



RELEASE IN FULL

# CSCC Digital Outreach Team: CVE Messaging Program

January 2016



# Agenda

Overview

Metrics

Counter ISIL Themes

Case Study: Paris Attack

DOT Platforms

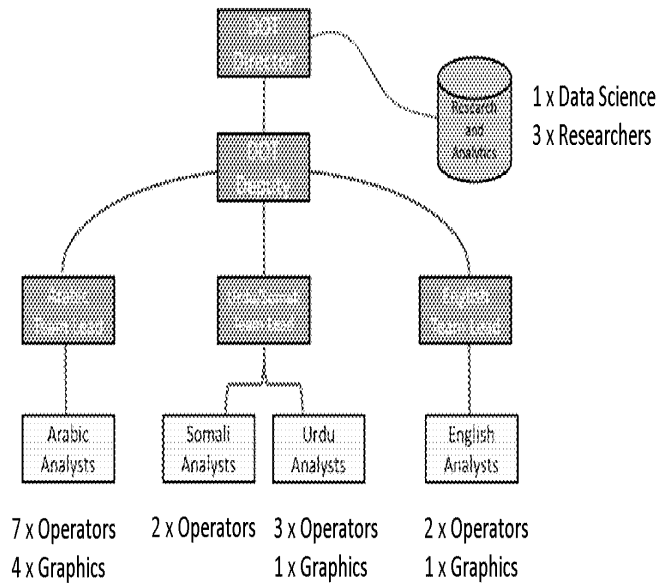
Summary

# DOT Overview

## Mission

The Digital Outreach Team acts as the messaging arm of CSCC to undermine violent extremist propaganda. The team uses attributed engagements with text, graphics and video to contest the space, redirect conversations and unsettle the adversary.

## Structure



## How DOT Operates

- Overt, attributed to US Department of State.
- Currently operating in four languages (Arabic, Urdu, English, and Somali).
- Counter terrorist propaganda via social media platforms (Forums, Facebook, Twitter, YouTube, Instagram, Vine).
  - Contesting the space
  - Redirecting the conversation
  - Unsettle the adversary
- Quality vs. Quantity

## Data Analysis

- Utilizes data to influence CSCC messaging:
  - Best Time of Day to Post
  - Optimum Number of Posts per day
  - Narrative analysis within target communities
  - Optimum post/video length
  - Influential hashtags vs. active hashtags
  - Most effective content types
- DOT measures its impact through Adversary Reactions.
- Social Network Mapping



# Geographic Focus



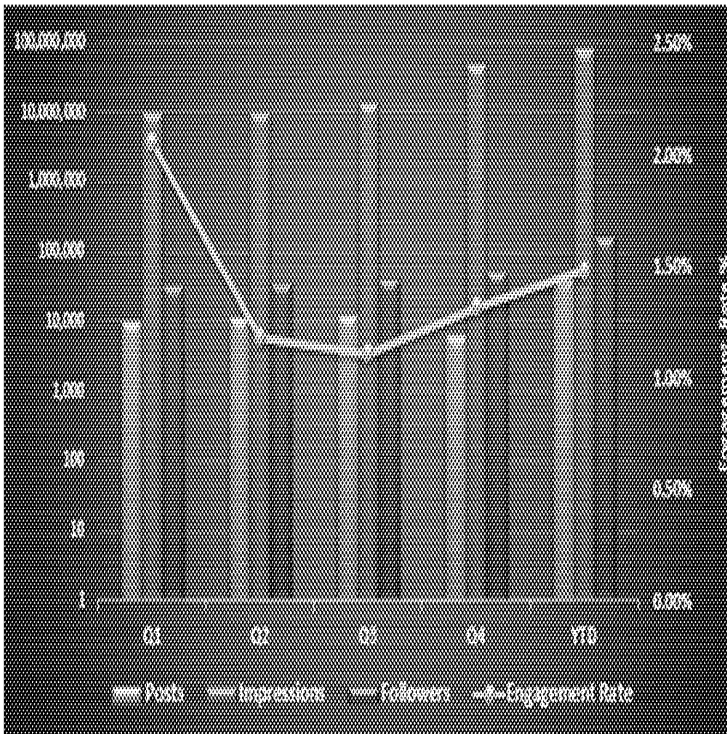
- Daesh and its affiliates in Syria and Iraq
- TTP, AQ and affiliates and allies in Pakistan and Afghanistan
- Al-Shabaab in the Horn of Africa
- AQ in the Arabian Peninsula
- Daesh / AQ in the Maghreb; Boko Haram in Nigeria
- Western Diaspora

