

**From:** [Redacted]  
**To:** [Redacted]  
**Subject:** [AIN] FW: Cipher Dead Drop response  
**Date:** Tuesday, May 8, 2018 8:41:20 AM

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**CLASSIFICATION: UNCLASSIFIED**

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**From:** [Redacted]  
**Sent:** Wednesday, May 11, 2016 2:57 PM  
**To:** [Redacted]  
**Subject:** Cipher Dead Drop response

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[Redacted]

Here's what is currently in the DEAD DROP

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TOO SOON? CIA's social meeting mavens took to live tweeting events surrounding the demise of Osama bin Ladin last Sunday – marking the fifth anniversary of the terrorist's exit from the planet. The gimmick got mixed reviews at best – some in the Twitterverse enjoyed the simulated play-by-play of what was arguably the Agency's greatest hit. Others, ranging from Fortune (which said the tactic "backfired") to snarky foreign media, like Putin's "RT" and various British tabloids, were less amused – asking, for example, when CIA was going to recreate live tweets of the Bay of Pigs invasion. Some people are never satisfied.

I think we could give Cipher Brief the following, which we gave others....

"CIA's tweets on the bin Ladin raid garnered more than 11 million views. CIA's Twitter account gained more than 20,000 new followers during the bin Ladin raid tweets. It was highest day of follower growth in past 12 months."

Dean

Dean Boyd

Director, CIA Office of Public Affairs



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From: [Redacted]  
Sent: Monday, May 02, 2016 3:44 PM  
To: 'Dawna Dingwall'  
Cc: [Redacted]  
Subject: CBC/Dingwall/UBL Tweets

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Dawna,

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You can use the following from me as CIA Spokesperson:

"The takedown of bin Ladin, America's most wanted terrorist, stands as one of the great intelligence successes of all time. History has been a key element of CIA's social media efforts. On the fifth anniversary, it is appropriate to remember the day and honor all those who had a hand in this achievement."

"We have regularly tweeted and posted about historical events including the Glomar operation, the Argo operation, the U-2 shutdown, and the evacuation of Saigon. CIA's most recent history-related tweets related to the 55th anniversary of the Bay of Pigs on the 19th of April."

On the public response to the posts:

"CIA's tweets on the bin Ladin raid garnered more than 11 million views. CIA's Twitter account gained more than 20,000 new followers since the bin Ladin raid tweets began. It was highest day of follower growth in past 12 months."

CIA's social media efforts have received recognition and an award:

<http://www.nextgov.com/feature/nextgov-bold-awards-2015/>  
(FROM THE NEXT GOV

AWARD: The CIA Web Team, brought a clandestine agency to the public's eye. Upon launching @CIA, the agency gained more than 440,000 followers in the first 24 hours. Being more open allows the CIA to directly address myths and concerns, occasionally adding humor to garner a broad audience.)

Attached is the CIA Press Release when we launched our Twitter and Facebook accounts.

For reference here are other historical twitter packages:

GLOMAR

<https://twitter.com/CIA/status/500341245105827842>

<https://twitter.com/CIA/status/501396911366995971>

<https://twitter.com/CIA/status/501805916812234752>

Fall of Saigon

<https://twitter.com/CIA/status/593890974075596801>

#Powers:

<https://twitter.com/search?q=%23powers%20from%3ACIA&src=typd>

#Bay of Pigs:

<https://twitter.com/CIA/status/722501472416567297>

<https://twitter.com/CIA/status/722539898813685760>

<https://twitter.com/CIA/status/722590730624057345>

Harriot Tubman:

<https://twitter.com/CIA/status/715293159748665344>

Jedburghs & Colby

<https://twitter.com/CIA/status/677914011162296320>

Greg Write (Example of our In Memoriam Series):

<https://twitter.com/CIA/status/677226464694149121>

Gregg Wenzel

<https://twitter.com/CIA/status/600374926068031488>

Civil Air Transport acquired by CIA:

<https://twitter.com/CIA/status/635941389805703169>

Corona:

<https://twitter.com/CIA/status/633803253835165697>

U-2 Accidental Test Flight:

<https://twitter.com/CIA/status/629332780258713600>

Thanks

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CIA Spokesperson

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