



10

RAN COLLECTION

LESSONS LEARNED

DELIVERING COUNTER – OR ALTERNATIVE NARRATIVES

Counter and alternative narrative campaigns aim to disrupt or displace extremist narratives.

01.

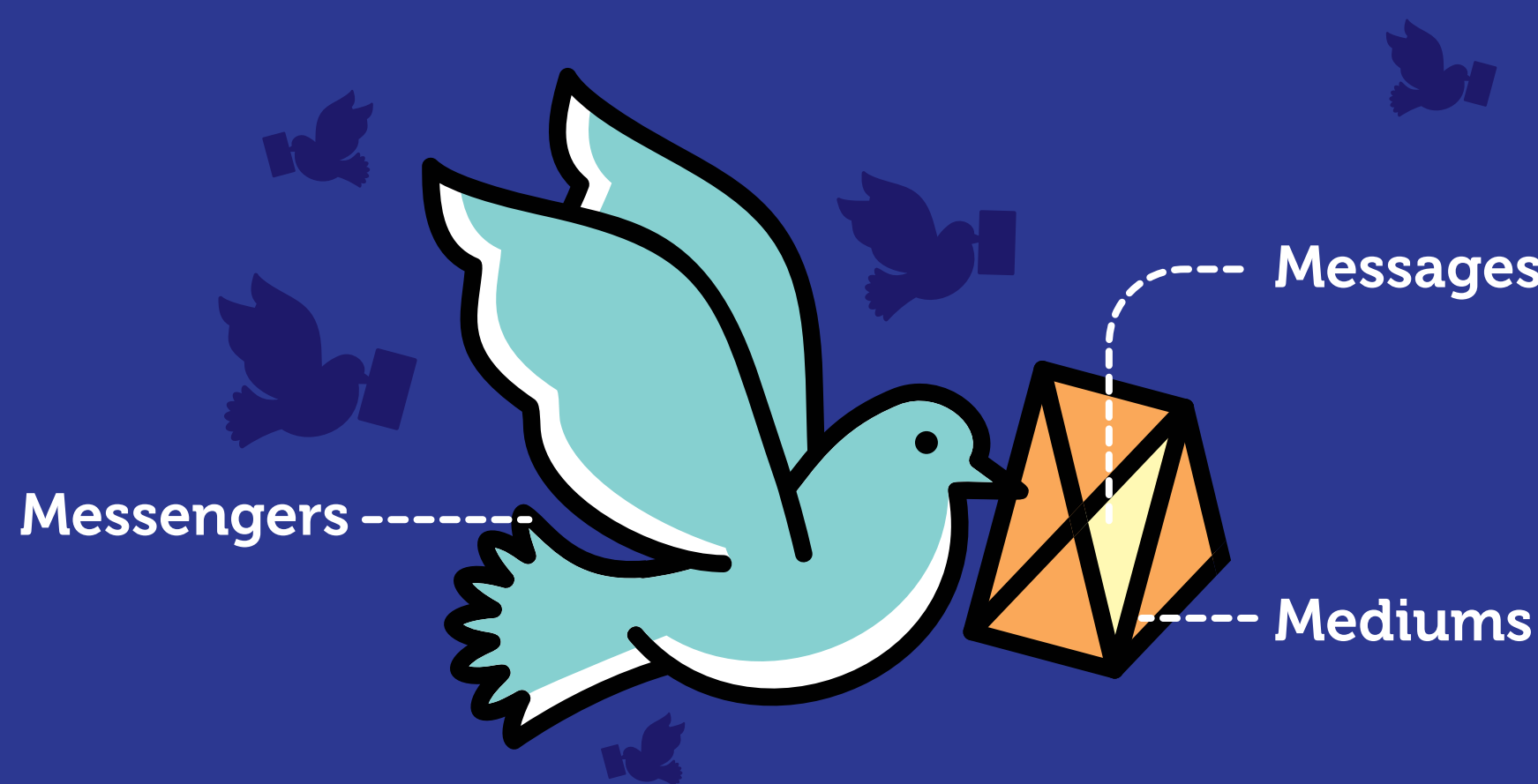
Counter & Alternative campaigns are most successful when they are:



02.