# Metrics – Target Audience Impact & Exploratory Data Analysis

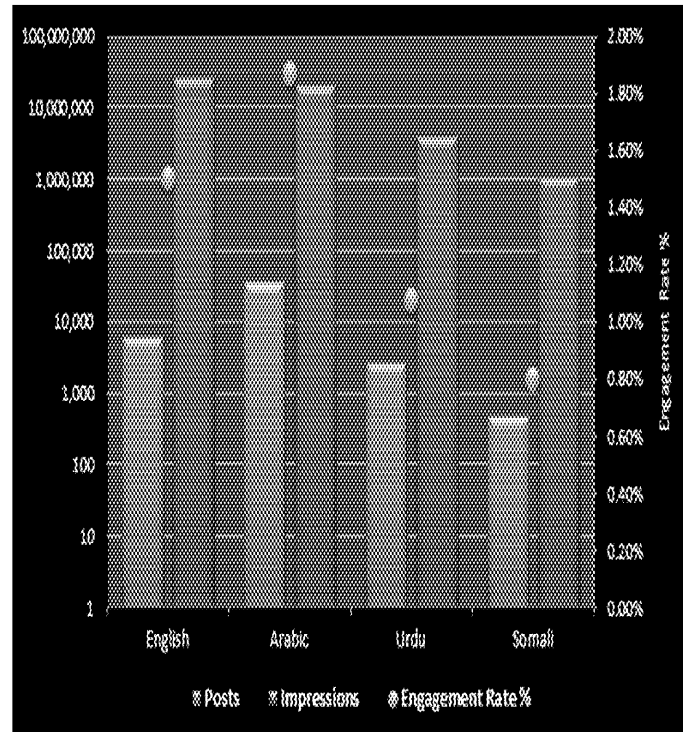
- CSCC measures its impact through two methods:
  - Adversary reactions
    - Anecdotal
  - Social Network Mapping
    - Displays whether CSCC properties are close to relevant conversations/communities or simply “shouting into the dark.”
    - This is done on a quarterly basis by our interagency partners, due to current privacy restrictions.
- Using data to influence CSCC messaging:
  - Best Time of Day to Post
  - Optimum Number of Posts per day
  - Narrative analysis within target communities
  - Optimum post/video length
  - Influential hashtags vs. active hashtags
  - Most effective content types
  - A/B message testing on themes and cultural or behavioral factors
  - Audience segmentation

