



**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](mailto: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,

A handwritten signature in blue ink that reads "Susan C. Weetman".

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

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

(b)(6)

Good to hear.

[Redacted]

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)

[Redacted]

**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)

(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)

(b)(6)

**Official**  
**UNCLASSIFIED**

---

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

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

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

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

(b)(6)

[Redacted]

---

**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

Great to have these "tools" almost all of which PAS was already using, despite [Redacted]'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



Thanks for helping!

George

(b)(6)

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

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

**To:** [Redacted]

**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**

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

(b)(6)

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

**To:** [Redacted]

**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**

(b)(6) **From:** [Redacted]

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

(b)(6) **To:** [Redacted]

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

(b)(6) [Redacted] just so you all are aware-

Both [Redacted] 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 automated these days.

(b)(6) Thanks!

[Redacted Signature]

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

(b)(6)

[Redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

(b)(6)

**Sent:** Wednesday, March 27, 2019 3:31 PM

(b)(6)

**To:** [Redacted]

**Cc:** [Redacted]

(b)(6)

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

Thanks very much, [Redacted] Would be great to start getting those reports.

(b)(6)

---

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

(b)(6)

(b)(6)

**Cc:** [Redacted]

**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

Kenya-Trusant Group

(b)(6)

**Official**

**UNCLASSIFIED**

(b)(6)

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

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

(b)(6)

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

**Cc:** (b)(6)

(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)  
**From:** [redacted]

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

(b)(6)  
**To:** [redacted] (b)(6)

(b)(6)  
**Cc:** [redacted]

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

(b)(6)  
Hi [redacted]

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,

[Redacted]

(b)(6)

Digital Media Associate | EUR/PD

Kenjya-Trusant Group

[Redacted]

**Official - Transitory**

**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

[Redacted]

(b)(6)

(b)(6)

**Cc:** [Redacted]

[Redacted]

(b)(6)

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

H [Redacted]

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

[Redacted]

**Official**

**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

**To:** [Redacted]

(b)(6)

[Redacted]

(b)(6)

(b)(6)

**Cc:**

[Redacted]

(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,

[Redacted]

**Official**

**UNCLASSIFIED**

(b)(6)

**From:**

[Redacted]

(b)(6)

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

**To:**

[Redacted]

(b)(6)

(b)(6)

[Redacted]

(b)(6)

**Cc:**

[Redacted]

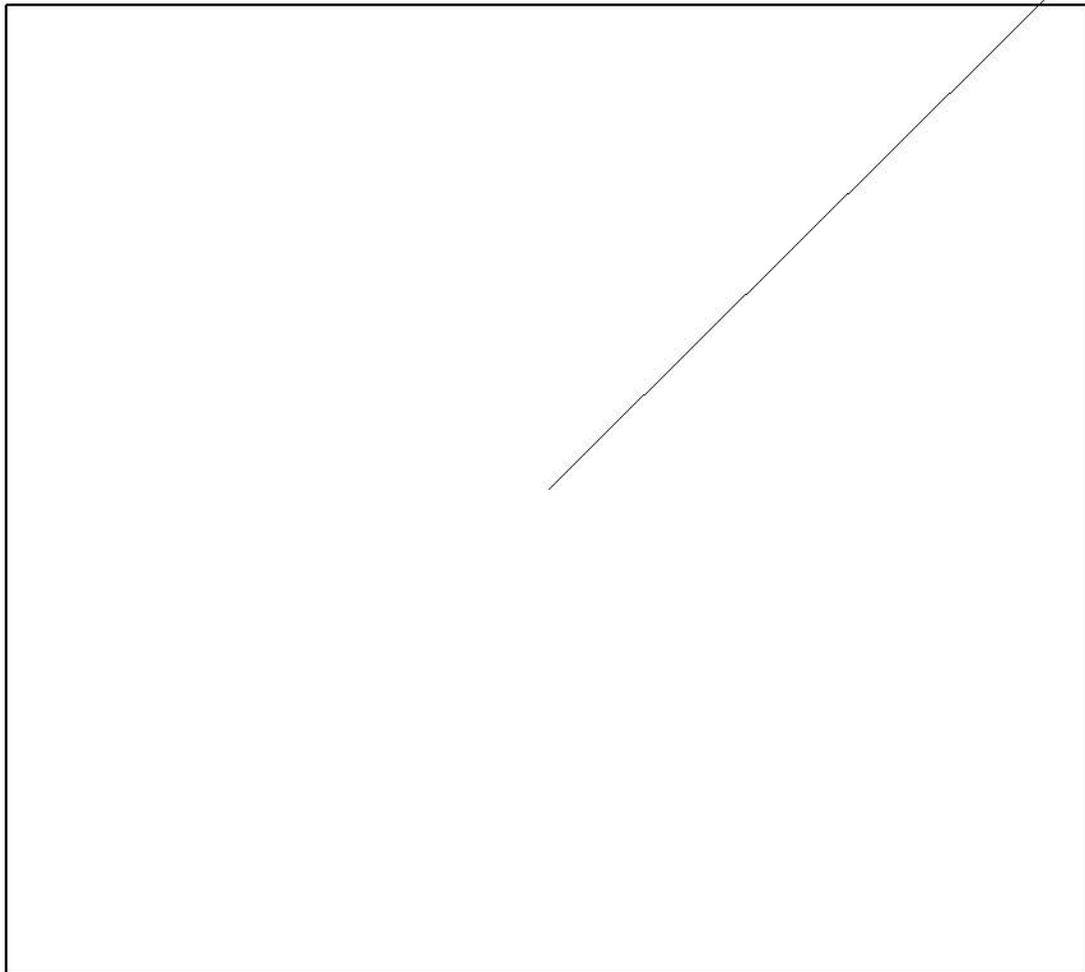
[Redacted]

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

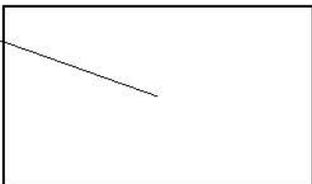
(b)(6)

Thanks

(b)(5)



(b)(6)



Press Attaché  
U.S. Embassy Kyiv

**Official**

**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

(b)(6)

[Redacted]

(b)(6)

**Cc:** [Redacted]

[Redacted]

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

(b)(6)

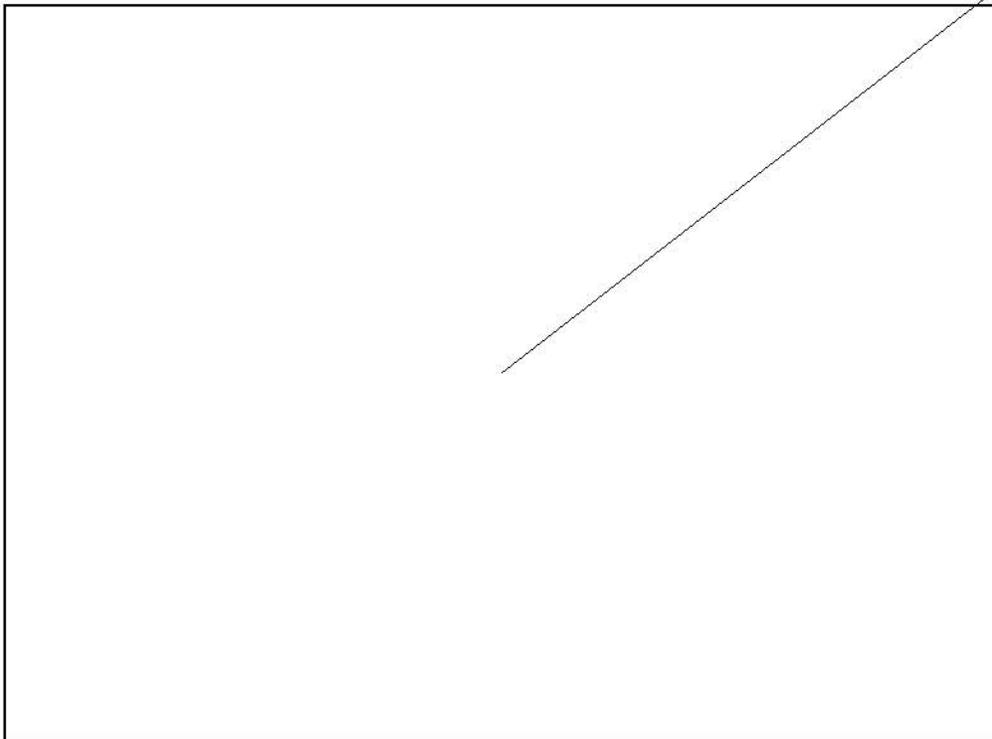
Hi [Redacted],

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington apprised 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)

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)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

(b)(6)

(b)(6)

[Redacted]

**Cc:** [Redacted]

[Redacted]

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

Hi Desk colleagues,

(b)(5)

[Large Redacted Block]

(b)(6)

Thanks very much for considering this request,

[Redacted Signature]

SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

<b>Sender:</b>	"Kent, George P"	[Redacted]
<b>Recipient:</b>	[Redacted]	

<b>From:</b>	(b)(6)
<b>To:</b>	Yovanovitch, Marie L (Kyiv) (b)(6)
<b>Subject:</b>	RE: monitoring developing U.S. social media narratives on Ukraine
<b>Date:</b>	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:

<b>From:</b>	(b)(6)
<b>Sent:</b>	Wednesday, March 27, 2019 3:31 PM
<b>To:</b>	(b)(6)
<b>Cc:</b>	(b)(6)
<b>Subject:</b>	RE: monitoring developing U.S. social media narratives on Ukraine

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

---

<b>From:</b>	(b)(6)
<b>Date:</b>	March 27, 2019 at 9:11:46 PM GMT+2
<b>To:</b>	(b)(6)
<b>Cc:</b>	(b)(6)
<b>Subject:</b>	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  
Kenjya-Trusant Group

(b)(6)

**Official**

(b)(6)

UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

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**Cc:** [redacted]

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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.

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- 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:** [redacted]

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

**To:** [redacted]

**Cc:** [redacted]

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

Hi [redacted]

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

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(b)(6)

(b)(6)

(b)(6)

Digital Media Associate | EUR/PD  
Kenjya-Trusant Group

[Redacted]

(b)(6)

**Official - Transitory**  
**UNCLASSIFIED**

**From:** [Redacted]

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

**To:** [Redacted]

**Cc:** [Redacted]

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

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- Yovanovich (*common misspelling*)
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- Ukraine Soros

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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

[Redacted]

(b)(6)

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

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

(b)(6)

**Official**  
**UNCLASSIFIED**

**From:** (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)

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

Thank (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

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 [redacted] this week to ensure folks like [redacted] 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:

[Large redacted area]

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,

[Redacted signature]

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

[Redacted contact information]

**Official  
UNCLASSIFIED**

**From:** [Redacted]

**Sent:** Wednesday, March 27, 2019 11:24 AM

**To:** [Redacted]

(b)(6)

(b)(6)

(b)(6)

[Redacted]

**Cc:** [Redacted]

(b)(6)

[Redacted]

**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 apprised 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)

- [Redacted]
- [Redacted]

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

Thanks,

[Redacted]

[Redacted]

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

[Redacted]

**Official  
UNCLASSIFIED**

**From:** [Redacted]

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

**To:** [Redacted]

**Cc:** [Redacted]

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

(b)(6)

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

Hi Desk colleagues,

[Redacted]

(b)(6)

Thanks very much for considering this request,

[Redacted]

(b)(6)

SBU/Sensitive But Unclassified

(b)(6)

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	Yovanovitch, Marie L (Kyiv) [Redacted]

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

(b)(6)

Thanks George!

---

**From:** Kent, George P [Redacted] (b)(6)  
**Date:** March 28, 2019 at 1:00:02 PM GMT+2  
**To:** [Redacted] (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:** (b)(6)  
**Date:** March 28, 2019 at 12:04:29 PM GMT+2  
**To:** Kent, George P (b)(6)  
**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 (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.

**Official  
UNCLASSIFIED**

(b)(6)

(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)

(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)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(5)

**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,

(b)(5)

(b)(6)

(b)(6)

(b)(6)

Thanks for helping!

George

**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:** [Redacted]

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

**To:** [Redacted]

**Cc:** Kent, George P [Redacted]

**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)

[Redacted]

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

[Redacted]

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

**Official  
UNCLASSIFIED**

**From:** [Redacted]

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

(b)(6)

[Redacted]

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

(b)(6)

[Redacted] just so you all are aware-

Both [Redacted] 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.

Thanks!

[Redacted]

(b)(6)

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

[Redacted]

[Redacted]

**Official  
UNCLASSIFIED**

(b)(6)

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(b)(6)

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

**Sent:** Wednesday, March 27, 2019 3:31 PM

**To:** [redacted]

**Cc:** [redacted]

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

(b)(6)

Thanks very much, [redacted] Would be great to start getting those reports.

