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SUPERIOR COURT OF CALIFORNIA
FOR THE COUNTY OF SAN FRANCISCO
UNLIMITED JURISDICTION

MEGHAN MURPHY, an individual, on
behalf of herself, those similarly situated, and
the general public,

Plaintiff,

v.

TWITTER, INC., a California corporation;
TWITTER INTERNATIONAL COMPANY,
an Irish registered company,

Defendants.

Case Number:

COMPLAINT FOR:

1. Breach of Contract
2. Promissory Estoppel
3. Violation of Unfair Competition
Law, §17200 et seq.

ENDORSED
FILED
Superior Court of California
County of San Francisco

FEB 11 2019

CLERK OF THE COURT

BY: BOWMAN LIU
Deputy Clerk

CGC - 19-573712

1 Plaintiff, Meghan Murphy, on behalf of herself, others similarly situated, and the general
2 public, hereby files this Complaint for Breach of Contract, Promissory Estoppel and Violation of the
3 Unfair Competition Law (Bus. & Prof. Code §17200 et seq.), against Defendants Twitter, Inc. and
4 Twitter International Company (collectively, “Twitter”), and alleges as follows:

5 INTRODUCTION

6 1. Twitter’s User Agreement, which includes its Terms of Service, Rules, and associated
7 policies, constitutes a binding contract with each of its users. In its Terms of Service, Twitter promises
8 its users that changes “will not be retroactive.” (Exhibit A). Twitter’s Terms of Service also state:
9 “Other than for changes addressing new functions or made for legal reasons, we will notify you 30
10 days in advance of making effective changes to these Terms that impact the rights or obligations of
11 any party to these Terms, for example via a service notification or an email to the email associated
12 with your account.” (*Id.*) (emphasis added).

13 2. In addition, in sworn public testimony before the U.S. House of Representatives
14 Committee on Energy and Commerce on September 5, 2018, Twitter’s CEO, Jack Dorsey, stated: “I
15 want to start by making something very clear. We don’t consider political viewpoints, perspectives, or
16 party affiliation in any of our policies or enforcement decisions, period.” (Exhibit B). Later in the
17 hearing, Dorsey stated: “Our policies and our algorithms don’t take into consideration any affiliation,
18 philosophy, or viewpoint.” (*Id.*)

19 3. However, in violation of these promises, Twitter covertly made sweeping changes to
20 its Hateful Conduct Policy sometime in in late October 2018 banning, for the first time,
21 “misgendering or deadnaming of transgender individuals.” This new policy banned expression of a
22 political belief and perspective held by a majority (54%, according to a 2017 Pew Research poll) of
23 the American public: that whether someone is a man or a woman is determined by the sex they were
24 assigned at birth. (Exhibit C).

25 4. Moreover, Twitter failed to provide any sort of notice to its users of this controversial
26 new policy, one which significantly affected their rights and obligations with respect to their use of
27 the platform, a clear violation of its contract with its users. And it retroactively enforced its new policy
28 against the plaintiff in this case, Meghan Murphy.

1 5. Murphy is a feminist writer and journalist. On November 15, 2018, Twitter locked
2 Murphy's account and forced her to remove a Tweet from October 11, 2018 stating: "Men aren't
3 women." The instruction was not subtle: the notification she received from Twitter read "Remove
4 Tweet." That same day, Twitter also demanded that she delete a Tweet from October 15, 2018 that
5 asked: "How are transwomen not men? What is the difference between a man and a transwoman?"
6 Murphy was forced to comply with these demands in order to regain access to her account.

7 6. In response, Murphy tweeted: "This is f**king bulls*** @twitter. I'm not allowed to
8 say that men aren't women or ask questions about the notion of transgenderism at all anymore? That a
9 multi billion dollar company is censoring BASIC FACTS and silencing people who ask questions
10 about this dogma is INSANE." The post went viral, receiving 20,000 likes. Four days later, on
11 November 19, 2018, Twitter forced Murphy to erase this Tweet as well, without citing any rule or
12 policy that it violated. (Exhibit D).

13 7. Four days after that, on November 23, 2018, Twitter banned her permanently. Its stated
14 reason for the permanent ban was a November 8, 2018 Tweet where Murphy wrote "Yeeeah it's him"
15 over an embedded image of a Google review of a waxing salon posted by an individual named
16 "Jonathan Yaniv" five months earlier. (Exhibit E). In addition to using the male name "Jonathan," the
17 review featured a picture of Yaniv in which Yaniv appeared to be entirely male. In addition to Google,
18 Yaniv also went by "Jonathan Yaniv" on several other public social media profiles, including
19 LinkedIn, Pinterest, and YouTube, at the time of Murphy's Tweet. (Exhibit F). In Yaniv's profile
20 pictures across social media, Yaniv wore male attire and presented as entirely male.

21 8. Nonetheless, Twitter claimed that Murphy's Tweet violated its Hateful Conduct Policy.
22 But the claim that Murphy "misgendered" Yaniv by Tweeting "Yeeeah it's him" over an image of
23 Yaniv's recent Google review in which *Yaniv* identified using a male name and a male-appearing
24 photo is specious. Instead, Murphy's Tweet presented relevant and newsworthy information regarding
25 a widely-reported series of lawsuits in which there was great public interest.

26 9. In the past year, Yaniv has filed 16 different human rights complaints against female
27 estheticians from across Canada for refusing to perform Brazilian waxes on Yaniv due to Yaniv
28 having male genitalia. Yaniv filed these suits under the alias "J.Y." "J.Y.'s" lawsuits were the subject

1 of news coverage in the *Economist*, *Windsor Star*, *National Post* and *Daily Wire*, among others.

2 10. Murphy was disturbed by Yaniv’s attempts to use the legal system to coerce female
3 estheticians, by threat of lawsuit, into doing something that makes them feel profoundly
4 uncomfortable and violates their basic autonomy. Murphy was also frustrated by the refusal of news
5 outlets to report Yaniv’s name in connection with Yaniv’s lawsuits, when the estheticians and
6 establishments sued by Yaniv were forced to deal with a torrent of negative publicity including
7 threats, derogatory videos and negative online reviews. One of the estheticians, a single mother who
8 worked out of her home, was forced to pay “J.Y.” \$2,500 to withdraw the complaint, so that she could
9 get on with her life and avoid crushing litigation expenses.

10 11. On November 8, 2018, Murphy posted on Twitter (referring to Yaniv’s Twitter handle,
11 “@trustednerd”): “Is it true that the man responsible for trying to extort money from estheticians who
12 refuse to give him a brazilian bikini wax is @trustednerd? Why tf is the media/court protecting this
13 guy’s identity either way? The women he targeted don’t get that luxury.” (Exhibit E). Murphy
14 followed up that Tweet by noting, “This is also, it should be pointed out, a key problem with allowing
15 men to ID as female, change their names, IDs etc. They can leave behind these kinds of pasts (and
16 likely continue to predate on women and girls, where that abuse will be reported as perpetrated by a
17 ‘woman’).”

18 12. Murphy then posted: “Yeeeah it’s him” over an image of Yaniv’s review of a
19 waxing/hair removal establishment: “Ally was great doing my Brazilian wax!” This Tweet was
20 newsworthy and of public interest because it showed that the “J.Y.” complaints were brought by an
21 individual, Yaniv, who publicly identified using a male name and male-appearing photograph in
22 recent online reviews of waxing salons that he posted, despite claiming in his human rights complaints
23 that he identified as a woman.

24 13. Twitter stated in a private email message to Murphy that this post violated its Hateful
25 Conduct Policy and that she was being permanently banned as a result. (Exhibit E). Murphy appealed
26 her permanent suspension to Twitter, but her appeal was denied.

27 14. Twitter’s new policy against “misgendering” was only discovered and reported on after
28 Murphy was banned. Its revelation in the wake of Murphy’s permanent suspension came as a

1 complete surprise to Twitter’s users and the general public. Twitter provided no notice to its users of
2 the change, in violation of its express promise in its Terms of Service. Indeed, the roll-out of the new
3 policy was so secretive that the exact date (sometime in late October) that the “misgendering” policy
4 was added has still never been confirmed, by Twitter or anyone else.

5 15. After Murphy was banned, numerous journalists, commentators and other users
6 expressed shock and dismay that Twitter had adopted a policy that sought to dictate what viewpoints
7 individuals could and could not express on what had long been advertised as, and understood to be, an
8 open forum for speech and debate for hundreds of millions of people across the globe.

9 16. Since its founding, Twitter has consistently advertised itself as a forum for the free
10 expression of its users—not a forum for Twitter’s own speech. It has reaffirmed time and again in its
11 Terms of Service that individual users, not Twitter, are fully responsible for the content they post on
12 Twitter and retain ownership of that content and their accounts. And it stated, in the Terms of Service
13 in effect when Murphy joined the platform in April 2011, that it would not censor the speech of its
14 users.

15 17. Proclaiming itself “the free speech wing of the free speech party,” Twitter has grown
16 into an unprecedented public forum for national and global communication. On its “Values” page,
17 Twitter states: “We believe in free expression and think every voice has the power to impact the
18 world.” (Exhibit G). Twitter states that its mission is “to give everyone the power to create and share
19 ideas instantly without barriers. **Our business and revenue will always follow that mission in ways**
20 **that improve – and do not detract from – a free and global conversation.**” (emphasis added)
21 (Exhibit H). Twitter’s success grew as its user-base grew, and its repeated promises of freedom of
22 expression, conveyed in its advertising, Rules, public statements and Terms of Service, was what
23 attracted a critical mass of users to the platform.

24 18. Twitter’s repeated representations that it would uphold the free speech rights of its
25 users and not censor user speech were material to the decision of millions of users, like Murphy, to
26 join. Twitter would never have attracted the hundreds of millions of users it boasts today had Twitter
27 let it be known that it would arbitrarily ban users who did not agree with the political and social views
28 of its management or impose sweeping new policies banning the expression of widely-held

1 viewpoints and perspectives on public issues.