# DOT Twitter Metrics – Jan through Dec 2015

DOT Metrics by Qtr

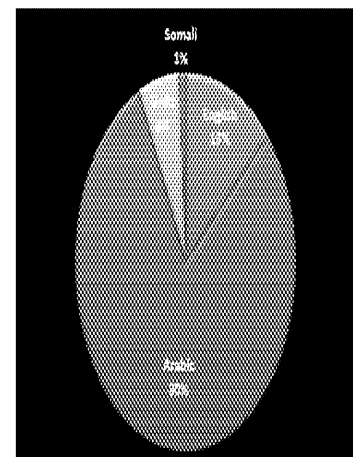


Team Metrics



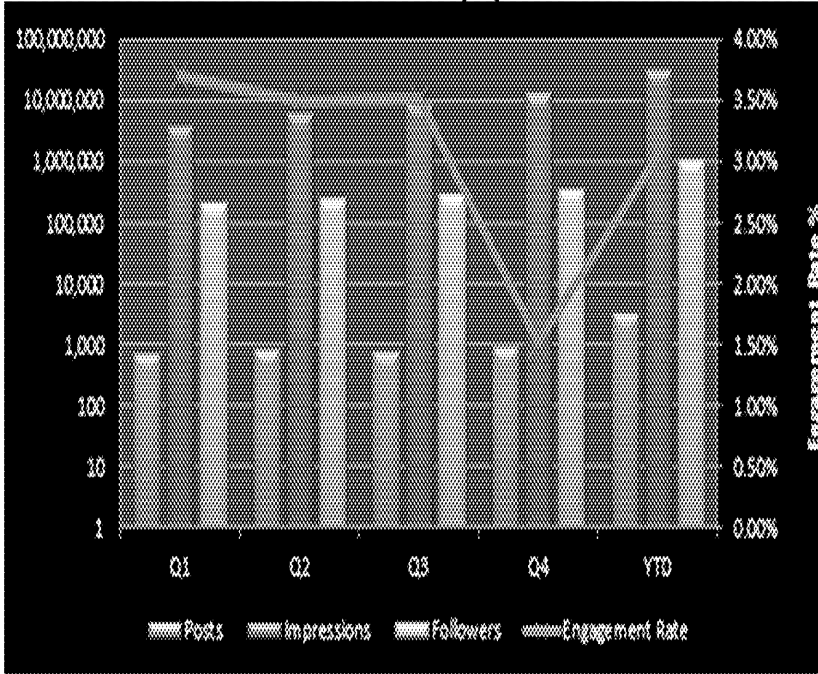
Content Breakdown

- Language: Arabic, English, Urdu, Somali
- Region: Middle East, Central Asia, Horn of Africa, Europe
- Platforms: DSDOTAR, DigitalOutreach, DOTArabic  
USDOSDOT\_Urdu, USDOTSomali, ThinkAgain\_DOS