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

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

**To:** [redacted] yiv)

**Cc:** [redacted]

**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,

[redacted]

Digital Media Associate | EUR/PD  
Kenjya-Trusant Group

[redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

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

**To:** [redacted]

**Cc:** [redacted]

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

Hi [redacted]

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,

**From:** [redacted]  
**Date:** March 27, 2019 at 8:07:34 PM GMT+2

**To:** [redacted]

**Cc:** [redacted]

**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)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Best,

(b)(6)

Digital Media Associate | EUR/PD  
Kenjya-Trusant Group

(b)(6)

**Official - Transitory**  
**UNCLASSIFIED**

**From:**

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

**To:**

**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,

[Redacted]

(b)(6)

**Official  
UNCLASSIFIED**

**From:** [Redacted]

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

**To:** [Redacted]

**Cc:** [Redacted]

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

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Hi [Redacted]

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,

[Redacted]

**Official  
UNCLASSIFIED**

**From:** [Redacted]

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

**To:** [Redacted]

**Cc:** [Redacted]

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

[Redacted]

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

(b)(6)

Thanks [Redacted]

(b)(5)

[Redacted]

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

[Redacted]

(b)(5)

[Redacted]

(b)(6)

[Redacted]

Press Attaché  
U.S. Embassy Kyiv

**Official**  
**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

(b)(6)

[Redacted]

(b)(6)

**Cc:** [Redacted]

[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 apprised 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]
- [redacted]

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

(b)(6)

(b)(6)

Thanks,  
[redacted]

[redacted]

(b)(6)

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

[redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

**From:**

[Redacted]

(b)(6)

(b)(6)

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

**To:**

[Redacted]

(b)(6)

**Cc:**

[Redacted]

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

Hi Desk colleagues,

(b)(5)

[Large Redacted Block]

Thanks very much for considering this request,

[Redacted]

SBU/Sensitive But Unclassified

(b)(6)

(b)(6)

**Sender:**

[Redacted]

**Recipient:**

Kent, George P <

[Redacted]

(b)(6)

(b)(6)

(b)(6)

(b)(6)

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

(b)(5)

Thanks George- y

[Redacted]

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)

(b)(6)

**From:** [Redacted]

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

**To:** [Redacted]

**Cc:** [Redacted]

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

(b)(6)

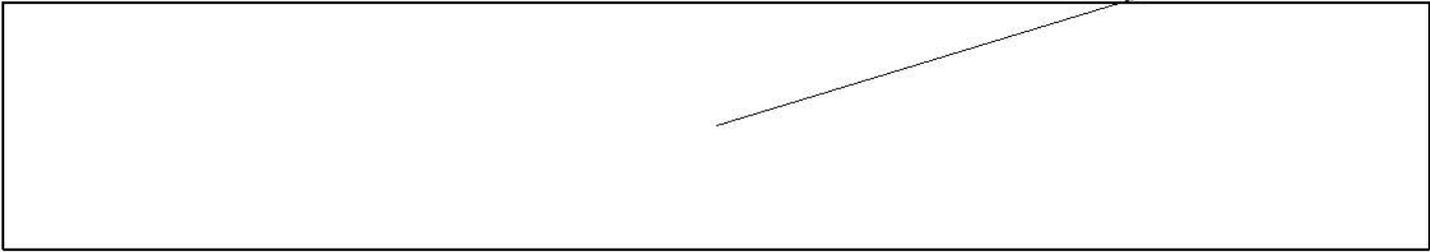
(b)(5)

[Redacted] - key thing is to get up to ramming speed from the get go,

[Redacted]

(b)(5)

[Redacted]



(b)(6) Thanks for helping!

(b)(6) George

(b)(6) **From:** [Redacted]

**Sent:** Wednesday, March 27, 2019 2:57 PM  
**To:** [Redacted]

**Cc:** Kent, George P [Redacted]

**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. 😊

(b)(6) [Redacted]  
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:** [Redacted]

**Sent:** Wednesday, March 27, 2019 3:54 PM  
**To:** [Redacted]

**Cc:** Kent, George P [Redacted]

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



**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

**From:** [redacted]

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

(b)(6)

**To:** [redacted]

(b)(6)

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

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

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

Thank!

[redacted]

(b)(6)

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

[redacted]

(b)(6)

**Official  
UNCLASSIFIED**

(b)(6)

**From:** [redacted]

**Sent:** Wednesday, March 27, 2019 3:31 PM

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**Cc:** [redacted]

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

**To:** [redacted]

**Cc:** [redacted]

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[redacted]

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

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(b)(6) Just let me know.

(b)(6) Best,

(b)(6) [Redacted]  
Digital Media Associate | EUR/PD  
Kenya-Trusant Group  
[Redacted]

(b)(6) **Official**  
**UNCLASSIFIED**

(b)(6) **From:** [Redacted]  
**Sent:** Wednesday, March 27, 2019 2:26 PM

(b)(6) **To:** [Redacted]

(b)(6) **Cc:** [Redacted]

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- 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:** (b)(6)

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

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

(b)(6) **Cc:** (b)(6)

(b)(6)

(b)(6) **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)

(b)(6) **Official - Transitory**

**UNCLASSIFIED**

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

(b)(6) **Sent:** Wednesday, March 27, 2019 12:17 PM

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

(b)(6)

(b)(6) **Cc:** (b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

[Redacted]

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

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- Yovanovich (*common misspelling*)
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(b)(6)

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[Redacted]

(b)(6)

**Official  
UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

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

**To:** [Redacted]

(b)(6)

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

[Redacted]

[Redacted]

**Cc:** [Redacted]

[Redacted]

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

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Best,

[Redacted]

**Official  
UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

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

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

**To:** [Redacted]

(b)(6)

[Redacted]

**Cc:** [Redacted]

[Redacted]

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

(b)(5)

Thanks [Redacted]

[Large Redacted Area]

(b)(6)

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

(b)(6)

(b)(5)

[Redacted]

(b)(6)

[Redacted]

Press Attaché  
U.S. Embassy Kyiv

(b)(6)

**Official  
UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

(b)(6)

[Redacted]

**Cc:** [Redacted]

(b)(6)

[Redacted]

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

Hi [Redacted]

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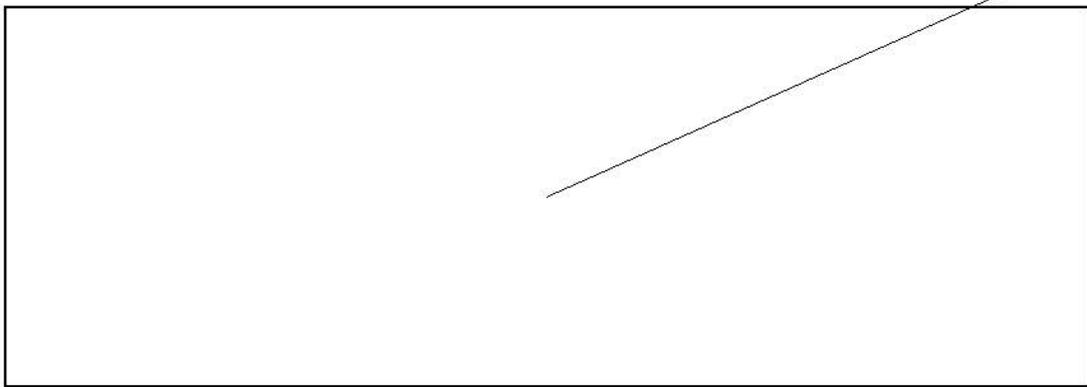
We know it's been an especially challenging time given the current news stories about post and can certainly appreciate the extra work it's creating.

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

(b)(6)

**Official  
UNCLASSIFIED**

(b)(6)

**From**

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

**To**

**Cc**

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

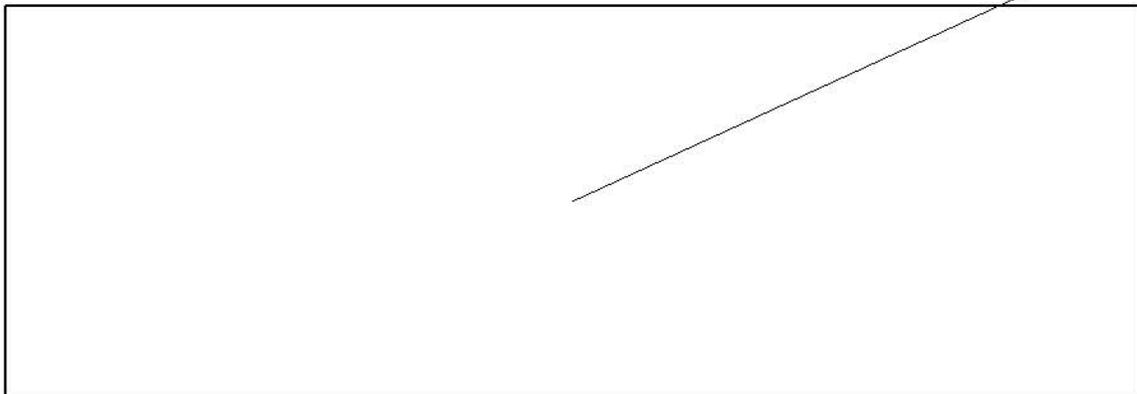
(b)(6)

(b)(6)

(b)(6)

(b)(5)

Hi Desk colleagues,



(b)(5)

[Redacted]

(b)(6)

Thanks very much for considering this request,

[Redacted]

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

SBU/Sensitive But Unclassified

<b>Sender:</b>	[Redacted]
	Kent, George P [Redacted]
<b>Recipient:</b>	[Redacted]

(b)(6)

<b>From:</b>	[Redacted]
<b>To:</b>	[Redacted]
<b>CC:</b>	Kent, George P/
<b>Subject:</b>	RE: Monitoring U.S. based media on Ukraine
<b>Date:</b>	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.

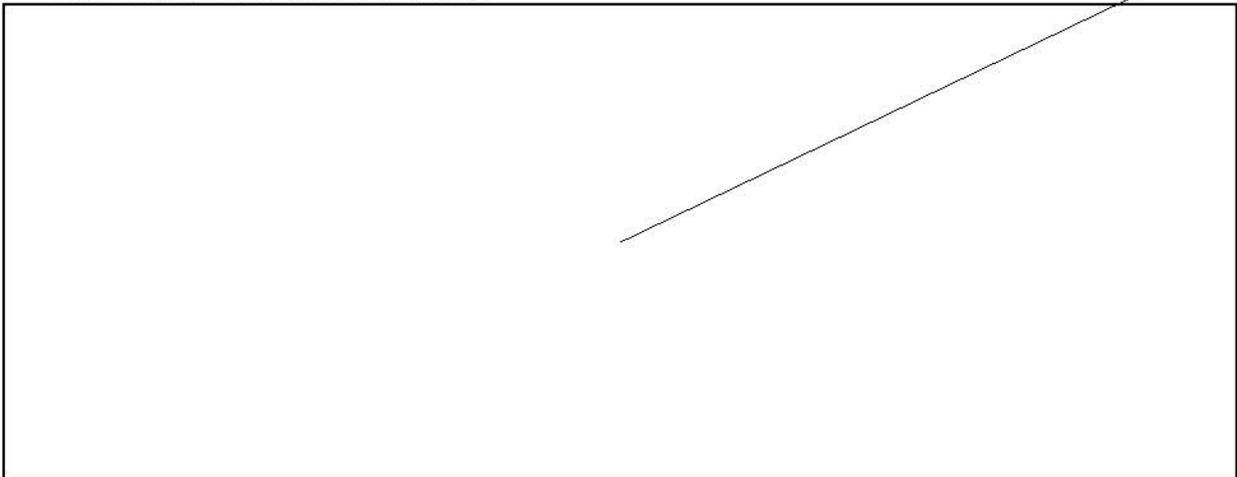
(b)(6)

**Official  
UNCLASSIFIED**

<b>From:</b>	[Redacted]
<b>Sent:</b>	[Redacted]
<b>To:</b>	[Redacted]
<b>Cc:</b>	Kent, George P/
<b>Subject:</b>	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)

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

(b)(6)

Official  
UNCLASSIFIED

<b>Sender:</b>	(b)(6)	
<b>Recipient:</b>		
Kent, George P		

<b>From:</b>	(b)(6)
<b>To:</b>	(b)(6)
<b>CC:</b>	Kent, George P
<b>Subject:</b>	Re: Monitoring U.S. based media on Ukraine
<b>Date:</b>	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](#)

---

<b>From:</b>	(b)(6)
<b>Sent:</b>	(b)(6)
<b>To:</b>	(b)(6)
<b>Cc:</b>	Kent, George P
<b>Subject:</b>	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>From:</b>	(b)(6)
<b>Sent:</b>	Friday, March 29, 2019 1:06 PM
<b>To:</b>	(b)(6)
<b>Cc:</b>	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](#)

---

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

Dear (b)(6) 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 (b)(6) 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.

