

All.Net Analyst Report and Newsletter

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Countering Russian propaganda in social media – one person at a time

I have been working on my phrasing in response to the various BS I see in social media to tune into the current jive. That's old school for being shizzel to the drizzel. If you don't know what that means you are obviously not really with it.

The old way

I used to try the logical approach of responding to false and misleading statements with facts, and then I went through my approach of describing the propaganda methods being used. I still do that, but only when someone claims I am not giving it to them straight. I kinda like the approach of complimenting the author on their propaganda methods while identifying flaws and ways they could improve their deceptions. But I find it too aloof for most folks.

The new way

It's all about the phrases. Pants on fire is a good one – but too subtle for my audience – the great mass of people who are falling for Trump's BS. I have simplified it to a single message – repeatable – reliable – whatever. Here's the messaging for the month (or so):

Stop supporting Russian propaganda and trying to divide our country.

Or the alternative:

Stop trying to divide our country by supporting Russian propaganda.

Why this?

Why indeed. For one thing, I am writing this on Memorial Day weekend here in the US. We honor the people who have fought and died to protect freedom and our rights. It's appropriate that we fight to stop people from dividing our country and supporting Russian propaganda. But I started this realization of the meme long before this weekend.

I like it because:

- **It's factually accurate:** The Russians (and others) are trying to divide and conquer (the US and other Western democracies) by using propaganda.
- **It's portable:** It works in and for all of the Western democracies, not just the US.
- **It separates an identified enemy (them) from us:** Russia – the common threat.
- **It's not anti-reader:** Trump supporter? You should be all for it. Loyal to your country.
- **It's not insulting (to other readers):** Only the poster is tagged as a Russian divider.
- **It degrades the poster's authority:** They are tagged as a bad source – not credible.

Conclusions

Feel free to use my phrasing as counter to all propaganda posts. Found a better one? Send it to me! I am happy to do better and tell others how to do better as well. Russian propagandist? Feel free to share your thoughts with me as well. I'll be happy to hear your views.