



RELEASE IN FULL

CSCC Digital Outreach Team: CVE Messaging Program

December 2015



Agenda

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Summary



DOT Mission

The Digital Outreach Team messages online 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.

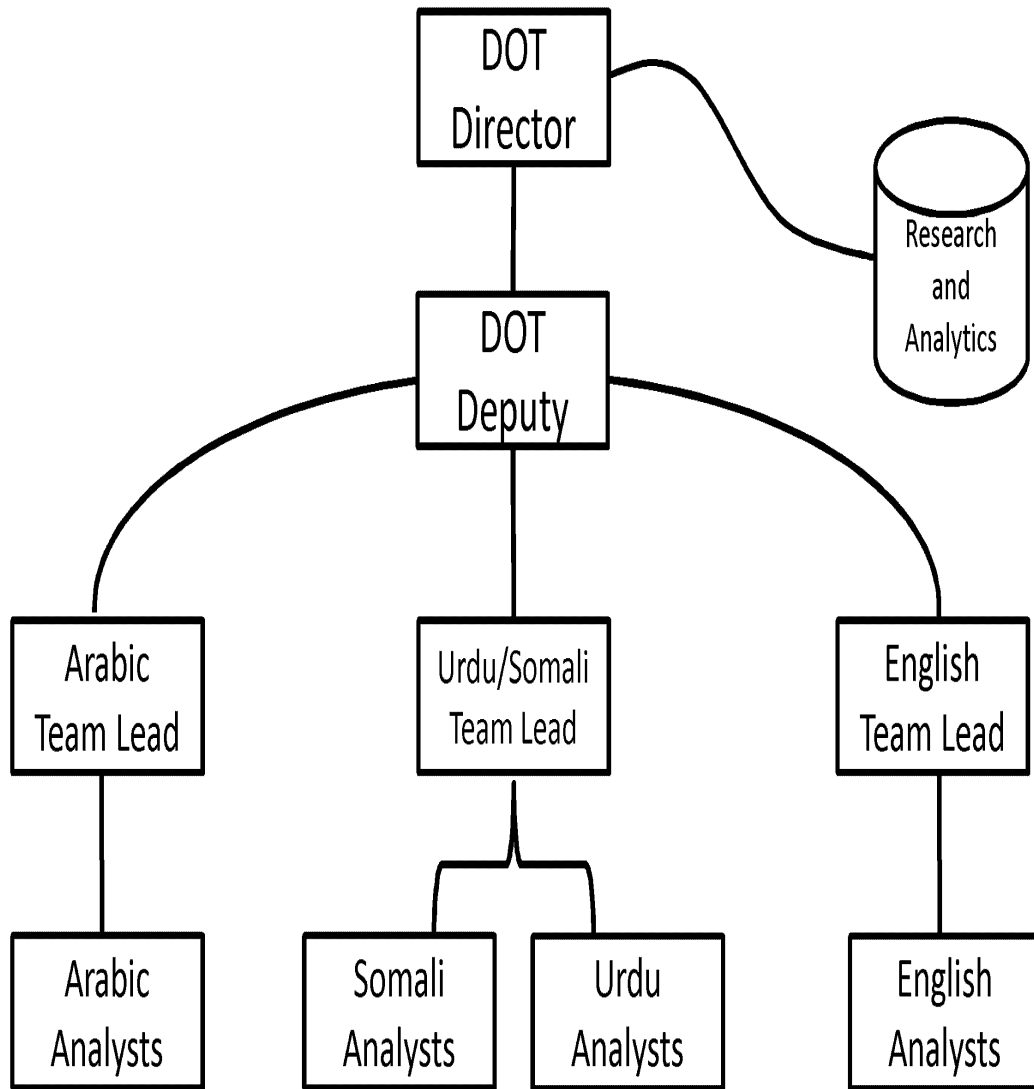
Production

Since 2011

- 45,000+ organic engagements (most in the form of texts and other posts)
- 210,650+ Facebook likes (Arabic, Somali, Urdu and English)
- 12,670+ Twitter followers (Arabic, Somali, Urdu and English)
- 1500+ posters/banners
- 400+ videos
- Over 80,000 tweets on 6 accounts