(b)(6)

- 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

**Official**  
**UNCLASSIFIED**

**From:** [Redacted]  
**Sent:** [Redacted]  
**To:** [Redacted]  
**Cc:** [Redacted]  
Kent, George P

(b)(6)

(b)(6)

[Redacted]

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

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

[Redacted]

(b)(5)

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

[Redacted]

(b)(6)

**Official**  
**UNCLASSIFIED**

[Redacted]

(b)(6)

George P

; Kent,

[Redacted]

(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:** [Redacted]

**Sent:** Thursday, March 28, 2019 5:58 PM

(b)(6)

**To:** [Redacted]

(b)(6)

[Redacted]

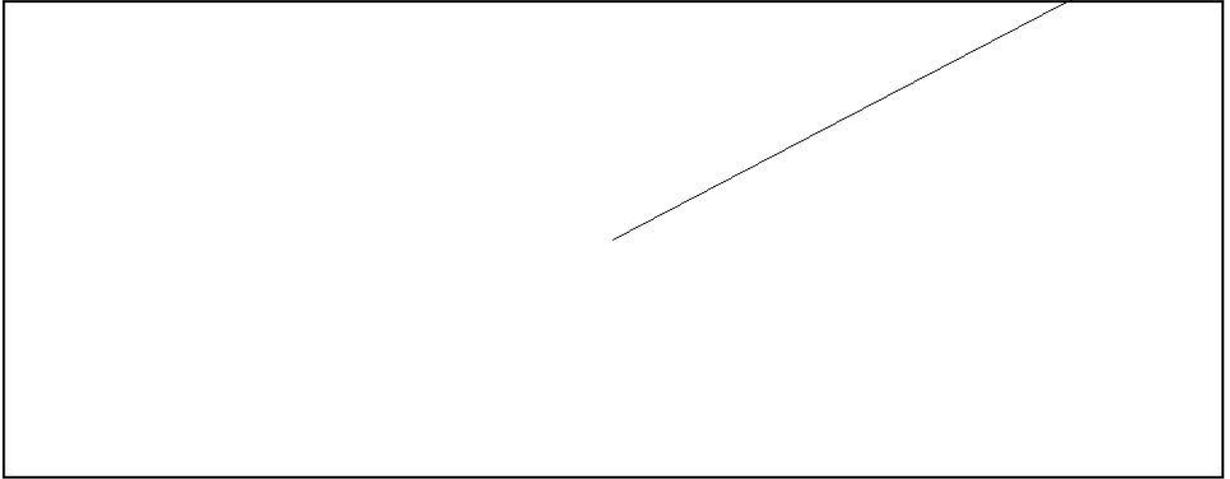
**Cc:** [Redacted]

[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.

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



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

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



(b)(6)

**Official  
UNCLASSIFIED**

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	Kent, George P [Redacted]

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

(b)(6)

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

(b)(6)

[Redacted]

---

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

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

**To:** Kent, George P

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

(b)(6)

[Redacted]

**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)

(b)(6)

(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

**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

(b)(6)

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(b)(6)

(b)(6) – key thing is to get up to ramming speed from the get go,

(b)(5)

[Redacted]

(b)(5)

[Redacted]

Thanks for helping!

George

(b)(6)

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

**From:**

[Redacted]

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

**To:**

[Redacted]

**Cc:** Kent, George P

[Redacted]

**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. 😊

[Redacted]

Public Diplomacy Desk Officer

Ukraine, Moldova, and Belarus

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

[Redacted]

**Official**

**UNCLASSIFIED**

(b)(6)

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

**From:**

[Redacted]

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

**To:**

[Redacted]

**Cc:** Kent, George P

[Redacted]

**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.

[Redacted]

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

U.S. Department of State

(b)(6)

[Redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

**From:** [Redacted]

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

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

(b)(6)

(b)(6)

[Redacted] just so you all are aware-

Both [Redacted] 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 automated these days.

(b)(5)

Thanks!

(b)(6)

[Redacted]

Public Diplomacy Desk Officer  
Ukraine, Moldova, and Belarus

(b)(6)

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

[Redacted]

**Official**  
**UNCLASSIFIED**

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(b)(5)

(b)(5)

**From:** [Redacted]

(b)(5)

**Sent:** Wednesday, March 27, 2019 3:31 PM

**To:** [Redacted]

**Cc:** [Redacted]

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

Thanks very much, [Redacted] Would be great to start getting those reports.

**From:** [Redacted]

(b)(6)

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

**To:** [Redacted]

[Redacted]

**Cc:** [Redacted]

**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,

[Redacted]

Digital Media Associate | EUR/PD

Kenya-Trusant Group

[Redacted]

**Official**  
**UNCLASSIFIED**

**From:** [redacted]

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

**To:** [redacted]

**Cc:** [redacted]

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

Hi [redacted]

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)

**From:**

(b)(6)

(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

(b)(6)  
Hi

(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.

(b)(6)  
Best,

(b)(6)

Digital Media Associate | EUR/PD

Kenjya-Trusant Group

(b)(6)

[Redacted]

**Official - Transitory**

**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

(b)(6)

[Redacted]

(b)(6)

**Cc:** [Redacted]

(b)(6)

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

Hi [Redacted]

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,

[Redacted signature]

**Official**

**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

(b)(6)

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

(b)(6)

**To:** [Redacted]

[Redacted]

(b)(6)

**Cc:** [Redacted]

(b)(6)  
[Redacted]

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

Hi [Redacted]

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,  
[Redacted]

**Official**  
**UNCLASSIFIED**

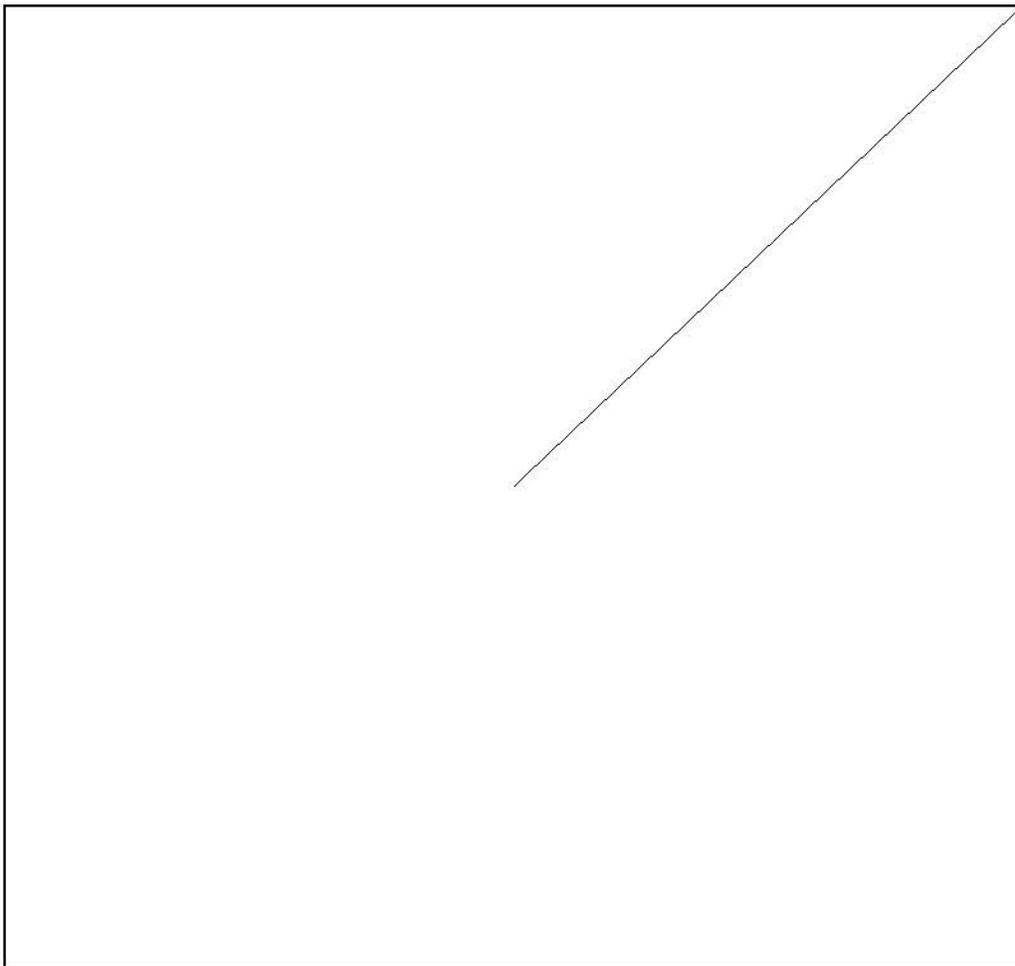
[Redacted] (b)(6)  
**From:** [Redacted] (b)(6)  
**Sent:** Wednesday, March 27, 2019 11:41 AM (b)(6)  
**To:** [Redacted] (b)(6)  
[Redacted] (b)(6)  
[Redacted] (b)(6)  
**Cc:** [Redacted] (b)(6)  
[Redacted] (b)(6)

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

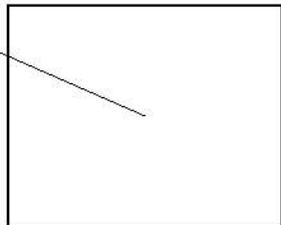
(b)(6)

Thanks

(b)(5)



(b)(6)



Press Attaché  
U.S. Embassy Kyiv

**Official**

UNCLASSIFIED

(b)(6)

From:

[Redacted]

(b)(6)

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

(b)(6)

To:

[Redacted]

(b)(6)

[Redacted]

(b)(6)

Cc:

[Redacted]

[Redacted]

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

(b)(6)

Hi

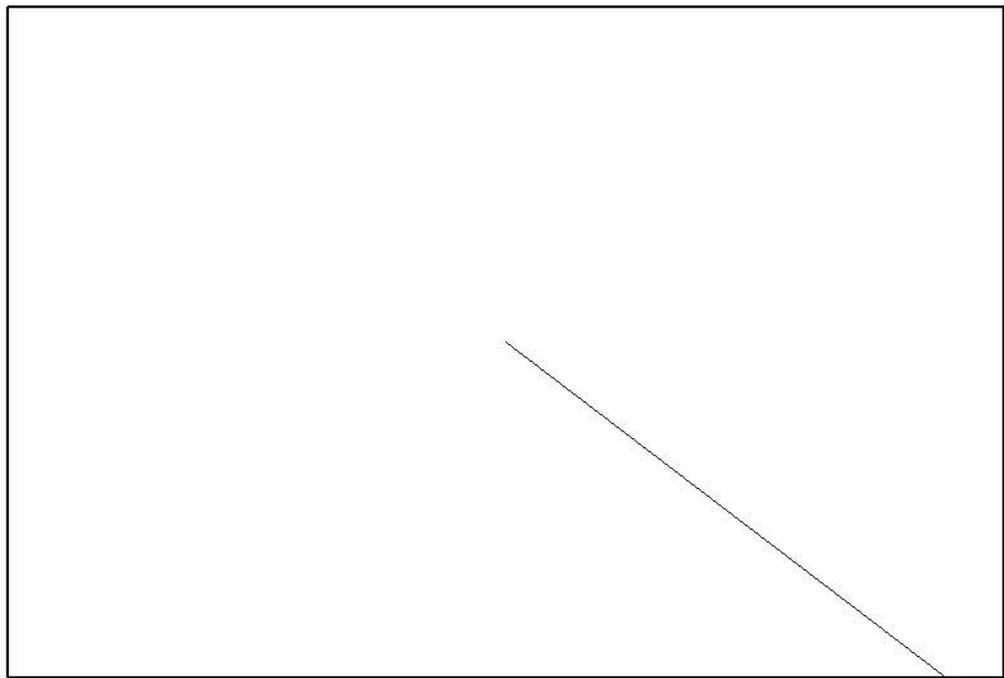
[Redacted]

Thank you for your note and moreover thank you for the incredible work you and the entire team are doing to keep Washington apprised 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)

[Redacted]



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

(b)(5)

(b)(6)

Thanks,

[Redacted signature]

(b)(6)

[Redacted title]

Public Diplomacy Desk Officer

Ukraine, Moldova, and Belarus

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

(b)(6)

[Redacted contact information]

(b)(6)

[Redacted contact information]

**Official**

**UNCLASSIFIED**

(b)(6)

**From:**

[Redacted sender name]

(b)(6)

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

**To:**

[Redacted recipient list]

(b)(6)

(b)(6)

(b)(6)

[Redacted]

**Cc:**

[Redacted]

[Redacted]

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

(b)(5)

Hi Desk colleagues,

[Large Redacted Block]

(b)(6)

Thanks very much for considering this request,

[Redacted]

(b)(6)

SBU/Sensitive But Unclassified

(b)(6)

**Sender:** "Kent, George P" [Redacted]

**Recipient:** [Redacted]

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

(b)(6) As Dan Rather once bizarrely ended the CBS Evening News: "Courage."

[Redacted]

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

(b)(6) **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.

[Redacted]

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?

(b)(6) 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 [Redacted] 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.

