United States Department of State

Washington, D.C.   20520

August 31, 2020

Case No: F-2020-00904/FL-2020-00037

Jason Blaine Aldrich
Judicial Watch, Inc.
425 Third Street, SW Suite 800
Washington, DC 20024

Dear Mr. Aldrich:

I refer to our letter dated July 30, 2020, regarding the release of certain Department of State material under the Freedom of Information Act (the "FOIA"), 5 U.S.C. § 552. State has processed more than 300 pages of potentially responsive material this month, and has located 72 documents responsive to your request. We have determined that all 72 documents may be released in part.

An enclosure explains the FOIA exemptions and other grounds for withholding material. Where we have made excisions, the applicable FOIA exemptions are marked on each document. All non-exempt material that is reasonably segregable from exempt material has been released in the enclosed pages.

The processing of your request remains ongoing. If you have any questions, your attorney may contact Derek Hammond, Assistant U.S. Attorney, at (202) 252-2511 or at Derek.hammond@usdoj.gov. Please refer to civil action number 20-cv-00124, and FOIA case number F-2020-00904/FL-2020-00037 in all correspondence regarding this case.

Sincerely,

Susan C. Weetman
Deputy Director
Office of Information Programs and Services

Enclosures: As stated.

The Freedom of Information Act (5 USC 552)

FOIA Exemptions

(b)(1)   Information specifically authorized by an executive order to be kept secret in the interest of national defense or foreign policy. Executive Order 13526 includes the following classification categories:

    1.4(a) Military plans, systems, or operations
    1.4(b) Foreign government information
    1.4(c) Intelligence activities, sources or methods, or cryptology
    1.4(d) Foreign relations or foreign activities of the US, including confidential sources
    1.4(e) Scientific, technological, or economic matters relating to national security, including defense against transnational terrorism
    1.4(f) U.S. Government programs for safeguarding nuclear materials or facilities
    1.4(g) Vulnerabilities or capabilities of systems, installations, infrastructures, projects, plans, or protection services relating to US national security, including defense against transnational terrorism
    1.4(h) Weapons of mass destruction

(b)(2)   Related solely to the internal personnel rules and practices of an agency

(b)(3)   Specifically exempted from disclosure by statute (other than 5 USC 552), for example:

ARMSEXP	Arms Export Control Act, 50a USC 2411(c)
CIA PERS/ORG	Central Intelligence Agency Act of 1949, 50 USC 403(g)
EXPORT CONTROL	Export Administration Act of 1979, 50 USC App. Sec. 2411(c)
FS ACT	Foreign Service Act of 1980, 22 USC 4004
INA	Immigration and Nationality Act, 8 USC 1202(f), Sec. 222(f)
IRAN	Iran Claims Settlement Act, Public Law 99-99, Sec. 505

(b)(4)   Trade secrets and confidential commercial or financial information

(b)(5)   Interagency or intra-agency communications forming part of the deliberative process, attorney-client privilege, or attorney work product

(b)(6)   Personal privacy information

(b)(7)   Law enforcement information whose disclosure would:
    (A) interfere with enforcement proceedings
    (B) deprive a person of a fair trial
    (C) constitute an unwarranted invasion of personal privacy
    (D) disclose confidential sources
    (E) disclose investigation techniques
    (F) endanger life or physical safety of an individual

(b)(8)   Prepared by or for a government agency regulating or supervising financial institutions

(b)(9)   Geological and geophysical information and data, including maps, concerning wells

Other Grounds for Withholding

NR   Material not responsive to a FOIA request excised with the agreement of the requester

From:	"Kent, George P" (b)(6)
To:	(b)(6)
Subject:	PaS
Date:	Thu, 28 Mar 2019 11:14:22 +0000

(b)(6)

Good to hear. (b)(6)

Get Outlook for iOS

From: (b)(6)

Sent: Thursday, March 28, 2019 7:10 AM

To: Kent, George P

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

Official

UNCLASSIFIED

From: Kent, George P (b)(6)

Sent: Thursday, March 28, 2019 12:41 PM

To: (b)(6)

Subject: Re: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

Exactly. Kyiv and the desk+FO work around the clock. I get emails from the desk (usually (b)(6) after and often times 9 on the high side nearly every night.

(b)(6)

Get Outlook for iOS

From: (b)(6)

Sent: Thursday, March 28, 2019 6:17 AM

To: Kent, George P

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

Official

UNCLASSIFIED

From: Kent, George P [(b)(6)]

Sent: Thursday, March 28, 2019 12:14 PM

[(b)(6)]

To: [(b)(6)]

Subject: Re: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

---

From: [(b)(6)]

Sent: Thursday, March 28, 2019 6:04 AM

To: Kent, George P

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

[(b)(6)]

Great to have these "tools" almost all of which PAS was already using, despite [ ]'s claims, but the point is they shouldn't have to be looking at them at 11pm at night when Washington is still in the office anyway.

We'll continue to monitor the press during our business hours, but I'm instructing our PAS team to put the "blackberries" down after 7pm. Twelve hours of work a day is plenty.

Official

UNCLASSIFIED

From: Kent, George P [(b)(6)]

Sent: Wednesday, March 27, 2019 10:42 PM

(b)(6)

To [redacted]

(b)(6)

Subject: FW: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

– FYI. When I read "maximizing efficiencies," I thought: minimal effort, minimal result. I am not confident we will get the result we need stateside, but will keep pushing.

George

From: Kent, George P

Sent: Wednesday, March 27, 2019 4:17 PM

To: [redacted]

(b)(6)

Cc: [redacted]

(b)(5)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

– key thing is to get up to ramming speed from the get go,

(b)(5)

Thanks for helping!

George

(b)(6)

From: (b)(6)

Sent: Wednesday, March 27, 2019 3:57 PM

To:

Cc: Kent, George P

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Agree- and while surprising they didn't have the tools already set up to maximize efficiencies in monitoring- that's why we are all here and I'm learning myself about all these high-tech apps!

It takes a village.☺

(b)(6)

Public Diplomacy Desk Officer

Ukraine, Moldova, and Belarus

U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official

UNCLASSIFIED

(b)(6)   (b)(6)

From: (b)(6)

Sent: Wednesday, March 27, 2019 3:54 PM

To:

Cc: Kent, George P

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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Great! As you know, Post has set a high bar in recent days.

(b)(6)

Director, EUR/EE (Ukraine, Moldova, and Belarus)

U.S. Department of State

(b)(6)

Official

UNCLASSIFIED

(b)(6)

From:

Sent: Wednesday, March 27, 2019 3:50 PM

(b)(6)

To:

Subject: FW: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

- just so you all are aware-

Both [   ] and I have talked with our fantastic social media team in our PD shop and they

are familiarizing the team with our existing tools that will give them the reports they want and

set this all up for them.

I'm happy to discuss more about these tools at our next meeting too.

This should greatly improve their ability to track and monitor stories/tweet, etc as it's all

(b)(6)

automated these days.

Thanks!

Public Diplomacy Desk Officer

Ukraine, Moldova, and Belarus

U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official

UNCLASSIFIED

(b)(6)

From: (b)(6)
Sent: Wednesday, March 27, 2019 3:31 PM
To: (b)(6)
Cc: (b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks very much, (b)(6) Would be great to start getting those reports.

(b)(6)

From: (b)(6)
Date: March 27, 2019 at 9:11:46 PM GMT+2
To: (b)(6)

(b)(6)

Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Great! Thanks so much. So I set up aHootsuite Dashboard (which I can share with the team) and will have CrowdTangle searches set up that I can have sent to your inbox if you'd like.

Just let me know.

Best,

(b)(6)

(b)(6)

Digital Media Associate | EUR/PD

Kenjya-Trusant Group

Official

(b)(6)

UNCLASSIFIED

(b)(6)

From: (b)(6)

(b)(6)

Sent: Wednesday, March 27, 2019 2:26 PM

(b)(6)

To:

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6)

Thank you! Below are some of the Twitter users with large followings whom we've seen tweeting on (and/or discussing on TV) Ukraine related issues over the past several days. They all have verified Twitter accounts that should be pretty easy to spot.

Sean Hannity

Laura Ingraham

Rudy Giuliani

Dan Bongino

Sebastian Gorka

John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

Pamela Geller

(b)(6)

Thanks again very much,

(b)(6)

(b)(6) **From:**

(b)(6) **Date:** March 27, 2019 at 8:07:34 PM GMT+2

To: (b)(6)

(b)(6)

Cc:

(b)(6) **Subject:** RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Would you be able to add those high-profile usernames with us too? Would be good to have as I set things up.

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD

Kenjya-Trusant Group

Official - Transitory

(b)(6)

UNCLASSIFIED

From: (b)(6)

Sent: Wednesday, March 27, 2019 12:17 PM

To: (b)(6)

(b)(6)

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

H

Thanks very much for your notes. The English-language Twitter search phrases we're currently using for this issue are:

- Yovanovitch

- Yovanovich *(common misspelling)*

- Ukraine Ambassador

- Ukrainian Ambassador

- Ukraine Soros

We are also monitoring the tweets of roughly 10 high-profile U.S.-based social media users (verified accounts with large numbers of followers) who have already commented on this particular issue before, either on social media or television, to see if they have posted something new relevant to this issue that does not directly align with our search terms.

Happy to pass along that list of Twitter users if DC wishes, but even just keeping an eye on the search terms above during DC afternoon business hours would be a huge help so that Kyiv/Washington team members don't miss out on new online narratives that are likely to generate new media inquiries.

I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

(b)(6)

Thanks.

Official

(b)(6)

UNCLASSIFIED

(b)(6)

From:

Sent: Wednesday, March 27, 2019 5:50 PM

To:

(b)(6)

(b)(6)

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi [ ],

Quick question, is your hootsuite set up to track mentions? That's probably the best way to do this after hours. We are happy to help your team set this up.

And, just share your search phrases with us, so we can track as well.

(b)(6)

Best,

Official

UNCLASSIFIED

(b)(6)

From: (b)(6)

Sent: Wednesday, March 27, 2019 11:41 AM

To: (b)(6)

(b)(6)

Cc: (b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Thanks

(b)(5)

(b)(6)

Press Attaché

U.S. Embassy Kyiv

Official

UNCLASSIFIED

(b)(6)

(b)(6)

From: (b)(6)

Sent: Wednesday, March 27, 2019 5:24 PM

To: (b)(6)

(b)(6)

(b)(6)

Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Hi [(b)(6)],

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(5)

Bottom line- we are here for you and will continue to support you all as we always have.

(b)(6)

(b)(6)

Thanks,

Public Diplomacy Desk Officer

Ukraine, Moldova, and Belarus

U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official

UNCLASSIFIED

(b)(6)

(b)(6)

From:

(b)(6)

Sent: Tuesday, March 26, 2019 5:32 AM

(b)(6)

To:

(b)(6)

(b)(6)

Cc:

Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

(b)(5)

(b)(6)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

Sender:	"Kent, George P"
Recipient:	

From:	(b)(6)
To:	Yovanovitch, Marie L (Kyiv) (b)(6)
Subject:	RE: monitoring developing U.S. social media narratives on Ukraine
Date:	Wed, 27 Mar 2019 20:36:47 +0000

Thanks Ambassador- I just wanted you to be aware as we are really trying to help them and recognize how hard everyone is working in this especially trying time.

The good news is our social media team back here is now helping to provide them with the reports they want when Kyiv is asleep/offline – through existing PD tools- so this should greatly help.

Thank you,

(b)(6)

EMAIL CHAIN:
From: (b)(6)
Sent: Wednesday, March 27, 2019 3:31 PM
To:
Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks very much (b)(6) Would be great to start getting those reports.

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Date: March 27, 2019 at 9:11:46 PM GMT+2
To:
Cc: (b)(6)

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Great! Thanks so much. So I set up a Hootsuite Dashboard (which I can share with the team) and will have CrowdTangle searches set up that I can have sent to your inbox if you'd like.

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Best,

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Digital Media Associate | EUR/PD
Kenjya-Trusant Group
(b)(6)

Official

(b)(6)

(b)(6)

UNCLASSIFIED

(b)(6)
(b)(6)

From:

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To:

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thank you! Below are some of the Twitter users with large followings whom we've seen tweeting on (and/or discussing on TV) Ukraine related issues over the past several days. They all have verified Twitter accounts that should be pretty easy to spot.

> Sean Hannity
> Laura Ingraham
> Rudy Giuliani
> Dan Bongino
> Sebastian Gorka
> John Solomon (of The Hill)
> Jack Posobiec
> Ryan Saavedra
> Sara A Carter
> Donald Trump Jr
> Michael McFaul
> Lou Dobbs
> Pamela Geller

(b)(6)

(b)(6)

Thanks again very much,

(b)(6)

(b)(6)
(b)(6)

From:

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Cc:

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Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)
(b)(6)

From:
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(b)(6)
(b)(6)

(b)(6)

Cc:

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- Yovanovich *(common misspelling)*
- Ukraine Ambassador
- Ukrainian Ambassador
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I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

Thanks

Official
UNCLASSIFIED

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To:
(b)(6)
Cc:

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Hi (b)(6)

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And, just share your search phrases with us, so we can track as well.

Best,
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(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs
(b)(6)

Official
UNCLASSIFIED

From: Yovanovitch, Marie L (Kyiv) (b)(6)
Sent: Wednesday, March 27, 2019 3:22 PM
To (b)(6)
Subject: Re: monitoring developing U.S. social media narratives on Ukraine

Thanks (b)(6) Let me look into this.

From: (b)(6)
Sent: Wednesday, March 27, 2019 6:41 PM

To: Yovanovitch, Marie L (Kyiv)
Subject: FW: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Ambassador-

Please keep this between us but I want you to know that we are all continuing to do our best to support your PD shop- especially during this trying time- but there are a number of things that I'm going to suggest to ___ this week to ensure folks like ___ don't burn out- and I know you also want to ensure this too from our prior conversations which is why I'm sharing this with you just for your own awareness.

After discussing with our PD and Press leadership, some of my suggestions on a phone call I plan on doing with him (if he accepts my offer) will include:

(b)(5); (b)(6)

Anyway, I will continue to ensure they are supported and am doing my best. I'm hoping they will be open to constructive feedback too.

Open to other suggestions too of course if you feel we aren't doing enough or can improve in any area back here.

Thank you,

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official
UNCLASSIFIED

From: (b)(6)
Sent: Wednesday, March 27, 2019 11:24 AM
To: (b)(6)

(b)(6)

(b)(6)

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

(b)(5); (b)(6)

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

-

-

(b)(6)

Bottom line- we are here for you and will continue to support you all as we always have.

(b)(6)

Thanks,

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:

(b)(6)
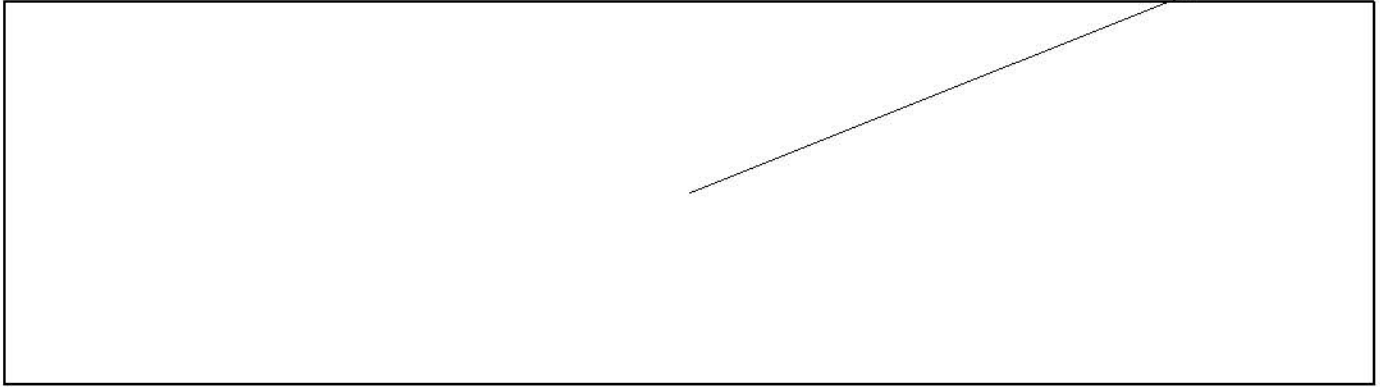
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Cc:

Subject: monitoring developing U.S. social media narratives on Ukraine

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Hi Desk colleagues,

(b)(6)

Thanks very much for considering this request,

(b)(6)

SBU/Sensitive But Unclassified

(b)(6)

Sender:	
Recipient:	Yovanovitch, Marie L (Kyiv)

From:	(b)(6)
To:	Kent, George P
Subject:	Re: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate
Date:	Thu, 28 Mar 2019 11:16:17 +0000

(b)(6)

Thanks George!

From: Kent, George P (b)(6)
Date: March 28, 2019 at 1:00:02 PM GMT+2
To: (b)(6)
Subject: Re: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

Thanks, Mike.

(b)(5); (b)(6)

In sum:

George

Get Outlook for iOS

From: (b)(6)
Sent: Thursday, March 28, 2019 6:45 AM
To: (b)(6)   Kent, George P
Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

Thanks to both of you! We are trying to throttle back, but it's an aggressive 24/7 news cycle that punishes the slow to react. It's not simply capturing info with technology. It's triage analysis too. We continue to work with DC to leverage resources, but it doesn't look like it will provide the timely responses we need. Hopefully this will slow a bit after election season!

(b)(6)

(b)(6)

From:
Date: March 28, 2019 at 12:04:29 PM GMT+2
To: Kent, George P
Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

Great to have these "tools" almost all of which PAS was already using, despite   's claims, but the point is they shouldn't have to be looking at them at 11pm at night when Washington is still in the office anyway.

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George

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Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

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(b)(6)

(b)(6)

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It takes a village. ☺

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Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

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Director, EUR/EE (Ukraine, Moldova, and Belarus)
U.S. Department of State

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Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

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From:

Date: March 27, 2019 at 9:11:46 PM GMT+2

To: yiv)

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Best,

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

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Official
UNCLASSIFIED

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From:

Sent: Wednesday, March 27, 2019 2:26 PM

To:

(b)(6)

Cc:

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Laura Ingraham

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Dan Bongino

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John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

Pamela Geller

(b)(6)

Thanks again very much,

(b)(6)

(b)(6)
(b)(6)

From: (b)(6)

Date: March 27, 2019 at 8:07:34 PM GMT+2

(b)(6)

To: (b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Would you be able to add those high-profile usernames with us too? Would be good to have as I set things up.

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 12:17 PM
To:

(b)(6)

(b)(6)

(b)(6)

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

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- Yovanovitch

- Yovanovich *(common misspelling)*

- Ukraine Ambassador

- Ukrainian Ambassador

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Thanks,

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Official
UNCLASSIFIED

From: (b)(6)
Sent: Wednesday, March 27, 2019 5:50 PM
To: (b)(6)

(b)(6)

Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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Official
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From: (b)(6)
Sent: Wednesday, March 27, 2019 11:41 AM
To: (b)(6)

Cc: (b)(6)

(b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(5)

Thanks

(b)(5); (b)(6)

(b)(5)

(b)(6)

Press Attaché
U.S. Embassy Kyiv

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:

(b)(6)

Sent: Wednesday, March 27, 2019 5:24 PM

To:

(b)(6)

Cc:

(b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6)

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Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(5)

-
-

Bottom line- we are here for you and will continue to support you all as we always have.

(b)(6)

(b)(6)

Thanks,

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official

UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)
(b)(6)

From: [redacted]

Sent: Tuesday, March 26, 2019 5:32 AM

(b)(6)

To: [redacted]

Cc: [redacted]

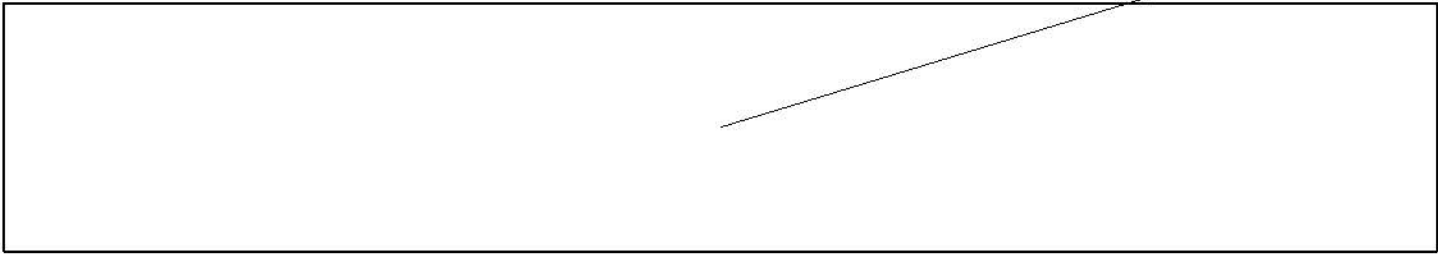**Subject:** monitoring developing U.S. social media narratives on Ukraine

(b)(5)

Hi Desk colleagues,

(b)(6)

Thanks very much for considering this request,

(b)(6)

SBU/Sensitive But Unclassified

(b)(6)
(b)(6)

(b)(6)

| **Sender:** | [redacted] |
| **Recipient:** | Kent, George P [redacted] |

(b)(6)

From:	
To:	Kent, George P
CC:	
Subject:	RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate
Date:	Wed, 27 Mar 2019 20:34:02 +0000

(b)(5)

Thanks George- y

Thanks!

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

(b)(6)

**Official
UNCLASSIFIED**

(b)(6)

(b)(6)

From:

Sent: Wednesday, March 27, 2019 4:17 PM

To   (b)(6)

(b)(6)

Cc: (b)(5)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

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(b)(5)

(b)(5)

(b)(6)

Thanks for helping!

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To:
Cc: Kent, George P
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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It takes a village. ☺

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official
UNCLASSIFIED

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Director, EUR/EE (Ukraine, Moldova, and Belarus)
U.S. Department of State

Official
UNCLASSIFIED

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(b)(6)

(b)(6)

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To:
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I'm happy to discuss more about these tools at our next meeting too.

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Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

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UNCLASSIFIED

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(b)(6)
(b)(6)

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To:
Cc:

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(b)(6)
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(b)(6)

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To:

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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Just let me know.

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Digital Media Associate | EUR/PD
Kenjya-Trusant Group

Official
UNCLASSIFIED

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To:
Cc:
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Laura Ingraham

Rudy Giuliani

Dan Bongino

Sebastian Gorka

John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

Pamela Geller

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(b)(6)   **To:**

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(b)(6)

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(b)(6)

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(b)(6)
(b)(6)

To:

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(5)

Thanks

(b)(5)

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: (b)(6)

Sent: Wednesday, March 27, 2019 5:24 PM

To: (b)(6)

(b)(6)

Cc (b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(5)

(b)(5)

(b)(6)

(b)(6)

Bottom line- we are here for you and will continue to support you all as we always have.

Thanks,

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)
(b)(6)

From (b)(6)
Sent: Tuesday, March 26, 2019 5:32 AM
To: (b)(6)

Cc: (b)(6)

Subject: monitoring developing U.S. social media narratives on Ukraine

(b)(5)

Hi Desk colleagues,

(b)(5)

(b)(6)

Thanks very much for considering this request,

(b)(6)
(b)(6)
(b)(6)

SBU/Sensitive But Unclassified

Sender:	
	Kent, George P
Recipient:	

(b)(6)

From:	
To:	
CC:	
	Kent, George P
Subject:	RE: Monitoring U.S. based media on Ukraine
Date:	Thu, 28 Mar 2019 16:02:34 +0000

P.s. Here is a sample of the monitoring report for U.S. social media (scroll down for specific tweets and photos). Make sure to click the link at the top to show photos.

Official
UNCLASSIFIED

(b)(6)

From:	
Sent:	
To:	
Cc:	
	Kent, George P

Subject: Monitoring U.S. based media on Ukraine

(b)(5); (b)(6)

First, I just want to assure everyone that we understand the strain Embassy Kyiv and Ambassador Yovanovitch are under. We definitely want to support Post and the EUR Front Office's needs at this time. Full stop.

(b)(6) | Deputy Director, EUR/PD | U.S. Department of State

(b)(6)

Official
UNCLASSIFIED

Sender:	
Recipient:	

(b)(6)

Kent, George P

From:	(b)(6)
To:	
CC:	Kent, George P
Subject:	Re: Monitoring U.S. based media on Ukraine
Date:	Fri, 29 Mar 2019 12:00:28 +0000

I will have it set to recap at noon and 5pm. Will also try to have a separate report for you to provide info from the past 12 hours.

Best,
(b)(6)

Get Outlook for iOS

From:
Sent:
To: (b)(6)
Cc: Kent, George P
Subject: RE: Monitoring U.S. based media on Ukraine

Thanks (b)(6) Also, how often should we expect to see that report?

(b)(6)

Official
UNCLASSIFIED

(b)(6)
From
Sent: Friday, March 29, 2019 1:06 PM
To: (b)(6)
Cc:
Kent, George P

(b)(6)

Subject: Re: Monitoring U.S. based media on Ukraine

(b)(6)

Quickly going to chime in on the CrowdTangle piece. Those reports do not include the individuals you sent over. That report will be coming later this morning as I'm still tweaking it. Apologies on the delay but will get those to you and the team soon.

Best,

(b)(6)

Get Outlook for iOS

(b)(6)
From:
Sent: Friday, March 29, 2019 5:04 AM
To:
Cc: (b)(6)   Kent, George P;
(b)(6)
Subject: RE: Monitoring U.S. based media on Ukraine

(b)(6)
Dea   and team

Thank you very much for all of your help.

(b)(6)

We appreciate the crowd Tangle reports you have sent us. Can you confirm this tool in tracking content from the full list of influential social media users that [   ] flagged (which included George's suggestions as well)? Does this also track their posts if it does not include our key word "Ukraine?" We have seen some of these people comment obliquely without using the key words.

(b)(5)

We appreciate the RSS suggestion but we already have an effective automated search tool.

- US diplomats in Kyiv Yovanovitch and Kent + NABU;
- Clinton campaign and Manafort 2016;
- Biden-Burisma 2020;
- Soros (ANTAC).

Thanks again for all the help!

(b)(6)

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official
UNCLASSIFIED

From:
Sent:
To:

Cc:

(b)(6)

Kent, George P

(b)(5); (b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine

(b)(5)

And, you have a copy of the social media report (I sent it out separately).

Official
UNCLASSIFIED

(b)(6)

(b)(6)

; Kent,

George P

(b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine

(b)(5)

Dear (b)(6)

Thank you. That is great. We have a similar process here but

(b)(5)

For the next few days,

We truly appreciate EUR Press and EUR PD's support while this these high-profile narratives remain in the news and hope that the need goes away soon.

Thank you.

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: (b)(6)
Sent: Thursday, March 28, 2019 5:58 PM
To: (b)(6)

(b)(6)

Cc: (b)(6)

Subject: Monitoring U.S. based media on Ukraine

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(b)(5); (b)(6)

(b)(6)

(b)(6)

Deputy Director, EUR/PD | U.S. Department of State

(b)(6)

Official
UNCLASSIFIED

Sender:

(b)(6)

(b)(6)

Recipient:

Kent, George P

(b)(6)

From:	"Kent, George P" (b)(6)
To:	(b)(6)
Subject:	Re: monitoring with indifference
Date:	Thu, 28 Mar 2019 09:44:11 +0000

(b)(6)

From: (b)(6)

Sent: Thursday, March 28, 2019 4:55 AM

(b)(6)

To: Kent, George P

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

Official

(b)(6)

UNCLASSIFIED

(b)(6)

From: Kent, George P

Sent: Wednesday, March 27, 2019 10:42 PM

To:

(b)(6)

Subject: FW: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

– FYI. When I read "maximizing efficiencies," I thought: minimal effort, minimal result. I am not confident we will get the result we need stateside, but will keep pushing.

George

From: Kent, George P

Sent: Wednesday, March 27, 2019 4:17 PM

To:

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

– key thing is to get up to ramming speed from the get go,

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(b)(6)

(b)(6)
(b)(6)

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To:

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Subject: RE: monitoring developing U.S. social media narratives on Ukraine

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It takes a village. ☺

Public Diplomacy Desk Officer

(b)(6)

Ukraine, Moldova, and Belarus

U.S. Department of State | Bureau of European and Eurasian Affairs

Official

(b)(6)

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(b)(6)
(b)(6)

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Director, EUR/EE (Ukraine, Moldova, and Belarus)

U.S. Department of State

(b)(6)

Official

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UNCLASSIFIED

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(b)(6)

(b)(5)

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To:

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(b)(6)
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From: (b)(6)

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Sent: Wednesday, March 27, 2019 11:41 AM

To

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(b)(6)

(b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

(b)(5)

Thanks [redacted]

(b)(6)

Press Attaché

U.S. Embassy Kyiv

Official

UNCLASSIFIED

(b)(6)

From: (b)(6)

Sent: Wednesday, March 27, 2019 5:24 PM

To: (b)(6) (b)(6)

(b)(6)

Cc: (b)(6)

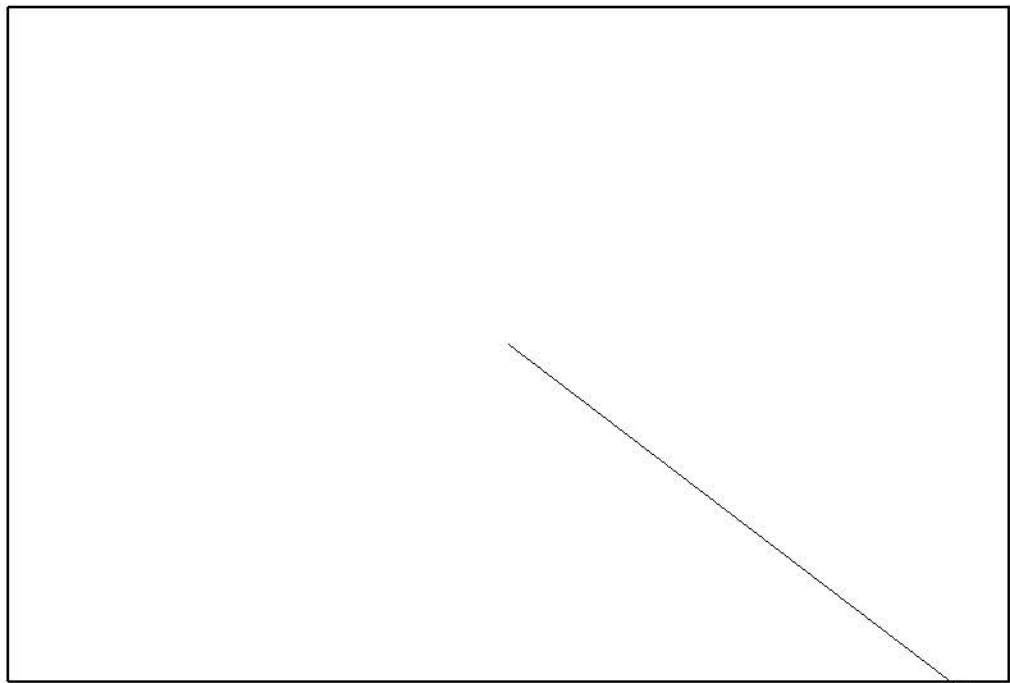**Subject:** RE: monitoring developing U.S. social media narratives on Ukraine

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Public Diplomacy Desk Officer

Ukraine, Moldova, and Belarus

U.S. Department of State | Bureau of European and Eurasian Affairs

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(b)(6)

From:

Sent: Tuesday, March 26, 2019 5:32 AM

To:

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(b)(6)

(b)(6)

Cc:

Subject: monitoring developing U.S. social media narratives on Ukraine

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SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

| **Sender:** | "Kent, George P" | |
| **Recipient:** | | |

From:	"Kent, George P" (b)(6)
To:	(b)(6)
Subject:	RE: Ukraine Twitter Report - automated vs. manual
Date:	Mon, 1 Apr 2019 17:07:36 +0000

(b)(6)

As Dan Rather once bizarrely ended the CBS Evening News: "Courage."

Ah well. Forward. Or, to quote Macron: En Marche.

From: (b)(6)
Sent: Monday, April 1, 2019 1:00 PM
To: Kent, George P (b)(6)
Subject: RE: Ukraine Twitter Report - automated vs. manual

Indeed they were.

Will pass that along.

From: Kent, George P (b)(6)
Date: April 1, 2019 at 7:25:07 PM GMT+3
To: (b)(6)
Subject: RE: Ukraine Twitter Report - automated vs. manual

Weren't the EUR/PD folk the ones who suggested using CrowdTangle in the first place?

Seems like we're back to manual following of certain twitter feeds, and relying entirely on the Embassy/PAS and EUR/desk+ me.

Please pass to _____ my thanks for them going above and beyond the call of duty, and supporting not only the Ambassador but Department policy makers up to and including P and C, on this media monitoring effort that truly matters.

George

From: (b)(6)
Sent: Monday, April 1, 2019 11:21 AM
To: Kent, George P (b)(6)
Subject: FW: Ukraine Twitter Report

PAS is very upset by this. EUR/PD strikes again.

Official - SBU
UNCLASSIFIED

(b)(6)

From:
Sent: Monday, April 1, 2019 6:14 PM
To:

Cc:

Subject: RE: Ukraine Twitter Report

(b)(5)

Dear (b)(6)

(b)(5)

Thank you so very much for alerting everyone to this issue. We appreciate you shutting down the automated report.

We do not have, and have not had, any separate automated monitoring tools tracking specific individuals. We will continue to follow Ukraine-related news and commentary via simple internet searches.

Trust me when I say, we very much appreciate your expertise on this matter.

Sincerely,

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official - SBU
UNCLASSIFIED

From:
Sent: Monday, April 1, 2019 4:54 PM
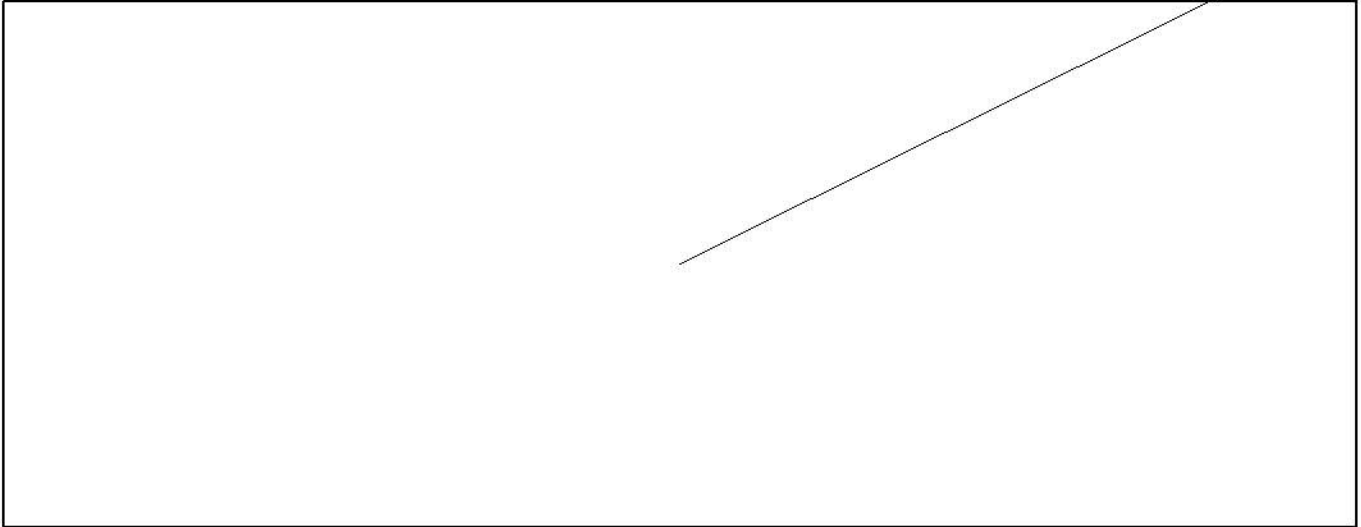**To:**

Cc:

(b)(6)

Subject: RE: Ukraine Twitter Report

Thanks, (b)(6)

All,

(b)(5); (b)(6)

(b)(6) and I will be happy to advise on further action to assist in any manner possible. We understand the importance of it and are happy to help in any way possible.

All the best,
(b)(6)

Official - SBU
UNCLASSIFIED

From: (b)(6)
Sent: Monday, April 01, 2019 8:45 AM
To:

Cc: (b)(6)

Subject: RE: Ukraine Twitter Report

Hi all,

Plussing in (b)(6) now that he's back.

Best,
(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official
UNCLASSIFIED

From:
Sent: Friday, March 29, 2019 10:38 AM
To: (b)(6)
Cc: (b)(5); (b)(6)

Subject: FW: Ukraine Twitter Report

You'll see for example this morning- there were ZERO tweets with words like 'Yovanovitch', 'Soros', etc. It's a report that would come directly to your box as frequently as you want (or once a day).

FYI- These are the kinds of tools ALL our PD shops have at post available to them as these apps can monitor the entire twitter-sphere vs. having a human miss something from a random twitter handle we didn't catch.

We are in the process of setting it up for Kyiv from here as you saw in the other chains they don't seem to be using these tools for some reason.

Let us know if you want to be added.

Thanks!

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs
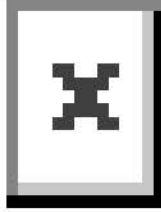
(b)(6)

From: State Department Analytics (Twitter) <feedback@crowdtangle.com>
Sent: Friday, March 29, 2019 10:09 AM
To: (b)(6)
Subject: Ukraine Twitter Report

Sorry, there were no tweets matching your criteria!

Top 5 tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the best performance

Account	Tweets	Performance	Subscribers
Nina Jankowicz	3	11.0x	5,878
Verdad Teller ✖	1	7.4x	1,941
SUSAN S. MOSS☐us	1	5.6x	15,813
Christopher Miller	1	2.2x	90,365
Ryan Saavedra	2	2.0x	206,222

Top 5 accounts for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the most tweets

Account	Tweets	Performance	Subscribers
Jay Yovanovich	4	-3.1x	1,054
Nina Jankowicz	3	11.0x	5,878
Annie	2	-16.0x	3,381
Ryan Saavedra	2	2.0x	206,222
Periódico La Voz	1	-4.0x	2,743

All tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) ranked in order of size

Account	Tweets	Performance	Subscribers
Dan Bongino	1	-20.4x	954,428
Jack Posobiec us	1	1.2x	447,419
Ryan Saavedra	2	2.0x	206,222
Sen. Jeanne Shaheen	1	-1.9x	102,800
Christopher Miller	1	2.2x	90,365
Radio Free Europe/Radio Liberty	1	-1.8x	73,280
DrScott	1	1.5x	61,631
UNIAN (English)	1	--	44,683
National Democratic Institute	1	1.2x	34,337
IREX	1	-16.0x	29,739
Don Pewtress	1	-0.8x	29,174
IRI	1	1.7x	28,657
The Bankova	1	-1.4x	28,622
Anders Åslund	1	-1.2x	24,347
SUSAN S. MOSS☐us	1	5.6x	15,813
Billie Schaeffer	1	-1.7x	15,000
Hromadske Int.	1	-0.8x	14,370
Nina Jankowicz	3	11.0x	5,878

Viktor Kovalenko	1	-0.8x	4,838
RWagen✖	1	--	4,493
Stoutx2	1	1.1x	4,176
Jon Barsanti Jr.	1	1.9x	3,678
Robert Francis O'Rourke's Hands	1	-8.0x	3,670
Daniel Twining	1	1.3x	3,446
Annie	2	-16.0x	3,381
Periódico La Voz	1	-4.0x	2,743
Utah Deplorable	1	-8.0x	2,742
UNIAN.info	1	-8.0x	2,398
Verdad Teller ✖	1	7.4x	1,941
Jay Yovanovich	4	-3.1x	1,054
Shelly Lopes	1	-8.0x	769
expatua.com	1	-0.7x	740
Ukrinform-EN	1	-8.0x	714
Barney✖	1	-0.8x	375

Tweets ranked by Total Interactions in Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search)

Sender:	"Kent, George P"	
Recipient:		(b)(6)

NEA CrowdTangle Virtual Training

Overview

- **What is CrowdTangle?**

CrowdTangle is a social media monitoring and performance tool. It uses its API connection to Facebook, Twitter, and Instagram to give you insights into the performance of pages, public, verified profiles, public accounts and the public content that comes from them.

- **What can you do with CrowdTangle?**
  - Tracks a competitors' social performance
  - Get notifications about specific content
  - Track your social performance
  - Discover content
  - Monitor topics in the media

- **Crowdtangle Structure**
  - **Dashboards**
    - Monitors one social media platform. It houses lists, saved searches, and notifications
  - **Live Display**
    - Cross platform view from your CrowdTangle dashboard that updates in real time

Demonstration

- [Jordan Live Display](#)
  - **Streams**
    - Where do they come from and what are they monitoring?
    - How do we use streams?
      - Monitoring your own content performance
        - What is performing well, what isn't performing well?
      - Monitoring local conversations
        - What are people talking about, what are they not talking about?
  - **Metrics**
    - Toggle between post type, time frame, and order
      - **Overperforming**: how well a piece of content is performing by comparing it to the average

engagement that type of content on that social media page receives (of the last 100). This figure adjusts based on the amount of time that has passed.
  - ○ **Total Interactions:** Total number of engagements
  - ○ **Interaction Rate:** Average number of engagements for all of the account's posts in a specified time frame divided by the number of followers/fans.
  - ○ **Underperforming:** Calculated the same way as overperforming. Just the opposite.
- **Khashoggi Live Display**
  - ○ **Streams**
    - ■ Saved Searches
      - How can we used to saved searches to monitor campaigns, important news stories, foreign policy priorities etc.
  - ○ **Examples**

(b)(6)

(b)(6)

    - ■ will discuss Lebanon and Iraq election monitoring, Jerusalem Embassy opening
    - ■ will discuss how NEA/PPD uses CrowdTangle (NEA Region Display)
      - Iran Live Display
      - NEA/PPD Live Display

- **Email Notifications (Weekly digests and overperforming emails)**
  - ○ What type of information can you glean from the notifications?
  - ○ Review of what overperforming content means
  - ○ How you can report out on this information?

