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Communicating in a Contested Information Space



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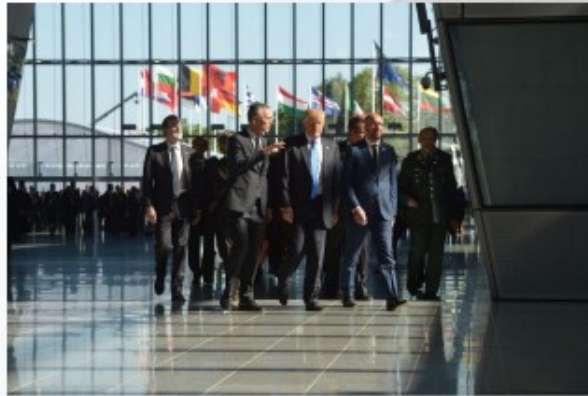
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COMMUNICATING IN A CONTESTED INFORMATION SPACE

**By: Carmen Romero, Deputy Assistant Secretary General,
Public Diplomacy Division, NATO**



NATO - NORTH ATLANTIC TREATY ORGANIZATION





CONTESTED INFORMATION SPACE

The aim of disinformation is:

- To confuse;
- To deepen divides;
- To undermine trust in our democracies and institutions;
- And, ultimately, to prevent action.





COMMUNICATING WITH CONFIDENCE





COMMUNICATING WITH CONFIDENCE

NATO's approach:

Two A's:

- Awareness
- Analysis

Three C's:

- Counter messaging
- Communicating with confidence
- Co-ordination





INNOVATION

INTEGRATION

INSIGHTS

INNOVATION



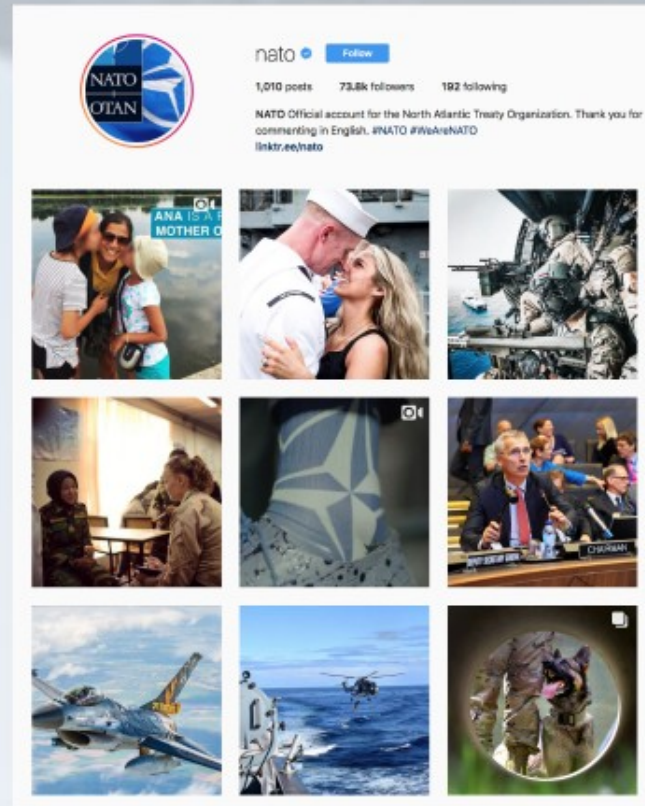
NATO Secretary General Jens Stoltenberg with the King of the Belgians at the Meeting of NATO Heads of State and Government in Brussels

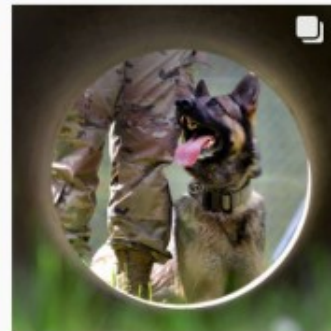
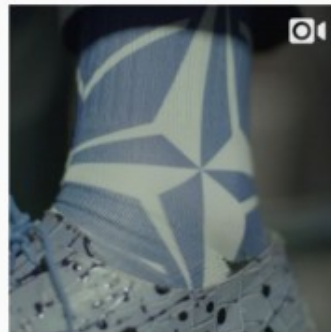
Progress made in :