2 19. In violations of its repeated promises and representations to its users, Murphy and
3 hundreds of other users were targeted for a permanent suspension due to their views on a hotly-
4 contested political issue that is now before several legislative bodies worldwide: whether an
5 individual's gender should be regarded as entirely a matter of one's personal choice. It was completely
6 unforeseeable that Twitter would ban expression of a viewpoint held by a majority of individuals in
7 America and across the globe—much less that it would do so retroactively, with no warning or public
8 announcement whatsoever.

9 **THE PARTIES**

10 20. Murphy is a natural person residing in Vancouver, British Columbia, Canada.

11 21. Defendant Twitter, Inc. is, and at all relevant times was, a corporation duly organized
12 under the laws of the State of Delaware with its principal place of business in San Francisco,
13 California.

14 22. Defendant Twitter International Company is an Irish registered company that is a
15 subsidiary of Twitter, Inc. It serves as a base for Twitter's EMEA (Europe, the Middle East and
16 Africa) operations. In April 2015, Twitter announced that, effective May 18, 2015, "If you live outside
17 the United States, our services are now provided to you by Twitter International Company, our
18 company based in Dublin, Ireland." It is now the nominal counterparty with respect to Twitter's
19 Terms of Service for non-U.S. users instead of Twitter, Inc.

20 23. Twitter International Company plays no significant role in Twitter's day-to-day
21 operations outside the EMEA region. With respect to all events and decisions relevant to this
22 Complaint, Twitter International Company was controlled and directed by Twitter, Inc. from its
23 headquarters in San Francisco, CA. Twitter, Inc. made all relevant decisions and took all relevant
24 actions with respect to promulgating and modifying Twitter's User Agreement, Rules, and policies,
25 and taking all enforcement actions described herein. Its control was pervasive and continual.

26 **JURISDICTION AND VENUE**

27 24. Murphy re-alleges and incorporates by reference each and every preceding paragraph
28 as though set forth fully herein.

1 25. Twitter, Inc. is headquartered in San Francisco County, CA and regularly does business
2 in San Francisco County. In addition, Twitter's contractual breaches complained of in this suit
3 occurred in San Francisco County, and Twitter's Terms of Service specify San Francisco County, CA
4 as the proper venue for all actions against Twitter. Accordingly, jurisdiction and venue are proper in
5 San Francisco County pursuant to Code of Civil Procedure sections 395, subdivision (a), and 395.5.

6 26. Because Twitter has engaged in ongoing business activities in San Francisco County
7 and directed to San Francisco County, has committed tortious acts within this district, and has
8 specified in its Terms of Service that "all disputes related to these Terms or the Services will be
9 brought solely in the federal or state courts located in San Francisco County, California, United
10 States," this Court has personal jurisdiction over Twitter.

11 27. For over a year after Twitter International Company was substituted as the counterparty
12 on the Terms of Services for non-U.S. users, from May 2015 until September 2016, through two
13 successive revisions, Twitter's Terms of Service contained a mandatory San Francisco, CA forum
14 selection clause that applied to non-U.S. users, including Murphy. As part of these contracts, Twitter
15 International Company agreed that "[t]hese Terms and any action related thereto will be governed by
16 the laws of the State of California without regard to or application of its conflict of law provisions or
17 your state or country of residence," and that "[a]ll claims, legal proceedings or litigation arising in
18 connection with the Services will be brought solely in the federal or state courts located in San
19 Francisco County, California, United States, and you consent to the jurisdiction of and venue in such
20 courts and waive any objection as to inconvenient forum." (emphasis added). (Exhibit I, Exhibit W).
21 While this provision was removed for international users in the September 2016 revision to the Terms
22 of Service, there was no subsequent forum selection or choice of law clause that superseded it, nor did
23 Twitter International Company revoke its consent to the jurisdiction of the California courts. Thus, the
24 forum selection clause still applies, and Twitter International Company has consented to personal
25 jurisdiction in California.

26 //

27 //

28 //

GENERAL ALLEGATIONS

I. Twitter Becomes an Unprecedented Forum for Global Communication By Advertising Itself As a Platform for the Free Expression of its Users

28. Murphy re-alleges and incorporates by reference each and every preceding paragraph as though set forth fully herein.

29. Twitter is the world's largest microblogging site, with an average of 330 million active users per month from all over the globe. Twitter states that its mission is "to give everyone the power to create and share ideas and information instantly without barriers. Our business and revenue will always follow that mission in ways that improve – and do not detract from – a free and global conversation." (Exhibit H). Twitter describes itself as "the live public square, the public space - a forum where conversations happen." (Exhibit J). Twitter allows users who have established accounts to post short messages, called Tweets, as well as photos or short videos. Anyone can join and set up an account on Twitter at any time. Twitter seeks to induce as many people as possible to actively use its platform to share their views and discuss issues of public interest.

30. Twitter is a multi-billion dollar company that seeks to leverage its free public forum to sell advertising services. Twitter's Terms of Service describes its "Services" to include "ads" and "commerce services," and states, "In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third-party providers and partners may place such advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others." (Exhibit A). Twitter relies on its large user base to attract advertisers, and it also seeks to sell advertising to its users. The vast majority of Twitter's revenue, over 80%, comes from advertising. Even with respect to users who do not pay directly for Twitter's services, Twitter recognizes followers on its platform as assets who have an independent monetary value owned by the individual user. Twitter has stated, "The cost per follower on Twitter is set by a second price auction among other advertisers – you'll only ever pay just slightly more than the next highest bidder. A bid of \$2.50 - \$3.50 is recommended based on historical averages." (Exhibit K). Twitter also recognizes that accounts are assets owned solely by their owners, which account owners may sell or assign to others. Twitter's users are thus actual and potential buyers and customers. Twitter's promises and representations regarding the nature of its platform and its services cited herein, especially its

1 commitment to uphold the free expression rights of its users, were designed to attract users and
2 ultimately purchasers of advertising to its site.

3 31. Users on Twitter choose whose Tweets they see by their decisions on which users to
4 “follow.” Any user who wants to stop seeing another user’s Tweets can simply choose to unfollow
5 that person. In addition, Twitter allows users to mute and/or block other users.

6 32. Unique among social media platforms, Twitter facilitates direct interaction between
7 ordinary individuals and public figures. It has 330 million regular users, and is of unmatched
8 importance in influencing public debate and news coverage of current affairs. Over 96% of journalists
9 use Twitter, and 70% view it as the most useful social media platform for their profession. (Exhibit
10 L),

11 33. Twitter is the platform in which important public debates take place in the modern
12 world. It is an essential communication tool for politicians, public intellectuals, journalists and
13 ordinary citizens the world over. Unique among social media sites, Twitter allows ordinary citizens to
14 interact directly with political leaders, academics, writers, journalists, and other prominent individuals
15 in a wide variety of fields. It has become an important communications channel for governments and
16 heads of state. As the U.S. Supreme Court noted in *Packingham v. North Carolina* (2017) 582 U.S. ____
17 [137 S. Ct. 1730, 1737], “[O]n Twitter, users can petition their elected representatives and otherwise
18 engage with them in a direct manner. Indeed, Governors in all 50 States and almost every Member of
19 Congress have set up accounts for this purpose. In short, social media users employ these websites to
20 engage in a wide array of protected First Amendment activity on topics as diverse as human thought.”
21 137 S. Ct. at pp. 1735–36 (internal citations and quotations omitted).¹

22 34. Access to Twitter is essential for meaningful participation in modern-day American
23 democracy. In a March 2016 article in *The Atlantic*, Adam Sharp, Twitter’s head of news, government
24 and public affairs, stated: “Twitter’s impact in politics and political movements became very clear
25 very early on,” noting that Twitter serves as “as a platform to communicate and to organize effectively
26 without a lot of the costs historically associated with that.” (Exhibit M). As the article notes, Twitter
27

28 ¹ Today, every Member of Congress has a Twitter account. *See*
<https://twitter.com/cspan/lists/members-of-congress?lang=en>

1 has been essential to the rise of every major American political movement since it was founded: the
2 Tea Party, Occupy Wall Street, Black Lives Matter, and the presidential candidacies of Barack
3 Obama, Ted Cruz and Donald Trump. Twitter has created the unprecedented level of political
4 engagement of the last decade because it has “shift[ed] much of the power once hoarded by political
5 establishments back into the hands—or voices—of people.” By 2016,

6
7 “Twitter’s early promise as a political tool has become ingrained as a political reality.
8 **A candidate without Twitter is a losing candidate.** . . . Commentators and voters
9 engage with the highest officeholders in the world with candor, frankness—and often
10 meanness and crassness—and sometimes even participate in real back-and-forth
11 dialogue. This open dialogue . . . has also bolstered accountability and has caused the
12 downfall of several politicians who were not so mindful of the new rules in play. **The**
13 **amount of discursive access to politicians [facilitated by Twitter] is unprecedented**
14 **in the past century of American politics.**” (emphasis added).

15 Thus, a presence on Twitter is essential for an individual to run for office or engage in any level of
16 political organizing in the United States and Canada.

17 35. Twitter has actively promoted itself as an open platform for individuals who seek to
18 petition their elected leaders and participate in public affairs. Twitter published a “Twitter
19 Government and Elections Handbook” (“Handbook”) (Exhibit N) with the express purpose of helping
20 elected officials and government agencies “tap into the power of Twitter to connect with your
21 constituents.” According to the Handbook, “Twitter is a free platform for all voices to be heard and to
22 organize.” Twitter instructed officials in agencies on how to host “Twitter Town Halls,” where
23 constituents can ask questions via Twitter and petition their representatives for redress of grievances.
24 Twitter explained that “[t]hese forums are exceedingly necessary and important” and are among the
25 “best opportunities for community expression and dialogue using the platform.” Indeed, many
26 government agencies and elected officials now hold important public meetings on Twitter, meetings
27 that are inaccessible to users that Twitter has banned.