Access
- Levels of Access
  - ○ Live Display Only
  - ○ Full user
  - ○ Brief demo of the team structure, team dashboards, and live displays
- How to get added to new structure
  - ○ Who should get added
  - ○ Additional training requirements

Questions

Social Media Hub Article for further reference

Ukraine, Kyiv - EUR

Summary

Overall, great content. I would try to post for the platform. Cater content to the specific platform. The video with the officers was very creative and your audience responded well!

Restrictions/Security/Cultural Considerations

Internet
- 52.5% of the total population has access to the internet
- Top Websites:Google.com.ua, Youtube.com, Google.com, Facebook.com, vk.com(social network), olx.ua (Shopping), ukr.net(News), ok.ru (social media), Yandex.ua (search engine), Instagram.com
- Average time spent per day on the internet is 77.4 minutes, and 121.8 minutes spent watching TV

Social Media
- 51.1% of the population uses social (Men - 51%, Women- 51%)
- Facebook is estimated to have 5 million accounts (11% of the population) as of 2015
  - Preference for Facebook fell from 90% in May 2017 to 63% in June 2018
- VKontakte is a Russian created, Eurasian social media platform and is the 2nd most popular social media site in Ukraine, although it is has been banned temporarily in an effort by the Ukrainian government to stop Russian influence in the country
  - 5.3 million users in Ukraine (12% of the total population) as of 2017

Traditional Media
- Television is the dominant form of mass communication
- Powerful commercial business groups own major networks including; Inter TV and 1+1 (Attract most viewership), STB, Novy Kanal, ICTV, Ukrayina, 5 Kanal, TV 112, Hromadske TV (web based) and UA First (Public, replaced stated owned UT1)
- There are several radio Stations; State owned UR1, Rosskoye Radio, Europa Plus, Hit FM, Nashe Radio, Era FM.
- Print titles include: Fakty i Kommentarii, Vesti, Segodnya, Komsomolskaya Pravda v Ukraine, Argumenty i Fakty v Ukraine, Zerkalo Nedeli, Vecherniye Vesti

Government/Censorship
- Freedom House ranks Ukraine as "Partly Free" overall with a rating of 62 out of 100, with press and internet freedoms as "Partly Free" with a rating of 53 out of 100
- A united patriotic agenda has been adopted following the Russian annexation of crimea and armed conflicts
- Presence of violence against journalist, and government attempting to control the media due to security issues

- Since March 2017, websites VKontakte and Odnoklassniki (social media sites developed in Russia), Mail.ru (Email), Yandex (search engine), were banned in an attempt to shake off Moscow's political influence

Content

Facebook

Great use of creative content for Facebook videos. Very engaging. Great images. Make sure to cater content to audience. Photos with words rate pretty well.

Twitter

Use different content for different platforms. Test on images usually don't perform well but they have in your posts. Cater content to audience. Try adding photos to each tweet. They perform higher than tweets with no images.

Instagram

Images are clear. Use different photos for different social media platforms. For instagram, could use more behind the scenes content. Also, making words on images text square as opposed to reposting content from Facebook could help with engagement on a photo.

YouTube

Great videos! I would post all videos on Youtube to increase subscribers and engagement.

WhatsApp

Do you have a WhatsApp account or VKontakte?

(b)(6)

Hootsuite License Holders
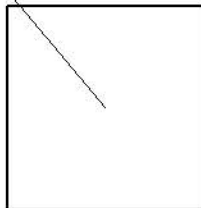
Pages Connected

Twitter
USEmbassyKyiv

Instagram
Usembkyiv

Facebook

U.S. Embassy Kyiv Ukraine

Social Media Roles	
PAO	
IO	
SM Coord	
PD Desk Officer	
Press Officer	

Social Media Links	
Facebook	http://www.facebook.com/usdos.ukraine
Twitter	https://twitter.com/USEmbassyKyiv
YouTube	https://www.youtube.com/user/USEmbassyKyiv
Flickr	https://www.flickr.com/photos/usembassykyiv
Instagram*	https://www.instagram.com/usembkyiv/
Medium	https://medium.com/@usembassykyiv
Blog	https://usembassykyiv.wordpress.com/
Embassy Website	https://ua.usembassy.gov/

CrowdTangle

https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionukrainelivedisplay?ignoreEdit=true

Social Bakers

https://www.socialbakers.com/statistics/facebook/pages/total/ukraine/

Media Landscape

https://drive.google.com/file/d/1QfdcTpn2BcGzuCrnVfz0acD2EIoLLtwE/view?usp=sharing

Past Trainings and Support

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8/1/18
Consult with

7/27/18
Request for Hootsuite Account

9/5/18
Consult with
- Interested in additional resources (Graphics, Video)
- Videoblocks
- Pixabay

Concerned

Social Media Strategy
Do you have a social media strategy? If so, please send our way.

(b)(6)

Notes
8/1/18 Consult

Follow-Up
Set up a separate consult with

9/5/18
Send article of graphic resources to (b)(6)
Can you follow individual profiles? On Crowdtangle?
Interested in tracking individual accounts
UScan Software for tracking?

5/29/19
Requests Hootsuite Information
Crowdtangle

This article is OBE as of October 2019.

CrowdTangle Features

This article is intended for users with Team Member access to CrowdTangle.
- If you are looking for access to your Live Display, please visit Diplopedia (insert link).
- If you believe that you or a member of your team require a Crowdtangle account, please contact iipsms@state.gov.
- Just need an introduction to Crowdtangle? Check out this article (link to hub article).

For those with Team Member access, this article guides you through the basic features of CrowdTangle which you will now be able to create and edit: lists, saved searches, notifications, and the live display. This article should serve as a refresher or a supplement to CrowdTangle virtual trainings and consultations; please direct any further questions to iipsms@state.gov.
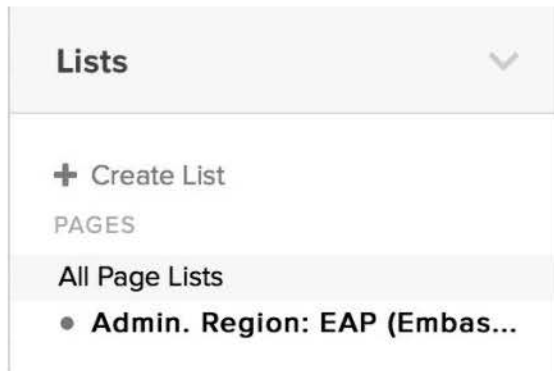
<u>Lists</u>

As a Team Member, you have access to post specific dashboards [Example: *Embassy Algiers (Facebook)*] and Regional Dashboards [Example: *NEA(Facebook)*].

In these dashboards, you have the ability to create and edit lists, saved searches, notifications, and live displays. CrowdTangle's list feature allows users to track specific social media accounts. Lists for social media networks are created and appear on their respective dashboards. For example, a media list with Twitter accounts will be housed on the Twitter dashboard. Your Regional Dashboards house Admin Region lists. This is a standard list for each region, which features all embassy and consulate properties. This list is maintained and updated by IIP.

ⓘ	Embassy Muscat (IG)	✖
🐦	Embassy Muscat (Twitter)	✖
f	NEA (Facebook)	✖
ⓘ	NEA (IG)	✖
🐦	NEA (Twitter)	✖

(*Examples of Embassy and Regional dashboards within a Team*)

(Example: Admin Region list on the EAP Regional Facebook dashboard, maintained and updated by IIP)

You are responsible for creating and maintaining lists on your post specific dashboards. In general, most posts create media lists. Media lists allow you to monitor local and regional news sources. Read below to learn how to create and edit lists.
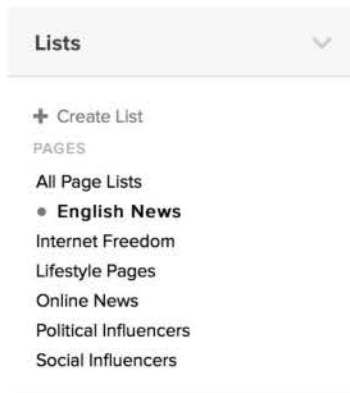
(Example of lists on US Embassy Bangkok's Facebook dashboard)

How to: Create and Edit Lists

Log into Crowdangle. Navigate to the dashboard where you want to create your list. On the toolbar on the left side of the screen click on *Lists.* Then click *Create List.*
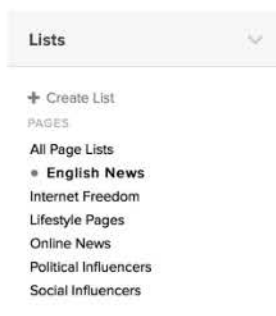
Next, give your list a name.

Give it a name...
✖ You must fill in a name!

Posts   Leaderboard   Notifications   ⚙ Manage

View Pages   **Add Pages**   Advanced Settings   ✖ Delete List

Q Search...

Now you are ready to starting adding social media accounts. Start by entering the name of an account in the search bar. Then click the blue plus sign icon to add the social media account to your list. In this view, you will also be able to see what other lists these social media accounts are on. You can also add accounts to additional lists by selecting from within the drop down menu.

View Pages   **Add Pages**   Advanced Settings   ✖ Delete List

Q Bangkok

Bangkok, Thailand
2,533,003 Page Likes
Select...   +

Foody Bangkok ✓
1,847,510 Page Likes
✕ Test List   −
Your Page List(s)
English News   +
Internet Freedom

Bangkok Airways ✓
1,066,154 Page Likes
Lifestyle Pages

Bangkok Post ✓
938,948 Page Likes
Online News   +
Political Influencers

To edit an existing list, select the list that you would like edit. You may need to scroll through to find it. Then select *Manage.* From this view, you have the ability to remove social media accounts that are currently on your list or add accounts by selecting *Add Pages.*

Posts   Leaderboard   Notifications   ⚙ **Manage**

View Pages   Add Pages   Advanced Settings   ✖ Delete List

Find a page you follow   🔍

Bangkok Post ✓
938,927 Likes   Get History | Edit Details | Remove

BK Magazine
226,940 Likes   Get History | Edit Details | Remove

Coconuts Bangkok
12,644 Likes   Get History | Edit Details | Remove

Saved Searches

Crowdtangle's saved search feature helps users identify content containing keywords. Saved searches work by tracking keywords in an existing list using boolean logic. This can be a very useful feature for media monitoring. Some examples of saved searches include "Trump" or "Pompeo" for VIP visits. Saved searches can also be particularly useful for campaigns. For example an anti- corruption campaign might search for words within lists like " whistleblower" or "transparency". Note that these saved searches can also be done in other languages. Read below to learn how to create and edit saved searches.

How to: Create and Edit Saved Searches

Navigate to *Saved Searches* on the left side toolbar. Select *New Search.* Then select *More search options*.

Lists   ›

Saved Searches   ⌄

🔍 New Search

Saved Posts   ›

Weights   ⚆⚆⚆⚆⚆⚆⚆♡

Type in your search term(s). This is a boolean search block, so commas can be used to separate keywords. You can also exclude words. For example, the EAP Crisis Communications saved search for natural disasters excludes the word "internet" to avoid confusion between "storms" and "internet storms." Then select the list(s) you want to search within. You'll note you also have the option to search within specific pages, and exclude lists and pages that you do not want to search within. Finally, click *Save Search*.

To edit your saved search click the name within the *Saved Searches* list, then click *Edit Search*.

Embassy, Bangkok (FB) > Saved Search > 1 Keyword/Link

Bangkok, US Embassy Bangkok, US Embassy

Posts　　Leaderboard　　Notifications　　⚙ Edit Search

Overperforming ▾　　Last 2 Hours ▾　　All Posts ▾　　More ▾

Live Displays

Every mission has a live display. Live displays are a cross-platform view for your CrowdTangle dashboard. It updates in real time. Live display columns can be added and removed as you see fit. As a Team Member you can create and edit live displays. To navigate to your live display click on *Live Display* on the toolbar at the top. Then click on *See All Live Displays*.
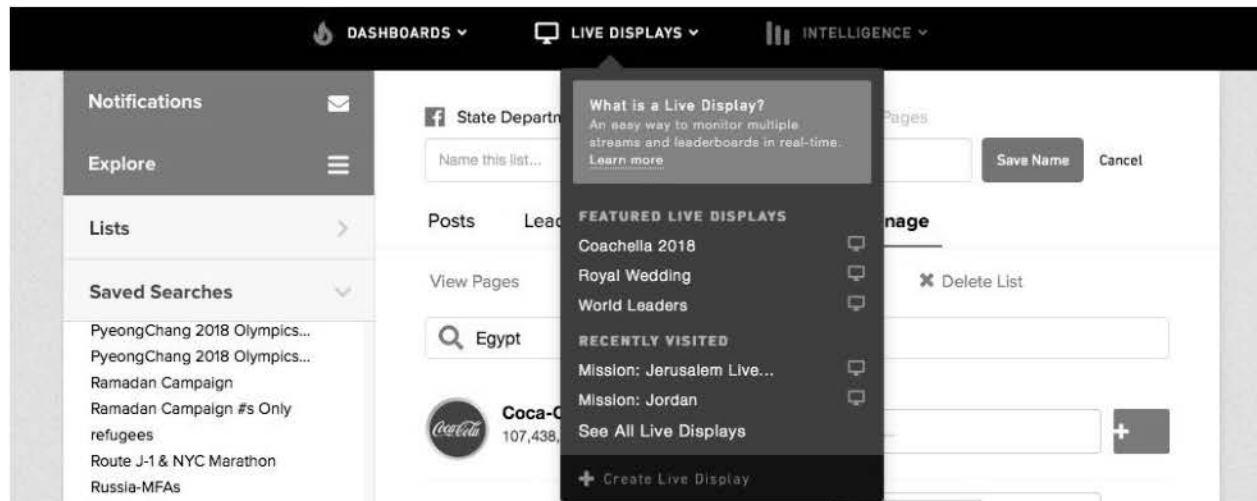
You have access to all the live displays within your Team. However, we ask that you only make edits to your live display. Additionally, please refrain from making a new live display when possible. If you think your mission needs a new live display, please first consult us at iipsms@state.gov. Read below to learn how to edit a live display.

Account > State Department Analytics > Live Displays

🖥 Live Displays

Live Displays in your account. Public Live Displays are accessible to anyone with the link.

LIVE DISPLAYS ▲	TEAM	LAST VIEWED
#Africa4Her	None	
#Africa4her_test	None	April 4th, 2018
#APEC Summit	None	
#EndItMovement `public`	None	
#YALIChecks `public`	None	April 3rd, 2018
#YouAreWelcomeHere `public`	None	
16DaysToFightGBV `public`	None	
2016 Presidential Election `public`	None	
Admin: SCA (Central Asia) `public`	None	April 5th, 2018

How to: Create and Edit Live Displays

When your in your live display, scroll all the way to the right to find the *Create New* button. To create a new column select *Create New*.

Next select *Posts*. Then choose the dashboard where you would like to pull your list or saved search from.
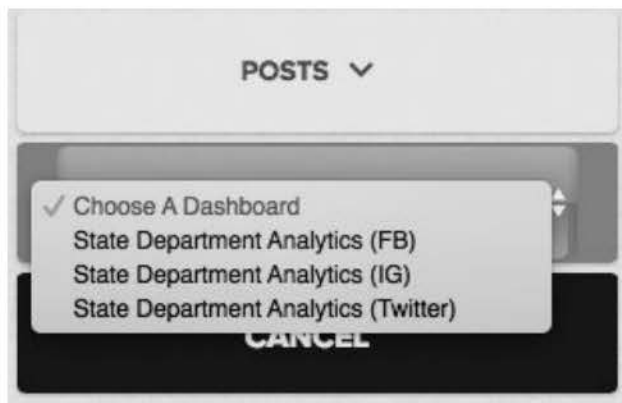
Lists and saved searches are all accessible from the same drop down menu. You will need to scroll down to access the saved searches. Remember they must first be created before you can add them to your live display. Once you locate your list or saved search click *Save*. To adjust the settings on your new column click on the gear icon. Toggle between the different selections and if you want to save these settings click on *Save As Default*. Note that Crowdtangle always defaults to overperforming.
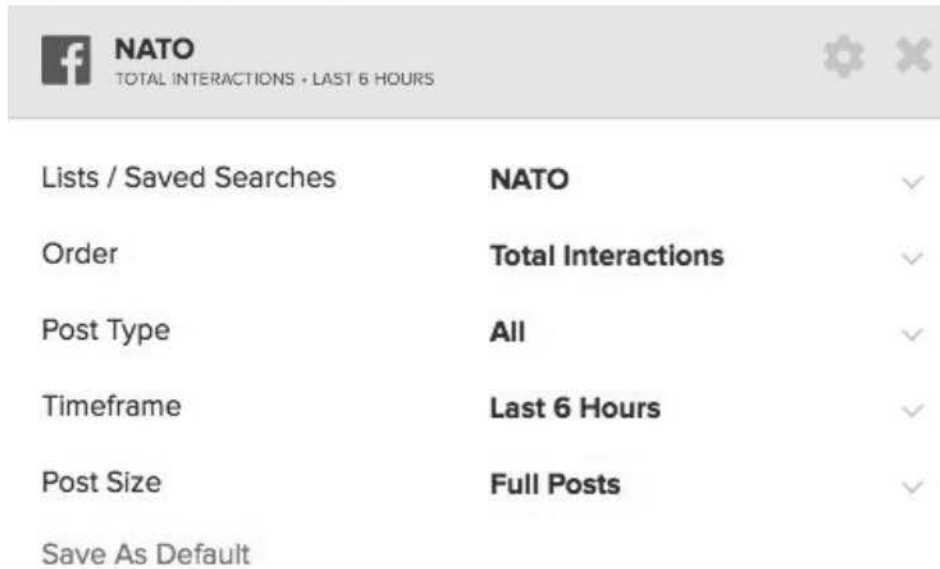
In general, you will be creating columns from lists and saved searches. However, in some cases you may want to insert a leaderboard. A leaderboard allows you to see how a single account or a group of pages/accounts are performing over a set period of time. To add a leaderboard column select *Leaderboard*.
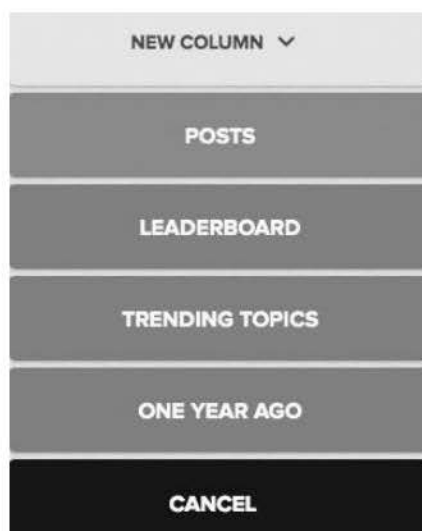
Then select either *List* or *Saved Searches*. Next select your dashboard.

Select your list or saved search from the dropdown menu. Finally, click *Save.*

Notifications

The final feature you have the ability to create as a Team Member is notifications. There are four different kinds of notifications that you can set:

Digest: An email digest of posts — ranked by either overperforming, underperforming, total interactions, or interaction rate. Includes the option to choose frequency, post type and number of posts in the email.

Leaderboard: An email digest of either list or search leaderboards to show rankings of social accounts (lists) or top accounts mentioning specific keywords (search).

Alert: A real-time alert when a post starts to overperform on social. Choose from lists or search, select a viral threshold, and send to either email or Slack.

Referral: A real-time alert for a saved search match. This is often used to get alerted when someone links to your URL.

Read below to learn how to set up a notification.

Create a Notification

Navigate to the dashboard where you want to create a notification. *Please only create notifications for your post specific dashboards.* Select *Notifications* in the toolbar on the left. On the next screen, select which type of notification you would like to create.

Fill in the necessary details - name, email subject line, the lists and saved searches you want to pull from, adjust advanced options. Note that details will vary for each notification. Finally, click *Create & Subscribe.* After creation you will be able to adjust who receives the email.

Edit Notifications

To edit notifications scroll down to the bottom of the *Manage Notifications* page. Hover over the notification that you want to edit. Then select *Click to Edit.*

From here you can edit details, and adjust the subscription list.

(b)(6)

DIGEST Daily Online News Digest

Schedule Email   Custom ▾   ❯ More Scheduling Options

Name   Daily Online News Digest

Subject Line   Daily Online News Digest

Lists and Saved Searches   Pages ▾   × Online News ▾

Include Stats ❓

Subscriptions   ⌄ Manage Other Subscriptions (1 Subscriber)

Email Address   Subscribe

Advanced Options   ❯ Show Options

Delete   Send Test   Save

Have additional questions on Crowdtangle? Be sure to check out our social media hub article (insert link) and visit the help section of Crowdtangle's website. They have useful guides and webinars available. You also have the ability to to ask Crowdtangle a question directly by navigating to the *Conversation* icon in the lower right corner.

Conversations
with CrowdTangle

Matt   1w ago
Operator: Rate your conversation

Chris   1w ago
Operator: Rate your conversation

Matt   1w ago
Operator: Rate your conversation

Jesse   3w ago
Hey Brittany, As you probably know, ...

Amb   7w ago
Hi B   m s...

📝 New Conversation

Social Listening with CrowdTangle

September 2018
Bureau of European and Eurasian Affairs
U.S. Department of State

EDDE

Go to www.menti.com

Use code 11 11 37

1. What is Social Listening?

2. Social Listening Tactics

3. CrowdTangle Demo

4. Working with Live Displays

What is Social Listening?

Social listening is the process of tracking conversations on digital channels to devise a strategy that is tailored to *your* audience.

"The direct, unfiltered, brutally honest nature of much online discussion is gold dust to big companies that want to spot trends, or find out what customers really think of them." – The Economist, March 2006

Monitoring vs. Listening

Monitoring

- Passive
- After you craft a campaign or content
- Focus is on your organization
- Collects every social mention and action
- Use information for reporting
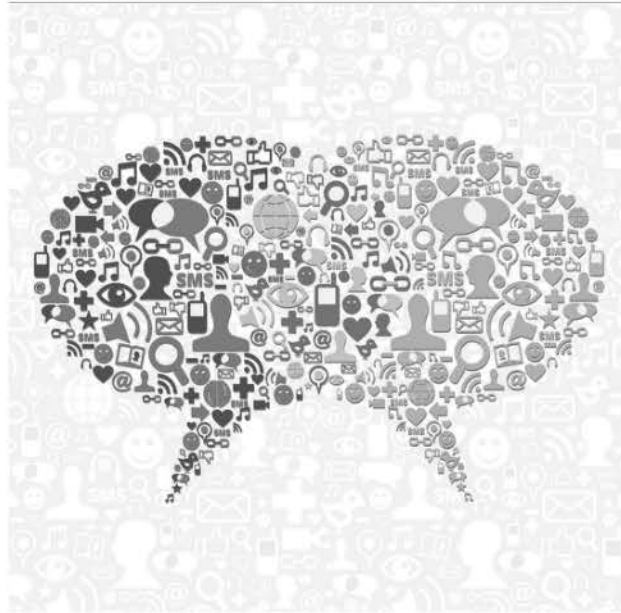
Listening

- Active
- Before you craft a campaign or content
- Focus is on the target audience
- Requires analysis and reflection
- Use information for strategy and decision-making

"Monitoring sees trees; listening sees the forest."

Listening in your Strategy

"Listen before you leap."

Listening, engagement, and analytics are three interconnected parts of your strategic planning.

Listening helps you identify engagement opportunities and brand perceptions. **Engagement** is the way you interact with and respond to your audience. **Analytics** are how you bring the data together from your engagement and listening activities to report on outcomes.

Key Questions for Listening

Who is talking?
- Audience segments
- Influencers
- Peers
- Competitors

What are they saying?
- Prevailing narratives
- Counternarratives
- Related conversations

What is the sentiment?
- Positive
- Negative
- Neutral

Which platforms does your audience use?
- Social media / blogs
- News outlets
- Other websites?

What content is gaining traction?
- Topics
- Content type / format

Where are *your* opportunities or obstacles?
- Potential partners, new audiences, content ideas
- False information, perceptions, competition

SOCIAL LISTENING

Not Listening

NIVEA
Mar 31 at 7:00pm · ⊗

Keep it clean, keep bright. Don't let anything ruin it,
#Invisible

WHITE IS PURITY

DiGiorno Pizza ✓
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM

Delta ✓
@Delta

Congrats team #USA🇺🇸! Nice goal
@clint_dempsey @soundersfc!
#USAvGHA #USMNT #DeltaSEA
pic.twitter.com/7C8iRzPzoa

↩ Reply ⇄ Retweet ★ Favorite ••• More

2   1

RETWEETS FAVORITES
628   374

5:08 PM - 16 Jun 2014   Flag media

Not Listening - Government Examples

Meet Drinky, an alcohol-drinking robot that can keep you company when you are drinking alone! goo.gl/1O24kX

A Lonely Inventor Built This Alcohol-Drinking Robot to Keep Him Company
Drinky is the perfect companion for hitting the bars solo.
motherboard.vice.com

British Embassy @UKinUSA · 16h
Commemorating the 200th anniversary of burning the White House. Only sparklers this time!

SOCIAL LISTENING

Good Listening

Oreo Cookie ✓
@Oreo

🔧 👤 Follow

Power out? No problem.

YOU CAN STILL DUNK IN THE DARK

RETWEETS FAVORITES
15,658 6,588

8:48 PM - 3 Feb 2013

Taylor @c0uture · 30 Dec 2015
I miss **Chipotle** but I don't want **Ecoli** 😔

💬   🔁   ♡ 1

Kymi ✨ @KingKymii · 30 Dec 2015
Craving **chipotle** but i dont want **ecoli**.. 😑😑😑

💬   🔁   ♡ 1

Yummy Yazz 👑 @_Jamesexoxo · 30 Dec 2015
Want **chipotle** but I feel like I'm not gonna enjoy it cause **ecoli** is gonna be on my mind with every bite

💬 2   🔁 1   ♡ 1

Marie Buttriss
@Marie_0612

Obserwuj ∨

Constant harassment from Virgin mobile as
̶̶̶̶̶̶̶ade. Told 3 separate calls
̶̶̶̶̶̶nt one #blocked

̶̶are @VMUcare · 13.10   ∨
̶̶Marie_0612
̶ can inform customer service that you'd like to be on the "do
̶is doesn't happen again.

♡

̶̶rie_0612 · 13.10   ∨
̶ contacted, I'd just prefer when I've said I don't currently
̶to be rung again and again

♡

̶̶̶̶̶̶are @VMUcare · 13.10   ∨
Understood. Well hopefully, this wont happen again. Thank you for informing us.

💬   🔁   ♡ 1

SOCIAL LISTENING

Good Listening - Government Examples

Federal Student Aid @FAFSA — Follow

If this is you, then you better fill out your FAFSA: fafsa.gov

Reply Retweet Favorite ... More

Help me. I'm poor.

RETWEETS 159 FAVORITES 107

Travel - State Dept @TravelGov — Follow

Not a "10" in the US? Then not a 10 overseas. Beware of being lured into buying expensive drinks or worse—being robbed. #springbreakingbadly

RETWEETS 87 LIKES 89

1:20 PM - 30 Mar 2016

Social Listening Tactics

Go to <u>www.menti.com</u>

Use code **11 11 37**

Trending Topics

Think "emerging" topics.

Trending topics are ones that are popular **right now**, *not necessarily topics that have been popular for a while or on a daily basis. The topics trending on* **Facebook** *may be similar to* **Twitter** *but they won't be the same.*

Use trends to:

- **Identify popular hashtags**
- **Join the conversation**
- **Get your audience talking**

Trends for you · Change

#AQuietPlace 🔊
Critics & fans can't stay quiet about #AQuietPlace, in theatres now.
⬈ Promoted by A Quiet Place

#SciFest
@moira is Tweeting about this

#PPGC2018

#FridayFeeling
107K Tweets

#JobsReport
11.7K Tweets

#InvasionOfPrivacy 💿
Cardi B's debut album has arrived

White House Correspondents
President Trump will skip the White House Correspondents' Dinner again

#HealthForAll
@GSMAm4d is Tweeting about this

#ArchivesDanceParty
1,639 Tweets

#APATech18

Trending 📈 🏛 ⚗ ⚙ 🗔

↗ **Ford Motor Company**
Ford recalls about 350,000 F-150s and Expeditions for faulty... - cnbc.com

↗ **White House Correspondents' Associ...**
Trump Will Once Again Skip the White House Correspondents... - nytimes.com

↗ **Office of Foreign Assets Control**
U.S. Targets Allies of Putin in Latest Round of Sanctions - wsj.com

↗ **Invictus Games**
Prince Harry and Meghan Markle Match in Black Polo Shirts at... - vanityfair.com

↗ **Sergei Skripal**
Skripal's pets died in wake of nerve agent attack - msn.com

↗ **Donald Trump**
Trump threatens more China tariffs; Beijing ready to hit back - reuters.com

↗ **Daniel Akaka**
Former U.S. Sen. Daniel Akaka dies at 93 - khon2.com

↗ **Park Geun-hye**
Former South Korean President Park Geun-hye sentenced to 24 years in... - cnn.com

↗ **Mark Zuckerberg**
Facebook Secretly Deletes Some of Zuckerberg's Private... - thedailybeast.com

↗ **Deerfield, Illinois**
Deerfield, Illinois, just banned assault weapons. The penalty? Up to... - msn.com

LISTENING TACTICS

Twitter Listening

Follow Hashtags & Influencers

Use popular hashtags where they make sense. Note thematic days, weeks, or months for future content planning.

Look at what local influencers are saying. Retweet or comment on the topic when appropriate. Consider tagging the person or account.

November

			✏️	2	3	🍬
5	6	7	#	9	10	11
12	❤️	14	15	16	👤	18
19	20	💼	22	23	24	🏪
26	27	28	29	30		

1 — **Author's Day** #NationalAuthorsDay
4 — **Candy Day** #NationalCandyDay
8 — **S.T.E.M./S.T.E.A.M. Day** #STEMSTEAMDay
13 — **World Kindness Day** #WorldKindnessDay
17 — **Unfriend Day** #NationalUnfriendDay
21 — **Entrepreneur's Day** #NationalEntrepreneursDay
25 — **Small Business Saturday** #ShopSmall

Host Country Government Officials

Popular Bloggers

Journalists / Publications

NGOs / Community Leaders

Twitter Listening

Create or Subscribe to Lists

Private lists are a great way to follow a developing local story or crisis.

Public lists can be a value-add for your audience.

FEMA @fema

Follow

Those following #SCFlood - here's a list of local & state accounts providing updates: twitter.com/FEMAlive/lists...

NWS Charleston, SC @NWSCharlestonSC

Do not drive into flooded roads, it could cost you your life! It just isn't worth it! #SCFlood #chswx

RETWEETS	FAVORITES
113	40

2:14 PM - 4 Oct 2015

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
47.1K	400	3.59M	15	6	2

Department of State ✓

Subscribed to   Member of

Twitter Listening

Advanced Searches

Twitter's <u>Advanced Search</u> is useful for researching ongoing conversations. It allows you to narrow down search results better than using Twitter's regular search feature.

Advanced search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in   All languages

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Dates

From this date   to

Search

Facebook Listening

Identifying Popular Pages

The Facebook Pages with the largest audiences must be doing something right. See what they are doing and find ways you can duplicate their success.

Socialbakers has a free database that lists the most popular Pages filtered by industry and country.
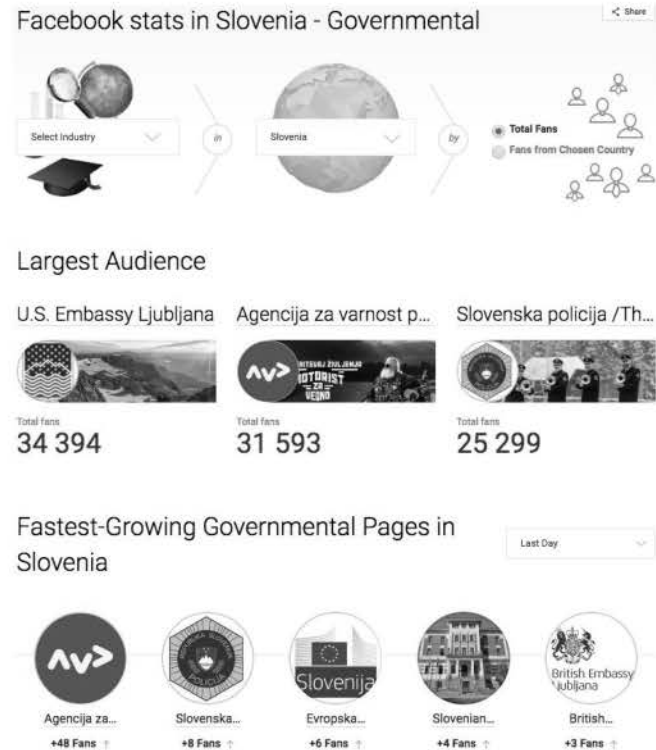
Facebook Listening

Graph Search and Ads Interface

Facebook searches don't show you everything on a topic. Most users restrict the privacy setting on posts to "friends-only."

There might be some utility in using Facebook's **Graph Search** or "**Custom Audiences**" (in the ads interface) to learn which other pages your audience likes.

Facebook Listening

Audience Interactions

When you want to find out what your audience thinks, try asking them questions directly. Their responses will not only help your account's engagement, but it has potential to be insightful *(if conversations stay on track)*.

Hosting Q&A's may reveal common misconceptions among your audience. The two-way dialogue allows you to provide correct information and address the issue directly.

U.S. Embassy-Dhaka ✓   👍 Like Page

March 16 at 1:45am · 🌐

NOTE: The chat has ended. Thanks for participating!

Did you know that the United States and Bangladesh regularly participate in various defense cooperation and disaster preparedness programs? Learn about the meaningful connections both countries make through these exchanges! TODAY at 3:00-4:00 PM, join a FACEBOOK CHAT with Lt. Col. Michael Rembold, Senior Defense Official and Defense Attaché at the U.S. Embassy Dhaka.

Post your questions in the comments section below and Lt. Col. Rembold will start answering at 3:00 PM!

Website Listening

Google Trends & Alerts

Google Trends can help you identify common interests and searches among your audience. The tool provides some options for identifying events that cause search spikes as well as how interest in search terms change over time.

Create a Google Alert for your organization's name, country, or key topics (narrowed by boolean queries).
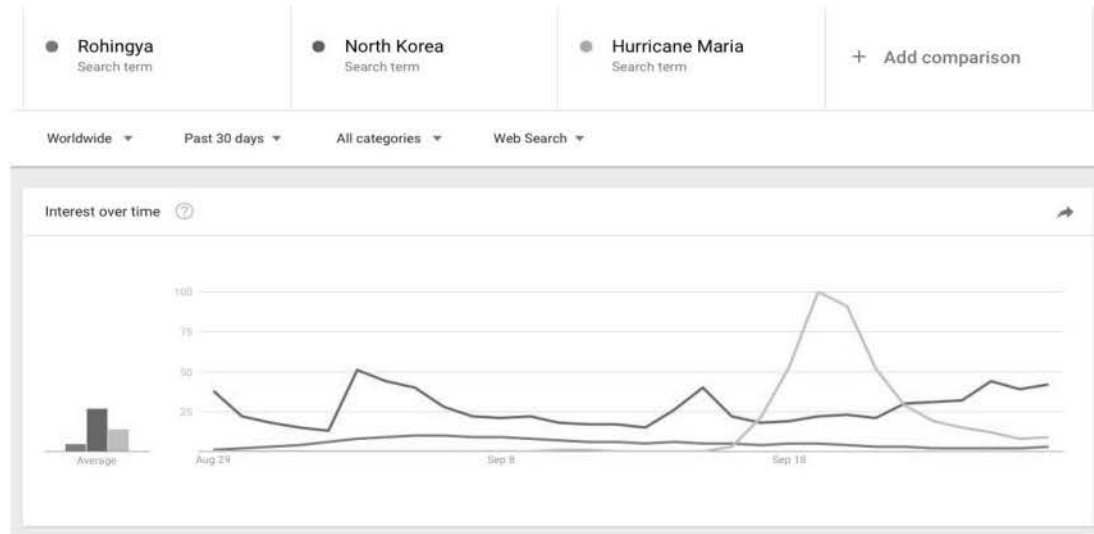
Do any of these questions sound familiar?

1 — Do you have an easy to way anticipate when a crisis might be unfolding?

3 — How can I easily find high-performing social media content in real-time on the priority issues that I want to engage on?

2 — How do I benchmark my performance on social media against that of my competitors?

5 — How can I get alerts when priority issues are being discussed or going viral on social media?

4 — My boss wants a regular update on how our social content is performing over the last day, week, etc. How would I do that?

CROWDTANGLE

CrowdTangle + Strategy

crowdtangle

Audience Analysis

Figuring out what plays well amongst the followers of your or your competitors' accounts.

Behavior Results

Delivery

Engagement

crowdtangle

Content

Easy discovery of content that overperforms or goes viral..

crowdtangle

Follow Up & Evaluation

Ability to track performance over various time intervals.

CrowdTangle Components

1. Lists

You submitted a list of accounts to Matt before the workshop.

- Lists allow CT users to track social media accounts in one organized place.

- They are the most fundamental part of CT - if a profile exists, you can monitor it.

- No limit to the number of lists you can build.

2. Live Displays

These are the dashboards we'll be working with.

- Live Displays are a cross-platform view of the CT dashboard.

- Updates in realtime and pulls in post streams or account leaderboards.

- Visible without a CT account (public and shared via link).

3. Keyword Trackers and Notifications

These can be set up and controlled when you have accounts.

- Saved searches let you query keywords, hashtags, link, mentions, or account names.

- The boolean filters and functionality extends to CT's entire database.

- Notifications come in the form of digest emails, viral alerts, or referral alerts.

Metrics Definitions

Overperforming

Calculated by benchmarking how many interactions that account's posts usually get after a certain period of time. Benchmarks are calculated from the last 100 posts of each post type (photo, video, link, etc.) from the account.

Underperforming

Relative score as to how posts for that Page or account normally perform. If it's red, it's performing below average.

Total Interactions

The total number of reactions, shares and comments on a Facebook post; the total number of retweets and likes on a tweet.

Interaction Rate

Calculated by averaging the number of interactions for all of the account's posts in the specified time frame, then dividing that by the number of followers/fans.

Live Displays

Change settings, such as timeframe, for the display by clicking the gear icon and then using the drop down menus. For the content display, you can also change the metric by which posts are ordered and filter by post type.

LIST OF DOS PROPERTIES

Lists / Saved Searches — **ALL DoS Facebook Page**

Timeframe — **Last 7 Days**

TOTAL INTERACTIONS   LIKES 981,708   COMMENTS 38,362   SHARES 137,172

1,157,242

● Last Week   ● This Week

The top section of the Leaderboard tracks total interactions for all of the pages in the list.
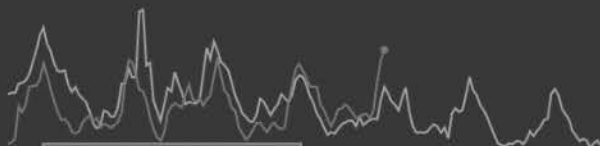
Reorder the list by sorting by interactions, number of posts, or interaction rate

SHARE VOICE   INTERACTIONS ▾   POSTS   RATE

			INTERACTIONS ▾	POSTS	RATE
10%		Karachi	116,278	60	0.28%
10%		Dhaka	113,224	21	0.16%
8%		American Engli...	97,313	28	0.12%
4%		Phnom PenhCa...	51,770	6	0.89%
4%		U.S. State	50,182	48	0.07%
4%		Nepal	44,106	19	0.28%

ALL DOS FACEBOOK PAGES
OVERPERFORMING • LAST 1 DAY

Lists / Saved Searches — **ALL DoS Facebook Pages**

Order — **Overperforming**

Post Type — **All**

Timeframe — **Last 24 Hours**

Post Size — **Full Posts**

Embaixada dos EUA em Portugal
🔲 21 hours ago

"Sempre acreditei que Portugal podia ganhar a competição [Euro 2016], e tive a honra de poder testemunha-lo ao vivo, no estádio em Paris. Foi muit...

▶

49.88x   LIKES **3,377** +3,310   COMMENTS **214** +209   SHARES **1,048** +1,0

Overperforming metric

Next Level
🔲 a day ago

Next Level 2.0's MC Ahmad Ali Lewis's "Back in the Day"! #TBT

Back In The Day, Ahmad Released A Record That Only Gets Better...

State Department Example: <u>EUR CrowdTangle Live Display</u>
https://bit.ly/29H6m4T

1. What are the top performing posts on Facebook and Twitter?

2. By what factor do these outperform the average? What is the next highest performing posts' overperformance factor?

3. Which account has performed the best on Facebook, Twitter, and Instagram, respectively, over the past 24 hours? *(Hint: this may be a trick question)*

4. In addition to overperforming, CrowdTangle also orders posts by Underperforming, Total Interactions, Reaction Rates, Most Recent, and Hot. Which of these might be useful for your purposes?

CrowdTangle Live Displays List

Albania live display

https://bit.ly/2Jtqcz0

Kosovo live display

https://bit.ly/2IJmWy8

Montenegro live display

https://bit.ly/2qiGsL6

Serbia live display

https://bit.ly/2qrdMjp

Bosnia live display

https://bit.ly/2EDrSlW

Macedonia live display

https://bit.ly/2IDhdKd

Slovenia live display

https://bit.ly/2GM0qEl

Ukraine live display

https://bit.ly/2qim0Jy

Georgia live display

https://bit.ly/2qhavDf

Moldova live display

https://bit.ly/2IEscTS

Group Activity

1. **What are the top performing posts on Facebook and Twitter?**

   ○ What are the posts about? Who posted it?

   ○ Why is it doing well? What are these accounts doing right?

