



RELEASE IN FULL

Digital Outreach Team

Making an Impact

April 2015

Metrics: Methodology

- Extremists complain about DOT, make threats or call for a response to DOT messaging.
- Parodies of DOT products.
- Acknowledgements that DOT engagements changed misconceptions.
- Others reusing our products.
- Banners and videos with high engagement rates.
- Facebook and Twitter Data

Extremists Unsettled by DOT: Arabic

Forum- Hanin Network Forums – Nov 2011

A forum member wrote that the DOT was introduced to discredit the mujahidin and jihadist thought. He then proposed that the forum administrators establish an experienced team to counter the DOT on this forum and on other websites where DOT was active.

Forum- Hanin Network Forums – Jan 2012

A forum member warned other members about how to identify and counter DOT and other agents. He wrote that “DOT agents were carefully chosen and know Arabic. They quote the Hadith, obscure Koranic verses, and the Sunnah. They raise doubts about the purity of jihad on a number of fronts of the Islamic Ummah.”

Facebook – Aug 2013

AQ supporter advised others not to interact with the DOT. “They were well trained with the end goal of sowing dissension among jihadists.”

Twitter - April 2015

A Daesh member warns other members that they should block a DOT account because he has gotten other Daesh accounts closed.

Translation: ISIS, The one responsible for closing our brothers' pages is @DSDOTAR Plz report and block @suhaibishere2

@SunnaRedline3 6m6 minutes ago

@suhaibishere2 الذي يقوم بإغلاق @DSDOTAR الرجاء التبليغ وبلوك إلى هذا القزم الإسلامية الدولة صفحات أخواننا في

Twitter and Forums – Jul 2013

Abd-al-lah Al Mutlaq posted that Daesh established a Twitter based media group – Al Battar Media Battalion - and that one of their primary targets is the DOT.

Forum- Ansar al-Muhahidin – Jun 2013

An article reports on a message circulated to numerous extremist websites warning them against the authenticity of writers on the Internet. A member cited DOT as an example of actors that served as “winning cards” that disrupted their information projects.

Forum- Ansar al-Mujahidin Network – Apr 2012

The Global Islamic Media Front posted a warning not to support the DOT which “has been tasked to distort Islam and insult the Mujahidin everywhere.”

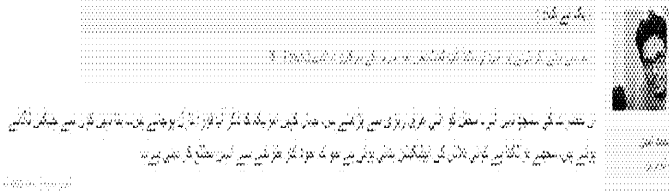
Forum- Ansar al-Mujahidin Network – Feb 2013

A forum participant posted a short article responding to DOT's questioning the objectives of the al-Nusrah Front. He wrote that “DOT was at war with the mujahidin and worked diligently to distort their imagine.” He urged other forum members to attack DOT.

Extremists Unsettled by DOT: Urdu

Forum - Urdu Mehfil – Nov 2014

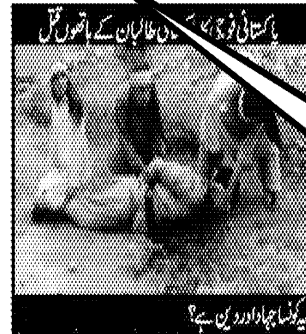
"I cannot understand this guy. He is so diligent on Urdu Mehfil that every time someone mentions America – he always jumps in. I don't know what kind of "checks" they have installed on this forum. I think they must have created a search application that has automated the process of searching the relevant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

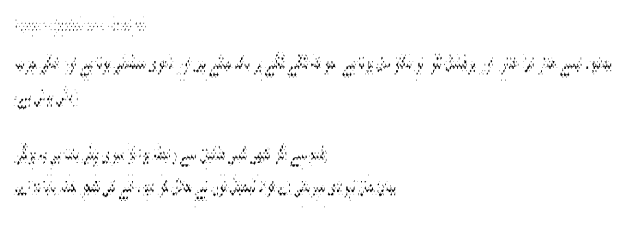


Is this your belief – Killing entire innocent humanity?

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."



Extremists Threaten DOT: Arabic

Twitter- Apr 2015

Translation: This is your fate we don't want heard your cries you dogs when we cut off your heads.

