



IT'S TIME

P2P Challenge
Rochester Institute of Technology

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Executive Summary

Our tactics, strategies and area of focus are based on extensive research of our target market as well as the ways in which violent extremists are using social media in order to better construct a counter narrative.

The U.S Government defines violent extremists as, "individuals who support or commit ideologically-motivated violence to further political goals." With the growth of social media and the expansion of radical violent extremist groups the online platform for communication has been hijacked and used to encourage violence and spread hateful messages across the globe. Troubled by the idea that such an incredible tool with limitless potential was being used as an outlet for bigotry and a meeting ground for violent extremists operating in all corners of the globe, a team of 17 students at the Rochester Institute of Technology set out on a mission. 9 in-depth interviews, 333 surveys, and 320,000+ impressions later, **It's Time** was born. As agents representing Generation Y, the largest demographic in the United States, we are responsible for creating the change we want to see using social media as a tool for constructive communication.

#EXOUT



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What We Can Do

Show how helping fight ISIL is as easy and simple as being informed and spreading awareness through social media.

Make it easily accessible to contact and support organizations against ISIL.

Common Objectives

Get people to literally EX OUT of programs, websites, applications that attempt to further the negative agenda of ISIL.

Inform college students as well as other users of the internet on not only how vulnerable they are when surfing the web, but also how they can protect themselves and contribute to creating the positive narrative against online violent extremism we need.

Elevator Pitch

The strongest weapon in ISIL's arsenal is their ability to use social media to spread hate and propaganda to the masses, we can show you how just by being informed and raising public awareness you can combat violent extremism.

Marketing Message

Just by spreading awareness through social media sites you already use every day you're directly fighting ISIL and their strong presence on social media.

We provide information regarding the difference between the Muslim religion and ISIL.

We will show you ways you can help and support refugees.



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Our Mission

We exist to combat violent extremism through education and creativity. Our cause is dedicated to creating a counter narrative and increasing awareness for this growing issue.

Target Audience

Silent Majority

"The silent majority are those who oppose violent extremism but currently are not active in raising public awareness or broader prevention efforts."



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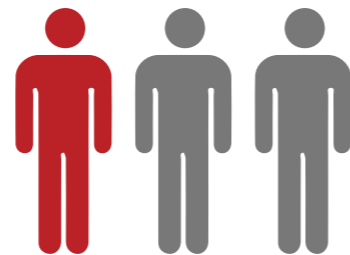
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Demographics

People born 1981-1997

In the US, there are currently **73 million people age 18 to 34**

Millennials count for every 1 in 3 working people



Psychographics

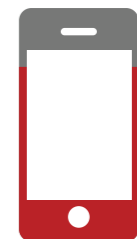
Racially diverse

Economically stressed

Politically liberal

Get their news on Facebook

75% use smartphones





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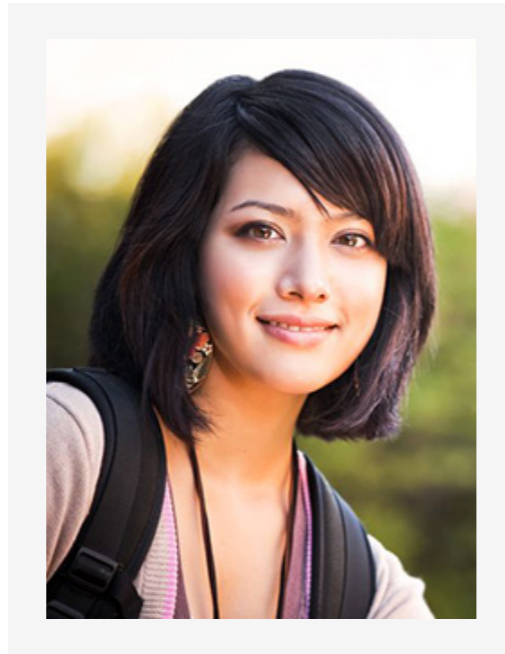
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Silent Majority Megan

Identifiers

Opinionated

Open to learning

Probably has some biases or opinions derived from hearing her parents talk

Forms opinions and informs herself through Facebook content from reputable accounts like CNN, ABC and Discovery News

In a sorority

Challenges

Time management

Lack of transportation and accessibility to participate in events

Background

College Student

Originally from area with little diversity

Somewhat informed

Demographics

Female

Age 17-23

Working part-time on campus

From a small town/rural environment

Real Quotes

"I don't know anything about Muslim religion, I'm not sure if there is difference between ISIL and all Muslims."

"I would like to help if I could, but I don't think I have time."

"ISIL is horrible and should be stopped, but I don't see how they affect me directly."

"I don't know how I can fight ISIL when I'm in America."



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Existing Studies

Americans who get their political news on Facebook

61%
Millennials

51%
Gen X

Primary language of ISIL supporters on Twitter

1/5 English



3/4 Arabic



16-24 year olds are the heaviest daily users of the mobile web, clocking up 3.25 hours

In 2015, the number of active mobile social accounts increased by 23% or 313 million accounts.

It is estimated that at least 46,000 Twitter accounts were used by ISIL supporters from September through December 2014



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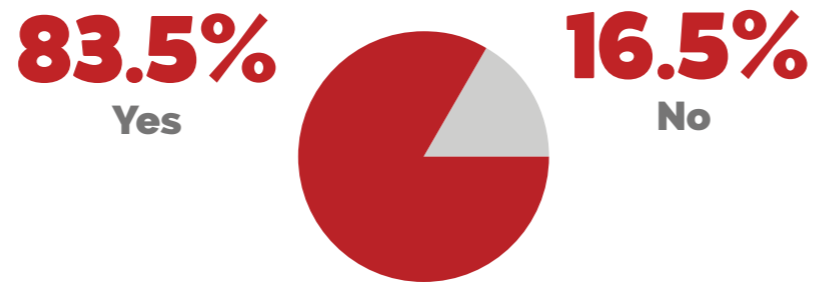
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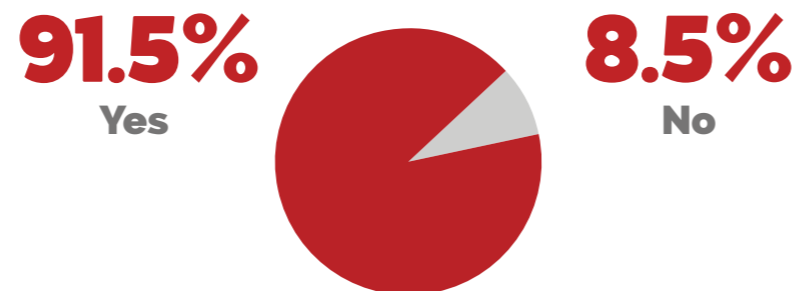
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Preliminary Survey Results