28 36. It is universally understood that Tweets reflect the viewpoints of the user who posted
the Tweet, and not Twitter itself. All Tweets are unmistakably identified with the user who posted the
Tweet. Indeed, Twitter clearly states in its Terms of Service: “You are responsible for your use of the
Services and for any Content you provide, including compliance with applicable laws, rules, and

1 regulations.” (Exhibit A). It goes on to state: “You retain your rights to any Content you submit, post
2 or display on or through the Services. What’s yours is yours — you own your Content (and your
3 photos and videos are part of the Content).” Twitter and its executives have numerous accounts which
4 they use to publish their own viewpoints on the platform. Tweets are published by individual users,
5 not Twitter.

6 37. Twitter has consistently marketed itself as an open forum for members of the public to
7 express themselves. All content posted by Twitter users is clearly associated with their own accounts,
8 and users retain ownership over what they post. Twitter freely acknowledges that it is “the public
9 square,” not a platform for its own corporate speech. It is universally understood that Tweets reflect
10 the viewpoints of the user who posted the Tweet, and not Twitter itself. When Twitter wishes to speak
11 as a corporate entity, it knows how to do so—its executives all have their own accounts, and Twitter
12 has its own corporate blog.

13 38. Twitter’s entire business purpose is to allow members of the public to freely share and
14 disseminate their views, and no reasonable person would think Twitter was promoting or endorsing
15 the speech of Murphy or any other user by not censoring it.

16 **II. Twitter Repeatedly Promises in Its User Agreements and Public Statements That It**
17 **Will Not Censor Speech Based on Viewpoint, Will Notify Users of Any Changes to Its**
Policies, and Will Not Ban Users Arbitrarily

18 39. Twitter repeatedly promised and represented that it would uphold the free speech rights
19 of its users and not engage in viewpoint-based censorship in its advertising, Rules, public statements
20 and Terms of Service. These promises and representations were statements of fact about Twitter’s
21 services. These promises and representations were material to the decision of millions of users, like
22 Murphy, to join. Without these promises, Twitter would not have been able to attract a critical mass of
23 users to its platform.

24 40. Indeed, Murphy is known for challenging conventional wisdom on a large number of
25 issues and for expressing a socialist critique of corporate power. She would never have joined Twitter
26 had the company let it be known that it would arbitrarily ban users who did not agree with the political
27 and social views of its management.

28 41. Relying on Twitter’s advertising, public statements, and contractual provisions,

1 Murphy and other similarly-situated users reasonably believed that Twitter would allow them to use
2 its open public forum to freely express their opinions on all subjects, without engaging in censorship
3 based on their political views and affiliations. Based on Twitter’s advertising, they reasonably
4 expected that it was and would continue to be a public forum for the speech of its users.

5 42. Twitter’s User Agreement, which includes its Terms of Service, Rules, and associated
6 policies, constitutes a binding contract with each of its users.

7 43. The Twitter Rules, as they existed when Murphy joined the platform in April 2011 and
8 which form part of Twitter’s User Agreement, stated: “Our goal is to provide a service that allows you
9 to discover and receive content from sources that interest you as well as to share your content with
10 others. We respect the ownership of the content that users share and each user is responsible for the
11 content he or she provides. Because of these principles, we do not actively monitor user’s content and
12 will not censor user content, except in limited circumstances described below.” (Exhibit O). Those
13 “limited circumstances” were:

- 14 • “Impersonation: You may not impersonate others through the Twitter service in a
15 manner that does or is intended to mislead, confuse, or deceive others
- 16 • Trademark: We reserve the right to reclaim user names on behalf of businesses or
17 individuals that hold legal claim or trademark on those user names. Accounts using
18 business names and/or logos to mislead others will be permanently suspended.
- 19 • Privacy: You may not publish or post other people’s private and confidential
20 information, such as credit card numbers, street address or Social Security/National
21 Identity numbers, without their express authorization and permission.
- 22 • Violence and Threats: You may not publish or post direct, specific threats of violence
23 against others.
- 24 • Copyright: We will respond to clear and complete notices of alleged copyright
25 infringement. Our copyright procedures are set forth in the Terms of Service.
- 26 • Unlawful Use: You may not use our service for any unlawful purposes or for
27 promotion of illegal activities. International users agree to comply with all local laws
28 regarding online conduct and acceptable content.
- Misuse of Twitter Badges: You may not use a Verified Account badge or Promoted
Products badge unless it is provided by Twitter. Accounts using these badges as part of
profile pictures, background images, or in a way that falsely implies affiliation with
Twitter will be suspended.”

44. While Twitter’s Rules stated that Twitter “may need” to change them, the idea that

1 Twitter would use this language to create content- and viewpoint-based restrictions around use of the
2 platform would have come as a complete surprise in light of Twitter’s express promises that it would
3 uphold the free speech rights of its users. In its public statements, Twitter was *emphatic* in its defense
4 of free speech as a core value of the company. In 2013, the *New York Times* explained, “Twitter has
5 deftly built something of a reputation for protecting free speech, even unpopular speech.” (Exhibit P).
6 Twitter’s then-Vice President Tony Wang explained in March of 2012 that “Generally, we remain
7 neutral as to the content because our general counsel and CEO like to say that we are the free speech
8 wing of the free speech party.” (Exhibit Q).

9 45. Twitter’s status as a forum that would uphold the free speech rights of its users was not
10 a minor detail lurking within Twitter’s Terms of Service. Instead, Twitter claimed that this was *the*
11 *entire reason the platform was founded* and the platform’s *most basic function*. Twitter’s well-
12 publicized mission statement, which appears on its official company pages, is: “The mission we serve
13 as Twitter, Inc. is to give everyone the power to create and share ideas and information instantly
14 without barriers. **Our business and revenue will always follow that mission in ways that improve**
15 **– and do not detract from – a free and global conversation.**” (Exhibit H). On its “Values” page,
16 Twitter states: “We believe in free expression and think every voice has the power to impact the
17 world.” (Exhibit G). In its advertising and public statements, Twitter describes itself as “a free
18 platform for all voices to be heard and to organize” “the live public square,” a “public forum,” and the
19 “free speech wing of the free speech party.” Twitter’s repeated representations that it was committed
20 to upholding the free speech rights of its users and would not engage in viewpoint-based censorship
21 were material to the decision of hundreds of millions of users across the globe, including Murphy, to
22 join the platform.

23 46. In addition, in its Terms of Service, Twitter promises its users that changes “will not be
24 retroactive.” (Exhibit A). Twitter’s Terms of Service also state, “Other than for changes addressing
25 new functions or made for legal reasons, we will notify you 30 days in advance of making effective
26 changes to these Terms that impact the rights or obligations of any party to these Terms, for example
27 via a service notification or an email to the email associated with your account.” (emphasis added).

28 47. In its Enforcement Guidelines, promulgated in 2018, Twitter states: “We can take

1 action at the Tweet, Direct Message, and account levels, and sometimes employ a combination of
2 these enforcement actions. In some instances, this is because the behavior violates the Twitter Rules.
3 Other times, it may be in response to a valid and properly scoped request from an authorized entity in
4 a given country.” (Exhibit R). The policy then goes on to describe a “range of enforcement options
5 that we may exercise when conducting a review.”

6 48. With respect to “[r]equiring Tweet removal,” Twitter states: “When we determine that
7 a Tweet violated the Twitter Rules, we require the violator to remove it before they can Tweet again.
8 We send an email notification to the violator identifying the Tweet(s) in violation and which policies
9 have been violated.” (emphasis added).

10 49. Twitter states that it reserves “account-level” actions for cases where “a person has
11 violated the Twitter Rules in a particularly egregious way, or has repeatedly violated them even after
12 receiving notifications from us.” With respect to “Permanent Suspension,” Twitter states: “This is our
13 most severe enforcement action. Permanently suspending an account will remove it from global view,
14 and the violator will not be allowed to create new accounts. When we permanently suspend an
15 account, we notify people that they have been suspended for abuse violations, and explain which
16 policy or policies they have violated and which content was in violation.” (emphasis added).

17 50. These policies constitute an agreement between Twitter and its users that it will only
18 ban users or the content they post when those users have actually violated specific Twitter rules or
19 policies, and that it will not ban users arbitrarily, in bad faith, or in instances where users have
20 complied with Twitter’s rules and policies in good faith. Before banning an account or requiring a
21 user to remove content, Twitter has promised that it will provide notice of the allegedly violative
22 content and the specific rule or policy that the user violated. Rules may not be enforced retroactively.
23 And Twitter has promised to provide users with 30 days’ advance notice of any changes to its rules,
24 policies or Terms of Service that alter their rights and obligations with respect to their use of the
25 platform,.

26 51. Twitter enacted its first Hateful Conduct Policy on December 29, 2015. At the time,
27 that policy stated: “Hateful conduct: You may not promote violence against or directly attack or
28 threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender

1 identity, religious affiliation, age, disability, or disease. We also do not allow accounts whose primary
2 purpose is inciting harm towards others on the basis of these categories.” (“Disease” was amended to
3 “serious disease” sometime in 2018.) When Twitter announced the Hateful Conduct Policy, its public
4 statements emphasized that Twitter continued to support the free expression of diverse viewpoints, but
5 that harassment, abuse, threats and the like prevent people from freely expressing their views.

