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FOR IMMEDIATE RELEASE . . .

“FACEBOOK SHINES IN DIPLOMATIC CIRCLES”

Diplomats from all over the world landed at Facebook Headquarters in Menlo Park last week, to be introduced to the social media giant’s programs and facilities. The diplomats were treated to the Facebook executives’ most gracious hosting skills at the tour and question and answer session, and reported that they learned a great deal about using social media to advance diplomacy worldwide.

Guests were members of the San Francisco Consular Corps and the “Young Diplomats Club of San Francisco”, consisting of official representatives from thirteen countries, including Press Attaches and Consuls for Economic and Political Affairs. The event was part of a series of visits being arranged by Sherri Ferris, co-founder of the Young Diplomats Club and President of Protocol Professionals, Inc., along with Deanna Tryon, Chief of Protocol of the Silicon Valley Office of Protocol.

“We really learned a great deal from the wonderful Facebook team” said Consul Li Yi, from the Press and Public Diplomacy office of the Consulate General of the People’s Republic of China.

A group from Policy Visits in the Global Public Policy Division of Facebook, led the tour and discussion.

“The Facebook team helped our members with some technical issues, and also helped us better understand how we can use social media to advance diplomatic efforts around the world.” Ferris said.

Protocol Professionals, Inc. is an international protocol training, cultural event planning firm specializing in dignitary visits; delegation briefings; international projects; media relations; and liaison with the Diplomatic Corps. The Silicon Valley Office of Protocol works with 43 cities and five counties that comprise Silicon Valley, and provides support to business and government agencies in matters of protocol and international diplomacy.

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