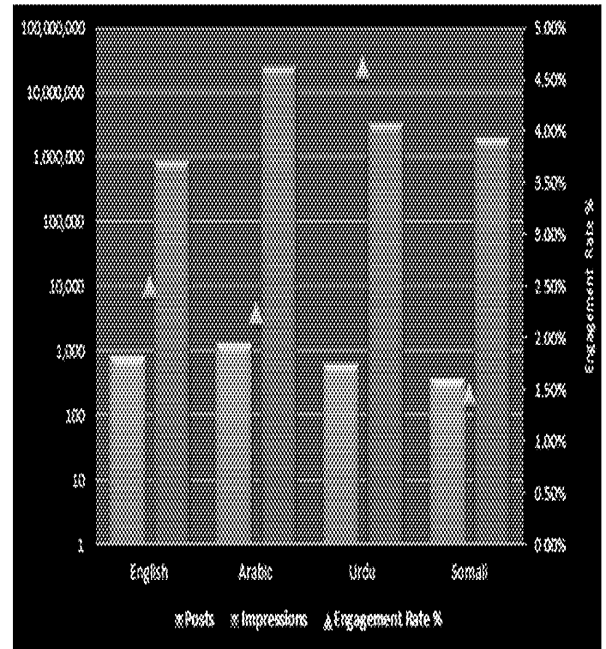


# DOT Facebook Metrics – Jan through Dec 2015

DOT Metrics by Qtr



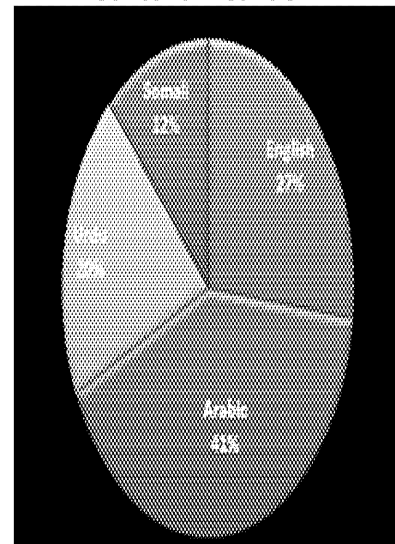
Team Metrics



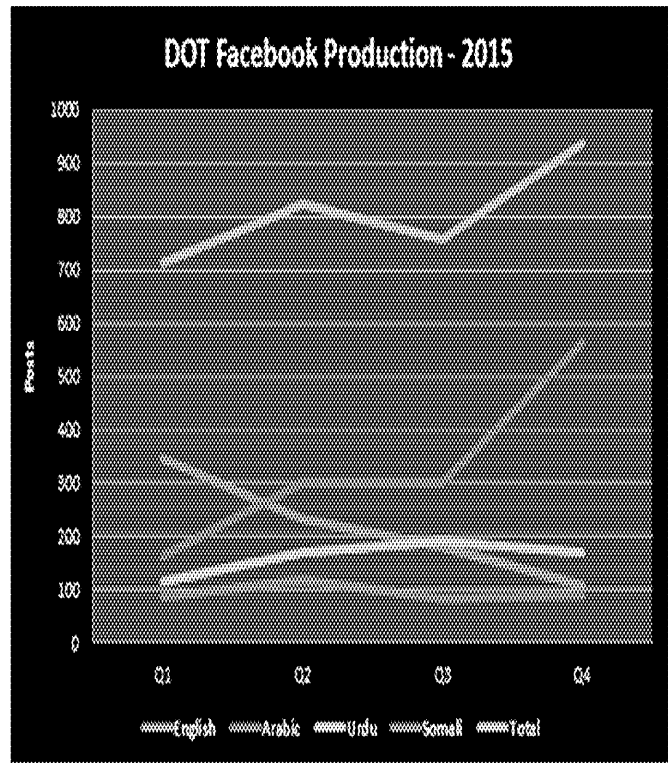
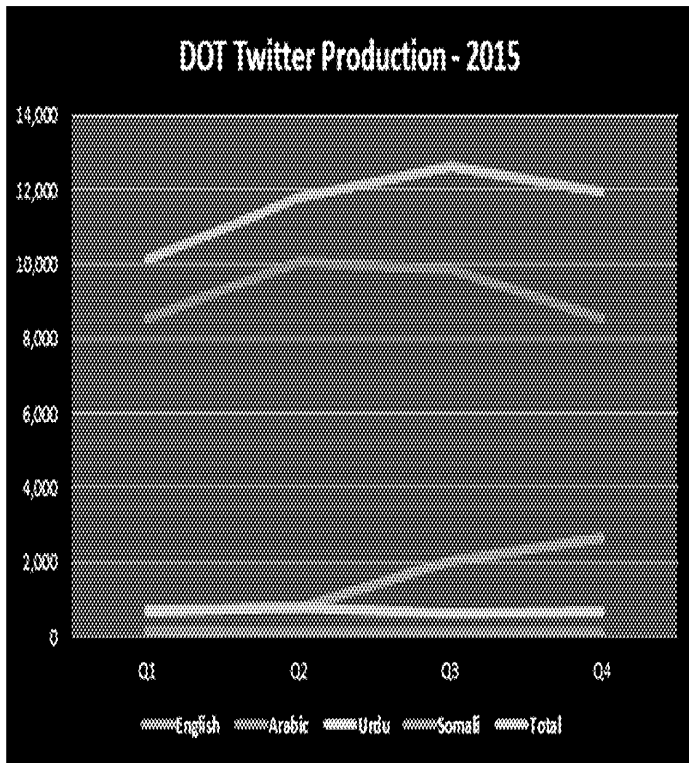
Note 1. Between April-Sep the Urdu team was able to capitalize on Pakistani anger over internal terrorist attacks.