2. **What are the top underperforming posts on Facebook and Twitter?**

   ○ What are the posts about? Who posted it?

   ○ Why is it doing poorly? What are these accounts doing wrong?

Next Steps

Full CrowdTangle Access - Coming Soon!

(b)(6)

[ ] is working to get all of you full access to CrowdTangle.

In the meantime, proceed to practice with your **live display**.

(b)(6)

If you have questions, email [ ]

Check out CrowdTangle's website for helpful videos, articles, and downloadable PDFs.

From:	
To:	
Subject:	Conversation with
Date:	Thu, 28 Mar 2019 18:39:47 +0000

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

E 8:02 PM:

Hi Quick question - do you have an america.gov address?

8:03 PM:

I used to but I believe it has lapsed.

E 8:03 PM:

I asked IIP to share their Super Dashboard with me and wanted to pass to you but it can only be used with america.gov addresses

(b)(6)

ah

(b)(6)

know of anyone on your team who might have one?

(b)(6)

8:10 PM:

How do I sign up for one?

Also, I could give you so we can see the super dash

(b)(6)

8:12 PM:

I would reach out to IIPSupport@state.gov

if yours lapsed they might be able to revive it

Great, it should work with

(b)(6)

I'll send it to the whole section but just wanted to make sure someone has an america.gov account so you can view it :)

(b)(6)

(b)(6)

(b)(6)

8:12 PM:

Okay, will do.

really really appreciate your support! You are always super helpful. Even for a luddite like myself.

(b)(6)

(b)(6)

8:19 PM:

My pleasure :) Happy to offer assistance to the best of my ability! You should've received the first of the Crowdtangle reports I set up for you. Need to add to that subscription but let me know if those are helpful for you!

(b)(6)

8:27 PM:

Also I created streams in Hootsuite for you to follow. I think I shared them with the team but please let me know if you can't see them.

Sender:	
Recipient:	

(b)(6)

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	
	GPA Social Media Support <IIPSMS@state.gov>
CC:	
Subject:	RE: About the loss of CrowdTangle
Date:	Fri, 20 Sep 2019 17:09:12 +0000

(b)(6)

Understood – I'll remove the Google column while we still have the ability to make edits.

(b)(6)

(b)(6)

Unclassified
From:
Sent: Friday, September 20, 2019 8:42 AM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: About the loss of CrowdTangle

(b)(6)

No, we don't care about Google trending stories (except to laugh at it occasionally). We're only interested in DOS social media posts.

(b)(6)

Thanks for getting back to me and the clear explanation.

(b)(6)

Content Editor | Office of Design and Editorial
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

(b)(6)

(b)(6)

Unclassified
From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Thursday, September 19, 2019 5:59 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: About the loss of CrowdTangle

Hi

Thanks for reaching out. Downloading lists does not apply to you.

The live display you linked below will still be available to you and your team following the changes to the Department's Crowdtangle accounts.

However, as of September 29, Crowdtangle will no longer support Twitter data and your live display will lose the Twitter columns. We unfortunately don't yet have a good replacement for this Data source.

(b)(6)

Do you find the Google trending stories column to still be useful? I am not sure if there will be any changes to that in the future.

(b)(6)

, GPA Global Social Media

(b)(6)

Unclassified

From: [redacted]
Sent: Thursday, September 19, 2019 2:28 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc: [redacted]
Subject: About the loss of CrowdTangle

I visit this page each day to find a high-performing DOS Facebook post or tweet to feature in our daily ShareAmerica newsletter. I don't otherwise have a CrowdTangle account or know anything about it.

I've seen the "How to Download CrowdTangle Lists" PDF. I see that the "Lists/Saved Searches" entries for what I need on that page are "ShareAmerica" (for Facebook) and "share.america.gov" (for Twitter), but I don't otherwise know what a CrowdTangle list is or how you download it. Nothing about downloading is apparent on that page.

(b)(6)

Can you tell me if downloading a list is relevant to me? And if so, how to go about it?

(b)(6)

(b)(6)

Content Editor | Office of Design and Editorial
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

Unclassified

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	[redacted]
	GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	_____ GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: Access to Crowdtangle
Date:	Mon, 16 Sep 2019 17:38:46 +0000

(b)(6)

Hello

I hope your day is going well. We are no longer distributing Crowdtangle licenses. However, we still provide links to your posts Crowdtangle Live Display. Please let me know if you have any additional questions or would like us to update the Live Display. Thank you!

(b)(6)

Global Social Media

(b)(6)

Unclassified

From:

Sent: Monday, September 16, 2019 3:49 AM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: Access to Crowdtangle

Good day

I would like to request access to crowd tangle.

Thank you

(b)(6)

Regards,

(b)(6)

Social Media Manager
Africa Regional Media Hub
U.S. Department of State
Johannesburg, South Africa
Office: _____
Website: www.state.gov/africamediahub

Official
UNCLASSIFIED

Unclassified

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	
	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: access to Crowdtangle
Date:	Mon, 23 Sep 2019 08:22:45 +0000

(b)(6)

Hi

(b)(6)

I just resent invites to both email addresses.

Best,

(b)(6)

Unclassified

From:

(b)(6)

Sent: Monday, September 9, 2019 6:19 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: access to Crowdtangle

Hi

(b)(6)

I checked my email and also AlgiersPressUnit@state.gov and the invite doesn't seem to have gotten through, including to the spam folders. Do you mind re-sending it?

Thanks,

(b)(6)

Unclassified

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Monday, September 9, 2019 2:39 PM

(b)(6)

To: ; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: access to Crowdtangle

Hi

(b)(6)

Happy to help! You should have just received an invite from CrowdTangle to that email address.

Best,

(b)(6)

Unclassified

From
Sent: Monday, September 9, 2019 7:53 AM

To: GPA Social Media Support <IIPSMS@state.gov>
Subject: access to Crowdtangle

Good morning,

(b)(6)

Would you be able to give me and AlgiersPressUnit@state.gov access to Crowdtangle? Please let me know what information you need.

Thank you,

(b)(6)

(b)(6)

(b)(6)

Information Officer, US Embassy Algiers

(b)(6)

Unclassified

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	
	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: ACTION REQUIRED: CrowdTangle Access Update [USUN]
Date:	Tue, 1 Oct 2019 13:45:18 +0000

Okay great – just removed your Hootsuite account from all WHA accounts and added you to the USUN team. You'll log in using the same username/password you used when you were in WHA.

You'll need to follow the instructions in this article to add all the USUN properties into Hootsuite: http://cas.state.gov/socialmedia/connecting-social-networks-to-hootsuite/

(b)(6)

I suspect your IRM folks won't budge on installing the extension on OpenNet – do you guys have DINs? They might be more likely to go for that. Yes, it will allow you to see how widely shared an article is. I do have a vague memory of being allowed to use it once a day but believe that's no longer a restriction.

(b)(6)

UNCLASSIFIED

From:
Sent: Monday, September 30, 2019 3:32 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: ACTION REQUIRED: CrowdTangle Access Update [USUN]

Thanks! Happy to sign up for Hootsuite account associated with my USUN position. Am def interested in media monitoring solutions, too. Are we still able to use that Crowdtangle applet/widget, if we can convince the IRM folks here to download it for us, that allows us to see how widely shared a particular article is? I recall something about us being able to use it one time per day (is this ringing a bell)?

(b)(6)

UNCLASSIFIED

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Monday, September 30, 2019 3:08 PM

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: ACTION REQUIRED: CrowdTangle Access Update [USUN]

Hi

Completely understand – we're kind of at a loss as well, since no other tool on the market does as much as CrowdTangle did for us for free. That said, how were you anticipating using CrowdTangle – for media monitoring or performance analysis?

Hootsuite might help you for the latter – we were never able to convince the past USUN teams to get onboard (so there's no historical data) but it may help you at least get started pulling the key stats you'd like to track in one place and automate emails (that can be sent to non Hootsuite users).

(b)(6)

If that sounds helpful, can you register yourself (and any other colleagues who need access) in your USUN capacity on the Sharepoint? https://usdos.sharepoint.com/sites/R/socialmedia/default.aspx

(b)(6)

UNCLASSIFIED

From:
Sent: Monday, September 30, 2019 1:23 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: FW: ACTION REQUIRED: CrowdTangle Access Update

GPA Social Media Friends –

We at USUN are trying to get some analytics endeavors off the ground, but this news has thrown a wrench in our plans. Might you be able to share with us what we should be turning to in the meantime, especially if we are starting from close to zero?

UNCLASSIFIED

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, September 18, 2019 5:02 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: ACTION REQUIRED: CrowdTangle Access Update

CrowdTangle has informed us that as of October 7, 2019, **they are removing access to the tool to all Department users**.

This will prevent the Department from using the tool for both media monitoring and performance analysis. **Department users must export all data from the tool by Oct 1**. Please see below for further details and action items.

Per CrowdTangle's message:

> "We have updated our policy on access criteria following Facebook's CrowdTangle acquisition and subsequent refocus on the audience of the tool.
>
> CrowdTangle is refocusing its efforts as a media and research tool and we are eliminating access that would provide preferential treatment to any government or political entity. Instead, in an effort to provide more transparency into content and metrics on the platform, we will be offering support in the form of public live displays that will be published on www.facebook.com/gpa."

This means that as of October 7, 2019:

- Department staff will no longer receive social media digest emails
- Department CrowdTangle accounts will be disabled

F-2020-00904 08/31/2020 138

- Department CrowdTangle users will no longer be able to add/update CrowdTangle lists or saved searches
- A GPA-curated list of live displays that feature USG/DOS accounts will be accessible to the public on www.facebook.com/gpa
- Department staff can continue to use the Link Checker Chrome Extension, which is available to the general public

We understand this is a significant change to our operations and are committed to supporting you through this transition.

Action required for all CrowdTangle users:
Because you will soon lose access to your Crowdtangle information, please complete the following steps by COB October 1:

- Export all lists that you maintain in CrowdTangle (Instructions attached thanks to SCA/PPD)
- Delete any lists and saved searches that you created that you do not want to be accessible outside of the Department

GPA/Global Social Media will work with CrowdTangle to curate a list of live displays that feature USG/DOS accounts for posting on www.facebook.com/gpa.

GPA/Global Social Media and GPA/Analytics will continue to work with our R/PPR and regional bureau digital coordinators colleagues to identify alternatives in the absence of CrowdTangle.

We thank you for your patience and understanding as we navigate this change together.

Please contact us at IIPSMS@state.gov with any questions.

(b)(6)

Unclassified

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	
	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

(b)(6)

From:	
To:	GPA Social Media Support <IIPSMS@state.gov>;
	GPA RA Analytics Zendesk <RA@america.gov>
CC:	
Subject:	RE: Adding Instagram to CrowdTangle page?
Date:	Thu, 17 Oct 2019 16:29:17 +0000

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(b)(6)

That works. Thanks!

(b)(6)

Content Editor | Office of Design and Editorial
U.S. Department of State
Bureau of Global Public Affairs

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(b)(6)

UNCLASSIFIED

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Thursday, October 17, 2019 12:22 PM
To: GPA Social Media Support <IIPSMS@state.gov>;
GPA RA Analytics Zendesk <RA@america.gov>

(b)(6)

Cc:
Subject: Re: Adding Instagram to CrowdTangle page?

Hi

(b)(6)

Unfortunately we can no longer make changes to CrowdTangle. The only workaround I see is to adjust the timeframe to a longer time period (ex. 6 months).

(b)(6)

, GPA Global Social Media

(b)(6)

From:
Sent: Thursday, October 17, 2019 8:58 AM

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov>;
GPA RA Analytics Zendesk <RA@america.gov>
Cc:
Subject: RE: Adding Instagram to CrowdTangle page?

(b)(6)
(b)(6)

We can see results in Instagram if we set the Timeframe to Last Month, but the second entry is truncated right after the picture for us. Is there anything you can do to make that column work correctly? Thanks.

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U.S. Department of State
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UNCLASSIFIED

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, October 8, 2019 1:00 PM

(b)(6)

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov>;
GPA RA Analytics Zendesk <RA@america.gov>
Cc:
Subject: RE: Adding Instagram to CrowdTangle page?

Hi

(b)(6)

You caught that right before I fixed it, should have known Copy Desk would notice! You're unlikely to see a lot of content appear in that column since the way Instagram works, most people don't link directly to share.america.gov in their captions. They may use your content but not attribute it to Share. There aren't a lot of good alternatives to tracking this, unfortunately.

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(b)(6)

From:
Sent: Tuesday, October 8, 2019 10:53 AM

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov> GPA RA Analytics Zendesk <RA@america.gov>
Cc:
Subject: RE: Adding Instagram to CrowdTangle page?

(b)(6)

Thanks. The column is headlined ShareAmerica: NEA. I assume that means one region, and we need them all. (No overperforming posts in the last 12 months in that column! I hope other regions are better.)

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(b)(6)

UNCLASSIFIED

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, October 8, 2019 10:28 AM
To: v>; GPA Social Media Support <IIPSMS@state.gov>;
GPA RA Analytics Zendesk <RA@america.gov>

Cc:

Subject: Re: Adding Instagram to CrowdTangle page?

Hi

We have a small grace period with CrowdTangle so I've added Instagram to your live display.

From:
Sent: Tuesday, October 8, 2019 9:48 AM
To: GPA Social Media Support <IIPSMS@state.gov>;
GPA RA Analytics Zendesk <RA@america.gov>
Cc:

Subject: Adding Instagram to CrowdTangle page?

As mentioned below, can we get an Instagram column added to our live display?

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U.S. Department of State
Bureau of Global Public Affairs

UNCLASSIFIED

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Friday, September 27, 2019 3:25 PM
To: GPA Social Media Support <IIPSMS@state.gov>;
GPA RA Analytics Zendesk <RA@america.gov>
Cc:

Subject: RE: Accessing Twitter results in CrowdTangle

H

Absolutely understand. We're all caught a bit surprised by the Crowdtangle changes and unfortunately the market does not really offer a similar tool that is as easy to use.

Because Crowdtangle will no longer be offering Twitter overperformance data (even through the Chrome extension), you may need to reconsider how this section of your newsletter is framed. Starting next week, your live display (https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/shareamerica?ignoreEdit=true) will only show overperformance data for Facebook and Instagram.

For your reference - you can install the Chrome extension on both your Chromebook and your personal computers, though I think largely will provide you with similar data to what you get from the ShareAmerica analytics dashboard. Crowdtangle has a few help articles (one, two) to give you more information on the data the extension provides.

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Sorry to not have a more prescriptive solution for you – we're all trying to figure out the post-Crowdtangle world together.

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(b)(6)

From: [redacted]

(b)(6)

(b)(6)

Sent: Thursday, September 26, 2019 5:39 PM
To: GPA Social Media Support <IIPSMS@state.gov>; [redacted] GPA RA Analytics

(b)(6)

Zendesk <RA@america.gov>

(b)(6)

Cc: ra@america.gov; [redacted]

(b)(6)

Subject: RE: Accessing Twitter results in CrowdTangle

[redacted], so I'm responding on behalf of the Production Desk.

[redacted] and I do NOT have DINs. We DO have government-issued Chromebooks, and we do have our personal machines at home when we telework. I don't know if we can install these "Chrome extensions" on the Chromebooks or our personal machines. If we can, we would need training as to how to get the information we need for our daily ShareAmerica newsletter to embassies.

Right now we simply go to your CrowdTangle page every morning to pick a post that has shown an unusual jump in average engagement after featuring a ShareAmerica item, no matter how old (the "50 States series" from 2016 is still quite popular, for example). Losing Twitter stats will cut our available

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selection in half. We would prefer not to lose that information and are eager to explore other options for getting it. Thank you for any help you can provide!

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Content Editor, Office of Design and Editorial
Bureau of Global Public Affairs
U.S. Department of State

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(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

Sent: Thursday, September 26, 2019 5:11 PM
To: [redacted]; GPA RA Analytics Zendesk <RA@america.gov>
Cc: ra@america.gov; [redacted]

(b)(6)

[redacted] GPA Social Media Support
<IIPSMS@state.gov>
Subject: RE: Accessing Twitter results in CrowdTangle
Hi [redacted]

(b)(6)

(b)(6)

I realize you sent your initial message to Analytics before our update about the broader Crowdtangle access came out – to confirm, you'll still be able to use the Crowdtangle Chrome extension for Twitter data but only on a DIN. Chrome extensions are not allowed on OpenNet.

(b)(6)

From: [redacted]

(b)(6)

Sent: Thursday, September 26, 2019 7:21 AM
To: GPA RA Analytics Zendesk <RA@america.gov>
Cc: ra@america.gov; [redacted]

(b)(6)

GPA Social Media Support <IIPSMS@state.gov>

Subject: Re: Accessing Twitter results in CrowdTangle

Hello,

(b)(6)

I do not believe the extension is an option for you. I'm looping in my GSM colleagues who can provide further insight on the continued use of your live display following October 7th. Please let us know if you have any other questions or concerns.

Regards,

(b)(6)

On Wednesday, September 11, 2019 at 9:12:02 AM UTC-4, [(b)(6)] wrote:

Today we learned that "the last day you will be able to access any Twitter data within CrowdTangle is September 29."
We use this website to pick a high-scoring Facebook post or tweet to feature in each day's ShareAmerica newsletter, and we don't want to lose half of our candidates. (Some days a particular tweet is the only one that works for us.)
The FAQ about this change mentions CrowdTangle's Chrome extension as an option to get the last seven days of Twitter results, which would work for us. Is that extension approved for use in OpenNet?
Is there any other opportunity to access these Twitter results after Sept. 29?
Thanks for your help.

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Bureau of Global Public Affairs

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(b)(6)

Sender:	
	GPA Social Media Support <IIPSMS@state.gov>;
Recipient:	GPA PA Analytics Zendesk <PA@america.gov>;

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Crowd Tangle Account Request
Date:	Wed, 24 Apr 2019 12:02:40 +0000

(b)(6)

Just received this message when I tried to login. What do you recommend?

Respectfully,

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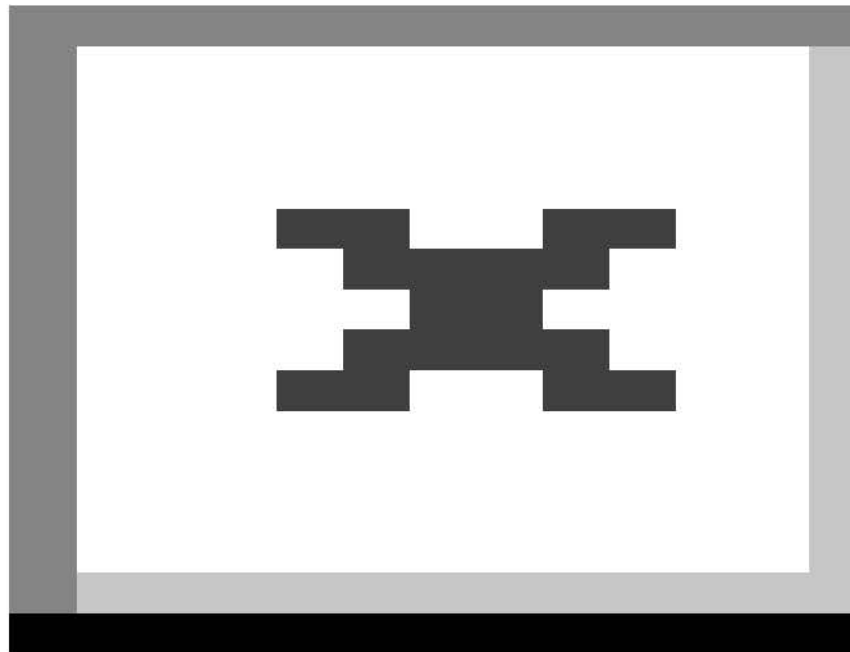
From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, April 24, 2019 7:40 AM
To[   ]>; IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowd Tangle Account Request

Hi [   ]

You should have just received an invite to CrowdTangle in your America.gov account.

Here is the link to the OES dashboard:
https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/oes

I'll circle back on the Hootsuite account request this afternoon.

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Let me know if you have any questions.

(b)(6)

Best,

From: [   ]
Sent: Tuesday, April 23, 2019 4:46 PM
To: IIP Social Media Support <IIPSMS@state.gov>
Subject: Crowd Tangle Account Request

Good Afternoon IIP Social Media Extraordinaires!

I need a Crowd Tangle account for the OES social media. What information do I need to provide you?

I would also like have a few other members of the PD team have access once we get the ball rolling.
Please let me know if you have any questions. Y'all are the best!!

Respectfully,
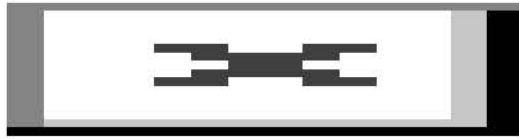
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Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

From:	@fb.com>
To:	@fb.com>;
CC:	GPA Social Media Support <IIPSMS@state.gov>;
Subject:	Re: Crowdtangle
Date:	Mon, 16 Sep 2019 18:11:26 +0000

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Thank you [redacted] !!

--
[redacted] Politics & Government Outreach

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From: @fb.com>
Date: Monday, September 16, 2019 at 1:11 PM
To: [redacted], @fb.com>
Cc: GPA Social Media Support <IIPSMS@state.gov>, [redacted],

Subject: Re: Crowdtangle

Hi everyone –

Thanks again for jumping on the phone last week. Sending over our form letter about the change to CT on another thread. Feel free to forward that note to other users. Once we move to fully off board, we'll send a similar note to everyone on the account, but I'll give you a heads up before we do that.

Please continue to share any questions or updates on this thread. Thanks!

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Global Elections
facebook | crowdtangle

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From: "[redacted]
Date: Friday, September 13, 2019 at 8:43 AM
To: @fb.com>
Cc: @fb.com>, GPA Social Media Support <IIPSMS@state.gov>,

Subject: RE: Crowdtangle

Thanks to you both for your time yesterday! It can't be easy to have to repeatedly deliver the news but we appreciate your commitment to our partnership and desire to work with us through this process.

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As we start planning our next steps, would you mind sending us some talking points we can use to socialize this news internally?

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Thanks for all of your support,

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Senior Digital Strategist | Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

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From: (b)(6)
Sent: Thursday, September 12, 2019 6:29 PM
To: @fb.com>;
Cc: @fb.com>
Subject: RE: Crowdtangle

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Thank you ☺ !

Best,

(b)(6)

Department of State

(b)(6)

Bureau of Global Public Affairs

Office of Global Social Media

(b)(6)

(b)(6)

From: @fb.com>
Sent: Thursday, September 12, 2019 6:24 PM

(b)(6)

To:
Cc: @fb.com>
Subject: Re: Crowdtangle

Adding [ ] here too!

--

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Politics & Government Outreach

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From: [redacted] @fb.com>
Date: Thursday, September 12, 2019 at 10:57 AM
To:
Cc: [redacted] @fb.com>
Subject: Re: Crowdtangle

(b)(6)

Would today at 6PM EST or 2PM EST tomorrow work?

--

Politics & Government Outreach

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From: [redacted] @fb.com>
Date: Monday, September 9, 2019 at 4:49 PM
To:
(b)(6)
Cc: [redacted] @fb.com>
Subject: Re: Crowdtangle

(b)(6)

Great, [redacted] and I will find some time, likely Thursday. We will be on the west coast time and will try to accommodate one of your windows of time.

--

Politics & Government Outreach

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From: [redacted]
Date: Monday, September 9, 2019 at 2:46 PM
To: [redacted] @fb.com>
(b)(6)
Cc: [redacted] @fb.com>, GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle

Hi [redacted]

We'd love to have a call about our Crowdtangle set up! You may have noticed we have made heavy use of Crowdtangle teams and we'd love to talk about that in more detail. If you still have time to chat this week, we're available this Wednesday from 10-3 and Thursday from 10-11 and 1-5.

Thanks for all your help on the Instagram verification! I will check in again with our lawyers, hoping they were able to make progress with the media agreement while I was on leave.

From _____ @fb.com>
Sent: Wednesday, September 4, 2019 5:06 PM
To _____
Cc: _____ @fb.com>
Subject: Crowdtangle

We should have an answer for you re: the verification question by tomorrow. On another note, I wanted to check in on a couple of things 1) if there was any movement on the media agreement and 2) I did want to have a conversation with you about your current Crowdtangle set up and how it may change in the future. I realize there are a lot of folks department wide that rely on Crowdtangle, but I thought we would start with IIP. My colleague _____ and I may want to set up some time to chat next week, would that work for you?

Best,

| Politics & Government Outreach
e: _____ @fb.com fb: _____
575 7th Street NW, Suite 700, Washington, DC 20004

✂

Sender: _____ @fb.com>
_____ @fb.com>;
Recipient: GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	IIP Analytics Zendesk <iipanalytics@america.gov>
CC:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: CrowdTangle- Academy for Women Entrepreneurs (AWE)
Date:	Wed, 27 Feb 2019 14:39:14 +0000

(b)(6)

Hi (b)(6)

(b)(6)

I've sent a CrowdTangle invite to your America.gov. You'll note that you're now part of the DOS Main Team. I'll provide more background on the team set up when I see you tomorrow. I'll send you a link for the live display, once it's up and running.

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From: (b)(6)
Sent: Tuesday, February 26, 2019 5:39 PM
To: IIP Analytics Zendesk <iipanalytics@america.gov>

(b)(6)

Cc: ; IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: CrowdTangle- Academy for Women Entrepreneurs (AWE)

Thanks (b)(6)

DST team, if you could just help stand up the dashboard with the specifications noted below I'm comfortable making additional modifications.

(b)(6)

(b)(6)

Best,

(b)(6)

From: (b)(6)
Sent: Tuesday, February 26, 2019 3:27 PM
To: IIP Analytics Zendesk <iipanalytics@america.gov>

(b)(6)

(b)(6)

Cc: ; IIP Social Media Support <IIPSMS@state.gov>
Subject: Re: CrowdTangle- Academy for Women Entrepreneurs (AWE)

Hi (b)(6)

I'm looping in the DST team who can help set up the dashboard for you.

(b)(6)

(b)(6)

Thanks,

On Monday, February 25, 2019 at 4:37:57 PM UTC-5, [(b)(6)] I wrote:

IIP colleagues,

Reaching out for the possibility of establishing a CrowdTangle dashboard to monitor one of ECA's newest programs, the Academy for Women Entrepreneurs (AWE). AWE is one of many parts of the White House's Women's Global Development and Prosperity (W-GDP) initiative which recently launched a few weeks ago. We are getting close to when posts will begin both promoting and implementing the program making it a good time to start keeping track!

What I'm ideally looking for is a dashboard with two columns, one to monitor the W-GDP initiative and another to monitor AWE. I've attached some background information (for internal use only) that can give you an idea of the potential accounts, keywords and hashtags we're looking to track.

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Facebook email for Admin: [(b)(6)]

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Thank you and please let me know if you have any questions! (below additional background articles)

[(b)(6)]

(b)(6)

Strategic Program Designer, The Collaboratory
Bureau of Educational and Cultural Affairs (ECA)
U.S. Department of State

[(b)(6)]

22.33 by ECA Collaboratory on Apple Podcasts

https://www.washingtonpost.com/business/ivanka-trump-unveils-white-house-global-women-initiative/2019/02/06/5902238c-2a6c-11e9-906e-9d55b6451eb4_story.html?utm_term=.62c0e647c13d&noredirect=on

https://www.washingtonpost.com/world/2019/02/07/ivanka-trumps-plan-pledges-million-usaid-money-pull-million-women-poverty/?utm_term=.cbd2b8fa0f5a

https://www.wsj.com/articles/empower-women-to-foster-freedom-11549497789?fbclid=IwAR31kzAlgUAoXzWhLLWQboEXzWDcD1c4H4unaIc3mLDs-9Y2ETAjnzs74mQ

https://www.thepavlovictoday.com/en/-im-super-excited-ivanka-trump-reveals-at-the-launch-of-the-womens-global-development-and-prosperity-initiative/?utm_source=ECA+News+Clips&utm_campaign=48bd2dd958-

EMAIL_CAMPAIGN_2019_02_11_06_12&utm_medium=email&utm_term=0_2a77adca2a-48bd2dd958-213494109

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Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Analytics Zendesk <iipanalytics@america.gov>;
	IIP Social Media Support <IIPSMS@state.gov>

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From:	
To:	GPA Social Media Support <IIPSMS@state.gov>
CC:	
Subject:	RE: Crowdtangle access for Consulate Monterrey, Mexico
Date:	Wed, 21 Aug 2019 13:23:11 +0000

(b)(6)

Hi all. Thanks for the assistance.
Best

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From: GPA Social Media Support <IIPSMS@state.gov>
Date: August 20, 2019 at 7:56:29 PM CDT
To: [   ], GPA Social Media Support <IIPSMS@state.gov>
Cc: [   ]
Subject: RE: Crowdtangle access for Consulate Monterrey, Mexico

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Greetings[   ]

[   ] and [   ] should have just received an invite from CrowdTangle to their email inbox.

Best,
[   ]

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Official - Transitory
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(b)(6)

From: [   ]
Sent: Tuesday, August 20, 2019 10:57 AM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc: [   ]
Subject: Crowdtangle access for Consulate Monterrey, Mexico

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(b)(6)

Hi all,
Can you please grant access to CrowdTangle to my colleagues from the US Consulate in Monterrey, Mexico.

• [   ]

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-
-

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If you need additional info please let me know.

Best

(b)(6)

(b)(6)

Sender:	
Recipient:	GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Crowdtangle Account
Date:	Fri, 1 Mar 2019 20:12:08 +0000

(b)(6)

Hello

Yes. If you could please send us a list of media accounts and specify which social media platform, I'd be happy to add them for you. For example:

CNN (Facebook, Twitter, Instagram)

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We can remove networks as well. Please let me know. Thank you!

Digital Support & Training

(b)(6)

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From:
Sent: Thursday, February 28, 2019 4:07 AM

(b)(6)

To: IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle Account

Hi

Yes, I was able to attend the first half of the training. Thank you for this link. It is actually quite helpful for my social media team member to see what other posts are doing. It has generated a conversation around the need for localized content.

Is there a way to refine what comes up in the 'Media: Sudan' tab? The only handles that come through the feed are from Sudan Tribune (based in Paris) and Aljareeda Newspaper. What algorithm is being used to aggregate data for this section?

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Kind Regards,

Official
UNCLASSIFIED

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, February 27, 2019 10:36 PM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Crowdtangle Account

Hello All,

I will get it correct one of these days. This is the correct link for Sudan. Sorry for the confusion. Thank you!

https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionsudan?ignoreEdit=true

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(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, February 27, 2019 3:33 PM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Crowdtangle Account

This is the updated link. Thank you!

https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionunitedkingdom?ignoreEdit=true

(b)(6)

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UNCLASSIFIED

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, February 27, 2019 2:24 PM
To: IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc:
Subject: RE: Crowdtangle Account

Hello

I hope you were able to join the training this morning. There are no user logins associated with Crowdtangle Live Displays only links unless you requested a Dashboard in the past. Below are the links to the Sudan Live Display. Please let me know if you have any questions or if you're looking for more than the link below. Thank you!

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Khartoum Live Display:
https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionsudan

, Digital Support & Training

(b)(6)

Official
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(b)(6)

From:

(b)(6)

Sent: Wednesday, February 27, 2019 4:02 AM
To:
Subject: Crowdtangle Account

Hi

(b)(6)

Do you have the login credentials for PAS Khartoum on Crowdtangle? I am attending the session at 1:00pm to learn how we can improve our social media analysis at post.

(b)(6)

Kind Regards,

(b)(6)

Deputy Public Affairs Officer
US Embassy Khartoum , Sudan

*US Embassy Khartoum's work week is Sunday-Thursday.
*Khartoum is 7 hours ahead of Washington DC time.

Official
UNCLASSIFIED

(b)(6)

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	
To:	GPA Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; GPA Research & Analytics <analytics@state.gov>; ra@america.gov <ra@america.gov>
CC:	
Subject:	RE: Crowdtangle doubts
Date:	Tue, 16 Jul 2019 12:12:51 +0000

(b)(6)

(b)(6)

Thank you very much for your answer. It is much clearer now for us.
Concerning the ranking that I looked at, it was the analytics that Instagram has in its platform. I looked how our posts of the last week performed (total of interactions and engagement rate) and then, I compared them and saw that Argentina's Independence Day worked very well but did not appear in the general ranking of all the embassies. Because of that, I had doubts and decided to send you an email.
Again, thank you very much for your help in the subject.
We keep in touch.
Regards!

(b)(6)

(b)(6)

(b)(6)

From:

(b)(6)

Sent: Tuesday, July 16, 2019 8:44 AM

(b)(6)

To:

(b)(6)

; GPA Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; GPA Research & Analytics <analytics@state.gov>; ra@america.gov

Cc

Subject: RE: Crowdtangle doubts

Hi all,

I'm happy to help answer these CT questions, or at least try to. First, are you looking at an Argentina only dashboard, or an all-of-WHA one? Can you send me the link to the one you're using so I can make sure we're looking at the same thing? I tried to answer the 3 questions you send us below:

For this situation: *"This week I saw in our Instagram that our Argentina's Independence Day post was our best performing post, but it didn´t appear in the general ranking. Instead, other posts that worked ok but not so well appeared in the ranking. Do you know why this happens?"* I'd need to know for sure what ranking you were using- was it overperforming, hot, interaction rate, etc? Also, what was the time period you were looking at? Feel free to send me a screenshot. Here are a few definitions from CrowdTangle that might help:

Overperforming
Overperformance is calculated by benchmarking how many interactions that account's posts usually get after a certain period of time. Benchmarks are calculated from the last 100 posts of each post type (photo, video, link, etc.) from the account. (more about this here; https://help.crowdtangle.com/en/articles/2013937-how-do-you-calculate-overperforming-scores)
Interaction Rate (Different than engagement rate, which we encourage you to look at)
Calculated by averaging the number of interactions for all of the account's posts in the specified time frame, then dividing that by the number of followers/fans.

(b)(6)

As for your other question: *"And tied to that, a few other questions: Is it better to publish a video or a photo? What type of post does perform better for Crowdtangle?"* Don't try to optimize for CrowdTangle, I'm happy to work with you or potential have [ ] work with you on creating more engaging content in general.

Lastly: *"Also, I was wondering if you could explain to me how posts of different countries are compared in order to organize them in the general ranking? Which is the KPI that we have to look at? (engagement rate? Likes? Comments?)"* If you're using the Overperforming metric from above, Crowdtangle compares the average engagement of that particular content (for example, pictures) on each page separately. So let's say, that the expected engagement for photos on Embassy Buenos Aires' Instagram is 20 (I'm just making up a number), BUT expected engagement for photos on Embassy Bogota's is 10- then if during that week, Embassy Buenos Aires posts a photo that has engagement of 20, but Embassy Bogota has a post that is 15, Embassy Bogota's engagement is higher for them, so they will rank higher. The Embassy Buenos Aires post, while it had high engagement, wasn't considered over performing *compared to other photos on Embassy Buenos Aires' Instagram account.

I know it's a bit complicated, but using this metric allows us to take into consideration the sizes and average engagement of content compared only on the page it's shared on, which could have a much smaller audience, which equalizes across embassies.

(b)(6)

Feel free to send me any questions this might generate.

(b)(6)

Best,

[ ]

GPA/RA

(b)(6)

(b)(6)

From: [ ]
Sent: Monday, July 15, 2019 11:56 PM
To: [ ]; GPA Social Media   (b)(6)
(b)(6)   Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; GPA Research & Analytics <analytics@state.gov>; ra@america.gov
Cc: [ ]

Subject: Re: Crowdtangle doubts

Hi all,

(b)(6)

(b)(6)

Looping our full listserv in for [   ] in to help you out tomorrow!

(b)(6)

Best,

(b)(6)

(b)(6)

From: [   ]
Sent: Monday, July 15, 2019 3:54 PM
To: [   ] GPA Social Media Support: IIP Analytics
Cc: [   ]
Subject: RE: Crowdtangle doubts

(b)(6)

Great!
Thank you very much for your help!

(b)(6)

From: [   ]
Sent: Monday, July 15, 2019 4:40 PM

(b)(6)

To: [   ]; GPA Social Media Support <IIPSMS@state.gov>; IIP
Analytics <IIPAnalytics2@state.gov>

(b)(6)

Cc: [   ]

(b)(6)

Subject: RE: Crowdtangle doubts

HI [   ]

Thanks for your questions. Like in any tool that measures social media, there are a lot of variable that
are taken into consideration. I don't know the intricate details of how CT works, but I do know that in
general in compares like posts (ones with images, ones with videos) to the average for those same kind
of posts over the last 30 days (roughly) and then gives them a score best on that average. I also know
you can tweak variable on your own dashboard as you'd like. I think mostly engagement is the key
indicator, but again you can adjust those some. I've looped in my GPA analytics and social media
colleages who can help explain in more detail.

(b)(6)

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(b)(6)

(b)(6)

From: [   ]

(b)(6)

Sent: Monday, July 15, 2019 11:09 AM
To: [   ]

(b)(6)

Cc: [   ]

Subject: Crowdtangle doubts

Hi [   ]

I hope my email finds you well. I'm writing because I have some doubts about the Crowdtangle rankings and I was wondering if you could help me with it.

I'd like to know better how this tool works for measuring posts performance. Sometimes I see discrepancies between the metrics I can see in the platforms and the ones shown in the Crowdtangle ranking. For example, this week I saw in our Instagram that our Argentina's Independence Day post was our best performing post, but it didn´t appear in the general ranking. Instead, other posts that worked ok but not so well appeared in the ranking. Do you know why this happens? And tied to that, a few other questions: Is it better to publish a video or a photo? What type of post does perform better for Crowdtangle?

Also, I was wondering if you could explain to me how posts of different countries are compared in order to organize them in the general ranking? Which is the KPI that we have to look at? (engagement rate? Likes? Comments?)

(b)(6)

Thank you very much for your answer.

Best regards,

(b)(6)

(b)(6)

Impact Evaluation Analyst
Public Affairs Section
United States Embassy

(b)(6)

(b)(6)

Sender:	
Recipient:	GPA Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; GPA Research & Analytics <analytics@state.gov>; ra@america.gov <ra@america.gov>;

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Crowdtangle login
Date:	Wed, 2 Jan 2019 13:15:56 +0000

(b)(6)

(b)(6)

Thank you [ ] for all your help with this, much appreciated.

Best,

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(b)(6)
(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, January 02, 2019 2:48 PM
To: IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc:
Subject: RE: Crowdtangle login

Hi

This live display is now public. Your colleagues should be able to access it without logging in. If you make additional live displays, you can make them public by clicking on the gear icon in the upper right corner and then toggle the *Public Live Display* button. Unfortunately, we don't have control over the featured live displays, those are dictated by CrowdTangle. Let me know if you have any other questions and Happy New Year!

(b)(6)

Regards,

(b)(6)

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(b)(6)

From:
Sent: Wednesday, January 2, 2019 2:57 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Crowdtangle login

Hello

I updated this live display, but I'm trying to send it to my colleagues to start using it, it asks them to log in through Facebook, how can I get a link to this dashboard without having to log in. Also, is there a way I can add it to the featured live displays.

(b)(6)

Thanks

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(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, December 19, 2018 7:51 PM
To: _____ IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc: _____
Subject: RE: Crowdtangle login

Hi

I'm happy to hear that you were able to log in! Apologies for the continued confusion, I had to create a new live display that is connected to the Embassy Amman dashboards. It can be found here. I transferred over all of the existing streams. Your team should update and use this live display.

(b)(6)

Let me know if you have any other questions, and thank you for your patience ☺

Regards,

(b)(6)

Digital Media Strategist | Digital Support & Training
Bureau of International Information Programs
U.S. Department of State
Cherokee Nation Mission Solutions

(b)(6)

(b)(6)

(b)(6)

From: _____
Sent: Wednesday, December 19, 2018 8:05 AM
To: IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc: _____
Subject: RE: Crowdtangle login

Thank you _____, I was able to login with invitation and created a new list on Embassy Amman FB dashboard, the problem now is that I can't add this list on the live display. The "Create New" button doesn't appear when scrolling all the way to the right.

(b)(6)

Am I missing anything?

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From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, December 18, 2018 7:25 PM
To: [redacted] ; IIP Social Media Support <IIPSMS@state.gov>
Cc: [redacted]
Subject: RE: Crowdtangle login

Hi [redacted]

I hope you are well! I'm sorry about the login difficulties. I've just sent another invitation email to your America.gov account. Were you in the Chrome browser previously? I find that CrowdTangle works best in Chrome. Also, we've noted that CrowdTangle can be temperamental if you're logged into multiple email accounts. Please let me know if you experience the same issue. Thank you for your patience!

Regards,

[redacted]

Digital Media Strategist | Digital Support & Training
Bureau of International Information Programs
U.S. Department of State
Cherokee Nation Mission Solutions
[redacted]

From: [redacted]
Sent: Tuesday, December 18, 2018 6:54 AM
To: IIP Social Media Support <IIPSMS@state.gov>; [redacted]
Cc: [redacted]
Subject: RE: Crowdtangle login

Hi [redacted]

I tried to login through the crowdtangle invite I received but I got a 404 error, [redacted] was able to login. I'm still not sure what the problem is.

[redacted]

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From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, December 11, 2018 8:31 PM
To: [redacted]
Cc: [redacted]

(b)(6)

(b)(6) ; IIP Social Media Support <IIPSMS@state.gov>
(b)(6)
Subject: RE: Crowdtangle login

Hi (b)(6)

(b)(6) and I are not quite sure what happened to your account but I've sent you, (b)(6) and (b)(6) invites to Crowdtangle.

All three of you will need to click on the link in the email invite you received from Crowdtangle to join the NEA Regional Team. As a member of this team, you will see that you have access to dashboards from across the region. We ask that you only access and edit your country specific dashboards.

I've transferred over all Jordan-related lists from the State Department Analytics dashboards into your own personal Facebook, Twitter and Instagram dashboards. I recommend creating a new live display so that any edits that you make to your lists from this point on are reflected in a live display that you control. For additional resources and guidance please visit the Social Media Hub.

