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Communications Plan

Internal and External Promotion for the launch of CIA on Twitter, Facebook, and Google+

Goals & Objectives

(U) Provide an internal and global communications strategy for the roll out of Twitter, Facebook, and Google+ in May 2014. The goal is to provide as much coverage of the launch of the CIA accounts on these platforms as possible. There will not be any pre-deployment communication, but much media attention during and after launch is anticipated.

Background

(U) In an ongoing effort to continue to grow and improve CIA's internet presence for recruitment and public relations purposes CIA will be further expanding into Social Media with accounts on Facebook, Google+ and two on Twitter.

(U) CIA.gov is one of the most popular websites in the Intelligence Community. In 2007, the Office of Public Affairs (OPA)– under the direction of then Associate Deputy Director Michael Morell – led the first large-scale redesign of CIA.gov, transforming a web presence that was disparate, uncoordinated, and difficult to navigate into a renowned, streamlined, unified and user-friendly singular corporate website. Building off the success of the website redesign – and in an attempt to remain current and meet visitor expectation -- the CIA.gov Web Team launched RSS feeds, its initial venture into the world of social media.

(U//~~ATUO~~) In 2010, the Web Team had permission from then-DCIA Leon Panetta to move forward with social media. Of the four platforms socialized and approved, the CIA.gov Web Team moved forward to quickly launch the two platforms

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In early 2011, CIA officially launched its YouTube

and Flickr.

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(U) In 2013, as the Web Team began briefing the new senior leadership on its most recent redesign initiative, several Senior Agency Officers asked why CIA is not on Twitter. This prompted OPA to reignite the social media program.

(U) For most people, the only encounter they will have with the Agency is through its online presence. This includes prospective employees and the general public.

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(U) Starting with the redesign of CIA.gov in 2007, followed by the first foray into social media in 2011, and through today the CIA.gov Web Team follows these guiding principles:

- Educate the public about the agency and its mission;
- Dispel myths;
- Provide educational resources about the world to the world;
- Recruit top talent.

(U) The Agency's current endeavor to more fully develop our internet presence also aligns with the regulations set forth by the Federal Web Managers Council, as well as meeting the 2009 Presidential Directive, "Transparency and Open Government." Expanding our use of social media platforms is one way to achieve the goals of President Obama's directive.

(U) OPA recognizes that people have moved away from visiting websites to "surf" for information. They expect the content to come to them. In the last three years, the average number of visitors a month to CIA.gov is down from 5 million to 4 million, while all demographics of people joining and participating in social media sites has exploded and continues to grow by leaps and bounds. For CIA to stay relevant in the public eye and continue to follow our guiding principles we must go to where people are looking for us.

To highlight our foray into the most popular social media platforms CIA must effectively communicate where we can be found. As CIA is expanding on to these highly recognizable and extremely popular platforms, the promotion campaign must be equally extensive.

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