- Language: Arabic, English, Urdu, Somali
- Region: Middle East, Central Asia, Horn of Africa, Europe
- Platforms: DigitalOutreachTeam, Hunna, USDOTUrdu, USDOTSomali1, ThinkAgainTurnAway

Content Breakdown



# DOT Facebook Production Metrics – Jan through Dec 2015



- English Facebook production dropped because resources were shifted to Twitter
- Somali Facebook production dropped because of summer vacations (2 person team) and the gap between the lose of an analyst and the arrival of his replacement



# Extremists Unsettled by DOT Operations "MOE"

**Twitter – April 2015**

"A message to the American digital outreach team who thinks that we do not have our eyes on him and know that he is following us."

**Forum - Urdu Mehfil – Nov 2014**

"I cannot understand this guy. He is so diligent on Urdu Mehfil that every time someone mentions America – he always jumps in. I don't know what kind of "checks" they have installed on this forum. I think they must have created a search application that has automated the process of searching the relevant material for them."

**Forum - Wired Pakistan Forum – Oct 2014**

"Brothers, these traitors and sons of traitors (DOT) and professional puppets sell themselves for pennies. They falsely claim to be Muslims.

I swear, whenever I get in touch with a Taliban the first thing I am going to ask him to do is to "halal" (behead) this Fawad Digital – He has given us so much grief."

**Twitter – Nov 2013**

DOT challenged TTP supporter who tweeted that the U.S. is responsible for continuing bloodshed in Pakistan. After another TTP supporter replied, a reader jumped in to condemn TTP atrocities.

@khorasan313 عبد الرحمان  
 @pak\_taliban @USDOSDOT\_Urdu @aburumaysah1403 ہے گناہ کا پوری انسانیت کا قتل ہے یہ تمہارا عقیدہ ہے



# Counter ISIL Themes

# Killing Muslims/Atrocities

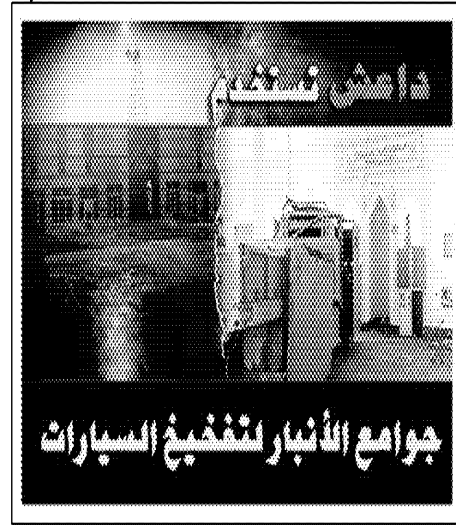
## Facebook November 2015:

When everyone is silent, one voice becomes powerful: empower the women who were abused by Daesh everyday by being their voice: Say No to violence against women, say no to Daesh (*Daesh systematically abuses Muslim women*)



## Twitter December 2015:

Even mosques sanctity can't escape from Daeshies' depravity and evil.



