GEC's Anti-Recruitment Campaign

Overview:

In September 2016 the Global Engagement Center will conduct a month-long global campaign aiming to disrupt Da'esh's brand and reduce its recruitment efforts. The GEC and its partners will develop and disseminate content that will highlight the experiences of Da'esh former fighters, and use as an anti-recruitment tool.

Goals:

1- Influence fence sitters to reject Da'esh narratives/recruitment efforts to decrease Da'esh pool of recruits and of local violent extremists.
2- Mobilize a public-private network to amplify Coalition counter-ISIL messaging narratives and content.

Objectives:

1- Discredit Da'esh's narrative with GEC/Coalition narratives and themes to reduce Da'esh's ability to recruit at risk audiences.
2- Disrupt Da'esh's access to at risk audiences by inserting GEC and partner messaging content onto specific social media platforms to degrade Da'esh's recruitment activities.
3- Motivate and enable at risk audience family and community actions to influence at risk audiences not to join Da'esh.
4- Enable and support non-USG partner efforts on social and traditional media to discredit Da'esh narratives and disrupt recruitment activities.
5- Mobilize and synchronize USG efforts to disrupt and discredit Da'esh recruitment activities.

Target Audience:

Vulnerable communities in: Tunisia, Morocco and Saudi Arabia, including their family members, friends, influencers and key community communicators.

Topline Narratives:

1- Some fighters join because Da'esh claims to be the defender of Muslims. In reality, it is massacring them, including Sunnis, whom they claim to protect.
2- Many fighters joined Da'esh to help individuals they viewed as suffering, only to become disillusioned once they realize they exacerbated the situation and hurt more people.
3- Upon arrival to the so-called "caliphate" most foreign fighters immediately begin to miss home once they realize the lands of Da'esh are not what their recruiters claimed it would be

Analytics:

Analytics will provide the following:

1- **Campaign Strategy Advising:** Suggestions regarding tactics to further expand the reach of the campaign.
2- **Pre-Campaign Audience Research via Social Media:** trending hashtags, possible points of discussion, size of existing conversation, etc.
3- **Campaign Monitoring:** Weekly updates on the ongoing campaign will include trending hashtags, top performing content, analysis of GEC and campaign partners' performance metrics, and any possible reactions from the opposition, website metrics (if available).
4- **Post-Campaign Summary Report:** In-depth analysis of the performance of the campaign will include overall performance metrics, analysis of possible measures of effectiveness and whether campaign goals were met, review of partner participation, lessons learned for the next campaign.