@maroco an 7m7 minutes ago

هذا مصيركم لانريد أن نسمع عويلكم أيها الكلاب عندما نقطف رؤسكم الرخيصة يا أبناء مقبرة تكريت#المتعة @DSDOTAR



Facebook – Feb 2015

Daesh supporter threatened to behead DOT Analyst.



Facebook – Nov 2014

Daesh supporter threatened to behead DOT Analyst after he posted about Dabiq 5.



Twitter – Apr 2015

Translation: ISIS to @DSDOTAR you are next.



Parodies of DOT Products

DOT Original

ISIS Parody- Mar 2015



Translation: For the strayed ones of Daesh – while the dogs are barking the caravan of humanity moves on.

DOT Original

ISIS Parody- Jan 2015



Translation: Who is most likely to win 2014 prize for gruesome atrocities against the innocent and helpless? Assad? Baghdadi? (altered to Obama? Or Bush)

DOT Original

ISIS Parody- Apr 2014

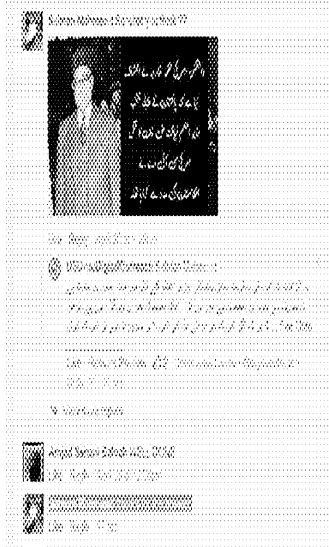


Translation: A gift to DOT

Reader Acknowledgement: Urdu

Facebook – Apr 2015

Salman who used to be very critical of DOT, thanked DOT for answering his question regarding the “murder of Pakistan’s first Prime Minister.”



Forum – Wired Pakistan – Oct 2014

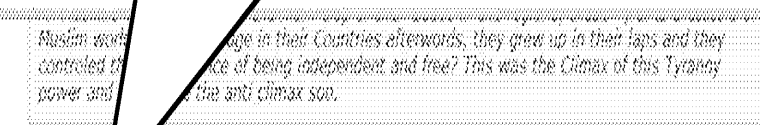
A commentator on Wired Pakistan claimed that no one involved in Gitmo scandal was punished. DOT’s response convinced him otherwise.



Forum – Friendskorner – May 2010

DOT arguments convinced a reader to advise a DOT critic to give up.

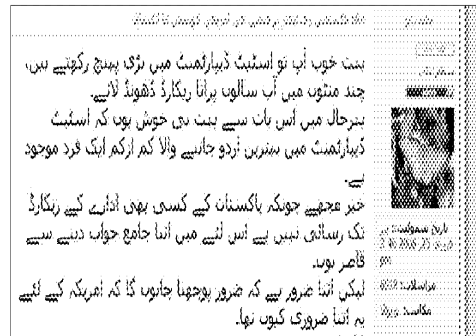
...You have been thoroughly defeated ... Therefore, I wouldn’t indulge in that argument anymore...



...You have been thoroughly defeated by Pawal... the other threat... the return... of... and have effectively refused all your... of... and me... on the... of... The... I would... in that... as you have been... with... and...

Forum – Urdu Nama – Dec 2010

This is in response to DOT posting regarding the conspiracy - “American Naval ship promise during the 1971 Pak India war.” “We have been hearing about this missing ship from our authorities for many years but you are probably the first proper person who have condemned (this allegation) on official level – Otherwise, as far as this allegation against the U.S. is concerned we have only seen silence despite the fact that it is a direct allegation. I am convinced that it is our own people who are behind all of our defeats. I do not hold you people responsible for this.”



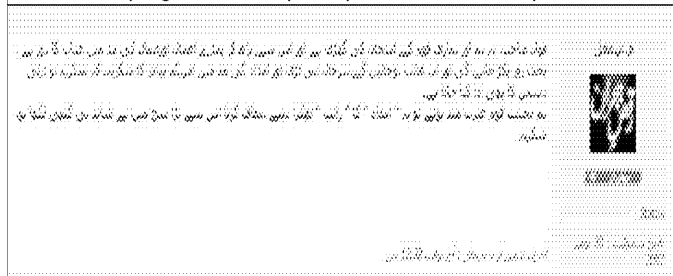


Reader Acknowledgement: Urdu

Forum – Urdu Forum – Aug 2010

The commentator is very anti-American and regularly posts against DOT. This was the response after DOT highlighted USAID contributions after a flood disaster.