(b)(6)

**Official - SBU**  
**UNCLASSIFIED**

**From:** [Redacted]  
**Sent:** Monday, April 1, 2019 6:14 PM  
**To:** [Redacted]  
**Cc:** [Redacted]

**Subject:** RE: Ukraine Twitter Report

Dear (b)(6)

(b)(5)

(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:** [Redacted]  
**Sent:** Monday, April 1, 2019 4:54 PM  
**To:** [Redacted]  
**Cc:** [Redacted]

(b)(6)

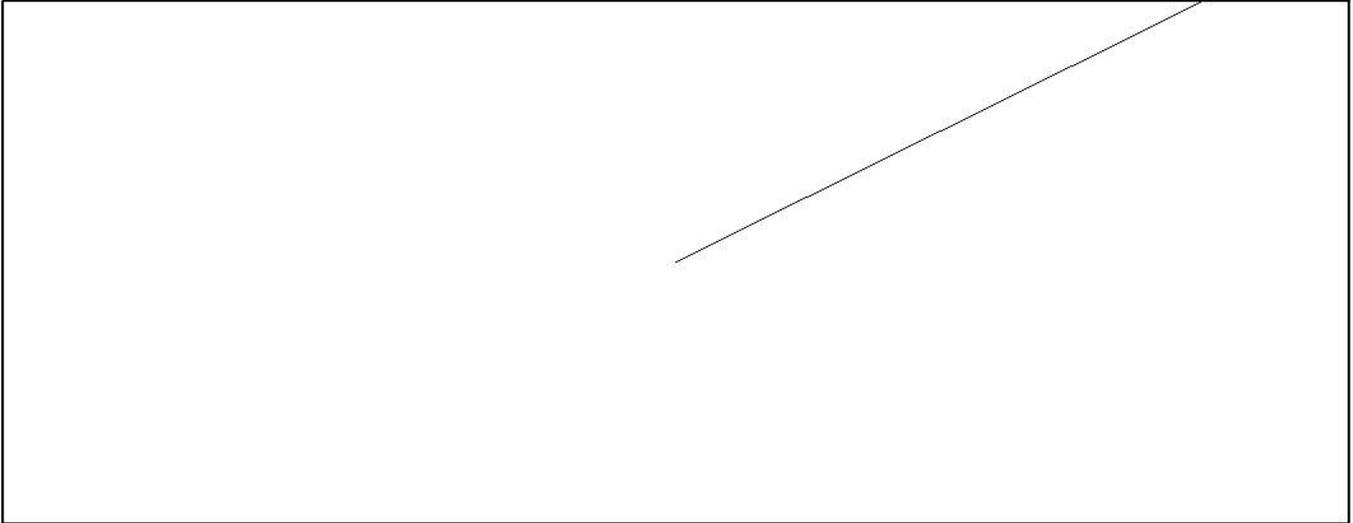
**Subject:** RE: Ukraine Twitter Report

Thanks,

(b)(6)

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

All,



(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,

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

Best,

(b)(6)

Digital Media Associate | EUR/PD  
Kenya-Trusant Group

(b)(6)

**Official  
UNCLASSIFIED**

**From:** [redacted]  
**Sent:** Friday, March 29, 2019 10:38 AM  
**To:** [redacted]  
**Cc:** [redacted]

(b)(6)

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

**Subject:** FW: Ukraine Twitter Report

[redacted]

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)

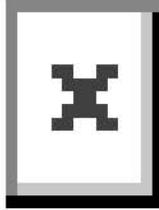
---

**From:** State Department Analytics (Twitter) <[feedback@crowdtangle.com](mailto: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
<a href="#">Nina Jankowicz</a>	3	11.0x	5,878
<a href="#">Verdad Teller</a> <b>X</b>	1	7.4x	1,941
<a href="#">SUSAN S. MOSS</a> <b>us</b>	1	5.6x	15,813
<a href="#">Christopher Miller</a>	1	2.2x	90,365
<a href="#">Ryan Saavedra</a>	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
<a href="#">Jay Yovanovich</a>	4	-3.1x	1,054
<a href="#">Nina Jankowicz</a>	3	11.0x	5,878
<a href="#">Annie</a>	2	-16.0x	3,381
<a href="#">Ryan Saavedra</a>	2	2.0x	206,222
<a href="#">Periódico La Voz</a>	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
<a href="#">Dan Bongino</a>	1	-20.4x	954,428
<a href="#">Jack Posobiec</a> <b>us</b>	1	1.2x	447,419
<a href="#">Ryan Saavedra</a>	2	2.0x	206,222
<a href="#">Sen. Jeanne Shaheen</a>	1	-1.9x	102,800
<a href="#">Christopher Miller</a>	1	2.2x	90,365
<a href="#">Radio Free Europe/Radio Liberty</a>	1	-1.8x	73,280
<a href="#">DrScott</a>	1	1.5x	61,631
<a href="#">UNIAN (English)</a>	1	--	44,683
<a href="#">National Democratic Institute</a>	1	1.2x	34,337
<a href="#">IREX</a>	1	-16.0x	29,739
<a href="#">Don Pewtress</a>	1	-0.8x	29,174
<a href="#">IRI</a>	1	1.7x	28,657
<a href="#">The Bankova</a>	1	-1.4x	28,622
<a href="#">Anders Åslund</a>	1	-1.2x	24,347
<a href="#">SUSAN S. MOSS</a> <b>us</b>	1	5.6x	15,813
<a href="#">Billie Schaeffer</a>	1	-1.7x	15,000
<a href="#">Hromadske Int.</a>	1	-0.8x	14,370
<a href="#">Nina Jankowicz</a>	3	11.0x	5,878

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

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



[Unsubscribe from this digest](#)

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

## **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.

(b)(6)

- **Examples**

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

(b)(6)

- **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, Roskoye 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.

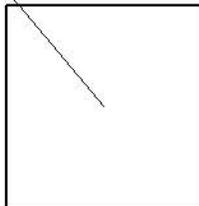
### YouTube

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

### WhatsApp

Do you have a WhatsApp account or VKontakte?

## **Hootsuite License Holders**



## **Pages Connected**

### Twitter

USEmbassyKyiv

### Instagram

Usembkyiv

(b)(6)

Facebook

U.S. Embassy Kyiv Ukraine

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

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

**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/1QfdcTpn2BcGzuCrnVfz0acD2EloLLtwE/view?usp=sharing>

**Past Trainings and Support**

(b)(6)

8/1/18

Consult with

[Redacted]

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

[Redacted]

9/5/18

Send article of graphic resources to

[Redacted]

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](mailto: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](mailto:iipsms@state.gov).

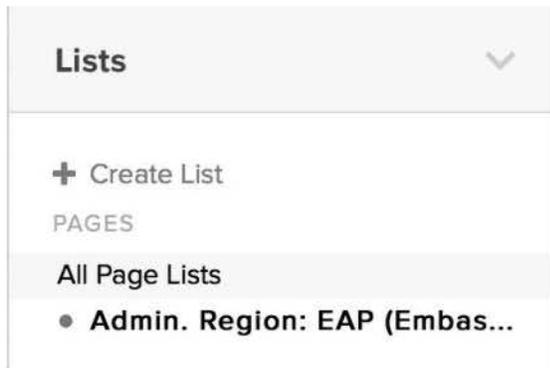
## Lists

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.

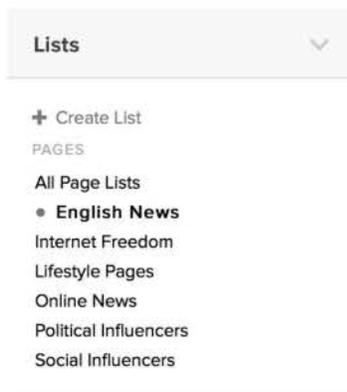
	Embassy Muscat (IG)	
	Embassy Muscat (Twitter)	
	NEA (Facebook)	
	NEA (IG)	
	NEA (Twitter)	

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



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

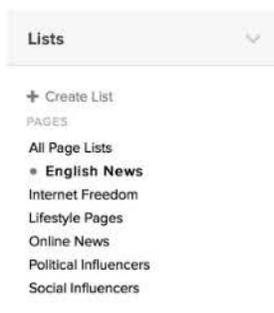
You are responsible for creating and maintaining lists on your post specific dashboards. In general, most posts create media lists. Media lists allow you to monitor local and regional news sources. Read below to learn how to create and edit lists.



*(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

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

Search Bangkok

	<b>Bangkok, Thailand</b> 2,533,003 Page Likes	Select...	+
	<b>Foody Bangkok</b>	1,847,510 Page Likes	-
	<b>Bangkok Airways</b>	1,066,154 Page Likes	+
	<b>Bangkok Post</b>	938,948 Page Likes	+

Dropdown menu for Bangkok Post:

- ✖ Test List
- Your Page List(s)
- English News
- Internet Freedom
- Lifestyle Pages
- 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   **X Delete List**

Find a page you follow

---

 **Bangkok Post**  838,527 Likes   [Get History](#)   [Edit Details](#)   [Remove](#)

 **BK Magazine** 228,940 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 

---

---

Saved Posts 

---

Weights 

**TRENDING NOW** [Albert Belle](#) [Lindsey Graham](#) [Villanova Wildcats](#) [Qantas](#) [Fitbit](#)

Pages ▾ Search our entire database... ?

[More search options](#) **Save Search** **Search**

## Posts

Overperforming ▾ Last 2 Hours ▾ All Posts ▾ More ▾



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*.

Pages ▾ Bangkok, US Embassy Bangkok, US Embassy ?

All of these words

None of these words

Remove Page(s) whose name includes this word or phrase

Search Within  Include URLs [What does this mean?](#)

Only these lists

Only these Page(s)

None of these lists

None of these Page(s)

Hide additional options **Save Search** **Search**

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

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

## Bangkok, US Embassy Bangkok, US Embassy

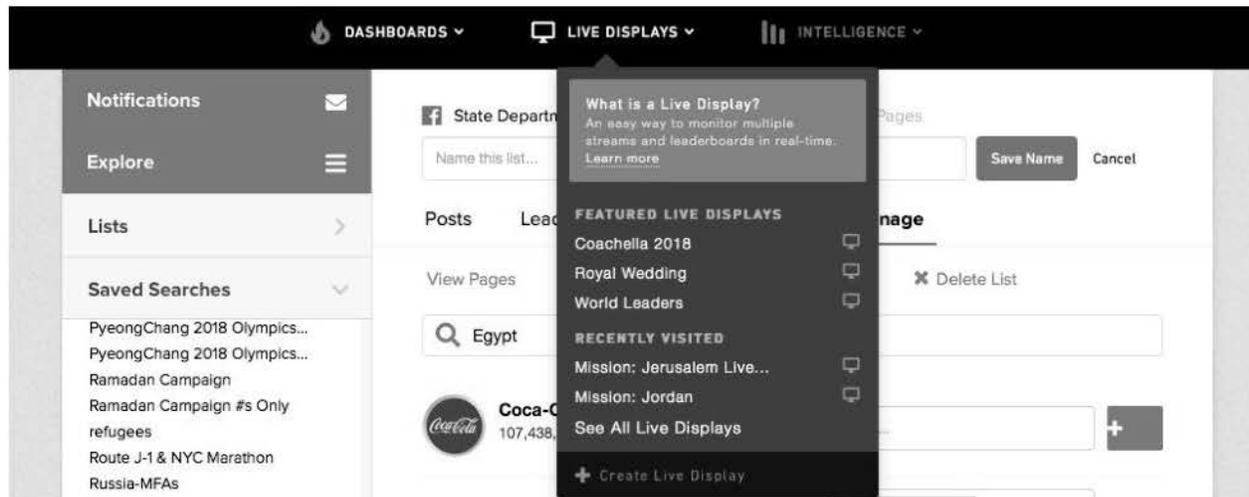
Posts    Leaderboard    Notifications    ⚙ Edit Search

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](mailto: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 <span>public</span>	None	
#YALIChecks <span>public</span>	None	April 3rd, 2018
#YouAreWelcomeHere <span>public</span>	None	
16DaysToFightGBV <span>public</span>	None	
2016 Presidential Election <span>public</span>	None	
Admin: SCA (Central Asia) <span>public</span>	None	April 5th, 2018

## How to: Create and Edit Live Displays

When you're 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*.



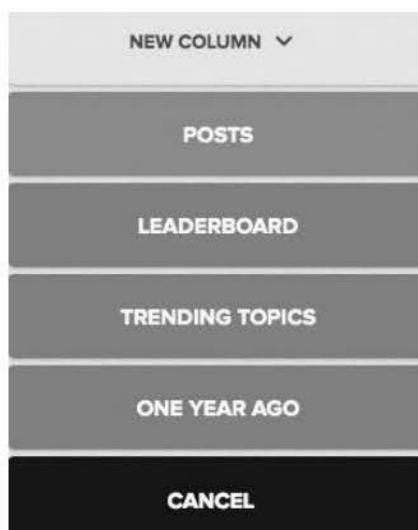
Next select *Posts*. Then choose the dashboard where you would like to pull your list or saved search from.



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.

NEW COLUMN ▾

BY LIST

BY SAVED SEARCH

CANCEL

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

LEADERBOARD ▾

State Department Analytics (FB) ▾

Admin. Region: NEA (Embassies) ▾

SAVE

CANCEL

## 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.

#### **Manage Notifications**

[jacobybm@america.gov](mailto:jacobybm@america.gov)

Manage your email subscriptions, as well as, your team's subscriptions. Or set up new notifications to receive via email or Slack. Dashboard weights apply to your notifications unless custom weights are applied.

CREATE NEW NOTIFICATION

 DIGEST	 LEADERBOARD	 VIRAL ALERT	 REFERRAL ALERT
---	--	--	---

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. [See example.](#)

Schedule Email:  [More Scheduling Options](#)

Name:

Subject Line:

Lists and Saved Searches:

Include Stats 

Subscriptions Subscription management is available once the email is created.

Advanced Options  Hide Options

Ranking Type

Type Of Posts To Include

Number Of Posts

Minimum Interactions

Custom Weights NEW

[Cancel](#) [Create & Subscribe](#)

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*.

