

# TAXPAYER-FUNDED PROPAGANDA MACHINES

## QUICK STATS

- ✘ **CONFERENCE:** Spending
- ✘ **TEAM:** Department of State
- **FUMBLE:** \$5 million Twitter account
- **HOW TO RECOVER THE BALL:** Require metrics for CSCC initiatives



*Photo: Screen shot of Twitter*

State's Center for Strategic Counterterrorism Communications (CSCC), created under an executive order with a roughly \$5 million annual budget,<sup>276</sup> has a fancy name with a 21<sup>st</sup> century task all middle schoolers can accomplish: it operates a Twitter account. Granted, most seventh graders do not focus their Twitter feeds on telling the "truth about terrorism," but even they would probably agree the oddly titled "Think Again, Turn Away"

**For more information, please visit:**

[Twitter: @ThinkAgain\\_DOS](#)

[The White House: Executive Order 13584 – Developing an Integrated Strategic Counterterrorism Communications Initiative](#)

[U.S. Department of State: Center for Strategic Counterterrorism Communications](#)

[The Washington Post: In a propaganda war against ISIS, the U.S. tried to play by the enemy's rules](#)

project tweets to dissuade would-be terrorists from joining the jihadi movement.

Is a \$5 million taxpayer-subsidized Twitter account with no way to measure success a good investment for U.S. taxpayers? It is reasonable for American taxpayers, who fund this expensive social media project, to expect there to be metrics on what the mission is, how to define success, and who the target audience is. It is not unreasonable for State to tweet the facts about global terrorism or to work to get the truth out about the murderous thugs of ISIL. There are millions of reasons to "turn away" from terrorism, but should it really cost millions of dollars to tweet about them?

## RECOVERY

Congress should require better metrics, or simply metrics at all, for CSCC's initiatives. This project could be beneficial, but it is up to CSCC to prove it. Tax dollars from hard-working American families should be doled out with a reasonable expectation for how the funds will be used. American families put thought and planning into how they spend money. Congress should ensure federal agencies and departments do the same.