**NEAR DUPLICATE**

**From:**            H

**RELEASE IN PART B6**

**Sent:**            3/11/2011 6:26:59 PM +00:00

**To:**              Huma Abedin <Huma@clintonemail.com>

**Subject:**         Fw: New Social Media Resource

Pls print.

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**From**: McHale, Judith A [mailto:McHaleJA@state.gov]
**Sent**: Monday, March 07, 2011 04:02 PM
**To**: H
**Cc**: Abedin, Huma <AbedinH@state.gov>
**Subject**: FW: New Social Media Resource

FYI:

Sent out today.

jm

**From:** McHale, Judith A
**Sent:** Monday, March 07, 2011 2:36 PM
**To:** EUR-AMBASSADORS-DL; AF-COM-DL; EAP-COMS-ONLY-DL; NEA-Ambassadors-DL; SCA-Ambassadors-DL; WHA-COM-DCM; IO-AMBASSADORS-DL; R_PAOs-Worldwide; EUR-PPD-IO-DL; EAP-PD-IO-DL; NEA-PD-IO-DL; SCA-PPD-IO-DL; WHA-PDA IO; R_PD-Regional DAS; Campbell, Kurt M; Gordon, Philip H; Carson, Johnnie; Feltman, Jeffrey D; Blake, Robert O; Valenzuela, Arturo A; Brimmer, Esther D; Kennedy, Patrick F; Burns, William J; Tauscher, Ellen O; Otero, Maria; Hormats, Robert D
**Cc:** Mills, Cheryl D; Sullivan, Jacob J; Crowley, Philip J; Hammer, Michael A; Smith, Dana S; DiMartino, Kitty; Cormack, Maureen E
**Subject:** New Social Media Resource


Dear Colleagues,


Faced with a rapidly evolving global communications landscape, we must continually evaluate our processes and procedures to be sure we are using all available tools to effectively reach people everywhere in ways that resonate with them. As we all know, it is no longer sufficient to merely rely on pushing out press releases in the hope that they will get picked up and read by our targeted audiences. Consumers today are increasingly demanding information immediately and sharing that information with their colleagues and communities around the world. As Secretary Clinton has said, the internet is the public square of the 21$^{st}$ century, and we all shape and are shaped by what happens there. If we are not participating in conversations when they happen and where they happen, we risk our actions being misunderstood or deliberately distorted. At best, we run the risk of being marginalized in an increasingly global discourse.


The events of recent months, in the Middle East and elsewhere, have again demonstrated the centrality of social media to today's most pressing challenges. We know that many Posts are already using a variety of social media tools and platforms, including Facebook and Twitter. In Washington, we are currently undertaking a broad-based review of the Department's use of social media. We want to ensure that we are deploying these new tools in ways that are both strategic and supportive of Posts' needs and that training is taken into consideration. Your input, thoughts and ideas will be a critical part of this process, and we will be reaching out to all of you in the coming weeks. We recognize that new social media initiatives can be resource-intensive, and it will require all of us to work together to identify new ways of incorporating them into our on-going operations to maximize their impact. This may require us to recalibrate and possibly discontinue some programs and initiatives as we expand our use of these tools, which are fast becoming an essential part of modern diplomacy.

In the meantime, we wanted to alert you to one new resource available to you now.  Currently, press guidance and official statements are developed each day in Washington by your Regional Bureaus and the Bureau of Public Affairs.  This information is provided to you for your use in interviews and media engagements.  Going forward, Public Affairs will also provide that content to you in a format that is customized for Twitter or other micro-blog platforms.  The information, containing policy statements and top-line messages, will be provided on a regular basis in English and the following foreign language Twitter handles:

-        @USAbilAraby  (Arabic)

-        @USAdarFarsi  (Farsi)

-        @USAenEspanol  (Spanish)

-        @USAenFrancais  (French)

-        @USAHindiMein  (Hindi)

-        @USApoRusski  (Russian)

-        @USA_Zhongwen  (Chinese)

The English tweets are on the official English language State Department Twitter feed: @StateDept.