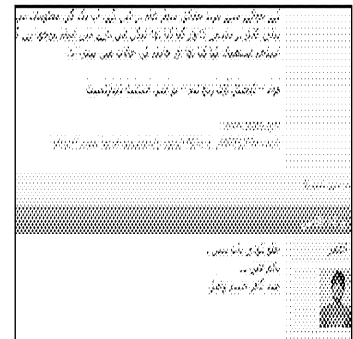
"These are desperate times for our nation. I can say a lot in response to the information you posted highlighting the U.S. aid efforts. However, I will leave that discussion for some other occasion. For now let's just say thank you for America's help. I guess it is okay to say Thank You even to your worst enemy."



Forum – Urdu Majlis – Sep 2011

This is in response to the rumors that U.S. soldiers responsible for Bin Laden operation were intentionally wiped out in a helicopter crash. The commentator still dislikes the U.S. but at least he disregarded the rumors due to DOT intervention. This is a more realistic positive impact that DOT can make countering misinformation.

"Well whatever....doesn't matter. The bottom line is that few more infidels ended up in hell."



Forum – Urdu Majlis – May 2009

DOT countered the "Benazir Assassination conspiracy" theory blaming the U.S. on numerous forums. Eventually the Urdu Majlis administrator conceded and posted his apology for not checking the facts. He also admitted his mistake for starting the thread and took full responsibility for the "error."

Reader Acknowledgement: Arabic

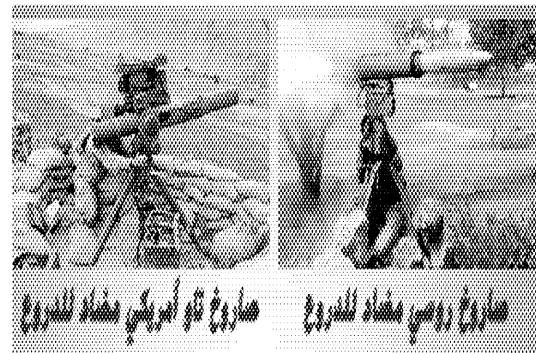
Facebook – Feb 2015

A reader posted a photo an Iraqi “off duty” pilot who claimed to have flown over a Daesh compound full of Americans. DOT proved that the accusation was not true.



Facebook – Feb 2015

A reader posted “what a coincidence, on the same day the armored trucks are delivered to the Iraqi Army, an anti-armor Missile emerges in the hands of Daesh fighters.” DOT proved that the missile was not American and the administrator posted an apology and clarification.





Reader Acknowledgement: somali

Facebook- Aug 2012

DOT promoted story about a White House Iftar for Muslim Americans. The resulting dialogue convinced a reader that this was not a reelection stunt and that the U.S. allowed Muslims to freely practice their faith.



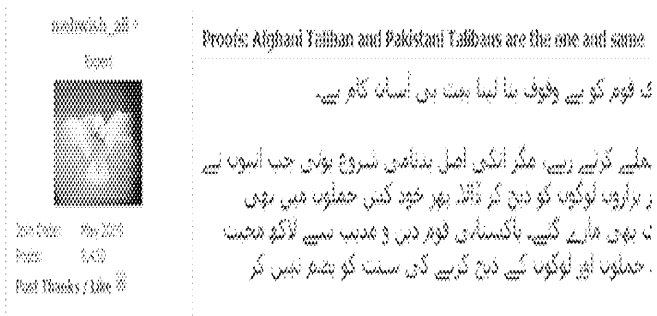
Thank you USDOTSomali for your explanation about the Mosques and Iftar Dinner at the White House for the Muslims.