## Facebook August 2015:

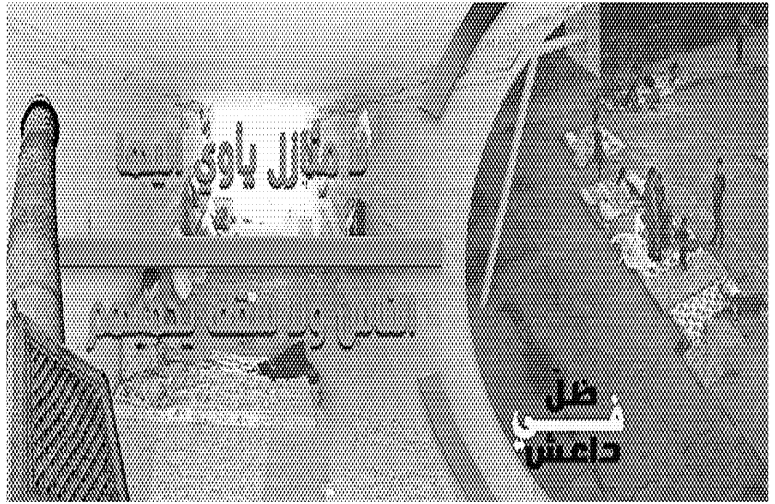
The best people in Mosul – tribal sheikhs, Imams, military, police officers, journalists, and civil servants – were all serving their city and were all killed by criminals and mercenaries brought in by Al Baghdadi. The deeper Daesh sinks into its criminal acts, the closer it gets to its end. Dawn comes after the darkest hours of the night. #2070\_martyrs



# Governance

## Facebook Dec 2015:

Families with no shelter to protect them from the heat of the summer or coldness of winter while the so-called Abu Baker Al Baghdadi and his puppets are sleep with full stomachs and live in luxurious palaces !



## Facebook Dec 2015:



Daesh has turned math classes into field of war and math exercises are now revolves around IEDs, suicide attacks and weapons ! Welcome to Daesh's educational system which turns schools into death camps !

# Battlefield Losses

## Facebook November 2015:

On the same day that terrorism struck in Paris, the news also came out that Daesh butchers were killed in an American air plane strike in Raqqa, ISIS commander in Libya was killed in another American air strike, and Sinjar was liberated and was cleared from Al Baghdadi criminals. Ultimately, we will defeat Daesh and all who share their despicable ideology, and we are on the course to do so

## Facebook November 2015:

Al Baghdadi brought nothing but havoc and destruction to the cities. He brought death, murder, and hunger to its inhabitants. This all what the alleged Khalif of Daesh promises.



## Twitter August 2015:

International coalition aircraft targeted 10 Daesh leaders in the South of Iraq  
(U.S. jet fighters take off to bomb Daesh terrorists)



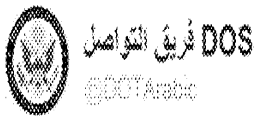
# Infighting

## Twitter December 2015:

#Shabaab continues to fight defectors to #ISIS states killed speaker/leader in this video named bu Nu'man al-Yintari



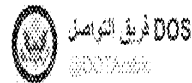
Twitter June 2015: The terrorist gangs from Daesh and Al Qaeda are fighting among themselves for power, but both are rejoicing and cheering as they destroy Libya and kill its people



MujKk69@ عصابات الارهاب من #دايش و#القاعدة يتقاتلون فيما بينهم من اجل السلطة لكن كلاهما بفرح وبهليل وهم يدمرون #ليبيا ويقتلون اهلها #بنغازي

## Twitter July 2015:

The internal fighting among terrorists is proof they are fighting for power and not to defend Islam - as they falsely claim.



@owaisaliby الاقتال الداخلي بين الارهابيين دليل على انهم يتقاتلون من اجل السلطة وليس كما يدعون كذبا للدفاع عن الاسلام #دايش #تنظيم الدولة

# Defector Stories

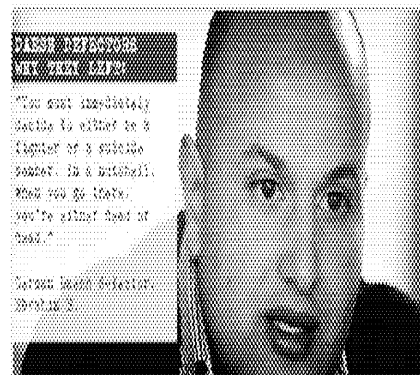
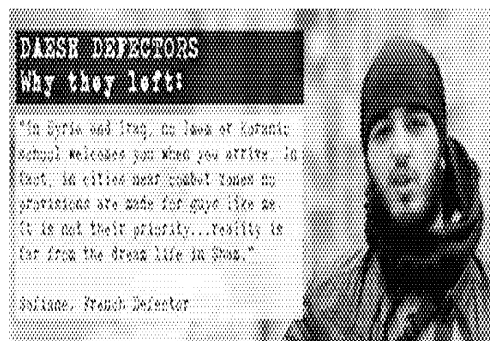
## Twitter/ Facebook August 2015:

