

Checking in with the Macedonian Fake News Strategist | Columbia Journalism Review

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ABOUT A MONTH AGO, a friend who works as the social media expert for a sports brand told me about an online Facebook marketing course he wanted to sign up for. He had just met with the course creator, was in awe of his understanding of the platform, and spoke of the success and money that he felt was awaiting him if he took the course. The best part: he could call the course creator whenever he had an issue.

He pulled out the guy's business card: Mirko Ceselkoski, then bold text: "THE MAN WHO HELPED DONALD TRUMP WIN US ELECTIONS." There was a caveat in smaller letters: (me and my students from Veles)."

"He told me politicians from around the world were reaching out to him to help them with their campaigns" my friend said.

[...]

Source: [Checking in with the Macedonian fake news strategist - Columbia Journalism Review](#)