

...Whoops!?

# What I Learned From My F\*ck Ups

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**Victoire Rio**

Riga | October 2024

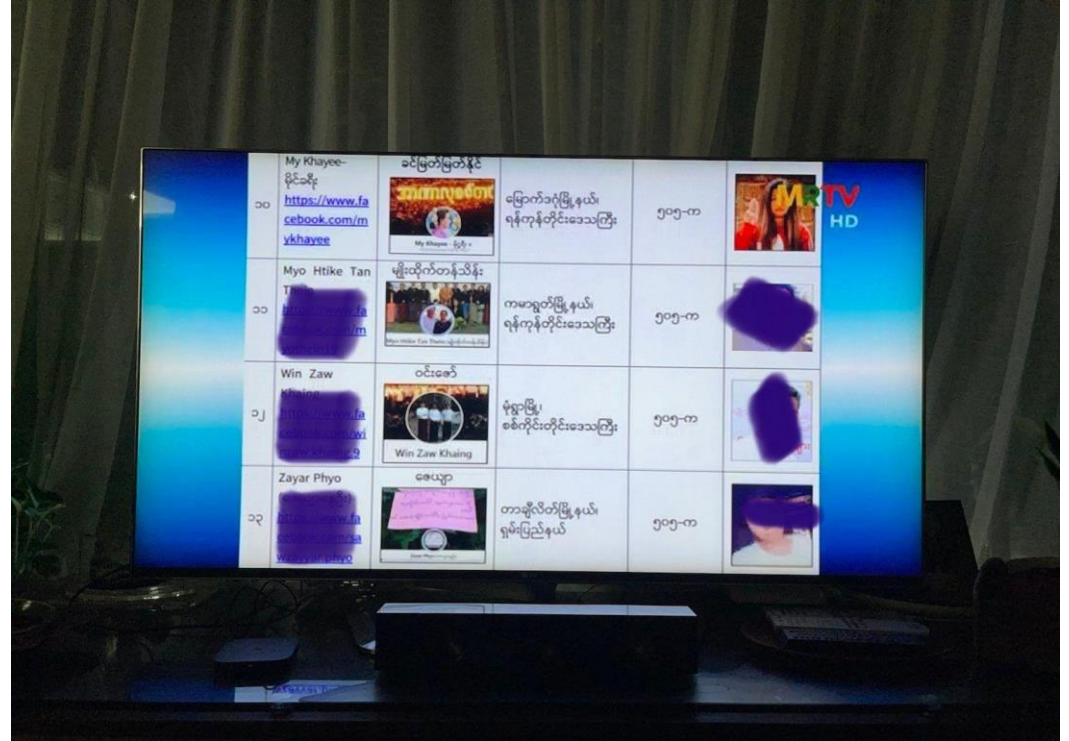
**WHAT  
TO F!X**



## Feb 1, 2021 - Myanmar Military Takes Power In A Coup



## Step 1 - Lawfare Against Key Opponents

[illegible]



## Step 2 - Campaign of Terror

KEY MESSAGE:  
“No one is safe”

Her Address is... →

Doxxing

Arrest





## Key Player - Han Nyein Oo



- Major celebrity gossip prior to the coup
- Pseudonym - leveraging fake photos
- Unclear ties to the military

## WHAT WE DID ?

We Set Out To Unmask The Individual  
And His Operation





# ...We Exposed Him And His Activity Across Both National And International Press



Mizzima News

<https://mizzima.com> › article › how-myanmar-lobbyists-... :

## How Myanmar lobbyists use Telegram to spread ...

Jun 9, 2022 — Channels and groups with the name **Han Nyein Oo** on Telegram initially attracted an audience by sharing leaked naked photos or sexual videos of ...



WIRED

<https://www.wired.com> › Business › content moderation :

## Telegram Has a Serious Doxing Problem

Sep 20, 2022 — Burmese influencer **Han Nyein Oo** rose to prominence in 2020, posting memes and gossip about Burmese celebrities on Facebook to an audience ...



The New York Times

<https://www.nytimes.com> › World › Asia Pacific :

## On Aung San Suu Kyi's Birthday, Flowers, Then Arrests

Jun 23, 2023 — Many of those arrested since Monday were targeted in a pro-military Telegram channel called **Han Nyein Oo**, which posts personal information about ...



The Washington Post

<https://www.washingtonpost.com> › ... › The Post's View :

## Opinion | First came a bloody massacre. Then the junta ...

Jul 28, 2023 — The channel has been run by **Han Nyein Oo**, a pro-military social media figure who acts as a spotter of dissent. It **posted** photos of Mr. Phyto, and ...



# We Even Got a UN Statement

**United Nations**

UNITED NATIONS  
**HUMAN RIGHTS**  
OFFICE OF THE HIGH COMMISSIONER

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Q

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PRESS RELEASES | SPECIAL PROCEDURES

# Myanmar: Social media companies must stand up to junta's online terror campaign, say UN experts

13 March 2023

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## THE PROBLEM ?

