

Social Media

Twitter



Followers: 2,480 ▲ 10 | Impressions: 20.9k ▲ 3k | Engagement Rate: 2.2% (no change)

Link Clicks: 88 ▲ 27 | Retweets (without comments): 33 ▼ 2

Likes: 88 ▼ 5 | Replies: 9 ▲ 4 | Mentions: 19 ▼ 16

LinkedIn



Followers: 21,898 ▲ 240 | Impressions: 32.7k ▲ 3.9k | Total Engagement: 454 ▲ 32

Clicks: 817 ▲ 141 | Shares: 60 ▲ 46

YouTube



Channel Views: 1.5k ▼ 0.1k | Impressions: 15.7k ▼ 0.5k | Subscribers: 415 ▲ 5

Average View Duration: 3:14 ▼ 0:10 | Channel watch-time (hours): 82.9 ▼ 7.2

Top Videos (watch-time hours):

[The Campaign for Mazar-e Sharif \(29.2\)](#) / [Machine Learning for Uncertainty Quantification: Trusting the Black Box \(3.8\)](#)

Glassdoor



Profile Views: 2,369 ▼ 167 | Followers: 684 ▲ 7

Brand Impressions: (unavailable at this time)

Overall Rating: 4.2 out of 5.0 (no change) | CEO Approval: 96% ▲ 0.4%

Indeed



Impressions: 47,339 ▲ 3,007 | Click-through Rate: 9.59% ▲ 2.35%

Total Clicks: 4,539 ▲ 386 | Desktop Clicks: 3,187 ▲ 895 | Mobile Clicks: 1,352 ▼ 504

Instagram



Accounts Reached: 61 ▲ 9 | Accounts Engaged: 15 ▼ 1 | Followers: 49 ▲ 4

IIS

Top IIS Links for December 2022

| Link | Clicks |
|---|---------------|
| Concur | 3,928 ▼ 605 |
| Conference Reservation System | 3,571 ▼ 613 |
| COI Screenings/Purchase Requisitions/Evaluation Management/Remedy links | 3,216 ▲ 1,261 |
| Bios/Advanced Search | 3,069 ▼ 15 |
| Management Information System | 2,437 ▲ 83 |
| Kelvin | 2,361 ▲ 110 |
| IIS Homepage | 2,304 ▼ 291 |
| IDAccess | 2,178 ▼ 44 |
| HR Services | 1,917 ▼ 67 |
| Café Menu | 1,628 ▼ 160 |

SELECT MEDIA MENTIONS

| Date | Name/Position | Outlet | Reach | Headline | Relevance |
|---------|------------------------------------|-------------------------|-------|---|---|
| Dec. 1 | IDA | Federal News Network | 688k | President's Management Agenda sets training and supplier diversity goals | The article references the 2022 IDA CARD report, " Accessing Critical Skills in the Department of Defense ." |
| Dec. 6 | IDA | Yahoo! Finance | 46.1M | NASA Awards Easra Biotech \$1.8M for In-Space Manufacturing | The article mentions IDA helped inform NASA's strategy and plans for enabling in-space manufacturing and developing a commercial low-Earth orbit economy. |
| Dec. 16 | Bob McGwier, Former CCRP RSM | Mysterious Universe | 165k | Scientist Reveals UFO and USO Encounters With U.S. Navy Ship and Nuclear Submarine | In an interview, McGwier recounts the unbelievable incident he claims occurred in the 1990s while he was involved in classified work on board USS Hampton. |
| Dec. 22 | Evelyn Wang, Former STD Consultant | Department of Energy | 2.43M | Statement by Secretary Granholm on the Confirmation of Dr. Evelyn Wang | Wang was confirmed to serve as director of DOE's Advanced Research Projects Agency-Energy. |
| Dec. 25 | IDA | Yahoo! News | 64M | Spokane VA has reduced staff despite ongoing effects of troubled computer system as veterans wait longer for care | The article mentions an independent cost estimate developed by IDA at the VA's request, completed in October and obtained by The Spokesman-Review, projects the system will cost \$32.7 billion to implement over 13 years and another \$17.1 billion to sustain over the following 15 years, for a total of \$49.8 billion. |
| Dec. 27 | Michael Fischerkeller, ITSD RSM | Taylor & Francis Online | N/A | Cyber Signaling: Deeper Case Research Tells a Different Story | Fischerkeller wrote " Cyber Signaling: Deeper Case Research Tells a Different Story ," published in the journal Security Studies. In the article, he argues that the hypotheses offered by Erica Lonergan and Shawn Lonergan in their article on the role of cyber operations in crisis management are not supported by their case studies. Fischerkeller's article was published internally as NS D-33044. |
| Dec. 28 | Brad Roberts, Former SFRD RSM | Newswise | 227k | Lab's Center For Global Security Research Center Director Receives High Honor From The Government Of Japan | Roberts received the Order of the Rising Sun, an honor awarded by the prime minister of Japan to people who have rendered distinguished service to the nation. |
| Dec. 30 | IDA | Nextgov | 140k | Despite Issues, VA's EHR Deployment Remains Scheduled to Pick Up in Mid-2023 | The article mentions a cost analysis provided to lawmakers by IDA estimated that the full cost of deploying the EHR system across all of the VA's medical centers would be more than \$50 billion over 28 years. |

MEDIA EXPOSURE

Select Article Previews

yahoo!news

The Spokesman-Review, Spokane, Wash.

