Rapid Response 101

PREPARING FOR COORDINATED ACTION
What is political violence?

Violence aimed at political ends. Including harassment, threats, intimidation, and violence aimed at controlling or changing who benefits from and participates fully in political, economic, and sociocultural life.

TACTICS
- Spreading Mis- and Disinformation
- Sowing Tensions
- Fomenting Fear
Fundamentals of Rapid Response

HARNESS URGENCY,
CULTIVATE AGENCY
A Note on Lighthouses
Fundamental Principles of Rapid Response

- Shared Identities and Values
- Positive Norms
- Clear and Positive Actions
Appealing to Shared Identities and Values

- Draws people to your message
- Minimizes us vs. them dynamics
- Encourages cooperation
- Promotes positive-sum thinking
Setting Positive Norms

- Affirms your community’s identity and what they believe
- Normalizes pro-democratic values and behavior
- Provides people with clear guidance on how to act in ambiguous situations
Promoting Positive Actions

- Acknowledge and reframe harm
- Provide clear directions for action
- Encourage and reward positive actions that are already happening
Strategies for Responding to Political Violence
Strategies for Responding to Political Violence

- Counter misinformation and disinformation
- Address threats, intimidation, and violence
- Build resilient networks
Countering Mis- and Disinformation
Countering mis- and disinformation

**PRE-BUNKING**

*Proactively* sharing *accurate* information from trusted messengers

**DEBUNKING**

*Stopping the spread* of mis- and disinformation by sharing clear, simple, and accurate messaging
Pre-Bunking: Talking to your Networks

- Share messaging efforts underway
- Stress the importance being nonpartisan
- Connect to pro-democracy efforts
- Speak to the themes of circulating rumors
Debunking requires understanding why false or inaccurate messages are appealing to audiences so that you can develop informed responses.

Why is it believable?

What’s resonating?

What’s being oversimplified?
Debunking: Responding to Mis- and Disinformation

Counter the spread of mis- and disinformation as quickly as possible and make sure your corrections don’t amplify the rumors.
Addressing Threats, Intimidation, and Violence
Threats, Intimidation, and Violence: Preparing Responses

- Timely responses are better than rapid responses
- What is the intent of the violence?
- Who is being targeted?
- Who is the best messenger?
- Always verify information before sharing it
What to Do when Responding to Threats, Intimidation, and Violence

Model Respect
Affirm Democratic Values
Speak precisely
Acknowledge Efforts
Build Agency
What **NOT to Do** when Responding to Threats, Intimidation, and Violence

**Never:**
- Engage in speculation
- Activate fear or anxiety
- Attribute incidents to identities
- Spread vague descriptions
- Foster defeatist feelings
- Discuss violence without condemnation
Building Resilient Networks
Proactively Building Resilient Networks

Build a network, before you need it.

Who are you connected to?

How can you support each other?

Get started!
Questions?