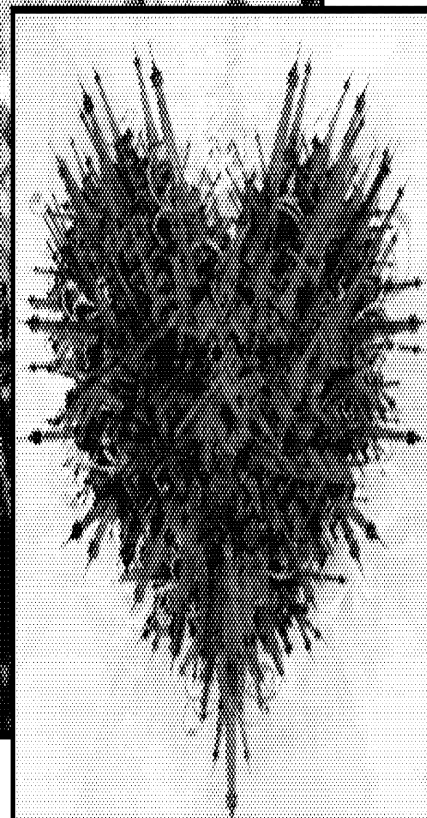
4 new videos added to the Daesh Defectors playlist on YouTube



## Twitter August 2015:

Three banners used on Twitter

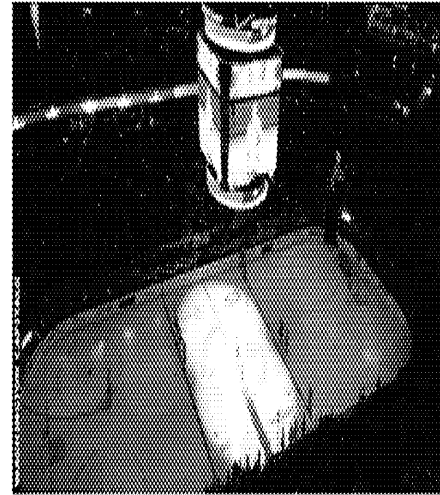
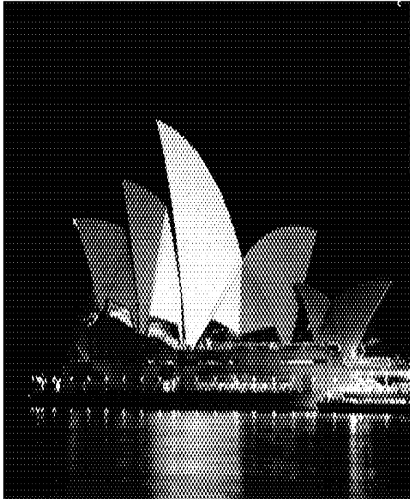








# Paris: In words



DOT Facebook Post:

<https://www.facebook.com/DigitalOutreachTeam/posts/10156330530560637>

**Translation:** Cities around the world express their solidarity with France and for standing against terrorism by hanging the French flag on its landmarks. Daash only succeeded in strengthening the resolve of the international community against a failed movement which has no value.

Type	Likes	Comments	Shares
photo	591	60	25

**Translated Comment to post:** Despicable and low world, they grieve over one class of people and ignore the other class. We are all against these shameful and low acts –

**However, do you remember a country called Iraq? It has been suffering from terrorism for years**

Twitter in English:

- Think Again Turn Away  
@ThinkAgain\_DOS Nov 14

Likes: 28 Retweets: 26

“National Hockey League paid tribute to #Parisattacks victims with colors of French flag.”