Spokane VA has reduced staff despite ongoing effects of troubled computer system as veterans wait longer for care

Orion Donovan-Smith, The Spokesman-Review, Spokane, Wash.

December 25, 2022 · 27 min read

The VA estimated in 2019 that implementing the new system would cost \$16.1 billion over 10 years. But an independent cost estimate developed by the [Institute for Defense Analyses](#) at the VA's request, completed in October and obtained by The Spokesman-Review, projects the system will cost \$32.7 billion to implement over 13 years and another \$17.1 billion to sustain over the following 15 years, for a total of \$49.8 billion.

Unlike the original VA estimate, the [Institute for Defense Analyses](#) — a nonprofit, federally funded research corporation — factored in the cost of extra staffing, decreased revenue and sending more veterans to private hospitals.

Sicilia, the Oracle executive, objected to that estimate in a Senate hearing in September, promising the company would deliver the VA a new version of the system at no extra cost that could eventually cut expenses in other areas.

While members of both parties in Congress have wrung their hands over the Oracle Cerner system's flaws, most have so far rejected the idea of scrapping the program.

Murray worked with other lawmakers to include language aimed at holding the VA accountable for the system's rollout in the annual appropriations bill Congress sent to President Joe Biden on Friday, which gives the department roughly \$1.76 billion for the effort.

yahoo!finance



NASA Awards Easra Biotech \$1.8M for In-Space Manufacturing

Easra Biotech

December 6, 2022 · 5 min read

This mission requires a team approach

Axiom Space is guided by the vision of a thriving platform in space that benefits every human everywhere. As the leading provider of human spaceflight services and the developer of human-rated space infrastructure, Axiom Space operates end-to-end missions to the International Space Station today, while building its successor, Axiom Station, the first permanent commercial destination in low-Earth orbit. Axiom Station will offer companies like Easra access to capabilities for in-space manufacturing of biomedical products that benefit life on Earth.

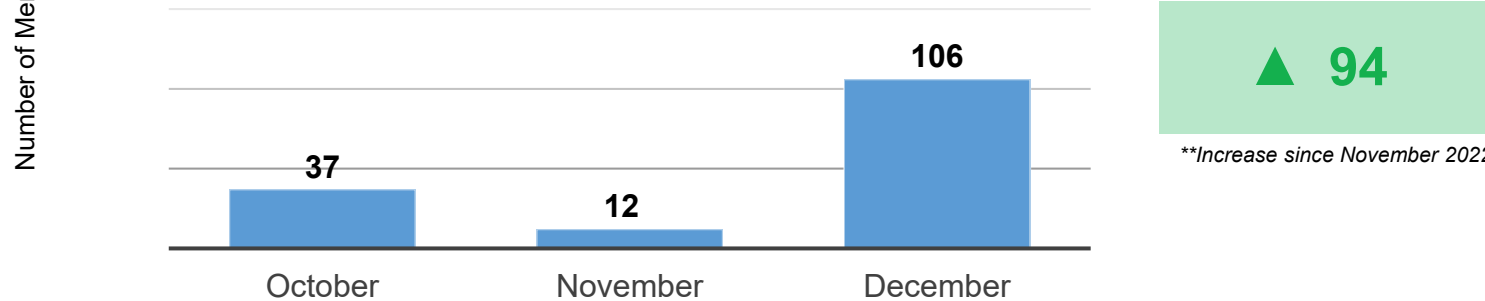
[The Aerospace Corporation](#) was tasked with providing technical and business expertise and analysis in support of NASA's evaluation of In Space Production Application (InSPA) proposals. The group will provide continued support during planning, preparation, and execution of the demonstrations on the International Space Station.

[The Institute for Defense Analyses](#) (IDA) helped inform NASA's strategy and plans for enabling in-space manufacturing and developing a commercial low-Earth orbit economy.

MEDIA EXPOSURE

Total Media Exposure

Monthly Comparison



****Total media exposure represents how much media coverage a particular search is getting over a selected time period.**

Broadcast Mentions

| Date | Time | Title | Program | Synopsis and Relevance |
|--------|--|------------------|----------------------|--|
| Dec. 1 | 6:45 a.m. 7:45 a.m. 8:46 a.m. 9:45 a.m. 3:43 p.m. 4:45 p.m. 5:45 p.m. 6:45 p.m. | WTOP2-DC (Radio) | Federal News Network | The program mentions the IDA study entitled, "Accessing Critical Skills in the Department of Defense," found that hiring was often reactive and didn't originate from long-term goals. |

