

Your Power, Our People, the Worlds Defense

Your Power, Our People, the Worlds Defense

In More Ways Than One

QUARTERLY 2 REPORT

May 1, 2018

PREPARED FOR:
FACEBOOK, INC

PROJECT COMPLETED BY:

KATHLEEN K. WATERS, MS PSYCHOLOGY

COLONEL BRYAN DENNY (RET.), MA STRATEGIC STUDIES, AND MA MILITARY ART AND SCIENCE



INTRODUCTION

The following review is the second quarterly summary resulting from the initial meeting held with Facebook on October 18, 2017. This report will provide numbers and percentages of accounts that had been reported during the months of February, 2018 to April, 2018; along with updates on the most used profile photo's, Instagram accounts, anti-scam groups, The Yahoo Boys, and the new Public Service Announcement.

MEDIA PARTNER SUPPORT PROGRAM

On November 1, 2018, the Media Partner Support Program had been implemented with Col. Bryan Denny's (Ret.) personal account. The following are the overall numbers of reported scammer owned accounts containing Bryan's photographs under the program and its success and failures rates from the months of February, 2018 to April, 2018. You may also refer to the provided graph below for a comparative visual.

Total Accounts Reported: 124

Total Successfully deleted:

Kathy: 45.05%

Bryan: 56.41%



PROGRESS SHOWN

According to the provided monthly reports to the Facebook team, there has not been a significant average of progress shown since Bryan was admitted into the Media Partner Support Program; however the month of April did show improvement of recognized and deleted accounts.

The success rates of Facebook recognizing and deleting Bryan's reported accounts alone went from 50.0% to 50.0%% to 69.23%. An average of over 44% of fraudulent accounts reported by Bryan, remained open. Bryan not being present to help remove these accounts, would leave approximately 54% of fraudulent scammer owned accounts reported by a "general consumer" (Kathy Waters) open (please refer to graph provided). Since Quarter 1 report, the number of remaining fraudulent accounts by "general consumer" reporting decreased by 20%.

IMPRECISIONS FOUND

1. When reporting accounts with the same name and profile picture, one will be removed, and one will be considered "within Community Standards".
Name examples: Jack Mark.
2. 54.92% of fraudulent accounts reported by a "general consumer" remained open after proper reporting procedures.
3. 43.59% of Bryan's reported accounts containing photographs of himself under the "Media Partner Support Program" were recognized as "within Community Standards".

COMMONLY USED PHOTOS

Attached you will find a spreadsheet of photographs stolen by scammers for profile pictures belonging to Bryan. Numbers are not concise with those reported since November 1st, due to all metrics not being gathered from the beginning. There were also profile pictures that were not of Bryan but did contain Bryan's photos within the fraudulent accounts. The photos and metrics are provided to use as a guide to show the most commonly used photos and which to flag for future fraudulent account creations.

INSTAGRAM

For the months' of February through April, 12 accounts were found with Bryan's picture as the primary account holder; containing a total of 765 followers. Facebook informed on all 12; 0 were deleted when reported by Kathy.

ANTI-SCAM GROUPS

There are currently 146 Anti-Scam Groups that Kathy is a member of. The total number of members documented are 249,533. Kathy has joined an additional 43 anti-scam groups since the first Quarter report. Any updates (meetings, goals met or updated education) that are created on the open petition are then posted to each scam group. There has been an update posted approximately every 2 to 3 weeks, and feedback continues to be well received.

YAHOO BOYS

From the initial introduction to the Facebook team made by Bryan and Kathy on January 29, 2018 in regard to the Yahoo boys, 30 accounts were reported; of those 30 accounts all have since been removed. Kathy reported two as a general consumer on March 9, 2018 and at that time the accounts were not removed. These accounts showed activity such as selling photos to build fraudulent accounts, selling scripts to maintain a story for a fraudulent account, “how to’s” to have a successful fraudulent account, what banks are best to work with when transferring money from victim to scammer, and which type of gift cards are best used to retrieve from victims. The accounts that Kathy turned in were soon reported to the Facebook team and removed promptly.

On March 23, 2018, Payton Itheme, Policy Advisor, emailed Bryan and Kathy in regard to “making some strides against this group”. An update to come was mentioned.

PUBLIC SERVICE ANNOUNCEMENT

On April 10, 2018, via email, Payton Itheme, Policy Advisor, sent Bryan and Kathy the final rendition of the Public Service Announcement (PSA) with the approval to share. Due to the repetitive posts of the PSA from Kathy on the multiple anti-scam groups she belongs to, and as a form of safety measure through Facebook, Kathy was prevented from sending further posts in all groups from April 15, 2018 to April 18, 2018.

FUTURE TARGETS

For the 2nd Quarter Report there was a show of progress with the “general consumer” reporting by 20%. For the 3rd Quarter Report a 5% increase in recognized deleted accounts by consumers would be a realistic goal. Another goal would be to recognize which of Bryan’s photos were flagged with a result of declining numbers of newly built accounts starting from May 1, 2018.

Group education and victim support will proceed as usual. Bryan and Kathy will share any updates Facebook may have such as the Public Service Announcement, increase in cyber security staffing and or technology/cyber security upgrades, upon approval of the Facebook Team, keeping and enhancing the trust and safety of Facebooks consumers.