

RELEASE IN FULL

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**From:** Mills, Cheryl D <MillsCD@state.gov>  
**Sent:** Saturday, March 19, 2011 11:20 AM  
**To:** H  
**Subject:** Re: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

Oh yeah - we get them!

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**From:** H [mailto:HDR22@clintonemail.com]  
**Sent:** Saturday, March 19, 2011 10:55 AM  
**To:** Campbell, Kurt M; Mills, Cheryl D  
**Subject:** Fw: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

Fyi!

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**From:** McHale, Judith A [mailto:McHaleJA@state.gov]  
**Sent:** Saturday, March 19, 2011 10:52 AM  
**To:** H  
**Subject:** Fw: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

A good example of why we need to do this.

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**From:** Stout, Jennifer P  
**Sent:** Saturday, March 19, 2011 10:50 AM  
**To:** McHale, Judith A; DiMartino, Kitty; Smith, Dana S; Hammer, Michael A  
**Cc:** Cormack, Maureen E; Guimond, Gabrielle  
**Subject:** Fw: Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

Dear Judith,

More from Tokyo on the huge success of the ambassador's twitter feed. The EAP weekly update yesterday had the number of followers at 18,000. It has grown by 2,000 in a day! Special recognition must be paid to TDYer Phil Roskamp from Jakarta and IRO Michael Huff.

Jennifer

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**From:** Huff, Michael P  
**Sent:** Saturday, March 19, 2011 05:23 AM  
**To:** JapanEmbassy, TaskForce  
**Cc:** Chang, Benjamin; Linehan, Patrick J (TDY/PAS); Miller, Beau J (TDY/PAS); Lommel, Keith A (TDY/PAS); Stout, Jennifer P; Hodges, Thomas M; Schalow, Kathryn; Forino, Nini J; Hoffmann, Phillip P; Kelley, Karen D (IO/Tokyo); Roskamp, Philip W; Roskamp, Philip W (TDY/PAS)  
**Subject:** Twitter Analysis - Ambassador Roos a Leader in Providing Information to the World about the Crisis in Japan

**SOCIAL MEDIA**

**Ambassador Roos is the 20<sup>th</sup> most popular Twitter user in the city of Tokyo** as of tonight, and he now has **more than 20,000 followers**. He is the **540<sup>th</sup> most retweeted person on all of Twitter, in the 99.8 percentile**.

Special thanks are due to the Embassy's LES staff who have been the Ambassador's voice in Japanese.

Sources: *twitaholic.com, retweetrank.com*

Michael Huff  
Information Resource Officer  
Japan, South Korea, New Zealand, and the South Pacific  
U.S. Department of State, IIP/IR  
[HuffMP@state.gov](mailto:HuffMP@state.gov)  
Office: 81-3-3224-5260