Objective and scope

Identify & understand your target audience to have better impact on:



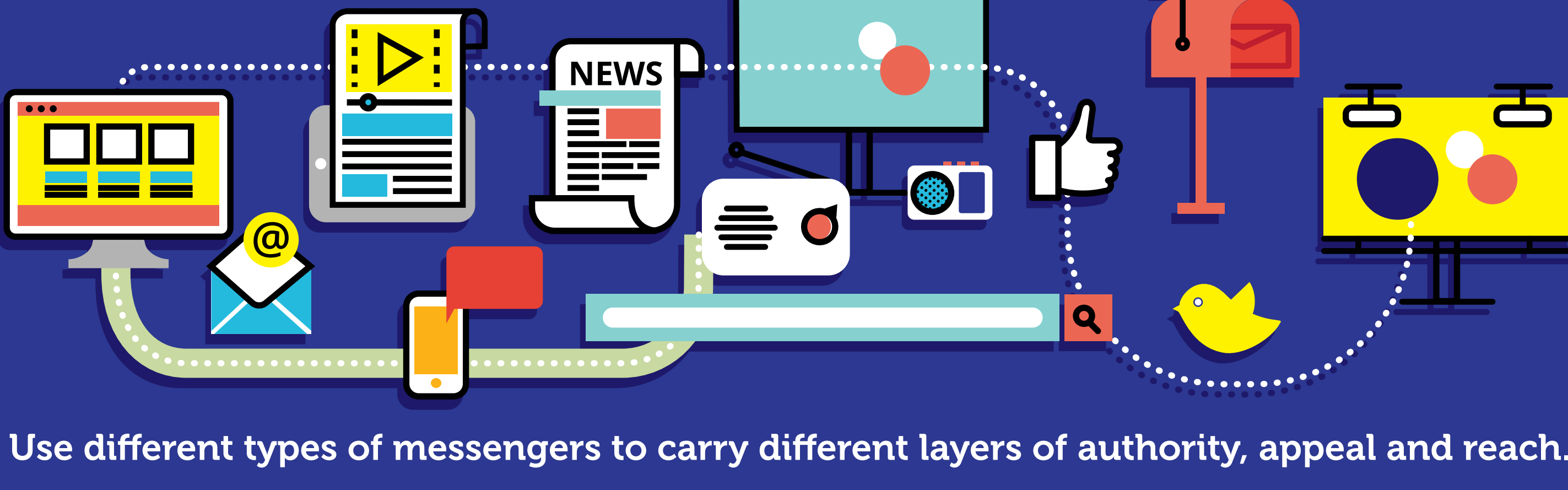
03.

Establish the scale & scope to determine:



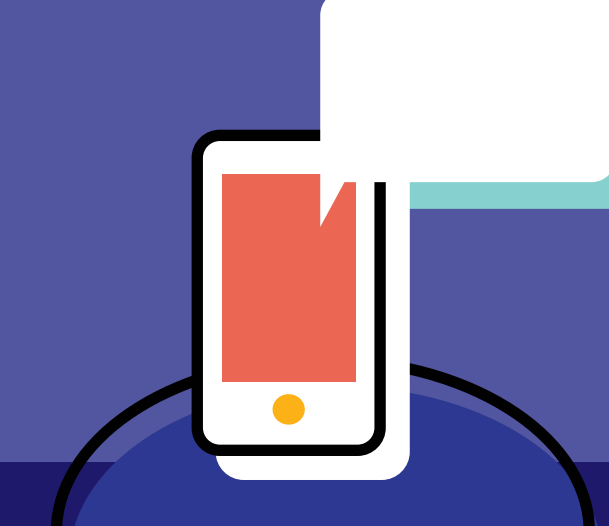
04.

Dissemination – messenger and media to match your target audience



05.

