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FULL**Rossetti, John R**

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**From:** Shore, Rhonda H  
**Sent:** Friday, January 13, 2017 10:29 AM  
**To:** CT  
**Subject:** CT Social Media report December 2016 social media report  
**Attachments:** Twitter Report 12-01-16 to 01-06-17.xlsx

Please see our latest social media report. In 2016 we released a record number (for us) of dipnotes and hope to continue that in 2017 – we'll need your help to do it. We plan on approaching your various offices to discuss ideas so we can draw up a projected 2017 blog calendar.

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**From:** Olson, Jennifer D  
**Sent:** Friday, January 13, 2017 10:00 AM  
**To:** Shore, Rhonda H  
**Subject:** December 2016 social media report

Please see below and attached the latest social media report, covering CT's social media efforts from December 1, 2016 – January 6, 2017. Events that drove the most coverage included the designation of AQIM's Saleck Ould Cheikh Mohamedou (12/21), amendment of Lashkar e-Tayyiba to include alias Al-Muhammadia Students (12/28), and the designation of Hamza bin Laden (1/5). We also had a strong response to CT's two-part end of year blog, including 1194 likes and 112 shares on the State Department's official Facebook page, and close to 60 retweets, collectively, on Twitter.

During this period, our tweets were viewed 375,600 times and retweeted 504 times. Links we posted were viewed 2,392 times.

Our @StateDeptCT account surpassed the 12.5K mark and continues to grow with 12,551 followers. Notable new followers include Defense Advanced Research Projects Agency (DARPA); Chris Morrow, CNN Reporter; Tom Brooks-Pollock, BBC London reporter; and Jessie Francescon, Director of Communications at Hedayah.

[NOTE: This report doesn't include direct retweets of unoriginal content.]

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**REVIEW AUTHORITY: Sharon Ahmad, Senior Reviewer**

**Bureau of Counterterrorism**  
**Monthly Social Media Report**

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December 1, 2016 - January 6, 2017

<b># Followers:</b> 12,551 ppl		
<b># Times our Tweets were viewed:</b> 375,600 views		
<b># Times Links were viewed/clicked:</b> 2,392		
<b># Times our Tweets were Retweeted by our Followers:</b> 504		
<b># Direct Messages/Tweets/Mentions (Excluding Retweets):</b> 1109		
<b>Notable new followers:</b> Defense Advanced Research Projects Agency (DARPA); Chris Morrow, CNN Reporter; Pollock, BBC London reporter; and Jessie Francescon, Director of Communications at Hedayah.		
		<b># times tweet was viewed</b>
<b>Tweet</b>	<b>Date</b>	
ICYMI: <a href="#">@StateDept</a> designates #AQAP's Ibrahim al-Banna as Specially Designated Global Terrorist under E.O. 13224 → <a href="http://go.usa.gov/x92zV">http://go.usa.gov/x92zV</a>	6-Jan	37,241
Check out <a href="#">@StateDept</a> 's two-part "2016 in Review" blog to read about our efforts to advance #counterterrorism goals → <a href="https://goo.gl/3k1X5O">https://goo.gl/3k1X5O</a>	6-Jan	3,185
<a href="#">@StateDept</a> designates #AQAP's Ibrahim al-Banna as Specially Designated Global Terrorist under E.O. 13224 → <a href="http://go.usa.gov/x92zV">http://go.usa.gov/x92zV</a>	5-Jan	6,232
<a href="#">@StateDept</a> designates Hamza bin Laden as Specially Designated Global #Terrorist under E.O. 13224 → <a href="http://go.usa.gov/x92MB">http://go.usa.gov/x92MB</a>	5-Jan	45,991
Check out part 2 of 2 in <a href="#">@StateDeptCT</a> 's 2016 in Review: Building Partner Capacity and Countering Violent Extremism → <a href="https://goo.gl/qHWCII">https://goo.gl/qHWCII</a>	4-Jan	30,945
Read part 1 of 2 in <a href="#">@StateDeptCT</a> 's 2016 in Review: Advancing #Counterterrorism Diplomacy → <a href="https://goo.gl/dlmx37">https://goo.gl/dlmx37</a>	3-Jan	27,198
RT- From GWU's Program on Extremism:	29-Dec	2,567
RT- Treasury's LeT action:	28-Dec	3,867
<a href="#">@StateDept</a> amends FTO & E.O.13224 designations of #Lashkar e-Tayyiba to include alias Al-Muhammadia Students (AMS). <a href="http://go.usa.gov/x9YDM">http://go.usa.gov/x9YDM</a>	28-Dec	43,514
Read our latest blog on Addressing Prison Radicalization Worldwide and <a href="#">@iijmalta</a> 's recent workshop on this topic. <a href="http://go.usa.gov/x9rh7">http://go.usa.gov/x9rh7</a>	27-Dec	37,297
RT- Congrats to newest members of <a href="#">@Strong_Cities</a> network:	22-Dec	2,536
<a href="#">@StateDept</a> designates #AQIM's Saleck Ould Cheikh Mohamedou as Specially Designated Global Terrorist under E.O.13224→ <a href="http://go.usa.gov/x9ajc">http://go.usa.gov/x9ajc</a>	21-Dec	39,119
RT - Secretary <a href="#">@JohnKerry</a> condemns assassination of Russian Ambassador to Turkey.	19-Dec	2,923
ICYMI: The US condemns yesterday's attack in Karak and stands in solidarity with #Jordan - <a href="http://go.usa.gov/x9cda">http://go.usa.gov/x9cda</a>	19-Dec	1,941
Rewards for Justice - Increased Reward Offer for information on #ISIL Leader Abu Bakr al-#Baghdadi. Full details: <a href="http://go.usa.gov/x8eYt">http://go.usa.gov/x8eYt</a>	16-Dec	4,165
RT - ICYMI: UN Security Council Resolution 2324 endorses #UNSCR1540 and its efforts to prevent #terrorist acquisition of #WMD.	16-Dec	2,683