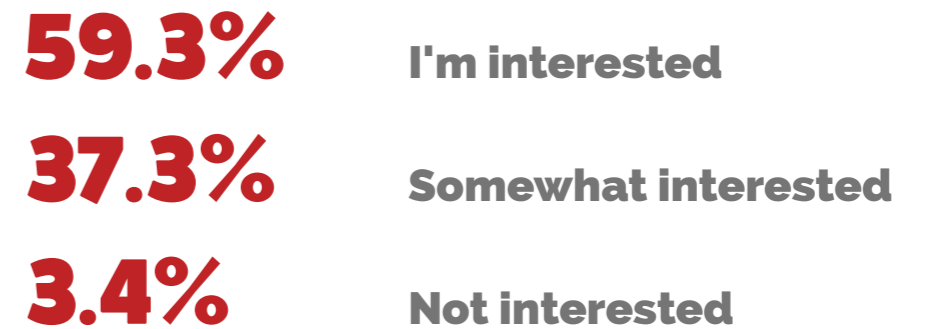
Do you feel a moral obligation in helping the society become a better place by breaking stereotypes and educating others on such humanitarian issues?



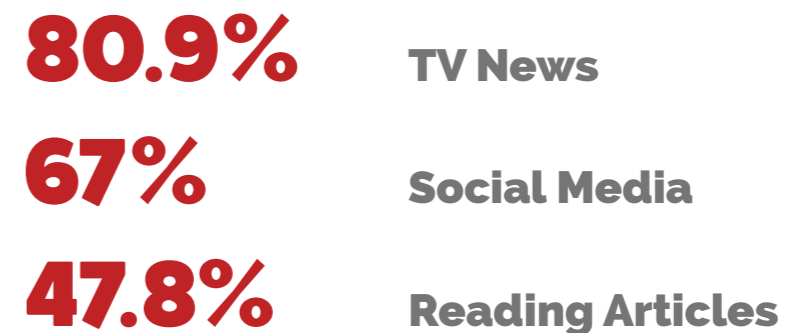
Do you believe you can make a difference using social media to discourage Islamic stereotypes, spread tolerance and educate others?



How would you rate your interest in the topic of breaking Islamic stereotypes, spreading tolerance, and educating others?



Top three sources of knowledge on the issue of violent extremism comes from...





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Strategy and Media Plan

To inspire the silent majority to be agents of change through education and engagement in creative, grassroots initiatives.

Facebook

Main Platform

- Create and share original content
- Promote events
- Engage audience

Instagram

Visual Platform

- Small, engaged following
- Used to share and encourage images of people exing out.
- Visual highlights of creative materials

Twitter

Supporting Platform

- Support Facebook efforts
- Share relevant news articles
- Promote educational materials

Snapchat

App Platform

- Featured geofilter on campus
- Place to share ExOut photos



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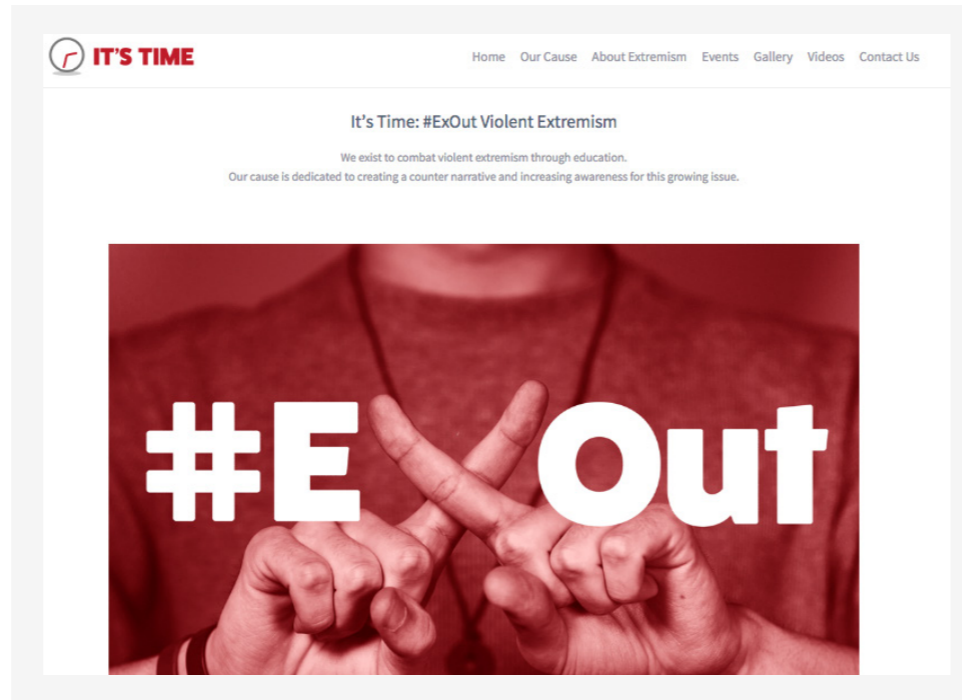
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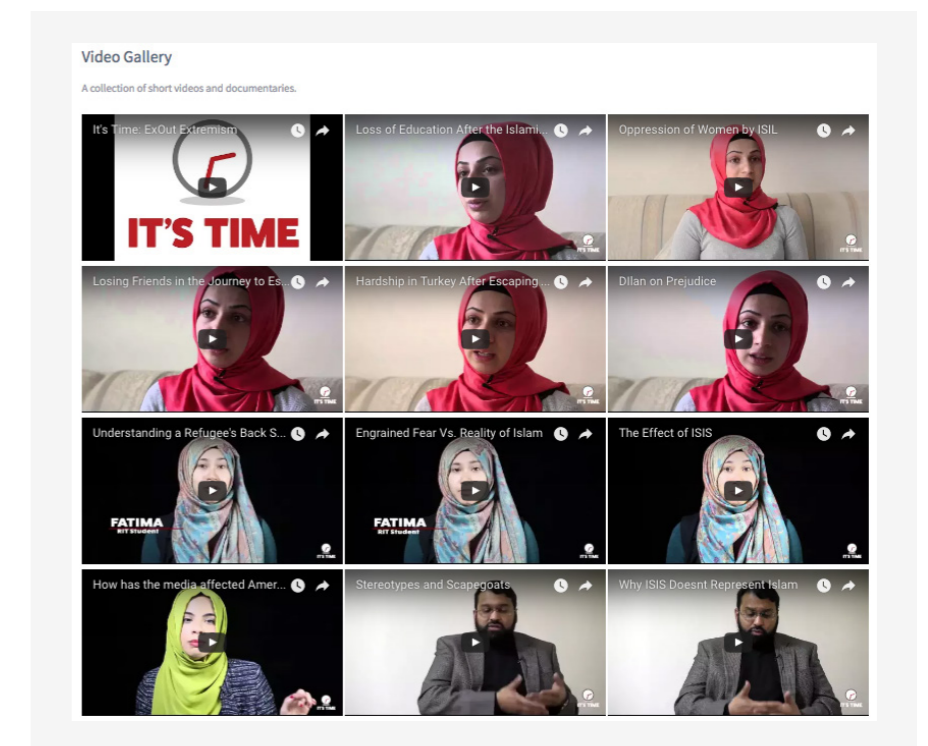
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Web Strategy



