



Pekka Kallioniemi @P_Kallioniemi

Jul 12, 2023 · 8 tweets · [P_Kallioniemi/status/1679024344628961280](https://twitter.com/P_Kallioniemi/status/1679024344628961280)

For several reasons, #NAFO is an amazing movement. Lemme elaborate:

1) It's a de-centralized movement without leaders or idols. Leaders and hierarchies are the biggest reason why social media movements die. @Kama_Kamilia has stated on many occasions that NAFO is what...

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...people want NAFO to be. And he's stated that NAFO is not about him, or as he put it, "Once you put a face to a name, it becomes about the person and not the message."

I agree with this 100%, and I believe this is the reason why NAFO has been so successful.

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Why were you seeking to remain anonymous?

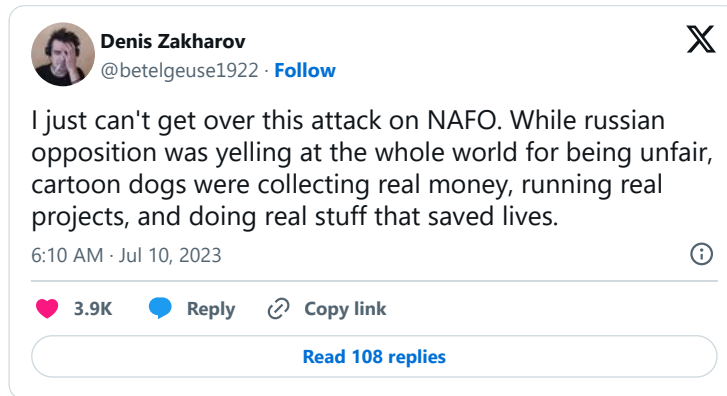
I wished to remain anonymous because it's not about me. Once you put a face to a name, it becomes about the person and not the message. And sometimes once you're the face of the 'operation' it can get to your head. We've all seen it time and time again, with numerous aid organizations. Thus, I prefer we continue to talk about NAFO, and not me personally.

What is NAFO and how did you get involved?

NAFO means different things to different people. Some treat it to help others, some use it to fight disinformation, while others use it as a place to find solace from everything that's happening. To me, it means whatever it means to others. There's no need to concentrate on purpose and one purpose alone. By limiting what NAFO means or is, we'd be limiting what NAFO can achieve.

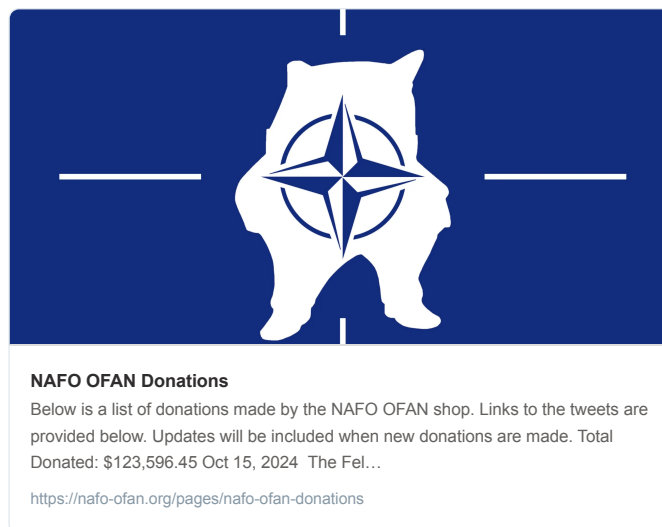
2) NAFO helped me when no one else would. Back in Oct 2022, when I started writing #vatniksoup, most of the attention came from cartoon dogs. They spread my message, they followed me and recommended my content. @betelgeuse1922 had a similar experience:

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3) NAFO works on so many levels. It crowdfunds Ukrainian battle against Russia. It fights against Russian disinformation on social media. It spreads awareness and augments pro-Ukrainian message. Shiba inus support you when you're in trouble, they CARE.

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4) NAFO is extremely effective against the Russian propaganda style called "Firehose of Falsehood". It doesn't debate or argue with bad actors such as Russian diplomats, but ridicules their ridiculous and false message. And it does it in high volume.

5/8



Pekka Kallioniemi 
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In today's #vatniksoup, I'll be talking about the Russian style of online propaganda and disinformation, "Firehose of Falsehood". It's a commonly used Kremlin strategy for Russian information operations, which often prioritizes quantity over quality.

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The Firehose of Falsehood: the Russian style of propaganda for an age of information abundance.

- High volume and multi-channel approach
- Shameless in its willingness to broadcast lies
- No commitment to, or requirement for consistency
- Rapid, continuous and repetitive messaging
- Point is not to persuade but to confuse and overwhelm
- Assumes a low trust environment *and lowers it further*
- Number of arguments matters more than their quality
- Drown out competing messages through sheer volume

9:52 AM · May 4, 2023 

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Now, there's always room for criticism. Like every moment, NAFO has members who like to stir shit and provoke strong reactions. There are also people who claim to be NAFO but actually just provoke infighting. But you shouldn't judge de-centralized movement for few bad apples.

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Then there are people who judge NAFO because of an inflatable shark, and completely disregard all the actual work NAFO has done. This is the hill they are willing to figuratively die on, while their countrymen die en masse on actual hills in Ukraine.

7/8 <https://t.co/hvNhxjPUKo>



Bad Baltic Takes

@BadBalticTakes · [Follow](#)



Here's the kind of thing I would be tweeting if I was russian and considered myself to be part of the liberal opposition:

"Our country is literally committing imperial genocide. We've failed to stop it. So why the hell are we, as russian liberals, instead focused on trying to... [Show more](#)

9:39 PM · Jul 9, 2023



3.1K



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Maria Pevchikh ✓

@pevchikh

Haha, just bumped into this brave NAFO fighter fearlessly carrying a rubber shark in the streets of Vilnius. Your vigorous crusade against the dead Russian tourist who was eaten alive in front of his family is truly heroic. Never give up, Lionheart.



Last edited 9:40 PM · Jul 9, 2023 · 2.5M Views

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Finally, there's a reason why Russian high-level officials comment on NAFO, and that reason is simple: the movement is extremely effective. That's why they try to undermine and sabotage it with their silly accusations of "russophobia".

Fellow Shibas, keep on shitposting!

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MFA Russia 🇷🇺

@mfa_russia



[#Opinion](#) by Maria Zakharova

NAFO personifies what the EU has seemed to be fighting: hate speech, intolerance, all forms of xenophobia.

This is the essence of the West's hypocrisy — “we ourselves will become sons of bitches, if only to spite Russia.”

 t.me/MFARussia/16525

