

Advanced Persistent Manipulators (APM)

“Well resourced, Multi-platform, Full Spectrum”

What is an Advanced Persistent Manipulator (APM)?

APM – An actor or combination of actors perpetrating an extended, sophisticated, multi-platform, multi-media information attack on a specified target. Common characteristics of APM’s are:

- Pursue their targets and information objectives over a sustained, extended period
- Are not deterred by account shutdowns and platform timeouts
- Employ combinations of influence techniques in both the real and virtual worlds
- Operate across all social media platforms using the unique attributes of each service to achieve their objectives
- Have sufficient resources to a) train or hire top talent and b) develop or purchase the best technology
- Can harness, aggregate and parse user data for a) audience reconnaissance and b) development of adaptive tactics & techniques that skirt platform terms of service (ToS) and content controls
- Know and operate within ToS and take advantage of free speech provisions

Source: C. Watts (Alliance For Securing Democracy & Foreign Policy Research Institute)