

# INTERNAL MEMO



## Supporter Group Telegram Project – Unifying Principals

Thank you for participating in the National Justice Party supporter group Telegram project. In order to maximize our effectiveness and stay in-line with the values and wishes of the Central Committee, the following doctrine MUST be strictly adhered to when posting to your assigned public page.

### Unifying Principals aka “the Doctrine”

1: Never use rude language, crass rhetoric, racial slurs, or display them in photos. There are ways to deliver our message and our values without resorting to profanity. These pages are meant to serve as a positive, professional view into your supporter group. Never “fedpost.” (Violence, any mention of firearms, etc)

Moreover, when addressing public figures (governors, politicians, activists and others) avoid both name calling and demeaning terminology which is not based in fact. If a politician is being anti-White (anti-worker, anti-family etc etc), call them anti-White, but do not label them a ‘bitch’, ‘bastard’ or other any other inappropriate term.

2: Never post the promotional material or propaganda of other groups, even if they appear to be on good terms with the organization.

3: Never post photos of symbols or iconography belonging to other organizations, up to and including symbology from certain 20th century German people’s movements.

4: Never allow comments or open chats tied to Supporter Group pages.

5: Never allow the use of emoji reactions that are negative in nature (poo, laughing, yawning, drunk face, down thumb, etc.) If unsure, it is preferable to turn off reactions altogether.

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6: Never poke fun at, riff, “bantz,” argue, demean, insult, comment on, or engage in drama with other organizations, personalities, or groups unaffiliated with your own. Elected politicians, public figures, and other political parties (GOP, DNC, etc.) are all fair game.

7: Never post anything that could potentially identify you or your supporters. Ensure that your photos, videos, and files are scrubbed of metadata or blurred/concealed properly before posting them online.

## Best Practices

The following points are best practices that SHOULD be adhered to whenever possible. Adhering to these best practices breeds conformity throughout the Supporter Group channels while also maintaining the unique flair of your region/state.

-You should post promat photos or videos uploaded to the “Promat Division” telegram page in order to show off the hard work of your local supporters. The Promat Division page has added links to your supporter page for easy search/indexing.

-You should post local/regional news stories that could be used to highlight the illegitimacy of the current system and showcase a party solution (i.e. immigration report & NJP party platform about immigration).

-You should post historical photos, stories, and uplifting tales which originate from your region. This has a moralizing effect and is a good way to remind viewers of the heritage and accomplishments of White ancestors in the region and generate interest.

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-You should phrase things in a positive light when applicable. Refrain from posting something negative unless it can be followed up with something positive (I.E. a story about an anti-White crime in your area, followed up by a message of how the organization can help victims and remedy the overall situation.)

-You should post at least four times a month (once a week) to maintain an appearance of activity and consistency in your region. There is no limit to the amount of times you can post, however.

-You should refrain from posting multiple times a day within a short amount of time. "Spamming" on telegram only gets your channel buried quicker. A good practice is to strategically time your posts, this can be done by the "schedule message" feature.

-You should avoid copious amounts of unnecessary resharing. You do not need to repost the entirety of another SG's promat posts, nor every piece of commentary they make. Share only things that are truly unique, uplifting or otherwise highly informative. Always share posts by the National Justice Party main channel.

## Operational Matters

1: You may appoint a deputy or subordinate from your SG to manage the Telegram page for your group, but you must retain ownership of the channel.

2: You may use NJP derived graphics and logos which are unique to your region/state. Always clear your unique designs with MARCOMS before utilizing them on your Telegram page.

3: Never use unauthorized promotional material in your posts. Always clear your homemade stickers/banners/flyers with MARCOMS or the chief of staff before publishing it on Telegram.

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4: Never utilize content, sources, language, or any other material which may defame the National Justice Party or undermine its mission and values. If you are unsure about the appropriateness of a potential post clear your idea with MARCOMS before publishing it on Telegram.

5: Only utilize content, sources, language, or material which comes from a reputable source. These may include government data, studies, mainstream news articles, or Telegram pages approved by MARCOM. If you are unsure about the appropriateness of sources material or its truthfulness clear your idea with MARCOMS before publishing it on Telegram.

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*Please direct any questions to Jack McKraken, MARCOMS or James Karlsson, OEA.*