Audience Overview

Users

10,305 ▲ 0.33%

Sessions

13,048 ▼ 3.23%

Page Views

28,190 ▼ 5.20%

New Users

9,599 ▲ 1.90%

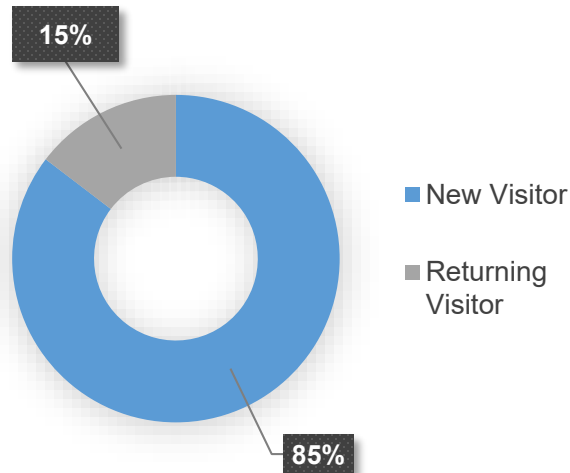
Avg. Session Duration

00:01:31 ▼ 3.04%

Bounce Rate

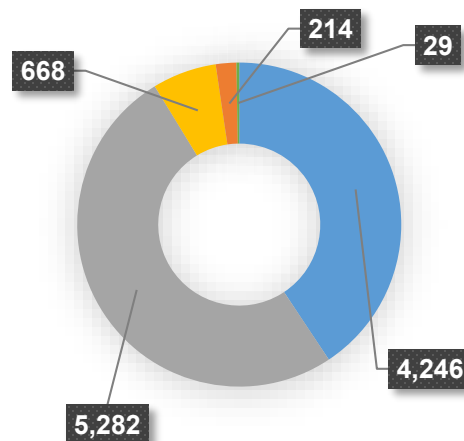
69.12% ▼ 4.98%

New vs. Returning Users



Channels

■ Organic Search
 ■ Direct
■ Referral
 ■ Social
■ Email

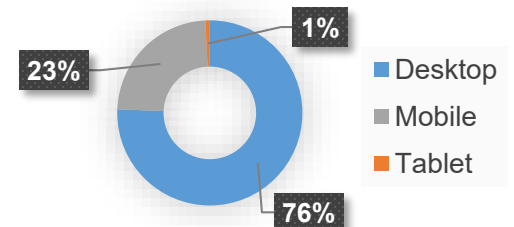


Top Pages

| Page | Views |
|--|-------------|
| IDA Homepage | 7,057 ▼ 669 |
| Careers | 1,123 ▼ 186 |
| Research and Publications/Publications | 919 ▲ 104 |
| About IDA | 859 ▼ 248 |
| Research and Publications/Research | 854 ▲ 114 |
| IDA FFRDCs/Systems and Analyses Center | 780 ▲ 84 |
| Search | 714 ▲ 6 |
| About IDA/Leadership | 573 ▼ 198 |
| IDA FFRDCs/Science and Technology Policy Institute | 555 ▲ 92 |
| IDA FFRDCs/Center for Communications and Computing | 547 ▲ 157 |

Device Categories (Users)

Desktop: 75.6% ▲ 0.4% Mobile: 23.6% ▼ 1.7% Tablet: 0.8% (no change)



Referral Traffic

| Referral Traffic | Users |
|-----------------------|------------------------|
| jobs.80000hours.org | 86 <i>(new source)</i> |
| app.joinhandshake.com | 72 ▲ 50 |
| en.wikipedia.org | 44 ▼ 12 |
| aas.org | 34 ▼ 1 |
| uscis.gov | 32 ▼ 11 |
| nsf.gov | 29 ▼ 20 |
| en.m.wikipedia.org | 19 ▼ 13 |
| mail.google.com | 14 ▲ 3 |
| math.duke.edu | 13 ▲ 3 |
| executivegov.com | 11 <i>(new source)</i> |

Social Media Network Referrals

| Social Network | Users |
|-------------------|-----------------------|
| LinkedIn | 119 ▲ 26 |
| Facebook | 57 ▼ 45 |
| Twitter | 25 ▼ 55 |
| Blogger | 4 ▼ 2 |
| Glassdoor | 2 <i>(new source)</i> |
| Instagram Stories | 2 ▲ 1 |
| Instagram | 1 <i>(new source)</i> |
| Naver | 1 <i>(no change)</i> |
| Reddit | 1 <i>(no change)</i> |
| Weebly | 1 <i>(new source)</i> |

OUTREACH

News Releases

15
Releases Sent



5
Responses



Select Print/Web Placements

| Name/Position | Publication/Website | Type |
|--------------------------|---|------------------|
| Brian Souhan, OED RSM | Naval Postgraduate School Foundation Newsletter | Alumni Update |

Alumni Updates

Brian E. Souhan, MS in Electrical Engineering '05, joined the Institute for Defense Analyses as a research staff member in the Operational Evaluation Division of IDA's Systems and Analyses Center.

Souhan earned his master's degree in electrical engineering from the Naval Postgraduate School in 2005. He earned his bachelor's degree in electrical engineering from the University of Cincinnati in 1997. Souhan earned his doctoral degree in electrical engineering from Columbia in 2014.

IDA is a nonprofit corporation that operates three federally funded research and development centers in the public interest. IDA answers the most challenging U.S. security and science policy questions with objective analysis leveraging extraordinary scientific, technical and analytic expertise.



HR Events and Engagements

Date Past Events

No recruiting events for the month of December.