Choose carefully the mode of dissemination according to your aim and target audience:



Social messaging for individual impact



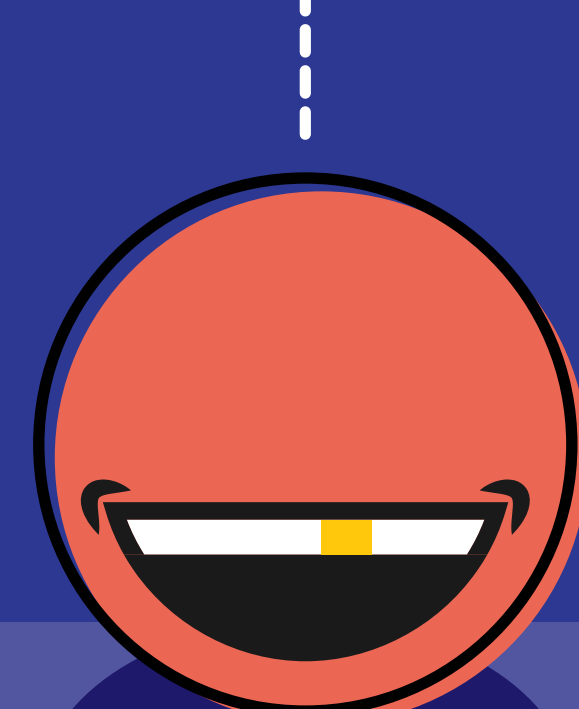
Broader media platform for a wider impact

06.

Content and message

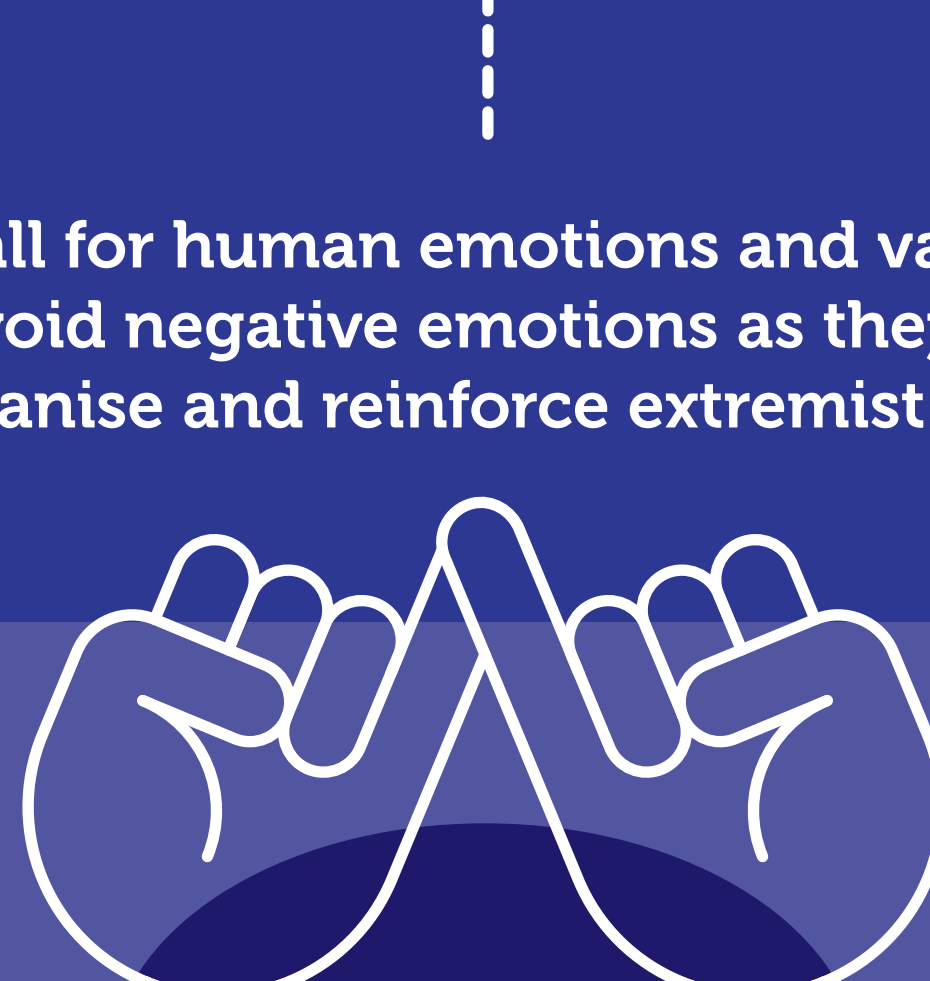


07.



