

Holistic CVE Programs that Empower Local Social Media Activists

- ⇒ Extensive face2face and digital research identifies trends and specific activists
- ⇒ We use our trademarked Arctivate model to map and numerically value the influence and growth of social and collaborative networks
- ⇒ We provide guidance and training for our clients to make the most effective relationships with five specific emerging communities of interest: Women, Youth, Business Owners, Media Producers and Artists/Cultural Actors - not just traditional key leader engagement.
- ⇒ We assist our clients to conduct special events to provide training to the activists and introduce them to each other — resulting in exponentially expanded networks and significantly more influence
- ⇒ We continue to track and map the value of the network and assist with additional activities as required.

Empowering Local, Authentic Voices for Human Rights and Positive Lifestyles

Countering Violent Extremism (CVE)

Empowering Local, Authentic Voices to Counter Violent Extremism

A holistic CVE approach that enables our clients to make informed decisions about which local groups to empower, resulting in more effective engagements and strategies - and

Holistic Programs to Counter Violent Extremism (CVE):

- ◆ **Environmental Information Analysis** - In-depth analysis of how populations both consume and share information in their daily lives - face2face and digitally. Unlike more common demographic studies, we do this via five community activist groupings:

Women - Youth - Business Owners - Media Producers - Artists & Cultural Actors

- ◆ **Social Media Monitoring (SMM)** - We add a unique element to traditional SMM. Instead of focusing on extremist communication, we focus on local positive groups and actors in the five specific community segments. **We identify “movers & shakers” promoting positive CVE messages, then we map and determine a value for the influence of their network.**

- ◆ **Outreach Operations** - We assist our clients with interventions and outreach such as special events and face2face focus groups to further empower local activists already promoting messages of peace, democracy and human rights. We focus on training local leaders to continue effective outreach operations.

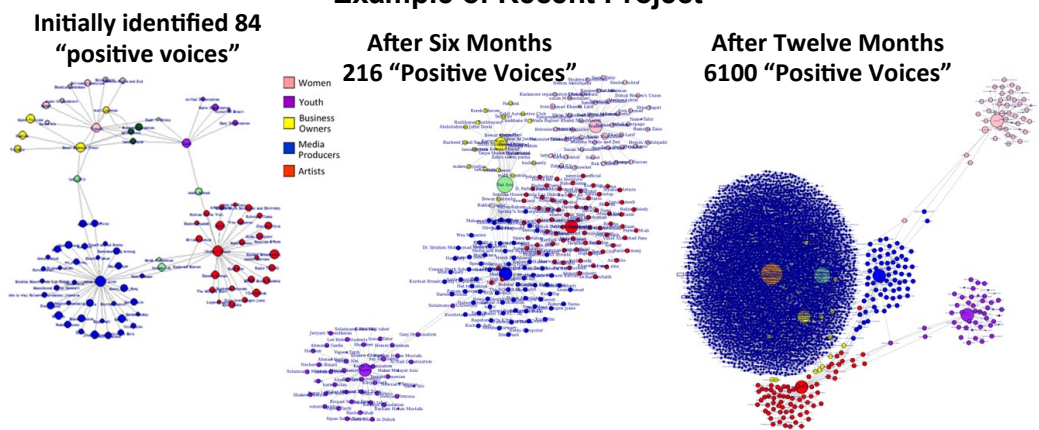


Kerberos conducting CVE activity in Somalia

- ◆ **Scientific Methodologies for establishing baselines and measuring the results of CVE activities** - Using sophisticated mapping methodologies that track not only the changes in influence but also the velocity of changes in influence of the social media networks of activists with whom we are working.

Arctivate™ Methodology - Amplifying Positive Voices

Example of Recent Project



Sample Arctivate Social Media Node and Arc Map

Visual display of 84 local CVE social media activists (nodes) in Specific Region and how they are connected to each other (left). Client interventions such as focus groups introduced nodes to each other, creating more intra-network boundary spanners and resulting in a significantly larger network. This presents an opportunity to greatly increase the sphere of influence of these positive voices – increasing resistance quotient to violent extremist propaganda.