Purpose: To engage and share content to support social media efforts.

- Provide awareness and educational content
- Promote activities
- Place for artists to sign up for art exhibition
- Present YouTube videos
- Gather materials from all platforms





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Style Guide

Typefaces

Fat Frank

Raleway Medium

Logo



IT'S TIME

Colors



#757576



#cfcece



#bb2025

Platforms





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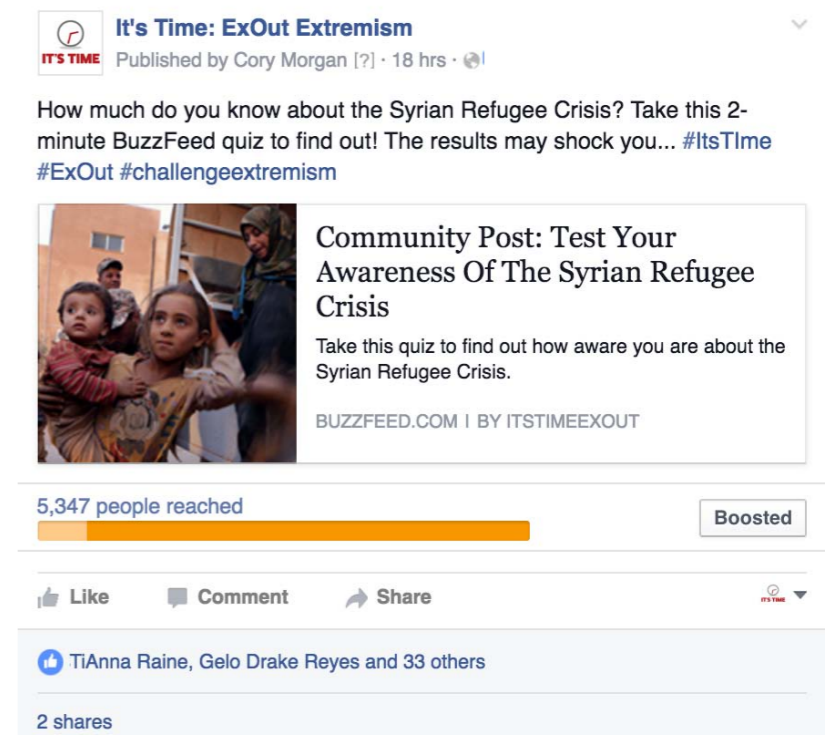
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Content

Our posts are mainly comprised of original content including photos, videos, infographics, status updates, event shares and BuzzFeed Community posts. We wanted our posts to be genuine, sharable and look like native content.

Shared posts included videos, links and photos from notable pages such as NowThis, CNN, and Global Engagement.





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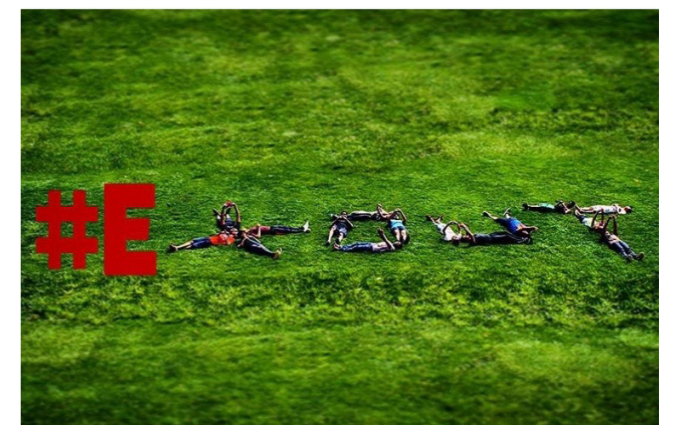
#ExOut Photos

We encouraged the hashtag #ExOutEverywhere to show how easy it is to show support from wherever you may be. The most creative ExOut photo won tickets to Summer Jam.



