



Digital Threat Vulnerability Risk Assessment

Analyst-led intelligence assessment. Human judgement applied to machine-grade signal — the read behind the data. Lens: Political Candidate & Public Office.

SILENT IN COMPLIANCE · STRATEGIC IN ASSURANCE · DIGITAL DEFENCE

CLASSIFICATION

PRIVATE & CONFIDENTIAL

RECIPIENT EYES ONLY

PREPARED BY

Stephen Morgan MSc, PSP

DIRECTOR OF INTELLIGENCE & TARGETING

ISSUED

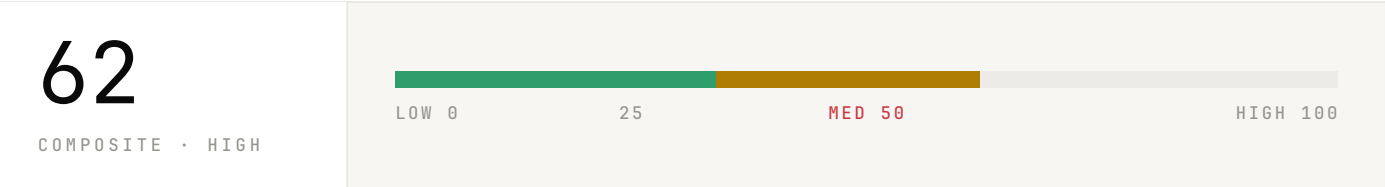
23 June 2026

REVISION 05 · 2026

Executive Intelligence Summary

Marcus Bennett’s current social footprint reads combative and undisciplined for a first-time Conservative candidate

SUBJECT	Marcus Bennett
ISSUED	23 June 2026
WINDOW	2026-04-25 — 2026-06-20 · 138 items reviewed



Across April–June 2026, Marcus Bennett posted frequently across X, Facebook, Instagram, LinkedIn and TikTok with c.21K aggregate followers. The footprint mixes community and veterans’ content with repeated personal attacks, gory imagery, a binge-drinking boast, and a first-person post flagged for self-harm. Several items occur on LinkedIn, amplifying professionalism concerns. Weapons-imagery tied to military history and explicit partisan messaging sharpen an ideological profile but reduce crossover appeal. Without visible owned infrastructure or a disciplined candidate narrative, first impressions in search and screenshots skew towards volatility rather than rooted public service. Overall exposure is material for selection and opposition scrutiny.

SO WHAT

If Marcus intends to stand for selection or public office in 2026, this footprint will be weaponised within hours: a quick-cut reel of insults and gore, layered over a ‘temperament and judgement’ story, will dominate. He can recover by deleting/archiving the worst items, publishing a disciplined candidate frame, and rapidly building local proof. Until then, risk to electability is high.

Reporting Lens

Political Candidate & Public Office

This assessment applies the standards, stakeholder expectations, and adversarial scrutiny appropriate to the selected decision context.

Subject Intelligence Profile

NAME	Marcus Bennett
DISPOSITION	Tech entrepreneur (CEO, Sentinel Digital UK) and political newcomer based in Maidstone; active on major social platforms with above-average follower count and high posting volume.

Public persona

Assertive, patriotic, veteran-supporting Conservative; mixes community service notes with combative commentary; occasional profanity; shares military and conflict-related imagery; expresses support for LGBT rights.

Digital footprint breadth

Broad and high-volume across X, Facebook, Instagram, LinkedIn, TikTok; surface-web mentions noted; no controlled candidate website surfaced in materials reviewed.

Collection & Methodology

Sources, scope, and limitations. Aggregated platform signal interpreted by human analyst.

DATE RANGE	POSTS REVIEWED	SOURCES	LIMITATIONS
2026 → 2026 Window	138 Corpus	02 Sample-Social-Media-R...	05 Documented

Sources

- Sample-Social-Media-Report.pdf
- Client-supplied normalised posts dataset (Apr 25–Jun 20, 2026)

Methodology notes

Synthesised the provided PDF report (incl. flagged-post excerpts, aggregate metrics and screenshots) with the structured post list. Prioritised items with screenshot and headline risk, platform diversity, and recency. Treated OCEAN outputs as indicative only. Dates stated explicitly (UK format where relevant).

