

Appendix A: Glossary

- **Account hacking:** the unauthorized access of an individual's or organization's account or system without their permission.
- **Algorithm:** a set of rules and signals that automatically ranks content on a social platform based on how likely each individual social media user is to like it and interact with it
- **Alternative social media platforms:** online applications or services that offer an alternative to mainstream social media platforms, often with a focus on privacy, free speech, or community-driven content moderation
- **Alternative-narratives:** a positive alternative to violent extremist narratives
- **Campaign tone:** the mood or emotion used to convey a message to an audience through specific word choice and writing/delivery style
- **Community Building:** using social media to create pages, groups and communities that help organizations engaged in P/CVE form partnerships and raise awareness or funds
- **Counter-narratives:** information, initiatives or messages that challenge harmful ideologies, narratives, or propaganda and help prevent radicalization and extremist violence
- **Edutaining:** a style of presenting content which seeks to educate as well as entertain, e.g. using comedy, music or other entertaining devices to convey information in an appealing manner
- **Doxxing:** a kind of online harassment that involves publicly disclosing or sharing an individual's private or personal information, such as their home address, phone number, email address, or other sensitive information, without their consent
- **Encrypted platforms:** online communication services that use encryption to secure and protect the privacy of user data and communications
- **Engagement:** how much an audience interacts with social media content. Examples include likes, comments, reactions, shares, and link clicks
- **Extremist ideology:** a set of beliefs, principles, and values that often involve the rejection of mainstream or conventional norms, and the advocacy of violent means to achieve political, social, or religious objectives
- **Extremist messaging:** the use of language, symbols, and images to promote and share extremist ideologies and propaganda
- **Extremist propaganda:** the use of emotionally charged language and symbols to manipulate and influence the opinions and beliefs of its audience
- **Gaming platforms:** online services or software that allow users to play video games with a range of features, such as online multiplayer, social networking, cloud storage, etc.
- **Google forms:** a free, simple and user-friendly online tool developed by Google that allows users to create and share surveys, quizzes, and other types of forms
- **Harmful content:** any digital content that is violent, discriminatory, and abusive or has the potential to cause significant emotional, psychological, and physical harm to those who encounter it
- **Hashtag:** A hashtag is a word or phrase preceded by the "#" symbol used on social media platforms to categorize content and make it easier to find and follow specific topics or conversations.
- **Influencer:** Someone who has established credibility in a specific industry, has access to a large audience and can persuade others to act based on their recommendations

- **Influencer marketing:** A form of marketing that involves disseminating content through the online profiles of influencers, so as to reach large numbers of the target audience
- **Messaging apps:** software applications that allow users to send and receive text, voice, image, and video messages over the internet
- **Online attacks:** any malicious action taken against an individual or organization over the internet, typically intended to steal data, cause damage, or disrupt services, e.g. hacking, phishing, malware, and denial-of-service attacks, etc.
- **Online harassment:** any unwanted, persistent, or threatening behavior that is directed at an individual or group over the internet, e.g. cyberbullying, doxxing, trolling, and revenge porn
- **Oral Storytelling:** the act of telling stories through spoken words and gestures.
- **Paid marketing:** purchasing advertising on social media platforms such as Google, Facebook, Instagram, TikTok and YouTube so that content appears as an advertisement.
- **Peacebuilding:** a range of activities and processes aimed at preventing, managing, and resolving conflict, and promoting sustainable peace and social cohesion in societies
- **Phishing:** a type of cyber-attack where an attacker poses as a trustworthy entity in order to trick individuals into revealing sensitive information such as passwords, credit card numbers, or other personal data
- **Radicalisation:** the process by which individuals or groups adopt extreme ideological, political, or religious beliefs and become increasingly committed to them, often to the point of advocating or engaging in violent or extremist actions
- **Social media platforms:** websites or mobile applications that allow people to connect and communicate with each other by sharing text, photos, videos, and other content online, e.g. Facebook, Instagram, Twitter, etc.
- **Social media reach:** a measure of the number of people who view content posted on social media, e.g. views of videos, posts, pages, etc.
- **Target audience:** the group at which a communications campaign is aimed, defined by a common often defined by a common set of demographic factors such as age, gender, location, etc. as well as psychographic factors (wants, challenges, needs)
- **Trolling:** when someone posts offensive, inflammatory or hateful messages or comments online with the intention of provoking a reaction or causing disruption
- **Typeform:** an online survey and form building tool that offers users a range of templates that allows users to create and customize interactive forms, quizzes, surveys, and questionnaires
- **Visual storytelling:** the use of visual media, such as images, videos, or graphic novels, to tell a story
- **Written storytelling:** the use of written words to tell a story, often in the form of novels, short stories, or poems

Appendix B: Selected Case Studies

Case Study 1:

“HI-SIS”

What was the Goal of ‘HI-SIS’?