The following example from a recent Hindi feed illustrates how this will work:

हिलरी लिंटन जनवा में, परा भाषण यहाँ पढ़ें **http://goo.gl/50Wfn**

#SecClinton in Geneva, read the complete remarks here: http://goo.gl/50Wfn

#हिलरी लिंटन भाचार में जकड़ी, परिवर्तन स भयभीत कई सरकार अपनी जनता को सकारात्मक विजन दने में अम है। #यएन

#SecClinton: Too many governments hobbled by corruption and fearful of change, unable to provide a positive vision for their people. #UN

#हिलरी लिंटन द्वारा युवाओं को नौकरी या अवसर नह मिलता भविष्य "व किस जानते है" स तय होता हन "क व क्या जानते है।" #यएन

 #SecClinton: Too many young people cannot find jobs or opportunities.  Future shaped by "who they know" not "what they know".
#UN

#हिलरी-क्लिंटन पर हम सरकारों, नेताओं से आग्रह करते हैं कि #नागरिकसमाज को भागीदार समझें विरोधी नहीं।

#SecClinton: We urge leaders and governments throughout the region to treat #civilsociety as partners rather than adversaries.

#हिलरी-क्लिंटन यदि आधी जनता उपेक्षित रहे तो राष्ट्र फलफूल नहीं सकता।  #महिला  #अल्पसंख्यक

#SecClinton: Nations cannot flourish if half their population is consigned to the margins or denied their rights. #Women #Minorities

#हिलरी-क्लिंटन उत्तरदायी शासन के बिना जनता और नेताओं के बीच दरार बढ़गी' अस्थिरता व गहराएगी।  #यूएन

   #SecClinton: Gap between people and their leaders will only grow, and instability will only deepen without accountable government. #UN

As with regularly distributed press guidance, these twitter feeds are being designed as a resource for Posts, to be used at their discretion and under circumstances Posts deem appropriate, based on local conditions.  Under Posts' direction, the feeds can be re-tweeted, allowing Posts to focus resources on the response and engagement piece of social media that is so vital and that can only be provided in the field.  Rather than spending time combing through press briefings, official statements or interview transcripts to find the key messages, PA has pulled them out and packaged them into 140 characters or less and with the hashtags that will enable new followers to find you. The initial reaction has been overwhelmingly positive, demonstrating once again that engagement is what makes social media so powerful.

We look forward to working with you in navigating this new landscape for communication and depend on your feedback to highlight and share local insights and best practices.

Judith McHale

Under Secretary for Public Diplomacy

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**Message Headers:**
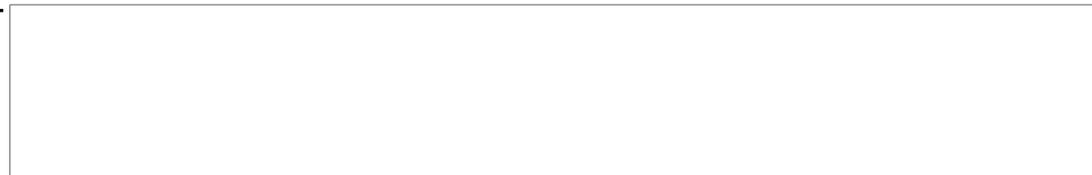
From: H <HDR22@clintonemail.com>
To: Huma Abedin <Huma@clintonemail.com>
Date: Fri, 11 Mar 2011 13:26:59 -0500
Subject: Fw: New Social Media Resource
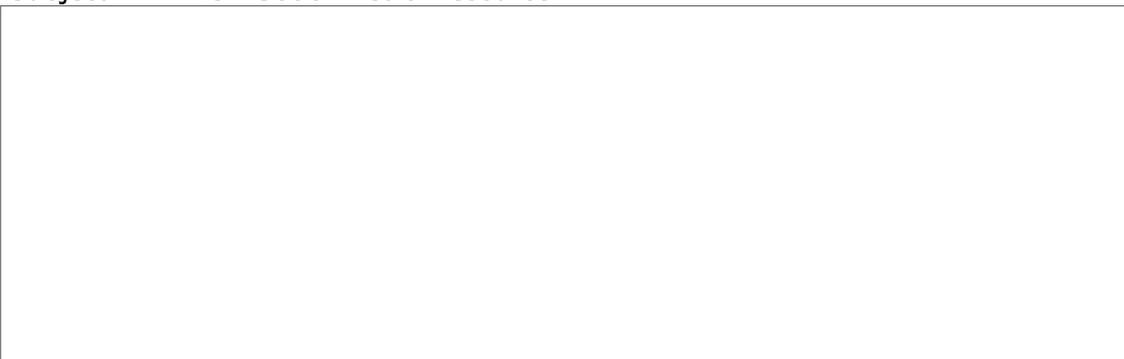
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PR_RIM_MSG_FOLDER_ID:          -3
PR_RIM_DELETED_BY_DEVICE:      true
PR_RIM_MSG_ON_DEVICE_3_6:      true
PR_RIM_MSG_STATUS:             1
PR_RIM_INTERNET_MESSAGE_ID:
```

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