(b)(6)

Let us know if you need anything else!

(b)(6) IIP Digital Support & Training

(b)(6)
Official
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(b)(6)
(b)(6)
From: (b)(6)
Sent: Tuesday, December 11, 2018 3:19 AM
To: (b)(6)
Cc: (b)(6)
(b)(6) ; IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle login

H (b)(6)

I don't think I have a user account, I used to login through the crowdtangle invitation you sent me, is that the same thing?

(b)(6)

Thanks

(b)(6)

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(b)(6)

(b)(6)
(b)(6)
(b)(6)

From: [redacted]

Sent: Monday, December 10, 2018 11:51 PM

To: [redacted]

(b)(6)

Cc: [redacted] IIP Social Media Support <IIPSMS@state.gov>

Subject: RE: Crowdtangle login

Hi [redacted]

I'm sorry that you are having trouble. We recently changed the backend structure of CrowdTangle. Did you previously have a user account?

(b)(6)

I'm looping in our inbox as I'm in a training this week. If need be we can set you up with a new account. Apologies for the difficulties!

Regards,

(b)(6)
[redacted]

Digital Media Strategist | Digital Support & Training
Bureau of International Information Programs
U.S. Department of State
Cherokee Nation Mission Solutions
[redacted]

(b)(6)

(b)(6)
(b)(6)

(b)(6)

From: [redacted]

Sent: Sunday, December 9, 2018 4:06 AM

To: [redacted]

(b)(6)

Cc: [redacted]

Subject: Crowdtangle login

Hello [redacted]

I am trying to access crowdtangle to do some edits on our platforms using this link(https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/util/security/rX693TVw0NbDvVg

(b)(6)

T6ZRS), but it keeps asking me for a password to the dashboard, could you please let me know what the problem is.

(b)(6)

Thanks
[redacted]

(b)(6)

[redacted]

Digital Media Specialist | U.S. Embassy, Amman, Jordan
[redacted]

Follow us Online - #USAinJO

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Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	
To:	
CC:	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: Crowdtangle Mtg Tomorrow
Date:	Fri, 6 Sep 2019 13:38:24 +0000

(b)(6)

Great, I'll give you a call at 11am.

Best,

(b)(6)

(b)(6)

Unclassified
From:
Sent: Friday, September 06, 2019 7:37 AM
To:
Cc: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle Mtg Tomorrow

(b)(6)

Do you have time for a call this morning? Only time I'm not available is at 10am.

Thanks!

(b)(6)

Unclassified
From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Thursday, September 5, 2019 4:19 PM
To: ; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle Mtg Tomorrow

(b)(6)

Hi

(b)(6)

Yes, I will be attending and am the only person from DST physically in the office tomorrow. Happy to chat.

Best,

(b)(6)

Unclassified
From: v>
Sent: Thursday, September 05, 2019 1:17 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: Crowdtangle Mtg Tomorrow

Is someone from your team participating in this discussion? If so, I would like to chat with them prior to the meeting to ensure we guide this process appropriately.

Thanks!

Sr. Digital Strategist
Under Secretary for Public Diplomacy and Public Affairs
U.S. Department of State

(b)(6)

Sender:	
Recipient:	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	
To:	
CC:	
	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Crowdtangle Team Member access for Bosnia and Herzegovina
Date:	Wed, 15 May 2019 12:17:17 +0000

(b)(6)

Hi [ ]

Going to chime in here – so regarding the influencers, there are some legal implications of making a list of Facebook influencers or Twitter influencers since they are technically private citizens (even though they're publicly on the internet) and we cannot compile them into a list and monitor what they are saying using a third-party application without their knowledge. To see what they're saying, you unfortunately need to use the old school way and manually go to their feeds and view that way. Cumbersome but it's in compliance with the Privacy Act of 1974.

Regarding automated emails, I'm not sure if you can set up feedback reports, I'll look into that for you.

And on Instagram, shouldn't be a problem to add the IG account. We would just need to create it as a separate list, which can then be added into the display.

I can take care of that for you if you'd like! On hashtags and influencers, I don't believe CT has that capability unfortunately.

(b)(6)

Please let me know if you have any questions.

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official
~~UNCLASSIFIED~~

(b)(6)
(b)(6)

From:
Sent: Tuesday, May 14, 2019 11:19 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:

(b)(6)

Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

Hi [ ]

Thank you very much for your prompt reply! Our live display needs certain updates, but primarily, we are looking for ways on how to discover trending topics/stories among social media users/influencers in BiH and neighboring countries who are mentioning BiH. For example, I see on our live display sections FB/media and Twitter/media, but was wandering would it be possible to also do FB/influencers or Twitter/influencers, etc. Also, we would be interested in possibly getting regular e-mail summaries/reports on how are we doing with performances on our social media channels, what topics are trending in our host country, etc.

And, we do have an Instagram account, and would like it to be included in our live display (@usembassybih). When it comes to Instagram, we were wondering if we could use Crowdtangle to discover the trending hashtags, Instagram influencers, etc.

So, if this is something that is feasible and we don't need the Team member access to do it, and you can help us set it up – perfect!

(b)(6)

Thank you so much!

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(b)(6)
(b)(6)
(b)(6)
From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, May 14, 2019 5:06 PM
To: (b)(6) IIP Social Media Support <IIPSMS@state.gov>
(b)(6) **Cc:**
Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

Hello (b)(6)

What are you trying to do/see or aquire within Crowdtangle? Most posts use their link to get information and stats and usually do not need or use the Team Member accounts. Is there a specific use case you had in mind? I have provided you with a link to your team's existing live display. Please let me know if you're looking for more information than this or if the information provided in the link needs to be updated. Thank you!

(b)(6)

Bosnia Crowdtangle Live Display

(b)(6) Digital Support & Training

(b)(6)

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(b)(6)

(b)(6)

From:

Sent: Tuesday, May 14, 2019 9:19 AM

To: IIP Social Media Support <IIPSMS@state.gov>

Cc:

Subject: Crowdtangle Team Member access for Bosnia and Herzegovina

Dear IIP Social Media Support –

I am the social media/strategic content manager and media assistant with the U.S. in Bosnia and Herzegovina, responsible for managing Embassy's Facebook, Instagram and Twitter account and Embassy web site. I found this article on Social Media Hub (http://cas.state.gov/socialmedia/crowdtangle-user-features/) and I'm not sure whether we have the Team member account, but would definitely like to explore a possibility of acquiring one. Could you please let us know if we can get the Team Member Access and what should we do to be able to get it.

(b)(6)

(b)(6)

Thank you so much,

(b)(6)

Press/Information Assistant
Office of Public Affairs, U.S. Embassy Sarajevo

Fax: +387 33 704-432
Stay connected with the U.S. Embassy Sarajevo:

(b)(6)

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UNCLASSIFIED

Sender:	
Recipient:	

(b)(6)

IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: CrowdTangle-Tijuana, Mexico
Date:	Mon, 7 Jan 2019 21:11:47 +0000

(b)(6)

(b)(6)

Thanks

Best

(b)(6)

Coordinador de Programas / Program Support Specialist
Oficina de Asuntos Publicos / Public Affairs Office
Consulado General de los Estados Unidos en México / *US Consulate General* | Tijuana, BC

☒ ☒ ☒ ☒ ☒

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(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>

Sent: Monday, January 7, 2019 1:09 PM

(b)(6)

To: ; IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Subject: RE: CrowdTangle-Tijuana, Mexico

Hi

I'm jumping in for Unfortunately, there is no CrowdTangle app. You can add your America.gov to the digest subscriptions you created. To add your email address, navigate to the *Notifications* tab. Hover over the subscription you would like to edit, and then select *Click to Edit*. Then click on *Manage Other Subscription*. Next, add the email address and click the subscribe button. Finally, click the save button.

(b)(6)

If you have any other questions, please let me know.

Regards,

(b)(6)

Digital Media Strategist | Digital Support & Training
Bureau of International Information Programs
U.S. Department of State
Cherokee Nation Mission Solutions

(b)(6)

From:

Sent: Monday, January 7, 2019 2:28 PM

To: IIP Social Media Support <IIPSMS@state.gov>

Subject: RE: CrowdTangle-Tijuana, Mexico

(b)(6)

(b)(6)

Hola [   ]

I have a couple of questions about Crowdtangle:

Can I add my [   ] to the digest subscriptions I created in crowdtangle?

Do you know if there's a crowdtangle app?

Best

(b)(6)

Official

UNCLASSIFIED

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>

Sent: Monday, December 31, 2018 7:13 AM

(b)(6)

To: [   ] IIP Social Media Support <IIPSMS@state.gov>

Subject: RE: CrowdTangle-Tijuana, Mexico

Hi [   ]

(b)(6)

Just adjusted your permissions – can you try again? Somehow you got switched to being a read only user.

IIP Digital Support & Training

(b)(6)

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From: [   ]

(b)(6)

Sent: Friday, December 28, 2018 5:44 PM

To: IIP Social Media Support <IIPSMS@state.gov>

Subject: RE: CrowdTangle-Tijuana, Mexico

(b)(6)

Hola [   ]

This is the screenshot. I highlighted the area where the edit icon is missing.

Best

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(b)(6)
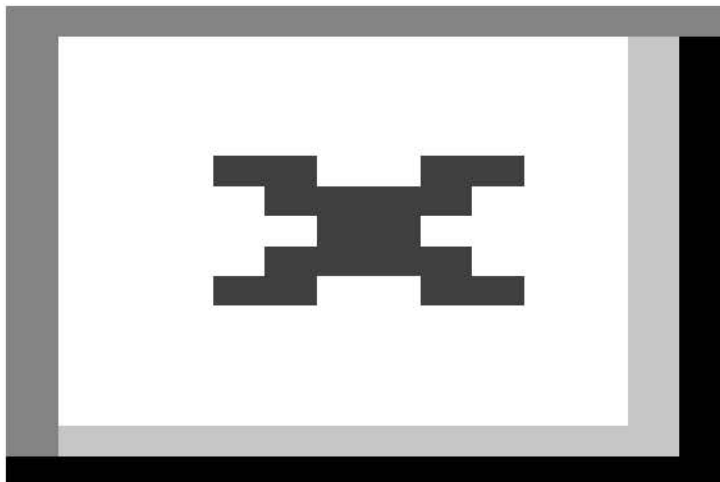
From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Friday, December 28, 2018 12:23 PM
(b)(6)
To:[   ] IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: CrowdTangle-Tijuana, Mexico

Hi [   ]

Crowdtangle has been extremely buggy lately. Can you send me a screenshot of what you're seeing now? I am currently seeing a Tijuana News list on the Mexico Facebook dashboard with 43 accounts listed.

(b)(6)

[   ] IIP Digital Support & Training

Official

UNCLASSIFIED

From:

Sent: Friday, December 28, 2018 3:10 PM

To: IIP Social Media Support <IIPSMS@state.gov>

Subject: CrowdTangle-Tijuana, Mexico

Hi all,

For some reason I can't edit the Tijuana Mexico Consulate list on my Crowd Tangle dashboard. I sent and

invite to my _____ email an just after that I couldn't edit the lists. Can you please

help?

Best

Coordinador de Programas / Program Support Specialist

Oficina de Asuntos Publicos / Public Affairs Office

Consulado General de los Estados Unidos en México / *US Consulate General* | Tijuana, BC

☒ ☒ ☒ ☒ ☒

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UNCLASSIFIED

Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
CC:	
Subject:	RE: CT for PAS Bishkek
Date:	Wed, 6 Mar 2019 15:38:11 +0000

(b)(6)

Well – this sounds good to me! Thank you for doing that,   I really appreciate it (and I think that they will enjoy taking a look at the tool).

(b)(6)

Have a super day,

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, March 6, 2019 9:35 PM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: CT for PAS Bishkek

(b)(6)

Hi

No worries! A live display is the cross-platform view of all of your CrowdTangle dashboards. It's tracking mission social media accounts, local media, keywords, etc. in real time, all in one place. The link is public facing, so our USAID colleagues will be able to view it and toggle with the settings as needed. We just can't grant them access to edit anything in the back end of CrowdTangle. Let me know if I can provide any further clarification.

(b)(6)

Regards,

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:
Sent: Wednesday, March 6, 2019 10:23 AM
To: IIP Social Media Support <IIPSMS@state.gov>
C
Subject: RE: CT for PAS Bishkek

(b)(6)

what do you mean by "mission live display?" Apologies for my ignorance (and thanks in advance for explaining!).

(b)(6)

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(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, March 6, 2019 9:21 PM
To:
Cc:
Subject: RE: CT for PAS Bishkek

Hi

Unfortunately, we aren't able to grant accounts to USAID DOCs. However, they are able to view your mission live display.

(b)(6)

Please let me know if you have any questions or concerns.

Regards,

(b)(6)

Official

(b)(6)

UNCLASSIFIED

From
Sent: Wednesday, March 6, 2019 10:13 AM
To:
(b)(6)
Cc:

(b)(6)

Subject: RE: CT for PAS Bishkek

(b)(6)

thank you for the re-introduction! Much appreciated. Hi If possible, we would like to add two USAID DOCs to our Mission CrowdTangle account:

Might this be possible? Please let me know if you need any additional information. Thank you in advance, and

(b)(6)

Have a super day!

(b)(6)

(b)(6)

(b)(6)

· Information Officer (Press Attaché) · U.S. Embassy · 171 Prospekt Mira · Bishkek 720016 · Kyrgyz Republic · Telephone

Official

UNCLASSIFIED

(b)(6)

(b)(6)

From:

Sent: Wednesday, March 6, 2019 9:06 PM

(b)(6)

To:

Cc:

(b)(6)

Subject: CT for PAS Bishkek

Hi   ,

Hope you're well!   from PAS Bishkek asked me about adding officers at Post to CT.

They have a few accounts now, but are eager to add a few others.

(b)(6)

Regards,

(b)(6)

Official

UNCLASSIFIED

(b)(6)

Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	GPA Social Media Support <IIPSMS@state.gov>; ra@america.gov <ra@america.gov>
Subject:	RE: Digital Update: Where is Crowdtangle? New USNS Comfort Video; a few more gems
Date:	Fri, 4 Oct 2019 15:13:37 +0000

(b)(6)

Hi

Unfortunately, another tool has not been identified yet. However folks are looking around. We'll certainly circle back once one is found.

(b)(6)

I'll let our colleagues in Analytics chime in if they'd like to as well.

Best,

(b)(6)

(b)(6)

UNCLASSIFIED

From:
Sent: Tuesday, October 1, 2019 9:58 AM

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov>; ra@america.gov
Subject: RE: Digital Update: Where is Crowdtangle? New USNS Comfort Video; a few more gems

Hey

You're certainly not the first person to ask about this. I have some of the same issues with reports I do. I'm cc'ing the GPA social and analytics team. However, at this point I do not know of any replacements.

(b)(6)

(b)(6)

UNCLASSIFIED

From:
Sent: Tuesday, October 01, 2019 9:51 AM
To:
Subject: RE: Digital Update: Where is Crowdtangle? New USNS Comfort Video; a few more gems

Good morning!

Now that we don't have Crowdtangle, do you know any other way/tool to know how well a post/tweet performed compared to others in a specific period of time? We were using the "this post performed x times better than the average post in the last week" in the weekly reports, and more recently in the daily news report when a social media post over performed.

(b)(6)

Cheers,

(b)(6)

(b)(6)

Senior Information Specialist Digital Media

PUBLIC AFFAIRS SECTION

co.usembassy.gov/es/ Carrera 45 # 24B-27 Bogotá, D.C. Colombia

(b)(6)

UNCLASSIFIED

From:
Sent: Monday, September 30, 2019 3:04 PM
To: Social Media Community Managers – WHA <SocialMediaCommunityManagersWHA@state.gov>;
Social Media Supervisors – WHA <SocialMediaSupervisorsWHA@state.gov>
Subject: Digital Update: Where is Crowdtangle? New USNS Comfort Video; a few more gems

HI Everyone!
Sorry I didn't get to send this out last week, UNGA took up all the oxygen in the room. Thanks to all of you for your hard work and help navigating the UNGA madness.

1. **Crowdtangle**
    a. It is indeed sad news. CrowdTangle has informed us that as of October 7, 2019, **they are removing access to the tool to all Department users**.
    b. There is really nothing good to say here, except if you want to download data you need to do it by COB tomorrow.
    c. We have started internal discussions about possible replacements, but at this time have nothing to share.

2. **R/PPR**
    a. Much like the GPA cable I sent around a few weeks ago, R/PPR is out with one as well. Pour yourself nice cup of coffee and enjoy.

3. **New USNS Comfort Video**
    a. As I know is the case for many of you, the humanitarian angle of the VZ crisis often resonates the most with your audiences. Please do see the attached new "feel

good" video and consider using it. Let me know if you get a good reaction! (or bad, I suppose…)

b. It's available in English, Spanish, and French.

c. You can find even more infographics of the Comfort's work attached (English Only)

4. Content Commons

a. GPA has a new resource to help you find all the pictures and videos called <u>Content Commons.</u> The Content Commons allows the Department of State to find and use shared content, free from any platform, allowing our work to connect more people with U.S. foreign policy. Currently you can search, share, embed, and download Article and Video content form a variety of different sources. Future updates will add additional content types and sources including press guidance, user created collections of content, and other features.

(b)(6)

(b)(6)

Digital Media Specialist
U.S. State Department
Bureau of Western Hemisphere Affairs

(b)(6)

UNCLASSIFIED

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	GPA Social Media Support <IIPSMS@state.gov>; ra@america.gov <ra@america.gov>

(b)(6)

From:	
To:	GPA Social Media Support <IIPSMS@state.gov>;
CC:	
Subject:	RE: Exploring alternatives to Crowdtangle
Date:	Fri, 6 Sep 2019 18:12:39 +0000

Thank you, I've been hanging out on the other line...

(b)(6)

(b)(6)

(b)(6)

Unclassified

From: (b)(6)

Sent: Friday, September 6, 2019 2:09 PM

To: (b)(6) GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

Cc:

(b)(6);
(b)(7)(C)

Subject: Re: Exploring alternatives to Crowdtangle

New number

.. no code

(b)(6)

(b)(6)
(b)(6);
(b)(7)(C)
(b)(6);
(b)(7)(C)

From:

When: September 6, 2019 at 2:00:00 PM EDT

Required:

(b)(6)

(b)(6)

GPA Social Media Support

<IIPSMS@state.gov>;

(b)(6)

(b)(6)

Subject: Exploring alternatives to Crowdtangle
Location: SA5-02-B15-The News Room (16) and via conf call

(b)(4); (b)(5);
(b)(7)(E)
(b)(4); (b)(5);
(b)(7)(E)

Call-in:

ACCESS CODE:

All --- there's been a lot of concern about the issues surrounding Crowdtangle, so it was suggested that we convene to discuss the current status and possible alternate technology solutions. I know it's somewhat short notice, but we want to huddle sooner rather than later and hopefully we can get a quorum and have follow-ups if needed.

Please forward this to anyone else you should be included in the discussion.

(b)(6)

Sender:	
Recipient:	GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	
CC:	
Subject:	RE: FROM CONSULATE TIJUANA
Date:	Fri, 12 Apr 2019 18:23:27 +0000

(b)(6)

Hi

You're so welcome !

(b)(6)

Of course, I'm always an email away ☺.

Sincerely,

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

From:
Sent: Friday, April 12, 2019 1:54 PM
To: IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc:
Subject: RE: FROM CONSULATE TIJUANA

Thanks, !!!!

(b)(6)

Appreciate as always your assistance ☺

Best,

(b)(6)

(b)(6)

Coordinadora de Medios | Media Specialist
Consulado General de los Estados Unidos en Tijuana | *U.S. Consulate General Tijuana* | Tijuana, BC

☒ ☒ ☒ ☒ ☒

Official - Transitory
UNCLASSIFIED

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Friday, April 12, 2019 6:07 AM
To: ; IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

Cc:

Subject: RE: FROM CONSULATE TIJUANA

Greetings

Thanks for reaching out. You should have just received an invite to CrowdTangle via your America.gov .

Link to WHA Live Display:
https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/wharegion?ignoreEdit=true&
utm_source=iipana&utm_medium=analytics&utm_campaign=whadashboard

(b)(6)

Please let me know if you run into any issues using this platform.

Best ,

(b)(6)

Digital Support and Training (DST)
Bureau of International Information Programs (IIP)
Email:

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

From:
Sent: Thursday, April 11, 2019 7:25 PM

(b)(6)

To: Blanco, Lorena <Blanco@state.gov>; IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: FROM CONSULATE TIJUANA

(b)(6)

Hey there   , great to hear from you. Looping in our IIP social media gurus, who should be able to assist.

(b)(6)

From: Blanco, Lorena <Blanco@state.gov>
Sent: Thursday, April 11, 2019 12:36 PM

(b)(6)

To:
Subject: FROM CONSULATE TIJUANA

Greetings from Consulate Tijuana,

(b)(6)

(b)(6)

Hope you're doing great and that you remember me from training in CDMX last year ☺

Sorry to bother you, but noticed   is out...is it through you that I can get access to Crowd
Tangle? Could use it with my   account.

Appreciate your guidance.

Thanks, take care.

(b)(6)

(b)(6)
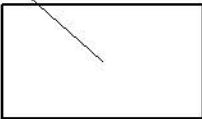
(b)(6)

(b)(6)

Coordinadora de Medios | Media Specialist
Consulado General de los Estados Unidos en Tijuana | *U.S. Consulate General Tijuana* | Tijuana, BC
☎ [_____]

From: [_____]
Sent: Thursday, April 11, 2019 9:03 AM
To: [_____]
Subject: Fwd: CrowdTangle

Link: https://www.facebook.com/facebookmedia/solutions/crowdtangle

How do I get access?

Thank you for your interest in CrowdTangle! If you have a partnerships contact at Facebook, please reach out to request full access.
--

Official - Transitory
UNCLASSIFIED

(b)(6)

(b)(6)

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;

(b)(6)

From:	
To:	
CC:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Hashtags for Crowdtangle to watch social media coverage of the protests
Date:	Thu, 28 Feb 2019 15:35:58 +0000

(b)(6)

(b)(6)

Hi (b)(6)

Sure. I'm at my desk, so feel free to give me a call at (b)(6)

(b)(6)

Digital Media Strategist | Digital Support & Training
Bureau of International Information Programs
U.S. Department of State
Cherokee Nation Mission Solutions

(b)(6)

(b)(6)
(b)(6)

From: (b)(6)
Sent: Thursday, February 28, 2019 10:28 AM
To:
Cc: (b)(6) IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Hashtags for Crowdtangle to watch social media coverage of the protests

Thank you very much – do you have time to chat about something?

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)
(b)(6)

From: (b)(6)
Sent: Thursday, February 28, 2019 3:56 PM
To:
(b)(6)
Cc: (b)(6) IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Hashtags for Crowdtangle to watch social media coverage of the protests

Hi (b)(6)

No problem. I'll get those added to your live display.

Regards,

(b)(6)

(b)(6)

Digital Media Strategist | Digital Support & Training
Bureau of International Information Programs
U.S. Department of State
Cherokee Nation Mission Solutions

(b)(6)

(b)(6)

From:

Sent: Thursday, February 28, 2019 4:16 AM

To:

Cc:

Subject: Hashtags for Crowdtangle to watch social media coverage of the protests

Good morning,

Is it possible to create another live feed of the hashtags below and name it "anti-5th mandate Protests?"

Most used
لا_للعهدة_الخامسة #
الجزائر_تنتفض#
حراك_الطلبه#
العهدة_الخامسة#
الجزائر#

Trending now
قالمة#
حراك_1_مارس#

Also widely used
جمهورية_ماشي_ملكية#
حراك_22_فيفري#
حراك_26_فيفري#
بوتفليقة#
لا_للعصابة_الرباعية#
حبا_بالجزاير#
تحيا_الجزائر #

Official - Transitory
UNCLASSIFIED

(b)(6)

Sender:		
Recipient:		

(b)(6)

IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	Re: Invitation to CrowdTangle
Date:	Tue, 7 May 2019 15:28:49 -0400

(b)(6)

Hi

I'm happy to grant you access to CrowdTangle. Since I last sent the CrowdTangle invite, we've made some changes to the internal structure. Can you remind me how you'll be using CrowdTangle? Some of your colleagues use their own dashboards as opposed to the State Department dashboards managed by IIP. Do you need access to just the live displays?

(b)(6)

I'm happy to jump on a phone call to talk, if that's easier.

Regards,

(b)(6)

(b)(6)

On Mon, May 6, 2019 at 8:27 AM   wrote:

Hi

Good morning,

Could you please send me another invitation to the Crowdtangle. The one you sent earlier expired before I could log-in to the dashboard..

(b)(6)

Thanks

(b)(6)

Senior Analyst, Office of Content Production

Global Engagement Center

KTG

---------- Forwarded message ---------
(b)(6)
From: **CrowdTangle** <feedback@crowdtangle.com>
Date: Fri, Apr 13, 2018 at 10:51 AM
Subject: Invitation to CrowdTangle
To:

☒

(b)(6)
(b)(6)
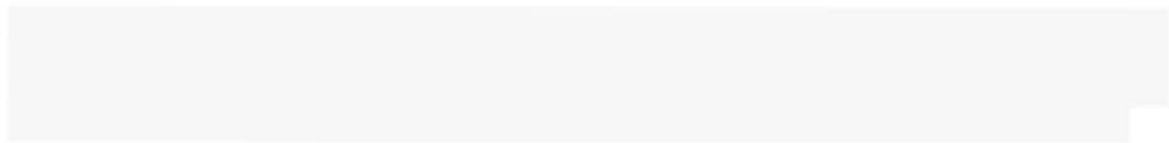
You've been invited to join the State Department Analytics (IG) dashboard by

This invitation is a unique
link which expires
after 30 days and can only
be used once.

Log in with Facebook

CrowdTangle is the easiest way to track
what's happening on social media.

Follow as many social accounts
as you want, discover the best-
performing posts, track content
based on keywords and URLs,

download historical data,
compare and benchmark
accounts.

Learn more about CrowdTangle <u>here</u>.

Having trouble logging in? Please email <u>support@crowdtangle.com</u>.

(b)(6)

Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	
	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Mission Nigeria Instagram Account on AF CrowdTangle Dashboard
Date:	Mon, 4 Mar 2019 16:09:28 +0000

Hello

We initially only added it to the DOS State Department dashboard only. It has now been added to this list as well. Thank you!

(b)(6)

Digital Support & Training

(b)(6)

Official

UNCLASSIFIED

From:
Sent: Monday, March 04, 2019 6:09 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Mission Nigeria Instagram Account on AF CrowdTangle Dashboard

(b)(6)

Hello

Post Instagram account is yet to show up on the AF dashboard.

Please advise.
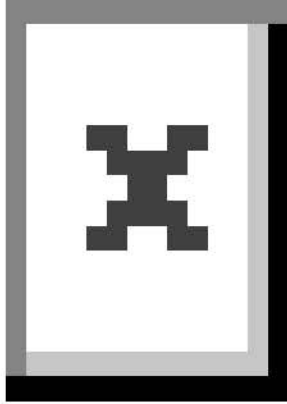
Pardon me if this concern is unnecessary. Thanks for your support.

New Media Specialist
Public Affairs Section
U.S. Embassy Abuja Nigeria
Tel:

Official
UNCLASSIFIED

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Friday, March 1, 2019 9:01 PM
To: ; IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Mission Nigeria Instagram Account on AF CrowdTangle Dashboard

Hello

I have completed this request. Thank you!

(b)(6)

Digital Support & Training

(b)(6)

Official

UNCLASSIFIED

From:

Sent: Wednesday, February 27, 2019 7:03 AM

(b)(6)

To: IIP Social Media Support <IIPSMS@state.gov>

Subject: Mission Nigeria Instagram Account on AF CrowdTangle Dashboard

Hello

Please add Mission Nigeria Instagram account (@USinNigeria) to AF CrowdTangle dashboard.

(b)(6)

Thanks for assisting with the account verification and removal of imposter accounts last week.

And for the training today, thanks again.

(b)(6)

New Media Specialist
Public Affairs Section
U.S. Embassy Abuja Nigeria

(b)(6)

Official

UNCLASSIFIED

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: Re: State Dept. Analytics - Best of the Week
Date:	Tue, 25 Jun 2019 21:30:47 +0000

(b)(6)

Great, happy to how about we connect early next week? Feel free to provide a few time slots that work on your end ☺.

Best,

(b)(6)

Official - Transitory
UNCLASSIFIED

From [(b)(6)]
Sent: Tuesday, June 25, 2019 3:13 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Re: State Dept. Analytics - Best of the Week

Hello Support Team,
Thank you for clarifying the information, re CrowdTangle's analytics. I would appreciate a more in-depth analysis into the page's monthly engagement to see how we can get our posts to be over performing. Oftentimes, we have posts with high engagement but not being featured. The information provided was helpful.

(b)(6)

Kind regards,

(b)(6)

From: GPA Social Media Support
Sent: Monday, June 24, 2019 5:39 PM
To: [(b)(6)] GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Re: State Dept. Analytics - Best of the Week

(b)(6)

Hi [   ]

Hope all is well. Going off of your example of the TrueBlue post versus the Father's Day post the reason you are seeing the TrueBlue post on the Best of the Week digest is because CrowdTangle compares the stats/data from each page separately. To keep it fair, CrowdTangle is not comparing the data/stats from a potentially smaller audience/Page to another Pages audience who might be bigger numerically (if that makes sense).

So the Embassy Bridgetown photo received more engagement compared to other photos on Embassy Bridgetown's page that week.

The Embassy Jamaica post, while it did have high engagement, wasn't considered over performing compared to the other photos on Embassy Jamaica's Facebook Page.

Let me know if you'd like to take a deeper dive into your Page's monthly engagement.

Hope this clarifies the Best of the Week analytics.

Best,

From:
Sent: Friday, June 21, 2019 4:59 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Re: State Dept. Analytics - Best of the Week

Hello

Thanks for your email. Looking forward to your response.

Kind regards,

From: GPA Social Media Support
Sent: Thursday, June 20, 2019 5:33 PM
To: ; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Re: State Dept. Analytics - Best of the Week

Hi

Conferring with our Analytics team on this and will circle back shortly.

Best,

Official - Transitory
UNCLASSIFIED

From:
Sent: Thursday, June 20, 2019 12:29 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Re: State Dept. Analytics - Best of the Week

Good day IIP Support,
I am still concern about the CrowdTangle weekly 'Best of the Week' posts. Regarding the explanation stated in the email below on the posts' interaction and overperformance, I would like to compare two recently posts on Embassy Bridgetown and Embassy Kingston.

I noticed that only the TrueBlue post on Embassy Bridgetown was mentioned this week although it was dated June 14th with 124 likes, 3 comments and 9 shares. However, the Father's Day post on Embassy Kingston dated June 16th was not mentioned, although it had over 300 likes , 34 comments and 11 shares. I am seeking clear explanation on how these posts are selected to appear on Best of the Week.
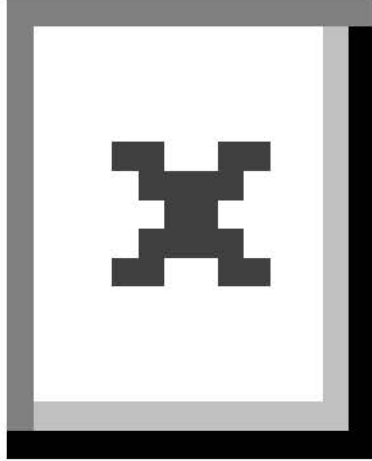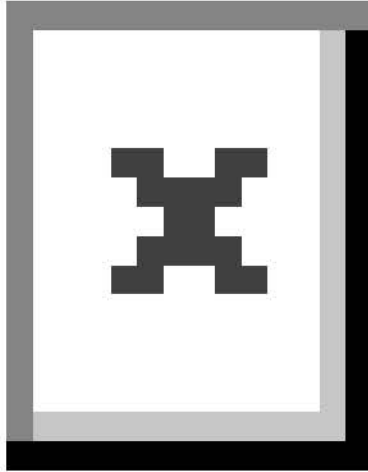
(b)(6)

Kind regards,

(b)(6)

Social Media Assistant
US Embassy Kingston

(b)(6)

From: (b)(6)
Sent: Monday, May 13, 2019 9:52 AM
To: IIP Social Media Support <IIPSMS@state.gov>; (b)(6)
Subject: RE: Re: State Dept. Analytics - Best of the Week

Yes, is right. These emails are still nice guides, but the fact is that many of them now are boosted posts. I hope soon CT will let me sort them out so it's easier to make that clear.

Did you see that you had a post featured in the attached? For that I try to make sure not just boosted content makes it in.

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Friday, May 10, 2019 3:00 PM
To:
Cc: IIP Social Media Support <IIPSMS@state.gov>;
Subject: RE: Re: State Dept. Analytics - Best of the Week

(b)(6)

(b)(6)

Hi

Adding in   as well. This doesn't mean that your content didn't perform well! This is an automated email from Crowdtangle. The content in the email is ranked using Crowdtangle's unique "overperforming posts" metric.

Overperformance is calculated by benchmarking how many interactions that account's posts usually get at each point in time (5 minutes old, 30 minutes told, 5 hours old, etc.) and by post type (link post, image post, etc.). When a new post comes in from that account, it is compared to that corresponding time and average engagement for that post type. So if you have a photo post that has an overperformance metric of 11, you can say "This post performed 11 times better than the average for photo posts in the same time frame."

(b)(6)

Please don't feel like this ranking reflects poorly on you or the content that you're posting. You should only boost your posts if it'll help you achieve your objectives for your Facebook page.

IIP Digital Support & Training

(b)(6)

-------------- Forwarded Message --------------
From:
Sent: 5/9/2019 4:17 PM
To: iipsupport@state.gov
Subject: Re: State Dept. Analytics - Best of the Week

Good day IIP Support,
I have a concern regarding the Social Media Best of the Week – Fb and Twitter weekly posts. I notice there are some Posts that are featured every week while US Embassy Kingston had posts with high engagements and not included in the weekly digest.
Is there a criteria for a post to be featured? If so, kindly explain. Should we boost posts for them to be featured?

Kindly note of some of posts below with high engagements…

April 2019

May 2019

(b)(6)

(b)(6)
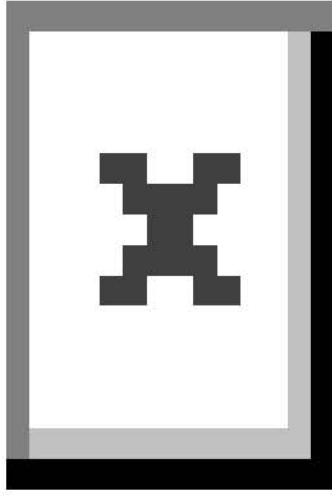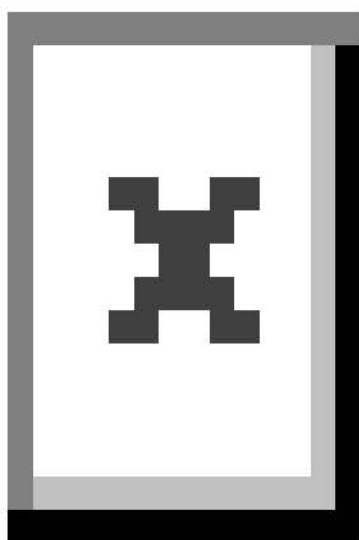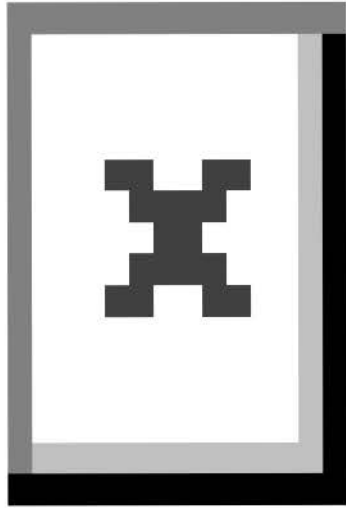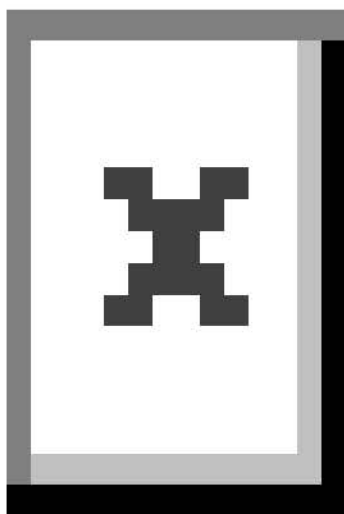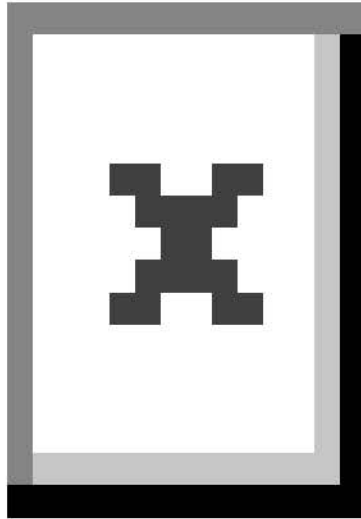
U.S. Embassy Kingston
142 Old Hope Road
Kingston 6

Website: jm.usembassy.gov

Official
UNCLASSIFIED

ref:_00D30mqyv._500t0Ig7l4:ref

Official
UNCLASSIFIED

(b)(6)

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	
	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)
(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
Subject:	RE: Recording of CrowdTangle Virtual Training
Date:	Tue, 21 May 2019 18:57:28 +0000

(b)(6)

Hey,

I slacked you the MP4 ☺

(b)(6)

Official
UNCLASSIFIED

(b)(6)

From:
Sent: Tuesday, May 21, 2019 1:17 PM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:
Subject: Recording of CrowdTangle Virtual Training

Hi All,

(b)(6)

Would someone be able to add the recording from the CrowdTangle training last night to YouTube and send me the link?

Thank you!

(b)(6)

Digital Media Coordinator
Office of Public Diplomacy
(b)(6)
Bureau of East Asian and Pacific Affairs (EAP)
U.S. Department of State

(b)(6)

Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	IIP Social Media Support <IIPSMS@state.gov>;
Subject:	RE: Request for Access to CrowdTangle Analytics
Date:	Fri, 31 May 2019 20:31:03 +0000

(b)(6)

Hi

Please accept the email invite you received from Crowdtangle to join the DOS Main Team. As a member of this team, you will see that you have access to multiple dashboards. We ask that you only access and edit your ECA specific lists and live displays in the main State Department Analytics Facebook, Twitter and Instagram dashboards.

(b)(6)

I think can likely help you figure out most things but for additional resources and guidance please visit the Social Media Hub or give us a shout!

Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

(b)(6)

(b)(6)

From:
Sent: Thursday, May 30, 2019 11:31 AM
To: IIP Social Media Support <IIPSMS@state.gov>;

Subject: Request for Access to CrowdTangle Analytics

(b)(6)

Hi There--

CC'd) is a new team member in PASC. Would it be possible to please give him access to the CrowdTangle and its analytics functionalities?

(b)(6)

Thanks,

Digital Communications Analyst
Kenjya-Trusant Group Contractor
Bureau of Educational and Cultural Affairs
U.S. Department of State
SA-05 Suite 04Z03
2200 C Street, NW
Washington, DC 20522-0504

Official

UNCLASSIFIED

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
CC:	
Subject:	RE: Request to add accounts to Crowdtangle dashboard
Date:	Wed, 23 Jan 2019 21:59:56 +0000

(b)(6)

(b)(6)

Many thanks [ ] –will let you know if we have any questions!

[ ]

Official - Transitory
UNCLASSIFIED

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, January 23, 2019 1:59 PM

(b)(6)

(b)(6)

To: [ ]   IIP Social Media Support
<IIPSMS@state.gov>

(b)(6)

Cc: [ ]

Subject: RE: Request to add accounts to Crowdtangle dashboard

Hi [ ]

Please find the link to your posts updated CrowdTangle dashboard with the requested radio, tv, and outlet lists.

Link: https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionguatemala

Let me know if you need additional assistance.

(b)(6)

Thanks!

Best,

(b)(6)

Digital Support and Training (DST)
Bureau of International Information Programs (IIP)
Email: [ ]

Official - Transitory
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

From:

Sent: Wednesday, January 23, 2019 10:11 AM

To:

(b)(6)   IIP Analytics <IIPAnalytics2@state.gov>; IIP Social Media Support
<IIPSMS@state.gov>

Cc:

Subject: RE: Request to add accounts to Crowdtangle dashboard

(b)(6)

Thanks   and team—please let me know if you all need any more info to complete this request—

Thanks,

(b)(6)

Official

UNCLASSIFIED

(b)(6)

(b)(6)

From:

Sent: Tuesday, January 22, 2019 1:42 PM

(b)(6)

To:
                                                                          IIP Social Media

Support <IIPSMS@state.gov>

Cc:

Subject: Re: Request to add accounts to Crowdtangle dashboard

(b)(6)

Looping in our colleagues in DST - they should be able to help you.

(b)(6)

From:

Sent: Tuesday, January 22, 2019 1:46:29 PM

(b)(6)

To:

Cc:

Subject: RE: Request to add accounts to Crowdtangle dashboard

Thanks   and greetings Analytics team--

(b)(6)

If possible we'd like them split into separate columns: radio, TV, print (analog/digital). Analytics team—is
this something that can be done during the shutdown or needs to wait?

Thanks,

(b)(6)

Official

UNCLASSIFIED

From:

Sent: Tuesday, January 22, 2019 10:45 AM

To: IIP Analytics <IIPAnalytics2@state.gov>

Cc:

Subject: RE: Request to add accounts to Crowdtangle dashboard

(Noting that in the shutdown this may be something that needs to wait...)

The analytics team runs the CT dashboards and should be able to add those no problem. Looping them in. Do you want them all added to the media section? Depending on what makes the most sense, you may want/be able to split up the media type into separate columns.