Handshake



Total Applicants: 461 ▼ 90

Brand Engagement

Viewed Page: 33 ▼ 14

Viewed a Job: 461 ▼ 90

Followed: 10 (new source)

Messaging

Received Message: 118 ▲ 28

Opened Message: 116 ▲ 29

Engaged: 89 ▲ 32

EVENTS AT IDA'S POTOMAC YARD FACILITY

| Event Name | Date | Start and End Time | Location |
|--|-------------------------|--------------------|---|
| DIB All Hands | January 9 to January 13 | 8:00AM - 6:00PM | Auditorium (1202/1203), 1306/1308 and 1310 |
| IDA Book Club | January 12 | 12:00PM - 1:00PM | Potomac Yard-1310 |
| HR Open House | January 16 | 9:00AM - 11:00AM | Potomac Yard-E2350/2351 EXEC Board Combination |
| IDA Advisory Group Meeting | January 17 | 9:00AM - 5:00PM | Potomac Yard-E2350/2351 EXEC Board Combination |
| Toastmasters Meeting (3rd Tue) | January 17 | 12:00PM - 1:00PM | Potomac Yard-1310 |
| LGBTQ+ ERG Meeting | January 17 | 12:00PM - 2:00PM | Potomac Yard-1316 |
| WIW ERG Meeting | January 17 | 3:00PM - 4:00PM | Potomac Yard-1310 |
| IDA Cyber Seminar: Dr. Kathleen Fisher | January 18 | 11:30AM - 1:30PM | Potomac Yard-1202/1203 Auditorium w/ Recept Area and Potomac Yard-E2350/2351 EXEC Board Combination |
| Monthly Board Game Night | January 20 | 5:00PM - 8:30PM | Potomac Yard-1306/1308 Combination |
| President's Colloquium | January 23 | 11:00AM - 1:00PM | Potomac Yard-1202/1203 Auditorium w/ Recept Area and Potomac Yard-E2350/2351 EXEC Board Combination |
| WIW ERG Lunch | January 24 | 1:00PM - 2:00PM | Potomac Yard-1310 |
| BMod Fair | January 24 | 2:00PM - 4:00PM | Potomac Yard-E2350/2351 EXEC Board Combination |
| Social Crew Holiday Party | January 26 | 3:00PM-6:00PM | Potomac Yard-1202/1203 Auditorium w/ Recept Area |
| DMI Kick-Off Event | January 31 | 8:00AM - 5:00PM | Potomac Yard-1202/1203 Auditorium w/ Recept Area |

SOCIAL MEDIA HIGHLIGHTS

Twitter Top Posts

IDA Institute for Defense Analyses
@IDA_org

Our paid Summer Associate Program is a perfect way to gain hands-on experience this summer! We're seeking motivated students to work across IDA. Interested in [#AI](#), [#statistics](#), [#cognitiveprocess](#) or even law? Apply today: [ida.org/Summer-Associate...](https://ida.org/Summer-Associate-Program-2023)



2:08 PM · Dec 21, 2022

[View Tweet analytics](#)

11.4K Views 2 Retweets 2 Likes

Science Policy Jobs
@SciPolJobs

The [@IDA_org](#) Science & Technology Policy Institute Fellowship is open. Deadline is Jan. 16. [#SciPolJobs](#) ida.org/en/careers/stu...

11:27 AM · Dec 29, 2022

608 Views 3 Retweets 1 Like

Highest Engagement

Impressions 370

Engagements 23

Engagement Rate 6.2%

Detail Expands 1

Profile Clicks 2

Likes 2

Retweets 2

Link Clicks 13

Detail Expands 1

Media Engagements 2

Top Mention

Engagements 60

Likes 1

Retweets 3

LinkedIn Top Posts

IDA Institute for Defense Analyses
21,899 followers
2w

This time last year, IDA moved into its new headquarters in Alexandria's [#PotomacYard](#). Watch the process behind planning and building the new facility in the latest [#EyeonIDA](#) video celebrating one year at Potomac Yard. [#LifeatIDA](https://lnkd.in/g/aeG5gXh)



Eye on IDA: Celebrating Our First Year at Potomac Yard
<https://www.youtube.com/>

40 · 1 Comment

IDA Institute for Defense Analyses
21,899 followers
3w

DOD has made substantial investments in outreach, education, and recruiting programs to meet its growing need for expertise in critical skills that are essential to U.S. national security objectives. Learn more about IDA's assessments of these programs: bit.ly/D-21624-LP [#development](#) [#humancapital](#) [#DoD](#) [#recruiting](#)

IDA

INSTITUTE FOR DEFENSE ANALYSES

Accessing Critical Skills in the
Department of Defense

Nancy M. Huff, Project Leader
Dave I. Cotting
Matthew S. Goldberg
Peter K. Levine
Matthew J. Reed
Zachary N. Szendak
Kevin Y. Wu

Top Post 1

Impressions 1,793

Engagements 7.36%

Clicks 88

Reactions 40

Reposts 3

Top Post 2

Impressions 2,850

Engagements 8.07%

Clicks 167

Reactions 60

Reposts 2

SOCIAL MEDIA HIGHLIGHTS

Twitter Notable Mentions



The first speaker @IDA_org is talking about using quarto to write and update reports #rstatsgov #RStats



9:21 AM · Dec 1, 2022

2 Retweets 1 Quote Tweet 9 Likes



The first speaker is Shirley Han from @IDA_org with Using #Quarto to Write and Update Reports #RStatsGov #RStats @rstatsai



9:18 AM · Dec 1, 2022

3 Retweets 7 Likes



Cyber Statecraft @CyberStatecraft · Dec 1, 2022

"Caution should be the starting point of any crisis-management strategy considering independent cyber operations or options." - @IDA_org's Michael P. Fischerkeller.

