
HOW UKRAINE IS WINNING THE SOCIAL MEDIA WAR

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By Paul Adams

After almost eight months, the war in Ukraine hangs in the balance. Ukrainian counter-offensives continue to make progress, while Russian forces are still pressing elsewhere.

But on the internet, it's a very one-sided affair.

"This is a meme nation," says Olena, a Kyiv entrepreneur who manages teams of social media volunteers.

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