

Sent: Tue, 26 Mar 2013 18:15:41 -0400
From: "Ruiz, Ria" <alexandria_v_ruiz@who.eop.gov>
To: [REDACTED]
Subject: FW: Late Afternoon Webtrends - March 26, 2013

b(7)c
b(7)e
b(7)f
P6/b(6)

Seemed appropriate to forward.

From: Wagstaff, Jesica
Sent: Tuesday, March 26, 2013 6:13 PM
To: Ruiz, Ria
Subject: FW: Late Afternoon Webtrends - March 26, 2013

HA! (highlighted)

From: Mechaber, Ezra
Sent: Tuesday, March 26, 2013 6:12 PM
To: Mechaber, Ezra
Subject: Late Afternoon Webtrends - March 26, 2013

The web trends and talkers report is produced by the White House Office of Digital Strategy. Direct any requests to be added to this list or any questions about White House online programs to emechaber@who.eop.gov

Highlights from WhiteHouse.gov and online program:

1. [President Obama's Bracket for the 2013 NCAA Men's Basketball Tournament](#) (15.1% of blog traffic)

Popular words and phrases being searched on Google (as of 3 PM)

Marriage Equality
Summly ([Yahoo buys website from 17-year-old](#))
Lollapalooza ([Music festival tickets go on sale, lineup coming April 9](#))
Ariana Grande ([Singer collaborates with Mac Miller on first single](#))
Lyme Disease
Shakira ([Singer joins Usher as the newest coaches on NBC's "The Voice"](#))
Amanda Knox ([Rome court overturns acquittal](#))
BioShock Infinite (New video game)
Alexis DeJoria ([Pro Drag Racer marries Jesse James](#))
Tubby Smith (Coach fired from Minnesota after six years)

Twitter Trending Topics

(Fastest-rising Twitter subjects as of 6 PM - updated constantly)

#laurenfollowspree
#AllTimeLow3Days
#SaveRohingya ([Anonymous puts plight of Rohingya people in Twitter spotlight](#))
#ByTheWayBuyTHEWAY
Victor Valdes
Juan Mata

Spain (Spain victorious over France in World Cup qualifiers)
France
Easter

@WhiteHouse Tweets

(What people are Tweeting at the White House Twitter Account)

Deborah Lew @by_DeborahLew

While half the #LAKings organization is being honored at the @WhiteHouse, the other half is volunteering at the LA Food Bank! #FirstClass

Top White House Related News via Google News (as of 3 PM)

1. [White House Can't Afford Its Shapeshifting Alien Reptile Guards](#) (WIRED)
2. [Live: Watch Kings, Galaxy meet President Obama at White House](#) (LA Times)
3. [White House: No comment on gay marriage hearing](#) (USA Today)