Official

UNCLASSIFIED

From:

Sent: Tuesday, January 22, 2019 11:39 AM

To:

Cc:

Subject: Request to add accounts to Crowdtangle dashboard

Hi [   ], hope you guys are hanging in there—

Quick question about adding accounts to our local (Guatemala) Crowdtangle dashboard. Is there a formal process by which we can request to add? The list below has been identified by our LES as ones we'd like to track, but not sure what the protocols or limitations are for the number of accounts one can add. Any help?

Thanks!

TV
@Canales3y7
@TN23NOTICIAS
@Noti7Guatemala
@TelediarioGT
@Guatevision_tv
@AztecaGuate
@CanaldeGobierno
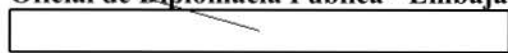
Radio
@EmisorasUnidas
@Lared1061
@stereo100xela
@sonora969
@NuevoMundoGT

Outlets
@AGN_noticias
@contrapodergt
@cronicagt
@TGWdigital
@elPeladero_eP
@diariodigitalgt
@republicagt
@PrensaComunitar
@AztecaNoticiaGT

(b)(6)

(b)(6)
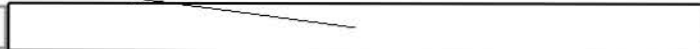
Public Diplomacy Officer • U.S. Embassy Guatemala
Oficial de Diplomacia Pública • Embajada EU en Guatemala

| https://gt.usembassy.gov

(b)(6)

Official
~~UNCLASSIFIED~~

(b)(6)

Sender:		
	IIP Social Media Support <IIPSMS@state.gov>;	
Recipient:		

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: Request to add D to Crowd Tangle search function
Date:	Mon, 1 Jul 2019 19:43:33 +0000

(b)(6)

Hi

Unfortunately not! I can't think of a tool that would help aggregate this for you but hopefully Crowdtangle will give you visibility into content missions are posting about D that you can include in your other reporting materials.

(b)(6)

Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

**Official
UNCLASSIFIED**

From:
Sent: Friday, June 28, 2019 12:18 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Request to add D to Crowd Tangle search function

(b)(6)

This is wonderful! Thank you so much! One question—is there any way to pull reports related to a specific trip or event that D participated in or overall stats, etc.?

(b)(6)

Office of the Deputy Secretary of State

**Official
UNCLASSIFIED**

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Friday, June 28, 2019 11:15 AM

(b)(6)

(b)(6)

To: [redacted]; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Request to add D to Crowd Tangle search function

Hi [redacted]

Here's a live display that pulls mentions of the Deputy Secretary's name across Department Facebook, Twitter and Instagram accounts: https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/deputysecretarysullivan

(b)(6)

Because of the character counts on Twitter, there seemed to be a lot of variance in how people refer to him and his title. For that column I pulled any mentions of "Sullivan" which may result in some occasional tweets about other Sullivans. Let me know if you have any additional questions!

[redacted]

Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

Official
UNCLASSIFIED

From: [redacted]
Sent: Wednesday, June 26, 2019 6:27 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Request to add D to Crowd Tangle search function

(b)(6)

Hi there! Yes, that would be great to track mentions of his name across Department-run accounts, to include a live display that pulls that information.   We would be most grateful to have that capability.

Thank you!!

(b)(6)

Office of the Deputy Secretary of State

Official
UNCLASSIFIED

(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, June 25, 2019 4:48 PM
To: [   ]; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Request to add D to Crowd Tangle search function

Hi [   ]

Can you give me some background on what type of content you're looking for?

The Live Display you linked below displays the performance of Department-run accounts. The Deputy Secretary isn't listed because he doesn't maintain a standalone Twitter account. That said, if you're interested in tracking mentions of his name across Department-run accounts, we can set up a live display that pulls that information for you.

Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

Official
~~UNCLASSIFIED~~

From [   ]
Sent: Tuesday, June 25, 2019 12:21 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: Request to add D to Crowd Tangle search function

Hi there—

Can you please add "Deputy Secretary Sullivan" to the list of saved searches to monitor in the crowdtabgle dashboard? He doesn't currently appear to be listed.

https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/dos?ignoreEdit=true&utm_source=iip&utm_medium=analytics&utm_campaign=hubarticle

Many thanks,

Office of the Deputy Secretary of State

(b)(6)

Official
UNCLASSIFIED

Official
UNCLASSIFIED

(b)(6)

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

From:	
To:	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: Twitter-Crowdtangle
Date:	Fri, 13 Sep 2019 00:15:50 +0000

(b)(6)

Wow
I hope not crowdtangle is a great tool.
Best

(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Date: September 12, 2019 at 5:00:58 PM PDT
To: _____, GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Twitter-Crowdtangle

You're welcome!

(b)(6)

Yes, for now. That may change in the near future. I'll keep you updated.

(b)(6)

Best,

From: _____
Sent: Thursday, September 12, 2019 7:49 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Twitter-Crowdtangle

(b)(6)

Thanks
At least we have Facebook
Best

(b)(6)

Unclassified
From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Thursday, September 12, 2019 4:47 PM
To: _____ GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Twitter-Crowdtangle

(b)(6)

Hi

Thanks for reaching out! Yes, CrowdTangle will stop sending Twitter digests at the end of the month. And yes, CrowdTangle will still work with Facebook. However, CrowdTangle will no longer allow governments to access the depth of information within the tool as we have in the past. CrowdTangle however will work with us to continue to have access to Live Displays. In the coming weeks we will send out official guidance on this change.

Hope this info. is helpful.

Sincerely,

(b)(6)

(b)(6)

From: [redacted]
Sent: Thursday, September 12, 2019 7:43 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: Twitter-Crowdtangle

Hi,
Do you know if crowdtangle will stop sending Twitter digest?

Crowdtamgle will still work with Facebook?
Best

(b)(6)

(b)(6)

Coordinador de Programas / Program Support Specialist
Oficina de Asuntos Publicos / Public Affairs Office
Consulado General de los Estados Unidos en México / *US Consulate General* | Tijuana, BC
☎ [redacted]

☒ ☒ ☒ ☒ ☒

(b)(6)

Unclassified

Sender:	
Recipient:	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

From:	
To:	Social Media Community Managers – WHA <SocialMediaCommunityManagersWHA@state.gov>
Subject:	RE: You've been added to
Date:	Tue, 17 Sep 2019 18:35:24 +0000

No action here, just fooling around on the backend of CT...

(b)(6)

Unclassified

From: CrowdTangle <noreply@crowdtangle.com>
Sent: Tuesday, September 17, 2019 2:31 PM
To: Social Media Community Managers – WHA <SocialMediaCommunityManagersWHA@state.gov>
Subject: You've been added to

(b)(6)

(b)(6)

Hi there! [   ] signed you up for a CrowdTangle email called [   ] If you would like to receive these emails, please confirm below. If you don't, you can simply ignore this.

Confirm

Wait, what's happening? Tell me more

(b)(6)

Sender:	
Recipient:	Social Media Community Managers – WHA <SocialMediaCommunityManagersWHA@state.gov>

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
CC:	
Subject:	THANKS FROM CONSULATE TIJUANA
Date:	Fri, 12 Apr 2019 17:53:20 +0000

(b)(6)

Hello [   ] et all

Thank you so much for all of your help!

I just joined!

(b)(6)

Have a great weekend everybody.

(b)(6)

Coordinadora de Medios | Media Specialist
Consulado General de los Estados Unidos en Tijuana | *U.S. Consulate General Tijuana* | Tijuana, BC

⌧ ⌧ ⌧ ⌧ ⌧

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

From: [   ]
Sent: Thursday, April 11, 2019 4:25 PM

(b)(6)

To: [   ] IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: FROM CONSULATE TIJUANA

(b)(6)

Hey there [   ] great to hear from you. Looping in our IIP social media gurus, who should be able to assist.

(b)(6)

From: [   ]
Sent: Thursday, April 11, 2019 12:36 PM

(b)(6)

To: [   ]
Subject: FROM CONSULATE TIJUANA

Greetings from Consulate Tijuana, [   ]

Hope you're doing great and that you remember me from training in CDMX last year ☺

(b)(6)

(b)(6)

Sorry to bother you, but noticed _____ is out...is it through you that I can get access to Crowd Tangle? Could use it with my _____ account.

(b)(6)

Appreciate your guidance.
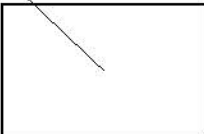
Thanks, take care.

(b)(6)

Coordinadora de Medios | Media Specialist

Consulado General de los Estados Unidos en Tijuana | *U.S. Consulate General Tijuana* | Tijuana, BC

(b)(6)

(b)(6)

From:
Sent: Thursday, April 11, 2019 9:03 AM
To:
Subject: Fwd: CrowdTangle

Link: https://www.facebook.com/facebookmedia/solutions/crowdtangle

How do I get access?

Thank you for your interest in CrowdTangle! If you have a partnerships contact at Facebook, please reach out to request full access.
--

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

Sender:	
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;

(b)(6)

From:	
To:	
Subject:	@DOTArabic performance since year beginning
Date:	Wed, 31 Jul 2019 12:11:55 -0400

I just checked Crowdtangle for over-performing posts. Here's what I got. From Jan 1st to July 31st, 2019, there were about 900 tweets posted on @DOTArabic, nearly half of them over-performed. Almost 200 of them over-performed five times the average. I did the count manually, so unfortunately, I can't back it up with a screenshot.
For what's it worth.

(b)(6)

--

Digital Outreach Team, Arabic

Global Engagement Center

U.S. Department of State

State SA-4 Desk:

(b)(6)

Sender:	
Recipient:	

GPA next steps:

1. Facebook talking points:

    Hello,

    We have updated our policy on access criteria following Facebook's CrowdTangle acquisition and subsequent refocus on the audience of the tool.

    CrowdTangle is refocusing its efforts as a media and research tool and we are eliminating access that would provide preferential treatment to any government or political entity. Instead, in an effort to provide more transparency into content and metrics on the platform, we will be offering support in the form of public live displays that will be published on facebook.com/gpa.

    From today, in order to access our product, you must:

    - Currently work for a media company, publisher, content creator or research organization; CrowdTangle access is granted at the company level and we can't support individuals at this time.
    - Represent and be currently employed at the company you say you work for.
    - Not use CrowdTangle and any of our features for personal gain, including any activities where you or your company directly sell or profit from your access to CrowdTangle.

    We apologize for the inconvenience this may cause. We're committed to partnering with your organization to make sure that you continue to have access to the information you had before in a manner that is transparent and public. Thank you for your patience as we transition to this new process.

    We are always looking for ways to expand our support, so we'll be sure to update you if that changes. In the meantime, you can check out and keep using our most popular publicly available product: it's our Link Checker Chrome Extension. It makes it really easy to see how often a link has been shared, who shared it and even what they said. You will still be able to access this feature after your account is disabled as it is a public tool.

2. Stop issuing new Crowdtangle accounts
    a. Tell anyone who asks: "We're not adding new accounts at this time."

3. Draft announcement message (see below)

4. Review lists/live displays to see we're comfortable with being public.

    a. Do we let posts decide what to keep? If so, what's the most efficient way to have them communicate to us what should go/stay? Google form?

        i. Per [(b)(6)] - we need some level of data from posts to figure out live display usage.

    b. What needs to be exported from CT? What should be deleted from CT?

        i. Media lists - consensus seems to be we will delete these at scale. Give people instructions on how to export lists if they have accounts + how to ask us to export lists if they don't.

    c. What are CT competitors?

        i. Point from [(b)(6)] - clear outline on how this should be implemented at post. R/PPR and digital coordinators need to figure out the training piece + contractual/budgeting piece.

5. Draft SMH post(s?)

(b)(5)
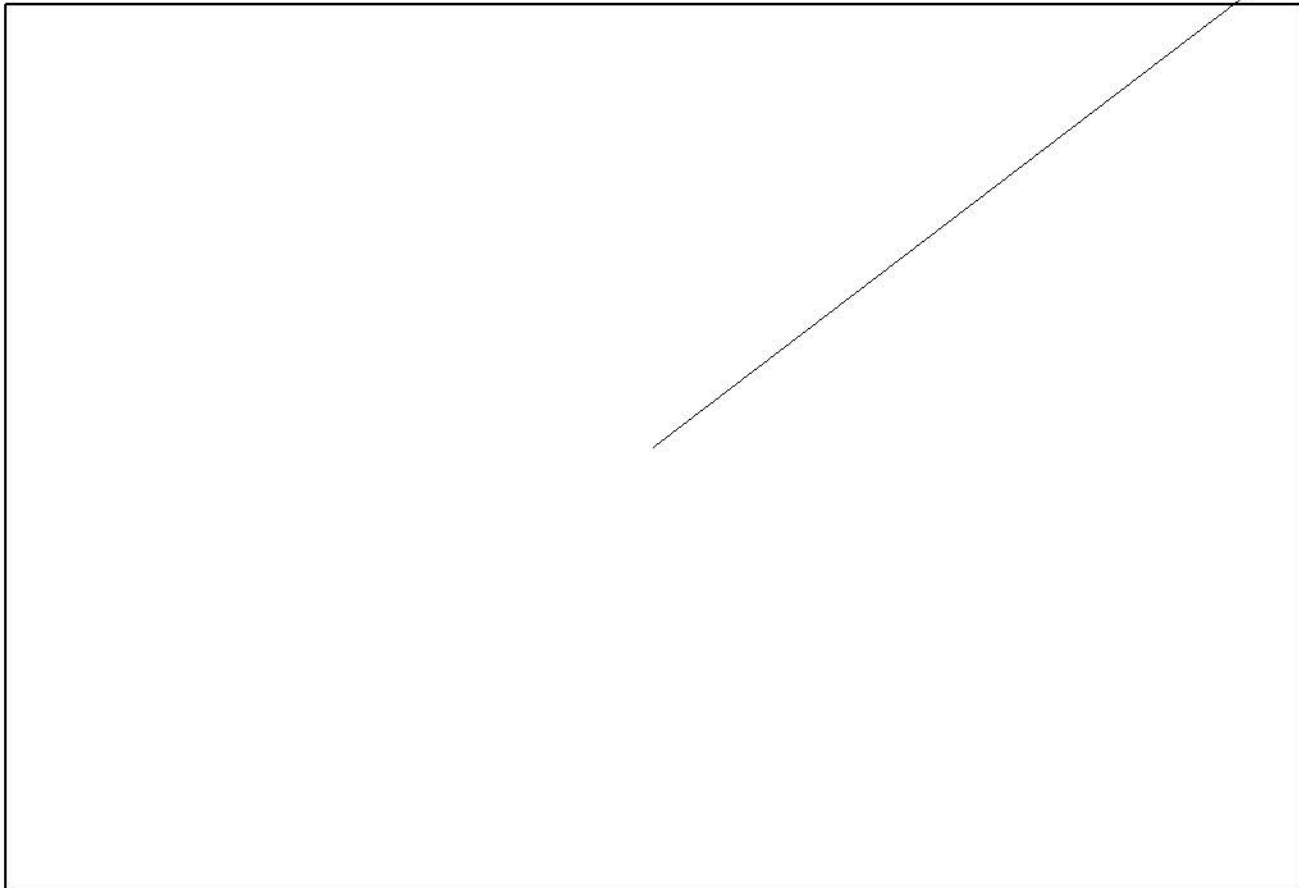
Notes from CrowdTangle meeting

Sept 6, 2019

Attendees: reps from GPA Global Social Media, GPA Analytics, R/PPR, SCA, NEA, WHA and EAP

Summary of the issue:

We wanted to convene social media leads from R and the regional and functional bureaus to discuss next steps related to the upcoming changes to CrowdTangle. Starting Sept. 29, CrowdTangle will stop offering Twitter data on its dashboard, seriously reducing our ability to monitor social media activity. The decision is related to an API change Twitter announced in March.

The impact is that it will be difficult for HQ and posts to report data on their social media activity, including their top influencers on Twitter. There aren't any known solutions that provide similar functionality to CrowdTangle. Crimson Hexagon provides some comparable functionality, but is more costly and may be harder to administer.

Although the open source and social media community has voiced serious concerns to Facebook/ CrowdTangle, there is little chance the decision will be reversed. We don't have enough leverage with the vendor to change the decision -- it's much larger than DoS.

Suggested next steps:

1. **See what other agencies are doing:** Reach out to the Federal Social Media Managers listserv (managed by GSA) to ask if there are other agencies impacted and if so, what alternate platforms they plan to use. ACTION: (b)(6) offered to send a message.

2. **Conduct market research on alternate platforms:** R/PPR could do this on behalf of the PD community, but not sure if there is the knowledge yet to do this. GPA Analytics currently owns the CrowdTangle licenses, so we want to see what options they've been exploring as alternatives. Are media.twitter.com or TweetDeck possible options? Also, could (b)(6) who leads the FSI PY364 social media class, provide some expertise? ACTION: (b)(6) will discuss with (b)(6) if R/PPR and GPA Analytics can partner on some basic market research.

3. **See if GPA Analytics can do some interim dashboards:** As a short-term, interim solution, explore if GPA Analytics team can perform some of the same analysis as CrowdTangle, for high priority analysis needs, in a pinch. Would be very limited, but might one more thing we could offer. ACTION: (b)(6) will discuss with Luke if this is possible.

4. **Communicate guidance to the field (including saving data):** We need to let the field know about this upcoming change and offer some short-term guidance. One possible task would be to recommend posts export their Twitter lists to Excel so they don't lose all their CrowdTangle data. ACTION: (b)(6) and perhaps (b)(6) could craft a short email or Social Media Hub article and share on Slack (once we have more info on some alternate solutions)

(b)(6)

(b)(6)

From:

Sent: Thu, 28 Mar 2019 05:30:38 +0000

To:

Subject: FW: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6)

(b)(6)

From: Kent, George P

Date: March 27, 2019 at 10:42:10 PM GMT+2

To:

Subject: FW: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

Pam – FYI. When I read "maximizing efficiencies," I thought: minimal effort, minimal result. I am not confident we will get the result we need stateside, but will keep pushing.

George

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From: Kent, George P

Sent: Wednesday, March 27, 2019 4:17 PM

To:

Cc:

(b)(5)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

key thing is to get up to ramming speed from the get go,

(b)(5)

(b)(6)

Thanks for helping!

(b)(6)

George

(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:57 PM
To:
Cc: Kent, George P
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Agree- and while surprising they didn't have the tools already set up to maximize efficiencies in monitoring- that's why we are all here and I'm learning myself about all these high-tech apps!

(b)(6)

It takes a village. ☺

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:54 PM
To:
Cc: Kent, George F
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Great! As you know, Post has set a high bar in recent days.

(b)(6)

Director, EUR/EE (Ukraine, Moldova, and Belarus)
U.S. Department of State

(b)(6)

Official
UNCLASSIFIED

(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:50 PM
To
Subject: FW: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

just so you all are aware-

(b)(6)

Both [(b)(6)] and I have talked with our fantastic social media team in our PD shop and they are familiarizing the team with our existing tools that will give them the reports they want and set this all up for them.
I'm happy to discuss more about these tools at our next meeting too.

(b)(6)

(b)(6)

This should greatly improve their ability to track and monitor stories/tweet, etc as it's all automated these days.

Thanks!

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:31 PM
To:
Cc: Reifemeyer, Anneliese L <ReifemeyerAL@state.gov> ; Wahl, Taco, Lillian S <Wahl
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Thanks very much, [(b)(6)] Would be great to start getting those reports.

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From:
Date: March 27, 2019 at 9:11:46 PM GMT+2
To:

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Great! Thanks so much. So I set up a Hootsuite Dashboard (which I can share with the team) and will have CrowdTangle searches set up that I can have sent to your inbox if you'd like.

Just let me know.

Best,

(b)(6)

(b)(6)

Digital Media Associate | EUR/PD

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From:
Sent: Wednesday, March 27, 2019 2:26 PM
To:
Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thank you! Below are some of the Twitter users with large followings whom we've seen tweeting on (and/or discussing on TV) Ukraine related issues over the past several days. They all have verified Twitter accounts that should be pretty easy to spot.

Sean Hannity

Laura Ingraham

Rudy Giuliani

Dan Bongino

Sebastian Gorka

John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

Pamela Geller

(b)(6)

Thanks again very much,

(b)(6)

(b)(6)

(b)(6)

From:

Date: March 27, 2019 at 8:07:34 PM GMT+2

(b)(6)

To:

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Would you be able to add those high-profile usernames with us too? Would be good to have as I set things up.

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

(b)(6)

From

Sent: Wednesday, March 27, 2019 12:17 PM

(b)(6)

To:

(b)(6)

(b)(6)

Cc:

(b)(6)

OlsonMdG@state.gov>

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thanks very much for your notes. The English-language Twitter search phrases we're currently using for this issue are:

- Yovanovitch

- Yovanovich *(common misspelling)*

- Ukraine Ambassador

- Ukrainian Ambassador

- Ukraine Soros

We are also monitoring the tweets of roughly 10 high-profile U.S.-based social media users (verified accounts with large numbers of followers) who have already commented on this particular issue before, either on social media or television, to see if they have posted something new relevant to this issue that does not directly align with our search terms.

Happy to pass along that list of Twitter users if DC wishes, but even just keeping an eye on the search terms above during DC afternoon business hours would be a huge help so that Kyiv/Washington team members don't miss out on new online narratives that are likely to generate new media inquiries.

I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

(b)(6)

Thanks,

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From:

Sent: Wednesday, March 27, 2019 5:50 PM

To:

(b)(6)

(b)(6)

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

[(b)(6)]

Hi [(b)(6)]

Quick question, is your hootsuite set up to track mentions? That's probably the best way to do this after hours. We are happy to help your team set this up.

[(b)(6)]

And, just share your search phrases with us, so we can track as well.

Best,

[(b)(6)]

Official
UNCLASSIFIED

From: [(b)(6)]
Sent: Wednesday, March 27, 2019 11:41 AM
To: [(b)(6)]

Cc: [(b)(6)]

[(b)(6)]

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks [(b)(6)]

[(b)(5)]

(b)(5)

(b)(6)

Press Attaché
U.S. Embassy Kyiv

Official
UNCLASSIFIED

(b)(6)

From:

Sent: Wednesday, March 27, 2019 5:24 PM

To:

Cc:

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

H

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(5)

-

(b)(5)

-

Bottom line- we are here for you and will continue to support you all as we always have.

(b)(6)

Thanks,

(b)(6)

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: (b)(6)

Sent: Tuesday, March 26, 2019 5:32 AM

(b)(6)

To (b)(6)

(b)(6)

Cc: (b)(6)

Subject: monitoring developing U.S. social media narratives on Ukraine

(b)(5)

Hi Desk colleagues,

(b)(5)

(b)(6)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

From:

Sent: Fri, 29 Mar 2019 12:33:17 +0000

(b)(6)

To:

Cc:

Subject: FW: Monitoring U.S. based media on Ukraine

Hi

Just keeping you up to date on the latest, as you/George/Desk were removed. It seems pretty clear that PD colleagues in EUR do not have the resources to help track this issue (beyond an automated report that generally needs to be combed through for nuggets of useful information) during their afternoon business hours (our evening hours). The PAS Kyiv team will do our best to keep on top of any significant developments on this issue in the evenings, to ensure AMB, George, etc. have timely info without having to wait 12 hours between the end of our work days and the start of the next one.

(b)(6)

Thanks,

(b)(6)

Official - SBU

UNCLASSIFIED

(b)(6)
(b)(6)

From:

(b)(6)

(b)(6)

Sent: Friday, March 29, 2019 1:48 PM

To:

Cc:

(b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine

Removing the non-PD folks

why don't you call me today to discuss? I'm very confused about this ask, and it will help if you could explain to me what exactly is going on there.

Why I am confused is that every Post I have been at has had an LES who comes in very early and puts together a summary of U.S. media that s/he sends out to the mission/DC interested parties and the digital LES monitors social media mentions of Post/the Ambassador/ etc. I'm surprised to learn you haven't been doing that up until this point and don't have a way to do this at Post. Kyiv is one of the very best staffed and funded Posts in EUR. We are having a hard time understanding why you don't have the LE staffing to do this in house or the money to contract this out, particularly when much smaller Posts do this same thing every day and while in crisis.

(b)(5)

We have numerous crises in Europe –   - and cannot do detailed monitoring for each and every Post. We are not staffed for that nor is it useful of feasible to for us to do so (we don't have the languages, can't pay our teams overtime, etc).

We are happy to help you troubleshoot what is going on...but this email chain is not conveying sufficiently what the problem is keeping you from doing this at Post with the resources you have.

(b)(6)

Official - Transitory
~~UNCLASSIFIED~~

(b)(6)

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(b)(6)

(b)(6)

From:

Sent: Friday, March 29, 2019 5:04 AM

(b)(6)

To:

(b)(6)

(b)(6)

Cc:

Kent, George P

(b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine

Dear _____ and team

Thank you very much for all of your help.

(b)(6)

We appreciate the crowd Tangle reports you have sent us. Can you confirm this tool in tracking content from the full list of influential social media users that _____ flagged (which included George's suggestions as well)? Does this also track their posts if it does not include our key word "Ukraine?" We have seen some of these people comment obliquely without using the key words.

We appreciate the RSS suggestion but we already have an effective automated search tool.

(b)(5)

- US diplomats in Kyiv Yovanovitch and Kent + NABU;
- Clinton campaign and Manafort 2016;
- Biden-Burisma 2020;
- Soros (ANTAC).

(b)(6)

Thanks again for all the help!

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official

~~UNCLASSIFIED~~

(b)(6)
(b)(6)
(b)(6)
(b)(6)

From:

Sent: Thursday, March 28, 2019 8:02 PM

(b)(6)

To:

Cc:

Kent, George P

(b)(5); (b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine

And, you have a copy of the social media report (I sent it out separately). It is a very manageable report for you to share with relevant stake holders at Post. Let us know if you think it needs to be tweeked. Once you give us the go ahead, we'll have them go to the distros you recommend below.

(b)(6)

Official

~~UNCLASSIFIED~~

(b)(6)
(b)(6)
(b)(6)
(b)(6)
(b)(6)

From:

Sent: Thursday, March 28, 2019 1:02 PM

To:

Cc:

Kent, George P

(b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine

Dear

(b)(5)
(b)(5)

Thank you. That is great. We have a similar process here but

(b)(5)

For the next few days,

We truly appreciate EUR Press and EUR PD's support while this these high-profile narratives remain in the news and hope that the need goes away soon.

(b)(6)
(b)(6)

Thank you.

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From:
Sent: Thursday, March 28, 2019 5:58 PM
To:

(b)(6)

(b)(6)
(b)(6)

Cc:

Kent.

George P

Subject: Monitoring U.S. based media on Ukraine

First, I just want to assure everyone that we understand the strain Embassy Kyiv and Ambassador Yovanovitch are under. We definitely want to support Post and the EUR Front Office's needs at this time. Full stop.

(b)(5); (b)(6)

(b)(6)
(b)(6)

Deputy Director, EUR/PD | U.S. Department of State

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:

Sent: Tue, 2 Apr 2019 14:01:16 +0000

(b)(6)

To:

Subject: FW: Ukraine Twitter Report

Dear (b)(5)

Thanks once again. We have briefed our front office and discussed the issue with the Management Counselor.

Also, feel free to forward to me any guidance that may exist on this topic.

(b)(6)

Sincerely,

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official - SBU
UNCLASSIFIED

(b)(6)   (b)(6)

From:

(b)(6)

Sent: Monday, April 1, 2019 6:14 PM

(b)(6)

To:

Cc

(b)(6)

Subject: RE: Ukraine Twitter Report

(b)(5)

Dear

Thank you so very much for alerting everyone to this issue. We appreciate you shutting down the automated report.

We do not have, and have not had, any separate automated monitoring tools tracking specific individuals. We will continue to follow Ukraine-related news and commentary via simple internet searches.

Trust me when I say, we very much appreciate your expertise on this matter.

Sincerely,

(b)(6)

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official - SBU
UNCLASSIFIED

From: (b)(6)
Sent: Monday, April 1, 2019 4:54 PM
To: (b)(6)

Cc: (b)(6)

Subject: RE: Ukraine Twitter Report

Thanks,

All,

(b)(5); (b)(6)

(b)(6)

(b)(6)

and I will be happy to advise on further action to assist in any manner possible. We understand the importance of it and are happy to help in any way possible.

All the best,

(b)(6)

Official - SBU
UNCLASSIFIED

(b)(6)
(b)(6)
(b)(6)
(b)(6)

From:
Sent: Monday, April 01, 2019 8:45 AM
To:

Cc:

(b)(6)

Subject: RE: Ukraine Twitter Report

Hi all,

(b)(6)

Plussing in [   ] now that he's back.

Best,

(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)
(b)(6)

From:
Sent: Friday, March 29, 2019 10:38 AM
To:

(b)(5); (b)(6)

Cc:

Subject: FW: Ukraine Twitter Report

You'll see for example this morning- there were ZERO tweets with words like 'Yovanovitch', 'Soros', etc. It's a report that would come directly to your box as frequently as you want (or once a day).

FYI- These are the kinds of tools ALL our PD shops have at post available to them as these apps can monitor the entire twitter-sphere vs. having a human miss something from a random twitter handle we didn't catch.

We are in the process of setting it up for Kyiv from here as you saw in the other chains they don't seem to be using these tools for some reason.

(b)(6)

Let us know if you want to be added.

(b)(6)

Thanks!

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

From: State Department Analytics (Twitter) <feedback@crowdtangle.com>
Sent: Friday, March 29, 2019 10:09 AM
To:
Subject: Ukraine Twitter Report

Sorry, there were no tweets matching your criteria!

Top 5 tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the best performance

Account	Tweets	Performance	Subscribers
Nina Jankowicz	3	11.0x	5,878
Verdad Teller ✖	1	7.4x	1,941
SUSAN S. MOSS🕊🇺🇸	1	5.6x	15,813
Christopher Miller	1	2.2x	90,365
Ryan Saavedra	2	2.0x	206,222

Top 5 accounts for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the most tweets

Account	Tweets	Performance	Subscribers
Jay Yovanovich	4	-3.1x	1,054
Nina Jankowicz	3	11.0x	5,878

Annie	2	-16.0x	3,381
Ryan Saavedra	2	2.0x	206,222
Periódico La Voz	1	-4.0x	2,743

All tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) ranked in order of size

Account	Tweets	Performance	Subscribers
Dan Bongino	1	-20.4x	954,428
Jack Posobiec 🇺🇸	1	1.2x	447,419
Ryan Saavedra	2	2.0x	206,222
Sen. Jeanne Shaheen	1	-1.9x	102,800
Christopher Miller	1	2.2x	90,365
Radio Free Europe/Radio Liberty	1	-1.8x	73,280
DrScott	1	1.5x	61,631
UNIAN (English)	1	--	44,683
National Democratic Institute	1	1.2x	34,337
IREX	1	-16.0x	29,739
Don Pewtress	1	-0.8x	29,174
IRI	1	1.7x	28,657
The Bankova	1	-1.4x	28,622
Anders Åslund	1	-1.2x	24,347
SUSAN S. MOSS🕊🇺🇸	1	5.6x	15,813
Billie Schaeffer	1	-1.7x	15,000
Hromadske Int.	1	-0.8x	14,370
Nina Jankowicz	3	11.0x	5,878
Viktor Kovalenko	1	-0.8x	4,838
RWagen✗	1	--	4,493
Stoutx2	1	1.1x	4,176
Jon Barsanti Jr.	1	1.9x	3,678
Robert Francis O'Rourke's Hands	1	-8.0x	3,670
Daniel Twining	1	1.3x	3,446
Annie	2	-16.0x	3,381
Periódico La Voz	1	-4.0x	2,743
Utah Deplorable	1	-8.0x	2,742
UNIAN.info	1	-8.0x	2,398
Verdad Teller ✗	1	7.4x	1,941
Jay Yovanovich	4	-3.1x	1,054
Shelly Lopes	1	-8.0x	769
expatua.com	1	-0.7x	740
Ukrinform-EN	1	-8.0x	714
Barney✗	1	-0.8x	375

Tweets ranked by Total Interactions in Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search)

(b)(6)

(b)(6)

From:	
To:	GPA Social Media Support <IIPSMS@state.gov>;
CC:	
Subject:	RE: Crowd Tangle
Date:	Wed, 24 Jul 2019 06:46:54 +0000

Thanks, GPA!

(b)(6)
(b)(6)
(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, July 23, 2019 9:23 PM
To: [redacted]   GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc: [redacted]

Subject: RE: Crowd Tangle

(b)(6)

Hello [redacted]

Here are the links to the dashboards for the Netherlands:
https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionnetherlands?ignoreEdit=true Both [redacted] will be able to access their dashboard with this link. Please let me know if there are any updates or changes that need to be made. Thank you!

(b)(6)

[redacted], Global Social Media

(b)(6)

Official - Transitory
~~UNCLASSIFIED~~

(b)(6)
(b)(6)

From: [redacted]
Sent: Tuesday, July 23, 2019 12:37 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc: [redacted]

(b)(6)   (b)(6)

Subject: RE: Crowd Tangle

(b)(6)

Hi SMS friends,
 Could you please help in getting access for [redacted] (PAO) and [redacted] (APAO) to the crowdtangle dashboards for the Netherlands? Thanks!

(b)(6)

Public Diplomacy Desk Officer for Western Europe
Office of Public Diplomacy | Bureau of European and Eurasian Affairs

Official - Transitory
UNCLASSIFIED

From:
Sent: Tuesday, July 23, 2019 11:38 AM
To:
Cc:
Subject: Crowd Tangle

Hello from The Hague. A quick social media question:

We are starting to take a look at our social media, and would like to step up our efforts to track, capture, and analyze social media related to issues we feel are important. I understand that it is possible to get access to Crowd tangle via the department. Do you know how or where I might do that?

Many thanks,

Official - Transitory
UNCLASSIFIED

Sender:	
Recipient:	GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	IIP Social Media Support <IIPSMS@state.gov>;
CC:	
Subject:	RE: CrowdTangle presentation
Date:	Fri, 1 Mar 2019 19:58:40 +0000

Hello All,

I checked on your request and the Ambassador, London Embassy, and your consulates in Belfast and Edinburgh are included in the Live Display. Please contact us if you have additional questions. Thank you!

(b)(6)

Digital Support & Training

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, February 27, 2019 3:40 PM
To: IIP Social Media Support
<IIPSMS@state.gov>
Cc:
Subject: RE: CrowdTangle presentation

Hello All,

This is the current link for the United Kingdom. I will make sure the accounts you specified are added in Crowdtangle. I'm not sure if the Ambassador's account is included in the reports. I will have to check on that and get back to you. Please let me know if you have any questions or updates. Thank you!

https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionunitedkingdom?ignoreEdit=true

(b)(6)

Digital Support & Training

(b)(6)

Official

UNCLASSIFIED

(b)(6)

From:
Sent: Wednesday, February 27, 2019 6:51 AM
To: IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc:
Subject: CrowdTangle presentation

Hi

Thank you for the CrowdTangle presentation – it was super helpful.

Is it possible to get our country-specific link for the UK? (including stats & accounts for our Ambassador, London Embassy, and our consulates in Belfast and Edinburgh).

I did see our Ambassador (@USAmbUK) on the twitter column, so he must be included! Is his account also included in the statistics from the weekly over performing reports that you send out?

(b)(6)

Many thanks in advance,

(b)(6)

(b)(6)

Digital Media Specialist | Press Office | U.S. Embassy London

Official

UNCLASSIFIED

(b)(6)

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	IIP Social Media Support <IIPSMS@state.gov>;
CC:	
Subject:	RE: Crowdtangle Team Member access for Bosnia and Herzegovina
Date:	Fri, 17 May 2019 20:45:31 +0000

(b)(6)

Hello

(b)(6)

I have added your Instagram account to the Live Display. Thank you!

Digital Support & Training

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)

From:
Sent: Wednesday, May 15, 2019 10:37 AM
To: IIP Social Media Support <IIPSMS@state.gov>;
Cc:

(b)(6)

Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

– thanks! I'll have the list of influencers to be added ready by tomorrow morning and will send it to you.
In the meantime, if you could add our Instagram account (@usembassybih) that would be great.

(b)(6)

Thanks,

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, May 15, 2019 4:31 PM
To:
Cc:

(b)(6)

Subject: Re: Crowdtangle Team Member access for Bosnia and Herzegovina

Hello

We would have to add the Instagram account for you. In regards to the adding the influencers, we would need to add that as well. If you could also send a list of influencers and their social media accounts (Twitter, Facebook, etc) I'd be happy to have those added for you as well. Please let me know if you have any additional questions. Have a great day!

(b)(6)

Digital Support & Training

(b)(6)

(b)(6)

(b)(6)

From:
Sent: Wednesday, May 15, 2019 9:39 AM
To:

(b)(6)

Cc: IIP Social Media Support
Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

– thank you so much. And now worries, I thought I have heard somewhere that that doesn't apply to non-U.S. citizens, but wasn't 100% sure, so thank you again for checking that for us.

I just went to our live display page and I don't have any possibility of changing anything on it. The only option it's giving me is to switch to Dark Interface ☺

Is there a way for someone to guide me through the process of adding the IG to our live display, and also, how to create the list adding the influencers we already know, which are not U.S. citizens?

And on the media outlets – I'll get the list ready and send it to you.

(b)(6)

Again, thank you so much for helping us get all of this fixed/resolved/updated!

Best,

Official
UNCLASSIFIED

From:
Sent: Wednesday, May 15, 2019 3:29 PM
To:
Cc:
IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

Hi [   ],

I created the list with your Instagram account but can't seem to add it to your Live Display. That might be something you need to do on your end.

Absolutely – just let us know which media outlets you feel appropriate to add to those sections and we can update the lists to reflect that.

Also, I'd like to correct something I said previously. Turns out I was incorrect on the influencers list. You can create lists of them so long as they are not U.S. Citizens. Happy to assist with that if you need and my apologies for giving you incorrect information.

Best,

Digital Media Associate | EUR/PD
Keniva-Trusant Group

From: Nakas, Naida <NakasN@state.gov>
Sent: Wednesday, May 15, 2019 12:50 AM
To:
Cc:
IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

Thank you [   ] - it would be great if you could add our IG account. I do have one more question about Crowdtangle - going back to FB/media and Twitter/media displays. A very limited number of media outlets is included in those sections, is it possible to add more?

Thanks,

(b)(6)

(b)(6)

Sent from Workspace ONE Boxer

On 14 May 2019 at 22:35:31 CEST, [ ] [ ] > wrote:

Hi [ ]

Going to chime in here – so regarding the influencers, there are some legal implications of making a list of Facebook influencers or Twitter influencers since they are technically private citizens (even though they're publicly on the internet) and we cannot compile them into a list and monitor what they are saying using a third-party application without their knowledge. To see what they're saying, you unfortunately need to use the old school way and manually go to their feeds and view that way. Cumbersome but it's in compliance with the Privacy Act of 1974.

Regarding automated emails, I'm not sure if you can set up feedback reports, I'll look into that for you.

And on Instagram, shouldn't be a problem to add the IG account. We would just need to create it as a separate list, which can then be added into the display.

I can take care of that for you if you'd like! On hashtags and influencers, I don't believe CT has that capability unfortunately.

(b)(6)

Please let me know if you have any questions.

Best,

(b)(6)

Digital Media Associate | EUR/PD
Keniya-Trusant Group

Official
UNCLASSIFIED

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From: [ ]
Sent: Tuesday, May 14, 2019 11:19 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:

Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

(b)(6)

Hi

Thank you very much for your prompt reply! Our live display needs certain updates, but primarily, we are looking for ways on how to discover trending topics/stories among social media users/influencers in BiH and neighboring countries who are mentioning BiH. For example, I see on our live display sections FB/media and Twitter/media, but was wandering would it be possible to also do FB/influencers or Twitter/influencers, etc. Also, we would be interested in possibly getting regular e-mail summaries/reports on how are we doing with performances on our social media channels, what topics are trending in our host country, etc.

And, we do have an Instagram account, and would like it to be included in our live display (@usembassybih). When it comes to Instagram, we were wondering if we could use Crowdtangle to discover the trending hashtags, Instagram influencers, etc.

So, if this is something that is feasible and we don't need the Team member access to do it, and you can help us set it up – perfect!

(b)(6)

Thank you so much!

Official
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, May 14, 2019 5:06 PM
To: ; IIP Social Media Support <IIPSMS@state.gov>
Cc:

(b)(6)

Subject: RE: Crowdtangle Team Member access for Bosnia and Herzegovina

Hello

What are you trying to do/see or aquire within Crowdtangle? Most posts use their link to get information and stats and usually do not need or use the Team Member accounts. Is there a specific use case you had in mind? I have provided you with a link to your team's existing live display. Please let me know if you're looking for more information than this or if the information provided in the link needs to be updated. Thank you!

Bosnia Crowdtangle Live Display

(b)(6)

, Digital Support & Training

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:
Sent: Tuesday, May 14, 2019 9:19 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc:

Subject: Crowdtangle Team Member access for Bosnia and Herzegovina

Dear IIP Social Media Support –

I am the social media/strategic content manager and media assistant with the U.S. in Bosnia and Herzegovina, responsible for managing Embassy's Facebook, Instagram and Twitter account and Embassy web site. I found this article on Social Media Hub (http://cas.state.gov/socialmedia/crowdtangle-user-features/) and I'm not sure whether we have the Team member account, but would definitely like to explore a possibility of acquiring one. Could you please let us know if we can get the Team Member Access and what should we do to be able to get it.

(b)(6)

Thank you so much,

(b)(6)

(b)(6)

Press/Information Assistant
Office of Public Affairs, U.S. Embassy Sarajevo

Fax: +387 33 704-432
Stay connected with the U.S. Embassy Sarajevo:

Official
UNCLASSIFIED

(b)(6)

(b)(6)

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	GPA Social Media Support <IIPSMS@state.gov>
Subject:	RE: Digital Consultation Follow Up - Vietnam
Date:	Tue, 6 Aug 2019 12:00:37 +0000

(b)(6)

No worries at all, that's a big help! Appreciate you!!!

