Discourse on American public diplomacy has been traditionally focused on the use of the broadcast media by the US government to reach out to audiences in the Middle East. Much has been written about initiatives such as Radio Sawa and Al-Hurra television and their general failure to gain credibility among Arab audiences. This paper addresses the use of the internet as a public diplomacy tool by the United States. It focuses on a new initiative by the US government to engage directly with citizens in the Middle East: the Digital Outreach Team, based at the Department of State. The Team is composed of American citizens who use their real names to post messages on popular Arabic, Urdu, and Persian language internet forums in order to present the US administration’s views on issues related to American foreign policy. This initiative is the only one of its kind in the world, as no other government currently uses this method to disseminate messages to its target audiences and engage in a two-way online dialogue with them. The paper assesses the rise of the Digital Outreach Team as a method of “internet diplomacy”, and whether this method is signaling a change in the conception of American public diplomacy, from a one-way information flow to an interactive, more individualized approach to connecting with the Middle East.