Limitations

- No independent web search, identity or employment verification performed for this deliverable.
- Audio/video not analysed; only text and images referenced in supplied materials.
- Surface-web ‘6 articles’ were not provided for content analysis; implications inferred only.
- Some metrics vary between sources (e.g., 111 vs 132 flagged behaviours); we prefer the structured dataset for analytic weighting but note both figures.
- PII in the PDF ‘Subject Properties’ section may be intake data rather than publicly exposed information.

Key Evidence

Paraphrased extracts and platform-level signals. Each item carries a why-it-matters line for downstream weaponisation analysis.

E1 INSTAGRAM	2026-05-05T22:35:00Z Post commemorating Operation Nimrod with an image flagged for Weapons Image; tone: ‘rapid entry, controlled outcome; lest we forget’. WHY IT MATTERS Screenshots can be framed as glorifying force; plays into ‘aggressive temperament’ when combined with other items.	● MED
E2 X/TWITTER	2026-04-22T21:29:00Z Repost calling a meeting a ‘sh*tshow’. Flag: Profanity. WHY IT MATTERS Signals poor composure and message discipline; easy headline and screenshot.	● MED
E3 FACEBOOK	2026-04-19T18:50:00Z Partisan exhortation: predicts Labour tax rises and urges ‘Vote Conservative’. Flag: Politics/Government. WHY IT MATTERS Defines ideological anchor; narrows crossover appeal; invites fact-check framing.	● MED
E4 INSTAGRAM	2026-03-30T13:13:00Z Boast about ‘six pints and a few shots; can’t remember getting home’. Flag: Drug/Alcohol Mention. WHY IT MATTERS Judgement, reliability and safeguarding narrative risk; amplifies if paired with self-harm content.	● MED
E5 FACEBOOK	2026-03-02T08:14:00Z Pride-march support (‘Love is love’). Flagged under Country Risk – LGBT Advocacy (jurisdiction-aware). WHY IT MATTERS Benign in the UK; may complicate messaging to socially conservative voters; can attract online harassment.	● LOW
E6 X/TWITTER	2026-02-06T12:13:00Z First-person post indicating overwhelm (‘don’t know how much more I can take’). Flag: Self-Harm. WHY IT MATTERS Wellbeing and suitability storyline risk if de-contextualised; requires compassionate, proactive framing.	● MED
E7 X/TWITTER	2026-06-20T21:40:00Z Calls a ‘regional manager’ a ‘complete clown’. Flag: Disparaging. WHY IT MATTERS Personal attacks support a ‘bullying/temperament’ frame. https://www.x.com/MarcusBennettGBR/status/150000000000005001	● MED

E8 FACEBOOK	2026-06-20T11:48:59Z 'Parking system ... special kind of stupid. Absolute morons'. Flag: Disparaging. WHY IT MATTERS Targets public servants/locals; hostile-to-constituents narrative risk. https://facebook.com/MarcusBennettGBR/posts/150000000000005002	HIGH
E9 INSTAGRAM	2026-06-20T01:57:59Z 'She's all hair and no substance'. Flag: Disparaging of a woman. WHY IT MATTERS Susceptible to 'sexist tone' attack line; high screenshot risk. https://www.instagram.com/p/150000000000005003	HIGH
E10 LINKEDIN	2026-06-19T16:07:00Z 'Embarrassment of a human being ...'. Flag: Disparaging on a professional network. WHY IT MATTERS Damages executive credibility; bridges political and commercial risk. https://www.linkedin.com/feed/update/urn:li:activity:150000000000005004	MED
E11 TIKTOK	2026-06-11T01:16:00Z Shares graphic conflict-zone footage. Flag: Gory/Violent Image. WHY IT MATTERS Thumbnails alone can be reputationally damaging; 'desensitised' frame. https://www.tiktok.com/@MarcusBennettGBR/video/150000000000005025	MED
E12 TWITTER	2026-06-10T15:24:59Z Comments on a 'brutal' film scene. Flag: Gory/Violent Image. WHY IT MATTERS Reinforces violent-imagery pattern across platforms. https://www.x.com/MarcusBennettGBR/status/150000000000005026	MED
E13 FACEBOOK	2026-06-10T05:33:59Z Posts aftermath photo from local crash ('drive safe'). Flag: Gory/Violent Image. WHY IT MATTERS Can be framed as insensitive to victims; local media angle risk. https://facebook.com/MarcusBennettGBR/posts/150000000000005027	MED
E14 INSTAGRAM	2026-06-09T19:43:00Z 'Boxing match got out of hand'. Flag: Gory/Violent Image. WHY IT MATTERS Adds to montage potential for 'graphic content' attacks. https://www.instagram.com/p/150000000000005028	MED