♥ 44 likes

[jewlybeads](#) Today in New York City, the events that took place in Brussels did not go unheard. TVs in restaurants, bars and even taxis warned us to take caution. Visibly heightened security throughout the city was comforting, but naturally brought a bit of doubt. It's time to live in a world that does not fear violent extremism. It's time to [#exoutfear](#) [#exoutextremism](#) and [#challengeextremism](#) Join our campaign [@itstimeexout](#) to both educate and give a voice to those who until now, have remained silent. [#exouteverywhere](#)



♥ [samanthasitt](#), [slothmasta](#), [itstimeexout](#)

[starrynightskyz](#) We [#exout](#) because [#itstime](#) to make a difference against [#violentextremism](#). [@itstimeexout](#)



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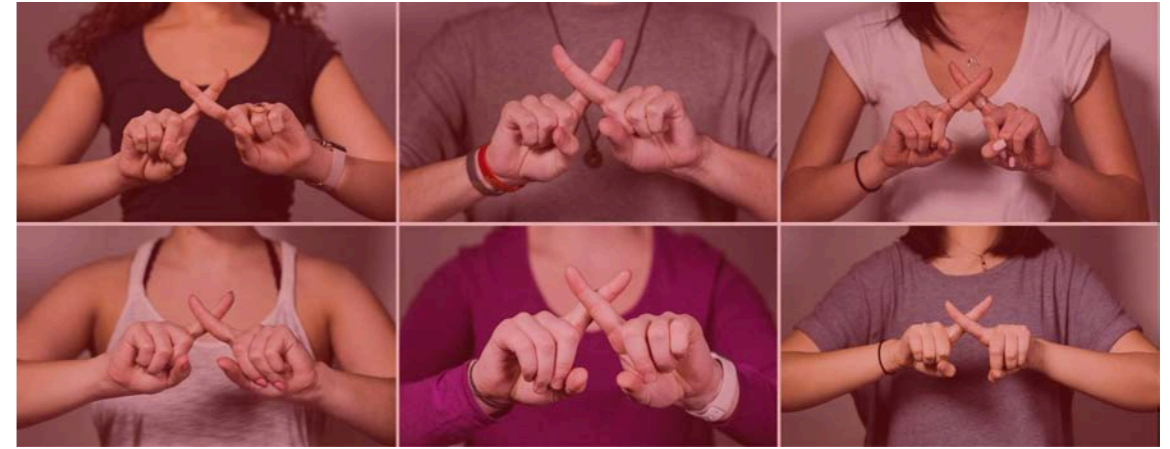
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A Growing Community

Our cover photos evolved as more and more people became involved in the campaign.

150+ posed in solidarity with our movement

230%
Increase in
Engagement





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Interviews

We wanted to know more about the people being directly affected by ISIL. Our interviews of Muslims, Syrians, and refugees were aimed to gain a deeper understanding by hearing their stories. By hitting record we gained the ability to share these perspectives and opinions with a much larger audience.



Yasir Qadhi

Dean of Academic Affairs at
Al-Maghrib Institute
Houston, TX

A founder of MuslimMatters.org, a premier online blog about Islam and Muslims.

Qadhi is a critic of extremist violence and believes that terrorism is antithetical to Islamic values. He tackles political grievances, criticizing both American foreign policy, which he views as the root of anger among many Muslims, and the religious claims extremists use to justify their violence.

Topics

Stereotypes & Scapegoats
Why ISIL doesn't represent Islam



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| 9,374 People Reached | |
| 113 Reactions, Comments & Shares | |
| 77 Like | 73 On Post |
| 13 Comments | 12 On Post |
| 19 Shares | 16 On Post |
| 255 Post Clicks | |

"Someone gets killed in Paris, like any other western country, and it's all over the news. You've got people changing their profile pictures to flags of that country all over Facebook. If you were to treat the Arabian people the same way, I guess people would have to change their flags every day."

AG

Kuwait Native

Topics

ISIL Attack on Kuwait

Life after the bombings

Silent war in Kuwait



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Fatima

RIT student

Topics

Reality of Islam

Effects of ISIL

Understanding refugees



Noor

RIT student

Topic

Media affecting America's
view of ISIL



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27,785 People Reached

8,192 Video Views

231 Reactions, Comments & Shares

122 Like | **109** On Post

16 Love | **15** On Post

25 Comments | **22** On Post

68 Shares | **65** On Post

Unique Viewers **8,007** >

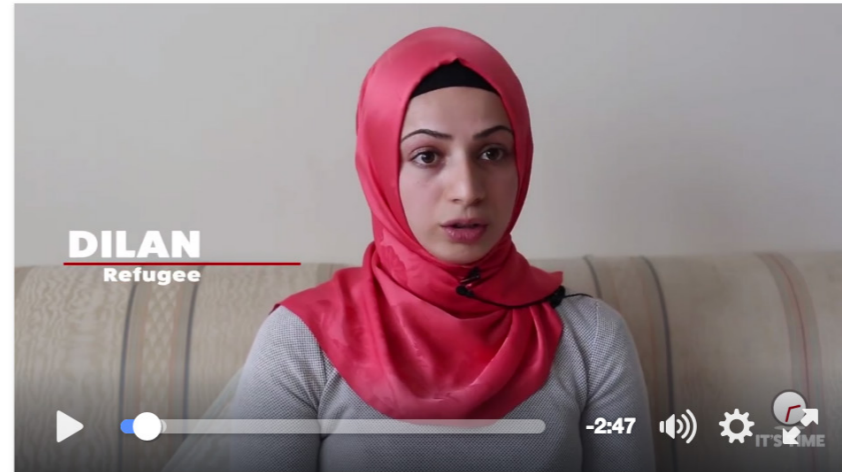
Video Views **8,192** >



It's Time: ExOut Extremism

Published by Maggie Harrington [?] · April 20 at 5:34pm · 🌐

Categorizing people under stereotypes should not be promoted. ISIS promotes prejudice and stereotypes. #ItsTime is here to educate in order to prevent stereotypes from flourishing. #challengeextremism #ExOut



Dilan

Syrian who moved to Rochester with her family 8 months ago

Topics

Oppression of women

Escaping Turkey

Losing friends

Prejudice

Loss of education



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NY: Light of Hope Tour: Benefit Dinner for Children in Need

The **It's Time** team was invited to attend the Islamic Relief USA benefit dinner to learn more about Islam, Muslim culture, and share our initiative with attendees. The dinner featured keynote speaker Sh. Yasir Qadhi Dean of al-Maghrib Institute, Resident Scholar of Memphis Islamic Center, and a professor at Rhodes College. He spoke about the true meaning of Islam and the importance of being compassionate towards all people.