(b)(6)

Foreign Affairs Officer | Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

Official
UNCLASSIFIED

From:
Sent: Monday, August 05, 2019 4:44 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: Re: Digital Consultation Follow Up - Vietnam

Sounds good, thanks! Sorry I didn't get a chance to tell you with the merger mayhem and your trip.

(b)(6)

Look forward to catching up tomorrow.

Thanks,

Get Outlook for Android

(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Monday, August 5, 2019 2:29:48 PM
To: ; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Digital Consultation Follow Up - Vietnam

Did not know you were adding people – good to know and thank you! If you'd like to train her, go for it, and feel free to add her. The main thing, in addition to showing them the tool, is to ensure they don't delete other people's work.

Thanks!

(b)(6)

(b)(6)

Foreign Affairs Officer | Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

(b)(6)

Official
UNCLASSIFIED

From _____
Sent: Monday, August 05, 2019 1:38 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: Re: Digital Consultation Follow Up - Vietnam

(b)(6)

Hey _____ since the EAP CrowdTangle training I've been adding people by request (only to
the EAP team) and making it clear they should only work on their mission-specific dashboards
and should review the training recording and Hub articles.

(b)(6)

I could be misremembering but I think some of _____ colleagues at post attended the
CrowdTangle training so they could also help her.

Is this OK or is there a new procedure I should follow?

Thanks,

(b)(6)

Get Outlook for Android

(b)(6)

From: _____
Sent: Sunday, August 4, 2019 9:35:19 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc: _____
Subject: RE: Digital Consultation Follow Up - Vietnam

(b)(6)

Hi _____

(b)(6)

I did IO training but nothing more specific on CrowdTangle. I think I also have to do the Hootsuite
training. Let me know how I can set both up!

(b)(6)

Thank you,

(b)(6)

(b)(6)
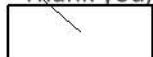
From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Friday, August 2, 2019 10:02 PM
To: [redacted] >; GPA Social Media Support <IIPSMS@state.gov>
Cc: [redacted]
Subject: RE: Digital Consultation Follow Up - Vietnam

(b)(6)

Hi [redacted]

That's also managed by GPA (Social Media + Analytics teams). Have you already completed a CrowdTangle training? I don't think we've talked about it before, but could be mistaken. We do a short virtual training before adding new users.

(b)(6)

Thank you!

Sincerely,

(b)(6)

Official
~~UNCLASSIFIED~~

(b)(6)

From: [redacted]
Sent: Thursday, August 1, 2019 11:33 PM
To: [redacted] GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Digital Consultation Follow Up - Vietnam

(b)(6)

(b)(6)

[redacted] - could you please also add me to crowdtangle? Thank you!

(b)(6)

From: [redacted]
Sent: Thursday, August 1, 2019 5:22 PM
To: [redacted]; Spector, Lindsey <spector@state.gov>; GPA Social Media Support <IIPSMS@state.gov>
Subject: RE: Digital Consultation Follow Up - Vietnam

(b)(6)

Thank you both! [redacted] I was able to get into Hootsuite. Thanks again,

(b)(6)

From: [redacted] >
Sent: Thursday, August 1, 2019 12:21 AM
To: GPA Social Media Support <IIPSMS@state.gov> [redacted]
Subject: RE: Digital Consultation Follow Up - Vietnam

(b)(6)

(b)(6)

Thanks all!

(b)(6)

I've deleted the SharePoint forms for [redacted] and [redacted]

(b)(6)

Cheers,

[redacted]

(b)(6)

(b)(6)

Digital Media Coordinator
Office of Public Diplomacy
Bureau of East Asian and Pacific Affairs (EAP)
U.S. Department of State

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, July 31, 2019 11:47 AM
To: [redacted]; GPA Social Media Support <IIPSMS@state.gov>
Cc: [redacted]
Subject: RE: Digital Consultation Follow Up - Vietnam

(b)(6)

Hi [redacted]

Nice to meet you! I've added you to Hootsuite. The two names below were removed from Hootsuite some time ago. [redacted] please remove them from the directory when you have time. In the recent past, your mission asked to have members added to both posts Hootsuite teams, so you'll have access to both once you setup your account. You should receive an email from Hootsuite in a moment.

(b)(6)

Thank you!

Sincerely,

(b)(6)

Foreign Affairs Officer | Global Social Media
U.S. Department of State
Bureau of Global Public Affairs

Official
UNCLASSIFIED

(b)(6)

From: [redacted]
Sent: Tuesday, July 30, 2019 9:36 PM
To: GPA Social Media Support <IIPSMS@state.gov>
Subject: FW: Digital Consultation Follow Up - Vietnam

(b)(6)

(b)(6)

Thank you very much

(b)(6)

I submitted my info as a social media practitioner. I'm emailing you because I would like to get access to Hootsuite. I noticed there are two members of our team that are Hootsuite enabled who have departed post:

(b)(6)

Many thanks,

(b)(6)

From:

(b)(6)

Sent: Wednesday, July 31, 2019 5:07 AM
To:
Subject: RE: Digital Consultation Follow Up - Vietnam

Hi

I hope you're settling in and enjoying Vietnam! Den's email reminded me to follow up with you to see if you have any questions on any of the info I provided in my previous email.

I just added you to the 3 distros I mentioned below (SocialMediaCommunityManagersEAP@state.gov, SocialMediaCommunityManagersASEAN@state.gov, SocialMediaCommunityManagersLowerMekong@state.gov) so you should start getting my emails with content to amplify, digital policy guidance, ideas to steal from other posts, etc.

When you get a chance, can you please fill out a form on this SharePoint site. If you'll need a Hootsuite license to directly manage Vietnam's social media platforms, please check the "Hootsuite Enable" box at the bottom and then email me and IIPSMS@state.gov so we can give you the license and training.

(b)(6)

Let me know if you have any questions or if there's any way I can help improve Ho Chi Minh City's digital presence.

Cheers,

Digital Media Coordinator
Office of Public Diplomacy
Bureau of East Asian and Pacific Affairs (EAP)
U.S. Department of State

(b)(6)

(b)(6)

Official
UNCLASSIFIED

From:
Sent: Tuesday, June 11, 2019 9:30 PM

(b)(6)

(b)(6)

To: (b)(6) (b)(6)

(b)(6)

(b)(6)

Cc: (b)(6)

(b)(6)

Subject: RE: Digital Consultation Follow Up - Vietnam

+ (b)(6)

(b)(6)

**Official
UNCLASSIFIED**

(b)(6)

From: (b)(6) (b)(6)
Sent: Tuesday, June 11, 2019 8:48 PM

(b)(6)

To: (b)(6)

(b)(6)

Cc: (b)(6)

Subject: Digital Consultation Follow Up - Vietnam

Hi All,

(b)(6)

Just realized I never sent a follow up email for our consultation so thanks for your patience! I know it's a lot of info but hopefully it's helpful to have it all in one place. I'm also adding in [   ] who I recently had a consultation with as well.

Let me know if you have any questions. I look forward to working with you all!

Below are:
- Things We Discussed (these items came up during my conversation with Shannon and Juan)
- Resources & Requests
- Vietnam Audience Research

Things We Discussed

- 17 DHAKA 442 - Secret Sauce: Dhaka's Weekly Strategic Communications Meeting
  - Showing the importance of high-level buy in for strategic communications and regular coordination meetings which are especially useful for multi-post missions.
- Good example of a persona account - how to make high-level meetings more personal/human.
- Example of a weekly roundup - so we don't have to have an individual post about each small meeting/event.

Resources & Requests

- Please fill out a <u>form on this SharePoint site</u>. We use this site to keep track of how many people are working on social media across the Department, even if you're solely a content contributor or supervisor of a social media team.
    - Only check the "Hootsuite Enable" box at the bottom if you'll need a <u>Hootsuite license</u> to directly manage Vietnam's social media platforms. Each post gets 2 free licenses paid for by DC but let me know if you'd like to request more.
- Email <u>IIPSupport@state.gov</u> if you'd like to request Slack and America.gov licenses so that you can get them before the IIP-PA merger potentially slows down the process. We use these tools to collaborate across the social media, and broader public diplomacy, community in EAP. Happy to provide training once you're at post.
- Please let me know who needs to be added to the following distros (those who will focus most on social media) and when (I'll wait until you're at post so I don't clog your inbox now):
    - <u>SocialMediaCommunityManagersEAP@state.gov</u> - where I send emails on social media updates and opportunities, such as our monthly virtual training series on digital diplomacy best practices.
    - <u>SocialMediaCommunityManagersASEAN@state.gov</u> - we currently use this for content related to ASEAN and YSEALI, though soon I'll be creating a new separate distro for YSEALI since the content and audience for ASEAN and YSEALI don't always overlap.
    - <u>SocialMediaCommunityManagersLowerMekong@state.gov</u> - we're trying to use this more as we increase our promotion of the <u>Lower Mekong Initiative</u>.
- I recommend all social media practitioners take FSI's <u>PY363 Social Media Practitioners' Workshop</u> and feel free to sign up for it again if you've already taken it since FSI recommends social media managers take it every few years since the course material changes so frequently (as social media changes rapidly).
- Two sites to bookmark are the <u>Digital Media Resources SharePoint</u> for EAP where you can find social media strategies, crisis communications plans, and analytics reports from all EAP posts as examples and the <u>Social Media Hub</u> is an amazing intranet site with nearly all the social media resources and policies you need to know.
    - The SharePoint also includes slide decks for our EAP social media virtual training series as well as <u>this slide deck</u> with info on my role, our digital priorities, etc.

Vietnam Audience Research

- We use We Are Social to learn about the internet, social media, and mobile landscape in a country, region, or the world as a whole.
    - <u>Digital in 2019: Vietnam</u>
    - <u>Digital in 2018 in Southeast Asia Part 1 - North-West</u> – Vietnam statistics start on slide 104.
    - <u>Digital in 2017: Southeast Asia</u> – Vietnam statistics start on slide 165.
- We use <u>statistics from Social Bakers</u> to get a sense of which organizations and individuals are popular in a country to find potential partners and learn what kind of content the local population is interested in. You can set up your Hootsuite dashboard to follow some of these accounts to get inspiration for your own content.
    - <u>Most popular Facebook pages in Vietnam</u>
    - <u>Most popular Twitter accounts in Vietnam</u>
    - <u>Most popular YouTube Channels in Vietnam</u>

- R/PPR Research is part of the R Bureau's Evaluation and Measurement Unit and creates reports that help the Department decide the best use of public diplomacy funds within a country based on target audience and topic.
  - o All of R/PPR Research's Reports (Diplopedia page, OpenNet only)
  - o PD Analysis Report for Vietnam (2017)
  - o Chinese Diaspora in Vietnam (2018)
- IIP's Analytics office creates Media Landscape Reports to analyze the traditional and social media penetration in a country
  - o All Media Landscape Reports (Diplopedia page, OpenNet only)
  - o Media Landscape Report for Vietnam (2016)

(b)(6)

(b)(6)

Cheers,

(b)(6)

Digital Media Coordinator
Office of Public Diplomacy
Bureau of East Asian and Pacific Affairs (EAP)
U.S. Department of State

(b)(6)

Official
UNCLASSIFIED

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	
CC:	IIP Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; IIP Analytics Zendesk <iipanalytics@america.gov>; IIP AF <IIPAF2@state.gov>
Subject:	RE: DRC question
Date:	Mon, 13 May 2019 19:18:17 +0000

(b)(6)

Hello

I'm happy to assist? Have you used Crowdtangle before? I can set up a time to speak with you to go over the platform with you. As of right now, here are links to your Crowdtangle live display which shows your individual mission as well as the state department stats overall. Please let me know if you need more information than what is listed below or any updates you may need. Thank you!

State Department Stats
DRC
AF Region

(b)(6)

Digital Support & Training

(b)(6)

Official

(b)(6)

UNCLASSIFIED

From:
Sent: Friday, May 10, 2019 8:59 AM
To:

(b)(6)

Cc: IIP Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; IIP Analytics Zendesk <iipanalytics@america.gov>; IIP AF <IIPAF2@state.gov>

(b)(6)

Subject: RE: DRC question

(b)(6)

Hi

Thanks so much for the kind words! I believe our Analytics and Social Media teams can help you with what you need. I've copied them here and they should get back to you shortly.

(b)(6)

Best regards,

(b)(6)

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(b)(6)

From: (b)(6)

(b)(6)

Sent: Friday, May 10, 2019 6:44 AM

To: (b)(6)

Subject: DRC question

Hi,

Thanks for all the great IIP resources you send.

I'm curious about our post's output and wonder if some smart IIP person could send any analytics to show how Emb. Kinshasa twitter and Facebook ranks compared to all other AF posts, big and small: # of posts per week or month, etc. amount of traffic generated. Whatever the standard indicators are.

(b)(6)

Anything to give us some context would help. Let me know if you have any questions, and thanks.

(b)(6)

Best,

Attaché de Presse
Ambassade des Etats-Unis d'Amérique
498 Avenue Colonel Lukusa
Gombe - Kinshasa, D.R. Congo

(b)(6)

(b)(6)

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>;
	IIP Analytics <IIPAnalytics2@state.gov>;
	IIP Analytics Zendesk <iipanalytics@america.gov>;
	IIP AF <IIPAF2@state.gov>

(b)(6)

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>
CC:	iipanalytics@america.gov <iipanalytics@america.gov>;
Subject:	RE: EAP Virtual Training: CrowdTangle
Date:	Fri, 31 May 2019 00:37:28 +0000

Hi

Thanks for your quick reply. I got it now, no worries, we definitely can check later after the data migration done. Have a nice weekend team!

Regards,

Official
UNCLASSIFIED

From:
Sent: Friday, May 31, 2019 3:23 AM
To:
IIP Social Media Support <IIPSMS@state.gov>
Cc:
iipanalytics@america.gov
Subject: RE: EAP Virtual Training: CrowdTangle

Hey

I just added   and I sent a separate email with info to him.

Your live display and URL should not change, but let us know if you notice anything becomes broken or if you'd like to make any edits to the display.

We're in the process of moving over all the lists to the right dashboards this week. Let us know next week if there are specific lists you'd like that aren't on there.

Thanks!

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: (b)(6)
Sent: Wednesday, May 29, 2019 11:34 PM
To: (b)(6) IIP Social Media Support <IIPSMS@state.gov>
Cc: (b)(6) iipanalytics@america.gov
Subject: RE: EAP Virtual Training: CrowdTangle

Hi (b)(6)

Thanks (b)(6) for your prompt reply. (b)(6) and I can now access, and do you mind to grant the same to our American Manager, (b)(6) as well? Thanks in advanced.

Add on, we have 2 quick questions:
1) Will the old URL be sunset moving forward?
2) Are the old lists/ data i.e. public figures already implemented onto the new dashboards accordingly? Since we saw some are still there but not all. Or we simply have to create a new set of lists?

Thanks IIP!

Cheers,

(b)(6)

Official
UNCLASSIFIED

(b)(6)

From: (b)(6)
Sent: Friday, May 24, 2019 10:20 PM
To: (b)(6) IIP Social Media Support <IIPSMS@state.gov>
Cc: (b)(6) iipanalytics@america.gov
Subject: RE: EAP Virtual Training: CrowdTangle

Hi (b)(6)

I'm sorry you're experiencing difficulties. I've resent invitations to you and (b)(6) Can you try clicking on the link in the invitation email once more? Once you do, you should have access to all the dashboards in the EAP team including the three dashboards below.

Regards,

(b)(6)

From: (b)(6)
Sent: Friday, May 24, 2019 2:09 AM
To: (b)(6) ; IIP Social Media Support <IIPSMS@state.gov>
(b)(6)

Cc

Subject: RE: EAP Virtual Training: CrowdTangle

Thanks [ ] for following up at your night, yes we already logged on to our Facebook when we tried to go to CrowdTangle dashboard. Hence we don't know why.

Regards,

Official
UNCLASSIFIED

From: [ ]
Sent: Friday, May 24, 2019 12:03 PM
To: [ ] IIP Social Media Support <IIPSMS@state.gov>
Cc

Subject: Re: EAP Virtual Training: CrowdTangle

[ ] on the IIP/Analytics team

[ ], the key is to be logged into Facebook. Have you tried going to CrowdTangle.com after you're already logged into Facebook?

[ ] can correct me if I'm wrong but you shouldn't have to log into anything besides Facebook to access CrowdTangle once you've been invited (there's no separate password for CrowdTangle).

Cheers,

Get Outlook for Android

From: [ ]
Sent: Thursday, May 23, 2019 10:57:03 PM
To: [ ] IIP Social Media Support
Cc: [ ]
Subject: RE: EAP Virtual Training: CrowdTangle

Hi [ ] IIP,

Thanks for it, [ ] and I can tried to log in w the CrowdTangle's invitation email, it drives us to the 1st screen shot below. But then when we tried to log into the 3 links below (screen shots 2-3), it doesn't allow us so unless. See if your team can help. Thanks [ ] in advanced!

| Hong Kong and Macau (named | Twitter | https://apps.crowdtangle.com/consulatehongkongtwitter |

"Consulate Hong Kong")		
Hong Kong and Macau (named "Consulate Hong Kong")	Facebook	https://apps.crowdtangle.com/consulatehongkongfacebook
Hong Kong and Macau (named "Consulate Hong Kong")	Instagram	https://apps.crowdtangle.com/consulatehongkonginstagram

(b)(6)

Regards,

(b)(6)

Official

UNCLASSIFIED

(b)(6)
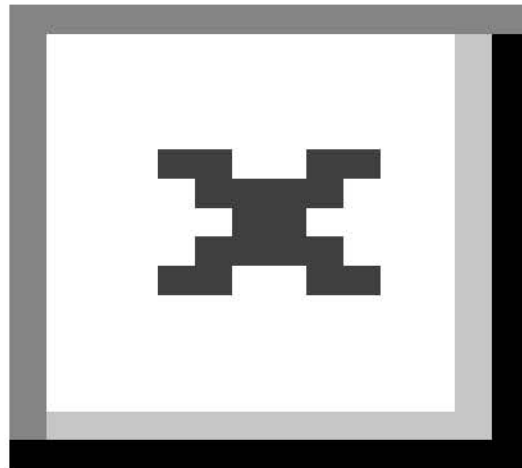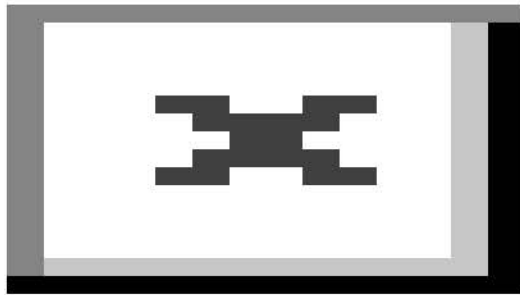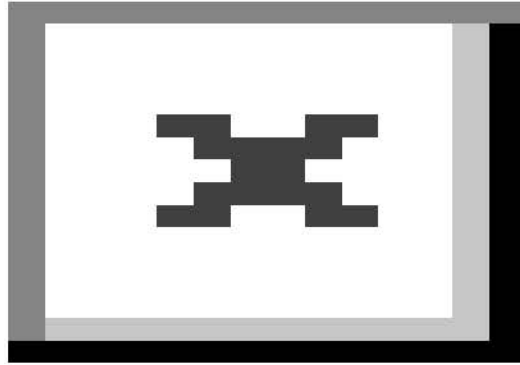
From:
Sent: Tuesday, May 21, 2019 10:09 AM
To:
Cc:

(b)(6)

Subject: RE: EAP Virtual Training: CrowdTangle

Thanks, I just added you to CrowdTangle!

Please accept the email invite you'll receive from CrowdTangle to join the EAP Regional Team (don't forget to check your spam folder if you can't find it). You have to use your Facebook profile to authenticate your access. As a member of this team, you have access to dashboards from across the region but please only access and edit the dashboards for your post which are listed below.

You now have the ability to create lists, saved searches, and update your live displays via your three dashboards:

Hong Kong and Macau (named "Consulate Hong Kong")	Twitter	https://apps.crowdtangle.com/consulatehongkongtwitter
Hong Kong and Macau (named "Consulate Hong Kong")	Facebook	https://apps.crowdtangle.com/consulatehongkongfacebook
Hong Kong and Macau (named "Consulate Hong Kong")	Instagram	https://apps.crowdtangle.com/consulatehongkonginstagram

Additional resources and guidance below:
- Read these Hub articles:
  - CrowdTangle: How this Social Media Monitoring & Analytics Tool Helps You
  - CrowdTangle Features
- View and bookmark some of the EAP CrowdTangle Live Displays from our NEW master list.

(b)(6)

Cheers,

(b)(6)

Official

UNCLASSIFIED

(b)(6)

(b)(6)

From:

(b)(6)

Sent: Wednesday, May 15, 2019 8:54 PM

To:

Cc:

(b)(6)

Subject: FW: EAP Virtual Training: CrowdTangle

(b)(6)

Hi

Trust you're well. Here are the users email address from HK:

Best,

(b)(6)

(b)(6)

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(b)(6)

From: [(b)(6)]
Sent: Thursday, May 16, 2019 4:01 AM
To: Social Media Community Managers – EAP <SocialMediaCommunityManagersEAP@state.gov>; EAP-PD-IO-DL <EAP-PD-IO-DL@state.gov>
Cc: [(b)(6)]

(b)(6)

(b)(6)
(b)(6)

Subject: RE: EAP Virtual Training: CrowdTangle

Friendly reminder about this session next week and the pre-training requirements listed below. **Please complete the 1ˢᵗ action item by this Friday, May 17ᵗʰ** so that we don't have to spend time adding people to the system during the training.

(b)(6)

- **If your post wants access to CrowdTangle, send** [(b)(6)] **the list of email addresses of users at your post so I can add them to the system.**
    - This tool is easy to use, but it can take time to get comfortable with it so while everyone can get access **I'd recommend 1 lead per post who will block off time each week to use it.**
- Read these Hub articles:
    - CrowdTangle: How this Social Media Monitoring & Analytics Tool Helps You
    - CrowdTangle Features
- View and bookmark some of the EAP CrowdTangle Live Displays from our NEW master list.

(b)(6)

(b)(6)

(b)(6)
(b)(6)

-----Original Appointment-----
From:
Sent: Thursday, May 9, 2019 4:15 PM
To: [   ] Social Media Community Managers – EAP; EAP-PD-IO-DL; [   ]
Cc:

(b)(6)
(b)(6)
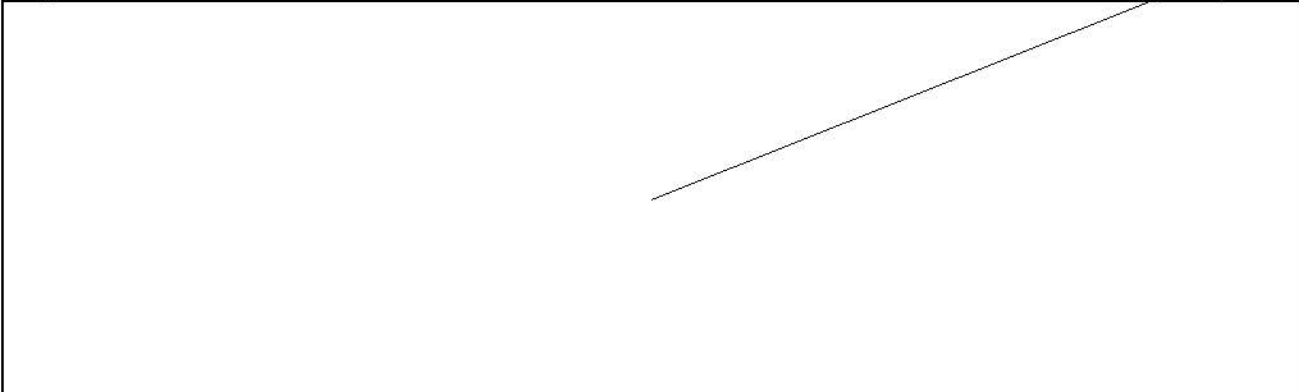
Subject: EAP Virtual Training: CrowdTangle
When: Monday, May 20, 2019 10:00 PM-11:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Join.me

Colleagues,

(b)(6)

Please join our next virtual training session on **Tuesday, May 21, AM in Asia** / Monday, May 20 at 10PM EST in Washington, DC.

(b)(6)

The presenters for this training will be [   ] from the IIP/Analytics team, [   ] and myself. We'll teach you how to create your own live displays and alerts using CrowdTangle so that you can easily monitor key words and accounts on social media, whether from your own pages or other organizations.

(b)(6)

Pre-training Requirements
- If your post wants access to CrowdTangle, send [   ] the list of email addresses of users at your post so I can add them to the system.
  - This tool is easy to use, but it can take time to get comfortable with it so while everyone can get access **I'd recommend 1 lead per post who will block off time each week to use it.**
- Read these Hub articles:
  - CrowdTangle: How this Social Media Monitoring & Analytics Tool Helps You
  - CrowdTangle Features
- View and bookmark some of the EAP CrowdTangle Live Displays from our NEW master list.

Who Should Join
Anyone from your post who has the time and interest to use CrowdTangle actively to monitor key words and accounts on social media.

How to Join

- Visit https://join.me/IIPDigitalSupportandTraining (works on OpenNet and DINs) on your computer.

(b)(4); (b)(5); (b)(7)(E)

(b)(6)

•

(b)(6)

Cheers,

U.S. Department of State

(b)(6)

Sender:	
	(b)(6)
	IIP Social Media Support <IIPSMS@state.gov>;
Recipient:	(b)(6)
	iipanalytics@america.gov <iipanalytics@america.gov>;

(b)(6)

(b)(6)

From:	
To:	
Subject:	RE: GEC Twitter Leaderboard
Date:	Thu, 18 Oct 2018 16:12:35 +0000

(b)(6)

I've checked Crowdtangle. It seems that *Interaction Rate* is not exactly the same as *Engagement Rate* that Twitter provides in the database. The *Interactions,* by Crowdtangle definition, are retweets and Likes only (see snapshots below, first two images). That's a very narrow measure. Twitter gives you all sort of engagements, like replies, media views, hashtag clicks, link clicks, profile clicks media engagement and others.

However, doing further investigation on Crowntangle for the week of Oct 11-17, I discovered there's discrepancy in the app. When you hover the mouse over the interaction number shown by the account name, it provides different description than when you do the same action at the top of the table (see the third image).

I'm also attaching the Twitter database for the time period Oct 11-17, as a PDF file. I highlighted the column of the Engagement rate, and calculated the average (shows at the end of document). It was 3.58%.

Thanks.

(b)(6)
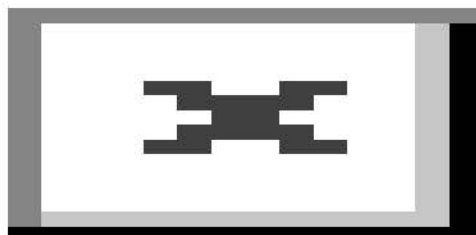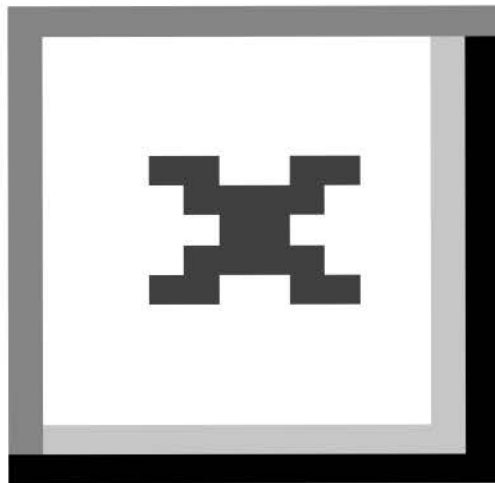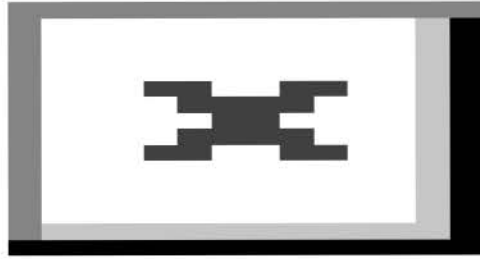
Official
UNCLASSIFIED

From:
Sent: Thursday, October 18, 2018 8:19 AM

(b)(6)

To: [redacted]
Subject: FW: GEC Twitter Leaderboard

(b)(6)

Here is the document I referred to about the engagement rate.

(b)(6)
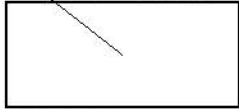
Global Engagement Center
Deputy Director, Content Production
Muscogee International, LLC

Gentleman Adventurer

(b)(6)
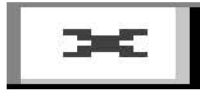
From: State Department Analytics (Twitter) <feedback@crowdtangle.com>
Sent: Wednesday, October 17, 2018 1:05 AM
To: [redacted]
Subject: GEC Twitter Leaderboard

Weekly Twitter Leaderboard

GEC (List)

		NAME FOLLOWERS (GROWTH)	INTERACTION RATE	TOTAL INTERACTIONS	AVG DAILY TWEETS
		TOTAL	-	**8,340**	**170**
1st	☒	هن 2,295 +9	0.349%	163	2.71
2nd	☒	فريق... 100,995 +800	0.108%	8,098	10.57
3rd	☒	**DOTUSStateDept** 10,395 +37	0.019%	56	3.57

4th	☒	فريق...DOS 15,095 +51	—	13	5.29
5th	☒	USDOTSomali 5,790 +22	—	10	2.14
6th	☒	الحصاد المر 511	—	—	—

Go to your dashboard | Unsubscribe from this digest

(b)(6)

| **Sender:** | |
| **Recipient:** | |

Tweet id	Tweet permalink	Tweet text	time	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	hashtag clicks	detail expands	permalink clicks	follows	email tweet	media views	media engagements
10526995	https://twitter.co	قوات #الباريز الأميركية تطلق قذائف الهاون عيار #بوحدتنا نسحق الارهاب #التحالف الدولي COMArabic https://t.co/HhRp510d7m@	2018-10-17 23:1	4447	228	5.13%	3	0	7	9	3	3	7	0	0	0	196	196
10526882	https://twitter.co	عام مضى على تحرير #الرقة من تنظيم #داعش الإ #التحرير الرقة #بوحدتنا نسحق الاستقرار #بوحدتنا نسحق الارهاب CoalitionAR https://t.co/laOgp8BvAT@	2018-10-17 22:3	4565	240	5.26%	2	0	8	7	0	0	4	0	0	0	219	219
10526769	https://twitter.co	كريم اسر المنقب يـ"تشارلي شايلز الأفغاني" لديه مهام يقول أسير "لقد تعب الناس من الحرب، وأنا أحاول ب #افغانستان https://t.co/1ArFH5nyOf	2018-10-17 21:4	5427	146	2.69%	4	1	13	18	103	0	7	0	0	0	0	0
10526658	https://twitter.co	حسم خطة #الكويت لتقديم الدعم للعراق من اجل الن #بوحدتنا نسحق الارهاب #اعمل الاستقرار oalitionAR https://t.co/2w8qmNPCea@	2018-10-17 21:0	6126	152	2.48%	18	1	29	19	0	2	15	0	0	0	1288	68
10526507	https://twitter.co	تنظيم الحرب الله البنائي لا يتور ع عن استخدام سلا https://t.co/rYX2q6qVls	2018-10-17 20:0	11795	658	5.58%	113	5	77	62	356	1	44	0	0	0	0	0
10526429	https://twitter.co	خلال بحثها عن رفات والدها واخيها اللذين قتلهما #ا https://t.co/DGy8Qn9HoV	2018-10-17 19:3	5985	129	2.16%	5	2	15	9	82	0	16	0	0	0	0	0
10526281	https://twitter.co	#شاهد	فرضت وزارة الخزانة الأميركية عقوبات	2018-10-17 18:3	11820	434	3.67%	116	8	104	28	2	9	28	0	0	0	2756	139
10526203	https://twitter.co	#شاهد| نائب وزير الخارجية جون سوليفان يعلن .co/6j3sk4J9mP #بوحدتنا نسحق الارهاب	2018-10-17 18:0	5310	81	1.53%	7	0	14	9	1	2	8	0	0	0	1189	40
10526052	https://twitter.co	#شاهد| المبعوث الخاص يشان #إيران هك #إيران مشير ان #الإتفاق النووي ممكن #النظام الإيراني	2018-10-17 17:0	18946	800	4.22%	215	2	164	57	3	11	52	0	0	0	5617	296
10525938	https://twitter.co	أكدت شركة سيمنس الألمانية، الأربعاء، انها ستوفر #بوحدتنا نسحق الارهاب https://t.co/GfBGzjnu6C	2018-10-17 16:1	6552	174	2.66%	22	6	43	15	72	0	15	1	0	0	0	0
10525825	https://twitter.co	أدرجت وزارة الخزانة الأميركية شركة "افق دبي" وأكدت الوزارة ان الشركة لا تعيد لدولة #الإمارت	2018-10-17 15:3	44219	3510	7.94%	181	6	131	262	26	25	227	1	0	0	2651	2651
10525712	https://twitter.co	حثت #الولايات المتحدة وثماني دول أخرى من #ا https://t.co/Yf5oRxt7lS	2018-10-17 14:4	5697	83	1.46%	15	1	18	11	32	0	6	0	0	0	0	0
10525600	https://twitter.co	توصلت "ابي سي" إلى أن هناك أدلة كافية على و https://t.co/VeUtLAkAoO	2018-10-17 14:0	5105	84	1.65%	22	4	21	10	12	0	15	0	0	0	0	0
10525450	https://twitter.co	قال اربعة اشخاص احدهم نائب مرشح للانتخابات الت https://t.co/kcIyq4aMOE	2018-10-17 13:0	4749	32	0.67%	4	1	10	1	7	3	6	0	0	0	0	0
10525298	https://twitter.co	اجتمع نائب وزير الخارجية سوليفان، يرافقه السفير	2018-10-17 12:0	4936	97	1.97%	3	1	7	11	0	3	5	0	0	0	67	67
10523335	https://twitter.co	المتحدث باسم #التحالف الدولي ضد #داعش: كان	2018-10-16 23:0	9282	1200	12.93%	15	7	37	42	7	3	29	0	0	0	1060	1060
10523185	https://twitter.co	فرضت وزارة الخزانة الثلاثاء، عقوبات جديدة على يشمل العقوبات 20 شركة وكيانا ايرانيا يشطون م ومن بين هذه المؤسسات مصرف "مهر اقتصاد" و "	2018-10-16 22:0	45140	1041	2.31%	136	5	105	207	12	8	114	0	0	0	454	454
10523069	https://twitter.co	قال الرئيس دونالد ترامب، في الاستراتيجية الإلكتر https://t.co/4yDFADbTqS	2018-10-16 21:1	8500	148	1.74%	18	1	35	32	26	4	32	0	0	0	0	0
10522903	https://twitter.co	#شاهد| قال قائد "القوات الفضائية" التابعة لـ #ا ولم يكلف الصيد نفسه تقديم ولو صورة واحدة تدعم	2018-10-16 20:0	30820	2098	6.81%	271	31	203	156	17	15	126	0	0	0	8472	1279
10522731	https://twitter.co	قال المبعوث الخاص يشان #إيران ان #إيران هك #ا	2018-10-16 19:0	18580	454	2.44%	105	4	76	61	4	5	57	0	0	0	142	142
10522616	https://twitter.co	قال وزير الإعلام اليمني، معمر الارياني، ان مليشيا واضاف ان المليشيا أعدت بدائها القات الاحتجاج #اليمن https://t.co/YPPYT7y0po	2018-10-16 18:1	40835	2618	6.41%	68	5	58	194	13	12	88	2	0	0	2178	2178
10522541	https://twitter.co	السلام بيننا بالثقافة وقد سمي تنظيم #داعش الإرهابي #العراق #سوريا #بوحدتنا نسحق الارهاب CoalitionAR https://t.co/BnGzrMxlAi@	2018-10-16 17:4	7288	93	1.28%	8	3	23	5	3	3	6	0	0	0	1278	42
10522390	https://twitter.co	#شاهد	مفطم متداول يقول ناشطون انه يظهر احتجا #إيران #تظاهرات سراسري ك gAKy9OcwNM	2018-10-16 16:4	12074	507	4.20%	98	5	76	25	2	2	27	0	0	0	3050	272
10522278	https://twitter.co	في اليوم الأغذية العالمي، القضاء على الجوع في ي انشر وشارك هذا الفيديو من منظمة الأغذية والزرا	2018-10-16 16:0	5572	57	1.02%	4	0	17	3	2	0	9	0	0	0	863	22
10522127	https://twitter.co	قالت المتحدثة باسم الخارجية ان #الولايات المتحدة	2018-10-16 15:0	9909	327	3.30%	65	1	50	32	2	3	19	0	0	0	155	155
10521975	https://twitter.co	ف تكون #الموصل بحاجة للكثير من الدعم من كل د #العراق #نينوى #بوحدتنا نسحق الارهاب #اعمل الاستقرار CoalitionAR https://t.co/i4y3COPp02@	2018-10-16 14:0	5707	160	2.80%	5	0	16	9	1	0	10	0	0	0	119	119
10521825	https://twitter.co	استقبل العامل السعودي #الملك سلمان بن عبد العزيز #السعودية #تركيا https://t.co/kg8VT6BJNF	2018-10-16 13:0	7959	300	3.77%	33	5	44	47	118	11	42	0	0	0	0	0
10521643	https://twitter.co	اجتمع نائب وزير الخارجية جون سوليفان بالزنين و وشدد نائب الوزير على دعم #الولايات المتحدة الم	2018-10-16 11:4	5806	158	2.72%	3	0	13	29	2	3	7	0	0	0	101	101
10519936	https://twitter.co	قالت القيادة الأميركية في افريقيا انها شنت غارة جو واصافت في بيان أن الغزة شنت قرب منطقة أراو أ	2018-10-16 00:3	7306	201	2.75%	6	0	14	31	2	5	11	0	1	0	131	131
10519861	https://twitter.co	تتجنب #الولايات المتحدة، الممول الأكبر للمساعدات وكيلال تعمل مؤسسة الاستثمار الخاص في الخارج https://t.co/c9QMxptkXE	2018-10-16 00:0	7330	113	1.54%	9	0	18	24	57	1	4	0	0	0	0	0
10519748	https://twitter.co	#شاهد	تعمل القوات سوريا الديمقراطية في المناطق وقد قالت باشناء عدد من المراكز الأمنية ونقاط التف #سوريا #قبد D_Jabha https://t.co/FKYTzbi4zD@	2018-10-15 23:1	7841	195	2.49%	6	1	11	22	0	3	10	0	0	0	1754	142
10519672	https://twitter.co	يزداد الاعتراف بما للنساء والفئات من دور في ضم شمال النساء نسبة كبيرة من القوى العاملة الزراعية #اليوم العالمي للمرأة الريفية o/19trv8GkZT https://t.co/pCrh0KJwh8	2018-10-15 22:4	6606	188	2.85%	3	0	13	13	6	1	1	0	0	0	156	156
10519560	https://twitter.co	السعي من أجل حماية النمور والقيود المهددة بالانق قام #النظام الإيراني باعتقال أستاذ علم الاجتماع وم https://t.co/ag33FVZGbG	2018-10-15 22:0	8705	264	3.03%	27	2	41	21	102	7	64	0	0	0	0	0

