAR EXISTENCE:**
   Man is the ultimate sovereign over his body, soul and mind. No master nor priest should guide your thoughts and actions but yourself. Organized religions are a power structure such as States are. They deprive people’s self interests for their own.

The declared “Principles” of the website
“The Human Fellowship” shares a strikingly similar language to “The Moral Alliance” and “The Good Samaritan.” However, its purpose and target audience remain unclear.

The website lacks any social media presence, further adding to the mystery surrounding its intentions and audience.

The content language of “The Human Fellowship” closely mirrors that of “The Moral Alliance.” There are a few mentions of “The Moral Alliance”, seemingly by mistake. This further indicates a strong connection between the two entities.
03
STOIC
On May 29, 2024, META released its quarterly "Adversarial Threat Report". In this report, META revealed that the network is operated by STOIC, an Israeli political marketing and business intelligence firm based in Tel Aviv.

META declared it issued a cease-and-desist letter to this company and removed its presence from its platforms.

We detected several traces connecting Stoic to various digital assets and the network.

META's quarterly Adversarial Threat Report, May 2024, p. 10-11
Connection to Stoic - Maria Marashova’s Background

About page in Stoic’s website presented 3 team members, amongst them Maria Marashova.

According to the site, Maria is the CTO and co-founder of the company. The text states, “Her expertise in predictive models and Big Data led to impactful roles in seven political campaigns in three countries (including the Likud Party in Israel).”
Exploring the new discovered websites operated by the same network, we discovered that the operators mistakenly exposed their source code through their code-management platform, Git.

Within the source code, we found a reference to a GitHub account belonging to a user named “murashova-maria,” similar to the team member of Stoic.

Further investigation of the GitHub account revealed two notable lines of code that were public: "stoico_back" and "farm_back." Since documenting this account and its content, these lines have been removed.
A detailed investigation of the code labeled “farm_back” found on Maria’s GitHub reveal a basic automation tool for creating and managing social media users.

Lines from the code labeled “farm_back,” used for creating and managing social media users.
Key Findings & Subsequent Hypotheses

- What began as an investigation into a pro-Israeli influence network on social media targeting mostly U.S. lawmakers, which bore characteristics of an Israeli “Hasbarah” campaign, has apparently developed into a large-scale effort to target various groups, some outside the U.S., using Islamophobic and anti-immigrant content.

- The network’s promotion of “The Good Samaritan” website coincided with the onset of pro-Palestinian protests at universities across the United States. The site aimed to provide information about the safety of universities for Jewish students, relying on unknown sources.

- As for the content of “The Arab Slave Trade,” it might have been intended to target African American citizens who might also lean pro-Palestinian. This is consistent with our initial report, in which we showed that African American politicians were the primary targets.

- This pro-Israeli foreign influence campaign has targeted, or intended to target, a left-leaning audience. As evidenced by the content on the “Serenity Now” website, they have attempted to pose as far-left, even adopting radical anti-government rhetoric.

- The technical and content findings collected from all the digital assets identified in both the previous and current research strongly suggest a connection between these assets, indicating they are operated by the same entity and network.
Special Thanks

Noam Rotem
Ran Locar