

RELEASE IN FULL**CSCC Messaging on Libya**

Over the next 30, 60, and 90 days, CSCC will employ the following strategy on its messaging on Libya:

- DOT Arabic will increase its curation and production of content on Libya. It will also increase its dissemination of messages on social media platforms.
- Message Development will craft Thematic Guidance documents on Libya on the following themes:
 - Coalition military operations that have destroyed DAESH targets, and eliminated leaders in Libya. (This thematic guidance will be written in both English and Arabic, as a test run).
 - Emphasizing that DAESH are foreigners who are trying to take over Libya.
 - Amplifying stories of local resistance to DAESH, thereby denying the fighters a safe haven.
 - Highlighting stories of Coalition strikes that have destroyed DAESH's oil infrastructure, thereby denying them access to oil revenue.
- Operational Impact:
 - Undermine Command and Control
 - Disrupt Ops Planning
 - Denial of Safe Havens
 - Diminish the appeal to Recruits
 - Deny access to revenues
 - Increase Local resistance
 - Acknowledge that Libyans are united against DAESH
- CSCC's Partners in Messaging on Libya:
 - CENTCOM
 - AFRICOM
 - SECI
 - NEA