- Establishing SMART communications objectives
- Understanding what audiences know, think, feel and do
- Designing audience-driven communications strategies
- Integrating communications throughout the NATO family
- Reinforcing planning and evaluation functions



DIGITAL







nato



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1,010 posts

73.8k followers

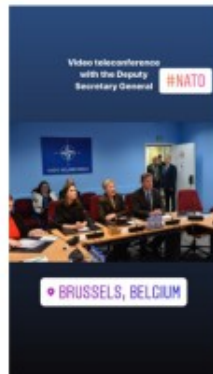
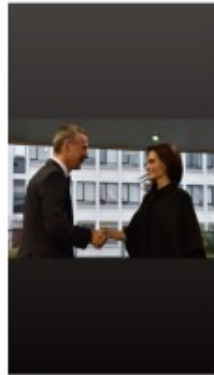
192 following

NATO Official account for the North Atlantic Treaty Organization. Thank you for commenting in English. #NATO #WeAreNATO

linktr.ee/nato



INSTAGRAM



Instagram Story with Angelina Jolie

- reached ~ 80,000 unique users
- 8 stories posted
- average completion rate of 93%
- 74,000+ taps

DIGITAL



- best performing video in 2018
- created a big spike in YouTube coverage
- 93% of all traffic to this video has come from external sources



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nato Polish female fighter pilots with MiG29 🇵🇱 🇵🇱

Agencja Gazeta

#nato #otan #aircraft #avgeek #fighterjet
#airforce #polska #poland #polish #mig29
#fulcrum #strongwomen #girlpower

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8,379 likes

MARCH 13

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...



- best performing
- created a big spi
- 93% of all traffic

fighter pilots with

/geek #fighterjet
d #polish #mig29
#girlpower

t. ...



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INTEGRATION



NATO Deputy Secretary General Rose Gottemoeller with Deputy Director of the NATO Centre of Excellence for the Defence Against Terrorism, Colonel Jeremiah Monk

- Including communications in policy planning
- Integrating the same tools for monitoring and analysis across the Alliance
- Synchronising and coordinating measurement with 29 sovereign nations and a complicated military structure