He Turned Into A Hero Of Pro Military Communities

... Fueled A Competition To Get A Mention In The New York Times



**Han Nyein Oo**

78,360 subscribers



**BaNyunt** 🖊️

38,882 subscribers



**Kyaw Swar** 🖊️

70,517 subscribers



**Thazin Oo** 🖊️

25,552 subscribers



# Gained Tens of Thousands More Followers

## ... In No Small Part Due To Accounts Getting Free Promotion

**The Washington Post**  
*Democracy Dies in Darkness*

Word of the massacre spread rapidly on social media. On the same day, a young man, Willi Phyto, who lived in Mandalay and was a supporter of the resistance, changed his Facebook photo to black in sympathy for the victims. His protest was noticed by a channel on the social media platform Telegram. The channel has been run by Han Nyein Oo, a pro-military social media figure who acts as a spotter of dissent. It posted photos of Mr. Phyto, and pointed out to the authorities how to find him: “He lives on the ground floor of an apartment in front of elementary school, No. 17, 14th Street, 86th Street,” the Telegram channel reported.

hyperlink





## There Was No Real Option For Accountability





... In Short :  
We Empowered  
A **MONSTER**





**M**

**ONEY**



MAX PROFIT



**DEOLOGY**



BUILD COMMUNITY



**OERCION**



MANAGE RISKS



**GO**



GET POWER & FAME



**OLITICS**



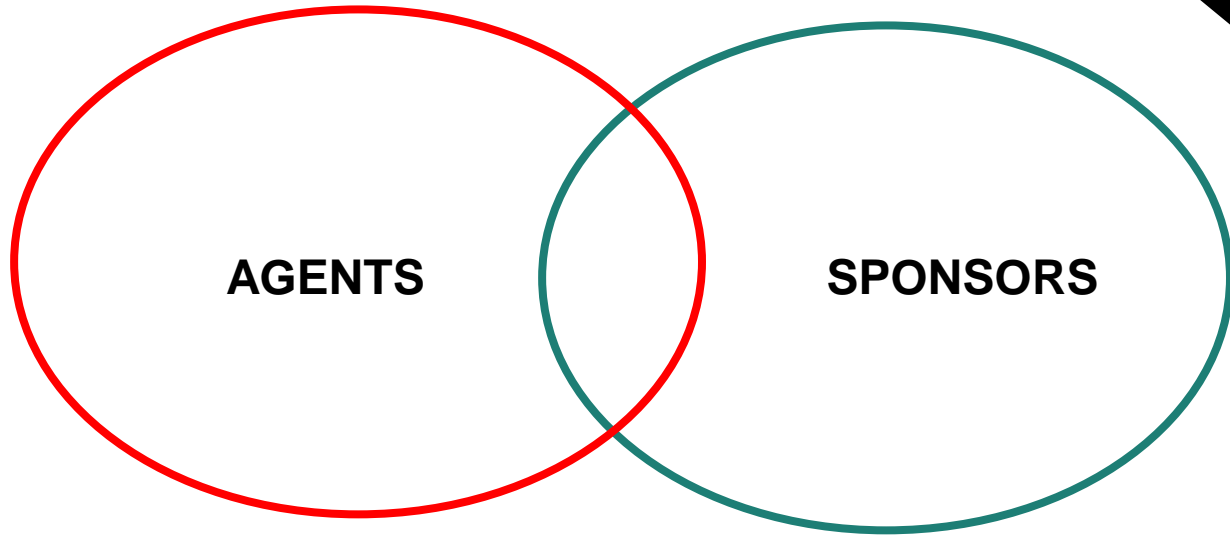
GET POLITICAL GAINS



Strategy	Objective	Key Results	TTPs	Diagnostic	Mitigation Strategies
<b>Advertising</b>	Maximize monthly revenue	<ul style="list-style-type: none"><li>• \$\$\$\$ revenue</li><li>• \$ operating costs</li></ul>	<ul style="list-style-type: none"><li>• Sign up for ad revenue share programs</li><li>• content agnostic content generation - GenAI, theft...</li><li>• unethical distribution -spam, fake accounts, automation tech...</li></ul>	<b>Ad revenue tracking</b> <ul style="list-style-type: none"><li>• Meta publisher archive</li><li>• add.txt files</li></ul> <b>OSINT</b> <ul style="list-style-type: none"><li>• Markets for assets/tools</li></ul> <b>Content analysis</b> <ul style="list-style-type: none"><li>• AI error msg</li><li>• Inconsistencies (language/topic)</li></ul>	<b>DO</b> <ul style="list-style-type: none"><li>&gt; Demonetize</li><li>&gt; Deter/ prevent reconversion<ul style="list-style-type: none"><li>• deplatform</li><li>• legal accountability</li><li>• legitimate job dvpmt</li></ul></li></ul> <b>DON'T</b> <ul style="list-style-type: none"><li>• Try to assign intent to their content - it's non-sense</li><li>• Name their assets - it fuels their views and revenue</li></ul>
<b>Contracts</b>	More/ Higher value contracts	<ul style="list-style-type: none"><li>• Reputation</li></ul>	<ul style="list-style-type: none"><li>• Register company</li><li>• Hire staff</li><li>• Bid for projects</li><li>• Produce content</li><li>• Hype impact</li></ul>	<b>Content analysis</b> <ul style="list-style-type: none"><li>• patterns of shift in topics</li><li>• patterns of asset conversions</li></ul> <b>OSINT</b> <ul style="list-style-type: none"><li>• identify ppl/co./clients</li><li>• recruitment sites</li><li>• tenders sites</li><li>• company records</li></ul>	<b>DO</b> <ul style="list-style-type: none"><li>• Name and shame - Ridicule / Destroy reputation /Emphasize low impact</li><li>• Asset takedowns - Minimize audience size</li><li>• Expose biz relationships</li><li>• Encourage whistleblowing</li></ul> <b>DON'T</b> <ul style="list-style-type: none"><li>• Hype the impact of their campaign - it fuels their marketing</li></ul>



## Accounting For The Broader Context



**ACCOUNTABILITY**



# Stay in Touch

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