Check out more on cyber operations in military crisis here!



atlanticcouncil.org

What do we know about cyber operations during militarized crises?

This essay focuses on how cyber operations employed during militarized crises are likely to impact escalation management. ...



3



6



SOCIAL MEDIA HIGHLIGHTS

Twitter Notable Mentions (Cont.)



Daniel Y. Chiu @DYCinWDC · Dec 17, 2022

#IDAgamenight @IDA_org

Creative fun and maybe a bit of competitiveness? 🤖

Joint Advanced Warfighting Division #JAWD
#LifeAtIDA #IDAwargaming



Betsy Joslyn @WOPR_1983GTW · Dec 16, 2022

Always a pleasure absolutely crushing @andrewsonofole and @JasonFritz1 in a friendly game of #Scythe. Just look at those crest fallen faces. #IDAGameNight



1



4



Daniel Y. Chiu @DYCinWDC · Dec 16, 2022

#MyCommute home from @IDA_org today. Happy Weekend everyone...
#LifeAtIDA



11



Science Policy Jobs
@SciPolJobs

The @IDA_org Science & Technology Policy Institute Fellowship is open. Deadline is Jan. 16. #SciPolJobs
ida.org/en/careers/stu...

11:27 AM · Dec 29, 2022

613 Views 3 Retweets 2 Likes



Daniel Y. Chiu @DYCinWDC · Dec 21, 2022

Joint Advanced Warfighting Division #JAWD alum @IDA_org @OJDaniels on AI & warfare in @lawfareblog



Lawfare @lawfareblog · Dec 21, 2022

Assessing the scale and immediacy of AI's likely impact on warfare challenges analysts& policymakers. A mental model that breaks down the technological and human factors involved in military innovation can help parse hyperbole and reality.

From @OJDaniels: lawfareblog.com/ai-revolution-...



1



4



SOCIAL MEDIA HIGHLIGHTS

Twitter Notable Mentions (Cont.)



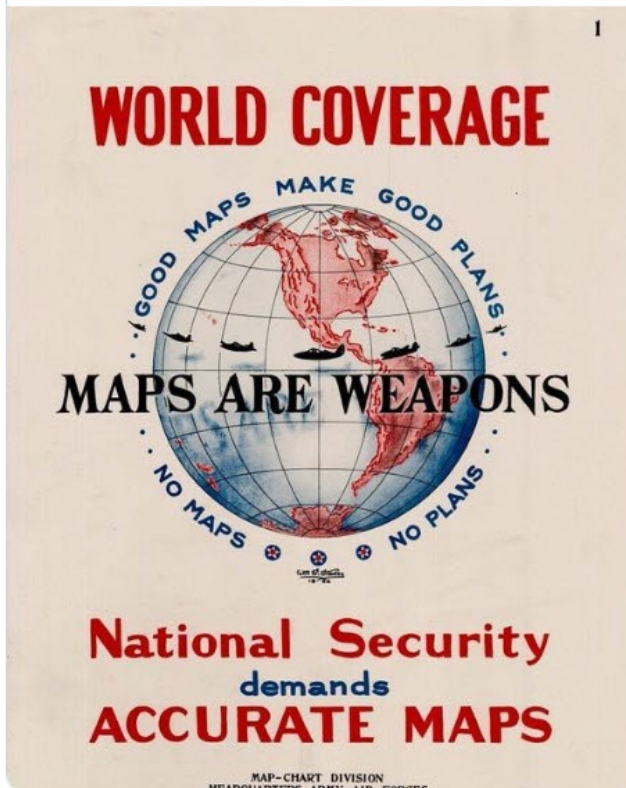
Daniel Y. Chiu @DYCinWDC · Dec 21, 2022

This is why part of our work in the Joint Advanced Warfighting Division [#JAWD @IDA.org](#) is about making sure our maps (and those of our allies & partners) are up-to-date, accurate, & useful across a range of applications!



YoYoni @halfwayhoping · Dec 20, 2022

maps are weapons



Osprey Publishing

@OspreyBooks



Meet the author!

Steven J. Zaloga worked as an analyst in the aerospace industry for four decades, covering missile systems and the international arms trade, and has served with the [Institute for Defense Analyses](#), a federal think tank.

[#WWII](#) [#Books](#) [#History](#) [#Tanks](#)



11:02 AM · Dec 28, 2022

17.9K Views 6 Retweets 1 Quote Tweet 98 Likes

SOCIAL MEDIA HIGHLIGHTS

LinkedIn Notable Mentions



Abby Goldman (She/Her) • 1st
Research Staff Member at IDA Science Technology Policy Institute
1mo •

I'm looking forward to the opportunity to present with my [Institute for Defense Analyses STPI](#) colleague, Keith Crane, about our work last year Estimating the Potential Economic Losses and Benefits of Foreign STEM Talent in the U.S. <https://lnkd.in/ei7QNTcm>



Cole Donovan (He/Him) • 2nd
1mo •

The 8th Meeting of the National Science, Technology, and Security Roundtable will include presentations from the OECD, American Physical Society, Asian American Scholars Forum, the Science and Technology Policy Institute, the Ad-Hoc Committee on Protecting Critical Technologies for National Security in an Era of Openness and Competition, and the National Quantum Coordination Office, among others, next Tuesday. Link to the event, agenda, and registration are below.

