



MAINTAINING INTEGRITY AND COMBATING DISINFORMATION

We know that powerful people and news media may malign protesters and activist groups by labeling them “terrorists,” or “agitators” and try to discredit them by claiming protesters are being paid to demonstrate. Peaceful movements must maintain integrity and get the truth out to be successful.

To do this, we suggest the following:

- During and/or after a protest or demonstration, generate communications, e.g., social media posts that:
 - Emphasize the peaceful nature of the protest, i.e., there were no incidents of violence or conflict
 - Use positive slogans, e.g., “protest is patriotic”
 - Use narrative phrases, e.g., “exercising my First Amendment rights”
 - Use labels like “unpaid protester” to refer to yourself and friends

These types of communications, if associated with an activist group, an individual, or a particular protest or demonstration, can protect the integrity of the people and the movement.