

RELEASE IN PART
B6

From: Mills, Cheryl D <MillsCD@state.gov>
Sent: Friday, July 20, 2012 8:13 AM
To: H
Subject: Fw: TweetReach: S Remarks at Gallup on Closing the #GenderGap

From: Klein, Jennifer L
Sent: Friday, July 20, 2012 08:08 AM
To: Esser, Victoria; Vogelstein, Rachel; Huang, Cindy Y; Franko, Kathryn L; Connell, Ellen K; Eisenhower, Anne D (PACE); 'lorriemchugh [redacted] <lorriemchugh [redacted]>; Mills, Cheryl D; Toiv, Nora F
Subject: Re: TweetReach: S Remarks at Gallup on Closing the #GenderGap

B6

Adding Cheryl and Nora.

From: Esser, Victoria
Sent: Thursday, July 19, 2012 06:24 PM
To: Klein, Jennifer L; Vogelstein, Rachel; Huang, Cindy Y; Franko, Kathryn L; Connell, Ellen K; Eisenhower, Anne D (PACE); 'lorriemchugh [redacted] <lorriemchugh [redacted]>
Subject: Fw: TweetReach: S Remarks at Gallup on Closing the #GenderGap

Fyi and for any reports we want to do

From: Dunn, Edward A
Sent: Thursday, July 19, 2012 03:18 PM
To: Esser, Victoria
Subject: Fw: TweetReach: S Remarks at Gallup on Closing the #GenderGap

TweetReach from today.

From: Forgerson, Luke A (PACE) [mailto:ForgersonLA@state.gov]
Sent: Thursday, July 19, 2012 12:00 PM
To: Dunn, Edward A; (U) Dunn, Edward A (PACE); Schaub, Daniel D (PACE); Goldfarb, Sarah L (PACE); Johnson, Hannah M (PACE); Bruce, Aaron C (PACE); Bell, Eboni A (PACE)
Cc: Bagley, Steven H
Subject: TweetReach: S Remarks at Gallup on Closing the #GenderGap

According to TweetReach, @StateDept reached 355,571 accounts, with 1.3 million impressions during the Secretary's remarks at the Gallup conference on closing the gender gap. Top contributors included CFR, the World Bank, and UN Global Pulse.

According to TweetReach, the hashtag #GenderGap reached 409,704 accounts, with 450,713 impressions during the remarks. Top contributors included StateDept, CFR, and GirlUp.

Thanks,
 Luke

Luke Forgerson
 Managing Editor, DipNote

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