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From:



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Sent:

Tuesday, June 3, 2014 7:32 PM

To:



Ronald D. Boyd;



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Subject:

RE: Draft Press Release

Importance:


High

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Thanks  suggested we get a DCIA quote in there as he approved of it and had some great ideas on hashtags. What do you all think of this version?

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CIA Launches New Social Media Accounts

Today, #CIAgoessocial by launching its official Twitter feed and Facebook page. This move expands CIA's online presence beyond its public website, mobile site and accounts on Flickr and YouTube.

"By expanding to these platforms, CIA will be able to more directly engage with the public about CIA's mission, news and information, careers and history," said CIA Director John Brennan. "We have important information to share, and we want to make sure that we're accessible to the public we serve."

In addition to posting news and career information, CIA's social updates will feature sneak peeks into CIA's Museum - the best museum most people never get to see - and updates to the Agency's world-famous "World Factbook."

Follow us on Twitter @CIA and check for updates on Facebook at www.facebook.com/central.intelligence.agency.

#cia #cianews

[Redacted]

CIA.gov

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From [Redacted]

Sent: Tuesday, June 03, 2014 6:32 PM

To: [Redacted]

Subject: Draft Press Release

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Anything else to add?

Today CIA takes one more step into the overt world joining the Twittersverse and Facebook. CIA's Twitter feed can be found @CIA. This move to expanded social media platforms builds on prior, successful CIA accounts on Flickr and YouTube.

We hope this will provide expanded opportunities to engage directly with the public about CIA's mission and history.

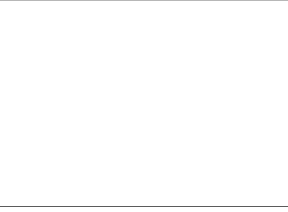
With a presence on Twitter and Facebook, CIA will be able to highlight updates to the CIA World Factbook. The Factbook is a unique public resources and a valuable educational tool.

CIA will also grant access to artifacts from the greatest museum no one ever gets to see: the CIA Museum. Look for artifacts of the week along with other historical notes about CIA and the history of intelligence.

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C/Media Branch



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