YOUR SUBSCRIPTIONS		UNSUBSCRIBE
OTHER AVAILABLE SUBSCRIPTIONS		SUBSCRIBE
DIGEST	Daily Online News Digest <small>Sent Daily Online News 1 Subscriber <a href="#">Click To Edit</a></small>	<input type="checkbox"/>
DIGEST	Embassy, Bangkok (FB) Daily Digest	<input type="checkbox"/>
VIRAL ALERT	Embassy, Bangkok (FB) Viral Alert	<input type="checkbox"/>

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

**DIGEST** Daily Online News Digest

Schedule Email  > More Scheduling Options

Name

Subject Line

Lists and Saved Searches

Include Stats

(b)(6)

Subscriptions  Manage Other Subscriptions (1 Subscriber)

Advanced Options  Show Options

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,...

 Amber 7w ago  
Hi E...  m s...

# Social Listening with CrowdTangle

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

EDDE  
Eurasian Data & Digital Engagement

Go to [www.menti.com](https://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.**

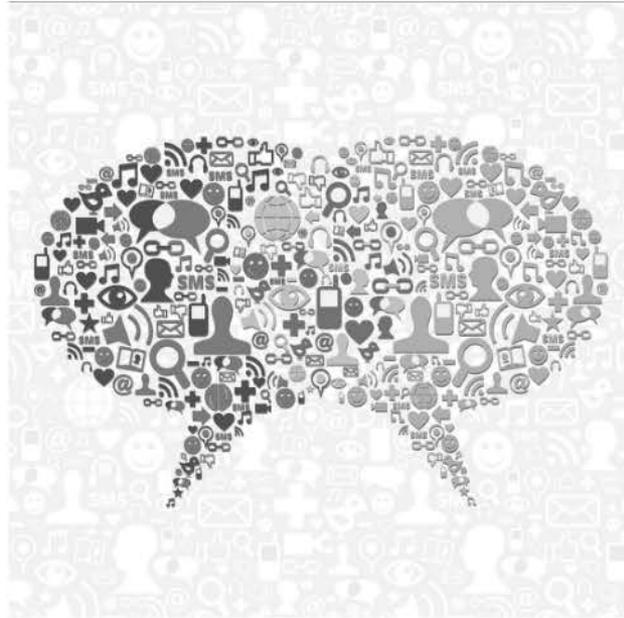
***“The direct, unfiltered, brutally honest nature of much online discussion is gold dust to big companies that want to spot trends, or find out what customers really think of them.” –***

**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



DiGiorno Pizza ✓  
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Delta ✓  
@Delta



Follow

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

↩ Reply ↻ Retweet ★ Favorite ⋮ More



RETWEETS  
628

FAVORITES  
374



5:08 PM · 16 Jun 2014

Flag media

## SOCIAL LISTENING

## Not Listening - Government Examples

Meet Drinky, an alcohol-drinking robot that can keep you company when you are drinking alone! [goo.gl/1O24kX](https://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](https://motherboard.vice.com)



**British Embassy @UKinUSA** · 16h

Commemorating the 200th anniversary of burning the White House.  
Only sparklers this time!



SOCIAL LISTENING

# Good Listening

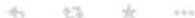


**Oreo Cookie**  
@Oreo



Follow

Power out? No problem.



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

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

**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



**Marie Buttriss**  
@Marie\_0612

Obserwuj

Constant harassment from Virgin mobile as  
made. Told 3 separate calls  
want one #blocked

are @VMUcare · 13.10  
Marie\_0612  
can inform customer service that you'd like to be on the "do  
this doesn't happen again.

Marie\_0612 · 13.10  
y contacted, I'd just prefer when I've said I don't currently  
to be rung again and again

Marie\_0612 · 13.10  
Understood. Well hopefully, this wont happen again. Thank you for informing us.

RETWEETS 15,658 FAVORITES 6,588



## Good Listening - Government Examples

Federal Student Aid   
@FAFSA



 Follow

If this is you, then you better fill out your FAFSA: [fafsa.gov](https://fafsa.gov)

 Reply  Retweet  Favorite  More



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 [www.menti.com](https://www.menti.com)**

**Use code 11 11 37**

## LISTENING TACTICS

## 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		1 <b>Author's Day</b> #NationalAuthorsDay
5	6	7		9	10	11	4 <b>Candy Day</b> #NationalCandyDay
12		14	15	16		18	8 <b>S.T.E.M./S.T.E.A.M. Day</b> #STEMSTEAMDay
19	20		22	23	24		13 <b>World Kindness Day</b> #WorldKindnessDay
26	27	28	29	30			17 <b>Unfriend Day</b> #NationalUnfriendDay
							21 <b>Entrepreneur's Day</b> #NationalEntrepreneursDay
							25 <b>Small Business Saturday</b> #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.



Department of State

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
47.1K	400	3.59M	15	<b>6</b>	2

Subscribed to Member of



+ Follow

Those following #SCFlood - here's a list of local & state accounts providing updates: [twitter.com/FEMALive/lists...](https://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

113

FAVORITES

40



2:14 PM - 4 Oct 2015

# Twitter Listening

## Advanced Searches

Twitter's [Advanced Search](#) 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  ▾

**People**

From these accounts

To these accounts

Mentioning these accounts

**Places**

Near this place

**Dates**

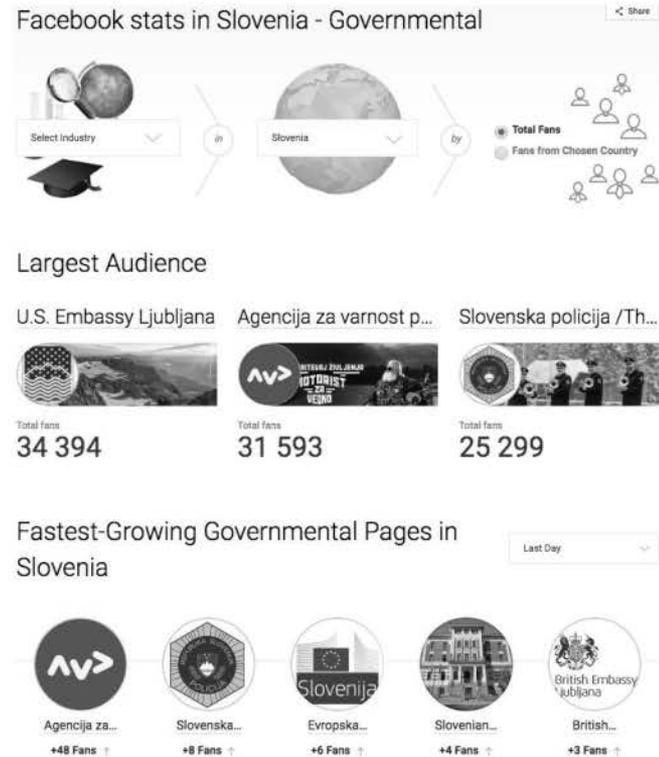
From this date  to

# 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.



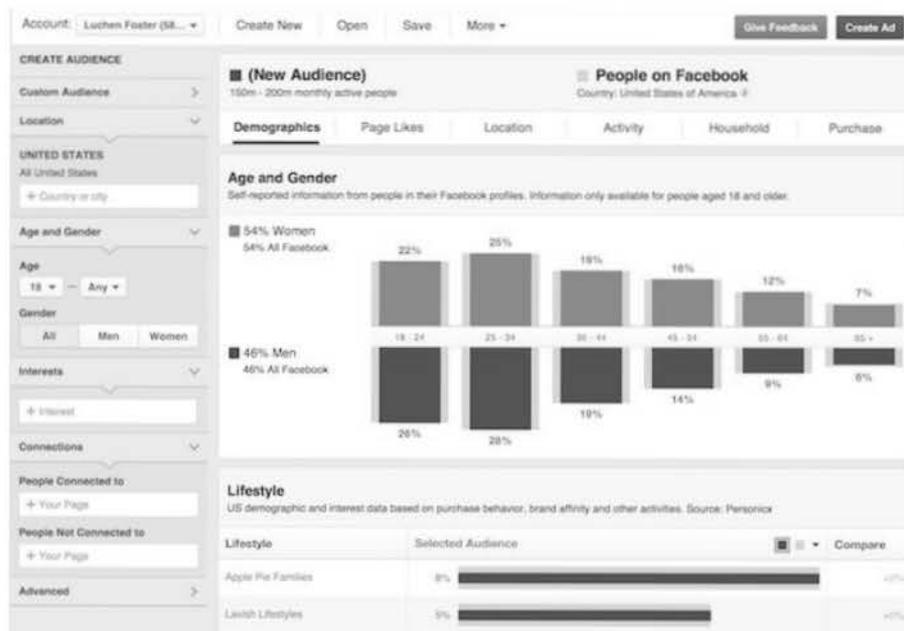
# Facebook Listening

## 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.

	Pages liked by people who like <b>Paddy Power</b>	
	TV shows liked by people who like <b>Paddy Power</b> and <b>Ladbrokes</b>	
	Movies liked by people who like <b>ASOS</b> and <b>Amazon.com</b>	
	Favorite interests of people who like <b>Apple Inc.</b> and live in <b>London, United Kingdom</b>	
	Favorite interests of men over 30 years old who like <b>Paddy Power</b>	
	Movies liked by fans of <b>ASOS</b> who live in <b>Manchester, United Kingdom</b>	



# 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

March 16 at 1:45am · 🌐

👍 Like Page

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!

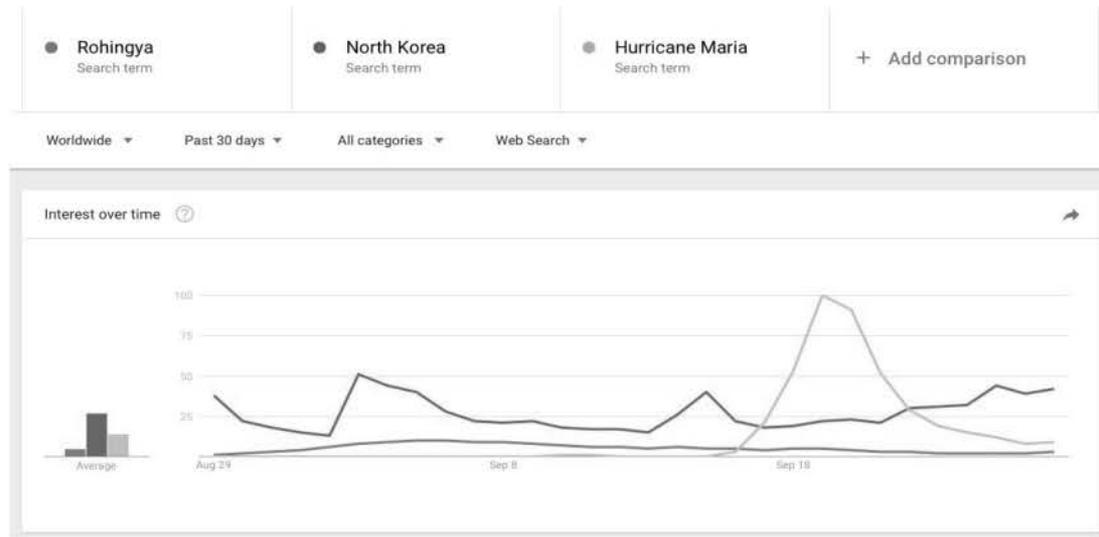


# Website Listening

## 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).



## Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

# CrowdTangle

## 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?

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?

5

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

# CrowdTangle + Strategy

**crowdtangle**

## **Audience Analysis**

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

## **Behavior Results**

**crowdtangle**

## **Content**

Easy discovery of content that overperforms or goes viral..

## **Delivery**

## **Engagement**

**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

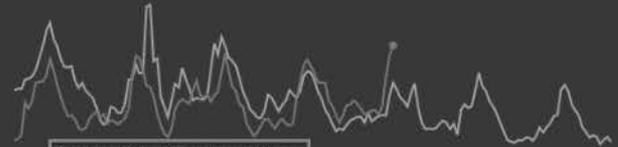
Lists / Saved Searches **ALL DoS Facebook Page**   
Timeframe **Last 7 Days** 

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

# 1,157,242

The top section of the Leaderboard tracks total interactions for all of the pages in the list.

Last Week  This Week



Reorder the list by sorting by interactions, number of posts, or interaction rate

INTERACTIONS + POSTS RATE

SHARE VOICE

SHARE VOICE	Profile Icon	Page Name	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

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 acredite 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 +110

 **Next Level**  
a day ago

Overperforming metric

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



## State Department Example: EUR CrowdTangle Live Display <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>

[Bosnia live display](#)

<https://bit.ly/2EDrSIW>

[Macedonia live display](#)

<https://bit.ly/2IDhdKd>

[Serbia live display](#)

<https://bit.ly/2qrdMjp>

[Slovenia live display](#)

<https://bit.ly/2GM0qEl>

[Georgia live display](#)

<https://bit.ly/2qhavDf>

[Moldova live display](#)

<https://bit.ly/2IEscTS>

[Ukraine live display](#)

<https://bit.ly/2qim0Jy>

## 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

NEXT STEPS

## Full CrowdTangle Access - Coming Soon!

(b)(6)

[redacted] 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 [redacted]

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

(b)(6)

<b>From:</b>	[Redacted]
<b>To:</b>	[Redacted]
<b>Subject:</b>	Conversation with [Redacted]
<b>Date:</b>	Thu, 28 Mar 2019 18:39:47 +0000

(b)(6) [Redacted] E 8:02 PM:  
 Hi [Redacted] Quick question - do you have an america.gov address?