ID	URL	Text	Date													
10519483	https://twitter.co	قالت وزيرة دفاع #هولندا أنك بيانفيند ، أن بلادها تخو واكدت ان ما حدث كان خطيرا، مضيفة "نستمر الم	2018-10-15 21:3	8252	166	2.01%	10	1	16	17	1	1	14	0	0	0	106	106
10519408	https://twitter.co	عمل #داعش على قمع حرية الانترنت ومصادرة حر لكريمة تحرير المناطق من #التنظيم الإرهابي، يعود #بوحدتنا_نسحق_الإرهاب #عوامل_الاستقرار https://t.co/EAkkSFRItL	2018-10-15 21:0	8858	158	1.78%	7	2	18	22	2	3	15	0	0	0	1896	89
10519294	https://twitter.co	أدرجت #الولايات_المتحدة تنظيم #حرب_الله اللبناني وقال المدعي العام الأميركي، جيف سيشنز : ان فرية	2018-10-15 20:1	233597	6148	2.63%	875	45	687	1439	36	36	511	3	1	0	73612	2515
10519219	https://twitter.co	اعرب وزير الخارجية مايكل #بومبيو عن تشرفه ب واكد ان نلك هي المرة الأولى التي يشارك فيها أبو د	2018-10-15 19:4	7144	276	3.86%	3	1	10	31	3	7	7	0	0	0	214	214
10519108	https://twitter.co	كشف خبراء لجنة العقوبات التي تعرضها #الأمم الم https://t.co/PItByenS2o	2018-10-15 19:0	7897	151	1.91%	36	3	30	33	37	2	10	0	0	0	0	0
10518955	https://twitter.co	نقلت وكالات انباء مقربة من #النظام_الإيراني قيل من العرب ان يصدر هذا التصريح عن رئيس نظام	2018-10-15 18:0	40791	1611	3.95%	268	13	223	219	8	9	67	0	0	0	10877	804
10518805	https://twitter.co	بناء على طلب الرئيس دونالد #ترامب، يسافر وزير ودعا الرئيس ترامب إلى إجراء تحقيق سريع ومفتوح في قض #تركيا #السعودية https://t.co/oj9DBu4mRZ	2018-10-15 17:0	27570	1958	7.10%	74	19	78	301	17	115	462	0	0	0	892	892
10518655	https://twitter.co	أعلنت وزارة الداخلية المصرية مقتل تسعة أر هابين وذكرت الوزارة أن "معلومات الأمن الوطني وأضافت انه بعد حصار المنطقة "داهمت القوات الأ	2018-10-15 16:0	7045	1006	14.28%	5	0	18	17	12	4	20	0	0	0	930	930
10518514	https://twitter.co	#شاهد مظلم متداول يقول انه لطلاب جا #إيران #انظاهرات_سراسري S7CT9g5vmg	2018-10-15 15:0	17662	1071	6.06%	123	1	92	54	3	9	38	0	0	0	4985	751
10518351	https://twitter.co	التقى نائب وزير الخارجية جون سوليفان، الأحد، بر ويشيع نائب الوزير رئيس الوزراء المكلف على ال #العراق https://t.co/JXXiNNlium	2018-10-15 14:0	5187	81	1.56%	1	1	5	5	1	3	11	0	0	0	54	54
10518201	https://twitter.co	نطلق قوات #التحالف_الدولي قاذف الهوان على منا يقوم #الائتلاف بتقديم المشورة والمساعدة لـ #قوات #النهاية #داعش #بوحدتنا_نسحق_الإرهاب CoalitionAR https://t.co/Ni6liCK9Vp	2018-10-15 13:0	6448	164	2.54%	5	0	17	8	0	7	5	0	0	0	122	122
10518073	https://twitter.co	اجتمع نائب وزير الخارجية جون سوليفان، السبت، وقد التقى نائب الوزير برئيس الوزراء البحريني اح	2018-10-15 12:0	6805	208	3.06%	13	1	11	18	0	0	6	0	0	0	159	159
10508839	https://twitter.co	تواصل الجمعية الطبية السورية الأمريكية تقديم خدما نؤكد مجددا على أن أي هجوم عسكري في #إدلب ي assySyria https://t.co/VHsLUWHpEH	2018-10-12 23:0	8248	321	3.89%	1	0	17	11	0	2	10	0	0	0	280	280
10508763	https://twitter.co	#شاهد إ بعد دحر #داعش من مناطق في #سوريا #قسد #بوحدتنا_نسحق_الإرهاب D_Jabha https://t.co/PkPkyP4RZV	2018-10-12 22:3	9171	152	1.66%	9	4	20	20	0	4	17	0	0	0	1590	78
10508649	https://twitter.co	تعمل مؤسسة #سميشونيان، بدعم من وزارة الخار #العراق https://t.co/cYeRPhchMh	2018-10-12 21:4	7708	45	0.58%	2	0	11	4	21	1	6	0	0	0	0	0
10508537	https://twitter.co	أصدرت شبكة إنفاذ قوانين الجرائم المالية بوزارة ال يوضح هذا التقرير بالكثير من التفاصيل مدى أدوء ا NQ0XIEEz https://t.co/UmDPNmMkiD	2018-10-12 21:0	15324	237	1.55%	31	1	23	51	16	2	22	1	0	0	90	90
10508423	https://twitter.co	ذكر مكتب #الأمم_المتحدة لتنسيق الشؤون الإنسانية xewgJUABp2 https://t.co/Ilbw5BGfOK	2018-10-12 20:1	8815	301	3.41%	7	5	20	5	2	0	5	0	0	0	257	257
10508310	https://twitter.co	قالت منظمة #هيومن_رايتس_ووتش إن 8 نشطاء ب واكدت ان على السلطات #النظام_الإيراني "إما الإف FlAkIOGQzQ https://t.co/w5tR5Hc1wu	2018-10-12 19:3	9939	347	3.49%	25	2	16	19	0	4	10	0	0	0	271	271
10508236	https://twitter.co	كان الجنود الأميركيون والأتراك يقومون بدوريات م يقوم الجيشان الأن بدوريات تمضيما لأجراء دوري #بوحدتنا_نسحق_الإرهاب COMArabic https://t.co/yeVEpytNNu	2018-10-12 19:0	7925	534	6.74%	4	2	13	17	5	3	26	0	0	0	464	464
10508084	https://twitter.co	#شاهد #المتحدة باسم الخارجية تقول إن #الولايات مضيفة "ما زلنا نجري محادثات مع حكومة #العرا	2018-10-12 18:0	46790	1956	4.18%	274	13	260	231	5	28	81	0	0	0	13557	1064
10507930	https://twitter.co	قدمت #تركيا #الجنوبية منحة جديدة بمبلغ 1.2 مليون وقال السفير الكبري إن بلاده "ملتزمة بدعم #الأنشط YwosL2ggL https://t.co/QpUcYrDaGJ	2018-10-12 16:5	6750	65	0.96%	3	1	21	3	0	1	6	0	0	0	1088	30
10507784	https://twitter.co	تقارير تفيد بأن أجهزة الأمن في جمهورية #جورجيا ت فيما يقول ناشطون إن جورجيا أصبحت مسرحا #الأ	2018-10-12 16:0	11722	327	2.79%	43	0	36	32	5	7	15	0	0	0	189	189
10507632	https://twitter.co	#شاهد إ يقدم مركز ابن رشد العلاجي في مدينة اع #سوريا #بوحدتنا_نسحق_الإرهاب #عوامل_الاستقرار oalitionAR https://t.co/VnbSjdhlD5	2018-10-12 15:0	9845	110	1.12%	3	1	22	36	0	1	7	0	0	0	1594	40
10507366	https://twitter.co	قالت #المتحدة باسم الخارجية إن #الولايات_المتحدة مضيفة انها قبمت بإن #سفير #السعودية في	2018-10-12 13:1	9434	414	4.39%	18	4	23	73	8	30	104	0	0	0	154	154
10507222	https://twitter.co	يسافر #الممثل_الخاص للشؤون #إيران براين هوك في وفي الهند، سيلتقي السفير هوك، ومعه مساعد وزير	2018-10-12 12:1	6149	59	0.96%	4	0	9	9	2	2	4	0	0	0	29	29
10505290	https://twitter.co	نستعرض مجموعة من منتسبي جهاز مكافحة #الأر #بوحدتنا_نسحق_الإرهاب oalitionAR https://t.co/QbLHz82Wad	2018-10-11 23:3	10819	856	7.91%	3	2	22	28	2	2	17	0	0	0	780	780
10505216	https://twitter.co	#شاهد إ #قات_سوريا_الديمقراطية تطلق سلسلة ه #سوريا #قسد #بوحدتنا_نسحق_الإرهاب D_Jabha https://t.co/IBG7PmL9od	2018-10-11 23:0	7678	118	1.54%	4	1	13	13	0	6	10	0	0	0	1273	71
10505139	https://twitter.co	أعلن #الائتلاف_الدولي ضد #داعش #الخميس، أن إ #بوحدتنا_نسحق_الإرهاب co/aTpGWqSnzR	2018-10-11 22:3	8203	320	3.90%	4	3	12	29	0	3	7	0	0	0	262	262
10504988	https://twitter.co	أصدرت وزارة #الخزانة دليلا ارشاديا حول نشاطات وقالت الوزارة إنها أصدرت الدليل من اجل مساعدة hW3asCcWPu https://t.co/BVn8i9aTJe	2018-10-11 21:3	8064	148	1.84%	26	3	25	21	13	0	7	0	0	0	53	53
10504913	https://twitter.co	ادرجت وزارة #الخزانة الأمريكية اثنين من ممولي #ا	2018-10-11 21:0	7508	244	3.25%	11	2	14	19	3	0	11	0	0	0	184	184
10504799	https://twitter.co	نقلت تقارير صحفية عن مصادر في المخابرات العر وقال المصدر إنه عدنا من مسلحي #التنظيم_الإرهابي #العراق #بوحدتنا_نسحق_الإرهاب https://t.co/6Taky562Do	2018-10-11 20:1	7411	135	1.82%	14	5	17	26	38	3	32	0	0	0	0	0
10504686	https://twitter.co	#شاهد إ قوات مكافحة #الإرهاب في اقليم #كردستا #بوحدتنا_نسحق_الإرهاب co/RfqsyYwpHF	2018-10-11 19:3	20781	1182	5.69%	55	3	90	64	3	9	67	1	0	0	5704	890

ID	Link	Text	Date															
10504535	https://twitter.co	قال رجل اعمال مقرب من #النظام الإيراني لصحيفة .. كم جنّدنا من الشعب سيطعمه هذا السلاح؟ RSC'2	2018-10-11 18:3	16659	1740	10.44%	47	5	54	57	12	4	43	0	0	0	1518	1518
10504421	https://twitter.co	فتحت محكمة مصرية الخميس بإعدام 17 شخصا #مصر #بوحدتنا نسحق الإرهاب https://t.co/TEb7IIxGxX	2018-10-11 17:4	4925	55	1.12%	4	1	12	2	21	0	15	0	0	0	0	0
10504270	https://twitter.co	قال المتحدث باسم خارجية #النظام الإيراني انه تم ا طلب لمالا لم تحتج #ايران على اعتقال الدبلوماسي	2018-10-11 16:4	8214	204	2.48%	36	2	29	36	1	2	28	0	0	0	70	70
10504159	https://twitter.co	قال مسؤول افغاني ان 15 من افراد شرطة الحدود ق فيما قالت ادارة الأمن الوطني ان قوات خاصة مدعو #افغانستان https://t.co/vnxumt1SDQ	2018-10-11 16:0	4823	49	1.02%	2	0	5	7	0	0	7	0	0	0	28	28
10504009	https://twitter.co	أكد وزير الخارجية مايك #بومبيو انه اذا لم تضمن # وقال إن "ضده اخراج #ايران من سوريا يقع على	2018-10-11 15:0	28210	695	2.46%	103	8	77	152	7	22	39	0	0	0	287	287
10503856	https://twitter.co	تتدرب مجموعة من مشاة البحرية الأميركية الكتيبة يعمل مشغل الطائرات المسيرة على التحقق من إمكا #عملية رواندابز #بوحدتنا نسحق الإرهاب /t.co/UdFo6SISn8	2018-10-11 14:0	5759	412	7.15%	5	2	15	8	5	2	7	0	0	0	368	368
1.05037E+	https://twitter.co	قال الوزير #بومبيو ان حجم المخطط الذي اضطلع	2018-10-11 13:0	18061	652	3.61%	66	2	37	96	10	6	32	0	0	0	403	403
10503550	https://twitter.co	قال نائب المتحدة باسم الخارجية ان #الولايات المت مضيفا: نواصل المطالبة بإجراء تحقيق شفاف htcj4	2018-10-11 11:5	16020	837	5.22%	34	26	51	210	5	43	150	1	1	0	316	316
10501742	https://twitter.co	ينفق #الحرس الثوري الإيراني اموالا طائلة على م فعلى سبيل المثال يمكن توفير 1,281,000 وجبة عا #ايران #اليمن #العراق #لبنان #سوريا #WBvEo	2018-10-11 00:0	17665	1017	5.76%	83	0	68	53	26	9	21	0	0	1	756	756
					Avrage	3.58%												

(b)(6)

(b)(6)

From:	"IIP Social Media Support" <IIPSMS@state.gov>
To:	IIP Social Media Support <IIPSMS@state.gov>
CC:	IVLPEOE <IVLPEOE@state.gov>;
Subject:	RE: Hootsuite/CrowdTangle for OIV
Date:	Thu, 23 May 2019 15:29:42 +0000

(b)(6)

I'll send you an invitation now with location. Thank you!

(b)(6)

_____, Digital Support & Training

(b)(6)

Official
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(b)(6)

From: _____
Sent: Thursday, May 23, 2019 10:52 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc: IVLPEOE <IVLPEOE@state.gov>;
Subject: RE: Hootsuite/CrowdTangle for OIV

Works for me! Where should we meet?

Sent from my iPhone

(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Date: May 20, 2019 at 10:47:18 AM EDT
To: _____ IIP Social Media Support <IIPSMS@state.gov>
Cc: IVLPEOE <IVLPEOE@state.gov>,
Subject: RE: Hootsuite/CrowdTangle for OIV

(b)(6)

Hello

(b)(6)

Would Thursday, , May 30th 2PM work for you? Please let me know. Thank you!

_____, Digital Support & Training

Official

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From:

Sent: Friday, May 17, 2019 5:09 PM

To: IIP Social Media Support <IIPSMS@state.gov>

Cc: IVLPEOE <IVLPEOE@state.gov>;

Subject: RE: Hootsuite/CrowdTangle for OIV

That'd be great. I'm free on the following days:

1. Tuesday, May 28th before 12:30pm and after 2pm
2. Wednesday, May 29th all day
3. Thursday, May 30th before 12pm and after 1:30pm
4. Friday, May 31st after 11am

Have a nice weekend!

Office of International Visitors
Bureau of Educational and Cultural Affairs (ECA)
U.S. Department of State
2200 C St., NW, SA-5
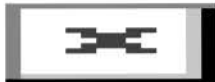
Official

UNCLASSIFIED

From: IIP Social Media Support <IIPSMS@state.gov>

Sent: Friday, May 17, 2019 4:54 PM

To: ; IIP Social Media Support <IIPSMS@state.gov>

Cc: IVLPEOE <IVLPEOE@state.gov>;

Subject: RE: Hootsuite/CrowdTangle for OIV

(b)(6)

Hello (b)(6)

To bypass this error, uncheck the Hootsuite enable box and save the form. In regards to Crowdtangle account, we don't issue accounts in cases such as this mainly because you're requesting notifications. I'd be happy to meet with you to go over all of the options available. Please let me know what dates and times work for you. Thanks!

(b)(6)

(b)(6) Digital Support & Training

(b)(6)

Official

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(b)(6)

From (b)(6)   (b)(6)

Sent: Friday, May 17, 2019 4:28 PM

To: IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc: IVLPEOE <IVLPEOE@state.gov>; (b)(6)

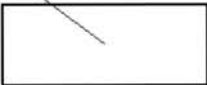**Subject:** RE: Hootsuite/CrowdTangle for OIV

Hi (b)(6)

Thank you! I filled out the form and it gave me the following notice:

I was wondering, could we get access to CrowdTangle Intelligence? Having viral alerts and leaderboard stats would also be great – would it show IVLP stats compared to other ECA programs?

Best wishes,

(b)(6)
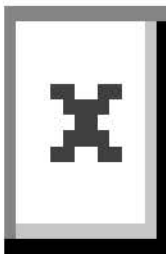
(b)(6)

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Bureau of Educational and Cultural Affairs (ECA)
U.S. Department of State
2200 C St., NW, SA-5

(b)(6)

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(b)(6)

(b)(6)

(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Friday, May 17, 2019 4:06 PM
To: [redacted]; IIP Social Media Support <IIPSMS@state.gov>
Cc: IVLPEOE <IVLPEOE@state.gov>;
Subject: RE: Hootsuite/CrowdTangle for OIV

Hello [redacted]

I'd be happy to set up a Hootsuite account for you. In order to get you setup, you would need to fill out this form. Once that is complete, I will create the account for you. In regards to the Dashboard/Live Display, I'd be happy to set up the notifications for you. What information were you interested in? You'd have the option to see viral alerts and Leaderboard stats. I look forward to hearing from you soon. Thank you!

(b)(6)

Digital Support & Training

(b)(6)

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(b)(6)

From: [redacted]
Sent: Tuesday, May 14, 2019 10:55 AM
To: IIP Social Media Support <IIPSMS@state.gov>
Cc: IVLPEOE <IVLPEOE@state.gov>;
Subject: Hootsuite/CrowdTangle for OIV

Hi IIP Social Media Support,

Nice to e-meet you! I have been helping the Office of International Visitors manage their social media accounts (Facebook and Twitter) and was wondering if we could (1) get a Hootsuite so we schedule our tweets and (2) gain access to our CrowdTangle analytics. Currently we can only see the dashboard/live display. I am doing monthly analytics reports and would love to include analytics from CrowdTangle.

(b)(6)

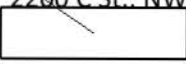Let us know what steps we should take for both accounts.

Thank you,

(b)(6)

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Bureau of Educational and Cultural Affairs (ECA)
U.S. Department of State
2200 C St., NW, SA-5

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(b)(6)

(b)(6)

Sender:	"IIP Social Media Support" <IIPSMS@state.gov>
Recipient:	IIP Social Media Support <IIPSMS@state.gov>; IVLPEOF <IVLPEOF@state.gov>;

(b)(6)

(b)(6)

From:	"GPA Social Media Support" <IIPSMS@state.gov>
To:	
	GPA Social Media Support <IIPSMS@state.gov>
CC:	
Subject:	RE: Question About CrowdTangle
Date:	Thu, 22 Aug 2019 18:10:23 +0000

(b)(6)

Hello

This has been updated. Thank you!

(b)(6)

Global Social Media

(b)(6)

Official
UNCLASSIFIED

(b)(6) **From:**

Sent: Tuesday, August 20, 2019 11:18 AM

(b)(6) **To:** GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Question About CrowdTangle

Thanks

(b)(6) Is it possible to add in the Live Display, EUR Instagram profiles' performance as well? Right now we can only see Mission Spain's IG performing.

Thanks!

(b)(6)

(b)(6) --
Information Resource Center - Public Diplomacy
Consulate General of the United States of America
Pg. Reina Elisenda de Montcada, 23 - 08034 Barcelona

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(b)(6)
(b)(6)
(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Wednesday, July 31, 2019 10:59 PM
To:
Cc:
Subject: Re: Question About CrowdTangle

Hello All,

I have updated the US Mission Spain Dashboard to include the Barcelona accounts. Also, Madrid and Barcelona Instagram accounts have been added to the Live Display as well. Please let me know if you need anything else. Thank you!

Mission Spain Live Display
(b)(6)
https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionspain?ignoreEdit=true

Global Social Media

(b)(6)

(b)(6)
(b)(6)

From:
Sent: Tuesday, July 30, 2019 5:02 AM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Question About CrowdTangle

(b)(6)

Hi,
Our IG handle is @usconsulatebarcelona
Thanks,

Official
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From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Monday, July 29, 2019 4:43 PM

(b)(6)

(b)(6)

(b)(6)

To:

Cc:

Subject: Re: Question About CrowdTangle

Hello (b)(6)

I can add the EUR IG Stream. What is the name of the handle? I will create a new Barcelona dashboard and send you the link. Thank you!

(b)(6)

(b)(6) , Global Social Media

(b)(6)

(b)(6)   (b)(6)

From: (b)(6)

Sent: Wednesday, July 24, 2019 3:20 AM

To: GPA Social Media Support <IIPSMS@state.gov>; (b)(6)

(b)(6) **Cc:** (b)(6)

Subject: RE: Question About CrowdTangle

Hello (b)(6)

If I may chime in, is it possible to have the EUR IG stream, as well?

Regarding the possibility of having an account for AmConGen Barcelona, is it possible to have a separate account from Embassy Madrid? The FB an TW streams on CrowdTangle, under Mission Spain, only reflect the content posted by the Embassy.

(b)(6) Thanks for your help!

(b)(6) Best,

(b)(6)

(b)(6)

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Consulate General of the United States of America
Pg. Reina Elisenda de Montcada, 23 - 08034 Barcelona

(b)(6)

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(b)(6)

(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, July 23, 2019 7:18 PM

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Question About CrowdTangle

Hello [ ],

The default for the Facebook Mission Spain stream is set to *Last 24 hours* and the Twitter feed is set to

Last 6 hours. In order to see more results, you would need to click on this symbol [x] and select a broader timeframe. In the screenshot below, I selected *Last 3 Months.* Please note that Facebook countdown videos will not populate into Crowdtangle. Let me know if you have any additional questions. Thank you!
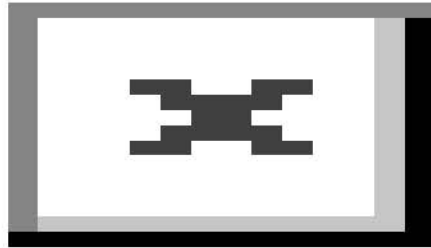
(b)(6)

Global Social Media

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

From:
Sent: Tuesday, July 23, 2019 12:38 PM
To: GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

Cc:
Subject: RE: Question About CrowdTangle

Hi [ ]

We tried the dashboard link but some of the feeds won't populate.

Best,

(b)(6)

(b)(6)

Digital Media Associate | EUR/PD
Keniva-Trusant Group

Official - Transitory
UNCLASSIFIED

(b)(6)
(b)(6)

From: GPA Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, July 23, 2019 11:59 AM

(b)(6)

To: GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: RE: Question About CrowdTangle

Hello

This usually happens when you don't have an account. What is the name of the dashboard she's trying to access? Is it this link:

https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionspain?ignoreEdit=true
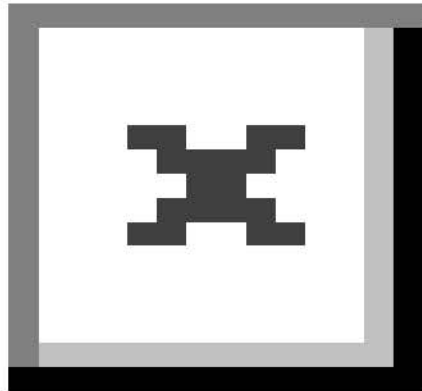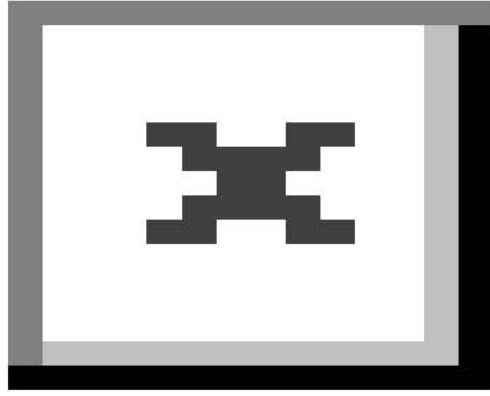
Please let me know. Thank you!

(b)(6)

Global Social Media

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(b)(6)

(b)(6)

From:
Sent: Tuesday, July 23, 2019 10:03 AM
To: GPA Social Media Support <IIPSMS@state.gov>
Cc:
Subject: Question About CrowdTangle

Hello GPA colleagues!

(b)(6)

Have a question for you on CrowdTangle. ___ (cc'ed) has been having some issues accessing CrowdTangle. When she tries to access the CT dashboard, she's prompted for a password (see below). Any ideas on how she might be able to restore her access? Or should we go to CT's support desk?

(b)(6)
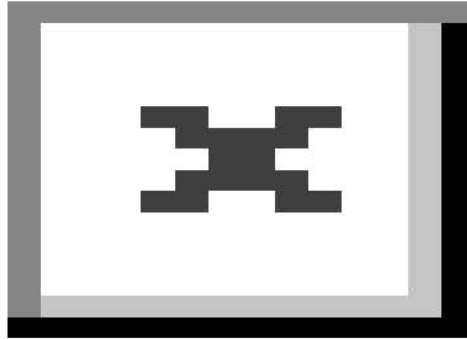
Appreciate your help with this!

(b)(6)

Best,

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

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(b)(6)

(b)(6)

Sender:	"GPA Social Media Support" <IIPSMS@state.gov>
Recipient:	GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)

(b)(6)

(b)(6)

From:	
To:	IIP Social Media Support <IIPSMS@state.gov>;
	IIP Analytics Zendesk <iipanalytics@america.gov>
Subject:	RE: Request CrowdTangle account
Date:	Tue, 12 Mar 2019 21:15:23 +0000

(b)(6)

Sure, I cover EUR issues, econ issues, and women & girls' issues. I'm not completely sure how CrowdTangle works, but if you need more info, I can check with my colleague (b)(6) about it.
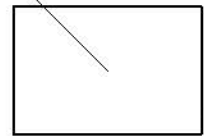
(b)(6)

| Regional Policy Officer – EUR, EB, S/GWI
Office of Regional & Functional Strategy
Bureau of International Information Programs (IIP/PR/RFS)
SA-5 2-Z17

Official - Transitory
UNCLASSIFIED

(b)(6)
(b)(6)

From: IIP Social Media Support <IIPSMS@state.gov>
Sent: Tuesday, March 12, 2019 5:09 PM
To: (b)(6) IIP Analytics Zendesk <iipanalytics@america.gov>
Cc: (b)(6) ; IIP Social Media Support <IIPSMS@state.gov>
Subject: RE: Request CrowdTangle account

Hi (b)(6)

There are a few different ways we have CrowdTangle configured - can you tell me more about what you're trying to do in the tool so I can set you up correctly?

(b)(6) IIP Digital Support & Training

(b)(6)

From: (b)(6)
Sent: Tuesday, March 12, 2019 9:27 AM
To: IIP Analytics Zendesk <iipanalytics@america.gov>

[(b)(6)]

[(b)(6)]

Cc: [ ]>; IIP Social Media Support <IIPSMS@state.gov>
Subject: Re: Request CrowdTangle account

Hi [ ]

[(b)(6)]

Someone from DST will reach out to get you set up.

Best,

[(b)(6)]

On Monday, March 11, 2019 at 2:22:47 PM UTC-4, [ ] wrote:

Hi team,

How can I request a CrowdTangle account?

[(b)(6)]

Thanks,

[(b)(6)]

[ ] | Regional Policy Officer – EUR, EB, S/GWI
Office of Regional & Functional Strategy
Bureau of International Information Programs (IIP/PR/RFS)
[ ] | SA-5 2-Z17

Official - Transitory
UNCLASSIFIED

[(b)(6)]

Official
UNCLASSIFIED

[(b)(6)]

Sender:	[ ]
Recipient:	IIP Social Media Support <IIPSMS@state.gov>; [ ] IIP Analytics Zendesk <iipanalytics@america.gov>

From: (b)(6)

Sent: Wed, 27 Mar 2019 15:40:32 +0000

(b)(6)   **To:**

          Cc: (b)(5)

          Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks

(b)(6)

U.S. Embassy Kyiv

Official

UNCLASSIFIED

(b)(6)   (b)(6)

          From: (b)(6)   (b)(6)

(b)(6)   **Sent:** Wednesday, March 27, 2019 5:24 PM

          To:

(b)(6)   **Cc:**

          Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(6)

(b)(5)

Bottom line- we are here for you and will continue to support you all as we always have.

Thanks,

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official
UNCLASSIFIED

From: (b)(6)
Sent: Tuesday, March 26, 2019 5:32 AM
To: (b)(6)

Cc: (b)(6) />
Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

Just wanted to check in to see if someone on the Desk and/or in EUR/PD might be available to continue keeping a close eye on developing narratives in U.S. social media relating to Ukraine, as I've been doing since the weekend.

If there is any bandwidth available on the U.S.-based team to take on that task, it would be extremely appreciated by the Embassy Kyiv team, as we're trying to keep up with the flood of local media and Ukrainian-language content relating to elections and other priority issues. (Obviously Post will continue producing the Western Media Roundup included in the daily Kyiv Bullets product, but that may not adequately reflect some of the narratives developing in American social media that would be useful for everyone working on Ukraine issues to be aware of.)

Thanks very much for considering this request,
Kristin

SBU/Sensitive But Unclassified

(b)(6)
(b)(6)

(b)(6)

(b)(6)

From:
Sent: Wed, 27 Mar 2019 16:29:54 +0000
To:

Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Great. Let's talk when things calm down about how you guys can track without such a labor intensive process.

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)

(b)(6)

From:
Sent: Wednesday, March 27, 2019 12:17 PM
To:

(b)(6)

Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thanks very much for your notes. The English-language Twitter search phrases we're currently using for this issue are:

- Yovanovitch
- Yovanovich *(common misspelling)*
- Ukraine Ambassador
- Ukrainian Ambassador
- Ukraine Soros

We are also monitoring the tweets of roughly 10 high-profile U.S.-based social media users (verified accounts with large numbers of followers) who have already commented on this particular issue before, either on social media or television, to see if they have posted something new relevant to this issue that does not directly align with our search terms.

Happy to pass along that list of Twitter users if DC wishes, but even just keeping an eye on the search terms above during DC afternoon business hours would be a huge help so that Kyiv/Washington team members don't miss out on new online narratives that are likely to generate new media inquiries.

I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

(b)(6)

Thanks,

Official
UNCLASSIFIED

From: (b)(6) (b)(6) (b)(6)
Sent: Wednesday, March 27, 2019 5:50 PM
To: (b)(6)

Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6)

Quick question, is your hootsuite set up to track mentions? That's probably the best way to do this after hours. We are happy to help your team set this up.

And, just share your search phrases with us, so we can track as well.

Best,

(b)(6)

(b)(6)

Official
UNCLASSIFIED

From: (b)(6) (b)(6) (b)(6)
Sent: Wednesday, March 27, 2019 11:41 AM
To: (b)(6)

Cc: (b)(6)
v>
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks (b)(6)

(b)(5)

Ray

(b)(6)

U.S. Embassy Kyiv

Official
UNCLASSIFIED

From: (b)(6)
Sent: Wednesday, March 27, 2019 5:24 PM
To: (b)(6)
Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6)

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts. (b)(5)

-

-

Bottom line- we are here for you and will continue to support you all as we always have.

Thanks

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From:

Sent: Tuesday, March 26, 2019 5:32 AM

To:

Cc:

Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

(b)(6)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

From: (b)(6)
Sent: Thu, 28 Mar 2019 01:38:24 +0000
To: (b)(6)
Cc:
Subject: Re: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6)

I have the report set up for you and [ ] right now but will add the rest of the team in the morning. I'm still working out a few kinks so please bear with me but do let me know if this is what you're looking for.

Best,
(b)(6)

Get Outlook for iOS

From: (b)(6)
Sent: Wednesday, March 27, 2019 3:31 PM
To: (b)(6)
Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks very much, [ ] Would be great to start getting those reports.

From: (b)(6)
Date: March 27, 2019 at 9:11:46 PM GMT+2
To: (b)(6)
Cc: (b)(6)
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Great! Thanks so much. So I set up a Hootsuite Dashboard (which I can share with the team) and will have CrowdTangle searches set up that I can have sent to your inbox if you'd like.

Just let me know.

Best,
(b)(6)

Digital Media Associate | EUR/PD
Keniva-Trusant Group

Official
UNCLASSIFIED

From: (b)(6)
Sent: Wednesday, March 27, 2019 2:26 PM
To:
Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thank you! Below are some of the Twitter users with large followings whom we've seen tweeting on (and/or discussing on TV) Ukraine related issues over the past several days. They all have verified Twitter accounts that should be pretty easy to spot.

Sean Hannity

Laura Ingraham

Rudy Giuliani

Dan Bongino

Sebastian Gorka

John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

Pamela Geller

Thanks again very much,

(b)(6)

(b)(6)

(b)(6)

(b)(6)

From:

Date: March 27, 2019 at 8:07:34 PM GMT+2

(b)(6)

To:

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Would you be able to add those high-profile usernames with us too? Would be good to have as I set things up.

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD

Kenjya-Trusant Group

(b)(6)

Official - Transitory
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

From:

Sent: Wednesday, March 27, 2019 12:17 PM

(b)(6)

To:

(b)(6)

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thanks very much for your notes. The English-language Twitter search phrases we're currently using for this issue are:

- Yovanovitch

- Yovanovich *(common misspelling)*

- Ukraine Ambassador

- Ukrainian Ambassador

- Ukraine Soros

We are also monitoring the tweets of roughly 10 high-profile U.S.-based social media users (verified accounts with large numbers of followers) who have already commented on this particular issue before, either on social media or television, to see if they have posted something new relevant to this issue that does not directly align with our search terms.

Happy to pass along that list of Twitter users if DC wishes, but even just keeping an eye on the search terms above during DC afternoon business hours would be a huge help so that Kyiv/Washington team members don't miss out on new online narratives that are likely to generate new media inquiries.

I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

(b)(6)

Thanks

(b)(6)

Official
UNCLASSIFIED

From (b)(6) (b)(6)
Sent: Wednesday, March 27, 2019 5:50 PM
To: (b)(6)

(b)(6)

Cc: (b)(6)

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Quick question, is your hootsuite set up to track mentions? That's probably the best way to do this after hours. We are happy to help your team set this up.

(b)(6)

And, just share your search phrases with us, so we can track as well.

Best,

Official
UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)

From [redacted]
Sent: Wednesday, March 27, 2019 11:41 AM
To: [redacted]

(b)(6)
(b)(6)

Cc: [redacted]

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(5)

Thanks Lillian

(b)(6)

Press Attaché
U.S. Embassy Kyiv

Official
UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)
(b)(6)
(b)(6)

From
Sent: Wednesday, March 27, 2019 5:24 PM
To: A

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on
Ukraine

Hi

Thank you for your note and moreover thank you for the incredible work
you and the entire team are doing to keep Washington appraised of all
the latest news!

We know it's been an especially challenging time given the current news
stories about post and can certainly appreciate the extra work it's
creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your
request and have a few things to offer as suggestions and assistance as
we all want to support your efforts.

(b)(5)

-

(b)(5)

-

Bottom line- we are here for you and will continue to support you all as we always have.

(b)(6)

(b)(6)

Thanks,

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From (b)(6)

(b)(6)

Sent: Tuesday, March 26, 2019 5:32 AM

(b)(6)

To: (b)(6)

Cc:

Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

(b)(5)

(b)(6)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

(b)(6)

From:
Sent: Tue, 26 Mar 2019 17:07:49 +0000
To:
Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

So I called ___ and we chatted. He seemed to think it reasonable. He compared it to when a task force ends and the work devolves back to the desk (I guess you are a one-woman task force…)

He said that ___ would be responding and that she said they have the tools to do this. I gather she also suggested that I set up a rotation so that ___ did not have to do it all.

Anyway, I will wait with baited breath.

Official - SBU
UNCLASSIFIED

From:
Sent: Tuesday, March 26, 2019 11:32 AM
To:
Cc:
Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

(b)(5)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

From:
Sent: Thu, 28 Mar 2019 10:10:49 +0000
To:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

Yeah. That's why I didn't send around the Newsweek coverage last night, to see if they might step in to help. (Sadly, they didn't.) Anyway, I'll stick to evening coverage only of urgent Ukrainian-language stuff that they won't be able to find/understand otherwise.

(b)(6)

(b)(6)

Official - Transitory
UNCLASSIFIED

From:
Sent: Thursday, March 28, 2019 12:09 PM
To:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

If you don't, you'll just be enabling them...

(b)(6)

(b)(6)

Official - Transitory
UNCLASSIFIED

From:
Sent: Thursday, March 28, 2019 12:07 PM
To:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

And I'll try to mostly comply with the after 7 pm rule. ☺

(b)(6)

(b)(6)

Official - Transitory
UNCLASSIFIED

From:
Sent: Thursday, March 28, 2019 12:06 PM
To
Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

Thank you.

(b)(6)

Official - Transitory
UNCLASSIFIED

From:
Sent: Thursday, March 28, 2019 12:04 PM

(b)(6)

To: Kent, George P (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

Great to have these "tools" almost all of which PAS was already using, despite [(b)(6)]'s claims, but the point is they shouldn't have to be looking at them at 11pm at night when Washington is still in the office anyway.

(b)(6)

We'll continue to monitor the press during our business hours, but I'm instructing our PAS team to put the "blackberries" down after 7pm. Twelve hours of work a day is plenty.

(b)(6)

Official

UNCLASSIFIED

(b)(6)

From: Kent, George P (b)(6)

Sent: Wednesday, March 27, 2019 10:42 PM

To: (b)(6)

Subject: FW: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6) – FYI. When I read "maximizing efficiencies," I thought: minimal effort, minimal result. I am not confident we will get the result we need stateside, but will keep pushing.

George

(b)(6)

From: Kent, George P (b)(6)

Sent: Wednesday, March 27, 2019 4:17 PM

To: (b)(6)

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine/Lutsenko-gate

(b)(6) – key thing is to get up to ramming speed from the get go (b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(6)

Thanks for helping!

George

(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:57 PM
To:
Cc: Kent, George P
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Agree- and while surprising they didn't have the tools already set up to maximize efficiencies in monitoring- that's why we are all here and I'm learning myself about all these high-tech apps!

It takes a village. ☺

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:54 PM
To:
Cc: Kent, George P
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Great! As you know, Post has set a high bar in recent days.

(b)(6)

Director, EUR/EE (Ukraine, Moldova, and Belarus)
U.S. Department of State

(b)(6)

Official
UNCLASSIFIED

From:
Sent: Wednesday, March 27, 2019 3:50 PM

(b)(6)

(b)(6)

(b)(6)

To:

Subject: FW: monitoring developing U.S. social media narratives on Ukraine

- just so you all are aware-

Both and I have talked with our fantastic social media team in our PD shop and they are familiarizing the team with our existing tools that will give them the reports they want and set this all up for them.

I'm happy to discuss more about these tools at our next meeting too.

(b)(6)

This should greatly improve their ability to track and monitor stories/tweet, etc as it's all automated these days.

(b)(6)

Thanks!

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:31 PM

(b)(6)

To:

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

(b)(6)

Thanks very much, Would be great to start getting those reports.

(b)(6)

(b)(6)

From:
Date: March 27, 2019 at 9:11:46 PM GMT+2

(b)(6)

(b)(6)

To:

(b)(6)

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Great! Thanks so much. So I set up a Hootsuite Dashboard (which I can share with the team) and will have CrowdTangle searches set up that I can have sent to your inbox if you'd like.

(b)(6)

Just let me know.

Best,

(b)(6)

Digital Media Associate | EUR/PD
Keniva-Trusant Group

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

From: Hawkins, Kristin K (Kyiv) <HawkinsKK@state.gov>
Sent: Wednesday, March 27, 2019 2:26 PM

(b)(6)

To:
Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

(b)(6)

Thank you! Below are some of the Twitter users with large followings whom we've seen tweeting on (and/or discussing on TV) Ukraine related issues over the past several days. They all have verified Twitter accounts that should be pretty easy to spot.

Sean Hannity

Laura Ingraham

Rudy Giuliani

Dan Bongino

Sebastian Gorka

John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

(b)(6)

Pamela Geller

Thanks again very much,

(b)(6)

(b)(6)

(b)(6)
(b)(6)

From: [redacted]
Date: March 27, 2019 at 8:07:34 PM GMT+2
To: [redacted]

(b)(6)

Cc: [redacted]

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi [redacted]

(b)(6)

Would you be able to add those high-profile usernames with us too? Would be good to have as I set things up.

Best,

(b)(6)

Digital Media Associate | EUR/PD
Keniva-Trusant Group
[redacted]

Official - Transitory
UNCLASSIFIED

(b)(6)
(b)(6)

From: Hawkins, Kristin K (Kyiv) <HawkinsKK@state.gov>
Sent: Wednesday, March 27, 2019 12:17 PM

(b)(6)

To: [redacted]

(b)(6)

Cc: [redacted]

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi Anneliese and Lillian,

Thanks very much for your notes. The English-language Twitter search phrases we're currently using for this issue are:

- Yovanovitch

- Yovanovich *(common misspelling)*

- Ukraine Ambassador

- Ukrainian Ambassador

- Ukraine Soros

We are also monitoring the tweets of roughly 10 high-profile U.S.-based social media users (verified accounts with large numbers of followers) who have already commented on this particular issue before, either on social media or television, to see if they have

posted something new relevant to this issue that does not directly align with our search terms.

Happy to pass along that list of Twitter users if DC wishes, but even just keeping an eye on the search terms above during DC afternoon business hours would be a huge help so that Kyiv/Washington team members don't miss out on new online narratives that are likely to generate new media inquiries.

I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

Thanks

(b)(6)

Official

UNCLASSIFIED

From: (b)(6)

Sent: Wednesday, March 27, 2019 5:50 PM

To: (b)(6)

Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6)

Quick question, is your hootsuite set up to track mentions? That's probably the best way to do this after hours. We are happy to help your team set this up.

And, just share your search phrases with us, so we can track as well.

Best

(b)(6)

Official

UNCLASSIFIED

From: (b)(6)

Sent: Wednesday, March 27, 2019 11:41 AM

To: (b)(6)

Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks (b)(6)

To be more specific, we are not requesting support round the clock or on weekends.

(b)(5)

(b)(5)

(b)(6)

(b)(6)

(b)(6)

Press Attaché
U.S. Embassy Kyiv
Official
UNCLASSIFIED

(b)(6)

(b)(6)

From (b)(6)

Sent: Wednesday, March 27, 2019 5:24 PM

To: (b)(6)

(b)(6)

Cc: (b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi (b)(6),

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(5)

(b)(6)

Bottom line- we are here for you and will continue to support you all as we always have.
Thanks.

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

Official

(b)(6)

UNCLASSIFIED

From: (b)(6)

Sent: Tuesday, March 26, 2019 5:32 AM

(b)(6)

To:

Cc:

(b)(5)

Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

(b)(6)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

(b)(6)
(b)(6)

From:
Sent: Thu, 28 Mar 2019 22:03:12 +0000
To: Kent, George P;
Cc:

Subject: RE: Monitoring U.S. based media on Ukraine - substance and audience

Happy to add more people once we get the feed set up correctly. We will add Sara Carter and Guiliani to the list for monitoring.

(b)(6)

Official

UNCLASSIFIED

(b)(6)
(b)(6)

From: Kent, George P
Sent: Thursday, March 28, 2019 1:19 PM
To:

(b)(6)
(b)(6)

Cc:

(b)(6)

Subject: RE: Monitoring U.S. based media on Ukraine - substance and audience

(b)(5)

(b)(6)

– thank you very much for moving forward on this.

To be clear, _____ are not the only primary audience for the social media content.

(b)(6)

I would suggest the direct recipient social media audience here includes _____ and me in the front office, for starters, as well as the desk. The attaboy (or attagirl) tweets in support of what we are doing are less of an issue to track, frankly, than the attacks.

The indirect recipients, to remind, are AAS Reeker (I have been forwarding to him), and through him to P and C – not staff, but David Hale and Ulrich directly.

The list of tweeters has many of the heavy hitting amplifiers we need to be aware of; Sara Carter should be added, since she often acts as an amplifying vanguard for issues that then get picked up on Hannity. Giuliani too.

(b)(5)

(b)(5)

(b)(6)

(b)(6)

(b)(6)

From: [redacted] (b)(6)

Sent: Thursday, March 28, 2019 12:03 PM

To: [redacted] (b)(6)

(b)(6)

[redacted]; Kent, George P [redacted]

Subject: RE: Monitoring U.S. based media on Ukraine

P.s. Here is a sample of the monitoring report for U.S. social media (scroll down for specific tweets and photos). Make sure to click the link at the top to show photos.