INSIGHTS



**Media
Monitoring
& Analysis**

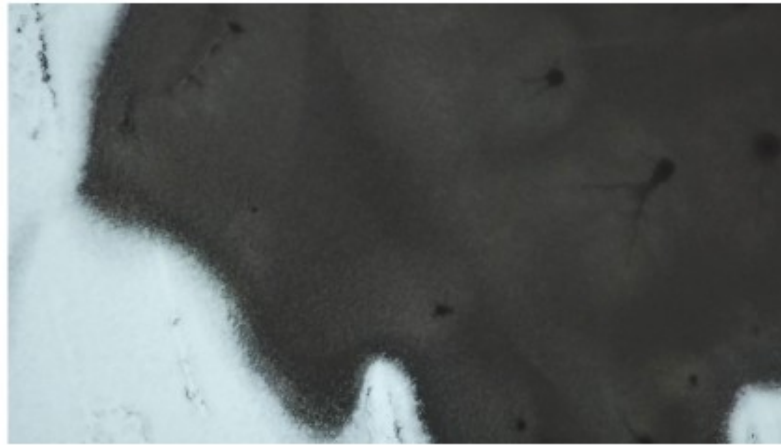
**Information
Environment
Assessment**



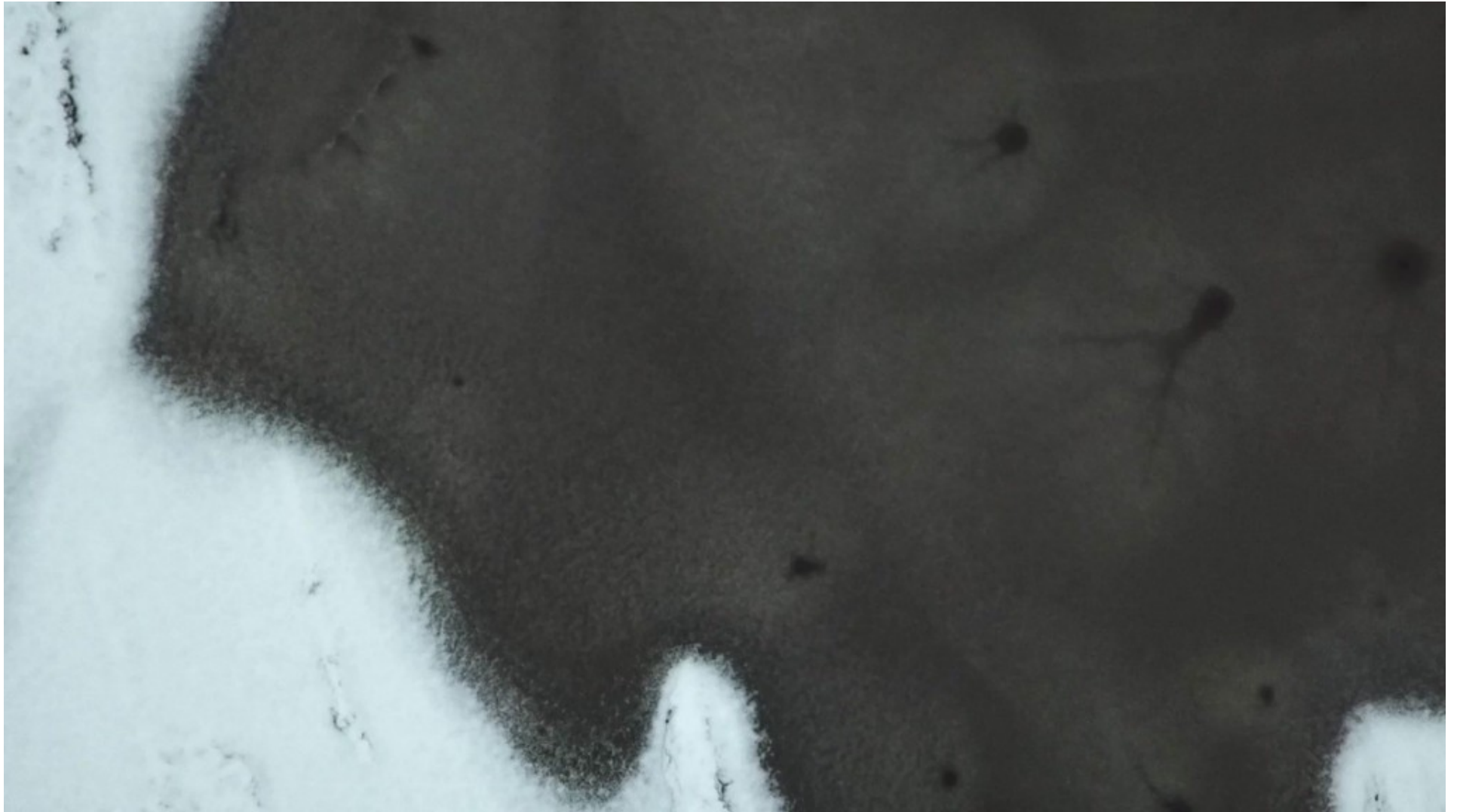
Media Monitoring & Analysis

- The frontline of our daily assessment
- Media monitors and analysts monitor the 24-hour news cycle
- Team looks at hundreds of articles on traditional platforms, 8 or more TV networks, and thousands of Twitter followers

Information Environment Assessment



**Information
Environment
Assessment**



Information Environment Assessment: eFP

- Integrated Communications Plan
- Analysis of communications activities and media coverage
- Measurement of our own communications
- Production of quarterly assessment reports with actionable insights and recommendations

IEA Process



The Information Environment Assessment Process

What do we need to know?

What are
we saying ?

What is
everybody
else saying?

So what?
Now what?
What are we doing
about this?



FLEXIBLE COMMUNICATIONS FOR EVOLVING CHALLENGES



New NATO Headquarters handover ceremony and fly-past
at the Meeting of NATO Heads of State and Government in
Brussels, May 2017

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