

***“CICIG is the last line of defense in Guatemala’s fight against corruption and impunity.”***

## Overview

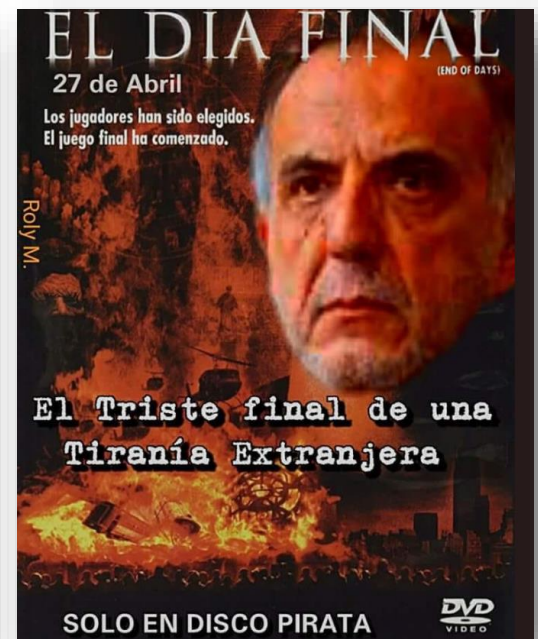
Domestic and international forces have launched a coordinated campaign to delegitimize Comisión Internacional contra la Impunidad en Guatemala’s (CICIG’s) efforts and eliminate the organization. Social media exploitation reveals how targeted information operations increased negative public perceptions of CICIG, resulting in dramatic fluctuations in public opinion over the past 30 days. As an institution, CICIG is ill-equipped to defend itself against sophisticated campaigns designed to erode its legitimacy. Continual assaults, without a coordinated response, will ultimately lead to the removal of the commission, enable the Morales government to eliminate Guatemala’s last line of defense against corruption and impunity, and further erode rule of law within Guatemala’s already fragile judicial system.

## Data Analytics

In 48 hours, ENODO analyzed a total of 1,807 Tweets, 692 Facebook posts, 42 Instagram posts, 37 Rich Site Summary (RSS) feeds, 31 online news articles, 21 YouTube videos, 19 memes, and 7 Google Plus posts to identify and measure public perceptions of CICIG and Guatemala’s newly appointed Attorney General.



“Dona Themla...the more powerful woman from Guatemala.  
The Other....only time will tell”  
(Outgoing AG Themla with incoming AG María Consuelo Porras)



Meme titled “The Final Day” with the face of CICIG’s Iván Velásquez

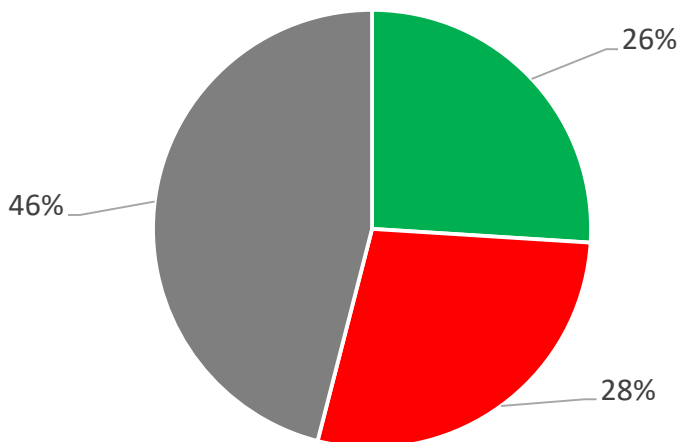
***“The problem in Guatemala is not CICIG, it is Ivan Velasquez doing politics through CICIG instead of helping the justice system.”***

## Social Media Exploitation

Measured public perceptions of trending social media discussions associated with CICIG and the Attorney General’s Office:

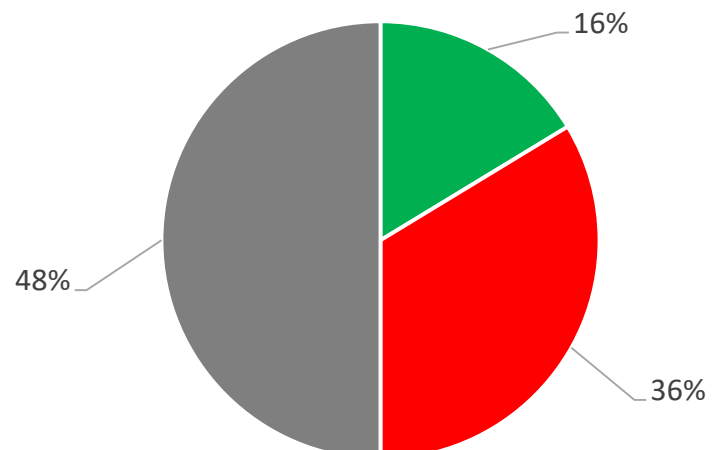
- CICIG
  - Citizens [believe](#) that CICIG Commissioner Iván Velásquez is using his power and authority to manipulate Guatemala’s justice system
  - U.S. Senators [Marco Rubio’s](#), [Rand Paul’s](#), and [Michael Lee’s calls](#) to block funding undermine CICIG’s credibility and have increased negative public sentiment
  - Social media discussions connect CICIG and Guatemala’s justice system with trending hashtags [#CICIGCorrupta](#) and [#NoJusticiaSelectiva](#)
- Guatemala Attorney General’s Office
  - People are [dissatisfied](#) with Guatemala’s Public Ministry led by the Attorney General
    - ❑ Citizens perceive the Bitkov case as [collusion](#) between outgoing Attorney General Dona Thelma with CICIG, supported by foreign actors (Russia)
    - ❑ Neutral sentiment concerning the incoming Attorney General, María Consuelo Porras, reflects citizens’ [uncertainty](#) about her ability to fight corruption and impunity

