A REPORT PREPARED BY THE NATIONAL FEDERALIST PARTY
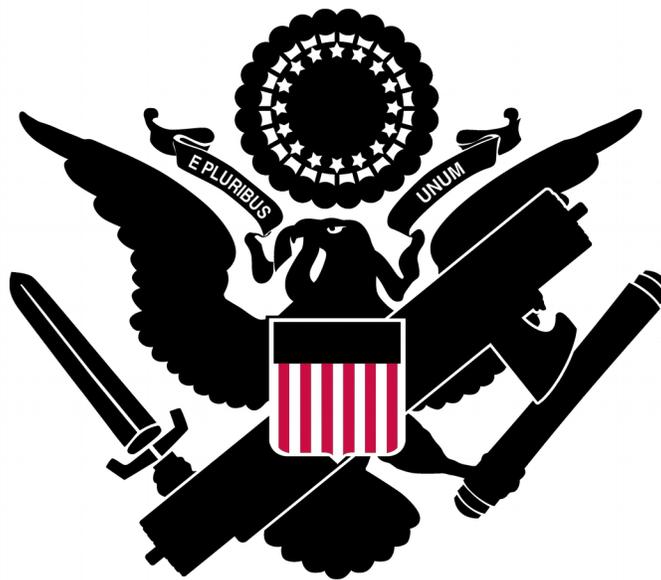

USB DRIVES AS A MEANS OF SPREADING INFORMATION

INTRODUCTION:

USB drives are a pretty interesting way to spread information. The idea, first presented on 8ch's /redstick/ board a very long time ago, was to good to let die. However, this medium isn't as perfect as people would like to believe. Like just about everything else, it has pros and cons.

THE GOOD:

- Information is self contained on the drive (good for getting info past "hate speech" web filters).
- When picked up, people interact with them a lot.
- Very easy to spread without any notice.
- Get to LARP as a hacker.

THE BAD:

- Cost is a big problem, USB drives (even ones that have very little space) are expensive
- The rate at which people pick them up is extremely irregular. Sometimes you get 90%, sometimes you get 50%.

THE UGLY:

- Analytics is a problem. How do you gauge when people pick them up? How do you individualize the drives? Ect.
- Take a long time to ship from China or whatever child slave ancap nation you get them from.

All being said, if you want to spread some information, trigger some people, and have an all around good time, USB spreading is probably for you. While this stuff take a lot of prep work, it is all worth it down the end of the line.

THINGS TO CONSIDER:

- USB drives?
    - Where to get them?
    - At what cost?
    - When will they arrive?
    - What size/specification?
    - What style/color will grab people's attention?
- What kind of content will go on the drives?
    - Target audience?
    - How much space do you have to work with?
    - How to you make sure people actually view the right file first?
- Distribution?
    - Where to put them?
    - How, ect

MAKING THE CONTENT:

Before you go out and waste a ton of money on USB drives, you should probably create the content that goes on them first.

Consider beforehand:

– Who is your audience?

– What kind of content will they be receptive to?

– Why the hell should they keep looking at your USB drives?

CUT TO THE CHASE:

So now you are probably asking yourself how you should make the content so it is easy for your target audience to read/understand. The short answer is HTML pages. The long answer is that it all really depends on how you want to present the information. You could easily distribute the redpills as a moonman mixtape rather than strait information. However for most intents and purposes HTML pages are a good way to go.

If you are lazy and want to just skip the step of making content, you can download this template and use it to your hearts content. Simply unzip it into the drive directly, and everything has been completed. Now, should you decide to make your own set of html pages you should probably take into account the following:

– The pages can't look like shit.

– It has to be apparent from the user end how to open everything.

– There needs to be a page explaining what this USB drive it.

– There needs to be some sort of navigation "hub page"

– You will probably want to store all of the images/resources/ect directly on the usb drive so there are not hotlinking issues

  - Base64 encoding them is also a good tactic, provided the images aren't huge.

  - If you are short on space, hotlinking is probably acceptable, just make sure the images won't ever get taken down.

BUYING THE USB DRIVES:

There are two places to get USB drives cheaply and reasonably as far as I am aware of at the time of writing this. The first of these places is Ebay. While there are tons of cheap Chinese vendors that sell USB drives on ebay, the best way to get drives at a low cost is from overstock sale. Companies tend to buy tons of USB drives for promotional events or what not, and then sell the leftover in an attempt to get back some losses.

However finding these people tend to be tough. You will have to keep watching ebay listings until you find someone selling, and then snipe it at the last minute. Doing this is pretty difficult and boring, but it is the cheapest way possible to get USB drives.

The next cheapest way to get these is to buy directly from the people making them. Alibaba is a pretty reliable site to do this on, and unlike many other sites there is a lower chance of getting scammed here. However there are a few things you need to do before buying USB drives.

First off, contact a lot of sellers. Tell them all you want to buy 100 USB drives or what not, and tell them you are seeing X price from other sellers. As them all if they can do better. Make sure they are aware that you are shopping around, and drop the carrot of future orders in front of them. If you do this, and pull it off correctly, you will probably be able to get somewhat lower prices on the drives than you previously thought.

When you are buying drives, go for the lowest amount of memory possible. Don't get fancy drives. Get the plain ones in bright colors. Make sure you get something cheap and eye catching, even if it looks god awful ugly. Just shop for whatever works.

SPREADING THE USB DRIVES:

The hardest part about this whole operation is spreading them. While you can get as detailed as you want with what USB drives you are buying and what content you are putting on them, if you can't get them out the door you are wasting resources.

FACTORS

- Disks/Drives must be highly visible
- Disks/Drives must be in places where people who will inspect them will find them, rather than those who will blindly turn them into lost and found
- Put in a place where lost and found is inaccessible (?)
- Put in a place where they are not likely to be damaged

PLACES TO PUT THEM

- Empty class rooms
- Bathrooms
- Study areas
- Meeting places

PLACES TO AVOID

- Anywhere that people are likely to turn into lost and found rather than insert
- Ground level (where they could be stepped on and damaged)
- Watched areas (eg: cameras)

OPTIMAL CIRCUMSTANCES FOR PLACEMENT

- Day time, morning hours to early afternoon (late afternoon might mean the area is never used, and the device is trashed by cleaning staff)
- People entering and exiting the building a lot (semi-busy, but not to busy. While you should place in an area that is empty, there should be people around you so you mix in with the crowd)
- Remember to be a gray man
- Using the tactics found in the distribution manual probably isn't a bad idea.