Estimated Impressions **350+**



Live Facebook Video





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Public Market

A table was hosted at the Rochester Public Market on Saturday April 16th ; the market had about 20,000 attendees that day. It's Time team members walked around passing out literature and communicating the initiative to market goers. Individuals who were interested to learn more and get an It's Time market bag along with some additional merchandise were referred to the table. Team members at the table also recruited and engaged individuals educating them on the initiative.

Estimated Impressions
20,000





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Lacrosse Game

Also on Saturday April 16th, It's Time team members hosted a table at the Rochester Institute of Technology Men's Lacrosse game. The game drew in about 345 attendees. The It's Time table was set up at the entrance so individuals walking in could stop and learn more about the initiative.

Estimated Impressions **345**





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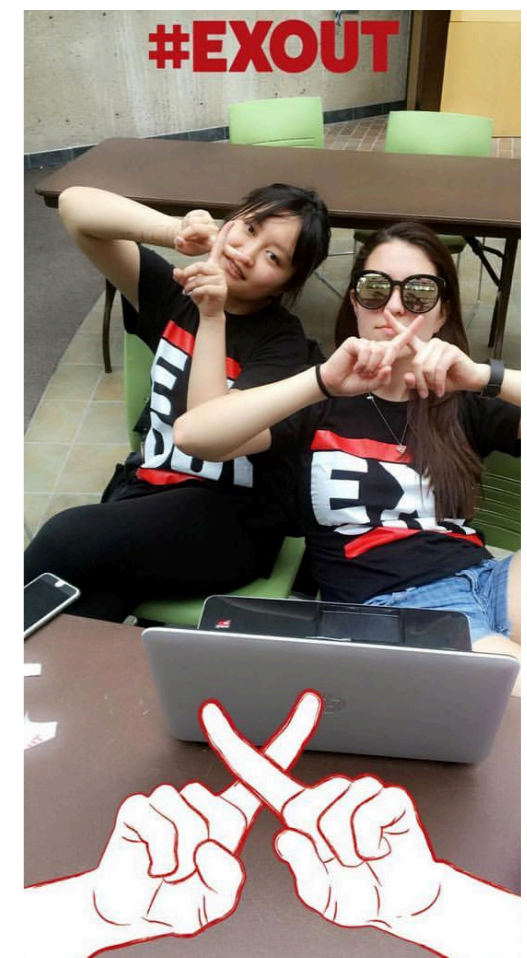
Table Sitzings in SAU

We set up a table in the Student Alumni Union to talk with students, give out merchandise, and promote our upcoming gallery event. A snapchat filter allowed us to spread the word and get more people involved in supporting our campaign. An estimated 2000+ people walked by each of the three days we were there.

Estimated Impressions **6000+**



Snapchat Geofilter





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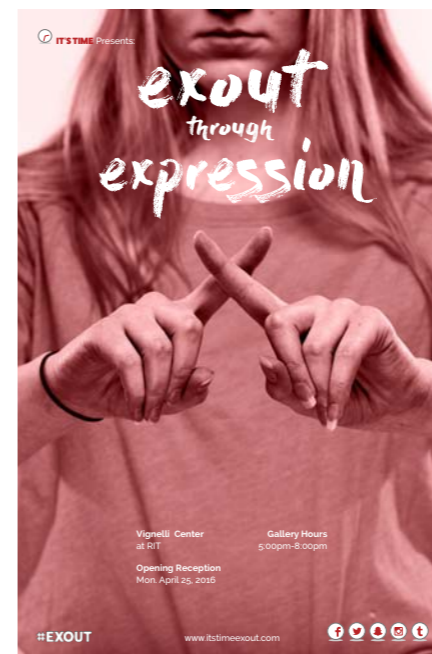
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ExOut Through Expression

About

Artists were asked to create works inspired by refugee stories depicting a cause against violent extremism, refugees and Muslim narratives, Islam, love, compassion, peace and any other additional themes that may reflect the positivity of what this campaign stands for. We hosted a silent auction and raffle to raise money for the Karam Foundation.

Promotion



Karam Foundation was founded in 2007 in Chicago as a small, non-profit organization determined to do big things. Karam means generosity in Arabic — our simple vision is to give what was needed to those who needed it anywhere around the world. Today, their impact expands across Syria, Turkey, Lebanon, and Jordan, building a better future for thousands of Syrian families.



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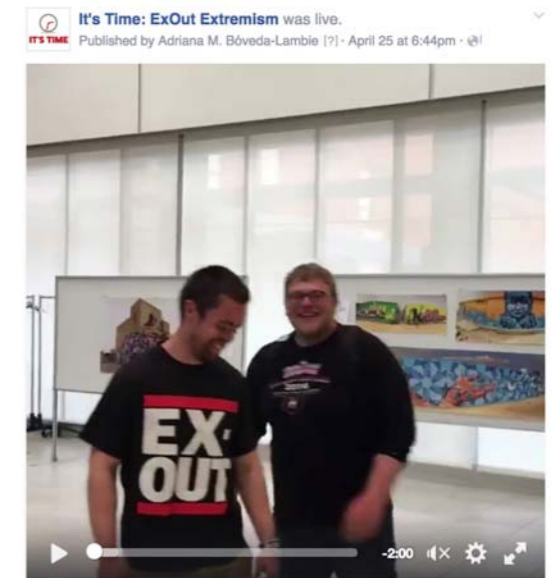
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ExOut Through Expression

- 11** Participating Artists
- 12** Companies who donated
- 100+** Estimated Attendance
- \$300+** Money Raised



Live Facebook Video





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ExOut through Education

ExOut through Expression was a series of presentations held at Bishop Kearney High School over a two-day period. In total, six 75 minute presentations were held in classes for juniors and seniors. The presentations covered topics such as Islam and Muslim culture, refugees, an over view of ISIL, ISIL on social media, and the ways we can create a counter narrative through the It's Time online initiative. Also shown in the presentation were several video clips from the It's Time mini doc

series which features interviews and personal stories of refugees and Muslims in the Rochester community. A video clip from a VICE News documentary which gives viewers an inside look at ISIL was also shown to students. Closing out the presentations was Jeopardy with questions from the topics covered, giving the students an opportunity to participate and win prizes.





