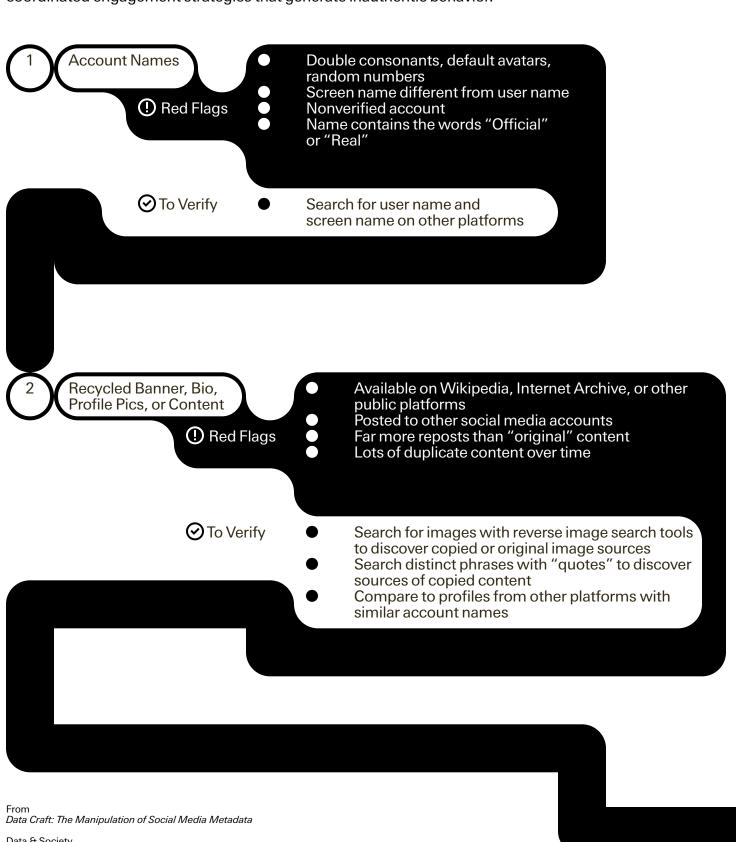
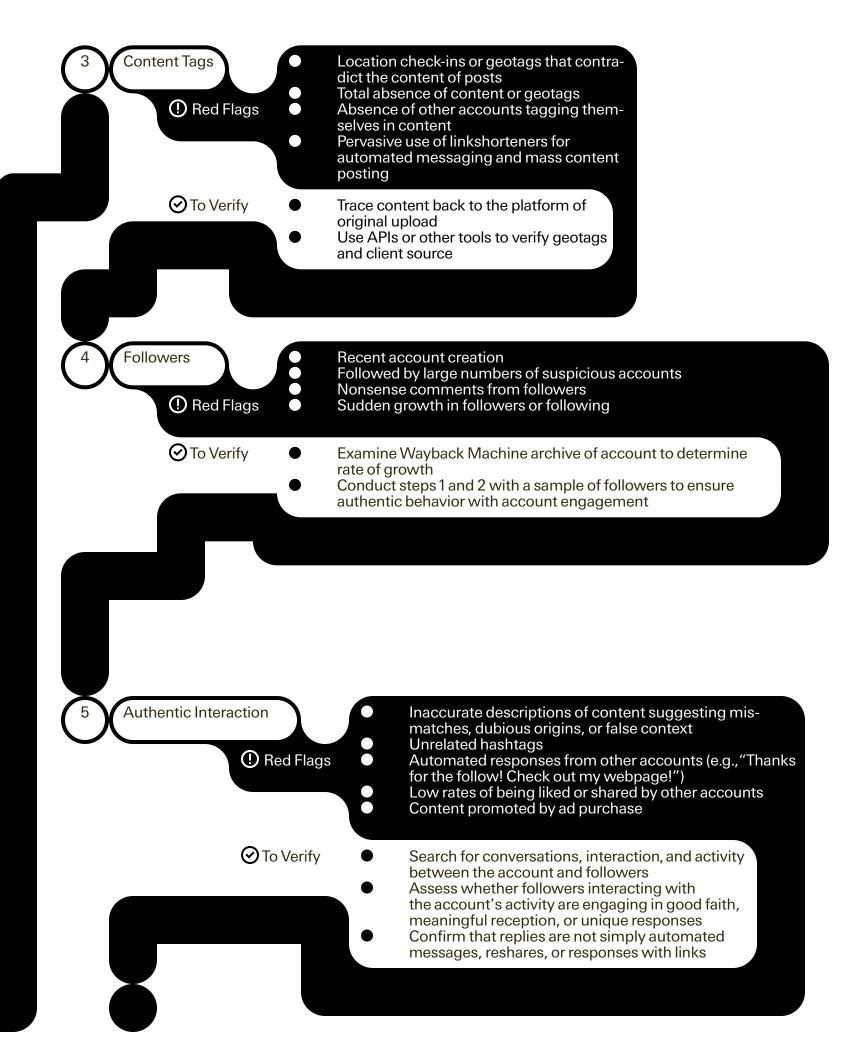
## Reading Metadata

The chart captures a step by step process for reading metadata from social media content. The goal for each step is to evaluate different types of "red flags"—characteristics which can, when taken together, indicate likely manipulation and coordinated inauthentic behavior. None of these red flags can be interpreted as concrete evidence on their own. However, when taken together all of the following metadata categories—including interaction between other accounts—allows readers, researchers, and users to see the traces of manipulative data craft. By examining the interaction between accounts and their followers, steps 4 and 5 allow readers to locate evidence of manipulation and disinformation resulting from coordinated engagement strategies that generate inauthentic behavior.





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