6 52. Twitter’s “Safety” page proclaims, in large letters: “We’re dedicated to making Twitter
7 a safe place for free expression.” Describing “our approach,” Twitter states: “**Free expression is a**
8 **human right. Everyone has a voice, and the right to use it.**” (emphasis added). (Exhibit S). Twitter
9 lists “our principles” as follows, in large, bold lettering:

10 “1. **Twitter stands for freedom of expression for everyone.**

11 2. **We do not take sides. We show sides. Every side.**

12 3. **We treat everyone equally: the same Twitter Rules apply to all.**

13 4. **You have the right to express yourself on Twitter if you adhere to these rules.”**

14 53. Twitter also modified its Hateful Conduct Policy in December 2017. (Exhibit T). It
15 added a preface stating: “Freedom of expression means little if voices are silenced because people are
16 afraid to speak up. We do not tolerate behavior that harasses, intimidates, or uses fear to silence
17 another person’s voice. If you see something on Twitter that violates these rules, please report it to
18 us.” It also added a section stating, “Examples of what we do not tolerate includes, but is not limited
19 to behavior that harasses individuals or groups of people with:

- 20 • violent threats;
- 21 • wishes for the physical harm, death, or disease of individuals or groups;
- 22 • references to mass murder, violent events, or specific means of violence in which/with
- 23 which such groups have been the primary targets or victims;
- 24 • behavior that incites fear about a protected group;
- 25 • repeated and/or non-consensual slurs, epithets, racist and sexist tropes, or other content
- 26 that degrades someone.”

27 54. Also in December 2017, Twitter added a section titled “How enforcement works,”
28 which emphasized, in large bold letters: “**Context matters**”: “Some Tweets may seem to be abusive

1 when viewed in isolation, but may not be when viewed in the context of a larger conversation. While
2 we accept reports of violations from anyone, sometimes we also need to hear directly from the target
3 to ensure that we have proper context.”

4 55. This version remained unchanged until Twitter covertly made sweeping changes to the
5 Hateful Conduct Policy sometime in late October 2018, nearly tripling the policy in length. Buried
6 within nearly 1200 words of text was the following new provision: “We prohibit targeting individuals
7 with repeated slurs, tropes or other content that intends to dehumanize, degrade or reinforce negative
8 or harmful stereotypes about a protected category. This includes targeted misgendering or deadnaming
9 of transgender individuals.” (Exhibit U).

10 56. Twitter provided no advance notice to Murphy or any other user of these changes
11 which substantially affected their rights and obligations under Twitter’s Terms of Service.

12 57. Moreover, the other parts of the Hateful Conduct Policy dealt with conduct of a
13 fundamentally different character and severity than using the wrong pronoun: “violent threats against
14 an identifiable target”; “content that wishes, hopes, promotes, or expresses a desire for death, serious
15 and lasting bodily harm, or serious disease against an entire protected category”; “targeting
16 individuals with content that references forms of violence or violent events where a protected category
17 was the primary target or victims,” such as images of the Holocaust or lynchings; “targeting
18 individuals with content intended to incite fear or spread fearful stereotypes about a protected
19 category, including asserting that members of a protected category are more likely to take part in
20 dangerous or illegal activities, e.g., ‘all [religious group] are terrorists’”; and displaying “logos,
21 symbols, or images whose purpose is to promote hostility and malice against others based on their
22 race, religion, disability, sexual orientation, gender identity or ethnicity/national origin” such as Nazi
23 swastikas, in profile, account bio or header images. And, near the beginning of the revised policy,
24 Twitter reiterated *yet again* that it was a platform for the free speech of its users that allowed users to
25 freely express their political viewpoints and perspectives:

26 “Twitter’s mission is to give everyone the power to create and share ideas and
27 information, and to express their opinions and beliefs without barriers. Free expression
28 is a human right – we believe that everyone has a voice, and the right to use it. Our role
is to serve the public conversation, which requires representation of a diverse range of
perspectives.”

1 58. Twitter’s new “misgendering or deadnaming” policy is viewpoint discriminatory on its
2 face. It forbids expression of the viewpoints that 1) whether an individual is a man or a woman is
3 determined by their sex at birth and 2) an individual’s gender is not simply a matter of personal
4 preference. These are widely-held political viewpoints and perspectives that are shared by a majority
5 of the American public. Twitter’s “misgendering or deadnaming” policy singles out users who express
6 these widely-held viewpoints and perspectives for suspensions, permanent bans, and other
7 enforcement actions. Thus, the new policy contradicted Twitter’s repeated promises and
8 representations, including the sworn public testimony of its CEO in September 2018, that it would not
9 ban users based on their political philosophies, or viewpoints or promulgate policies barring users
10 from expressing certain philosophies or viewpoints. Moreover, Twitter’s enforcement of the
11 “misgendering” policy would require it to engage in active content monitoring and censorship,
12 something its Rules had previously stated that Twitter would not do.

13 59. The term “deadname,” which only originated in 2012, is not widely known or used by
14 the general public. And the concept is controversial even within the transgender community. In a
15 widely-shared series of posts after Murphy’s ban, Corinna Cohn, a transgender woman, wrote:

16 “With Twitter choosing to punish or ban the mention of a christened name,
17 ‘deadnaming’ has now emerged as a highly privileged, extremely broad privacy right
18 which removes others’ rights to speak about the past.

19 From the first time I heard the malapropism ‘deadnaming,’ I’ve criticized it for
20 promoting the idea that changing one’s name or pronouns is a form of death. It isn’t.
21 Changing your name introduces a new chapter; it doesn’t destroy the book.

22 There is not a unified position in the trans community on ‘deadnaming’. For Twitter to
23 add it to its prohibited speech restrictions, it means that Twitter has taken a specific,
24 ideological stance and is choosing to ban a wide swath of speech.

25 A ban on ‘deadnaming’ is categorically identical to a ban on heresy. If Twitter bans
26 ‘deadnaming’, there is no distance from here to banning sacriligious speech.
27 ‘Deadnaming’ is a term from the most modern of theological movements.

28 In practice, Twitter’s ‘deadnaming’ policy will be a boon to anyone who wants to hide
their past, particularly sex offenders and other violent offenders. This policy strips a
victim’s ability to name their abuser.

(As a side note, a former senior engineer at Twitter is now protected by this policy).”

1 60. Twitter has enforced its Hateful Conduct Policy in a discriminatory and targeted
2 manner against Murphy and other users based on their political beliefs and perspectives, banning
3 hundreds of users for expressing views critical of the idea that “gender identity” should be regarded
4 solely a matter of personal choice. It has also invoked this policy to ban criticisms of prominent
5 activists and public figures who advocate for defining “gender identity” in this way, even when such
6 criticisms do not violate any of Twitter’s rules. But it does not impose any sort of restrictions when
7 activists call for deplatforming, banning and even physically harming gender-critical feminists like
8 Murphy. Indeed, Murphy was routinely subjected to violent threats and harassment based on her
9 gender and political views, and complained frequently to Twitter, but Twitter took no action in
10 response. This is the very definition of viewpoint discrimination: “licens[ing] one side of a debate to
11 fight freestyle, while requiring the other to follow Marquis of Queensberry rules.” *R.A.V. v. St. Paul*
12 (1992) 505 U.S. 377, 392 [112 S. Ct. 2538].

13 61. Twitter enforced its new “misgendering” policy retroactively to permanently ban
14 Murphy based on Tweets that she sent before Twitter covertly enacted the new policy sometime in
15 late October 2018. It also promulgated and enforced its new policy without giving Murphy or any
16 other user advance notice of this change, despite having expressly promised in its Terms of Service
17 that it would provide users 30 days’ notice of changes that affected their rights or obligations with
18 respect to their use of Twitter’s services.

19 62. Moreover, Twitter’s CEO, Jack Dorsey, had stated in sworn public testimony that
20 Twitter does not discriminate based on political viewpoint or perspective, either in its policies or its
21 enforcement of its policies. In widely-reported testimony before the U.S. House of Representatives
22 Committee on Energy and Commerce on September 5, 2018, Dorsey declared, “I want to start by
23 making something very clear. We don’t consider political viewpoints, perspectives, or party affiliation
24 in any of our policies or enforcement decisions, period.” (Exhibit B) (emphasis added). Later in the
25 hearing, Dorsey stated: “Our policies and our algorithms don’t take into consideration any affiliation,
26 philosophy, or viewpoint.” (*Id.*) The intended audience for these statements were Twitter’s customers,
27 prospective customers and investors. The statements were calculated to induce reliance on the part of
28 these persons that Twitter would continue to protect the free speech of its users and would not engage

1 in viewpoint-based censorship. And the statements were false and misleading: Twitter has banned
2 Murphy and hundreds of other users based entirely on their political viewpoints and perspectives, and
3 Twitter’s new “misgendering” policy, enacted within two months of Dorsey’s testimony, directly
4 banned expression of a widely-held political viewpoint and perspective.

5 **III. Twitter Inserts Unconscionable Terms Into Its User Agreements**

6 63. Twitter amended its Terms of Service on May 17, 2012, to read, *inter alia*: “We may
7 suspend or terminate your accounts or cease providing you with all or part of the Services at any time
8 for any reason, including, but not limited to, if we reasonably believe: (i) you have violated these
9 Terms or the Twitter Rules. . . .” (Exhibit V). On May 17, 2015, Twitter again amended its Terms of
10 Service to read: “We may suspend or terminate your accounts or cease providing you with all or part
11 of the Services at any time for any or no reason, including, but not limited to, if we reasonably
12 believe: (i) you have violated these Terms or the Twitter Rules . . .” (Exhibit I). Twitter’s current
13 Terms of Service include this same language.

14 64. On January 27, 2016, Twitter revised its Terms of Service to read, *inter alia*: “We
15 reserve the right at all times (but will not have an obligation) to remove or refuse to distribute any
16 Content on the Services, to suspend or terminate users, and to reclaim usernames without liability to
17 you.” (Exhibit W). This provision was amended on October 2, 2017 to read: “We may also remove or
18 refuse to distribute any Content on the Services, suspend or terminate users, and reclaim usernames
19 without liability to you.” (Exhibit X).

20 65. The portions of Twitter’s Terms of Service purporting to give Twitter the right to
21 suspend or ban an account “at any time for any or no reason” and “without liability to you” are
22 procedurally and substantively unconscionable.