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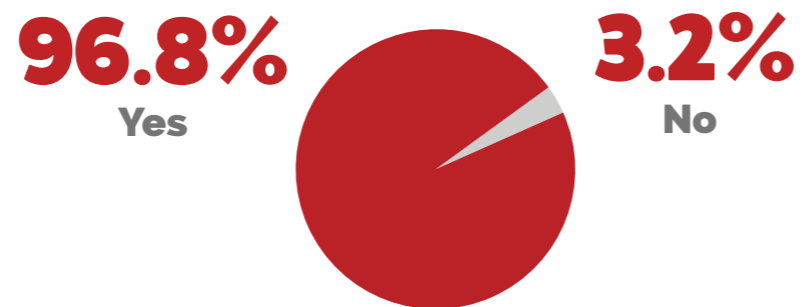
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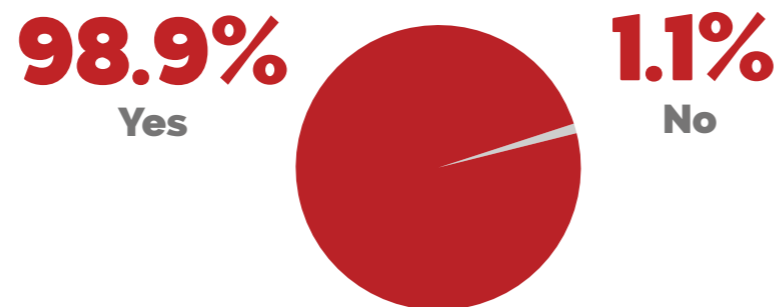
Post Survey Results

333
Total Surveys

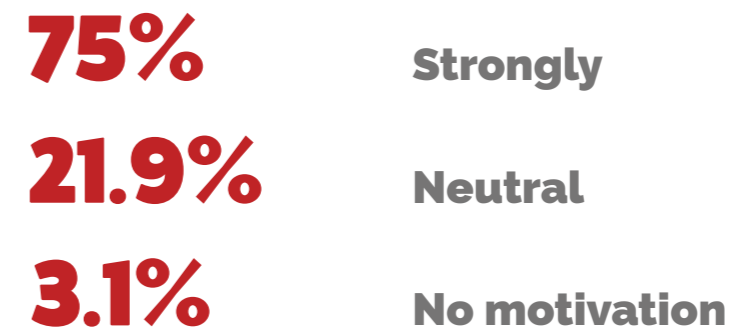
Do you feel our campaign added insight to your existing knowledge about issues of Violent Extremism?



After exposure to our campaign, do you feel confident in knowing the difference between the preachings of Islam versus ISIL?



Do you feel motivated to do further research on this issue to gain more insight yourself?



After seeing the artwork, how would you rate your stance on welcoming refugees?





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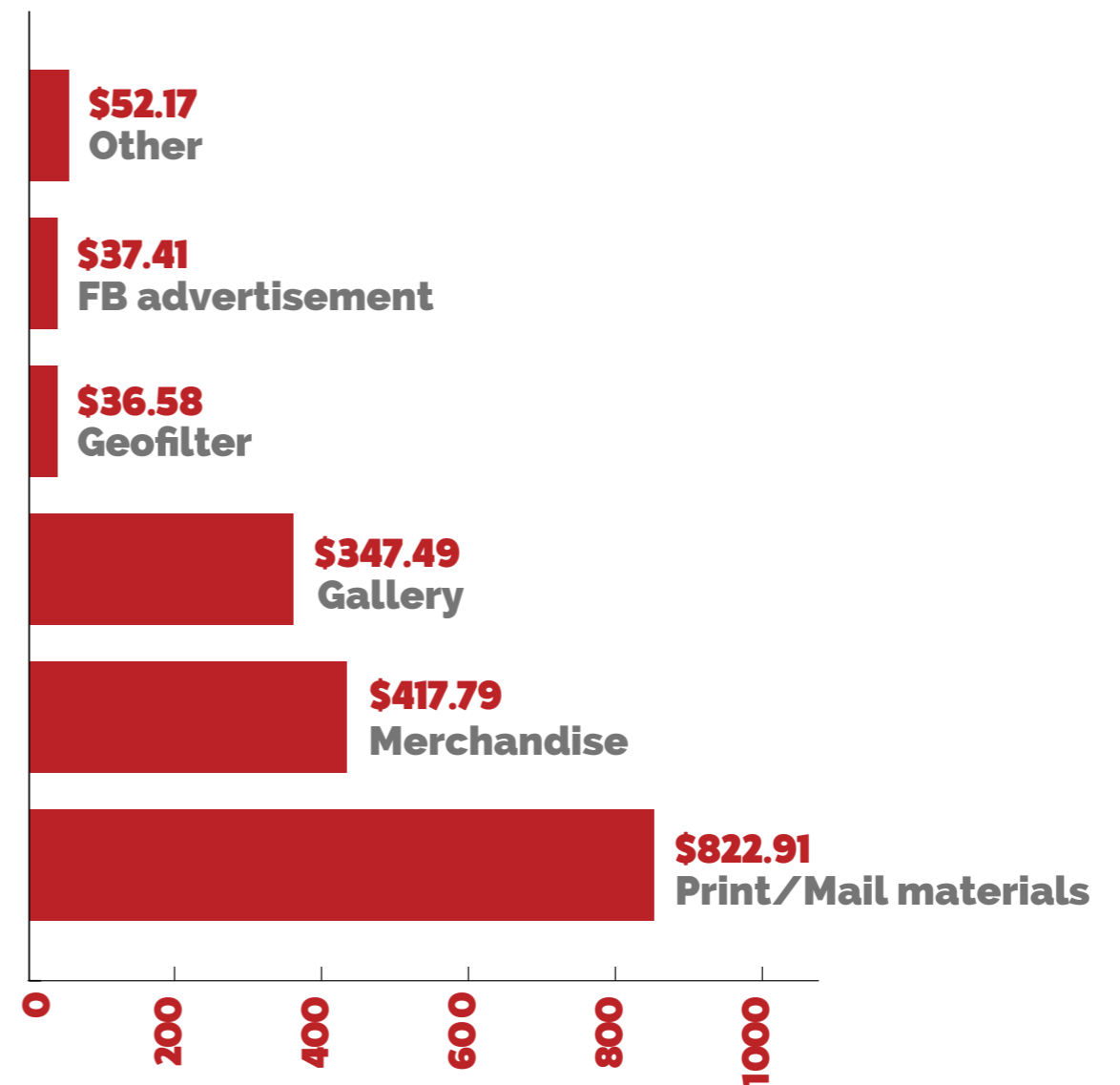
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Budget/Spending

