



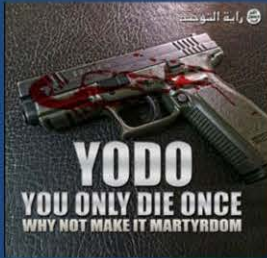
Coordinating Responses to Using Social Media to Counter Violent Extremism

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National Counterterrorism Center (NCTC), Washington, D.C.

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ISIL's Use of Social Media



- Used to spread their message and to recruit
- Largest online effort of any terrorist group
- Tailored messaging to localized and global audiences
- Online supporters actively spread violent extremist messaging

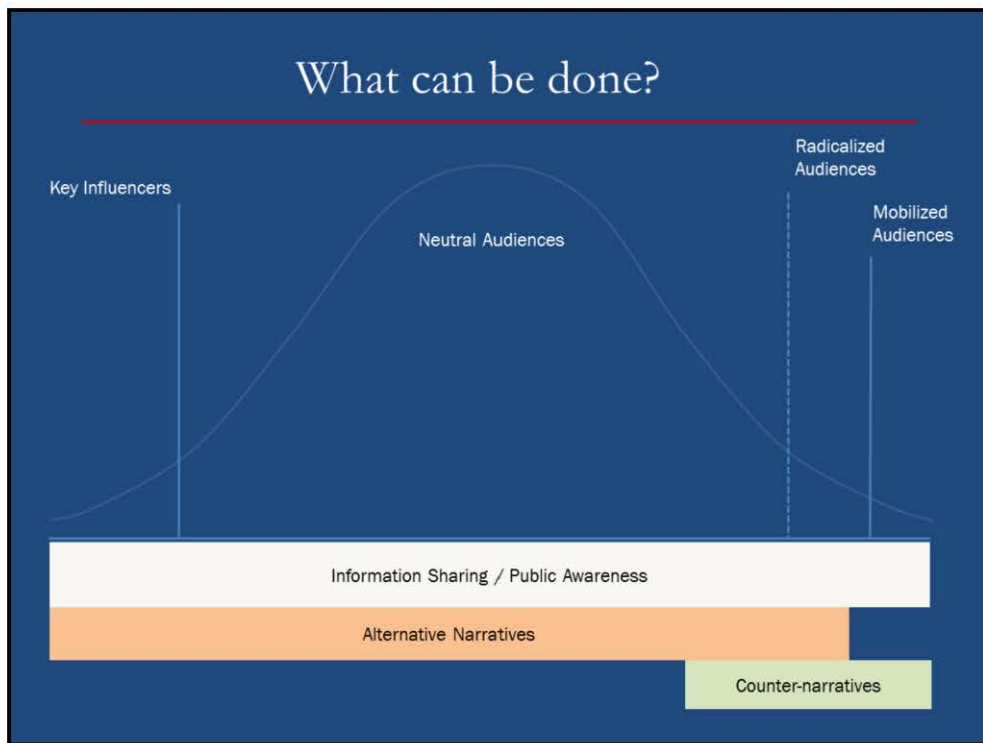
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Social Media as a Force Multiplier

Sophisticated use of Twitter, Facebook, Instagram, Kik, Ask.fm, WhatsApp, Tumblr, Flickr, Snapchat



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What can be done?

Counter /Alternative Narratives

Information-Sharing

Catalyze Non-Governmental Solutions

Challenges

Scalability

Identifying/Supporting Key Programs

Funding

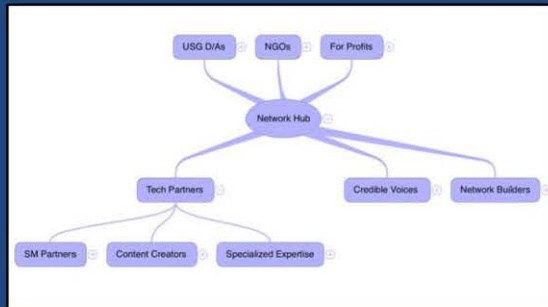
Increasing collaboration

Response

- COORDINATED Government Response
 - Counter messaging
 - Policy
 - Follow through
- Private/tech sector/academia initiatives
 - Creative, innovative, timely solutions
 - Able to operate outside of USG confines
 - Able to address the theological aspects
 - Seen as “credible voices”

Enabling Partner Capacity

- Major SM Companies
- Silicon Valley Partners
- Content Creators
- NGOs
- Former Extremists





2

Hi everyone and thank you for the opportunity to speak with you today. I look forward to sharing one creative approach to countering violent extremism our organization, EdVenture Partners is currently implementing **as a second year program** on 45 different universities in the U.S., Canada, Europe, North Africa, the Middle East, Australia and Asia.

Peer To Peer or P2P is a true public/ private sector partnership with inter-agency collaboration between the White House National Security Council, U.S. Department of State, U.S. Department of Homeland Security, the National Counterterrorism Center and the Combatting Terrorism Technical Support Office or CTTSO within the Department of Defense. And we are also very pleased to announce that recently, Facebook has joined P2P: Challenging Extremism as our technology partner and is generating lots of excitement with Millennials as you can image.