23 66. They are procedurally unconscionable because they were inserted unilaterally by
24 Twitter into its User Agreement without any opportunity for individual users to negotiate them.
25 Twitter’s Terms of Service did not include any provision allowing it to suspend or ban accounts “at
26 any time for any reason” until May 17, 2012 and did not include the “without liability to you”
27 language until even later, January 27, 2016. The idea that Twitter would use this language to create
28 content- and viewpoint-based restrictions around use of the platform would have come as a complete

1 surprise, as the Twitter Rules in effect previously stated “we do not actively monitor user’s content
2 and will not censor user content,” except in limited circumstances such as impersonation, violation of
3 trademark or copyright, or “direct, specific threats of violence against others,” and Twitter has
4 consistently listed “free expression” and the power of “every voice” among its core values and
5 affirmed repeatedly, including in *sworn congressional testimony*, that it does not discriminate on the
6 basis of viewpoint in either its policies or enforcement actions.

7 67. The portions of Twitter’s Terms of Service cited above are also substantively
8 unconscionable. That is because they are “unreasonably favorable to the more powerful party” and
9 “unfairly one-sided.” *Sanchez v. Valencia Holding Co., LLC* (2015) 61 Cal. 4th 899, 911 [190 Cal.
10 Rptr. 3d 812] (internal quotation marks omitted). The terms purporting to give Twitter the right to
11 suspend or ban an account “at any time for any or no reason” and “without liability to you”
12 “contravene the public interest or public policy,” “attempt to alter in an impermissible manner
13 fundamental duties otherwise imposed by the law,” “seek to negate the reasonable expectations of the
14 nondrafting party,” and impose “unreasonably and unexpectedly harsh terms having to do with . . .
15 central aspects of the transaction.” *Id.* (internal quotation marks omitted).

16 68. With respect to the provisions purporting to give Twitter the right to suspend or ban an
17 account “at any time for any or no reason” and “without liability to you,” Twitter employees could,
18 using these provisions, engage in active content monitoring and threaten to shut down any account at
19 any time for posting something an employee disliked. Twitter employees could ban accounts for the
20 most petty and self-interested of reasons—for example, because they belong to an ex-girlfriend or ex-
21 boyfriend; the employee had a bad experience with a particular company that has an account on
22 Twitter; the employee is a fan of a certain sports team and thus bans all accounts associated with a
23 rival team. Millions of Twitter users who have spent time, money, and effort to gain followers could
24 all have their accounts permanently banned at any moment, losing their valuable economic interest in
25 access to their Twitter account and their followers forever, for petty, arbitrary or irrational reasons,
26 unlawful reasons, or no reason at all. Such terms are so one-sided and oppressive that they shock the
27 conscience.

28 69. Using these provisions, Twitter could ban users for the most arbitrary, discriminatory

1 and unlawful of reasons, including outright discrimination based on race and gender. Thus, in addition
2 to being shockingly one-sided and oppressive, these terms contravene the public interest and public
3 policy, including the implied duty of good faith and fair dealing, by allowing Twitter to use its
4 adhesive contracts with users to engage in behavior that is arbitrary, illegal, and contrary to public
5 policy.

6 **IV. Murphy Joins Twitter, Speaks Out on Public Issues, and Attracts a Large Following**

7 70. Murphy is a freelance writer and journalist. She graduated from Simon Fraser
8 University with a B.A. in Women's Studies in 2010 and an M.A. in Gender, Sexuality and Women's
9 Studies. She writes primarily on feminist issues, including the Me Too movement, the sex industry,
10 sex education, third-wave feminism, and gender identity politics. She has been an outspoken critic of
11 the sex industry, including prostitution and pornography, from both a socialist and feminist
12 perspective. Her writing has appeared in the CBC News, *The Globe and Mail*, *Ms.*, the *National Post*,
13 *rabble.ca*, *xoJane*, *Vice*, *Al Jazeera*, *The Vancouver Observer*, and the *New Statesman*, among others.
14 She is the founder and editor of *Feminist Current*, a feminist blog and podcast, which won the "Best
15 Feminism Blog" award at the 2012 Canadian Blog Awards.

16 71. Murphy joined Twitter on April 21, 2011. At the time she was banned, she had
17 approximately 25,000 followers on the platform. In addition, she had been granted Twitter's blue
18 verification badge. According to Twitter, "[t]he blue verified badge on Twitter lets people know that
19 an account of public interest is authentic."

20 72. At all times, Murphy used Twitter in good faith to discuss newsworthy events and
21 public issues, share articles, podcasts and videos, promote and support her writing, journalism and
22 public speaking activities, and communicate with her followers. At no time did she use Twitter to
23 harass or threaten others, nor did she ever encourage anyone else to do these things. At no point did
24 she violate any of Twitter's rules.

25 73. Like other organisms that reproduce sexually, human beings are specialized into male
26 or female varieties, each known as a biological sex. In general, an individual's biological sex is
27 determined by whether that individual has XX sex chromosomes (female) or XY sex chromosomes
28 (male).

1 74. While up to 1.7% of the population is born “intersex” condition, meaning that they
2 have sex hormones, chromosomes or sex organs that are not typical of either sex, the vast majority of
3 people with intersex conditions identify as male or female rather than transgender or transsexual.

4 75. In the 1950s, the sex researcher John Money coined the phrase “gender role” to
5 distinguish biological sex from the social construction of gender. This meaning of the word “gender,”
6 as distinguished from biological sex, has become increasingly common since the 1970s.

7 76. However, the distinction between one’s biological sex and one’s gender remains
8 controversial. A 2017 Pew Research poll found that 54% of the American public believed that
9 whether an individual is a man or a woman is determined by their sex at birth. Only a minority, 44%,
10 said that someone can be a man or a woman even if they were born a member of the opposite sex.
11 (Exhibit C).

12 77. Historically, the law did not differentiate between biological sex and gender. However,
13 in recent years, some have argued that the law should define an individual’s gender solely as a
14 personal choice, regardless of any biological, physical, or societal considerations.

15 78. For example, in 2017, California changed its law to remove the requirement that an
16 individual undergo any sort of clinical treatment to change genders in order to obtain a new birth
17 certificate or to petition a court for a judgment recognizing a change of gender. Instead, to obtain a
18 change of gender on any legal document, an individual need only “attest[], under penalty of perjury,
19 that the request for a change of gender is to conform the person’s legal gender to the person’s gender
20 identity and not for any fraudulent purpose.” In enacting the new law, the California legislature
21 declared that “[g]ender identification is fundamentally personal,” and “[t]he binary gender
22 designations of female and male fail to adequately represent the diversity of human experience.” It
23 recognized specifically that individuals might legally change their gender regardless of whether they
24 had undergone any sort of medical transition or sought to change their appearance in any way
25 whatsoever:

26 “Transgender is an umbrella term used to describe people whose gender identity or
27 gender expression do not match the gender they were assigned at birth. Some
28 transgender people have medically transitioned, undergoing gender affirming surgeries
and hormonal treatments, while other transgender people do not choose any form of

1 medical transition. There is no uniform set of procedures that are sought by transgender
2 people that pursue medical transition. Transgender people may identify as female,
3 male, or nonbinary, may or may not have been born with intersex traits, may or may
4 not use gender-neutral pronouns, and may or may not use more specific terms to
describe their genders, such as agender, genderqueer, gender fluid, Two Spirit,
bigender, pangender, gender nonconforming, or gender variant.”

5 79. These efforts to change the law to define gender entirely based on an individual’s
6 internal, subjective perception of their gender have been controversial, and the changes have not all
7 been in one direction. In October 2018, for example, the U.S. Department of Health and Human
8 Services directed federal agencies tasked with administering Title IX, which is the federal civil rights
9 law that bans gender discrimination in education programs that receive government financial
10 assistance, to adopt an explicit and uniform definition of gender as determined “on a biological basis
11 that is clear, grounded in science, objective and administrable.” After several women at a prison in
12 Texas filed a federal lawsuit in which they alleged that sharing facilities, including cell blocks and
13 bathrooms, with transgender women violated their privacy and subjected them to increased to risk of
14 rape and assault, the Bureau of Prisons stated that it would use an inmate’s biological sex to initially
15 determine where that person will be housed and which bathroom the person will use. In 2017, civil
16 rights officials in the Department of Justice and Department of Education rejected the position that
17 civil rights laws required schools to permit students to use the bathroom of the gender they choose to
18 identify with.

19 80. Many feminists, including Murphy, argue that there is a difference between
20 acknowledging that transgender women see themselves as female and counting them as women in a
21 legal or social sense. To accept the viewpoint of transgender activists, argues the philosopher Kathleen
22 Stock, is to view female biology and reproduction as only “contingent features of womanhood”. Yet,
23 for most women, “it’s central to their sense of self-identity” that “they have a female body.” There are
24 also many significant public health issues that disproportionately or differently affect biological
25 women, including breast and cervical cancer, sexual and reproductive health issues (such as access to
26 contraception), maternal health, and sexually transmitted diseases.

27 81. Murphy and other feminists also object to the notion that one’s gender is purely a
28 matter of personal preference. In May 2017, Murphy testified before the Senate of Canada’s

1 Committee on Legal and Constitutional Affairs in opposition to Bill C-16, which would amend the
2 Canadian Human Rights Act and the Criminal Code to prohibit discrimination based on “gender
3 expression” and “gender identity.” Murphy particularly objected to the definition of “gender identity”
4 put forward by the bill’s sponsor as “a person’s internal or individual experience of their gender.”
5 Murphy argued that “[t]reating gender as though it is either internal or a personal choice is dangerous
6 and completely misunderstands how and why women are oppressed under patriarchy, as a class of
7 people.” She explained, “Generally, the claim that one ‘feels’ like the opposite sex ‘on the inside’ is
8 connected to a list of sexist gender stereotypes: a boy likes dolls and dresses, a girl plays with trucks
9 and cuts her hair short, a man enjoys wearing pantyhose and getting manicures, etc. There is no
10 scientific foundation for the idea that sex is defined by a ‘feeling’ or by superficial choices.” Thus,
11 “[t]he idea that gender is something internal, innate, or chosen — expressed through superficial and
12 stereotypical means like hairstyles, clothing, or body language — is deeply regressive.”

