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Lessons Learned: Spamouflage (2023-10-24)

What was done right:

Response Package

- Public statements are becoming a good precedent.
- The démarche contributed to the Chinese speaking dissident feeling secure after months of uncertainty and fear. In his own words, “the fact that we followed up on his case, called out the PRC and publicly reported it may have saved his life”.
- Translation of public documents into Simplified Chinese continued to be a key part of the strategy.

Outreach to social media platforms was a success.; established a working relationship. They were very receptive and open to working with us in the future. Importance of proactive engagement, before any public release. Process

- Overall smoother process in comparison to the Chong report. Slowly improving and becoming more efficient.
- Fewer complications when it came to the distribution lists (SITE+, including PS and PCO).
- Discussion with the Chinese speaking dissident was flagged back to departmental partners, including law enforcement agencies.

Room for improvement:

Process and Approvals

- Overall frustration regarding DMCIR and the fact that it is lagging on the response part. None of the agenda items called for action. However, the committee was able to come together for DMA-sponsored *ad-hoc* meeting.
- We should be more assertive on recommending the response package and limit feedback to red line reviews and broad suggestions.
- We should ensure products stay within the communications channel. Rely on the existing approval system will help save time and energy on the version control.
- Will need to standardize our process and consult with our key partners in GAC and GC.

Products

- Next time: no need for both statement and sanitized report – too similar.
- G7RRM email address: should this have been used to contact MPs? How to ensure it will not get overwhelmed?

Interdepartmental engagement

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- Need to continue to try and bring RCMP into the TNR issue. Overall disappointment that there was no interest [redacted] to join our call with the dissident.

Privacy

- Privacy concerns (What have we shared with social media platforms, any data?). A need to elaborate a public facing document detailing how we engage with social media. Potential Privacy Impact Assessment?

[APG]