(b)(3)
(b)(6)

From: (b)(3)
Sent: Tuesday, May 8, 2018 9:31 AM   (b)(6)
To:
Subject: [AIN] FW: UBL anniversary tweets   (b)(3)
                                                      (b)(6)

CLASSIFICATION: UNCLASSIFIED

(b)(3)

From: (b)(3)
Sent: Sunday, May 01, 2016 8:04 PM   (b)(6)
To: Bell, Benjamin L.
Cc: Shapiro, Emily H.   (b)(3)
; Schabner, Dean   (b)(6)
Subject: Re: UBL anniversary tweets

(b)(3)
(b)(6)

Thanks   CIA Spokesperson   On May 1, 2016 8:01:49 PM, "Bell,
Benjamin L." wrote: Thank you [   ] we will add

(b)(3)
(b)(6)

 Sent from my iPhone

On May 1, 2016, at 7:51 PM, [   ] >   (b)(3)
wrote: (b)(6)

Benjamin, Emily   You can use the following from me as CIA Spokesperson:
"The takedown of bin Ladin 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."   "In the past we have done postings to
note other historical events including the Glomar operation, Argo, U-2
shootdown, and the evacuation of Saigon."   Thanks [   ] CIA   (b)(3)
Spokesperson   On May 1, 2016 6:53:20 PM, "Bell, Benjamin L." <   (b)(6)
Benjamin.L.Bell@abc.com > wrote: Hey there --
we have pushed a story but would like to add a comment from you guys if you can
provide it.

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Thanks so much.

http://abcnews.go.com/US/cia-live-tweets-bin-laden-raid-year-anniversary/story?id=38801766

Sent from my iPhone

On May 1, 2016, at 6:43 PM, ⬚ >
wrote:

(b)(3)
(b)(6)

Hi Ben-

What's ur timing for your story? We would definitely like to provide a
quote. Off the record, one thing I'd point you to in the meantime. You'll see
on our account we've often marked special anniversaries of Intel history events
with articles and tweets. We've done this with successes such as UBL, Argo and
others and failures, such as the Powers shootdown, Bay of Pigs. This is
standard m.o. for the account. Also the technique of tweeting historical events
has been used before. I believe the Marine Corps did it for the anniversary of
Iwo Jima this past February and JFK library did it for the Cuban Missile crisis
in 2012.

(b)(3)
(b)(6)

Thanks,

⬚

Sent from ⬚

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