Product "Plagiarism": Urdu

Forum – Urdu Mahfil – May 2011

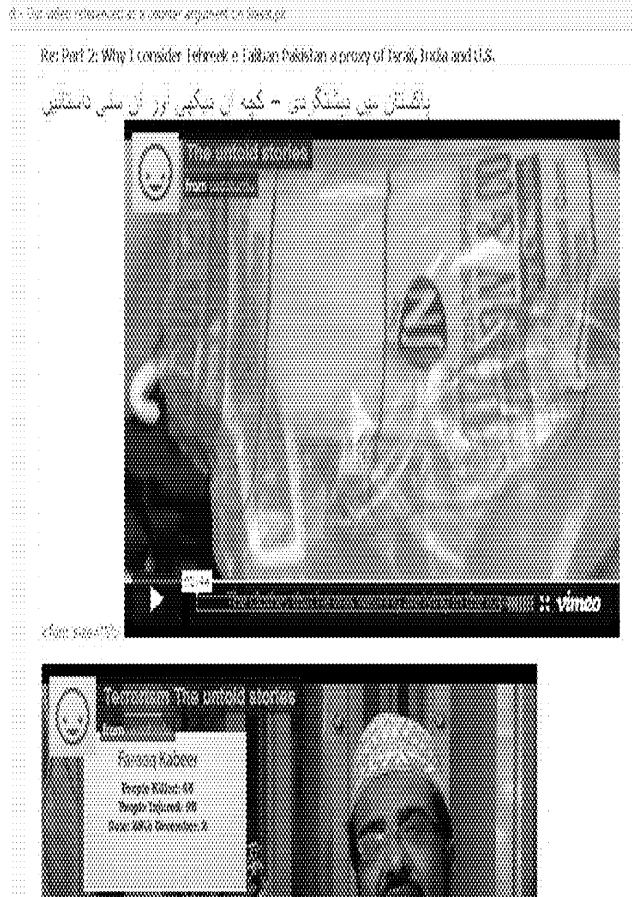
DOT posted a series of videos in which Taliban leader Mullah Nazeer admitted that Pakistani and Afghan Taliban are united under Al Qaeda and pursuing the same agenda that included toppling the Government in Pakistan. A woman named "Mehwish Ali" participated in that discussion.

A few years later, she started a similar thread on a different forum (siasat.pk), using the same points and YouTube links that DOT posted.



Forum – Siasat.pk – Aug 2010

Two DOT videos were referenced in a forum where members countered claims that the TPP is a proxy for the U.S.



Fake Video debunked by a Forum member quoting DOT postings – Aug 2010

This propaganda was fully exposed by Fawad...

Re: Iraqi girl gang-raped by US soldiers
 @Revolutionary

All these photos have already been proven fake. This propaganda was fully exposed by Fawad digital with evidence and the names of agencies and the models used in these pictures.

The last thing you need is another fake propaganda on top of original video being fake.

Product "Plagiarism": Arabic

Facebook – Oct 2014

An anti-Daesh page dedicated to female tribal women killed by Daesh uses DOT banner.



Facebook- 2013

Reader uses a DOT product to support a discussion promoting the Free Syrian Army.



Facebook – Apr 2015

Iraq News and Mosul Eyes News Agency's FB pages posted DOT photos and exact captions.



Products: Banners

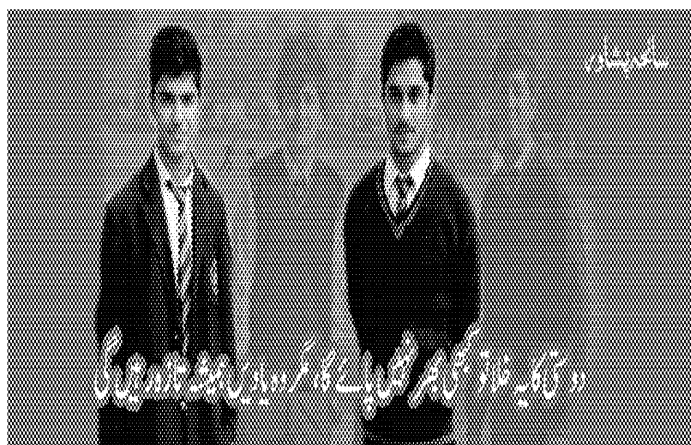
Daesh killed my Neighbors
Over 9,346 likes
Shared: 1544 times on FB



Translation:

Daesh; Killed my Shia neighbor, I kept quiet
They killed my Turkmen and Christian neighbors, I kept quiet
And when they came to kill me, I was alone.

