From:

Sent: Monday, December 21, 2020 11:18 AM

To:

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, but we'd like to invite our partners to a 'ugly holiday sweater' competition via Twitter.

Please feel free to pass this to the right POC, if I haven't included them.

Here's how it could go:

- 21 Dec, 0800 EST-- USCYBERCOM will be tweeting out a Microsoft Paint Ugly Holiday Sweater (attached), and can tag the other participating agencies in a challenge.
- 23 Dec, 1200 EST-- The competition ends, so all participants can assess the number of likes/retweets. Can send number of retweets/likes to each other to tally the votes by 1700 EST on 23 Dec.
- 24 Dec, 1000 EST-- The "prize" is the most likes/retweets of the original tweet, to be 'announced' by all of us retweeting the "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, Public Affairs
COMM: 240-373-8024
NSTS: 969-3876
Personal Cell:
Work Cell:

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.

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

- **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

From:

Sent: Monday, December 21, 2020 12:39 PM

To:

Cc: DL USCYBERCOM_PAO (H3C9)

Subject: 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 it...the 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 idea! 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: @mail.mil>; @nsa.gov>; @mail.mil>; @fbi.gov>;

@FBI.GOV>;   @fbi.gov>;
@fbi.gov>;   @ncsc.gov.uk>;   @fco.gov.uk>;
@gchq.gov.uk>;   @gchq.gov.uk>;   @gchq.gov.uk>;
@gchq.gov.uk>;   @state.gov>;   @nsa.gov>;
@dni.gov>;   @cisa.dhs.gov>;   @cisa.dhs.gov>

Cc: DL USCYBERCOM_PAO (H3C9)   @cybercom.mil>

Subject: Twitter-- Ugly holiday sweater competition

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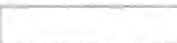U.S. Cyber Command, Public Affairs
COMM: 240-373-8024
NSTS: 969-3876
Personal Cell:
Work Cell:

Follow us online: www.gov.uk/fcdo

From:	Shannon Vavra <shannon.vavra@cyberscoop.com>
Sent:	Tuesday, December 22, 2020 11:49 AM
To:	DL USCC_PublicAffairs (ALIAS) H3C020;
Subject:	[Non-DoD Source] Question about ugly sweater design

Hi there,

I hope you're all well. I am reaching out about the ugly sweater graphic and tweet today. Could you please share who is behind the ugly sweater graphic — is it the graphics company that created depictions of foreign hackers the command has recently distributed? Could you also please share information about what the command is trying to communicate to its followers on Twitter or elicit from its audience?

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

From:
Sent: Tuesday, December 22, 2020 12:08 PM
To:

Cc: DL USCYBERCOM_PAO (H3C9)
Subject: RE: Twitter-- Ugly holiday sweater competition

Good morning, all-

In case you wanted to make a hideous virtual sweater for holiday cheer, we just tweeted ours at the link below:

https://twitter.com/US_CYBERCOM/status/1341409573350064134

Regardless, feel free to share!

V/R,

U.S. Cyber Command, Public Affairs
COMM: 240-373-8024
NSTS: 969-3876
Personal Cell:
Work Cell:

From:
Sent: Monday, December 21, 2020 11:14 AM
To: @mail.mil>;
@nsa.gov>; @mail.mil>;
@fbi.gov>; @FBI.GOV>;
@fbi.gov>; @fbi.gov>; @ncsc.gov.uk>;
@fcdo.gov.uk>; @gchq.gov.uk>; @gchq.gov.uk>;
@gchq.gov.uk>; @gchq.gov.uk>; @state.gov>;
@nsa.gov>; @dni.gov>; @cisa.dhs.gov>;
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(b)(3) 10 U.S.C. §130b
(b)(6)

From:

Sent: Tuesday, December 22, 2020 12:08 PM
To: 'Shannon Vavra'; DL USCC_PublicAffairs (ALIAS) H3C020
Subject: RE: [Non-DoD Source] Question about ugly sweater design

Hey Shannon-

If you want to give me a call in about 15 minutes, I'll chat off the record to start.

V/R,

U.S. Cyber Command, Public Affairs
COMM: 240-373-8024
NSTS: 969-3876
Personal Cell:
Work Cell:

From: Shannon Vavra <shannon.vavra@cyberscoop.com>
Sent: Tuesday, December 22, 2020 11:49 AM
To: DL USCC_PublicAffairs (ALIAS) H3C020 <USCC_PublicAffairs@nsa.gov>;   @nsa.gov>
Subject: [Non-DoD Source] Question about ugly sweater design

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Cybersecurity Reporter - CyberScoop
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E: shannon.vavra@cyberscoop.com
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Twitter: @shanvav

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