

P6/b(6)

Sent: Mon, 18 May 2015 13:16:01 -0400
From: "Breckenridge, Anita J. EOP" <anita_breckenridge@who.eop.gov>
To: [REDACTED]
Subject: Fw: @POTUS launch update

Fun facts

From: Wall, Alex [mailto:Alexander_B_Wall@who.eop.gov]
Sent: Monday, May 18, 2015 01:01 PM
To: DL-WHO-Press; DL-WHO-NewMedia_Team
Subject: @POTUS launch update

The President's first tweet from @POTUS is now the most retweeted White House tweet of all time with 66,000 retweets. That number is climbing rapidly, as is the President's follower count which currently stands at 365,230.

"Mr. President" is trending on Twitter in the U.S. in response to his first tweet.

We'll send around additional metrics later today.

[cid:42EC9AB0-A4CF-456D-BD64-E819DB8DA7CE]



President Obama ✓
@POTUS



Following

Hello, Twitter! It's Barack. Really! Six years in, they're finally giving me my own account.



RETWEETS
66,470

FAVORITES
73,842



12:38 PM - 18 May 2015