E15 LINKEDIN	2026-06-09T09:51:59Z ‘Warning: graphic. This is what they don’t show you’. Flag: Gory/Violent Image on LinkedIn. WHY IT MATTERS Professional-context misjudgement; selection-panel concern. ----- https://www.linkedin.com/feed/update/urn:li:activity:150000000000005029	● MED
E16 AGGREGATE	2026-06-20T00:00:00Z Aggregate metrics: c.21K followers, 12.2K following, 10.2K posts; social media score 274; behaviour breakdown dominated by Politics/Government and Weapons Image; 6 web articles found, most recent 6 May 2026 (per PDF). WHY IT MATTERS Reach and exposure are sufficient for rapid amplification; signals first-impression risk if uncontrolled.	● MED

Priority Intelligence Requirements

Standing analyst questions resolved against the corpus, each with cited evidence and a confidence rating.

Would voters, parties, journalists, and opponents see this person as credible, rooted, disciplined, and electable?

Rooted: The footprint references local life in Kent and UK veterans, and shows Pride participation, which can read as community-minded (E1, E5, E13). Credibility: CEO positioning and multi-platform presence project status, but repeated personal attacks — including on LinkedIn — and profanity materially reduce perceived professionalism (E2, E7–E10). Discipline: A binge-drinking boast and a series of disparaging posts across 18–20 June 2026 indicate weak message control during stress (E4, E7–E10). Electability: The explicit Conservative pitch clarifies ideology (E3) but narrows crossover appeal; violent/graphic imagery and weapons motifs create a temperament narrative opponents can dominate in 48 hours (E1, E11–E15). A self-harm-flagged post, if resurfaced without context, invites welfare-and-fitness questions unless pre-emptively addressed with care (E6). Net assessment: Absent rapid remediation and a controlled candidate narrative with local proof, stakeholder judgment will trend towards ‘combative, undisciplined, and risky to select’. Confidence: medium, given reliance on supplied materials and limited time window (Apr–Jun 2026).

E1 · E2 · E3 · E4 · E5 · E6 · E7 · E8 · E9 · E10 · E11 · E12 · E13 · E14 · E15

CONFIDENCE MEDIUM ●●●

Threat Vectors

Exploitable surfaces, ranked by combined exploitability and urgency. Coloured rules indicate severity.

● EXPLOITABILITY HIGH ● URGENCY HIGH Temperament montage: cross-platform personal attacks Within minutes, opponents can stitch June 18–20 posts into a 20–30 second reel showing serial insults aimed at individuals and local systems, including a woman, and crucially on LinkedIn. This frames Marcus as a bully lacking judgment and professional restraint. TARGET AUDIENCE Selection panels, swing voters, local media, employers’ groups WHY IT MATTERS · EVIDENCE Temperament is a top-three candidate heuristic; once anchored, it is hard to reverse and undermines trust and leadership claims. E7·E8·E9·E10	
● EXPLOITABILITY HIGH ● URGENCY HIGH Graphic/violent imagery normalisation A run of graphic or violent images across TikTok, Twitter, Facebook, Instagram and LinkedIn allows a carousel or thumbnail-led narrative that Marcus shares gore and glorifies force. Even if posted for awareness, context collapses on social feeds and in broadcast. TARGET AUDIENCE Family voters, local press, community groups, broadcast producers WHY IT MATTERS · EVIDENCE Perceived insensitivity and poor judgement erode warmth and suitability for constituent service. E1·E11·E12·E13·E14·E15	
● EXPLOITABILITY HIGH ● URGENCY MEDIUM Judgement under stress: profanity and alcohol boast Profane dismissal of a meeting and a boast about heavy drinking that ended in memory loss enable a simple ‘not serious about responsibility’ story, especially when paired with the self-harm-flagged post. TARGET AUDIENCE Party selectors, business community, faith and parent networks WHY IT MATTERS · EVIDENCE Selection processes filter for composure and reliability; this pairing hits both. E2·E4·E6	

Ideological narrowing and attack-line exposure

● EXPLOITABILITY MEDIUM

● URGENCY MEDIUM

The explicit ‘Vote Conservative’ tax-rise warning cements partisan identity. In marginal or selection contexts it narrows coalition options and invites fact-check challenges, while Pride support may simultaneously attract activist backlash from both flanks.

