

RELEASE IN FULL

From: Mills, Cheryl D <MillsCD@state.gov>
Sent: Saturday, March 19, 2011 11:20 AM
To: H
Subject: Re: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

Oh yeah - we get them!

From: H [mailto:HDR22@clintonemail.com]
Sent: Saturday, March 19, 2011 10:55 AM
To: Campbell, Kurt M; Mills, Cheryl D
Subject: Fw: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

Fyi!

From: McHale, Judith A [mailto:McHaleJA@state.gov]
Sent: Saturday, March 19, 2011 10:52 AM
To: H
Subject: Fw: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

A good example of why we need to do this.

From: Stout, Jennifer P
Sent: Saturday, March 19, 2011 10:50 AM
To: McHale, Judith A; DiMartino, Kitty; Smith, Dana S; Hammer, Michael A
Cc: Cormack, Maureen E; Guimond, Gabrielle
Subject: Fw: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

Dear Judith,

More from Tokyo on the huge success of the ambassador's twitter feed. The EAP weekly update yesterday had the number of followers at 18,000. It has grown by 2,000 in a day! Special recognition must be paid to TDYer Phil Roskamp from Jakarta and IRO Michael Huff.

Jennifer

From: Huff, Michael P
Sent: Saturday, March 19, 2011 05:23 AM
To: JapanEmbassy, TaskForce
Cc: Chang, Benjamin; Linehan, Patrick J (TDY/PAS); Miller, Beau J (TDY/PAS); Lommel, Keith A (TDY/PAS); Stout, Jennifer P; Hodges, Thomas M; Schalow, Kathryn; Forino, Nini J; Hoffmann, Phillip P; Kelley, Karen D (IO/Tokyo); Roskamp, Philip W; Roskamp, Philip W (TDY/PAS)
Subject: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

SOCIAL MEDIA

Ambassador Roos is the 20th most popular Twitter user in the city of Tokyo as of tonight, and he now has **more than 20,000 followers**. He is the **540th most retweeted person on all of Twitter, in the 99.8 percentile**.

Special thanks are due to the Embassy's LES staff who have been the Ambassador's voice in Japanese.

Sources: *twitaholic.com, retweetrank.com*

Michael Huff
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