Friendship
16,305 likes
Shared: 406 times on FB



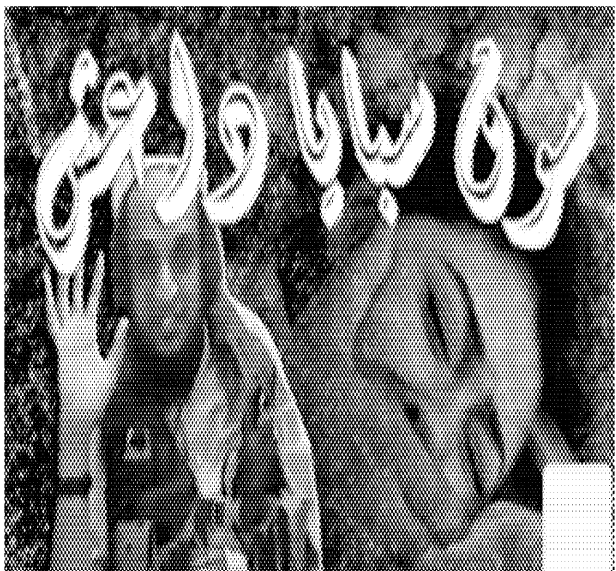
Daesh defeat in Kobani
8.2K likes



Products: Videos

Women's slave market

42,378 views



Falis Abdi

47,802 views



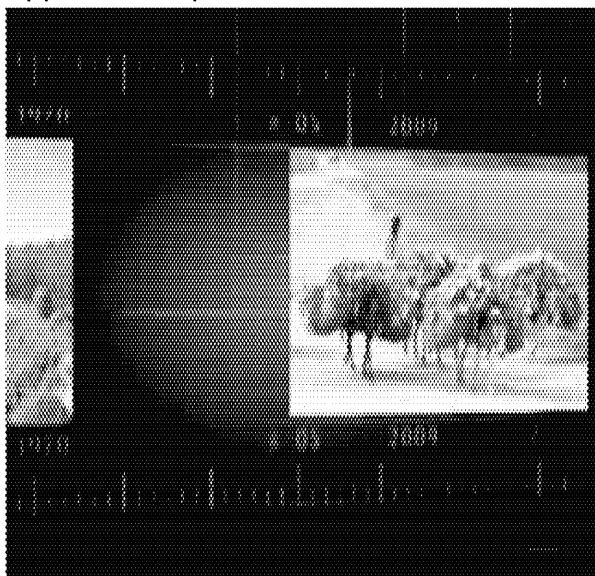
Daesh kills Umayya al Jabouri

44,272 views



America Friend or Foe?

Approximately 19,806 views



Metrics: Effectiveness (Facebook)

2015 DOT Total

Likes	Total Impressions	Lifetime Page Total Reach	Engaged Users	Engagement Rate
221,913	16,793,738	9,849,233	1,060,293	8.6%

Arabic

Likes	Total Impressions	Lifetime Page Total Reach	Engaged Users	Engagement Rate
159,160	14,871,312	8,499,080	943,683	8.2%

Urdu

Likes	Total Impressions	Lifetime Page Total Reach	Engaged Users	Engagement Rate
51,958	1,756,415	1,227,981	108,519	8.9%

Somali

Likes	Total Impressions	Lifetime Page Total Reach	Engaged Users	Engagement Rate
10,795	166,011	122,172	8,091	8.7%

- Reach: Your followers + your follower's followers
- Impression: The number of times users saw the tweet/post
- Engagement: The total number of times a user interacts with the tweet/post.(likes, follows, retweets...)
- Engagement Rate: the number of engagements divided by the total number of impressions.

Metrics: Effectiveness (Twitter)

DOT Total

2015 Total Impressions	Avg. Engagement Rate	Followers
7,684,900	2.4 %	13,547

Arabic

DigitalOutreach, DSDOTAR, DOTArabic

2015 Total Impressions	Avg. Engagement Rate	Followers
6,437,400	3%	5,017

Urdu

2015 Total Impressions	Avg. Engagement Rate	Followers
976,400	1.9%	8,141

Somali

2015 Total Impressions	Avg. Engagement Rate	Followers
235,100	1.4%	389

- Reach: Your followers + your follower's followers
- Impression: The number of times users saw the tweet/post
- Engagement: The total number of times a user interacts with the tweet/post.(likes, follows, retweets...)
- Engagement Rate: the number of engagements divided by the total number of impressions.