Use humour, but note that badly applied, it can reinforce victimisation and humiliation narratives

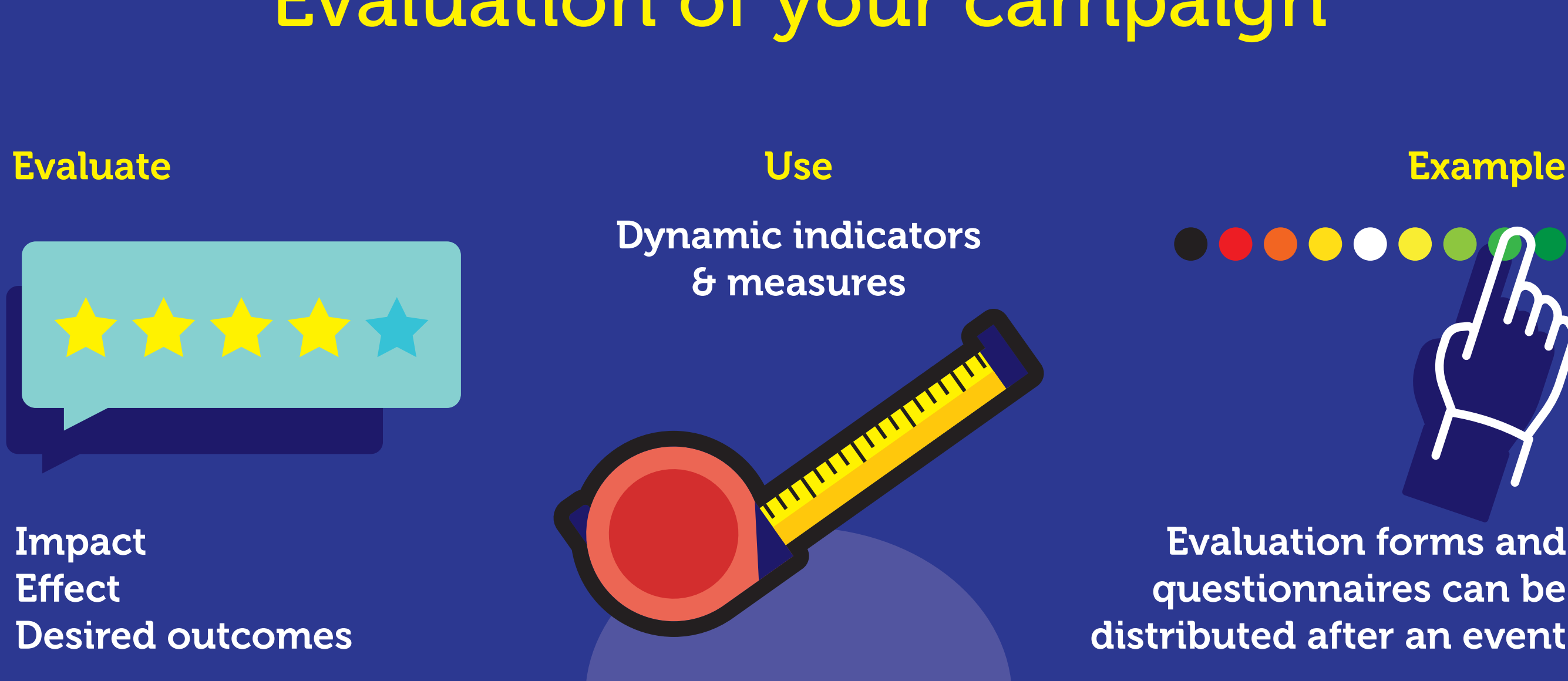
08.



