

Twitter

According to Twitter, CIA's launch and first week on Twitter has been one of the most successful launches ever of a federal account. They will be presenting it as a case study internally on how to launch an account. We currently have over 622K followers. After only one week, we are in the top 3% of all 1300+ federal accounts. The 30 tweets we have sent have engaged an average of 12% of followers; this is comparable to the White House account.

From Twitter: "INCREDIBLE LAUNCH OF AN ACCOUNT"

Our sentiment score (how positively or negatively people are talking about us on social media) has gone from an average of 30 to a score of 50 this week.

Media – picked up by all major news outlets and the majority of the reporting was very positive.

First Tweet Reach:

- 300K Retweets
- Total Impressions: 5,010,672 (the potential number of readers of the tweet)
 - 4,579,871 of the Impressions from being embedded in news stories

Clicks back to CIA.gov:

- CIA #Museum Artifact of the Week: Set of china from CIA's proprietary airline Air America. 1.usa.gov/UxryyK
 - 5,172 clicks to CIA.gov link
- Happy 90th to our former boss @GeorgeHWBush! #TBT Badge photo from his days as CIA Director 1.usa.gov/1kRI5Zf
 - 1,135 clicks to CIA.gov link
- The stage is set. View live webcast on CIA.gov 1,228 clicks 8:30am EST #INTELCON 1.usa.gov/1I3a3jn
 - 3,636 clicks to CIA.gov link

Sample Tweets to us:

- Genius social media person/team. ❤️👍❤️👍❤️👍 good tweets! #daymade

- Can we really ever block @CIA?
Gonna put a tinfoil hat on my avi...
- The @CIA will have the only twitter account that responds to your tweet before you even type it.
- Well done on your first tweet @CIA. Now following you as you are undoubtedly following me.
- @CIA Congratulations! Your next mission is to instagram your lunch. Don't forget to redact part of it. ;)
- @CIA anything you Tweet can and will be held against you.
- The @CIA just joined Twitter less than an hour ago, and they're gaining followers at an average rate of 1000 per minute.
- Hey, I knew it was gonna be a weird Friday, but I didn't think the @CIA would start a twitter account. Wonders never cease...
- @CIA Howdy to the Nations First Line Defense. Great First Tweet!
- @CIA can we be the 26th twitter account you follow? We just want to be able to say we are being followed by the @CIA.
- Whoever came up with this line as the first tweet out of @CIA deserves a box of macaroons for cleverness beyond the call of duty.
- This has to be the best tweet in the history of tweets. Congrats #CIA. Welcome to Twitter @CIA, you win best first tweet pic.twitter.com/9vm5r0Pg3h
- @CIA do you think the KGB would be down to join twitter too ?
- RT @CIA: We can neither confirm nor deny that this is our first tweet. | Best first tweet EVER :-)

Each of the 25 accounts we follow also saw a significant increase in their numbers:

- @odnigov - 100%
- @icontherecord - 100%
- @NGA – 95%
- @DHS- gained record 9,200 followers in one day, as of Tuesday they had added 20K

#INTELCON on Twitter

Sentiment Score: 78!

We trended in the morning in the DC area. Trending is based off of the rate of the acceleration of the conversation.

Top five most popular Tweets from conference:

- The stage is set. View live webcast on <http://t.co/Jh7dhHnyXM> 8:30am EST #INTELCON <http://t.co/qVqsr5T1f6>
<http://t.co/eKC6GgY5aK>
- Another 1st: our 1st public conference @Georgetown. View live webcast on <http://t.co/Jh7dhHnyXM> 8:30am EST #INTELCON
<http://t.co/qVqsr5T1f6>
- “CIA is...a learning organization, one that makes a deliberate effort to learn from the past, adapt to the times, and refine its methods”
- “We must focus our efforts on uncovering secrets that only human sources can acquire.”
- “We at CIA have a solemn obligation to safeguard not only the Nation we serve, but the sources and methods that enable us to do so.”