NATIONAL ACADEMIES Sciences
Engineering
Medicine

National Science, Technology, and Security Roundtable Meeting 8 | National Academies

nationalacademies.org • 1 min read

You and 16 others

1 comment



Tesseract AF
6,024 followers
3w • Edited •

Another episode you can't miss! Tesseract Podcast's latest episode is available, featuring Lt Gen [David Barno](#), Ret. and Dr. [Nora Bensehel](#), authors of *Adaptation Under Fire: How Militaries Change in Wartime*. In this episode, we discuss their book, the difference between adaptation and innovation, and case studies highlighting the importance of adaptability in conflict.

Lt. Gen. David W. Barno, USA (Ret.) is a Visiting Professor of Strategic Studies and Senior Fellow at the Merrill Center in [The Johns Hopkins University - Paul H. Nitze School of Advanced International Studies \(SAIS\)](#) in Washington, D.C. He was the senior American commander of U.S. and coalition forces in Afghanistan from 2003–2005. Lt. Gen. Barno was a senior fellow at the [Center for a New American Security \(CNAS\)](#) and writes the Strategic Outpost column with Dr. Nora Bensehel in [War on the Rocks](#).

Dr. Nora Bensehel is a Visiting Professor of Strategic Studies, a Senior Fellow of the Merrill Center at the Johns Hopkins School of Advanced International Studies (SAIS), and a Contributing Editor and Columnist for [War on the Rocks](#). She is also an Adjunct Research Staff Member at the [Institute for Defense Analyses](#). Her work focuses on the future of warfare and military strategy and operations. She currently serves on the Executive Board of the Leadership Council for Women in National Security (LCWINS).

Don't miss this fascinating conversation with two experts in the field of military strategy, adaptation, and innovation. Listen to the episode now, and check out their book for a deeper dive into the topic of adaptability in the military.



26

6 reposts

SOCIAL MEDIA HIGHLIGHTS

LinkedIn Notable Mentions (Cont.)



Joanna Mauck (Harkins) • 1st

HR Branding & Communications Specialist at Institute for Defense Analyses
2w • 🌐

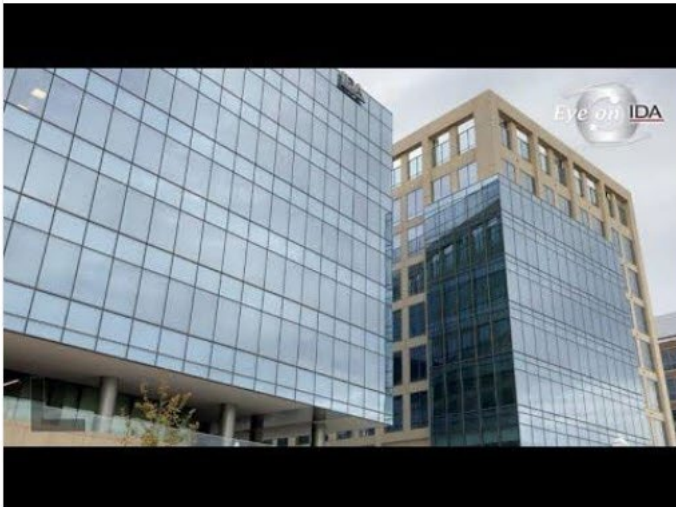
I happened to join the [Institute for Defense Analyses](#) at just the right time - the new facility is beautiful!



Institute for Defense Analyses

2w • 🌐

This time last year, IDA moved into its new headquarters in Alexandria's [#PotomacYard](#). Watch the process behind planning and building the new facility in the latest [#EyeonIDA](#) video celebrating one year at Potomac Yard. <https://lnkd.in/eaeG5gXh> [#LifeatIDA](#)



Eye on IDA: Celebrating Our First Year at Potomac Yard

youtube.com

Emily Grant, MSHRL, SHRM-CP and 4 others



Tamiris Santos (She/Her) • 3rd+

Visiting Specialist at the Centre for Defence and Security (CDS) of SENAI CIMATEC...
2w • 🌐

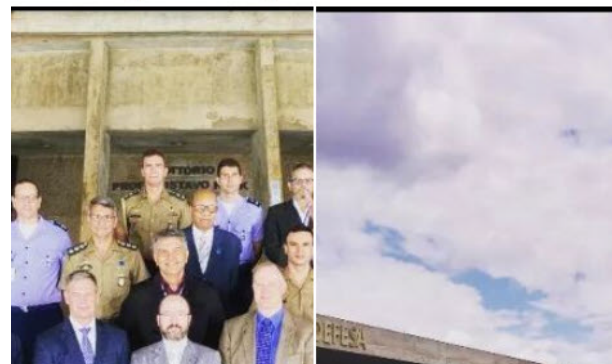
A Simulação de Desenvolvimento de Força e Gestão de Recursos de Defesa realizada na [Escola Superior de Defesa](#) (ESD), com apoio do [Institute for Defense Analyses](#) (IDA), foi um verdadeiro divisor de águas, tanto em termos de conhecimento acadêmico e possibilidades para se pensar a tese nova, quanto em aplicações para o trabalho no [SENAI CIMATEC](#). Não menos importante foi a oportunidade sensacional de realizar conexões e troca de conhecimento com os colegas civis provenientes da indústria e da academia e militares provenientes das três forças armadas.