(b)(6) [Redacted] 8:03 PM:  
 I used to but I believe it has lapsed.

(b)(6) [Redacted] 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  
 know of anyone on your team who might have one?

(b)(6) [Redacted] 8:10 PM:  
 How do I sign up for one?

(b)(6) Also, I could give you [Redacted] so we can see the super dash

(b)(6) [Redacted] 8:12 PM:  
 I would reach out to [IIPSupport@state.gov](mailto:IIPSupport@state.gov) if yours lapsed they might be able to revive it

(b)(6) Great, it should work with [Redacted]  
 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) [Redacted] 8:12 PM:  
 Okay, will do.

[Redacted] really really appreciate your support! You are always super helpful. Even for a luddite like myself. (b)(6)

(b)(6) [Redacted] 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 [Redacted] to that subscription but let me know if those are helpful for you!

(b)(6) [Redacted] 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.

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	[Redacted]

(b)(6)

(b)(6)

<b>From:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>To:</b>	(b)(6) GPA Social Media Support <IIPSMS@state.gov>
<b>CC:</b>	(b)(6)
<b>Subject:</b>	RE: About the loss of CrowdTangle
<b>Date:</b>	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)

(b)(6)

Unclassified

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

**Sent:** Friday, September 20, 2019 8:42 AM

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

**Cc:** (b)(6)

**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)

(b)(6)

(b)(6)

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

(b)(6)

(b)(6)

(b)(6)

(b)(6)

Unclassified

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

**Sent:** Thursday, September 19, 2019 5:59 PM

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

**Cc:** (b)(6)

**Subject:** RE: About the loss of CrowdTangle

Hi (b)(6)

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:** (b)(6)  
**Sent:** Thursday, September 19, 2019 2:28 PM  
**To:** GPA Social Media Support <IIPSMS@state.gov>  
**Cc:** (b)(6)  
**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?

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U.S. Department of State  
Bureau of Global Public Affairs  
(b)(6)



(b)(6) Unclassified

<b>Sender:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>Recipient:</b>	(b)(6) GPA Social Media Support <IIPSMS@state.gov>;

(b)(6)



(b)(6)

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

(b)(6)

Hello [Redacted]

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)

[Redacted] Global Social Media



(b)(6)

Unclassified

**From:** [Redacted]

**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,

[Redacted]

Social Media Manager  
Africa Regional Media Hub  
U.S. Department of State  
Johannesburg, South Africa

(b)(6)

Office: [Redacted]

Website: [www.state.gov/africamediahub](http://www.state.gov/africamediahub)



**Official**  
**UNCLASSIFIED**

Unclassified

(b)(6)

<b>Sender:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>Recipient:</b>	<div data-bbox="441 512 1269 550" style="border: 1px solid black; height: 18px; width: 510px;"></div> GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

<b>From:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>To:</b>	(b)(6) GPA Social Media Support <IIPSMS@state.gov>
<b>Subject:</b>	RE: access to Crowdtangle
<b>Date:</b>	Mon, 23 Sep 2019 08:22:45 +0000

(b)(6)

Hi (b)(6)

(b)(6)

I just resent invites to both email addresses.

Best.  
(b)(6)

(b)(6)

Unclassified

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

(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)

(b)(6)

I checked my email and also [AlgiersPressUnit@state.gov](mailto: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)

(b)(6)

Unclassified

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

(b)(6)

**To:** (b)(6) GPA Social Media Support <IIPSMS@state.gov>  
**Subject:** RE: access to Crowdtangle

Hi (b)(6)

(b)(6)

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

Best.  
(b)(6)

(b)(6)

Unclassified

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**From:** (b)(6)  
**Sent:** Monday, September 9, 2019 7:53 AM

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

Good morning,

Would you be able to give me and [AlgiersPressUnit@state.gov](mailto:AlgiersPressUnit@state.gov) access to Crowdtangle? Please let me know what information you need.

Thank you,

Information Officer, US Embassy Algiers

Unclassified

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

(b)(6)

<b>From:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>To:</b>	[REDACTED] GPA Social Media Support <IIPSMS@state.gov>
<b>Subject:</b>	RE: ACTION REQUIRED: CrowdTangle Access Update [USUN]
<b>Date:</b>	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/>

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)

(b)(6)

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**From:** [REDACTED]  
**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)

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**From:** GPA Social Media Support <IIPSMS@state.gov>  
**Sent:** Monday, September 30, 2019 3:08 PM  
**To:** [REDACTED] GPA Social Media Support <IIPSMS@state.gov>  
**Subject:** RE: ACTION REQUIRED: CrowdTangle Access Update [USUN]

(b)(6)

Hi [REDACTED]

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:** [REDACTED]  
**Sent:** Monday, September 30, 2019 1:23 PM  
**To:** GPA Social Media Support <[IIPSMS@state.gov](mailto: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](mailto:IIPSMS@state.gov)>  
**Sent:** Wednesday, September 18, 2019 5:02 PM  
**To:** GPA Social Media Support <[IIPSMS@state.gov](mailto: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](http://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

- 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](http://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](http://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](mailto:IIPSMS@state.gov) with any questions.

(b)(6)

Unclassified

<b>Sender:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>Recipient:</b>	[Redacted] GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

(b)(6)

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

(b)(6)

(b)(6)

That works. Thanks!

[Redacted]

[Redacted]

(b)(6)

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Bureau of Global Public Affairs

[Redacted]



(b)(6)

(b)(6)

(b)(6)

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**From:** GPA Social Media Support <IIPSMS@state.gov>  
**Sent:** Thursday, October 17, 2019 12:22 PM  
**To:** [Redacted] GPA Social Media Support <IIPSMS@state.gov>;  
[Redacted] GPA RA Analytics Zendesk <RA@america.gov>  
**Cc:** [Redacted]  
**Subject:** Re: Adding Instagram to CrowdTangle page?

(b)(6)

Hi [Redacted]

(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)

[Redacted], GPA Global Social Media

(b)(6)

(b)(6)

**From:** [Redacted]

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

**To:** GPA Social Media Support <IIPSMS@state.gov>; [Redacted]  
GPA RA Analytics Zendesk <RA@america.gov>

**Cc:** [Redacted]

**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.

(b)(6)

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

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

**Sent:** Tuesday, October 8, 2019 1:00 PM

**To:** [redacted] GPA Social Media Support <IIPSMS@state.gov>;

[redacted] GPA RA Analytics Zendesk <RA@america.gov>

**Cc:** [redacted]

**Subject:** RE: Adding Instagram to CrowdTangle page?

Hi

(b)(6)

(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.

(b)(6)

UNCLASSIFIED

**From:** [redacted]

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

**To:** GPA Social Media Support <IIPSMS@state.gov> [redacted] GPA RA Analytics  
Zendesk <RA@america.gov>

**Cc:** [redacted]

**Subject:** RE: Adding Instagram to CrowdTangle page?

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.)

(b)(6)

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

UNCLASSIFIED

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

**Sent:** Tuesday, October 8, 2019 10:28 AM

**To:** [redacted] v>; GPA Social Media Support <IIPSMS@state.gov>;

[redacted] GPA RA Analytics Zendesk <RA@america.gov>

(b)(6)  
(b)(6)  
**Cc:** [redacted]

**Subject:** Re: Adding Instagram to CrowdTangle page?  
Hi [redacted]

(b)(6)  
(b)(6)  
We have a small grace period with CrowdTangle so I've added Instagram to your live display.

[redacted] (b)(6)

**From:** [redacted] (b)(6)  
**Sent:** Tuesday, October 8, 2019 9:48 AM (b)(6)  
**To:** GPA Social Media Support <IIPSMS@state.gov>; [redacted] (b)(6)  
GPA RA Analytics Zendesk <RA@america.gov>

**Cc:** [redacted] (b)(6)

**Subject:** Adding Instagram to CrowdTangle page?  
As mentioned below, can we get an Instagram column added to our live display?

[redacted] (b)(6)  
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U.S. Department of State  
Bureau of Global Public Affairs  
[redacted]



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

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

**Subject:** RE: Accessing Twitter results in CrowdTangle  
Hi [redacted]

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.

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

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

[Redacted] UNCLASSIFIED [Redacted]

**From:** [Redacted]  
**Sent:** Thursday, September 26, 2019 5:39 PM  
**To:** GPA Social Media Support <IIPSMS@state.gov>; [Redacted] GPA RA Analytics  
**Zendesk** <RA@america.gov>  
**Cc:** ra@america.gov; [Redacted]

**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 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!

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



[Redacted] UNCLASSIFIED [Redacted]

**From:** GPA Social Media Support <IIPSMS@state.gov>  
**Sent:** Thursday, September 26, 2019 5:11 PM  
**To:** [Redacted]; GPA RA Analytics Zendesk <RA@america.gov>  
**Cc:** ra@america.gov; [Redacted] GPA Social Media Support <IIPSMS@state.gov>  
**Subject:** RE: Accessing Twitter results in CrowdTangle  
Hi [Redacted]

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.

[Redacted]  
**From:** [Redacted]  
**Sent:** Thursday, September 26, 2019 7:21 AM  
**To:** 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

Hello,

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,

[Redacted]

(b)(6)

On Wednesday, September 11, 2019 at 9:12:02 AM UTC-4, [Redacted] 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

[Redacted]

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

[Redacted]

Unclassified

UNCLASSIFIED

<b>Sender:</b>	[Redacted]
	GPA Social Media Support <IIPSMS@state.gov>; [Redacted]
<b>Recipient:</b>	GPA PA Analytics Zendock <PA@america.gov>; [Redacted]

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

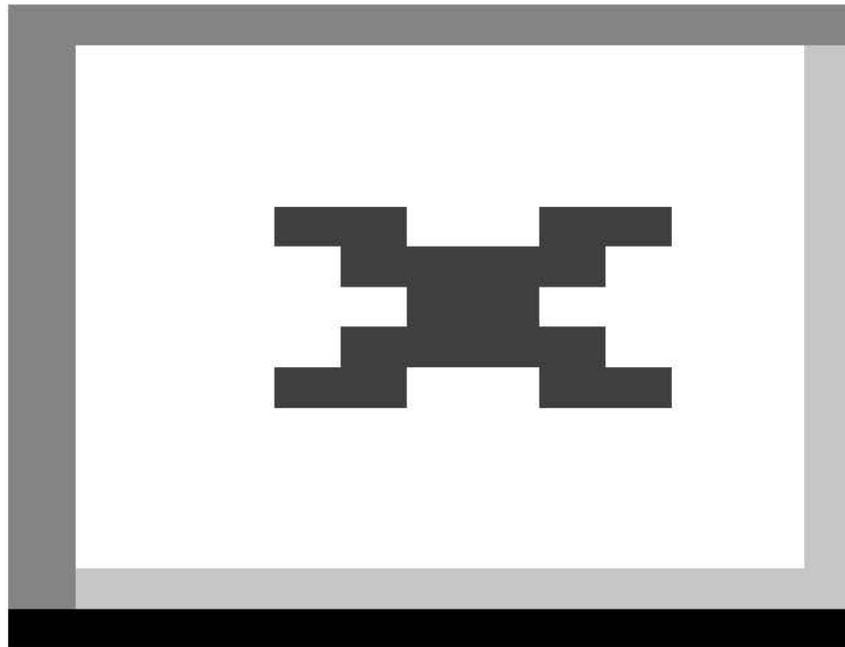
(b)(6)

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

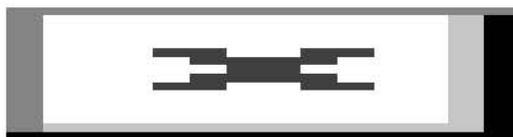
(b)(6)

[REDACTED]

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



Respectfully,



**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

---

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

Hi [redacted]

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.

(b)(6)

Let me know if you have any questions.

(b)(6)

Best,

[redacted]

---

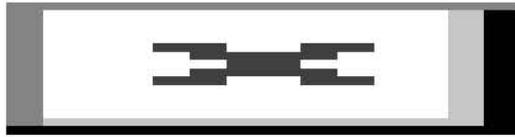
**From:** [redacted]  
**Sent:** Tuesday, April 23, 2019 4:46 PM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Subject:** Crowd Tangle Account Request

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,



(b)(6)

**Official**  
**UNCLASSIFIED**

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

**From:** [redacted]@fb.com>

**To:** [redacted]@fb.com>;

**CC:** GPA Social Media Support <IIPSMS@state.gov>; [redacted]

**Subject:** Re: Crowdtangle

**Date:** Mon, 16 Sep 2019 18:11:26 +0000

(b)(6)

Thank you [redacted]!!!

[redacted] Politics & Government Outreach

[redacted]

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]@fb.com>

**Date:** Monday, September 16, 2019 at 1:11 PM

**To:** [redacted], [redacted]@fb.com>

**Cc:** GPA Social Media Support <IIPSMS@state.gov>, [redacted]

**Subject:** Re: Crowdtangle

(b)(6)

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!

[redacted]

Global Elections  
facebook | crowdangle

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

**Date:** Friday, September 13, 2019 at 8:43 AM

**To:** [redacted]@fb.com>

**Cc:** [redacted]@fb.com>, GPA Social Media Support <HPSMS@state.gov>, [redacted]

**Subject:** RE: Crowdtangle

(b)(6)

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.

