

AAR: #WeWontStayHome

Based on MITRE ATT&CK© Navigator

#WeWontStayHome x +										
selection controls			layer controls			technique controls				
Strategic Planning	Objective Planning	Develop People	Develop Networks	Microtargeting	Develop Content	Channel Selection	Pump Priming	Exposure	Go Physical	Persistence
4 items	2 items	3 items	6 items	3 items	10 items	10 items	8 items	10 items	2 items	3 items
5Ds (dismiss, distort, distract, dismay, divide)	Center of Gravity Analysis	Create fake experts	Create fake websites	Clickbait	Adapt existing narratives	Backstop personas	Bait legitimate influencers	Cheerleading domestic social media ops	Organise remote rallies and events	Continue to amplify
	Create Master Narratives	Create fake or imposter news sites	Create funding campaigns	Paid targeted ads	Conspiracy narratives	Facebook	Demand unsurmountable proof	Cow online opinion leaders	Sell merchandising	Legacy web content
Competing Narratives			Create hashtag	Promote online funding	Create competing narratives	Instagram	Deny involvement	Dedicated channels disseminate information pollution		Play the long game
Facilitate State Propaganda		Create fake Social Media Profiles / Pages / Groups	Cultivate ignorant agents		Create fake research	Manipulate online polls	Kernel of Truth			
Leverage Existing Narratives			Hijack legitimate account		Create fake videos and images	Pinterest	Search Engine Optimization	Fabricate social media comment		
			Use concealment		Distort facts	Reddit	Seed distortions	Flooding		
					Generate information pollution	Twitter	Use fake experts	Muzzle social media as a political force		
					Leak altered documents	WhatsApp	Use SMS/ WhatsApp/ Chat apps	Tertiary sites amplify news		
					Memes	YouTube		Twitter bots amplify		
					Trial content			Twitter trolls amplify and manipulate		
								Use hashtag		

NO MORE LOCKDOWNS

GLOBAL MARCH FOR FREEDOM

SUNDAY APRIL 12, 2-5PM

EVERY CITY HALL, VILLAGE PIAZZA OR TOWN
HALL IN EVERY COUNTRY: ORGANIZE FRIENDS
AND JUST SHOW UP, FILM, MARCH YOUR
STREETS & UPLOAD YOUR STORIES BECAUSE
THERES MORE OF US THAN THEM!!!



**IF YOU SURRENDER YOUR FREEDOMS
YOU MAY NOT GET THEM BACK!!!**



Photo: Lake Country Calendar, Vernon, BC, Canada