Só tenho a agradecer por esta oportunidade incrível e pela acolhida, [Peterson Ferreira da Silva](#) e [Newton Lopes Júnior](#). Faço votos pelo avanço desta importante iniciativa em prol da gestão e do planejamento de defesa em nosso país.

The Force Design and Defence Resources Management Simulation at the National Defence College (ESD), with the support of the [Institute of Defense Analyses](#) (IDA), was definitely game-changing, considering not only the course contribution to knowledge, directly connected with the development of my new upcoming PhD thesis, but also the daily applications to be used in research activities at SENAI CIMATEC. The networking and knowledge exchange opportunities were equally important, considering the presence of civilian and military colleagues, coming from the industry, the academia and the single services.

I owe a debt of gratitude to Professor Peterson Ferreira da Silva and Commander Newton Lopes Júnior, for the kind invitation to attend this course and the warm welcome. I place my hopes in the advance of this important initiative focused on management and defence planning in our country.

[#defesanacional](#) [#PBC](#) [#ESD](#) [#IDA](#) [#defence](#) [#defenceplanning](#) [#CBP](#) [#defencemanagement](#) [#forcedesign](#) [#research](#)



SOCIAL MEDIA HIGHLIGHTS

LinkedIn Notable Mentions (Cont.)



Patrick Hall • 3rd+
Computer Systems Support Administrator at IDA | Security +
3w •

I'm happy to share that I'm starting a new position as Computer Systems Support Administrator at [Institute for Defense Analyses!](#)



Starting a New Position



13

2 comments



Christopher Winn • 2nd
System Support Administrator | CySA+ | Security+
3w •

I'm happy to share that I'm starting a new position as System Support Administrator at [Institute for Defense Analyses!](#)



Starting a New Position



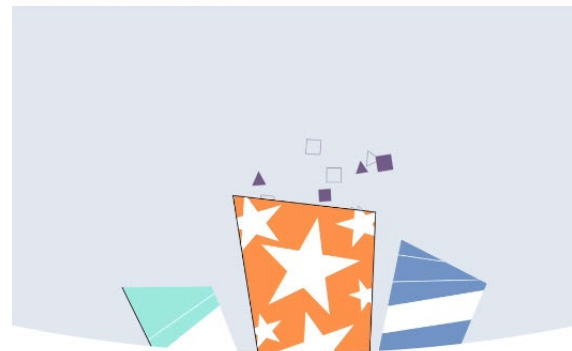
28

7 comments



Elizabeth Joslyn • 2nd
Wargaming Analyst
3w •

I'm happy to share that I'm starting a new position as Associate Researcher at [Institute for Defense Analyses!](#)



Starting a New Position



You and 54 others

12 comments

SPEAKING ENGAGEMENTS



Shirley Han, STPI Assistant Director

Han gave a talk, "Using Quarto to Write and Update Reports," at the [Government and Public Sector R Conference](#) on December 1.



Tyler Morgan-Wall, OED RSM

Morgan-Wall gave a talk, "[Building an Entire City in R: Interactive 3D Data Visualization with Rayrender](#)," at the [Government and Public Sector R Conference](#) on December 2.



Robert Cubeta, SFRD RSM

Cubeta presented two posters at the Defense Threat Reduction Agency (DTRA) Chemical and Biological Defense Science and Technology Conference held December 6-9.

Cubeta and SFRD RSM Kristen Bishop, co-authored the first poster, "Lack of Experimental Data Limits the Use of Diagnostic Systems to Detect Biological Attacks and Outbreaks," published internally as NS D-22831. SED RSMs Nathan Platt and Matthew Mendonca and SFRD RSM Alison Lawrence co-authored the second poster discussed, "Operationally Relevant Methodology for the Evaluation of Inhalation Hazard Resulting from Chemical Warfare Agent Secondary Evaporation," published internally as NS P-33163.

MULTIMEDIA



Jim Thorne, SED Adjunct RSM

Thorne's song, "A Race in Space," was [animated](#) by the Smithsonian National Air and Space Museum for their YouTube channel, with three more songs to go. The song teaches the order of the planets by both distance and size.

EYE ON IDA

Eye on IDA: Peña on Tech Transfer



Metrics Overview (YouTube)

Views 17 ▼ 113

Watch Time (Hours) 0.3 ▼ 1.8

Average View Duration 0:58 (no change)

Traffic Sources (YouTube)

| | |
|-------------------|-----------------|
| External | 47.1% ▼ 14.9% |
| Channel Pages | 23.5% ▲ 17.5% |
| Direct or Unknown | 17.7% ▲ 21.2% |
| Suggested Videos | 11.8% ▲ 156.52% |

External Traffic Sources (YouTube)

| | |
|-------------------------------------|--------------------|
| Proportion of Total Traffic: | 47.1% ▼ 14.98% |
| Google Search | 25% (new source) |
| ida.org | 25% ▼ 57.12% |
| YouTube | 12.5% ▲ 123.2% |
| LinkedIn | 12.5% (new source) |

**Video launched on Nov. 3

Eye on IDA: Luan on Military Healthcare



Metrics Overview (YouTube)

