

RELEASE IN FULL

**GEC Counter-Da'esh Thematic Guidance
Life under Da'esh
Coalition Messaging Opportunity**

May 16, 2016

Life under Da'esh:

Da'esh is focused on portraying a positive picture of life under its rule. Da'esh's hashtag **#صور_من_أرض_الخلافة**, which translates to **#Pictures_from_the_Land_of_Khilafa**, was dedicated to that cause; however, it is no longer used by Da'esh.

The GEC will utilize Da'esh's top rated hashtags to disrupt them and post images that illustrate Da'esh's inability to govern or provide basic services. These Da'esh hashtags in order are: **#Caliphate_News** **#أخبار_الخلافة**, **#Welayat_Al-Anbar** **#ولاية_الأنبار**, and **#Amaq_Agency** **#وكالة_أعمق**. The GEC will also use SAWAB's hashtag **#DaeshLies** **#أكاذيب_داعش**.

We are encouraging our Coalition and USG partners to join and support this effort. GEC's content is entirely factual and non-confrontational. It can be used on and after May 16. This social media messaging campaign will run from May 16- 27. Every two days will be dedicated to messaging on one sector of Da'esh's governance:

Schedule of dissemination:

May 16-17: Food

May 18-19: Infrastructure

May 20 and 23: Health

May 24- 25: Education

May 26-27: Energy

Official Hashtags:

#أكاذيب_داعش **#DaeshLies**, **#وكالة_أعمق**, **#ولاية_الأنبار**, **#أخبار_الخلافة**

GEC Social Media Accounts:

@DigitalOutreach, @DOTArabic, @DSDOTAR, @TheGEC

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

<https://www.facebook.com/HunnaDOS/>

www.instagram.com/digitaloutreach

<https://www.facebook.com/GlobalEngagementCenter>

Topline Narratives:

1. Da'esh is weak.
2. Da'esh is not a state. It cannot govern, nor provide basic services to its subjects.
3. Da'esh is a distortion.

Content:

The following links contain a library of Arabic and English content (banners and videos) that will be used in this messaging campaign:

<https://picasaweb.google.com/117940697572139943180/6281281361361968305>

<https://picasaweb.google.com/117940697572139943180/LifeUnderDAESH?authkey=Gv1sRgCP73-fmjh8jDvwE>

https://www.youtube.com/playlist?list=PLEgxdxdGxt4p_DriBJ70rfoVUViiceC8v