DOT Structure





Geographic Focus

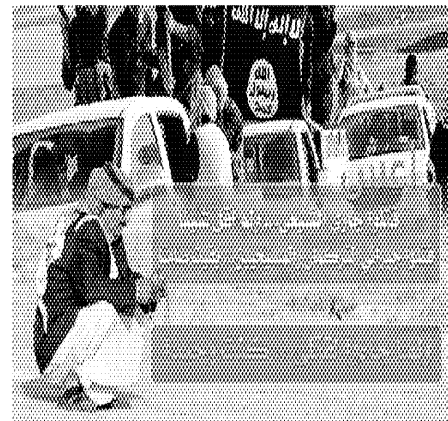


- Daesh and its affiliates in Syria and Iraq
- TTP, AQ and affiliates and allies in Pakistan and Afghanistan
- Al-Shabaab in the Horn of Africa
- AQ in the Arabian Peninsula
- Daesh / AQ in the Maghreb; Boko Haram in Nigeria
- Western Diaspora

How DOT Operates

DOT Operations

- 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



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

Metrics – Measures of Engagement

- CSCC engagement metrics combine standard metrics (Likes, Retweets, Significant Clicks)
- Provides a better picture of CSCC’s audience engagement.
- CSCC monitors its properties’ reach, impressions, and engaged users to determine if its content is reaching people or if platform algorithms are preventing CSCC content from being seen.
 - Research is underway to determine the effects of an increased daily output.
- CSCC monitors the performance of its partners’ properties for comparison purposes and in case there are lessons to be learned.

	Total Posts	Average Engagement Rate	Average Impressions	Followers	Average Follower Growth Rate
Twitter	3,043	1.79%	959,129	37,980	3.16%

	Total Posts	Average Engagement Rate	Average Impressions	Followers	Average Follower Growth Rate
Facebook	241	4.34%	448,792	236,565	0.94%

	Total Posts	Average Engagement Rate	Views	Subscribers	Average Follower Growth Rate
Video*	8	0.28%	7,735	7,757	0.22%

*Video platforms include YouTube, Vine, Vimeo, and DailyMotion

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 - 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.”

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.”

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

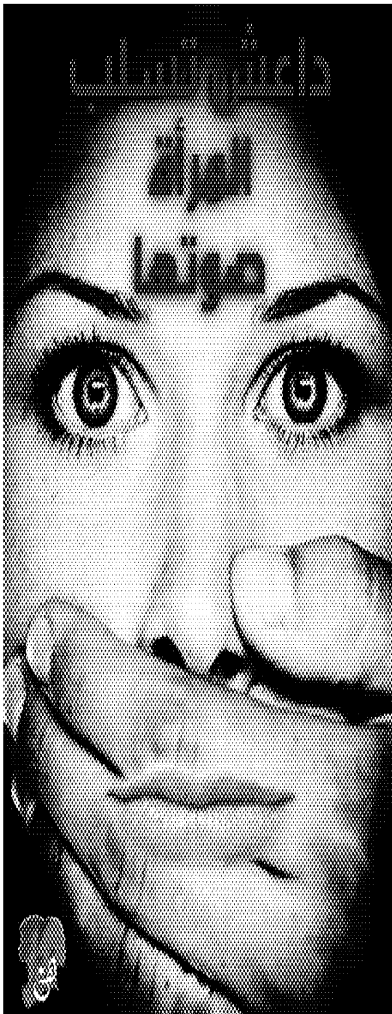


Counter ISIL Themes

Killing Muslims/Atrocities

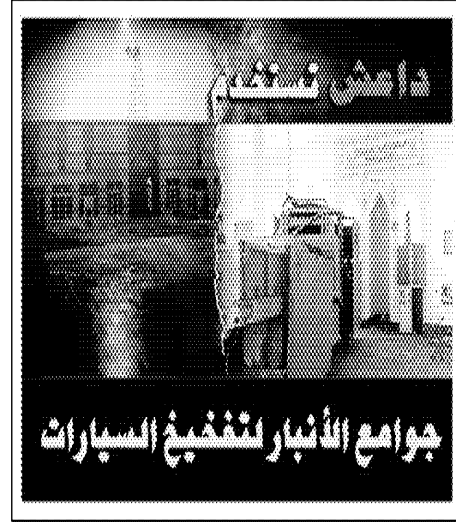
Facebook November 2015:

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 !



