

10.10.2016

CONFIDENTIAL MEMO

To
STAFF

From
RESEARCH

CC
COMMAND

Re

Comments:

We are entering the final phase of the election and this is an all-hands-on-deck full-spectrum push for digital disruption and dominance. We are facing a decentralized leaderless emergent structure that can only be countered by our numbers with discipline and tactics. As such, these will be the scripts for Week 0 (through Week 3 to the vote).

REDDIT

Smart, but paranoid

Reddit is an important clearinghouse for Trump-momentum and intellectual capital. We must maintain dominance on promotion/demotion of stories and isolation of Trump-positive threads. We are working to compromise moderators to improve our ability but will “operationalize” them in the final week of the campaign to try to make the board “go dark.”

Reddit is more intellectually rigorous than the chans and has fewer low-social-capital (loser) members (including many far-right non-American posters). We should be careful not to trigger moderator red-lines.

Proscribed disruption vectors.

Technique	Emotional Valence	Message
Poll-flogging	Rage	Barrage with high-frequency recent polls. If countered with pro-Trump polls counter with friendly (538) averages. Avoid 'Brexit' arguments. If target is hooked, move to swing-states (FL/PA) and declare election over. See Poll-Elasticity folder for further statistics.
Concern Trolling	Despair	“All the women can't be wrong.” The concern is that even without <u>proof</u> , the court of public opinion will convict.
Concern Trolling	Despair	Trump should have prepared for the 'Liberal Media' and the author is upset that “We should have seen this coming.”
Disinformation	Fear	SJWs will dox posters and get them fired with claims of raacism (3a's for emphasis). Provide evidence with sock-account.

Digital Disruption

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J'accuse	Uncertainty	Accuse thought-leaders of insufficient sincerity or commitment to the cause. This has been incredibly successful on the left. Call out others as "CtR trolls."
Up-Vote/Down-Vote	Aloneness	Be sure to swarm-vote any stories on your heat-sheet in the appropriate direction. Identify rallying comments or threads for Trump and down-vote (and disseminate when discovered).

SUGGESTED DAY-0 MEME

Text: Trump is losing, "getting 'spanked'"

Subtext: ANGER-TRIGGERS

- Beaten by a girl
- Humiliated
- Trump is a beta / crybaby
- Trump's supporters are, by extension betas / cry-babies

Memetic Payload

Much of reddit either has sexual fetishes or has been exposed to them. The image will create a startle-shame response that will allow the message to bypass primary executive-function defensive barriers.

CHANS

The board is dark and full of losers

The chans are a volatile source for sedimentary rage against society for one's own personal failures. They are hot-beds of meme-innovation and can produce symbolically complex textual and sub-textual memes. Our campaign of disruption must continue. Due to the anonymous nature of the board, it is difficult to disrupt—put in context, the chans are in a *permanent state* of disruption.

Proscribed disruption vectors.

Technique	Emotional Valence	Message
Poll-flogging	Rage	Short, grammatically weak laughing at other posters for being about to lose. Poll-flogging should always have a winning-vs-losing dynamic since it will remind targets of their own losses in life.
J'accuse	Aggravation	Accusations are weakened with the anonymous nature of the boards but they can be used to increase the heat level or distract.
Denial / Cover	Distract	There have been a number of leaks including the wikileaks batches (and more to come). It is imperative to call "falseness" (use tag: SAGE) on any legitimate material that makes it to the chans. Due to the lack of life-experience of most members, they will have a difficult time determining the reality of any information presented.
Ant-Trump Memes	WARNING	We have had little success overcoming the hive-mind in the production of anti-Trump memes. It is better to create or disseminate strong anti-Semitic pepe memes in order to discredit the users as racist.
Pro-Hillary Memes	WARNING	Avoid. This has not been successful.
Personal Attack	Weaken	Personal attacks on the chans will not engender rage so much as a sense of weariness. Attack: <ul style="list-style-type: none"> • Lack of success with women. • Lack of job success. If anyone on a chan claims to have a high-end job, they are lying.

- Lack of knowledge. Chan members are proud of their trivia knowledge. Attack it. This is especially important for those who believe they are “historians” or “political science experts.” They are neither.

TWITTER

Machinegun Snark

Twitter is an important resource for journalists who wish to engage in high-value political discussion. It is also poorly regulated and features several enemy thought-leaders with tens of thousands of followers. We cannot compete with their personal magnetism but the Truth and Safety Council that has been installed will allow us to no-platform (ban, shadow-ban, or threaten) any user. If Twitter is scorched-earth after this election, that’s fine so long as the right woman wins.