TARGET AUDIENCE

Opposition researchers, online activists, fact-checkers

WHY IT MATTERS · EVIDENCE

A candidate defined by wedge issues can be boxed in before they define a local service narrative. E3·E5

Professional credibility gap on LinkedIn

● EXPLOITABILITY HIGH

● URGENCY HIGH

Posting disparaging and graphic content on LinkedIn bridges political and executive risk, enabling headlines that business partners and donors will heed.

TARGET AUDIENCE

Business groups, donors, chamber of commerce, selection panels

WHY IT MATTERS · EVIDENCE

LinkedIn is read as the professional self; misconduct there erodes perceived competence and judgment. E10·E15

Red Team Assessment

How a competent adversary would convert the surface above into damage. Profiles, weaponisation paths, worst-case narrative.

Adversary profiles

LOCAL OPPOSITION RESEARCHER

OBJECTIVE

Disqualify at selection; define opponent early as unsafe/undisciplined.

PLAYBOOK

Compile insult montage; feed to local journalists and Facebook groups; seed WhatsApp clips before hustings.

NATIONAL JOURNALIST ON POLITICS BEAT

OBJECTIVE

Find a clean 'temperament' story with pictures.

PLAYBOOK

Request comment on gore/insult posts; run side-by-side screenshots with LinkedIn logo; solicit third-party condemnation.

ONLINE ACTIVIST NETWORK

OBJECTIVE

Punish perceived hypocrisy or insensitivity; drive pile-ons.

PLAYBOOK

Mass-report posts; produce memes pairing weapons imagery with insults; swarm comment threads.

Weaponisation paths

- 30-second supercut of E7–E10 with timestamps and platform badges; headline: 'Candidate who bullies online'
- Carousel of E11–E15 and E1 thumbnails with blurred faces and a 'viewer discretion' sticker; caption: 'Too graphic for your feed, but posted by your would-be MP'
- Side-by-side of E2 and E4 under 'judgement?'; add E6 text as a sting; push to selection panel with a safeguarding angle
- LinkedIn-only cut (E10, E15) pitched to business press as 'executive lacks professionalism'

He's an intemperate tech bro who glorifies violence, bullies people online, brags about binge drinking and even hints at instability. That's not leadership — it's a risk to constituents and the party.

TIME TO EXPLOIT

Same day; all assets are screenshot-ready and require minimal editing.

Blue Team Assessment

Priorities, counter-narratives, and an owned action ledger.

Defensive priorities

- Remove or archive the highest-risk posts across all platforms (disparaging, gore, alcohol boast).
- Publish a disciplined ‘Why I’m standing’ candidate frame with local proof and service tone.
- Shift LinkedIn to professional, constituent-facing updates; lock a content code for all channels.
- Prepare a compassionate wellbeing line to answer E6 without inviting further probing.

Counter-narratives

- From combativeness to service: ‘Firm on issues, respectful with people’.
- From imagery to responsibility: ‘Care for veterans and victims; no sensational content’
- From newcomer to rooted: ‘Local business leader delivering for Maidstone — schools, small firms, veterans’.

Hardening actions

DECISION OWNER Communications Adviser

- 01 high | client | immediate: Delete/privatise E7–E10 and E11–E15; revoke third-party reposts where possible; document changes for transparency notes.**

COMMUNICATIONS ADVISER

high | client | immediate: Delete/privatise E7–E10 and E11–E15; revoke third-party reposts where possible; document changes for transparency notes.

- 02 high | communications_adviser | 7_days: Draft and pin a ‘Why I’m standing’ post and a 300-word biography across X, Facebook, LinkedIn; emphasise local service, veterans’ advocacy and small-business delivery; exclude attack lines.**

COMMUNICATIONS ADVISER

high | communications_adviser | 7_days: Draft and pin a ‘Why I’m standing’ post and a 300-word biography across X, Facebook, LinkedIn; emphasise local service, veterans’ advocacy and small-business delivery; exclude attack lines.