(b)(6)

Official

UNCLASSIFIED

(b)(6)

(b)(6)

From: [redacted]

Sent: Thursday, March 28, 2019 11:58 AM

(b)(6)

To: [redacted] (b)(6)

(b)(6)

(b)(6)

Cc: [redacted]

George P [redacted]

Subject: Monitoring U.S. based media on Ukraine

First, I just want to assure everyone that we understand the strain Embassy Kyiv and Ambassador Yovanovitch are under. We definitely want to support Post and the EUR Front Office's needs at this time. Full stop.

Yesterday, we were asked to assist monitoring for U.S.-based social media, but understand that Post would like to broaden that to news stories.

To do so, please send a list of everyone who would like Ukraine-based stories to be sent directly to their inbox. Please send me key words you want alerts to cover (Ukraine, Yovanovitch, etc). I will set up alerts for everyone (like the ops alerts), so you get them directly as they come out. This will provide instantaneous 24/7 monitoring. I expect the first round will send out more than things than you want. Provide feedback and I can tweak it for you until we hit the right spot. I recommend fewer recipients as we start out.

(b)(6)

For social media monitoring, [redacted] is setting up something for [redacted]. Once they work out the kinks, we can include more recipients for that report.

(b)(6)

(b)(6)

| Deputy Director, EUR/PD | U.S. Department of State

Official
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

From:
Sent: Tue, 2 Apr 2019 14:13:08 +0000
To:
Subject: RE: Ukraine Twitter Report

Hi (b)(6)

(b)(6)

I already sent a few emails out to our colleagues in L/PD specializing on social media. Still waiting for their response, but I'll make sure to pass it on to you all.

In the meantime, I want to give you a heads up concerning a call (b)(6) and I had with (b)(6) yesterday. We definitely don't want to have (b)(6) or you waste your time continuously checking social media accounts for mentions of the topic – it's definitely not worth your time. We still have a tracker set up through CrowdTangle which should be useful. It's designed around search terms applied to no specific target list. This gives you access to the tool, while still being consistent with the current privacy protection policies (b)(5) More news on that forthcoming!

All the best,

(b)(6)

(b)(6)

Official - SBU
UNCLASSIFIED

(b)(5); (b)(6)

(b)(6)

From:
Sent: Tuesday, April 02, 2019 10:01 AM
To:
Subject: FW

Dear (b)(6)

Thanks once again. We have briefed our front office and discussed the issue with the Management Counselor.

(b)(5)

(b)(6)

Also, feel free to forward to me any guidance that may exist on this topic.

Sincerely,

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official - SBU
UNCLASSIFIED

(b)(6)   (b)(6)

(b)(6)   **From:**

Sent: Monday, April 1, 2019 6:14 PM

(b)(6)   **To:**

(b)(6)

Cc:

(b)(6)

Subject: RE: Ukraine Twitter Report

(b)(5)   (b)(5)

Dear

(b)(5)

Thank you so very much for alerting everyone to this issue. We appreciate you shutting down the automated report.

We do not have, and have not had, any separate automated monitoring tools tracking specific individuals. We will continue to follow Ukraine-related news and commentary via simple internet searches.

(b)(6)   Trust me when I say, we very much appreciate your expertise on this matter.

Sincerely,

Press Attaché
U.S. Embassy Kyiv

(b)(6)

Official - SBU
UNCLASSIFIED

(b)(6)   (b)(6)

(b)(6)   **From:**   (b)(6)

Sent: Monday, April 1, 2019 4:54 PM

To:

Cc:

(b)(6)

(b)(6)

Subject: RE: Ukraine Twitter Report

Thanks,

All,

(b)(5)

(b)(6)

(b)(6) and I will be happy to advise on further action to assist in any manner possible. We understand the importance of it and are happy to help in any way possible.

All the best,

(b)(6)

Official - SBU

UNCLASSIFIED

(b)(6)
(b)(6)
(b)(6)

From:

Sent: Monday, April 01, 2019 8:45 AM

To:

(b)(6)

Subject: RE: Ukraine Twitter Report

Hi all,

(b)(6) Plussing in now that he's back.

Best,

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official
UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)
(b)(6)

From:
Sent: Friday, March 29, 2019 10:38 AM
To:
Cc: (b)(5); (b)(6)
Subject: FW: Ukraine Twitter Report

You'll see for example this morning- there were ZERO tweets with words like 'Yovanovitch', 'Soros', etc. It's a report that would come directly to your box as frequently as you want (or once a day).

FYI- These are the kinds of tools ALL our PD shops have at post available to them as these apps can monitor the entire twitter-sphere vs. having a human miss something from a random twitter handle we didn't catch.

We are in the process of setting it up for Kyiv from here as you saw in the other chains they don't seem to be using these tools for some reason.

(b)(6)

Let us know if you want to be added.

(b)(6)

Thanks!

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

(b)(6)

From: State Department Analytics (Twitter) <feedback@crowdtangle.com>
Sent: Friday, March 29, 2019 10:09 AM
To:
Subject: Ukraine Twitter Report

Sorry, there were no tweets matching your criteria!

Top 5 tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the best performance

Account	Tweets	Performance	Subscribers
Nina Jankowicz	3	11.0x	5,878
Verdad Teller ✖	1	7.4x	1,941
SUSAN S. MOSS🕊🇺🇸	1	5.6x	15,813
Christopher Miller	1	2.2x	90,365
Ryan Saavedra	2	2.0x	206,222

Top 5 accounts for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the most tweets

Account	Tweets	Performance	Subscribers
Jay Yovanovich	4	-3.1x	1,054
Nina Jankowicz	3	11.0x	5,878
Annie	2	-16.0x	3,381
Ryan Saavedra	2	2.0x	206,222
Periódico La Voz	1	-4.0x	2,743

All tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) ranked in order of size

Account	Tweets	Performance	Subscribers
Dan Bongino	1	-20.4x	954,428
Jack Posobiec 🇺🇸	1	1.2x	447,419
Ryan Saavedra	2	2.0x	206,222
Sen. Jeanne Shaheen	1	-1.9x	102,800
Christopher Miller	1	2.2x	90,365
Radio Free Europe/Radio Liberty	1	-1.8x	73,280
DrScott	1	1.5x	61,631
UNIAN (English)	1	--	44,683
National Democratic Institute	1	1.2x	34,337
IREX	1	-16.0x	29,739
Don Pewtress	1	-0.8x	29,174
IRI	1	1.7x	28,657
The Bankova	1	-1.4x	28,622
Anders Åslund	1	-1.2x	24,347
SUSAN S. MOSS🕊🇺🇸	1	5.6x	15,813
Billie Schaeffer	1	-1.7x	15,000
Hromadske Int.	1	-0.8x	14,370
Nina Jankowicz	3	11.0x	5,878

Viktor Kovalenko	1	-0.8x	4,838
RWagen✕	1	--	4,493
Stoutx2	1	1.1x	4,176
Jon Barsanti Jr.	1	1.9x	3,678
Robert Francis O'Rourke's Hands	1	-8.0x	3,670
Daniel Twining	1	1.3x	3,446
Annie	2	-16.0x	3,381
Periódico La Voz	1	-4.0x	2,743
Utah Deplorable	1	-8.0x	2,742
UNIAN.info	1	-8.0x	2,398
Verdad Teller ✕	1	7.4x	1,941
Jay Yovanovich	4	-3.1x	1,054
Shelly Lopes	1	-8.0x	769
expatua.com	1	-0.7x	740
Ukrinform-EN	1	-8.0x	714
Barney✕	1	-0.8x	375

Tweets ranked by Total Interactions in Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search)

(b)(6)

From:	State Department Analytics (Twitter)
Sent:	Fri, 29 Mar 2019 16:03:44 +0000
To:	
Subject:	Ukraine Noon Twitter Report

Rolling Five-Hour Twitter Digest

Tweets ranked by Total Interactions in Yovanovitch, Yovanovich, Ukraine Ambassador,
Ukrainian Ambassador, Ukraine Soros (Saved Search)

×

Go To Tweet
USAIDUkraine

@USAIDUkraine   1 hour ago

U.S. Ambassador Marie Yovanovitch at the
@ENEMOnetwork briefing "The United States is proud to
support ENEMO's election observation Mission to Ukraine at
this critical time in the country's history, as it continues its
transformation to a modern and prosperous European
democracy" https://t.co/WMwCFgrnzO

RETWEETS	LIKES
0	1

Go To Tweet
Jay Yovanovich

@yovanovich   59 minutes ago

Seattle is alive and beautiful today

RETWEETS	LIKES
0	0

Unsubscribe from this digest

(b)(6)

From: State Department Analytics (Twitter)
Sent: Thu, 28 Mar 2019 14:09:21 +0000
To:
Subject: Ukraine Twitter Report

Rolling Five-Hour Twitter Digest

Top 5 tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the best performance

Account Tweets Performance Subscribers
Nina Jankowicz 4 8.6x 5,845
Verdad Teller ? 1 7.4x 1,944
AntAC 1 6.0x 1,874
SUSAN S. MOSS???Ý<ØúÝ 1 5.6x 15,816
UKR Embassy in LVA 1 4.6x 1,286

Top 5 accounts for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) with the most tweets

Account Tweets Performance Subscribers
Jay Yovanovich 4 -4.4x 1,052
Christopher Miller 4 1.1x 90,351
Nina Jankowicz 4 8.6x 5,845
Ukrinform-EN 3 -24.0x 713
Annie 2 -16.0x 3,376

All tweets for Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search) ranked in order of size

Account Tweets Performance Subscribers
Dan Bongino 1 -20.3x 952,451
Jack Posobiec ??úÝ< 1 1.6x 446,618
Ryan Saavedra 2 2.0x 205,111
Sen. Jeanne Shaheen 1 -1.7x 102,777
Christopher Miller 4 1.1x 90,351
Radio Free Europe/Radio Liberty 2 -1.7x 73,250
UNIAN (English) 1 -- 44,685
National Democratic Institute 1 1.3x 34,319
IREX 1 -16.0x 29,722
Don Pewtress 1 -0.8x 29,133
IRI 1 -0.2x 28,643
The Bankova 1 -1.4x 28,619
Ukrainian Updates 1 -0.5x 25,515
Anders Aslund 1 -1.2x 24,338
SUSAN S. MOSS???Ý<ØúÝ 1 5.6x 15,816
Billie Schaeffer 1 -1.7x 14,933
Hromadske Int. 1 -0.8x 14,369
I am Trumps Army 1 -8.0x 13,781

GorseFires Collectif 1 -0.3x 7,711
Ian Bateson 1 2.2x 5,896
Nina Jankowicz 4 8.6x 5,845
Viktor Kovalenko 2 -4.5x 4,839
RWagen? 1 -- 4,493
Stoutx2 1 1.1x 4,172
Jon Barsanti Jr. 1 1.9x 3,674
Robert Francis O'Rourke's Hands 1 -8.0x 3,672
Daniel Twining 1 1.4x 3,441
Annie 2 -16.0x 3,376
Michael Colborne 1 -1.3x 2,841
Periodico La Voz 1 -4.0x 2,743
Utah Deplorable 1 -8.0x 2,736
UNIAN.info 1 -8.0x 2,394
Verdad Teller ? 1 7.4x 1,944
AntAC 1 6.0x 1,874
UKR Embassy in LVA 1 4.6x 1,286
UKR Embassy in JOR 1 -0.5x 1,250
Jay Yovanovich 4 -4.4x 1,052
Shelly Lopes 1 -8.0x 764
expatua.com 1 -0.7x 740
Ukrinform-EN 3 -24.0x 713
Barney? 1 -0.8x 374

Tweets ranked by Total Interactions in Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search)

 Go To Tweet

Daniel Twining
@DCTwining 2 hours ago

US Ambassador to Ukraine Yovanovitch: the fact that no one knows who will win Ukraine's election Sunday is a sign of genuine democracy—the people's choice is not foreordained. The same cannot he said about "elections" next door in Russia. ?@IRIglobal? ?@USEmbassyKyiv? https://t.co/qlLMMb65C4

RETWEETS
3LIKES
11
 Go To Tweet

National Democratic Institute
@NDI 2 hours ago

U.S. Ambassador to #Ukraine Marie L. Yovanovitch addressed a joint meeting of the @IRIglobal-led and @NDI-led international election observation delegations ahead of the country's March 31 presidential election. #âèáîðè2019 https://t.co/Xb67wawS8V

RETWEETS
5LIKES
8
 Go To Tweet

IRI

@IRIglobal 2 hours ago

Thank you to Ambassador Yovanovitch and the @USEmbassyKyiv for briefing the IRI and @NDI #Ukraine election observation delegation. https://t.co/WZoNAcDioK

RETWEETS
0LIKES
5
Unsubscribe from this digest

(b)(6)

(b)(6)

From:
Sent: Thu, 28 Mar 2019 01:38:24 +0000
To:
Cc:
Subject: Re: monitoring developing U.S. social media narratives on Ukraine

Hi

I have the report set up for you and Ray right now but will add the rest of the team in the morning. I'm still working out a few kinks so please bear with me but do let me know if this is what you're looking for.

(b)(6)

Best,

(b)(6)

Get Outlook for iOS

(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 3:31 PM
To:
Cc:
Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks very much, Nina! Would be great to start getting those reports.

(b)(6)

(b)(6)
(b)(6)   (b)(6)
(b)(6)

From:
Date: March 27, 2019 at 9:11:46 PM GMT+2
To:

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Great! Thanks so much. So I set up a Hootsuite Dashboard (which I can share with the team) and will have CrowdTangle searches set up that I can have sent to your inbox if you'd like.

(b)(6)

Just let me know.

(b)(6)

Best,

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Official
UNCLASSIFIED

From:
Sent: Wednesday, March 27, 2019 2:26 PM
To:
Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi [   ],

Thank you! Below are some of the Twitter users with large followings whom we've seen tweeting on (and/or discussing on TV) Ukraine related issues over the past several days. They all have verified Twitter accounts that should be pretty easy to spot.

Sean Hannity

Laura Ingraham

Rudy Giuliani

Dan Bongino

Sebastian Gorka

John Solomon (of The Hill)

Jack Posobiec

Ryan Saavedra

Sara A Carter

Donald Trump Jr

Michael McFaul

Lou Dobbs

Pamela Geller

Thanks again very much,

(b)(6)

(b)(6)

(b)(6)
(b)(6)
From:
Date: March 27, 2019 at 8:07:34 PM GMT+2
(b)(6)
To:

Cc:

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Would you be able to add those high-profile usernames with us too? Would be good to have as I set things up.

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD
Kenjya-Trusant Group

(b)(6)

Official - Transitory
~~UNCLASSIFIED~~

(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 12:17 PM
To:
(b)(6)

(b)(6)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Thanks very much for your notes. The English-language Twitter search phrases we're currently using for this issue are:

- Yovanovitch

- Yovanovich *(common misspelling)*

- Ukraine Ambassador

- Ukrainian Ambassador

- Ukraine Soros

We are also monitoring the tweets of roughly 10 high-profile U.S.-based social media users (verified accounts with large numbers of followers) who have already commented on this particular issue before, either on social media or television, to see if they have posted something new relevant to this issue that does not directly align with our search terms.

Happy to pass along that list of Twitter users if DC wishes, but even just keeping an eye on the search terms above during DC afternoon business hours would be a huge help so that Kyiv/Washington team members don't miss out on new online narratives that are likely to generate new media inquiries.

I'm going to send around one more evening batch of social media content to Desk and Post colleagues in a few minutes on this topic.

(b)(6)

Thanks,

(b)(6)

Official
UNCLASSIFIED

(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 5:50 PM
To:

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Cc

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi

Quick question, is your hootsuite set up to track mentions? That's probably the best way to do this after hours. We are happy to help your team set this up.

(b)(6)

And, just share your search phrases with us, so we can track as well.

Best,

Official
UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)
(b)(6)
(b)(6)
(b)(6)
(b)(6)

From:
Sent: Wednesday, March 27, 2019 11:41 AM
To:
(Kyiv)

Cc:

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Thanks

To be more specific, we are not requesting support round the clock or on weekends.

What we need is for someone to monitor U.S. social media (mainly twitter) about Ukraine – specifically focused on this story, which includes DAS Kent and Ambassador Yovanovitch – only after Kyiv business hours and while you are in the office.

That equates to noon – close of business EST.

Our apologies for not being more specific about the time requirement. We are specifically focused on U.S. social media because that is where the media narratives are beginning and continuing while we sleep. The next morning, we get local inquiries or reporting on those themes.

We do not believe this needs to be part of the EUR press operations; they are also swamped.

We are also hopeful that this will not drag on for that long. This will help us while we are also crashing on elections and is specifically related to this story.

(b)(6)

(b)(6)

Press Attaché
U.S. Embassy Kyiv

Official
UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)
(b)(6)

From [redacted]
Sent: Wednesday, March 27, 2019 5:24 PM
To: [redacted]

(b)(6)

Cc: [redacted]

(b)(6)

Subject: RE: monitoring developing U.S. social media narratives on Ukraine

Hi [redacted]

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington appraised of all the latest news!

We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

Both PD/Press leadership (cced above), EE, and I have all discussed your request and have a few things to offer as suggestions and assistance as we all want to support your efforts.

(b)(5)

- [redacted]

(b)(5)

-

Bottom line- we are here for you and will continue to support you all as we always have.

(b)(6)

(b)(6)

Thanks

(b)(6)

Public Diplomacy Desk Officer
Ukraine, Moldova, and Belarus
U.S. Department of State | Bureau of European and Eurasian Affairs

Official
UNCLASSIFIED

(b)(6)

(b)(6)
(b)(6)
(b)(6)

From:
Sent: Tuesday, March 26, 2019 5:32 AM
To:

(b)(6)

Cc:

Subject: monitoring developing U.S. social media narratives on Ukraine

Hi Desk colleagues,

Just wanted to check in to see if someone on the Desk and/or in EUR/PD might be available to continue keeping a close eye on developing narratives in U.S. social media relating to Ukraine, as I've been doing since the weekend.

If there is any bandwidth available on the U.S.-based team to take on that task, it would be extremely appreciated by the Embassy Kyiv team, as we're trying to keep up with the flood of local media and Ukrainian-language content relating to elections and other priority issues. (Obviously Post will continue producing the Western Media Roundup included in the daily Kyiv Bullets product, but that may not adequately reflect some of the narratives developing in American social media that would be useful for everyone working on Ukraine issues to be aware of.)

(b)(6)

Thanks very much for considering this request,

SBU/Sensitive But Unclassified

(b)(6)

From: State Department Analytics (Twitter)
Sent: Thu, 28 Mar 2019 16:06:14 +0000
To:
Subject: Ukraine Twitter Report

Rolling Two-Hour Twitter Digest

Most Recent Tweets in Yovanovitch, Yovanovich, Ukraine Ambassador, Ukrainian Ambassador, Ukraine Soros (Saved Search)

Go To Tweet
National Democratic Institute

@NDI 4 hours ago

U.S. Ambassador to #Ukraine Marie L. Yovanovitch addressed a joint meeting of the @IRIglobal-led and @NDI-led international election observation delegations ahead of the country's March 31 presidential election. #вибори2019 https://t.co/Xb67wawS8V

SCORE	RETWEETS	LIKES
1.8x	5(+1)	13(+7)

Go To Tweet
IRI

@IRIglobal 4 hours ago

Thank you to Ambassador Yovanovitch and the @USEmbassyKyiv for briefing the IRI and @NDI #Ukraine election observation delegation. https://t.co/WZoNAcDioK

SCORE	RETWEETS	LIKES
1.1x	0(-3)	8(+5)

Go To Tweet
Daniel Twining

@DCTwining 4 hours ago

US Ambassador to Ukraine Yovanovitch: the fact that no one knows who will win Ukraine's election Sunday is a sign of genuine democracy—the people's choice is not

foreordained. The same cannot he said about "elections" next door in Russia. ▢@IRIglobal▢ ▢@USEmbassyKyiv▢ https://t.co/qlLMMb65C4

SCORE	RETWEETS	LIKES
1.5x	5(+1)	12(+5)

Utah Deplorable

@utahdeplorable 12 hours ago

US Ambassador Marie Yovanovitch gave the list. "And more than a half-dozen U.S. and Ukrainian sources confirmed to me the AntAC case wasn't the only one in which American officials exerted pressure on Ukrainian investigators in 2016." @DonaldJTrumpJr @freedomcaucus

SCORE	RETWEETS	LIKES
-8.0x	0(-2)	0(-2)

Don Pewtress

@pewdrdad 14 hours ago

Could add quite a few more to this list: clintons, obammy, lynch, kerry and many more, including that b*tch Ukraine ambassador still employed! But for most, I might suggest prison or BANISHMENT to someplace like Siberia? Although they would not want them, either, I suppose. https://twitter.com/dbongino/status/1111044646606647296

SCORE	RETWEETS	LIKES
-0.8x	0(-3)	1(-2)

Shelly Lopes

@shellielopez 19 hours ago

There was plenty of election meddling going on in 2016, but it wasn't #Trump . US Embassy pressed Ukraine to drop probe of George Soros group during 2016 election https://thehill.com/opinion/campaign/435906-us-embassy-pressed-ukraine-to-drop-probe-of-george-soros-group-

<u>during-2016</u> #Ukraine #Soros #WWG1WGA

SCORE	RETWEETS	LIKES
-8.0x	0(-2)	0(-2)

Sen. Jeanne Shaheen

@SenatorShaheen 21 hours ago

The U.S. plays a critical role in helping Ukraine stand against both external and internal threats. Ambassador Yovanovitch has been a strong voice for the U.S. in this effort & she is right to call those out who undermine efforts to combat corruption in Ukraine.

SCORE	RETWEETS	LIKES
-1.8x	8(+0)	16(-18)

Viktor Kovalenko

@MrKovalenko 1 day ago

New revelations: @USEmbassyKyiv in #Ukraine with Ambassador Mari Yovanovich pressed #Ukrainian government to drop probe of George #Soros local group @Shabunin. #politics #geopolitics #NatSec https://thehill.com/opinion/campaign/435906-us-embassy-pressed-ukraine-to-drop-probe-of-george-soros-group-during-2016?fbclid=IwAR00XtrvTFzujBGTztWnkk4r2ui1ZW0GlQo1iGVHc_We1MJ9yG9VLoRQzV4 #diplomacy #nationalsecurity #corruption @thehill @StateDept

SCORE	RETWEETS	LIKES
-0.8x	1(-1)	0(-2)

Robert Francis O'Rourke's Hands

@NvrRyan 1 day ago

Lutsenko told me he was stunned when US Ambassador Marie Yovanovitch"gave me a list of people whom we should not prosecute." The list included a founder of the AntAC group and two members of Parliament https://thehill.com/opinion/campaign/435906-us-embassy-pressed-ukraine-to-drop-probe-of-george-soros-group-

<u>during-2016</u>

SCORE	RETWEETS	LIKES
-8.0x	0(-2)	0(-2)

Go To Tweet
Nina Jankowicz

@wiczipedia 1 day ago

Please, I am begging you, let this excellent piece by @melindaharing put the "Ukraine-Clinton collusion" narrative that is now targeting Amb. Yovanovitch to bed. https://www.washingtonpost.com/opinions/2019/03/26/ukraine-just-showed-us-how-foreign-power-can-play-trump-its-own-ends/

SCORE	RETWEETS	LIKES
7.8x	29(+25)	49(+43)

Go To Tweet
IREX

@IREXintl 2 days ago

VIDEO: Earlier this month, we organized 400 simultaneous media literacy lessons that reached over 7,900 participants across Ukraine. U.S. Ambassador Marie Yovanovitch kicked off the event at @AmHouseKyiv: http://bit.ly/2TXRWUE #LearnToDiscern @USEmbassyKyiv

SCORE	RETWEETS	LIKES
-16.0x	0(-3)	0(-5)

Go To Tweet
Jay Yovanovich

@yovanovich 2 days ago

"I think you need a lot of context to seriously examine anything." - The Wire, Season 5

SCORE	RETWEETS	LIKES
-10.0x	0(-3)	0(-2)

Go To Tweet
Stoutx2

@PaulStout10 2 days ago

Calls Grow To Remove Obama's U.S. Ambassador To Ukraine Calls to remove former President Barack Obama's U.S. Ambassador to Ukraine Marie Yovanovitch have intensified over the last week as a scandal in Ukraine surrounding the 2016 U.S. presidential...

SCORE	RETWEETS	LIKES
1.1x	4(+2)	4(+2)

Go To Tweet
Jay Yovanovich

@yovanovich 3 days ago

#mm steve hauschildt :: dissolvi

SCORE	RETWEETS	LIKES
-10.0x	0(-3)	0(-2)

Go To Tweet
Annie

@AnnieBJackson 3 days ago

The US Ukrainian Ambassador?
https://twitter.com/charlesortel/status/1108442451604398080

SCORE	RETWEETS	LIKES
-8.0x	0(-2)	0(-2)

Go To Tweet
Ukrinform-EN

@Ukrinform_News 3 days ago

U.S. Ambassador Yovanovitch urges Ukrainians to vote in presidential elections https://www.ukrinform.net/rubric-elections/2666442-us-ambassador-yovanovitch-urges-ukrainians-to-vote-in-presidential-elections.html

SCORE	RETWEETS	LIKES
-8.0x	0(-2)	0(-2)

Go To Tweet
Christopher Miller

@ChristopherJM   3 days ago

.@DonaldJTrumpJr suggests @USEmbassyKyiv Ambassador Marie Yovanovitch—a career diplomat who's worked for Republican & Democrat admins—should be fired over uncorroborated allegations. And the spokeswoman for Ukraine Prosecutor General Lutsenko, a @poroshenko appointee, retweets it https://t.co/uswH6sA3cX

SCORE	RETWEETS	LIKES
2.1x	85(+62)	65(+18)

Go To Tweet
Nina Jankowicz

@wiczipedia   3 days ago

This is ridiculous. Ambassador Yovanovitch is a career foreign servant who has served as Ambassador under Republicans and Democrats alike. She is not "Obama's" Ambassador in Ukraine any more than she was President Bush's in Kyrgyzstan or Armenia. https://t.co/Z4Em2XXcMu

SCORE	RETWEETS	LIKES
23.1x	74(+70)	203(+195)

Go To Tweet
Jon Barsanti Jr.

@Anxie_TEA   3 days ago

"Yovanovitch, who began serving in the role in 2016 after she was nominated by Obama, has reportedly undermined the Trump administration in Ukraine." (Why is this not surprising? More "flexibility.") https://www.dailywire.com/news/45035/calls-grow-remove-obamas-us-ambassador-ukraine-ryan-saavedra

SCORE	RETWEETS	LIKES
1.9x	5(+1)	8(+5)

Hromadske Int.

@Hromadske 3 days ago

I think Lutsenko shot himself in the foot by speaking against the US ambassador to #Ukraine Marie Yovanovitch in an interview with @thehill, - British journalist @BohdanNahaylo https://en.hromadske.ua/posts/presidential-election-in-ukraine-one-week-countdown https://t.co/xxXBAjVuAR

SCORE	RETWEETS	LIKES
-0.8x	1(-2)	0(-2)

(b)(6)

From: State Department Analytics (Twitter)
Sent: Fri, 29 Mar 2019 14:08:53 +0000
To:
Subject: Ukraine US Media Report

Daily Twitter Digest

Tweets ranked by Total Interactions in Ukraine Monitoring Report (List)

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr   22 hours ago

Beyond his collusion lies, Adam Schiff repeatedly & falsely claimed that I committed perjury in my Congressional testimony & suggested Mueller would indict me for it. Is anyone in the media going to hold him accountable for that? It was nothing more than slander. #FullOfSchiff

RETWEETS   LIKES
14,194   47,479

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr   13 hours ago

VIDEO: It was a short lived campaign. Michael Avenatti went from Avenatti 2020 to Avenatti 20 to 25 □□□□□□□□□□□□ #MAGA https://t.co/uzPm4TKtpO

RETWEETS   LIKES
11,977   44,456

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr   13 hours ago

Tonight, @realdonaldtrump announced he'll fully fund the Great Lakes Restoration Initiative! Let's keep our Great Lakes beautiful! $300,000,000 amazing news for our natural rescources, the great outdoors and our sportsmen and women.

RETWEETS
9,983

LIKES
39,617

Michael McFaul

@McFaul 21 hours ago

I was there, waiting to testify. It was something.
https://twitter.com/funder/status/1111266602195009541

RETWEETS
8,829

LIKES
36,377

Dan Bongino

@dbongino 18 hours ago

Adam Schiff is an intergalactic laughingstock. If you're taking this man seriously then you should seek the help of a qualified mental health professional.

RETWEETS
8,521

LIKES
34,561

Sebastian Gorka DrG

@SebGorka 22 hours ago

I am happy to confirm that @JudgeJeanine will be back on @FoxNews this Saturday. You cannot keep this Patriot down. https://t.co/uX9MqPkQNC

RETWEETS
6,681

LIKES
29,519

Laura Ingraham

@IngrahamAngle 23 hours ago

President Trump and Republicans should be working 24/7 to seal the border. 1.5M illegal aliens added to our population this year.

RETWEETS
8,529

LIKES
27,059

Dan Bongino

@dbongino 22 hours ago

People who should delete their accounts, go to confession,&
leave public life forever due to their endless lies about
"collusion" -Seth Abramson -Malcom Nance -Rick Wilson -
Brian Stelter -Rachel Maddow -Chris Cuomo -Eric Swalwell -
Adam Schiff -John Brennan -Jim Comey -Jim Clapper

RETWEETS
8,258

LIKES
25,603

John Solomon

@jsolomonReports 21 hours ago

Republicans seek formal investigation into Schiff
https://thehill.com/hilltv/rising/436269-gop-rep-calls-for-
investigation-into-schiff

RETWEETS
9,357

LIKES
24,041

Donald Trump Jr.

@DonaldJTrumpJr 14 hours ago

It truly is. Thanks to all the deplorables for fighting with us to
save our country.
https://twitter.com/stevenportnoy/status/1111402812552863744

RETWEETS
5,708

LIKES
22,982

Sara A. Carter

@SaraCarterDC 23 hours ago

Read Here: "We have no faith in your ability to discharge

your duties in a manner consistent with your Constitutional responsibility and urge your immediate resignation..." House Intel Demand Rep. Adam Schiff's Resignation https://saraacarter.com/house-intel-republicans-demand-rep-adam-schiffs-immediate-resignation/ via @SaraCarterDC

RETWEETS	LIKES
8,131	19,478

Go To Tweet
Michael McFaul

@McFaul 19 hours ago

Mr. President, this is not true. Putin stood right next to you in Helsinki and told the world that he wanted you to win.
https://twitter.com/axios/status/1111107083162664960

RETWEETS	LIKES
7,186	19,269

Go To Tweet
Laura Ingraham

@IngrahamAngle 16 hours ago

The inmates are running the asylum.
https://twitter.com/abcpolitics/status/1111288243264188416

RETWEETS	LIKES
6,078	20,020

Go To Tweet
Jack Posobiec ▢▢▢▢

@JackPosobiec 17 hours ago

Raise your hand if you suspect Barack Obama and his Chicago cronies wouldn't be able to stand up to an ounce of the level of scrutiny and vetting that Donald Trump has

RETWEETS	LIKES
5,195	19,610

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 13 hours ago

Trump Jr. thanks rally crowd for support "the greatest hoax ever perpetrated on America" is now "out the window." And he's thanking his father's supporters for sticking with him, saying "it's not just our vindication, it's your vindication" too. - WTXF http://www.fox29.com/news/trump-jr-thanks-rally-crowd-for-support

RETWEETS
5,248

LIKES
19,224

Go To Tweet
Sean Hannity

@seanhannity 18 hours ago

GOP: "We have no faith in your ability to discharge your duties in a manner consistent with your Constitutional responsibility and urge your immediate resignation." https://www.hannity.com/media-room/schiff-showdown-house-gop-signs-letter-demanding-schiffs-resignation-from-intel-committee/

RETWEETS
6,185

LIKES
18,280

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 22 hours ago

Wow. I don't know whether to be upset or impressed with this level of stupidity. Jussie Smollett's lawyer says he thought brothers were white because they 'were wearing make-up' https://www.dailymail.co.uk/news/article-6860095/Jussie-Smolletts-lawyer-says-thought-brothers-white-wearing-make-up.html

RETWEETS
6,839

LIKES
17,420

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 23 hours ago

I wonder if @CNN will finally do the right thing and burn @RepAdamSchiff as their "source" for all the false bombshells that they so breathlessly, shamelessly & embarrassingly ran with because they were — at best — foolish enough to believe his lies? #FullOfSchiff

RETWEETS
5,506

LIKES
18,153

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 22 hours ago

Patriotic? What a joke. Adam Schiff spread more lies and sowed more discord than the Russians could have ever hoped for. #DumpSchiff #FullofSchiff
https://twitter.com/arthurschwartz/status/1111292994915913729

RETWEETS
6,496

LIKES
16,247

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 23 hours ago

VIDEO: WATCH: GOP House Intel members call on #RussiaHoax truther Adam Schiff to resign as Chairman of the House Intel Committee for knowingly and repeatedly lying to the American people about collusion. He has been exposed as the fraud he truly is! #FullOfSchiff
https://t.co/IMi2zwZN4F

RETWEETS
5,878

LIKES
15,024

Go To Tweet
Ryan Saavedra

@RealSaavedra 12 hours ago

VIDEO: Donald Trump Jr. blasts Ocasio-Cortez: "Think about the fact that every mainstream, leading Democratic contender is taking the advice of a freshman

congresswoman who three weeks ago didn't know the three branches of government...that's pretty scary" Crowd chants: "AOC sucks!" https://t.co/Qh4TmyVSFi

RETWEETS
4,615

LIKES
15,029

Go To Tweet
Ryan Saavedra

@RealSaavedra   14 hours ago

VIDEO: President Donald Trump calls out the Democrats for "defrauding the public with ridiculous bullshit" https://t.co/zsAhbThuo3

RETWEETS
4,867

LIKES
14,062

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr   20 hours ago
OMG!!! This is incredible.
https://twitter.com/charliedemar/status/1111324536363016195

RETWEETS
4,972

LIKES
13,843

Go To Tweet
Ryan Saavedra

@RealSaavedra   15 hours ago

After being fired by CNN, celebrity attorney Mark Geragos threatens to tell all about CNN: "God forbid that I start telling some of the stories for how I've covered for that lame-ass organization" https://nypost.com/2019/03/28/celebrity-attorney-mark-geragos-slams-cnn-over-extortion-plot-report/

RETWEETS
6,125

LIKES
12,040

Go To Tweet

Jack Posobiec ☐☐☐☐

@JackPosobiec 23 hours ago

#BREAKING DOJ to file charges against Obama lawyer Greg Craig for making false statements over his past work with Ukraine. Craig's firm failed to register as a foreign agent for Ukraine

RETWEETS
5,438

LIKES
12,263

Go To Tweet

Donald Trump Jr.

@DonaldJTrumpJr 21 hours ago

I think he's both, they're not mutual exclusive.
https://twitter.com/rudygiuliani/status/1111068763401654272

RETWEETS
3,802

LIKES
12,242

Go To Tweet

Donald Trump Jr.

@DonaldJTrumpJr 22 hours ago

OMG!!!
https://twitter.com/jackposobiec/status/1111289223611600896

RETWEETS
3,804

LIKES
11,977

Go To Tweet

Ryan Saavedra

@RealSaavedra 20 hours ago

BREAKING: Chicago Democrat Mayor Rahm Emanuel says that he is coordinating with police to finalize the cost of the investigation into Jussie Smollett's alleged hate crime hoax and will be sending him a bill to pay for all of it.

RETWEETS
2,928

LIKES
12,765

Laura Ingraham

@IngrahamAngle 23 hours ago

If we don't seal the border, Republicans and @realDonaldTrump will have lost faith with a good segment of their voters. Border is collapsing.

RETWEETS
3,353

LIKES
11,853

Dan Bongino

@dbongino 14 hours ago

Bullshit!

RETWEETS
1,984

LIKES
12,771

Sean Hannity

@seanhannity 13 hours ago

Rand Paul: "Source" Says Obama Admin Sent Spies to "Entrap Trump Officials" https://bongino.com/rand-paul-source-says-obama-admin-sent-spies-to-entrap-trump-officials/

RETWEETS
4,564

LIKES
9,229

Rudy Giuliani

@RudyGiuliani 12 hours ago

If Dems continue to protect Adam Schiff he will be the poster boy for their party. He

RETWEETS
2,742

LIKES
10,995

Go To Tweet

Jack Posobiec ☐☐☐☐

@JackPosobiec 10 hours ago

3.5 Million views
https://twitter.com/jackposobiec/status/1096633130260353024

RETWEETS
5,739

LIKES
7,689

Go To Tweet

Donald Trump Jr.

@DonaldJTrumpJr 23 hours ago

VIDEO: WATCH: GOP House Intel members call on #RussiaHoax truther Adam Schiff to resign as Chairman of the House Intel Committee for knowingly and repeatedly lying to the American people about collusion. He has been exposed as the fraud he truly is! #FullOfSchiff
https://t.co/E9nPOj68XL

RETWEETS
3,674

LIKES
9,435

Go To Tweet

Dan Bongino

@dbongino 14 hours ago

This speech is a PhD level course in the ownership of the Libs.

RETWEETS
2,225

LIKES
10,388

Go To Tweet

Dan Bongino

@dbongino 12 hours ago

This clown is a member of Congress who went on television and endlessly promoted the collusion hoax. Maybe he should seek a refund for his kindergarten diploma. What an embarrassment! ☐☐☐☐
https://twitter.com/davidcicilline/status/1111435536726581249

RETWEETS
2,881

LIKES
9,279

Dan Bongino

@dbongino 16 hours ago

Trump Approval Jumps 5 Points After Mueller Investigation
 https://bongino.com/trump-approval-jumps-5-points-after-mueller-investigation/

RETWEETS
2,438

LIKES
8,660

Laura Ingraham

@IngrahamAngle 15 hours ago

Exciting!
https://twitter.com/kimfoxxforsa/status/1087483752534757376

RETWEETS
2,571

LIKES
8,072

Jack Posobiec

@JackPosobiec 12 hours ago

VIDEO: Huge MAGA crowd chants "AOC Sucks, AOC Sucks" in Michigan https://t.co/yJa3qzlilf

RETWEETS
1,966

LIKES
8,485

Michael McFaul

@McFaul 17 hours ago

I agree. Very strange. And frankly, not very pleasant. I felt like he was suggesting that I was involved in some kind of wrongdoing. That's really insulting. (& he didn't ask one question about the subject matter of the testimony, for which

I worked hard to prepare)
https://twitter.com/jmrbux2/status/1111355029095624705

RETWEETS	LIKES
2,256	8,053

Go To Tweet
Jack Posobiec ☐☐☐☐

@JackPosobiec 15 hours ago

VIDEO: "It went from Avenatti 2020 to Avenatti 20 to 25"☐☐
https://t.co/ILCvEHs5OX

RETWEETS	LIKES
2,227	8,059

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 22 hours ago

I guess they never really wanted THE TRUTH just their truth which turned out to be all lies sold to the American people in the greatest hoax ever perpetrated on our country.
https://twitter.com/arthurschwartz/status/1111288751538491392

RETWEETS	LIKES
2,596	7,007

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr 13 hours ago

True story. Next week it's back to normal. #maga
https://twitter.com/marklandler/status/1111400450018820100

RETWEETS	LIKES
1,744	7,170

Go To Tweet
Dan Bongino

@dbongino 19 hours ago

Has Amazon moved collusion hoaxer Seth Abramson's discredited book to the fiction section yet?

RETWEETS
1,624

LIKES
7,131

Go To Tweet
Donald Trump Jr.

@DonaldJTrumpJr   23 hours ago

This! Why do the MSM still trust & listen to a liar like Adam Schiff? Is it because they want it to be true or are they as deranged as him? Better yet, given his history of lies & likely leaks how can he be trusted with a security clearance let alone chair the intel committee? https://twitter.com/wsjopinion/status/1111270450481557504

RETWEETS
2,511

LIKES
6,219

Go To Tweet
Ryan Saavedra

@RealSaavedra   16 hours ago

VIDEO: Puerto Rican Governor Ricardo Rossello threatens to physically attack President Donald Trump: "I'll punch the bully in the mouth" CNN's Jim Acosta just sits there and smiles. https://t.co/RTiWbak5Y5

RETWEETS
3,664

LIKES
4,736

Go To Tweet
Dan Bongino

@dbongino   19 hours ago

Rand Paul☐☐ "Source" Says Obama Admin Sent Spies to "Entrap Trump Officials" https://bongino.com/rand-paul-source-says-obama-admin-sent-spies-to-entrap-trump-officials/

RETWEETS
2,869

LIKES
5,385

Go To Tweet

Sean Hannity

@seanhannity 12 hours ago

Don't miss our one-on-one interview with RUSH LIMBAUGH! We're talking the massive collapse of the Russia hoax, insane 2020 Democrats & more. It's on NOW!

RETWEETS	LIKES
1,190	6,477

Go To Tweet

Dan Bongino

@dbongino 18 hours ago

Is Brian Stelter in competition with the lunatics at MSNBC to see who can say the dumbest thing since the Mueller report dropped? https://dailycaller.com/2019/03/28/cnn-brian-stelter-msnbc-ratings-mueller-report/

RETWEETS	LIKES
1,995	5,587

Go To Tweet

Donald Trump Jr.

@DonaldJTrumpJr 22 hours ago

Great idea, but didn't Brennan already lie to congress and perjure himself? I somehow doubt he will tell the truth this time.
https://twitter.com/randpaul/status/1110987950605680642

RETWEETS	LIKES
1,922	5,511

(b)(6)

From:	CrowdTangle
Sent:	Fri, 29 Mar 2019 13:24:27 +0000
To:	
Subject:	You've been added to Ukraine US Media Report

(b)(6)

Hi there! signed you up for a CrowdTangle email called "Ukraine US Media Report." If you would like to receive these emails, please confirm below. If you don't, you can simply ignore this.

Confirm

Wait, what's happening? Tell me more