13 82. Murphy asked, “If we say that a man is a woman because of something as vague as a
14 ‘feeling’ or because he chooses to take on stereotypically feminine traits, what impact does that have
15 on women’s rights and protections? Should he be allowed to apply for positions and grants
16 specifically reserved for women, based on the knowledge that women are underrepresented or
17 marginalized in male-dominated fields or programs and based on the fact that women are paid less
18 than men and often will be fired or not hired in the first place because they get pregnant or because it
19 is assumed they may become pregnant one day? The way men ‘feel’ ‘on the inside’ does not change
20 that they hold power and privilege in this society and the way women ‘feel’ ‘on the inside’ does not
21 change their experience of sexism. . . . Dissolving the categories of ‘man’ and ‘woman’ in order to
22 allow for ‘fluidity’ may sound progressive, but is no more progressive, under the current
23 circumstances, than saying race doesn’t exist and that white people don’t hold privilege in this world
24 if they don’t ‘feel’ white or if they take on racist stereotypes attached to people of colour. If a white
25 person did this, we would rightly call it cooptation and denounce the behavior. Why do we accept that
26 if a man takes on sexist stereotypes traditionally associated with women he magically changes sex and
27 sheds his status as male in this world?”
28

1 83. Murphy also argued against Bill C-16 and similar legislation defining gender as a
2 personal choice because it threatens the existence of female-only spaces, expressing concern that “the
3 rights of women and girls are being pushed aside to accommodate a trend.” In her view, legislation
4 that would allow individuals who are biologically male but self-identify as women to access female-
5 only spaces such as changing rooms, women’s prisons, and rape crisis centers would invade women’s
6 privacy and destroy their sense of safety and security in these spaces. These risks are especially acute
7 for women who have previously been victims to sexual violence and assault—precisely the women
8 who are most at need for rape crisis centers and domestic violence shelters. Murphy has written that
9 “[t]here is a reason certain spaces are sex-segregated—such as change rooms, bathrooms, women’s
10 shelters, and prisons: because these are spaces where women are vulnerable, and where male predators
11 might target women and girls. These are spaces where women and girls may be naked, and where they
12 do not want to be exposed to a man’s penis, regardless of his insistence that his penis is actually
13 ‘female.’” She asked, “Is it now the responsibility of women and girls to leave their own spaces if
14 they feel unsafe? Are teenage girls obligated to overcome material reality lest they be accused of
15 bigotry? Is the onus on women to suddenly forget everything they know and have experienced with
16 regard to sexual violence, sexual harassment, and the male gaze simply because one individual wishes
17 to have access to the female change room?”

18 84. During her time on Twitter, Murphy was subjected to numerous violent, explicit
19 threats, along with continual abuse and harassment. She was routinely called a “TERF” (a derogatory
20 term meaning “trans-exclusionary feminist”), a “Nazi,” a “cunt” by other users, typically men, many
21 of whom had large followings. Many of the insults and abuse were sexual in nature and explicitly
22 targeted Murphy based on her gender. For example, one Tweet from a user who still on the platform
23 said, “Meghan is having fantasies about being raped again.” Another user who has not been banned
24 directed her to “[g]o chew on razorblades you TERF scum.” Murphy reported these threatening and
25 harassing Tweets on numerous occasions, but Twitter took no action in response.

26 85. Individuals such as Murphy who question the concept of “gender identity” are
27 routinely subjected to threats, harassment and violence. In September 2017, a group of women
28 assembled at the historic Speaker’s Corner in London’s Hyde Park before heading off to hear a talk

1 entitled “What is Gender,” regarding the UK’s proposed Gender Recognition Act, its effect on
2 women’s rights and the women’s movement. Speaker’s Corner has long been recognized as a space
3 for free speech, where open debate and discussion have taken place for over a century. In the 1940s,
4 George Orwell described Speaker’s Corner as “one of the minor wonders of the world,” where he had
5 listened to “Indian nationalists, temperance reformers, Communists, Trotskyists, the Socialist Party of
6 Great Britain (SPGB), the Catholic Evidence Society, freethinkers, vegetarians, Mormons, the
7 Salvation Army, the Church Army, and a large variety of plain lunatics.” A group called Action for
8 Trans Health London had gotten wind that women were meeting at Speaker’s Corner and, using a
9 Facebook event page titled “TERFs Never Welcome Anywhere!,” organized a group of 20-30
10 protestors to harass attendees and follow them to the venue. Some yelled “Kill all TERFs” and held
11 signs reading “No Debate.” A group of protestors pushed over a 60-year old woman who had planned
12 to attend the talk after she attempted to film them. A protestor who goes by the name Tara Flik Wood
13 then proceeded to punch and kick the woman as she lay on the ground helpless. Wood’s attack was
14 completely foreseeable: he had previously commented on the “TERFs Never Welcome Anywhere!”
15 Facebook event page, “I wanna fuck some terfs up, they are no better than fash.” Wood was
16 eventually convicted of assault the following April. Rather than condemn the attack, Action for Trans
17 Health London posted that it was “proud” of the protestors’ actions and accused the women who
18 peacefully gathered for the talk of engaging in “hatred, misogyny and intimidation.

19 86. Several Twitter users also praised the attack. One user wrote, “Imagine if twenty
20 people had punched terfs. Imagine if every terf had left bruised and bloodied. Every one would stop
21 organizing.” Another posted: “I heard a TERF got punched so it’s my duty as commander of
22 Armchair Violence Enthusiast Twitter to say: good job, nice work, keep it up.” A verified user
23 responded, “It’d be nice if there were roving gangs of trans women beating the shit out of transphobes,
24 but sadly this doesn’t seem to be the case.” All of these users are still active on Twitter, and none has
25 been banned.

26 87. Violent threats and harassment against “TERFs” has become normalized to the point
27 that the San Francisco Public Library in March 2018 hosted an exhibit that included a depiction of a
28 bloody shirt with the words, “I PUNCH TERFS,” alongside baseball bats and axes, some covered in

1 barbed wire (in April 2018, the library altered the exhibit “to remove an offensive shirt” because it
2 “could be interpreted as promoting violence.”). Indeed, Scout Tran, the creator of the exhibit, founded
3 a transgender activist group called the Degenderettes, which has taken to showing up at LGBT and
4 women’s events wearing bloody shirts and carrying baseball bats like the ones depicted in the exhibit.
5 Harassment and bullying of women perceived to be “TERFs” is now common at such events.

6 88. The threats and violence are part of a coordinated effort to smear, discredit and silence
7 anyone who questions the notion of “gender identity” as a matter of personal preference. The threats
8 have worked: a recent ComRes survey of 150 Members of the UK Parliament found that only 33% of
9 MPs agreed with the statement, “I feel I can speak freely on transgender issues without undue fear of
10 social media attacks or being accused of transphobia.” A majority, 54%, disagreed. 28% of all MPs
11 agreed that people should be able to decide their own legal gender without the approval of a doctor;
12 50% disagreed. 59% said that the rise in the number of children presenting as transgender “is a
13 worrying development that has not been properly explained or discussed yet.” 67% said “I am
14 concerned that rules allowing men to self-identify as women and access women-only spaces like
15 prisons and refuges could be exploited by abusive individuals.” Yet due to fear of the type of threats,
16 bullying and harassment suffered by Murphy and others who question whether “gender identity”
17 should be regarded as purely a private choice, no MPs to date have expressed these concerns publicly.

18 89. On January 10, 2018, March On Vancouver, the organizers of the Vancouver Women’s
19 March, announced via Twitter that one of the speakers at the March would be Hailey Heartless.
20 According to the organizers, Heartless “self identifies as a transsexual professional dominatrix” and
21 “has over ten years of activist experience in LGBTQ, feminist, sex positive, sex worker and labour
22 communities.” Heartless’s Twitter account, @SadistHailey, bills Heartless as “Western Canada’s only
23 #tsbbw goddess. Worship and serve by Skype or in person,” as well as a “[s]ex worker union
24 organizer.” Heartless’s legal name is Lisa Kreut. Kreut is biologically male and identified as “Ryan
25 Kreut” until 2015.

26 90. At the 2016 British Columbia Federation of Labour (BCFED) Conference, Kreut had
27 helped organize a successful effort to prohibit BCFED and its affiliated unions from funding the
28 Vancouver Rape Relief and Women’s Shelter (VRR), on the ground that it limited its services to

1 biological females. Murphy was intensely critical of the effort to defund the Women's Shelter.

2 91. On Twitter, Murphy expressed shock and dismay that March On Vancouver had
3 chosen Kreut/Heartless, a professional dominatrix who promotes legalized prostitution and sexualized
4 violence to speak, at a feminist rally. On January 11, 2018, Murphy tweeted: "For the record, this
5 'dominatrix' was also one of those behind the push to get @bcfed to boycott and defund Vancouver
6 Rape Relief, Canada's longest standing rape crisis center. He is ACTIVELY working to take away
7 women's services and harm the feminist movement." (Exhibit Y). Twitter took no action regarding
8 this Tweet for over 7 months.