- 03 high | technical_team | 7_days: Stand up a simple candidate website (homepage, bio, priorities, media route, supporter sign-up); implement SEO basics and schema.**

COMMUNICATIONS ADVISER

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- 04 medium | client | immediate: Replace alcohol-boast content (E4) with a short note on responsibility and community standards; avoid moralising; no re-litigation of details.**

COMMUNICATIONS ADVISER

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- 05 high | communications_adviser | immediate: Draft a welfare line for E6: acknowledge a tough period, reference healthy coping/support, and pivot to resilience and service.**

COMMUNICATIONS ADVISER

high | communications_adviser | immediate: Draft a welfare line for E6: acknowledge a tough period, reference healthy coping/support, and pivot to resilience and service.

- 06 medium | analyst | 30_days: Build a content calendar (3x weekly) mixing casework wins, listening posts, and endorsements; 80/20 positive-to-contrast ratio; prohibit insults and graphic media.** COMMUNICATIONS ADVISER

medium | analyst | 30_days: Build a content calendar (3x weekly) mixing casework wins, listening posts, and endorsements; 80/20 positive-to-contrast ratio; prohibit insults and graphic media.

- 07 medium | technical_team | 30_days: Configure social-listening dashboards for spikes on keywords tied to insults ('clown', 'morons'), gore ('graphic'), and alcohol; route alerts to Comms.** COMMUNICATIONS ADVISER

medium | technical_team | 30_days: Configure social-listening dashboards for spikes on keywords tied to insults ('clown', 'morons'), gore ('graphic'), and alcohol; route alerts to Comms.

- 08 medium | client | 30_days: Secure professional photography; update avatars/banners to remove militarised or combative imagery; align with community tone.** COMMUNICATIONS ADVISER

medium | client | 30_days: Secure professional photography; update avatars/banners to remove militarised or combative imagery; align with community tone.

- 09 low | legal_compliance_adviser | 30_days: Review data-protection exposure (address, phone, email) and ensure personal contact data is not publicly posted without controls.** COMMUNICATIONS ADVISER

low | legal_compliance_adviser | 30_days: Review data-protection exposure (address, phone, email) and ensure personal contact data is not publicly posted without controls.

Monitoring triggers

- Keyword spikes: 'clown', 'morons', 'hair and no substance', 'graphic', 'Operation Nimrod', 'six pints'.
- Platform clusters: 3+ posts per day with negative sentiment or any new LinkedIn disparagement.
- Media interest: inbound from local press on 'temperament' or 'graphic content'.
- Opposition coordination: identical captioning of screenshots across Facebook groups within 24 hours.
- Risk scoring (severity×likelihood×4): politics/government 60 (3×5), weapons_image 64 (4×4), profanity 48 (3×4), disparaging 80 (4×5), drug/alcohol_mention 40 (2.5×4 approximate), gory/violent_image 64 (4×4), self_harm 48 (3×4).

Personal Brand & Outcome Alignment

From current persona to desired position — sequenced over 7, 30, and 90 days.

Desired outcome

Present as a disciplined, rooted Conservative candidate focused on local service, veterans, and small business — credible to selectors, acceptable to sceptical voters, and resilient to opposition research.

Current position

Visible and assertive but reading as combative and undisciplined; professional credibility dented by LinkedIn conduct; ideological clarity without local proof; absence of owned candidate infrastructure.

Risks to objective

- Temperament montage gains traction before selection decision.
- Graphic/violent imagery reframed as insensitivity to victims and families.
- Alcohol-boast and profanity undermine reliability and judgement claims.
- LinkedIn missteps alienate business and donor communities.
- Self-harm-flagged post mishandled, creating welfare-fitness headlines.

Positioning recommendations

- Reframe voice: 'firm on issues, respectful with people'; zero personal attacks.
- Lead with service: veterans' employment, small-business rates relief, local apprenticeship pipeline.
- Demilitarise visuals; use professional, welcoming photography.
- Publish a short code of conduct for the campaign; model tone in comments and replies.
- Pragmatic Conservative message: delivery over drama; local first.

Visibility strategy

Own first impressions within two weeks: launch a simple site, pin disciplined introductions across platforms, and flood the zone with local-proof content (community visits, casework, endorsements). Limit contrast attacks to policies, never people. Prioritise LinkedIn and Facebook for constituency reach; use X for statements only under a content code.