12/20/2013

13

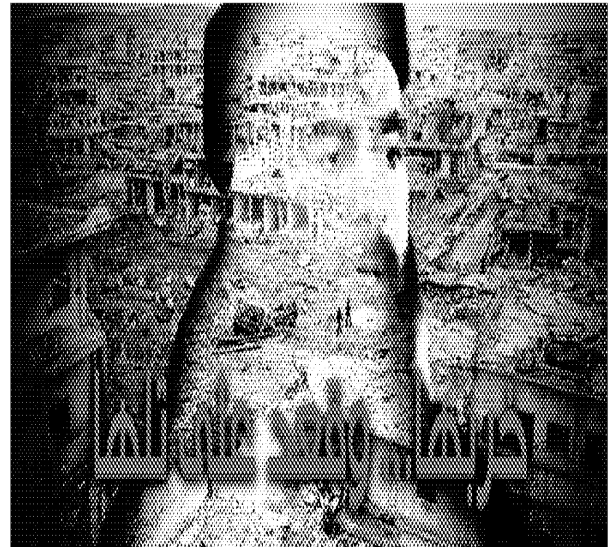
Battlefield Losses

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)



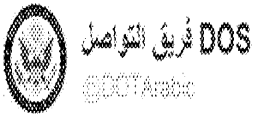
Infighting

Twitter December 2015:

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



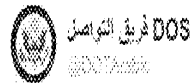
Twitter June 2015: The terrorist gangs from Daesh and Al Qaeda are fighting among themselves for power, but both are rejoicing and cheering as they destroy Libya and kill its people



MujKk69@. عصابات الارهاب من #داش 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.

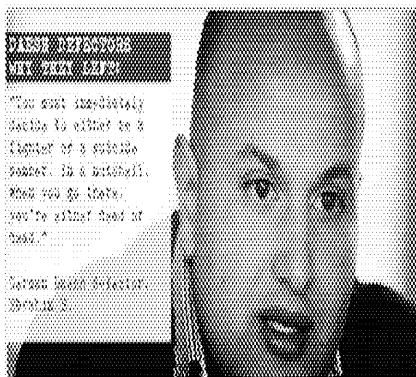
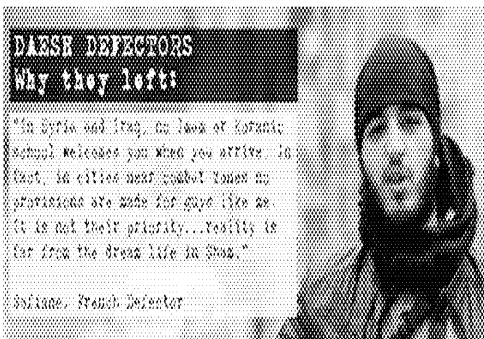


@owaisaliby الاقتال الداخلي بين الارهابيين دليل على انهم يتقاتلون من اجل السلطة وليس كما يدعون كذبا للدفاع عن الاسلام #داش #تنظيم الدولة

Defector Stories

Twitter August 2015:

Three banners used on Twitter

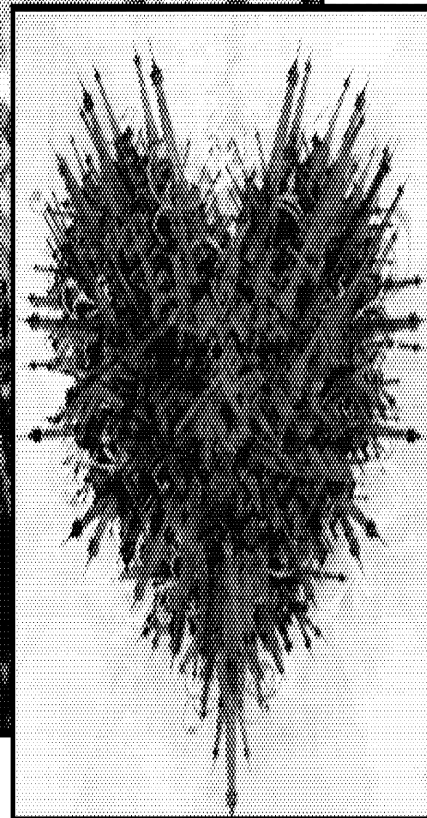


Twitter/ Facebook August 2015:

4 new videos added to the Daesh Defectors playlist on YouTube

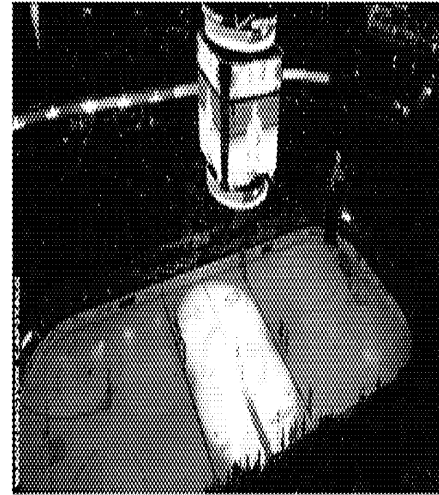
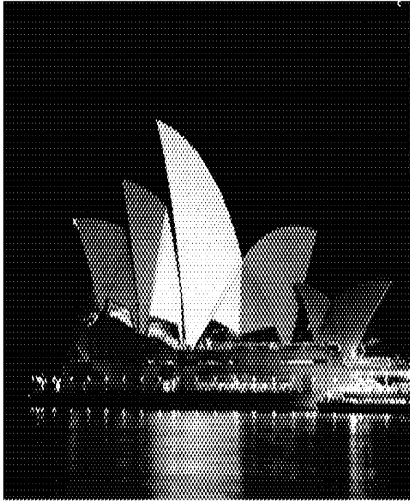


DOT Effectiveness Case Study





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.”

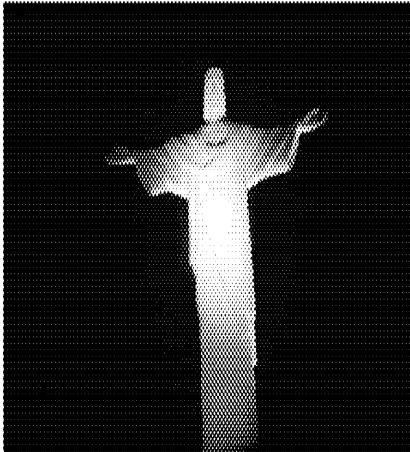
<http://goo.gl/TFv4Hz>

Paris – Global reaction

Arabic DOT example

U.S. Digital Outreach Team
Facebook post header in Arabic

Arabic text describing the Paris attacks and global reaction.



Like Comment Share

Engag Hassan, Emad Madani, and 162 others like this. 166 likes

4 shares

Comment by Yacoub Merzah: ...

Comment by Foad Nissan: ...

166 likes / 4 shares

Urdu example response



Urdu text describing the Paris attacks and global reaction.

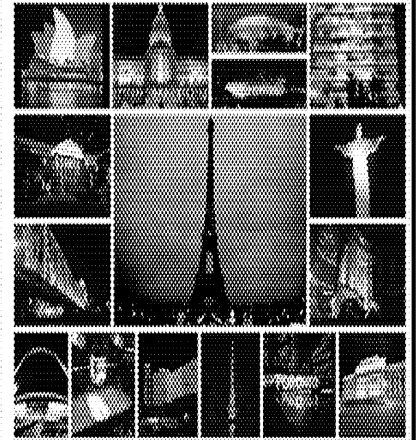
- #ParisAttacks = Everyone loses their minds
 - #LebanonAttacks = No one says a word
 - #SyriaUnderAttack = No one wants to know about it
 - #GazaUnderAttack = The world goes silent
- Shame on the world for being such hypocrites.
- Shame.

Comment to DOT on our Urdu page.