CICIG Sentiment



■ Positive ■ Negative ■ Neutral

Attorney General Sentiment



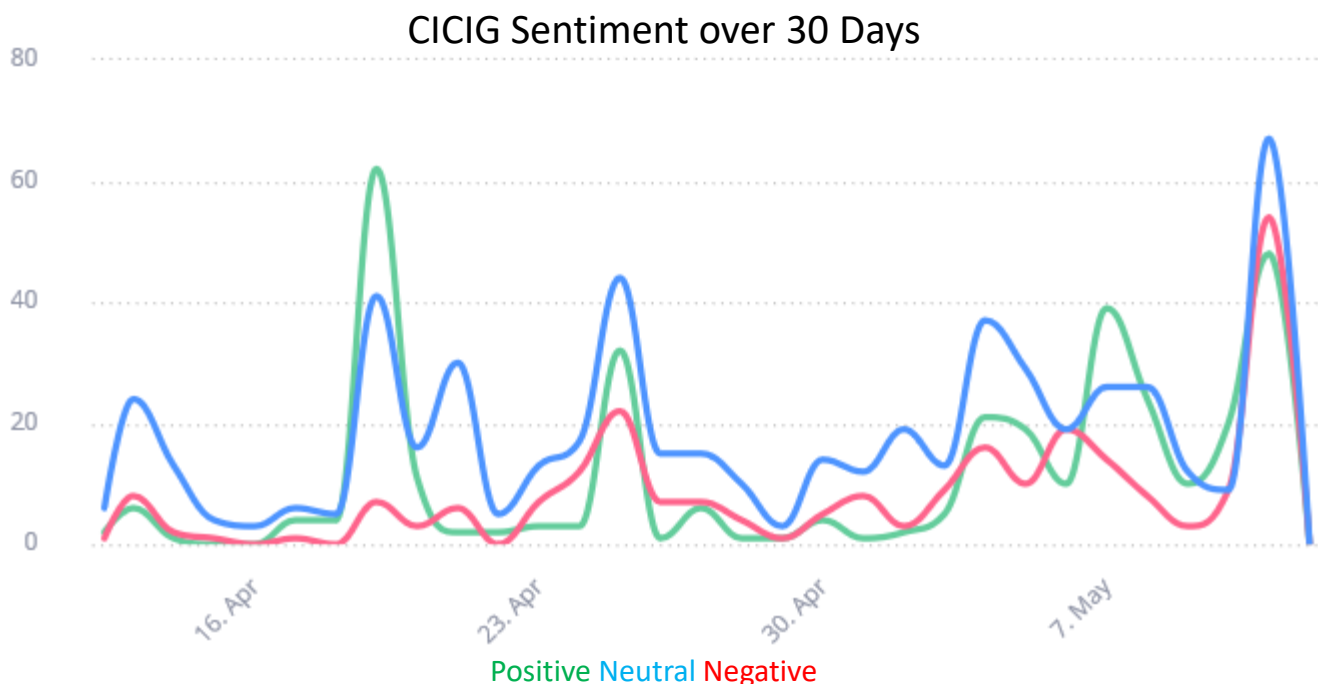
■ Positive ■ Negative ■ Neutral

***“Swedish Ambassador Kompass did or said nothing wrong in Guatemala. The @GuatemalaGob decision is absolutely unjustified as it only aims to erode international support to CICIG.”***

## Sentiment Over Time

Dramatic fluctuations in public sentiment illustrates the influence of competing narratives on Guatemalan social media users over the past 30 days:

- Positive sentiment increased by 279% while negative sentiment increased by 256%
- CICIG’s investigative [efforts](#) to expose illicit campaign finance peaked positive sentiment on April 19-20<sup>th</sup>
  - The [narrative](#) that CICIG effectively fights corruption and impunity carried through the prosecution period, creating another spike on April 25<sup>th</sup>
- Anti-CICIG narratives in social media discussions emerged on April 23<sup>rd</sup> and peaked on April 25<sup>th</sup> before continuing into May
  - Social media users mobilized negative [narratives](#) on April 25<sup>th</sup> to assert that CICIG is an attack by foreign actors on Guatemalan sovereignty
  - Corruption [narratives](#) began on April 20<sup>th</sup>, gaining momentum on the 23<sup>rd</sup>, which persisted into May
  - The tremendous spike on May 10<sup>th</sup> combined narratives asserting that CICIG colluded with foreign actors to impinge Guatemalan sovereignty in the Bitkov case



*“CICIG must manage external perceptions and convince citizens that it is a positive force for Guatemala.”*

## Findings

The sheer number and diversity of actors, who coordinated efforts and used [propaganda](#) across different platforms and venues, during a period of rising sentiment associated with sovereignty among Guatemalan citizens, indicates a sophisticated, information operations campaign orchestrated to discredit CICIG. The ongoing operation has accomplished a number of objectives, which include:

- [Deconstructing](#) the legitimacy of an international commission
- [Distancing](#) Guatemala from and weakened its relationship with the U.S.—its biggest aid donor and trade partner
- Enabling Putin and his allies to steal the [Bitkov](#) fortune

## Recommendations

- Immediately, design and implement a communications strategy to re-establish trust with Guatemalan citizens, restore institutional legitimacy in the eyes of the international community, and positively shape and influence Guatemalan public perception
  - Disseminate tailored narratives that illustrate CICIG’s positive activities
  - Continuously monitor social media to measure the impact of competing narratives and counter negative messages
  - Identify domestic and foreign destabilizing actors (e.g., key influencers and their networks)