The goal of the I Want to Quit ISIS campaign was to increase the resilience of young women in Indonesia against ISIS propaganda.

How did we Select the Target Audience?

We analyzed 150 ISIS propaganda videos/images/texts directed at audiences in Indonesia in the previous 12 months. We found that the percentage of ISIS propaganda in Indonesia directed at young women (~aged 15 - 25) had more than doubled in the past six months. This suggested a growing effort by ISIS to radicalize young women in Indonesia, making this audience particularly vulnerable to ISIS propaganda.

How did we Decide on the Format?

YouTube and Facebook were the most widely used social media platforms in Indonesia at the time. Open-source research showed that the target audience (Indonesian females aged 15 - 25) were primarily active on these two social media platforms and that is why the decision was made to make the core of the campaign a video that would be hosted on YouTube and Facebook.

How did we decide on the Substance and Style?

We convened a roundtable of 12 local advertising and media experts in Jakarta with experience creating/evaluating social media content in Indonesia.

Data from the experts showed that the type of content most popular among the target demographic was long-form video content (8 - 12 minutes long) on topics related to love or romance that was light-hearted or humorous

Therefore, we developed an 11-minute long video called “HI-SIS” which presented an alternative narrative to ISIS propaganda related to love and marriage, using a humorous tone.

How did we Select which Influencers to Partner with?

Since our campaign would have a comedic tone, we focused our search on comedians. We identified the top 10 sketch comedy groups in Indonesia and scored them on a scale of 1 - 10 for each of the following criteria:

- Social media influence (followers and reach)
- Experience making “edutaining” content
- Tone (poignant but not abrasive, engaging but not offensive)

- Apolitical (body of work that is not partisan in nature and does not disparage or support specific political parties, countries or non-state actors)

We then asked the three groups with the highest scores to submit a Concept Note for a video idea, i.e. a brief description of their idea and the cost. The strongest proposal was from a group called Cameo Project; therefore, we selected them as our partners for the project.

How did we ensure the Safety of Everyone Involved in the Video?

All performers in the video were asked to sign a “Consent” form that informed them of potential risks

We gave Cameo Project a mini-training on P/CVE campaign safety, including a tutorial on how to respond if extremists comment on/about their video, how to safeguard their privacy and how to report inappropriate comments/mentions on various social platforms

How did we decide on donor attribution?

This campaign used “Grey” donor attribution, i.e. the donor’s name/logo was not featured in the video, but they did not deny their involvement when asked.

This was because the topic of ISIS propaganda in Indonesia was highly sensitive. The donor was a Western institution which may have been perceived with skepticism by the local target audience.

Case Study 2:

“I Want to Quit ISIS”

What was the Goal of ‘I Want to Quit ISIS’?

The goal of the I Want to Quit ISIS campaign was to increase the resilience of 16 - 30-year-old males in urban parts of India against ISI propaganda..

How did we Select the Target Audience?

We analyzed 80 ISIS propaganda videos/images/texts directed at audiences in India in the previous 12 months. We found that over 70% of all ISIS propaganda directed at Indian audiences was directed at young men in urban areas, i.e. propaganda that spoke about what it meant to be a real man, why modern urban life was inferior to life in ISIS’s territories, etc.

How did we Decide on the Format?

Based on a survey administered to 65 Indian urban males aged 16 -25, we found that our target audience was most active on Facebook but that they consumed video content most on YouTube. Therefore, it was decided to create a video campaign hosted on Facebook and YouTube.

How did we decide on the Substance and Style?

Based on the survey administered to a representative sample of young Indian men, we found that our target audience enjoyed watching “skits” or short comedic videos online. The average video length of the kinds of channels they enjoyed watching the most was approximately 5-minutes. Therefore, we decided to create an alternative-narrative video that was comedic in nature and approximately 5-minutes long.

