

RELEASE IN FULL

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**From:** Mills, Cheryl D <MillsCD@state.gov>  
**Sent:** Friday, September 24, 2010 3:58 PM  
**To:** H  
**Subject:** FW: 1st known case of a successful social media campaign in Syria

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**From:** Ross, Alec J  
**Sent:** Friday, September 24, 2010 3:04 PM  
**To:** Burns, William J; Feltman, Jeffrey D; Sullivan, Jacob J; Crocker, Bathsheba N; Mills, Cheryl D  
**Subject:** 1st known case of a successful social media campaign in Syria

When Jared and I went to Syria, it was because we knew that Syrian society was growing increasingly young (population will double in 17 years) and digital and that this was going to create disruptions in society that we could potential harness for our purposes.

In what is the 1<sup>st</sup> of what I predict will be many interesting cases in the future, this past week a campaign went viral on Facebook in Syria (even though Facebook is outlawed in Syria it is widely accessed through proxies) showing teachers in Syria abusing their pupils. Thousands of Syrians made public their support on Facebook (the fact that people made their identities known is notable) for the campaign to remove these teachers, and the Ministry of Education intervened and fired the teachers.

This is the first known case of a successful social media campaign in Syria.

More will come.  
Alec

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