(b)(6) As we start planning our next steps, would you mind sending us some talking points we can use to socialize this news internally?

(b)(6) Thanks for all of your support,  
(b)(6)

(b)(6) Senior Digital Strategist | Global Social Media  
U.S. Department of State  
Bureau of Global Public Affairs  
(b)(6)



(b)(6) Unclassified

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

(b)(6) Thank you ☺ !

Best,  
(b)(6)

(b)(6) Department of State  
(b)(6) Bureau of Global Public Affairs  
(b)(6) Office of Global Social Media  
(b)(6)

(b)(6) (b)(6)  
(b)(6) **From:** (b)(6)@fb.com>  
**Sent:** Thursday, September 12, 2019 6:24 PM  
**To:** (b)(6)  
**Cc:** (b)(6)@fb.com>  
**Subject:** Re: Crowdtangle

(b)(6) Adding (b)(6) here too!

--

(b)(6)  
[Redacted]  
[Redacted] Politics & Government Outreach

(b)(6)  
[Redacted]

(b)(6)  
(b)(6)  
**From:** [Redacted]@fb.com>  
**Date:** Thursday, September 12, 2019 at 10:57 AM  
**To:** [Redacted]  
**Cc:** [Redacted]@fb.com>  
**Subject:** Re: Crowdtangle

(b)(6)  
Would today at 6PM EST or 2PM EST tomorrow work?

[Redacted] Politics & Government Outreach

(b)(6)  
[Redacted]

(b)(6)  
(b)(6)  
**From:** [Redacted]@fb.com>  
**Date:** Monday, September 9, 2019 at 4:49 PM  
**To:** [Redacted]  
**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.

[Redacted] Politics & Government Outreach

(b)(6)  
[Redacted]

(b)(6)  
(b)(6)  
**From:** [Redacted]  
**Date:** Monday, September 9, 2019 at 2:46 PM  
**To:** [Redacted]@fb.com>  
**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:** [redacted]@fb.com>  
**Sent:** Wednesday, September 4, 2019 5:06 PM  
**To:** [redacted]  
**Cc:** [redacted]@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 [redacted] and I may want to set up some time to chat next week, would that work for you?

Best,

[redacted] Politics & Government Outreach  
e: [redacted]@fb.com fb: [redacted]  
575 7<sup>th</sup> Street NW, Suite 700, Washington, DC 20004



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

(b)(6)

(b)(6)

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

**To:** [redacted]  
IIP Analytics Zendesk <iipanalytics@america.gov>

**CC:** [redacted]  
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 [redacted]

(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.

[redacted]

(b)(6)

**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

**From:** [redacted]

**Sent:** Tuesday, February 26, 2019 5:39 PM

**To:** [redacted] IIP Analytics Zendesk <iipanalytics@america.gov>

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

**Subject:** RE: CrowdTangle- Academy for Women Entrepreneurs (AWE)

(b)(6)

Thanks [redacted]

(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)

Best,  
[redacted]

(b)(6)

**From:** [redacted] (b)(6)

**Sent:** Tuesday, February 26, 2019 3:27 PM

**To:** IIP Analytics Zendesk <iipanalytics@america.gov>

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

**Subject:** Re: CrowdTangle- Academy for Women Entrepreneurs (AWE)

(b)(6)

Hi [redacted]

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

(b)(6)

Thanks,

[Redacted]

(b)(6)

On Monday, February 25, 2019 at 4:37:57 PM UTC-5, [Redacted] 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.

(b)(6)

Facebook email for Admin: [Redacted]

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

[Redacted]

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

[Redacted]

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/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.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-](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-)

(b)(6)

(b)(6)

EMAIL\_CAMPAIGN\_2019\_02\_11\_06\_12&utm\_medium=email&utm\_term=0\_2a77adca2a-48bd2dd958-213494109

(b)(6)

(b)(6)

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

(b)(6)

(b)(6)

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

(b)(6)

Hi all. Thanks for the assistance.

Best

[Redacted]

(b)(6)

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

**Date:** August 20, 2019 at 7:56:29 PM CDT

**To:** [Redacted], GPA Social Media Support <IIPSMS@state.gov>

**Cc:** [Redacted]

**Subject:** RE: Crowdtangle access for Consulate Monterrey, Mexico

Greetings

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

Best,

[Redacted]

**Official - Transitory**  
**UNCLASSIFIED**

**From:** [Redacted]

**Sent:** Tuesday, August 20, 2019 10:57 AM

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

**Cc:** [Redacted]

**Subject:** Crowdtangle access for Consulate Monterrey, Mexico

Hi all,

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

• [Redacted]

(b)(6)

•  
•

(b)(6)

If you need additional info please let me know.

Best

(b)(6)

(b)(6)

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	GPA Social Media Support <IIPSMS@state.gov>; [Redacted]

(b)(6)

<b>From:</b>	"IIP Social Media Support" <IIPSMS@state.gov>
<b>To:</b>	(b)(6) IIP Social Media Support <IIPSMS@state.gov>
<b>Subject:</b>	RE: Crowdtangle Account
<b>Date:</b>	Fri, 1 Mar 2019 20:12:08 +0000

(b)(6)

Hello (b)(6)

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)

(b)(6) We can remove networks as well. Please let me know. Thank you!

(b)(6) Digital Support & Training



(b)(6) **Official**  
**UNCLASSIFIED**

(b)(6)

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

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

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

**Subject:** RE: Crowdtangle Account

(b)(6)

Hi (b)(6)

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.

(b)(6) 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 Aljazeera Newspaper. What algorithm is being used to aggregate data for this section?

(b)(6)

Kind Regards,  
(b)(6)

**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:** [Redacted]  
**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>

(b)(6)  
[Redacted] Digital Support & Training  


**Official**  
**UNCLASSIFIED**

(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:** [Redacted]  
**Subject:** RE: Crowdtangle Account

This is the updated link. Thank you!

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

(b)(6)  
[Redacted] Digital Support & Training  


**Official**

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>  
**Cc:** [Redacted]  
**Subject:** RE: Crowdtangle Account

Hello [Redacted]

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!

(b)(6) Khartoum Live Display:  
<https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionsudan>

[Redacted], Digital Support & Training



(b)(6) **Official**  
UNCLASSIFIED

(b)(6)  
**From:** [Redacted]  
**Sent:** Wednesday, February 27, 2019 4:02 AM  
**To:** [Redacted]  
**Subject:** Crowdtangle Account

Hi [Redacted]

(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,  
[Redacted]

(b)(6) [Redacted]  
Deputy Public Affairs Officer  
US Embassy Khartoum , Sudan  
[Redacted]

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

**Official**  
**UNCLASSIFIED**

(b)(6)

<b>Sender:</b>	"IIP Social Media Support" <IIPSMS@state.gov>
<b>Recipient:</b>	<div data-bbox="440 415 1088 464" style="border: 1px solid black; height: 23px; width: 399px;"></div> IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

<b>From:</b>	[Redacted]
<b>To:</b>	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>CC:</b>	[Redacted]
<b>Subject:</b>	RE: Crowdtangle doubts
<b>Date:</b>	Tue, 16 Jul 2019 12:12:51 +0000

(b)(6)

(b)(6)

[Redacted]

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.

(b)(6)

(b)(6)

We keep in touch.  
Regards!

(b)(6)

(b)(6)

(b)(6)

<b>From:</b>	[Redacted]
<b>Sent:</b>	Tuesday, July 16, 2019 8:44 AM
<b>To:</b>	[Redacted]; GPA Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; GPA Research & Analytics <analytics@state.gov>; ra@america.gov
<b>Cc:</b>	[Redacted]
<b>Subject:</b>	RE: Crowdtangle doubts

(b)(6)

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 [redacted] 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.

Feel free to send me any questions this might generate.

Best,

GPA/RA

**From:** [redacted]

**Sent:** Monday, July 15, 2019 11:56 PM

**To:** [redacted]; GPA Social Media Support <IIPSMS@state.gov>; IIP Analytics <IIPAnalytics2@state.gov>; GPA Research & Analytics <analytics@state.gov>; ra@america.gov

**Cc:** [redacted]

**Subject:** Re: Crowdtangle doubts

Hi all,

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

Best,

**From:** [redacted]

**Sent:** Monday, July 15, 2019 3:54 PM

**To:** [redacted] GPA Social Media Support: IIP Analytics

**Cc:** [redacted]

**Subject:** RE: Crowdtangle doubts

Great!

Thank you very much for your help!

**From:** [redacted]

**Sent:** Monday, July 15, 2019 4:40 PM

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

**Cc:** [redacted]

**Subject:** RE: Crowdtangle doubts

Hi [redacted]

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 colleagues who can help explain in more detail.

**Official**

**UNCLASSIFIED**

**From:** [redacted]

**Sent:** Monday, July 15, 2019 11:09 AM

**To:** [redacted]

**Cc:** [redacted]

**Subject:** Crowdtangle doubts

Hi [redacted]

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.

(b)(6) Best regards,

(b)(6) Impact Evaluation Analyst  
Public Affairs Section  
United States Embassy



<b>Sender:</b>	
<b>Recipient:</b>	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)

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

(b)(6)

(b)(6)

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

Best,

[Redacted]

**Official  
UNCLASSIFIED**

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

---

**From:** IIP Social Media Support <IIPSMS@state.gov>  
**Sent:** Wednesday, January 02, 2019 2:48 PM  
**To:** [Redacted] IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**Subject:** RE: Crowdtangle login

(b)(6)

Hi [Redacted]

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,

[Redacted]

(b)(6)

**Official  
UNCLASSIFIED**

(b)(6)

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**From:** [Redacted]  
**Sent:** Wednesday, January 2, 2019 2:57 AM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**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

[Redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

(b)(6)

**From:** IIP Social Media Support <IIPSMS@state.gov>  
**Sent:** Wednesday, December 19, 2018 7:51 PM  
**To:** [Redacted] IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**Subject:** RE: Crowdtangle login

Hi [Redacted]

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,

[Redacted]

(b)(6)

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)

**From:** [Redacted]  
**Sent:** Wednesday, December 19, 2018 8:05 AM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**Subject:** RE: Crowdtangle login

(b)(6)

Thank you [Redacted], 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?

[Redacted]

**Official**

UNCLASSIFIED

(b)(6)

(b)(6)

(b)(6)

**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!

(b)(6)

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)

**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]

(b)(6)

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.

(b)(6)

**Official**  
UNCLASSIFIED

(b)(6)

**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>  
**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](#).

Let us know if you need anything else!

(b)(6) IIP Digital Support & Training



(b)(6) **Official UNCLASSIFIED**

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

H (b)(6)

(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?

Thanks (b)(6)

**Official UNCLASSIFIED**

(b)(6)

(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

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

**To:** [redacted]

**Cc:** [redacted]

[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)

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 Bureau of International Information Programs  
 U.S. Department of State  
 Cherokee Nation Mission Solutions

[redacted]



(b)(6)

(b)(6)

(b)(6)

**From:** [redacted]

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

**To:** [redacted]

**Cc:** [redacted]

[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/rX693TVw0NbDvVgT6ZRS>), but it keeps asking me for a password to the dashboard, could you please let me know what the problem is.

(b)(6)

(b)(6)

(b)(6)

Thanks

[redacted]

[redacted]

Digital Media Specialist | U.S. Embassy, Amman, Jordan

[redacted]

**Follow us Online - #USAinJO**



(b)(6)

Official

UNCLASSIFIED

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

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

(b)(6)

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

Best,

[Redacted]

(b)(6)

(b)(6)

Unclassified

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**From:** [Redacted]  
**Sent:** Friday, September 06, 2019 7:37 AM  
**To:** [Redacted]  
**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!

[Redacted]

(b)(6)

Unclassified

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

(b)(6)

Hi

[Redacted]

(b)(6)

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

Best,

[Redacted]

(b)(6)

Unclassified

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**From:** [Redacted] <[Redacted]>  
**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.

(b)(6)

Thanks!

(b)(6)

[Redacted]

(b)(6)

[Redacted]

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

(b)(6)

[Redacted]

(b)(6)

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	[Redacted] GPA Social Media Support <IIPSMS@state.gov>

(b)(6)

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

(b)(6)

Hi [Redacted]

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,

[Redacted]  
 Digital Media Associate | EUR/PD  
 Kenjya-Trusant Group  
 [Redacted]

(b)(6)

**Official  
UNCLASSIFIED**

(b)(6)

(b)(6)

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**From:** [Redacted]  
**Sent:** Tuesday, May 14, 2019 11:19 AM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**Subject:** RE: Crowdtangle Team Member access for Bosnia and Herzegovina

(b)(6)

Hi [Redacted]

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 wondering 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!

Thank you so much!

