CONTENT CHALLENGE

- INCREASED QUANTITY & QUALITY

- SOCIAL PLATFORMS + DIRECT MESSAGING (TEXT, ENCRYPTED MSG, & EMAIL)
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- INCREASED QUANTITY & QUALITY

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EXPECT AI TOOLS TO EXPAND SUPPLY IN WAYS THAT TEST DETECTION & MITIGATION WORK ACROSS SOCIAL PLATFORMS & MESSAGING SERVICES

TAKEAWAY
FYI VOTING AT PEACE AUDITORIUM
IS PAUSED — FIRE SPRINKLERS 😳

HYPERLOCAL DIRECT MESSAGES
SPREAD HYPERLOCAL FALSE INFORMATION ABOUT VOTING CONDITIONS AT INDIVIDUAL PRECINCTS ON ELECTION DAY, USING PUBLIC & COMMERCIAL DATA TO MAKE SPECIFIC CLAIMS.

LANGUAGE-MINORITY INFLUENCE
TARGET LANGUAGE GROUPS WITH BESPOKE PERSUASION & FALSE CLAIMS TO DISCOURAGE OR DIRECT VOTING. CREATE AND DISTRIBUTE MANY VARIATIONS OF IN-LANGUAGE CONTENT ACROSS SWING JURISDICTIONS

ANG DAMING KRIMEN AT SABI NILA, BUMOTO. BAKIT?
CONFUSING AUTHENTIC REPORTS OF VIOLENCE AT THE POLLS

FLOOD THE ZONE IN CRISIS
Generate large volumes of content to burry or inflame an actual crises. Appropriate hashtags, modify authentic imagery, and generate “tips” to media or law enforcement.

NEW “LOCAL NEWS” OUTLETS
Create compelling “news” ecosystem that reinforces misinformation and enriches narrative through multiple inter-linking sites and assets.

MISUSE EXAMPLES

MULTIPLE SITES WITH VARIATIONS ON SAME FALSE STORIES
VOICE CALLS DIRECTING ADMINS TO CHANGE PRECINCT PROCEDURES

COMPELLING IMPERSONATION
USE VOICE CLONING TO INTERFERE WITH ELECTION DAY ADMINISTRATION AND CAPITALIZE ON ELECTIONS OFFICIALS WITH WELL-INTENTIONED EFFORTS TO CORRECT THE RECORD.

CYBER RECON & BREACH
GENERATE STRONGER PHISHING EMAILS TO GAIN PRIVILEGED ACCESS TO SYSTEMS AND FORCE ELECTION OFFICES TO RELY ON BACKUPS.

ADAPTIVE PHISHING EMAILS WITH ACCELERATED SYSTEM SCANNING
EXTERNAL

- ADOPT EMPOWERMENT MESSAGING
- PRIME VOTER EXPECTATIONS
- ESTABLISH .GOV AS SOURCE OF TRUTH
- REINFORCE RELIABLE OUTLETS
- EXPAND LANGUAGE COVERAGE
EXTERNAL

- Adopt Empowerment Messaging
- Prime Voter Expectations
- Establish .gov as Source of Truth
- Reinforce Reliable Outlets
- Expand Language Coverage

“AI spam will show up in texts, email, & social media. It’ll look right & that’s annoying. But you won’t be duped because you’ll check with trusted folks who care about our community—like your elections officials & local media.”
INTERNAL

- Implement CISA IT recommendations
- Establish safeguards for voice calls
- Alert locals on phishing risks
- Insist on coordinated comms

"If you get a phone call from state saying to do something, call back on the main number before you comply."
INTERNAL

- IMPLEMENT CISA IT RECOMMENDATIONS
- ESTABLISH SAFEGUARDS FOR VOICE CALLS
- ALERT LOCALS ON PHISHING RISKS
- INSIST ON COORDINATED COMMS
INTERNAL

- Implement CISA IT recommendations
- Establish safeguards for voice calls
- Alert locals on phishing risks
- Insist on coordinated comms

“IF YOU GET A CALL FROM ME ON ELECTION DAY SAYING SOMETHING IS WRONG, CALL ME BACK ON THE MAIN NUMBER BEFORE YOU DO ANYTHING DIFFERENT.”
YOU KNOW YOUR VOTERS.

YOU’VE WEATHERED WORSE.