Based on our analysis of 80 ISIS propaganda videos/images/texts directed at audiences in India, we found that a common theme was associating ISIS with adventure, action and masculinity. The propaganda seemed to be catering to an underlying need among the target audience to prove their masculinity and feel as though they were part of something exciting. Therefore, we created a video that would address this need and expose the hypocrisy of ISIS ideology in a humorous, non-offensive manner.

How did we Select which Influencers to Partner with?

Since our campaign would have a comedic tone, we focused our search on comedians. We identified the top 10 sketch comedy groups in India and scored them on a scale of 1 - 10 for each of the following criteria:

- Social media influence (followers and reach)
- Experience making “edutaining” content
- Tone (poignant but not abrasive, engaging but not offensive)
- Apolitical (body of work that is not partisan in nature and does not disparage or support specific political parties, countries or non-state actors)

We then asked the three groups with the highest scores to submit a Concept Note for a video idea, i.e. a brief description of their idea and the cost. The strongest proposal was from a group called East India Comedy (EIC). Therefore, we selected them as our partners for the project.

How did we ensure the Safety of Everyone Involved in the Video?

All performers in the video were asked to sign a “Consent” form that informed them of potential risks

We gave EIC a mini-training on P/CVE campaign safety, including a tutorial on how to respond if extremists comment on/about their video, how to safeguard their privacy and how to report inappropriate comments/mentions on various social platforms

How did we decide on donor attribution?

This campaign used “Grey” donor attribution, i.e. the donor’s name/logo was not featured in the video, but they did not deny their involvement when asked. This was because the topic of ISIS propaganda in India was highly sensitive and because the donor was a foreign government.

Campaigns on Preventing/Countering Violent Extremism and Community Building

1. The Kofi Annan Foundation's campaign [Extremely Together Pakistan](#) led by women aimed to prevent violent extremism (PVE) in Pakistan, particularly - Lahore, Peshawar and Islamabad by promoting a culture of peace and social cohesion in these areas.
2. [Extreme Dialogue](#) campaign involved a series of multimedia educational content, tools and resources for teachers to help facilitate safe classroom discussions around extremism and radicalisation.
3. Institute of Strategic Dialogue's [One to One campaign](#) was an online intervention campaign program designed to engage with young people who may be vulnerable to extremist messages. The primary aim was to combat extremist propaganda and recruitment efforts online.
4. [What if I was Wrong?](#) was a campaign developed and deployed by the Canadian Centre for the Prevention of Radicalisation Leading to Violence (CPRLV) with a view to build resilience and critical thinking skills to combat growing radical and extremist discourses leading to violence.
5. [EXIT-Germany](#) was a campaign initiative that provided support and resources for individuals looking to leave extremist groups. The campaign aimed to help individuals disengage from extremist movements and reintegrate into society.
6. [La Voix des Victimes](#), a video campaign launched by AfVT aimed to highlight the voices of terrorism survivors and share their experiences to challenge dehumanizing extremist narratives.
7. The [Entre Soeurs](#) campaign is a collection of videos featuring firsthand accounts from women who have returned from ISIS in Iraq and Syria.
8. The [Youth-PEACE](#) campaign was launched in Pakistan by the Chanan Development Association (CDA) with support from UNAOC. The campaign aimed to promote peace and social cohesion among young people. It utilized community-based approaches to engage young people in constructive activities and to promote positive messaging around conflict resolution and peacebuilding.in Pakistan)
9. The [No Hate Speech](#) campaign was launched by the Council of Europe to combat hate speech and promote human rights online through positive messaging around issues related to tolerance, peacebuilding and countering extremism.

Appendix C: Social Media Platforms

Please note:

- Choice of these social media platforms are subject to their usage / popularity in different countries. Please keep your geography in mind while devising a campaign.
- Data below reflects current usage statistics as of March, 2023.

Platform	Description	Mostly Used By	Used for Sharing	Price for Users
ENCRYPTED MESSAGING PLATFORMS				
WhatsApp	End-to-end encrypted messaging app that allows users to send text and voice messages, make voice and video calls, and share media files.	Popular among all age groups	Text-based content Photos and videos Voice messages and video calls Documents Location sharing GIFs Polls	Free
Telegram	Cloud-based, privacy-focused and ad-free messaging app that allows users to create group chats with up to 200,000 members.	Over half of all users are 18 - 34-years-old	Text-based content Files Channels Bots	Free
Discord	Discord is a communication app that allows users to create and join servers. It also offers various features such as screen sharing, live streaming, and custom emojis.	Over 60% of all users are 18 - 34-years-old	Communities and servers Screen sharing	Free with paid plans for premium features
Viber	Cross-platform instant messaging software for smartphones, tablets and computers that allows text messages and files to be exchanged over the Internet, as well as audio and video calls using voice over IP technology.	The largest age group of users is 25 - 34 year olds.	Text-based content Photos and videos Voice messages and video calls Documents Location sharing GIFs Games	Free