Views 164

Watch Time (Hours) 3.2

Average View Duration 1:09

Traffic Sources (YouTube)

| | |
|-------------------|-------|
| External | 70.1% |
| Direct or Unknown | 12.2% |
| Channel Pages | 6.1% |
| YouTube Search | 3.7% |
| Browse Features | 3.1% |
| Others | 4.9% |

External Traffic Sources (YouTube)

| | |
|-------------------------------------|-------|
| Proportion of Total Traffic: | 70.1% |
| Facebook | 38.3% |
| ida.org | 29.6% |
| LinkedIn | 9.6% |
| WhatsApp | 5.2% |
| Instagram | 2.6% |

**Video launched on Nov. 30

EYE ON IDA

Eye on IDA: Celebrating Our First Year at Potomac Yard



Metrics Overview (YouTube)

| | |
|------------------------------|------|
| Views | 171 |
| Watch Time (Hours) | 3.6 |
| Average View Duration | 1:14 |

Traffic Sources (YouTube)

| | |
|--------------------------|-------|
| External | 64.3% |
| Direct or Unknown | 17% |
| Channel Pages | 7% |
| Browse Features | 4.7% |
| YouTube Search | 4.7% |
| Others | 2.3% |

External Traffic Sources (YouTube)

| | |
|-------------------------------------|-------|
| Proportion of Total Traffic: | 64.3% |
| LinkedIn | 40.9% |
| ida.org | 15.5% |
| Twitter | 10.9% |
| LinkedIn.android | 6.4% |
| Instagram | 1.8% |

***Video launched on Dec. 16*

IDA IDEAS PODCAST

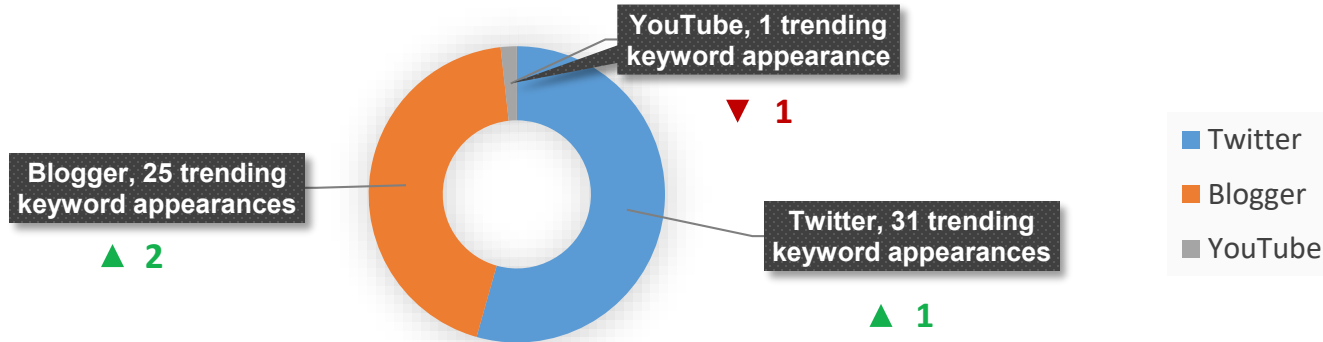
Cumulative Downloads (All Episodes)



1,314 ▲ 28
All-Time
Downloads

| Title | Release Date | All Time Downloads |
|--|------------------|--------------------|
| IDA Ideas: China's Commercial Space Sector | May 15, 2020 | 262 ▲ 1 |
| IDA Ideas: Weaponized Tweets: Artificial Intelligence to Defend Against Influence Operations in Social Media | Oct 20, 2020 | 205 ▲ 3 |
| Episode 3: Orbital Debris and Kinetic Anti-satellite Concerns: How a "Kessler Syndrome" Threatens U.S. Use of Space Assets | April 20, 2021 | 215 ▲ 3 |
| Orbital Debris Tracking: Improving Orbital Debris Environment Predictions Using Satellite Movement Data | November 9, 2021 | 112 ▲ 2 |
| How Russian Disinformation Campaigns in Africa Are Manipulating Public Opinion and Eroding Western Influence | April 22, 2022 | 138 ▲ 5 |

SOCIAL MEDIA HIGHLIGHTS



****Social media exposure provides insight into how a particular keyword appears over time across Twitter, Blogger, Facebook, and YouTube.**

| Twitter Appearances | Blogger Appearances | YouTube |
|--|--|---|
| Institute for Defense Analyses: 15 ▼ 4 | Institute for Defense Analyses: 7 ▼ 9 | Institute for Defense Analyses: 1 (no change) |
| IDA: 5 ▲ 2 | Institute for Defense Analyses, IDA: 6 ▲ 4 | |
| Science and Technology Policy Institute: 1 ▲ 1 | Norton Schwartz: 3 ▲ 1 | |
| Norton Schwartz: 1 (new source) | Science and Technology Policy Institute: 6 ▲ 4 | |
| Institute for Defense Analyses, IDA: 3 ▼ 1 | Kristen Kulinowski: 1 (new source) | |
| Institute for Defense Analysis: 7 ▲ 5 | Institute for Defense Analysis: 2 ▲ 1 | |

****Keywords with no indication of an increase or decrease are terms that did not appear in the previous month across Twitter, Blogger, Facebook, or YouTube.**