ALL Tweets from speech were retweeted and favorite at a very positive rate. This is very good. Twitter is very impressed with our engagement rates.

All Tweets

faves	retweets	replies	tweet text
181371	296892	20462	We can neither confirm nor deny that this is our first tweet.
17255	14980	3357	Thank you for the @Twitter welcome! We look forward to sharing great #unclassified content with you.
2324	863	544	Too many speech tweets earlier today? #lessonlearned #transparency
1714	1557	302	Happy 90th to our former boss @GeorgeHWBush! #TBT Badge photo from his days as CIA Director http://t.co/zct0Bc2Khg http://t.co/yML3JtzFzl
664	559	98	The stage is set. View live webcast on http://t.co/Jh7dhHnyXM 8:30am EST #INTELCON http://t.co/qVqsr5T1f6 http://t.co/eKC6GgY5aK
582	507	142	Another 1st: our 1st public conference @Georgetown. View live webcast on http://t.co/Jh7dhHnyXM 8:30am

			EST #INTELCON http://t.co/qVqsr5T1f6
548	456	95	"CIA is...a learning organization, one that makes a deliberate effort to learn from the past, adapt to the times, and refine its methods"
531	476	150	"We must focus our efforts on uncovering secrets that only human sources can acquire."
510	445	139	"We at CIA have a solemn obligation to safeguard not only the Nation we serve, but the sources and methods that enable us to do so."
484	143	108	Thanks @georgetown for #intelcon #nomorespechtweets
444	292	79	"We must engage our fellow citizens...to explain the work we perform on their behalf and articulate our motives, values, and objectives"
411	348	48	"Intelligence has been critical to our national interests and security since George Washington personally directed espionage networks"
403	353	67	"Good intelligence—timely, accurate, insightful—is the cornerstone of almost every aspect of national security policy today." #INTELCON
389	244	115	"...'secures the life of our Nation while preserving the liberties that make our Nation worth fighting for'."
361	292	70	"We have an obligation as intelligence professionals to look beyond the next horizon..."
360	269	77	Former CIA Director #Helms said: "Gadgets cannot divine man's intentions."
341	182	50	"I joined...the CIA in 1980. I believed in its mission then, and I believe even more strongly in it today"
328	220	39	"The bar is set higher bc of the...tension that has always existed btwn the secrecy [of our] mission & the openness of [our society]"
315	244	70	"We have confronted grave threats before...But rarely have we encountered such a bewildering variety of

			challenges and threats all at once.”
315	205	80	“Our Nation faces an ever-growing list of national security challenges.”
293	223	52	“The world is grappling with a new breed of challenges enabled by advancing technology.” #INTELCON
291	166	79	CIA #Museum Artifact of the Week: Set of china from CIA's proprietary airline Air America. http://t.co/ltNW7KftME
286	226	69	“As we position our Agency for the future, one of our main challenges is how to remain relevant in the digital information age.”
268	217	47	“Information technology has transformed the world since I first embarked on my intelligence career.”
267	213	47	"No nation can counter the plethora of 21st century transnational threats on its own." #intelcon
262	142	29	“CIA is committed to charting a way forward that, in the President’s words...”
233	140	33	"...to explain the forces that are likely to shape them in the weeks, months, and years to come.”
222	121	35	Distinguished career CIA officer Burton Gerber introduces #CIA Director John Brennan for keynote address #intelcon
201	99	93	Brennan opens Q&A session with #intelcon attendees.
156	74	19	Brennan Keynote: Honored to co-sponsor #intelcon with @Georgetown

Facebook

47.3K page likes (DNI has 27K, White House 2.2M) Facebook says we are doing extremely well.

We reached 1.3M people with our posts – a GREAT number!

- 13.8 Likes
- 4.5K Comments
- 3.2 Shares
- 195K posts clicked on

Comment:

I cannot imagine the junk the poor GS employee hired to read and update this web page will have to slog through. My sympathies to you. Welcome to Facebook CIA.