9 92. In April 2018, Kreut was one of the signatories on an open letter demanding that Yuly
10 Chan, a Vancouver anti-poverty activist, be removed from a panel discussing urban renewal at the
11 Vancouver Crossroads conference. The letter was posted on a website Kreut had helped create,
12 noterfsnoswerfs.wordpress.com/. Chan had been invited by conference organizers to speak on behalf
13 of her group, the Chinatown Action Group, which organizes to improve the lives of low-income
14 residents of Vancouver's Chinatown. Kreut and the other signatories demanded that Chan be removed
15 from the panel on the ground that she "is a well-documented Trans Exclusionary Radical Feminist
16 (TERF) and Sex Worker Exclusionary Radical Feminist (SWERF), and is known in the community to
17 promote this ideology." As evidence, the group cited Chan's membership in a group called Asian
18 Women Coalition to End Prostitution, her retweet of a post by the VRR, and the fact that she tweeted
19 a link to Murphy's *Feminist Current* article "Bill C-16 misunderstands what gender is and how it
20 harms women under patriarchy." The signatories demanded that Chan and anyone who holds similar
21 beliefs be banned "from being offered and/or provided a platform at any event" organized by the
22 Vancouver District Labour Council, Canadian Union of Public Employees, Organize BC, and that the
23 groups apologize for having ever invited Chan. Although targeted at Chan, the letter's signatories
24 made clear that this statement applied equally to Murphy: they were urging that she never again be
25 allowed to speak in public either. Organize BC, the conference organizer, complied with the
26 signatories' demand, removing Chan from the panel and apologizing both publicly and privately for
27 having invited her to speak. Shortly after, in May 2018, Murphy tweeted: "Lisa Kreut and another
28 trans-identified male/misogynist created a website in order to libel a local woc activist, and published

1 a letter demanding she be removed from a panel scheduled as part of this conference [...] . The
2 organizers caved immediately.” She noted, “The ‘evidence’ provided to claim the activist should be
3 removed is almost entirely to do with her activism against the sex trade, then literally a few retweets
4 and ‘likes’ from feminists these men don’t like. Seven people signed the thing. It’s ridiculous.”

5 93. Angered by Murphy’s criticism and wishing to silence her permanently, Kreut then
6 proceeded to target the advertising revenue of her website, *Feminist Current*. Kreut contacted the
7 company that arranged *Feminist Current*’s advertising, SheKnows Publishing Network, and
8 complained about Murphy’s writing. SheKnows responded in July 2018 by pulling all advertising
9 from *Feminist Current* and terminating its relationship with the site. Ironically, the two articles that
10 SheKnows cited as violations of their policies were 1) a May 1, 2018 article where Murphy
11 highlighted violence and threats against women who question “gender identity” politics; 2) a June 19,
12 2018 article where Murphy criticized calls for censorship and attempts to smear Jesse Singal as
13 “transphobic” after his *Atlantic* cover story on teenagers who attempt to medically transition genders,
14 which angered many activists because it included interviews with teenagers who halted or reversed
15 their gender transitions and questioned whether physicians should uncritically affirm a teenager’s
16 desire to transition genders without further inquiry.

17 94. After Kreut publicly admitted to targeting *Feminist Current*’s ad revenue by contacting
18 SheKnows and urging it to terminate its relationship with Murphy, Murphy tweeted the following on
19 August 30, 2018: “Aaaand look who publicly admitted to going after @feministcurrent’s ad revenue
20 in an attempt to shut us down, and is now offering tips to other men in order to go after
21 @MumsnetTowers [...] [...] ” “This is Lisa Kreut, @lispinglisa, the male BDSMer who was given a
22 platform to promote prostitution at the Vancouver Women’s March this year, who led efforts to
23 defund Vancouver Rape Relief & Women’s Shelter at BCFED 2016... [...]” “So @blogger pulled
24 revenue from a feminist site because a white man who spends his energy promoting the sex trade as
25 empowering for women and targeting/trying to silence/defund women’s shelters, female activists, and
26 feminist media told them to.” (Exhibit Y).

27 95. The same day, Kreut posted, “I know someone who works at Twitter safety,” and
28 implied that Kreut regularly communicated with this person.

1 96. Later on August 30, 2018, Murphy’s Twitter account was locked for the first time.
2 Twitter claimed that four of Murphy’s Tweets violated its Hateful Conduct Policy and required that
3 Murphy delete them before she could regain access to her account. All four of the supposedly
4 offending Tweets were critical of Kreut: Murphy’s January 11, 2018 Tweet noting that Kreut was
5 “one of those behind the push to get @bcfed to boycott and defund Vancouver Rape Relief, Canada’s
6 longest standing rape crisis center” and her three tweets from August 30, 2018 noting that Kreut had
7 admitted to targeting *Feminist Current*’s ad revenue and criticizing SheKnows for capitulating to
8 Kreut’s demand. These Tweets criticized Kreut’s actions in attempting to defund and deplatform
9 *Feminist Current* and VRR and encouraging activists in efforts to do the same to Mumsnet, a popular
10 UK women’s website. They did not promote violence against, threaten or harass Kreut based on
11 Kreut’s gender identity. While the Tweets refer in passing to Kreut as a man, Twitter’s Rules at this
12 time did not include any prohibition on “misgendering,” and there was not requirement that Murphy
13 or any other user refer to Kreut by Kreut’s “gender identity” as opposed to biological sex.

14 97. The notion that Murphy’s passing references to Kreut as male could be regarded as
15 promoting violence against, threatening or harassing Kreut based on Kreut’s gender is baseless. Kreut
16 is a highly visible public figure and leader within Vancouver’s feminist community, who has used that
17 power and influence to urge, repeatedly, that female-only spaces and those who defend them be
18 permanently defunded and deplatformed. In this context, it was fair to note that Kreut is a self-
19 identified “transsexual professional dominatrix” who had identified as a man until approximately 3
20 years prior, and thus may have interests and perspectives that differ from those of women who have
21 had that status their entire lives, especially with respect to the need for female-only spaces such as
22 rape crisis centers.

23 98. After complying with Twitter’s demand that she delete the Tweets in question, Murphy
24 posted, on August 31, 2018: “Hi Twitter, I’m a journalist. Am I no longer allowed to report facts on
25 your platform?” Twitter required her to immediately delete this Tweet, implausibly claiming that it
26 violated its Hateful Conduct Policy. (Exhibit D). It then suspended her from the platform for 12 hours.
27 Twitter’s baseless invocation of the Hateful Conduct Policy in this instance shows that Twitter lacked
28 a good-faith belief that Murphy was violating its rules, and that its stated reasons for her ban were a

1 sham. Murphy appealed the suspension, but received no response.

2 99. On November 15, 2018, Murphy's account was locked again. This time, Twitter forced
3 Murphy to remove a Tweet from October 11, 2018 stating: "Men aren't women," and a Tweet from
4 October 15, 2018 that asked: "How are transwomen not men? What is the difference between a man
5 and a transwoman?" Twitter once again claimed that these Tweets violated its Hateful Conduct
6 Policy, despite the fact that they did not "promote violence against or directly attack or threaten"
7 anyone. At the time Murphy posted these Tweets, Twitter had no rule, policy or contractual provision
8 forbidding users from differentiating between men and women based on their biological sex. Twitter
9 did not enact its new policy on "misgendering" until late October 2018, and even so, Murphy's
10 Tweets did not "misgender" anyone, nor were they even *arguably* targeted at any specific individual.
11 Instead, these Tweets did nothing more than expressed a political belief held by a majority of the
12 American public: that biological men are not women merely because they internally and subjectively
13 perceive their gender identity to be female (and vice versa).

14 100. In response, Murphy tweeted on November 15, 2018: "This is f**king bulls***
15 @twitter. I'm not allowed to say that men aren't women or ask questions about the notion of
16 transgenderism at all anymore? That a multi billion dollar company is censoring BASIC FACTS and
17 silencing people who ask questions about this dogma is INSANE."

18 101. Four days later, on November 19, 2018, Twitter locked Murphy out of her account
19 once against and forced her to erase her November 15, 2018 Tweet in which she protested its
20 censorship of her views. (Exhibit D). It did not identify any rule or policy that this Tweet violated, in
21 violation of its promise in its Enforcement Guidelines to inform users "which policies have been
22 violated" before requiring removal of a Tweet.

23 102. The next day, November 20, 2018, Murphy was locked out of her account again, and
24 forced to remove her two Tweets from May 2018 defending Yuly Chan against smears against her
25 from Lisa Kreut and other signatories of the letter demanding she be permanently deplatformed and
26 never permitted to speak publicly again.

27 103. On November 23, 2018, Twitter informed Murphy via private email that she was being
28 permanently suspended based on a November 8, 2018 Tweet where Murphy wrote "Yeeeah it's him"

1 over an embedded image of Yaniv’s public Google review of a waxing salon that Yaniv five months
2 earlier using the name “Jonathan Yaniv” and a photo where Yaniv appears clearly to be a man.
3 (Exhibit E).

4 104. Twitter’s claim that Murphy “misgendered” Yaniv by Tweeting “Yeeeah it’s him” over
5 an image of Yaniv’s recent Google review in which *Yaniv* identified using a male name and a male-
6 appearing photo was frivolous.

7 105. Murphy’s ban stunned Twitter users and the wider public, generating an outpouring of
8 commentary and news coverage. Despite its express contractual promise to its users, Twitter failed to
9 provide any notice whatsoever of its new “misgendering” policy prior to enforcing it against Murphy
10 and other users. The existence of this controversial new policy was only discovered and reported upon
11 after Murphy was permanently suspended, at which point it became the subject of countless news
12 articles and much controversy. The roll-out of the new policy was so secretive that the exact date
13 (sometime in late October) that the “misgendering” policy was added has still never been confirmed,
14 by Twitter or anyone else.

15 106. Twitter made no written or oral statement in any place open to the public or any public
16 forum regarding its decision to ban Murphy or its new “misgendering” policy. Twitter’s statements
17 notifying Murphy of her ban and explaining its purported reasons for the ban were communicated
18 privately to her.

19 107. On December 10, 2018, Yaniv stated before a public meeting of the Township Council
20 of Langley, British Columbia that he “personally got [Murphy’s] Twitter account suspended and
21 created global outcry . . . and created global policy changes in social networks.” In the same public
22 meeting, Yaniv called for Murphy to be criminally prosecuted for tweeting “Men are not women.”

23 108. Murphy is a freelance journalist and writer who relies on Twitter for her livelihood.
24 Without a Twitter account, she unable to share articles with her followers, share links to her Patreon
25 account (where readers can support her work financially), have a voice in public debates, or defend
26 herself against constant false and defamatory attacks. There is no public forum comparable to Twitter
27 that would allow Murphy to support herself as a freelance journalist. Over 96% of journalists use
28 Twitter, and 70% view it as the most useful social media platform for their profession. (Exhibit L).