Back story...to lend a bit of context to how P2P came to be.

So, this initiative was developed to halt the digital momentum - and - contest the on line space effectively being manipulated by ISIL and other extremist groups – **by enlisting the help of young digital experts around the world**. And it does so using a strategy that is particularly effective with these digital natives, and that is a peer-to-peer, social media strategy, with the rationale being quite simple, “Who better to develop anti-extremism campaigns and counter narratives than the very same audience extremist are trying to recruit?”

In order for this global university youth initiative to take place and work, we have to receive the approval of university presidents, deans and faculty to bring P2P into their classrooms and onto their universities. And, I am happy to share, it is very exciting to witness the positive support and enthusiasm P2P has generated within higher education with university administrators, faculty and college students around the world who are standing shoulder to shoulder with us to **navigate** trans-national security issues like countering violent extremism.

So here is the APPROACH of our Academic Partnership model.

The Approach

University students, while enrolled in a class and earning academic credit, **activate** and **implement** social media and digital campaigns to counter the online presence of extremist groups

- ❖ Research a defined target audience, create a plan, then activate customized social media and digital campaigns using a \$2,000 USD budget over the course of an academic term

2

So, agreeing that university students, digital natives born between the Early 1980's to Early 2000's – and even the newest generation, Generation Z ---- **are more comfortable with ----- and have a better understand of technology and viral concepts than government or even Madison Avenue**, the program tasks students while enrolled in a class and earning academic credit, to develop a social media campaign to counter the on line presence of extremist groups

(READ BUT PARAPHRASE)

At bullet:

◆ One of the first things they do is perform research by selecting one of four target audiences for their campaigns: the at risk, the (SM) silent majority, and the (UP) uncommitted populations whom the later in particular, research indicates can have propensity to radicalize **as they explore options** in their (ISP) identity searching phase; the other target audience are civic minded university students who will galvanize around important social issues of the day and as you will see, are effective in mobilizing movements against extremism

This approach STRIKES THE RIGHT BALANCE between STRUCTURE -- and CREATIVITY....

With structure, this is a process driven curriculum model, facilitated by full time faculty who teach a variety of appropriate courses such as marketing, advertising, social media, international relations, human rights and other courses I'll share you with shortly. And as students are earning a grade, they are compelled to do a good job! There is also full time EdVenture Partners management throughout the course of the term using a technology platform called Basecamp. Most of the time, the project will be embedded into the syllabus and becomes the focus of the term representing between 40 and 100 % of a students' grade. (SYLLABUS)

The best part, however, is how this approach inspires creativity - It is incredibly exciting to empower and challenge university students from around the world to develop campaigns and social media strategies against extremism, propaganda and hate speech that **THEY** come up with, ones that **THEY** believe are best suited to address the challenges of extremism and hate speech in **THEIR** countries and communities, and to address the objectives of the program that are credible, authentic and believable to **THEIR** peers...instead of from a baby boomer.

Put simply – it is the power of the Peer to Peer approach.

What Students Do

- ✦ Become a social media agency
- ✦ Read the Project Brief and safety protocols
- ✦ Utilize NCTC resources and research links
- ✦ Conduct primary research
- ✦ Develop strategy and creative campaigns
- ✦ Submit to EdVenture Partners for review
- ✦ Implement and execute social media strategy
- ✦ Analyze campaign for effectiveness
- ✦ Submit a report outlining the campaign and results
- ✦ Top teams compete in D.C. in front of inter-agency panel

2

So let me tell you what is happening right now in every one of the 45 university classrooms that is doing the P2P: Challenging Extremism initiative. Just going to give you the high notes.

- First, a P2P class size ranges from 10 at the low end to about 40 with the sweet spot for P2P being between 15 – 25 students. The class forms into a real social media agency: there is an account director, and then a research, social media, budget, strategy, technology, public relations departments. Everything that happens in a real agency happens in this class.
- They read the Project Brief, which is like the cookbook or a set of blueprints for the project and provides the ‘how to’ as well as objectives and measurements of success. They also have access to over 1,000 pages of information provided by the NCTC as secondary research. We also require students to read and follow all safety protocols when using the net as given to us by the NCTC and Department of State (CSCC) Center for Strategic Counterterrorism Communications.
- By around week 5 **after completing their research and brainstorm campaign ideas**, they present their campaigns in the form of a Creative Brief: our role here is as quality check (SHOW A CREATIVE BRIEF) Narrative, rough budget breakdown and sample creative executions.
- Then, we cut them a check for \$2K and they bring their campaign to life: They stand up their campaign over the rest of the semester. Once you give students money to implement a campaign, it changes the dynamics of learning and this is the DNA of the program. This is much more than a thinking exercise. This is a “doing exercise” so during the rest of the semester, the students and their campaigns are pushing back on extremism.
- On December 11 each university will submit no more than a 40 page PPT final report, that recaps and benchmarks their campaign against 8 different measurements of success for the students and we put all 45 PPT submissions through First Round Judging **to determine the strengths and merits of each campaign**. Then we go through the top 15 or so highest scoring campaigns in what I will call a “spirited and feisty” review session to determine which teams will be packing their bags for Washington.



Thank you!