NOTE: Twitter is home to a great deal of upset Sanders supporters who are posing as idealists but are really just engaging in identity politics. They are very susceptible to being trolled because they are generally young, highly emotional, and internally invested.

Proscribed disruption vectors.

Technique	Emotional Valence	Message
Poll-flogging	Rage	Short, grammatically weak laughing at other posters for being about to lose. Poll-flogging should always have a winning-vs-losing dynamic since it will remind targets of their own losses in life.
AwfulLink	Hopelessness	The emergent front of negative news should provide a waterfall of stories to pummel supporters with.
Aggravation	Rage	Don’t take Sander’s supporter’s grievances seriously. This will inflict a narcissistic wound that will suppress turn-out for Sanders->Trump.
Personal Attack	Rage	Call any Trump supporter racist. Link them to legitimate 4-chan racism and Trump’s legitimate alt-right support.
Snoped	Humiliation	Snopes will back most vectors of attack such as HRC Birtherism, Voter-Fraud Allegations, and Polling Conspiracies. Append with ‘haha!’ or ‘LOL’ for maximal impact.

SUGGESTED DAY-0 MEME

BUTTHURT REPORT

Date of Hurtfulness: _____ Time: _____

What caused the butthurt?
 Someone posted it Offensive picture on the internet

Was a tissue needed for the tears?
 Yes No

Will you be able to move past it?
 Yes No Not sure

Reason for filing the Report (check all that apply):

<input type="checkbox"/> I am an idiot.	<input type="checkbox"/> I'm better than everyone else.
<input checked="" type="checkbox"/> I am a crybaby.	<input type="checkbox"/> I'm a prude.
<input type="checkbox"/> I am thin-skinned.	<input type="checkbox"/> It wasn't my joke.
<input type="checkbox"/> I am a little bitch.	<input type="checkbox"/> No one liked my selfies today.
<input type="checkbox"/> I want my mommy!	<input checked="" type="checkbox"/> Life just isn't fair!
<input type="checkbox"/> I felt picked on.	<input checked="" type="checkbox"/> Other (please explain below):

**No one cares about Sanders being cheated out of his
rightful presidency! Including Sanders!! And all my proof
doesn't impress the grown-ups!!**

(Use a separate sheet if necessary)

Text: Sanders voters are crybabies

Subtext: ANGER-TRIGGERS

- Official memo is "City-Hall" / The Patriarchy / Capitalism
- Sanders voters are effeminate (tissue needed for tears)
- Sanders voters would "move past it" if they were mature.

Memetic Payload

The central complaint will, since the complainers are failures, be addressed to the same machine that caused the narcissistic injury.

FACEBOOK

Grandma's Internet

Facebook is a pervasive social media that is used by older people and professionals. It is a demographic cross-section that is less activist (on the whole) and less sophisticated (on the whole) than Twitter. It is higher social-capital than the chans or reddit. It is a good place to work on negative social reinforcement. Lacking a down-vote mechanism, you will need to reply to memes with counter-memes or other mockery. If you can infiltrate pro-Trump groups, concern trolling may be effective if your FB wall will support it.

Proscribed disruption vectors.

Technique	Emotional Valence	Message
Disinformation	Uncertainty	Many people get their political news from Facebook. This is a good chance to post stories or links that challenge much of the right-wing media's output. Do this in as stinging and humiliating a way as possible and the subjects may cease posting / believing non-approved media sources. Look to Snopes as a primary mechanism but fact-check sources are good as well.
Concern Trolling	Fear	Suggest that Trump is destroying <u>his own</u> campaign and deflect any responsibility from the media / capitalist-corporatist power-structure.
AwfulLink	Uncertainty	By posting mainstream news-source stories to the FB feed, non-political users will have the sense of a steady stream of bad news. This should (a) drown out positive Trump news (such as the email leaks) and (b) create a climate where "authoritative news sources" are consistently using identical messaging to reinforce the necessary narrative themes. If you engage detractors, cite them for using 'Fake News.'
Aggravation	Anger	Posting negative news articles to Trump supporters will fluster them as they try to keep up. Our pacing will ensure that there is a steady drum-beat of accusations and counter-accusations from now until voting.



Text: Trump is a serial rapist

Subtext: DISGUST TRIGGERS

- Trump is (somehow) 'negro'
- Trump is a disgraced celebrity
- Trump is mock-worthy

Memetic Payload

Women who feel anger about unproven allegations not being automatically accepted as fact will like Cosby to Trump and determine, emotionally, they can get revenge on Trump.