



Terry Krepel <conwebwatch@gmail.com>

MRC reaches millions of people this way

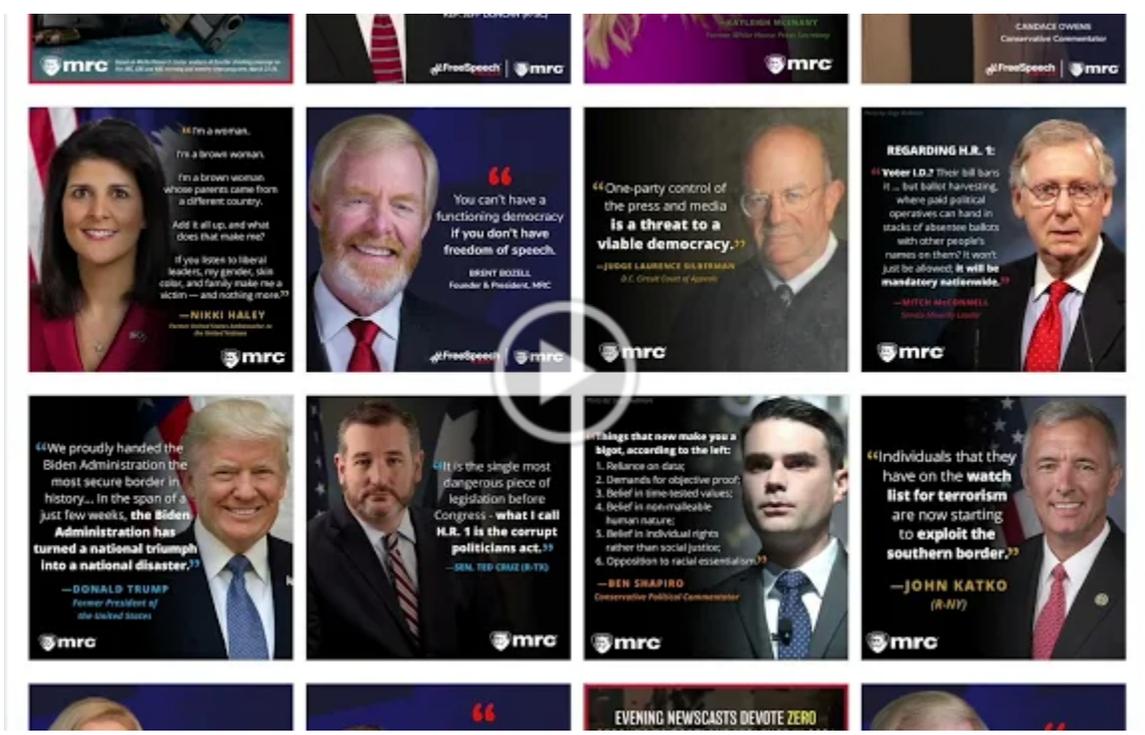
1 message

MRC Action <grassroots@mrc.org>
Reply-To: grassroots@mrc.org
To: conwebwatch@gmail.com

Tue, Apr 6, 2021 at 2:03 PM

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Terry,

We have **big news** that brings immense insight to conservatives who believe in spreading the messages of freedom.

The news?

Last week, the MRC was second only to NewsMax for interactions on social media.

The insight? This information informs us that **we're having an effect INSIDE the arenas of Facebook, Twitter, Instagram, and more**, and it will be wise to **continue spreading the word on traditional social media**—even as conservatives join great new alternatives.

A recent study by CrowdTangle, a social media analytics app that Facebook recently purchased, shows that the Media Research Center (which includes brands such as MRCTV, NewsBusters, and CNSNews) had **2.13 MILLION interactions last week alone!**

This is a testament to the devotion, hard work, and principles of those who help gather all this important conservative information and who share it.

The information is **spread through you, your family, your friends, your neighbors, co-workers, and clients**. Hour after hour, day after day, **the signal of freedom propagates across Big Tech**, thanks to all who continue to maintain their voices on those sometimes difficult “social media” platforms.

It is essential that we not retreat.

You and your friends— all of us in the *MRC Action Grassroots Army*—know that there is eternal value in our principles, and this news about our reach in traditional social media tells us that we should not shun these networks as we join other platforms.

In fact, one of the biggest content drivers to MRC's content is Facebook. **To ensure that you see MRC content**, MRCTV's Brittany Hughes offers a quick tip on how to always get the latest from MRC's different channels: **[Watch here](#)**.

As long as we can have this kind of impact within the lair of the left, we can win new friends, gain allies, and spread information to millions.

It's fundamental. The MRC wants you to know how much we appreciate your

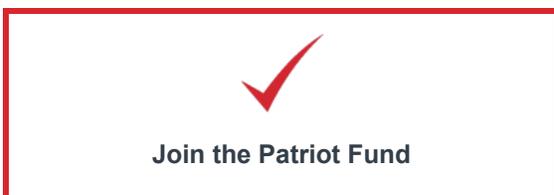
principled efforts to defend freedom and truth. This news about the power of that impact offers us a key tactical reminder that **we should not retreat into an echo chamber, but, instead, keep participating in the conversation!**

Keep spreading the word, even in what we might think are hostile environments. Being present is half the battle. The other half is making sure your voice is heard.

Remember: **“The MRC Effect” is clear. Your work, your news—your principles—are being seen.**

Keep it up, and keep spreading the word—on **ALL** the platforms!

— The MRC Action Team



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