

Exhibit 20

Kimberly, Brad

From: Mulieri, Chris
Sent: Monday, August 23, 2021 2:52 PM
To: Kimberly, Brad; Braithwaite, Sonia
Subject: RE: Well done!

Categories: FOIA

Thanks.

From: Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>
Sent: Monday, August 23, 2021 2:49 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>
Subject: FW: Well done!

Chris/Sonia, I still owed Erica that data below... but for your blurb...

Responding to a topical item that had appeared in the news, we created a post that fell in line with the new engagement strategy our team has been working to implement. As a result, the post was seen by more than 24M people on Twitter... becoming the most popular post in our account's history.

Brad Kimberly

Director, Social Media

Web & Digital Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: 240-402-1002 | Cell: 240-750-9302
brad.kimberly@fda.hhs.gov



From: Kimberly, Brad
Sent: Monday, August 23, 2021 2:44 PM
To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Cc: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; FDASocialMedia <FDASocialMedia@fda.hhs.gov>; Felberbaum, Michael <Michael.Felberbaum@fda.hhs.gov>; Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Hetlage, Daniel <Daniel.Hetlage@fda.hhs.gov>
Subject: RE: Well done!

Erica, just really quick, I wanted to update you on the Saturday post.