7 / 30 / 90 day plan

07 DAY PLAN [high][client][immediate] Remove/privatise E7–E15 and E4; pause TikTok for review. [high][technical_team][7_days] Launch candidate microsite with bio, ‘Why I’m standing’, three local priorities, media contact, supporter sign-up. [high][communications_adviser][7_days] Draft and pin disciplined intro posts on X/FB/LinkedIn; set comment-moderation policy. [medium][client][7_days] Book two local photo ops (veterans’ charity; small-business roundtable) and capture assets.	30 DAY PLAN [high][communications_adviser][30_days] Secure 3–5 third-party validations (veterans’ org, local business owner, headteacher) and publish quotes. [medium][analyst][30_days] Map top 10 local Facebook groups and editors; provide tailored engagement plan with non-partisan community updates. [medium][technical_team][30_days] Implement newsletter capture and first ‘Listening Update’ email. [medium][client][30_days] Deliver two substantive local policy notes (business rates; youth skills) with evidence and costings.	90 DAY PLAN [medium][communications_adviser][90_days] Place two local-press op-eds on veterans’ employment and small-business support; secure radio interview. [medium][client][90_days] Host three town-hall ‘listening’ events; publish follow-through actions. [low][analyst][90_days] Full archive review to catch legacy content prior to national attention; refresh risk assessment.
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Strategic Realism Briefings

Curated reading prepared by Hermes Digital.

Why Most Background Checks Miss What Matters

Arms the campaign with language to explain why proactive digital screening and remediation is legitimate and necessary before selection.

<https://hermesdigital.co.uk/strategic-realism/background-checks-miss-what-matters>

Due Diligence Now Includes Digital Behaviour

Helps brief party selectors and donors on how digital conduct maps to leadership risk, supporting the case for a content code and governance.

<https://hermesdigital.co.uk/strategic-realism/due-diligence-digital-behaviour>

When a Single Old Post Becomes a Public Story

Provides playbook for handling resurfaced posts like E4 and E6 without amplifying damage.

<https://hermesdigital.co.uk/strategic-realism/single-old-post-public-story>

Analyst Confidence & Limitations

OVERALL

MEDIUM

Rationale

Evidence is recent, cross-platform and screenshot-ready, but limited to a 8-week window and to materials supplied by the client; no independent web/press corroboration conducted.

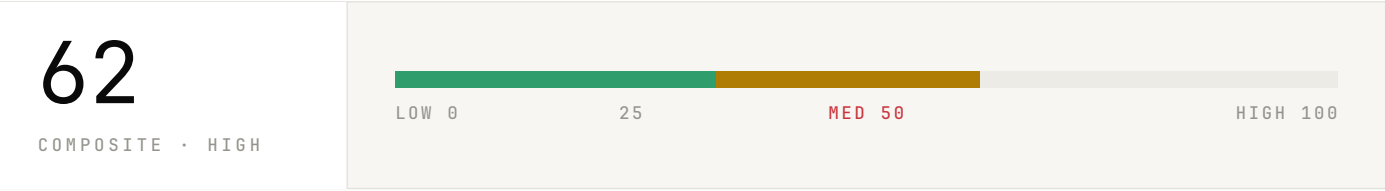
Data gaps

- No visibility of earlier years' posts which could either worsen or dilute patterns.
- Identity, employment and local-media presence not verified independently.
- The six referenced web articles were not available for content analysis.
- Audio/video content and private groups were out of scope.

Caveats

- OCEAN personality outputs are indicative only and not used for scoring decisions.
- Some PII listed in the PDF may not be publicly posted; treat as intake data unless verified.
- Risk-scoring indicators in Monitoring Triggers are calibrated for political-candidate context and are conservative to reflect selection-stage sensitivity.

Final Intelligence Judgement



In its current state, Marcus Bennett’s footprint fails the ‘disciplined and electable’ test. The pattern of personal attacks (including on LinkedIn), graphic imagery, and a small set of judgement flags (alcohol boast, profanity, self-harm-flagged post) gives opponents multiple fast, visual lines of attack. With aggressive remediation and an immediate pivot to a service-first, locally grounded narrative, he can regain control — but until that work is completed and visible, selection and general-election resilience remain high-risk.

Decision implications

Prioritise digital clean-up and narrative control before any public selection step. Delay launch events and major media until the website, pinned posts, and content code are live and the worst posts are removed. Prepare holding lines for predictable media questions.

MONITORING RECOMMENDATION

Daily monitoring for 30 days on insults/gore keywords and LinkedIn conduct; weekly thereafter. Immediate escalation if any of E7–E15 resurface or if local media request comment on ‘temperament’ or ‘graphic content’.