(b)(6)

[Redacted]

**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:** [Redacted] IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**Subject:** RE: Crowdtangle Team Member access for Bosnia and Herzegovina

(b)(6)

Hello [Redacted]

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](#)

[Redacted] Digital Support & Training



(b)(6)  
**Official**  
**UNCLASSIFIED**

(b)(6)  
(b)(6)  
**From:** [Redacted]  
**Sent:** Tuesday, May 14, 2019 9:19 AM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** [Redacted]  
**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,  
[Redacted]

(b)(6)  
*Press/Information Assistant*  
*Office of Public Affairs, U.S. Embassy Sarajevo*  
[Redacted]  
Fax: +387 33 704-432  
*Stay connected with the U.S. Embassy Sarajevo:*  
[Redacted] [Redacted] [Redacted] [Redacted] [Redacted]

(b)(6)  
**Official**  
**UNCLASSIFIED**

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	[Redacted]

(b)(6)

[Redacted]

IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

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

(b)(6)

(b)(6)

Thanks [Redacted]  
Best [Redacted]

(b)(6)

[Redacted]  
 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]  
 x x x x x

**Official  
UNCLASSIFIED**

(b)(6)

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**From:** IIP Social Media Support <IIPSMS@state.gov>  
**Sent:** Monday, January 7, 2019 1:09 PM  
**To:** [Redacted]; IIP Social Media Support <IIPSMS@state.gov>  
**Subject:** RE: CrowdTangle-Tijuana, Mexico

(b)(6)

(b)(6)

Hi [Redacted]

I'm jumping in for [Redacted] 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,  
[Redacted]

(b)(6)

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

(b)(6)




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**From:** [Redacted]  
**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 [redacted]

(b)(6)

I have a couple of questions about Crowdtangle:

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

Do you know if there's a crowdangle app?

Best

[redacted]

**Official**

**UNCLASSIFIED**

(b)(6)

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

(b)(6)

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

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

**Subject:** RE: CrowdTangle-Tijuana, Mexico

Hi [redacted]

(b)(6)

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

[redacted]

IIP Digital Support & Training



(b)(6)

**Official**

**UNCLASSIFIED**

**From:** [redacted]

(b)(6)

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

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

**Subject:** RE: CrowdTangle-Tijuana, Mexico

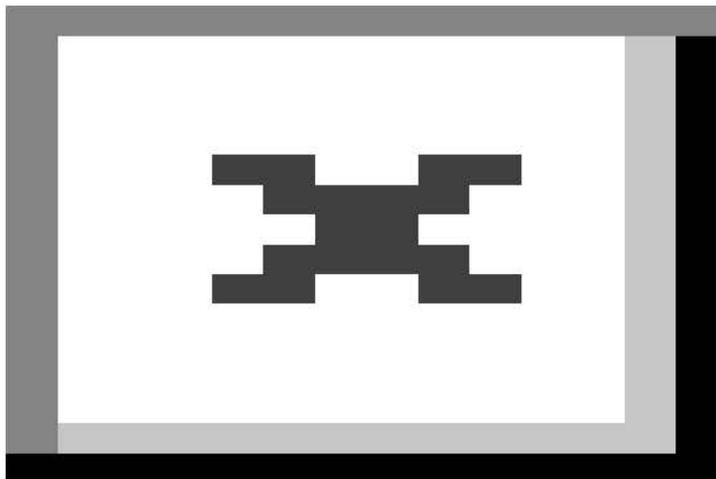
(b)(6)

Hola [redacted]

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

Best

[redacted]



**Official**  
**UNCLASSIFIED**

(b)(6)

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

**Sent:** Friday, December 28, 2018 12:23 PM

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

(b)(6) IIP Digital Support & Training



(b)(6)

**Official**  
**UNCLASSIFIED**

**From:** [redacted]  
**Sent:** Friday, December 28, 2018 3:10 PM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Subject:** CrowdTangle-Tijuana, Mexico

(b)(6)

Hi all,

(b)(6)

For some reason I can't edit the Tijuana Mexico Consulate list on my Crowd Tangle dashboard. I sent and invite to my [redacted] email an just after that I couldn't edit the lists. Can you please help?

(b)(6)

Best

(b)(6)

[redacted]  
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]  
x x x x x

(b)(6)

**Official**  
**UNCLASSIFIED**

<b>Sender:</b>	[redacted]
<b>Recipient:</b>	IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

(b)(6)

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

(b)(6)

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

(b)(6)

Have a super day,

[redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

---

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

(b)(6)

Hi [redacted]

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,

[redacted]

(b)(6)

**Official**  
**UNCLASSIFIED**

(b)(6)

(b)(6)

---

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

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

(b)(6)

[Redacted]

**Official**  
**UNCLASSIFIED**

(b)(6)

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

**Sent:** Wednesday, March 6, 2019 9:21 PM

**To:** [Redacted]  
**Cc:** [Redacted]

**Subject:** RE: CT for PAS Bishkek

Hi [Redacted]

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,

[Redacted]

(b)(6)

**Official**  
**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

**Sent:** Wednesday, March 6, 2019 10:13 AM

**To:** [Redacted]  
**Cc:** [Redacted]

**Subject:** RE: CT for PAS Bishkek

(b)(6)

(b)(6)

[Redacted] thank you for the re-introduction! Much appreciated. Hi [Redacted] add two USAID DOCs to our Mission CrowdTangle account:

[Redacted] If possible, we would like to

[Redacted]

(b)(6)

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

Have a super day!

[Redacted]

(b)(6)

(b)(6)

(b)(6)

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



(b)(6)

**Official**  
**UNCLASSIFIED**

(b)(6)

**From:** [Redacted]

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

(b)(6)

**To:** [Redacted]

(b)(6)

**Cc:** [Redacted]

**Subject:** CT for PAS Bishkek

Hi [Redacted],

Hope you're well! [Redacted] 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,

[Redacted]

(b)(6)

**Official**  
**UNCLASSIFIED**

(b)(6)

**Sender:** [Redacted]  
**Recipient:** IIP Social Media Support <IIPSMS@state.gov>; [Redacted]

(b)(6)

<b>From:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>To:</b>	(b)(6); GPA Social Media Support <IIPSMS@state.gov>; ra@america.gov <ra@america.gov>
<b>Subject:</b>	RE: Digital Update: Where is Crowdtangle? New USNS Comfort Video; a few more gems
<b>Date:</b>	Fri, 4 Oct 2019 15:13:37 +0000

(b)(6)

Hi (b)(6)

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:** (b)(6)  
**Sent:** Tuesday, October 1, 2019 9:58 AM  
**To:** (b)(6); 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

(b)(6)

Hey (b)(6)

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:** (b)(6)  
**Sent:** Tuesday, October 01, 2019 9:51 AM  
**To:** (b)(6)  
**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:** (b)(6)  
**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 Content Commons. 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)

[Redacted]

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

(b)(6)

[Redacted]

(b)(6)

UNCLASSIFIED

<b>Sender:</b>	"GPA Social Media Support" <IIPSMS@state.gov>
<b>Recipient:</b>	[Redacted] GPA Social Media Support <IIPSMS@state.gov>; ra@america.gov <ra@america.gov>

(b)(6)

**From:** [Redacted]

**To:** GPA Social Media Support <IIPSMS@state.gov>; [Redacted]

**CC:** [Redacted]

**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)

Unclassified

(b)(6)

(b)(6)

**From:** [Redacted]

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

**To:** [Redacted]

[Redacted] GPA Social Media Support <IIPSMS@state.gov> [Redacted]

(b)(6)

(b)(6)

(b)(6)

[Redacted]

**Cc:** [Redacted]

[Redacted]

**Subject:** Re: Exploring alternatives to Crowdtangle

(b)(6);

(b)(7)(C)

New number

[Redacted] .. no code

(b)(6)

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

**From:** [Redacted]

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

**Required:** [Redacted]

[Redacted] GPA Social Media Support

<IIPSMS@state.gov>, [Redacted]

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

[Redacted]

**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:**

[Redacted]

**ACCESS CODE:** [Redacted]

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.

(b)(6)

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

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	GPA Social Media Support <IIPSMS@state.gov>; [Redacted]

(b)(6)



(b)(6)

<b>From:</b>	"IIP Social Media Support" <IIPSMS@state.gov>
<b>To:</b>	(b)(6)
<b>CC:</b>	(b)(6)
<b>Subject:</b>	RE: FROM CONSULATE TIJUANA
<b>Date:</b>	Fri, 12 Apr 2019 18:23:27 +0000

(b)(6)

Hi (b)(6)

You're so welcome !

(b)(6)

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

Sincerely,  
(b)(6)

(b)(6)

**Official - Transitory**  
**UNCLASSIFIED**

(b)(6)

**From:** (b)(6)  
**Sent:** Friday, April 12, 2019 1:54 PM  
**To:** IIP Social Media Support <IIPSMS@state.gov>  
**Cc:** (b)(6)  
**Subject:** RE: FROM CONSULATE TIJUANA

Thanks, (b)(6) !!!!

(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

(b)(6)

ⓧ ⓧ ⓧ ⓧ ⓧ

**Official - Transitory**  
**UNCLASSIFIED**

(b)(6)

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

(b)(6)

(b)(6)

**Cc:** [redacted]

**Subject:** RE: FROM CONSULATE TIJUANA

Greetings [redacted]

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](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.

(b)(6)

Best ,

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

(b)(6)

**Official - Transitory**  
**UNCLASSIFIED**

(b)(6)

**From:** [redacted]

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

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

**Subject:** RE: FROM CONSULATE TIJUANA

(b)(6)

Hey there [redacted], great to hear from you. Looping in our IIP social media gurus, who should be able to assist.

(b)(6)

**From:** [redacted]

**Sent:** Thursday, April 11, 2019 12:36 PM

**To:** [redacted]

**Subject:** FROM CONSULATE TIJUANA

(b)(6)

Greetings from Consulate Tijuana, [redacted]

(b)(6)

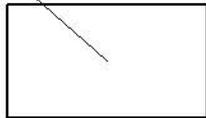
Hope you're doing great and that you remember me from training in CDMX last year ☺

Sorry to bother you, but noticed [redacted] is out...is it through you that I can get access to Crowd Tangle? Could use it with my [redacted] account.

Appreciate your guidance.

Thanks, take care.

(b)(6)



(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:** [Redacted]

**Sent:** Thursday, April 11, 2019 9:03 AM

**To:** [Redacted]

**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)

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

(b)(6)

<b>From:</b>	[Redacted]
<b>To:</b>	[Redacted]
<b>CC:</b>	IIP Social Media Support <IIPSMS@state.gov>
<b>Subject:</b>	RE: Hashtags for Crowdtangle to watch social media coverage of the protests
<b>Date:</b>	Thu, 28 Feb 2019 15:35:58 +0000

(b)(6)

(b)(6)

Hi [Redacted]

(b)(6)

Sure. I'm at my desk, so feel free to give me a call at [Redacted]

(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)

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**From:** [Redacted]  
**Sent:** Thursday, February 28, 2019 10:28 AM  
**To:** [Redacted]  
**Cc:** [Redacted] 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)

---

**From:** [Redacted]  
**Sent:** Thursday, February 28, 2019 3:56 PM  
**To:** [Redacted]

(b)(6)

**Cc:** [Redacted] IIP Social Media Support <IIPSMS@state.gov>  
**Subject:** RE: Hashtags for Crowdtangle to watch social media coverage of the protests

Hi [Redacted]

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

[Redacted]



(b)(6)

(b)(6)

**From:** [Redacted]  
**Sent:** Thursday, February 28, 2019 4:16 AM  
**To:** [Redacted]  
**Cc:** [Redacted]  
**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-5<sup>th</sup> mandate Protests?"

Most used

- # لا للعهدة الخامسة
- # الجزائر تنتفض
- # حراك الطلبة
- # 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)

<b>Sender:</b>	[Redacted]	[Redacted]
<b>Recipient:</b>	[Redacted]	[Redacted]

(b)(6)

IIP Social Media Support <IIPSMS@state.gov>

(b)(6)

<b>From:</b>	[Redacted]
<b>To:</b>	IIP Social Media Support <IIPSMS@state.gov>
<b>Subject:</b>	Re: Invitation to CrowdTangle
<b>Date:</b>	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?

I'm happy to jump on a phone call to talk, if that's easier.

Regards,

(b)(6)

(b)(6)

(b)(6)

On Mon, May 6, 2019 at 8:27 AM [Redacted] 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..

Thanks

(b)(6)

Senior Analyst, Office of Content Production

Global Engagement Center

KTG

(b)(6)



----- Forwarded message -----

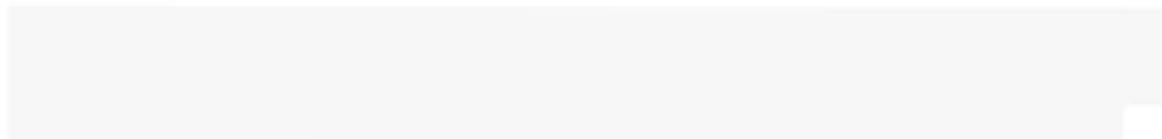
From: **CrowdTangle** <feedback@crowdtangle.com>

Date: Fri, Apr 13, 2018 at 10:51 AM

Subject: Invitation to CrowdTangle

To: [Redacted]

(b)(6)



**You've been invited to join the State Department Analytics (IG) dashboard by** [Redacted]



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

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 [here](#).

**Having trouble logging in?** Please email [support@crowdtangle.com](mailto:support@crowdtangle.com).

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[Terms of Service](#) | [Privacy Policy](#)

(b)(6)

<b>Sender:</b>	[Redacted]
<b>Recipient:</b>	IIP Social Media Support <IIPSMS@state.gov>