Call for human emotions and values. Avoid negative emotions as they can dehumanise and reinforce extremist messages

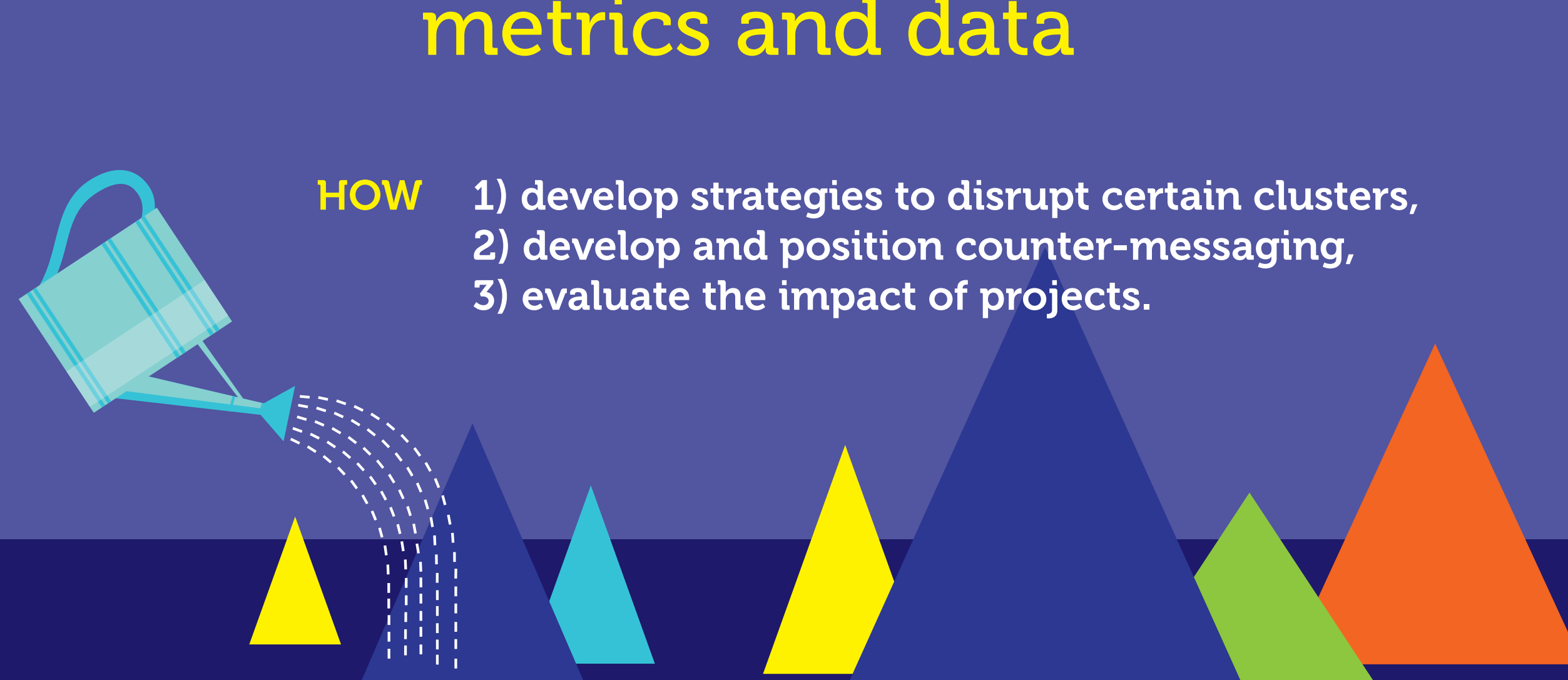
09.

Evaluation of your campaign



10.

Make the most of evaluation metrics and data



Inspiring practices



In targeting and evaluation:
The Re-Direct Method - Moonshot (UK)



In dissemination:
Trojan T-Shirt Campaign - Exit Germany (DE)



In content:
Turulpata Facebook page - Ridiculing the Radical (HU)