



(U) CIA's Twittersiversary Goes Viral; NBC's Carson Daly Does Report on #CIACat

On 6 June, the Agency celebrated its Twittersiversary—its first year on Twitter—and sent five tweets telling the public why it should follow @CIA. The tweets, listed below, reached more than one million people in less than five hours and helped CIA obtain more followers. @CIA now has more than 812,000 followers.

The tweets were so popular, in fact, that ABC's "Good Morning America," People.com, and CNBC covered them as part of their news stories. Carson Daly, on NBC's "Today Show," produced a one-minute video segment to talk about the tweets. Click the video below to watch:

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The Top Five Reasons to Follow @CIA

CIA's first tweet set the tone for the next five: "In honor of our 1 year #Twittersiversary this month, here are 5 reasons you should follow @CIA." See the next five tweets below and the number of impressions for each tweet. (Impressions are the number of people who actually viewed the tweet.)

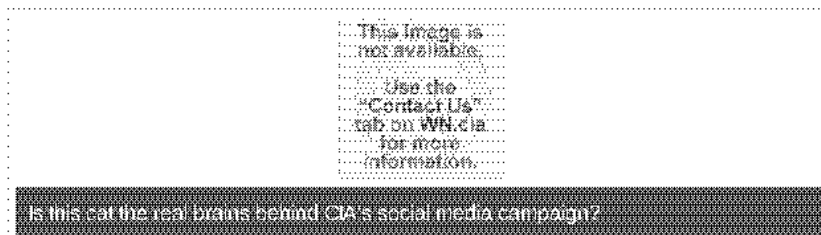
5: The comments. Some of our followers have the most entertaining conspiracy theories on the internet. #aliensinthebasement #Twittersiversary (297,000 impressions)

4: In our second year we are going to ████████ #██████ #Twittersiversary (391,000 impressions)

3: Who knows, someday we may tweet out the solution to Kryptos... (280,000 impressions and CIA.gov Kryptos page received 1,700 clicks)

2: You'll learn more about our rich history & ordinary Americans doing extraordinary things. (329,000 impressions and 700 clicks to CIA.gov Featured Stories page)

1: Or....maybe we'll run out of stories and have to tweet cat photos. #CIACat (780,000 impressions and 5,000 retweets)



The public reacted positively to the "top five" tweets:

I wonder what it's like being a social media manager and knowing the most talented person in your business works at the @CIA?

@CIA has a sense of humor. That's either reassuring or terrifying, I can't decide.

Whoever decided it was time to humanize @CIA is doing an ace job. #marketing

The @CIA having such an awesome sense of humor seriously brightened my day.

(This article is UNCLASSIFIED.)