\$1,994.45
Total Expense

\$5.55
Balance





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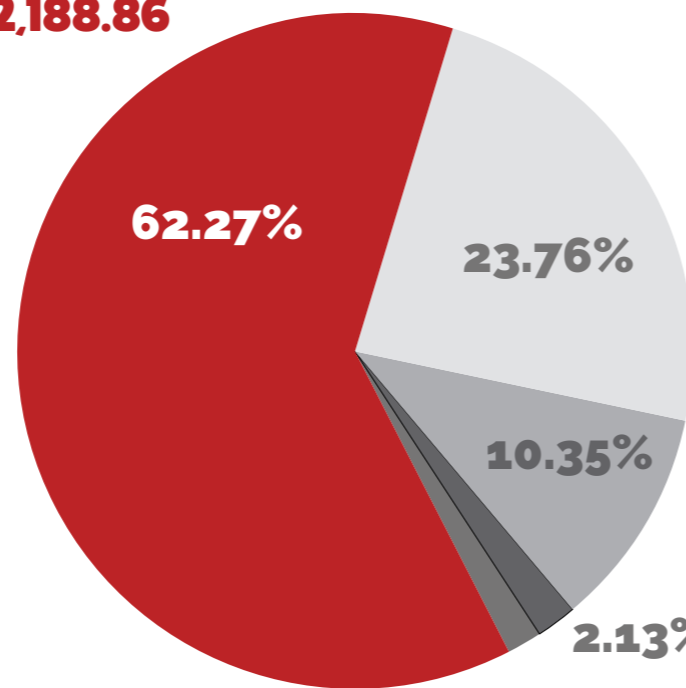
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Cost/Benefit Analysis

Giveaways/Merch
\$2,188.86



Print
\$835.25

Events
\$363.69

Social Media
\$74.93

1.48%
Miscellaneous
\$52.17

Added Value
\$3,514.90

1114 Donated
est. value of items

144 Impressions
per dollar spent



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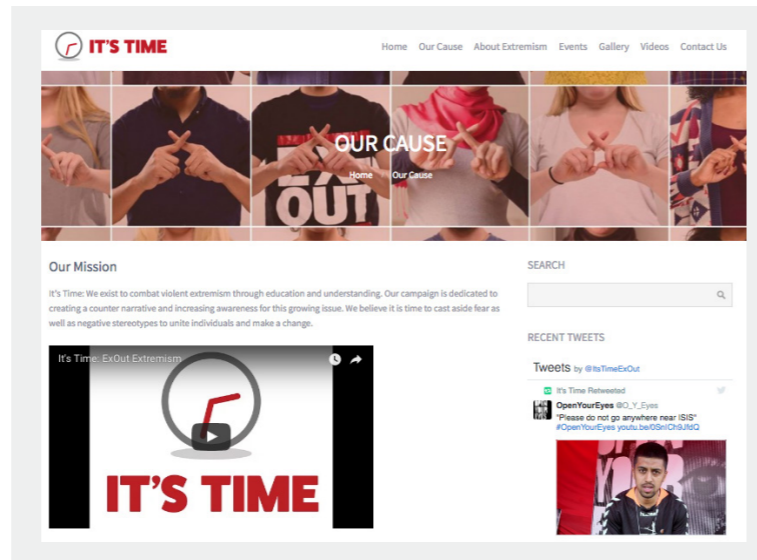
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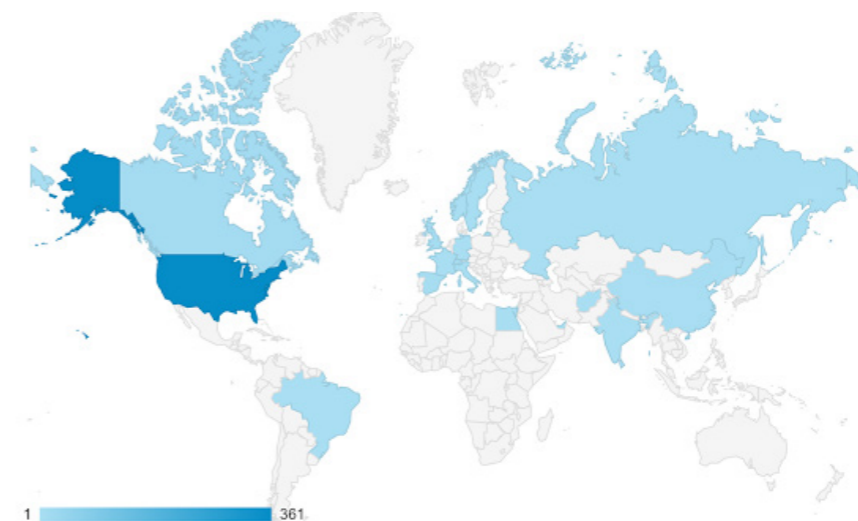
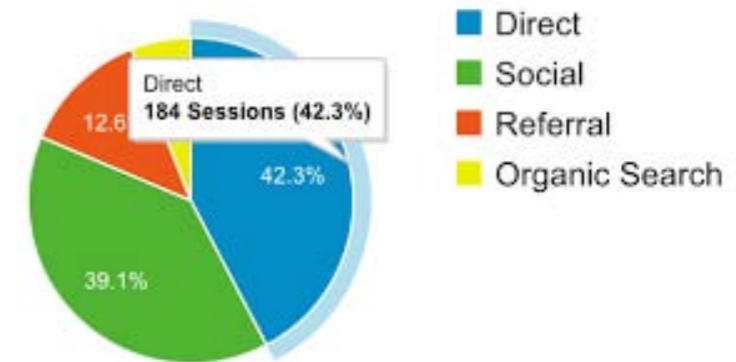
Website Results