Arabic DOT example

U.S. Digital Outreach Team
Facebook post header in Arabic

Arabic text describing the Paris attacks and global reaction.



Like Comment Share

Singam Hassan, Chiraf Hassan, Hakeel-Ehsanul H. Zuber and 263 others like this. 263 likes

34 shares

Comment by Basil Zohady: ...

Comment by Faraz Ali: ...

263 likes / 34 shares

DOT Platforms

Arabic

-  www.twitter.com/dsdotar
-  www.youtube.com/statedepartment
-  www.facebook.com/DigitalOutreachTeam
-  www.twitter.com/digitaloutreach
-  www.picasaweb.google.com/1179406975721399
-  www.twitter.com/dotarabic
-  www.vine.co/?u/1025403311101165568
-  www.vimeo.com/digitaloutreach
-  www.instagram.com/digitaloutreach
-  www.ask.fm/MalekFares

Somali

-  www.twitter.com/usdotsomali
-  www.youtube.com/usdotsomali
-  www.facebook.com/usdotsomali
-  <http://goo.gl/MFPQPy>

Urdu

-  www.twitter.com/usdosdet_urdu
-  www.youtube.com/usdoturdu
-  www.facebook.com/USDOTUrdu
-  <http://goo.gl/0K95E>
-  www.vimeo.com/user17492595
-  www.dailymotion.com/usdoturdu

English

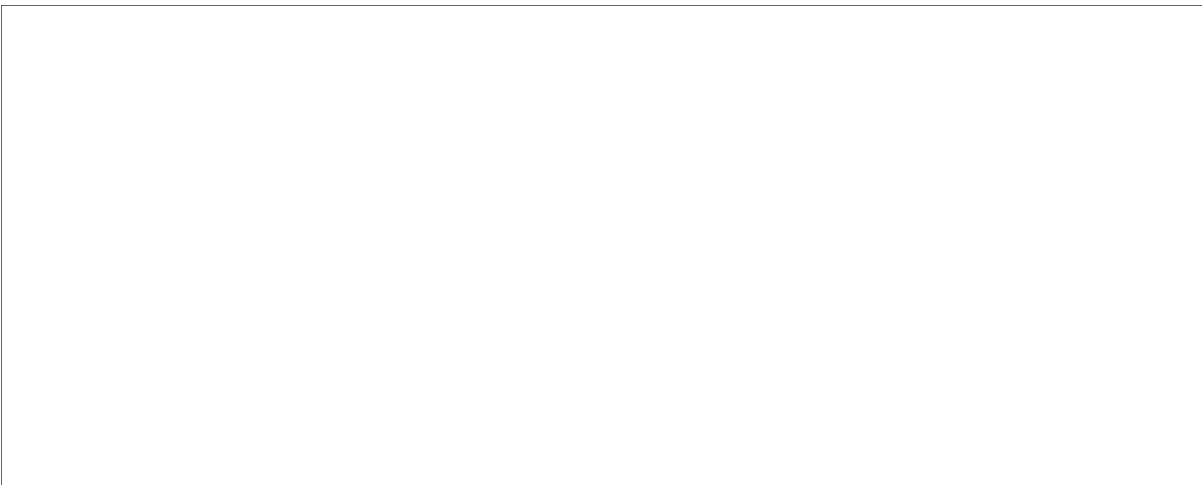
-  www.twitter.com/ThinkAgain_DOC
-  www.thinkagaintumaway.tumblr.com
-  www.youtube.com/thinkagaintumaway
-  www.facebook.com/thinkagaintumaway
-  www.ask.fm/thinkagaintumaway

Summary

The Digital Outreach Team continues to experiment with new methods and tools to further amplify its reach and improve the impact of its messaging. In addition, DOT is in the process of growing to include additional operators and a new language, Hausa, to further extend its reach to international audiences.

Defector Campaign Key Lessons Learned – DOT

1.



B5

2.

3.

4.

5. Using 4th MISO Group for printing posters worked well, both technically and with speed of production.

6. Coordination between DOT and the Message Development section steadily improved through the campaign.

7. DOT Arabic had limited traction on Twitter while DOT English had good traction. DOT Arabic had reasonable traction on Facebook.

8.



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