VIDEO SHARING				
Instagram	Social media platform that allows users to share photos and videos with their followers. Instagram also offers features such as messaging, stories, reels, and IGTV.	78% of all users are 18 - 34-years-old	Photos Videos Stories Live streaming Carousel posts Ads	Free
Facebook	Social media platform that offers a range of features for users to connect, share photos, videos, and updates within their network.	Skews older, ~50% of users are 35 or older	Text-based content Photos and images Videos Audio Events Groups Marketplace Ads.	Free
Tiktok	Social media platform for short-form video content that allows users to create, edit, and share videos which often feature music, sound effects, and special effects.	25% of users are below 20 and half of all users are below 30	Videos: Challenges (dance + music), lip-syncing, comedy sketches, tutorials (beauty + cooking) using trending hashtags and trending songs	Free

Twitch	Interactive livestreaming service that allows users to watch, interact with, and support their favorite streamers through a variety of features such as chat, subscriptions, and donations.	Popular among younger audiences with over 70% of users below age 34	Live streams of: Video games Sports tournaments Music performances Talk shows Podcasts Creative content, like art and cooking	Free with paid plans for premium features
MICROBLOGGING PLATFORMS				
Twitter	Microblogging social network platform that allows users to post short messages, or "tweets," of up to 280 characters, which can include text, images, and videos.	Nearly 60% of all users are aged between 25 - 49	Text Images Videos GIFs Links Polls Audio Live streams Spaces	Free with paid plans for premium features (Twitter Blue)

Appendix D: Helpful Resources And References

Resource List 1

Organizations Working in the CVE Space

1. [RAND Corporation](#)
2. [RUSI](#)
3. [Hedayah](#)
4. [ICCT Hague](#)
5. [Tech against Terrorism](#)
6. [Online Harms Foundation](#)
7. [GNET Research](#)
8. [Crest Research](#)
9. [Institute of Strategic Dialogue](#)
10. [Counter Extremism Project](#)
11. [Study of Terrorism and Responses to Terrorism \(START\)](#)
12. [Cicero Project](#)
13. [PERIL Research](#)
14. [The Centre for Analysis of the Radical Right \(CARR\)](#)
15. [The RESOLVE Network](#)

Resource List 2

Guides and Toolkits for Different Stakeholders to Prevent and Counter Violent Extremism

1. [RAND Program Evaluation Toolkit for Countering Violent Extremism](#)
2. [Gender and Preventing and Countering Violent Extremism Policy Toolkit Initiative](#)
3. [GCTF Countering Violent Extremism Toolkit](#)
4. [Improving the Impact of Preventing Violent Extremism - Programming Toolkit](#)
5. 5 Thematic guides on Protecting Vulnerable Targets Against Terrorist Attacks by United Nations Office of Counter-Terrorism (UNOCT)
 - [Module 1: Introduction - Protection vulnerable targets from terrorist attacks](#)
 - [Module 2: Protecting urban centers from terrorism attacks](#)
 - [Module 3: Protecting tourist sites from terrorism attacks](#)
 - [Module 4: Protecting religious sites from terrorism attacks](#)
 - [Module 5: Protecting vulnerable targets from terrorist attacks involving unmanned aircraft systems](#)
0. [Taking Stock: Analytical Tools for Understanding and Developing P/CVE Programmes](#)
0. [Crisis Communication](#)
0. [EARLY WARNING AND PREVENTING VIOLENT EXTREMISM: A TOOLKIT](#)
0. [Preventing violent extremism through education: a guide for policy-makers](#)
0. [Preventing violent extremism through sport](#)
0. [A Teacher's guide on the prevention of violent extremism](#)
0. [Youth and violent extremism on social media: mapping the research](#)
0. [Youth led guide on prevention of violent extremism through education](#)
0. [Supporting families in preventing and countering violent extremism – P/CVE](#)
0. [Transforming Violent Extremism: A Peace-builder's Guide](#)