<http://goo.gl/TFv4Hz>

# Paris – Global reaction

## Arabic DOT example

U.S. Digital Outreach Team

November 14, 2015

مردود ثقافتی تیسری، ٹرانسپارنٹ اور کھلا ہے۔ وہاں ہم نے ایشیا، افریقہ اور جنوبی امریکہ کے لوگوں کو ملایا۔ ہم نے انہیں دیکھا کہ وہ کتنے خوش ہیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔



Like Comment Share

166 likes / 4 shares

## Urdu example response



ہم نے دیکھا کہ ہر جگہ پر لوگوں کی آنکھیں پھٹی ہوئی تھیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔

#ParisAttacks  
= Everyone loses their minds  
#LebanonAttacks  
= No one says a word  
#SyriaUnderAttack  
= No one wants to know about it  
#GazaUnderAttack  
= The world goes silent  
Shame on the world for being such hypocrites.  
Shame.

Comment to DOT on our Urdu page.

## Arabic DOT example

U.S. Digital Outreach Team

November 14, 2015

مردود ثقافتی تیسری، ٹرانسپارنٹ اور کھلا ہے۔ وہاں ہم نے ایشیا، افریقہ اور جنوبی امریکہ کے لوگوں کو ملایا۔ ہم نے انہیں دیکھا کہ وہ کتنے خوش ہیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔ انہیں دیکھا کہ وہ کتنے خوش ہیں۔



Like Comment Share

263 likes / 34 shares



# DOT Platforms

## Arabic



[www.twitter.com/dsdotar](http://www.twitter.com/dsdotar)



[www.youtube.com/statedepartment](http://www.youtube.com/statedepartment)



[www.facebook.com/DigitalOutreachTeam](http://www.facebook.com/DigitalOutreachTeam)



[www.twitter.com/digitaloutreach](http://www.twitter.com/digitaloutreach)



[www.picasaweb.google.com/1179406975721399](http://www.picasaweb.google.com/1179406975721399)



[www.twitter.com/dotarabic](http://www.twitter.com/dotarabic)



[www.vine.co/?u/1025403311101165568](http://www.vine.co/?u/1025403311101165568)



[www.vimeo.com/digitaloutreach](http://www.vimeo.com/digitaloutreach)



[www.instagram.com/digitaloutreach](http://www.instagram.com/digitaloutreach)



[www.ask.fm/MalekFares](http://www.ask.fm/MalekFares)

## Somali



[www.twitter.com/usdotsomali](http://www.twitter.com/usdotsomali)



[www.youtube.com/usdotsomali](http://www.youtube.com/usdotsomali)



[www.facebook.com/usdotsomali](http://www.facebook.com/usdotsomali)



<http://goo.gl/MFPQPy>

## Urdu



[www.twitter.com/usdosdet\\_urdu](http://www.twitter.com/usdosdet_urdu)



[www.youtube.com/usdoturdu](http://www.youtube.com/usdoturdu)



[www.facebook.com/USDOTUrdu](http://www.facebook.com/USDOTUrdu)



<http://goo.gl/0K95E>



[www.vimeo.com/user17492595](http://www.vimeo.com/user17492595)



[www.dailymotion.com/usdoturdu](http://www.dailymotion.com/usdoturdu)

## English



[www.twitter.com/ThinkAgain\\_DOC](http://www.twitter.com/ThinkAgain_DOC)



[www.thinkagaintumaway.tumblr.com](http://www.thinkagaintumaway.tumblr.com)



[www.youtube.com/thinkagaintumaway](http://www.youtube.com/thinkagaintumaway)



[www.facebook.com/thinkagaintumaway](http://www.facebook.com/thinkagaintumaway)



[www.ask.fm/thinkagaintumaway](http://www.ask.fm/thinkagaintumaway)