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RT - ICYMI of Treasury press release	15-Dec	1,953	*
.@IJMalta hosted global workshop to address prison radicalization, December 12-13, in #Malta → <a href="http://go.usa.gov/x8s7W">http://go.usa.gov/x8s7W</a>	14-Dec	26,522	
RT - ICYMI - @OSCE Declaration on Strengthening #Counterterrorism Efforts:	13-Dec	2,403	*
RT - TODAY at 10am ET: UN CTED broadcast	13-Dec	1,900	*
#GCTF hosted inaugural meeting of Protection of Soft Targets Initiative in #Turkey, December 8-9 → <a href="http://go.usa.gov/x8ddc">http://go.usa.gov/x8ddc</a>	12-Dec	22,388	
RT - TODAY at 10am ET: UN CTED broadcast	12-Dec	1,603	*
RT - Starting today: (UN CTED broadcast)	12-Dec	1,708	*
The United States condemns in the strongest possible terms the terrorist attack on Christian worshippers outside StMarks Cathedral in Cairo.	11-Dec	4,497	*
ICYMI: @Hedayah_CVE and @UNDP co-hosted International #CVE Research Conference in #Jakarta.	9-Dec	1,291	*
Readout of @Brett_McGurk's trip to #Iraq and #Turkey → <a href="http://go.usa.gov/x8yrj">http://go.usa.gov/x8yrj</a>	7-Dec	35,048	
RT - ICYMI: (POTUS Counterterrorism speech)	7-Dec	1,031	*
RT - Happening NOW: (POTUS Counterterrorism speech)	6-Dec	4,503	*
RT - Starting tomorrow: (Hedayah conference)	5-Dec	1,334	*
RT - Don't miss this week's @UnitedCVE Peer-2-Peer event:	5-Dec	1,809	*
ICYMI: @StateDept's Coordinator for Cyber Issues @C_Painter participated in @UN_CTED meeting December 1 - <a href="http://go.usa.gov/x8P2f">http://go.usa.gov/x8P2f</a>	2-Dec	1,021	
.@JohnKerry: U.S. welcomes vote by Colombian congress to approve peace accord between Colombian gov't & FARC - <a href="http://go.usa.gov/x8UGY">http://go.usa.gov/x8UGY</a>	1-Dec	1,007	
RT - TODAY at 10:00am ET: UN CTED meeting	1-Dec	1,165	*
*If a particular tweet has a link and it has no "clicks" listed, that does not mean it wasn't clicked. We can only track ".gov" linked Twitter account; any non-government link (such as news articles) cannot be tracked on our Twitter account.			

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