Sessions: **435**

Page Views: **1,030**

Avg. Time Spent: **1 min 32 sec**



84% of our visitors came directly or from social media

76.6% were new visitors



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Facebook Results

290,000+
Facebook Reach

33,556 views
across **19** videos



It's Time: ExOut Extremism
Published by Livia Grace [?] · April 27 at 8:39pm · 🌐

We received this picture in our inbox and thought it was too good not to share... #VinDiesel with his #ExOut - We like to think he's on board with the movement. There's still time to send us your own #ExOut photos for a chance to win Summer Jam Tickets or Sky Zone passes! Get Creative-Let's see it!



**Top
Facebook
Post**

👍❤️👹 Margot Dayton, Julie Campbell and 735 others

15 shares

Reactions: **2,712**

Comments: **123**

Shares: **692**



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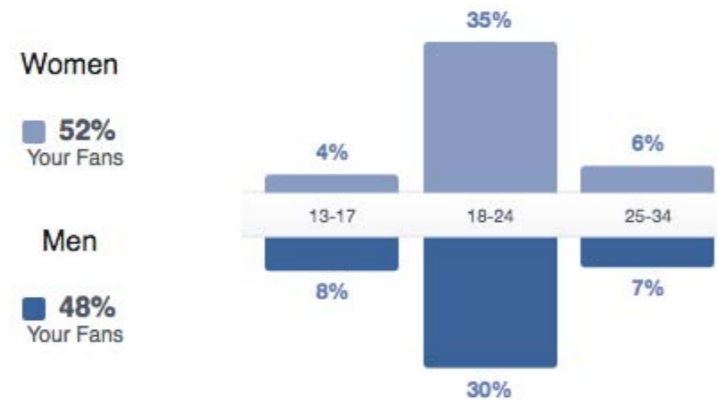
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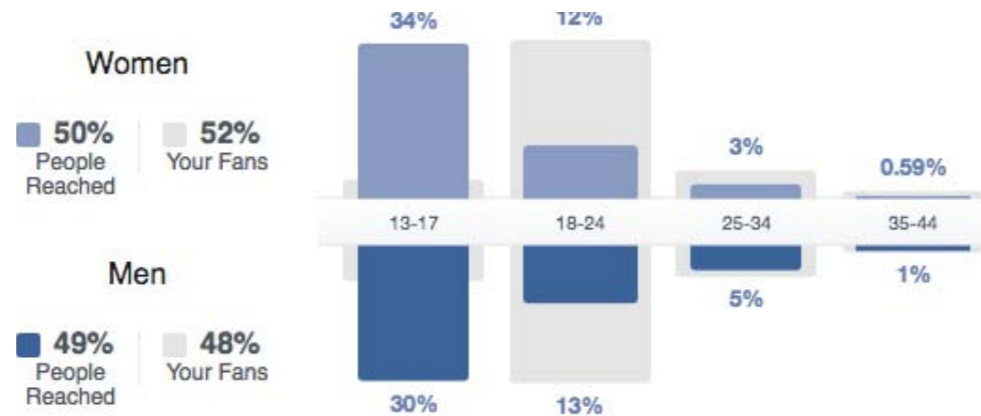
#EXOUT

Facebook Results

We successfully engaged our target market.

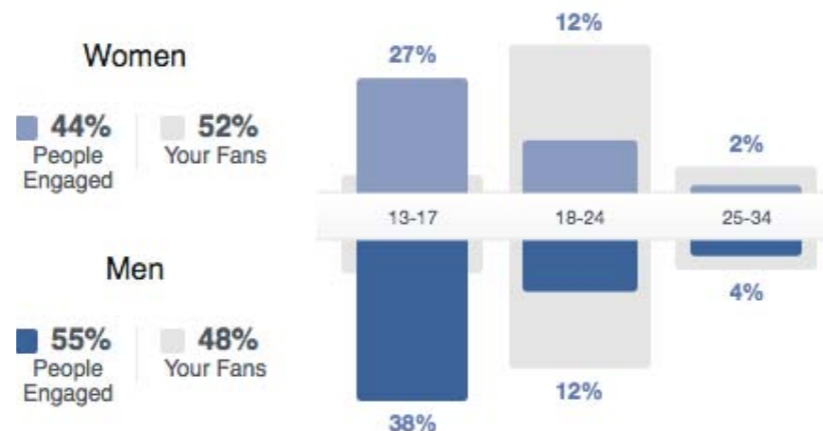


77% of our fans were men and women between the ages of 13-24



89% of our reach was men and women between the ages of 13-24

64% were 13-17



89% of our engagement came from men and women between the ages of 13-17

65% were 13-17



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Twitter and Instagram Results



Twitter

Reach: **17,535**

Followers: **50**

Posts: **107**

Top Post: **595 Impressions**

Mentions: **12**

Top Mention: **45 Engagements**

Instagram

Followers: **109**

Posts: **38**

Top Post: **30 Likes**





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Conclusion

**Thank you everyone who helped
make our campaign a success!**

Sky Zone

RMSC

MAG

Thread

g8PXY

Bill Grays

Yolickity

Delmonicos

Rock Ventures

Red Wings

Sips Coffee

Crabtree & Evelyn

Community Endorsements:

Islamic Relief USA

Islamic Center of Rochester

RIT Muslim Student Association

RIT Men's Lacrosse Team

Bishop Kearney High School

#EXOUT



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<https://asset1.basecamp.com/2015193/projects/11409794/attachments/204337926/2578e2b-47bcd00611413a6398e1e4fa40010/original/P2P%20Project%20Brief%20SP16%20Final.pdf>

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#EXOUT