(b) (3) 10 U.S.C. §130b (b) (6)

From:	
Sent:	Monday, December 21, 2020 11:18 AM
То:	
2.0	
Cc:	DL USCYBERCOM_PAO (H3C9)
Subject:	Twitter Ugly holiday sweater competition
Attachments:	Ugly Holiday Sweater_USCYBERCOM.png
Follow Up Flag:	Follow up
Flag Status:	Flagged
Good morning, all!	
It is a little last-minute, b	out we'd like to invite our partners to a 'ugly holiday sweater' competition via Twitter.
Please feel free to pass th	his to the right POC, if I haven't included them.
Here's how it could go:	
<ul> <li>21 Dec, 0800 EST</li> </ul>	r USCYBERCOM will be tweeting out a Microsoft Paint Ugly Holiday Sweater (attached), and r participating agencies in a challenge.
<ul> <li>23 Dec, 1200 EST</li> </ul>	I The competition ends, so all participants can assess the number of likes/retweets. Can send eets/likes to each other to tally the votes by 1700 EST on 23 Dec.
<ul> <li>24 Dec, 1000 EST</li> </ul>	F The "prize" is the most likes/retweets of the original tweet, to be 'announced' by all of us winner" with further holiday cheer on 24 Dec.
If this sounds interesting	, let me know! USCYBERCOM will be tweeting ugly sweater regardless.
V/R,	
U.S. Cyber Command, Pu	ıblic Affairs
COMM: 240-373-8024	
NSTS: 969-3876	
Personal Cell:	
Work Cell:	

## (U) UNCLASSIFIED

## DEC - Holidays

- A couple of years ago, FBI released a graphic that looked like it was made in Microsoft Paint. Many people found it funny, retweeted, commented on it, etc.
- US\_CYBERCOM "Happy holidays from @US\_CYBERCOM. We made you something @FBI" Insert quote tweet of original FBI graphic.



 Gen. Nakasone – "To the women and men of NSA/USCC who continually work hard year round, remember to take time for yourself and treasure your friends and family. We protect and defend 24/7. #HappyHolidays"

## Happy Holidays from our U.S. Cyber Command Family, to yours



Happy Holidays from our U.S. Cyber Command family, to yours



To: Cc: DL USCYBERCOM_PAO (H3C9)  RE: Twitter Ugly holiday sweater competition  We are looking for YOUR ugly holiday sweater for the competition, although I do hope others join in!  Luckily, making something ugly in Microsoft paint means spending as little time as possible on itthe goal is just to have a little fun in this challenging time.  V/R.  U.S. Cyber Command, Public Affairs  COMM: 240-373-8024  NSTS: 969-3876  Personal Cell:  Work Cell:  From:  @ fcdo.gov.uk>  Sent: Monday, December 21, 2020 12:29 PM  To:  @ nsa.gov>  Subject: [Non-DoD Source] RE: Twitter Ugly holiday sweater competition  Hi  This sounds like a fun ideal We'd be happy to be involved. Are we asking people to submit photos of their own ugly sweaters or just simply having folks RT our Quote tweet of your post?  I'll keep an eye out for it (feel free to DM directly to UKinUSA if easier!)  Thanks,  Twitter: @UKinUSA   Instagram: ukinusa  Pronouns: he/him  From:  @ nsa.gov>  Sent: 21 December 2020 11:18  To:  @ msa.gov>  @ nsa.gov>  @ nsa.gov>  Sent: 21 December 2020 11:18  To:  @ msa.gov>  @ nsa.gov>  @ nsa.gov>		
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Cc: DL USCYBERCOM_PAO (H3	C9)	@cybercom.	mil>			
Subject: Twitter Ugly holiday	sweater competitio	n		(b) (3)	10 U.S.C.	§130b
Good morning all				(b) (6)		

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Here's how it could go:

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If this sounds interesting, let me know! USCYBERCOM will be tweeting ugly sweater regardless.

V/R,	
U.S. Cyber (	Command, Public Affair
COMM: 240	0-373-8024
NSTS: 969-3	3876
Personal Ce	ell:
Work Cell:	

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	(b) (6)
From: Sent: To: Subject:	Shannon Vavra <shannon.vavra@cyberscoop.com> Tuesday, December 22, 2020 11:49 AM DL USCC_PublicAffairs (ALIAS) H3C020; [Non-DoD Source] Question about ugly sweater design</shannon.vavra@cyberscoop.com>
Hi there,	
please share who i depictions of foreig	ell. I am reaching out about the ugly sweater graphic and tweet today. Could you is behind the ugly sweater graphic — is it the graphics company that created in hackers the command has recently distributed? Could you also please share what the command is trying to communicate to its followers on Twitter or elicit from
I would appreciate	any response you can share today. Thank you!
Best, Shannon	

Shannon Vavra Cybersecurity Reporter - CyberScoop
Scoop News Group
FedScoop // CyberScoop // WorkScoop // StateScoop // EdScoop
E: shannon.vavra@cyberscoop.com

Phone/Signal: Twitter: @shanvav

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V/R,	(b) (3)	10	U.S.C.	§130b
	(b) (6)			
U.S. Cyber Command, Public Affairs				
COMM: 240-373-8024				
NSTS: 969-3876				
Personal Cell:				
Work Cell:				

(b)	(3)	10	U.S.C.	§130b
(b)	(6)			

		(D) (6)
From:	T	
Sent:	Tuesday, December 22, 2020 12:08 PM	20
To:	'Shannon Vavra'; DL USCC_PublicAffairs (ALIAS) H3C0	
Subject:	RE: [Non-DoD Source] Question about ugly sweater d	esign
Hey Shannon-		
If you want to give me a cal	l in about 15 minutes, I'll chat off the record to start.	
V/R,		
U.S. Cyber Command, Publi	c Affairs	
COMM: 240-373-8024		
NSTS: 969-3876		
Personal Cell:		
Work Cell:		
Sent: Tuesday, December 2		
	ALIAS) H3C020 <uscc_publicaffairs@nsa.gov>;  Question about ugly sweater design</uscc_publicaffairs@nsa.gov>	@nsa.gov>
Hi there,		
please share who is be depictions of foreign ha	am reaching out about the ugly sweater graphic and the ugly sweater graphic— is it the graphics ackers the command has recently distributed? Cout the command is trying to communicate to its follows:	company that created ild you also please share
I would appreciate any	response you can share today. Thank you!	
Best,		
Shannon		
Shannon Vavra		
Cybersecurity Reporte	r - CyberScoop	
Scoop News Group		
	op // WorkScoop // StateScoop // EdScoop	
E: shannon.vavra@cyber		
Phone/Signal:	2000	
Twitter: @shanvav		
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