

RELEASE IN
PART B6

From: Mills, Cheryl D <MillsCD@state.gov>
Sent: Wednesday, December 15, 2010 12:06 AM
To: H
Subject: Fw: #1 Social Media campaign of 2010

Fyi

----- Original Message -----

From: Alec Ross [redacted]
To: Mills, Cheryl D; Sullivan, Jacob J
Sent: Tue Dec 14 22:15:25 2010
Subject: #1 Social Media campaign of 2010

That would be ours ... http://adage.com/bookoftens2010/article?article_id=147616

And let the record reflect, when they say "mobile effort-backed by TV and spread across Twitter and Facebook..." was a little something developed and made viral by less than a half dozen people ... all of whom had "State Department" on the upper left-hand corner of their checks

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