1 Access to Twitter’s open public forum is essential to Murphy’s livelihood.

2 109. Murphy has invested a great deal of time and effort in building up a substantial Twitter
3 following of nearly 25,000 users worldwide. Twitter recognizes followers on its platform as assets
4 that have a monetary value, noting: “The cost per follower on Twitter is set by a second price auction
5 among other advertisers – you’ll only ever pay just slightly more than the next highest bidder. A bid
6 of \$2.50 - \$3.50 is recommended based on historical averages.” (Exhibit K). Twitter also recognizes
7 that accounts are assets owned solely by their owners, which account owners may sell or assign to
8 others. In permanently suspending her account, Twitter deprived Murphy of an asset that it recognizes
9 as having a significant monetary value.

10 110. The injunctive relief sought by Murphy in this case will benefit the hundreds of
11 millions of Twitter users who have been subject to its unconscionable terms of service. Twitter asserts
12 the right to permanently ban anyone from its platform at any time, for any reason or no reason at all,
13 including arbitrary and discriminatory reasons such as race and gender, without any liability. Millions
14 of Twitter users who have spent time, money, and effort to gain followers could all have their
15 accounts terminated for any or no reason, or could lose their valuable economic interest in access to
16 their Twitter accounts and followers based on arbitrary, discriminatory or unlawful reasons. In
17 addition, Twitter has violated its User Agreement by targeting Murphy and hundreds of other users for
18 permanent bans based on new rules that they were not any given notice of and which they did not
19 violate, and which Twitter has purported to enforce against them retroactively. Twitter’s actions
20 directly threaten the contractual rights and reasonable expectations of all of Twitter’s 330 million
21 users. Moreover, Twitter’s revisions to its Terms of Service and Rules, including its “misgendering”
22 policy, have chilled the free and uninhibited public debate on important issues that Twitter promises
23 to its users, and to the public.

24 111. Twitter banned the accounts of Murphy and hundreds of similarly-situated users as part
25 of a new regime of viewpoint-based censorship that was intended to chill the speech and debate of its
26 users and the public at large on issues of widespread public interest. Its actions have had a significant
27 chilling effect on public debate and discussion. California, and the nation as a whole, has a supremely
28 important interest in ensuring that our national dialogue remains uninhibited and robust, and that the

1 traditional freedom to speak freely in public forums is upheld. Twitter’s actions in playing the role of
2 a viewpoint censor pose a direct threat to our “profound national commitment to the principle that
3 debate on public issues should be uninhibited, robust, and wide-open.” *New York Times Co. v.*
4 *Sullivan* (1964) 376 U.S. 254, 270 [84 S. Ct. 710]. It is a direct break with California’s long and
5 cherished tradition of protecting the rights of the public to freely speak and petition in the public
6 square.

7 112. Private enforcement of the UCL’s prohibitions on false and deceptive advertising and
8 unfair business practices is necessary in this case to advance the public interest. The UCL specifically
9 contemplates that it will be enforced through lawsuits brought by injured citizens seeking injunctive
10 relief on behalf of a class of similarly-situated persons and the general public. Murphy’s UCL claim
11 seeks to enforce the obligation of Twitter to live up to the promises it has made that it would uphold
12 free speech rights on its open public forum. It also seeks to protect the rights of the public to have
13 their economic investments in their Twitter accounts protected.

14 113. Moreover, the financial burden placed on Murphy is disproportionate in relation to her
15 stake in the matter. Murphy is shouldering the entire burden of financing this lawsuit, and seeks no
16 monetary relief other than her attorney’s fees. Instead, she seeks injunctive relief that is identical to
17 that sought on behalf of other similarly-situated persons and the general public.

18 114. This suit would result in the enforcement of an important right affecting the public
19 interest under Cal. Civ. Proc. Code § 1021.5. The relief sought would confer a significant benefit on
20 the general public or a large class of persons; private enforcement is necessary because no public
21 entity has sought to enforce the rights that Murphy seeks to vindicate in this lawsuit; and Murphy is
22 shouldering a financial burden that is disproportionate in relation to her stake in the suit.

23 **FIRST CAUSE OF ACTION**
24 **(Breach of Contract)**

25 115. Murphy re-alleges and incorporates by reference each and every preceding paragraph
26 as though set forth fully herein.

27 116. Twitter’s User Agreement, which includes its Terms of Service, Rules, and associated
28 policies, constitutes a binding contract with each of its users, including Murphy.

1 117. In its Terms of Service, Twitter promises its users that changes “will not be
2 retroactive.” Twitter’s Terms of Service also state: “Other than for changes addressing new functions
3 or made for legal reasons, we will notify you 30 days in advance of making effective changes to these
4 Terms that impact the rights or obligations of any party to these Terms, for example via a service
5 notification or an email to the email associated with your account.” (emphasis added).

6 118. Twitter’s Enforcement Guidelines state that Twitter reserves “account-level” actions,
7 including permanent suspensions, for cases where “a person has violated the Twitter Rules in a
8 particularly egregious way, or has repeatedly violated them even after receiving notifications from
9 us.”

10 119. In violation of the express contractual provisions cited above, Twitter did not provide
11 Murphy or any other user notice of the sweeping changes to its Hateful Conduct Policy, including its
12 new “misgendering” provision, that it enacted at some point in late October 2018. These changes were
13 not made in order to address new functions, nor were they made for legal reasons. Twitter then
14 purported to ban Murphy for violating these new provisions. In doing so, Twitter enforced these
15 changes against Murphy retroactively, and without providing her 30 days’ advance notice, in violation
16 of its User Agreement.

17 120. Twitter’s changes to the Hateful Conduct Policy, including the new “misgendering”
18 provision, significantly impacted the rights and obligations of Murphy and millions other users with
19 respect to the Terms of Service and her use of Twitter. Twitter’s Hateful Conduct Policy is
20 incorporated into its Rules, and Twitter’s Rules are specifically incorporated into its Terms of Service,
21 which state that the Rules “outline what is prohibited on the Services” and directs readers to review
22 them.

23 121. With respect to “Permanent Suspension,” Twitter states: “This is our most severe
24 enforcement action. . . . When we permanently suspend an account, we notify people that they have
25 been suspended for abuse violations, and explain which policy or policies they have violated and
26 which content was in violation.”

27 122. At all times, Murphy complied in good faith with all provisions of the Twitter’s Terms
28 of Service, Rules and incorporated policies. However, in violation of Twitter’s User Agreement and

1 the duty of good faith and fair dealing implicit within it, Twitter targeted her for permanent
2 suspension despite the fact that she never violated any the Terms of Service, Rules or incorporated
3 policies.

4 123. The portions of Twitter’s Terms of Service purporting to give Twitter the right to
5 suspend or ban an account “at any time for any or no reason” and “without liability to you” are
6 procedurally and substantively unconscionable.

7 124. Given Twitter’s unique role as the dominant public forum for news reporting and
8 public discussion and debate, Murphy and others users had no comparable alternative platform to
9 move to if they were unhappy with Twitter’s unfair terms. Even if they did, they would be unable to
10 transfer the tens of thousands of followers they had accrued on Twitter to the new platform.

11 125. Twitter’s Terms of Service state, “In the event that any provision of these Terms is
12 held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum
13 extent necessary, and the remaining provisions of these Terms will remain in full force and effect.”
14 The Court should thus sever the aforementioned unconscionable provisions from Twitter’s User
15 Agreement and enforce the remainder of the contract.

16 126. The aforementioned breaches by Twitter have caused, and will cause, Murphy and
17 similarly-situated users to suffer irreparable harm. They have lost their valuable economic interests in
18 access to their Twitter account and their followers forever. Moreover, there is no public forum
19 comparable to Twitter which would allow Murphy and other users to build a widespread following,
20 communicate with a global audience, or support themselves in the fields of journalism, politics, or
21 public affairs.

22 **SECOND CAUSE OF ACTION**
23 **(Promissory Estoppel)**

24 127. Murphy re-alleges and incorporates by reference each and every preceding paragraph
25 as though set forth fully herein.

26 128. Twitter made several promises that were clear and unambiguous in their terms:

- 27 a. Its promise in the Twitter Rules applicable when Murphy joined that “we do not
28 actively monitor user’s content and will not censor user content,” except in limited
circumstances such as impersonation, violation of trademark or copyright, or “direct,

specific threats of violence against others”;

- b. Its promise in its Terms of Service that, “Other than for changes addressing new functions or made for legal reasons, we will notify you 30 days in advance of making effective changes to these Terms that impact the rights or obligations of any party to these Terms, for example via a service notification or an email to the email associated with your account”
- c. It promise in its Terms of Service that any changes would not be retroactive;
- d. It promises in its Enforcement Guidelines that “Twitter reserves “account-level” actions, including permanent suspensions, for cases where “a person has violated the Twitter Rules in a particularly egregious way, or has repeatedly violated them even after receiving notifications from us”;
- e. It promises on its Safety page that “We treat everyone equally: the same Twitter Rules apply to all” and “You have the right to express yourself on Twitter if you adhere to these rules”; and
- f. The sworn statements of its CEO that Twitter does not “consider political viewpoints, perspectives, or party affiliation in any of our policies or enforcement decisions, period.”

129. Murphy and other similarly-situated users reasonably relied on these promises to their detriment in joining Twitter and remaining on the platform. Murphy and other users never would have joined the platform, invested time in building a following, or used the platform to communicate on public issues had they known that Twitter would engage in viewpoint-based censorship of their views.

130. The reliance of Murphy and similarly-situated users was foreseeable and calculated. Twitter intended that customers and potential customers would rely on these promises in joining and remaining on the platform.

131. Murphy and other users that Twitter has censored have been injured by their reliance on these promises. They have lost their valuable economic interests in access to their Twitter account and their followers forever.

THIRD CAUSE OF ACTION **(Violation of Unfair Competition Law – Bus. & Prof. Code § 17200, *et seq.*)**

132. Murphy re-alleges and incorporates by reference each and every preceding paragraph as though set forth fully herein.

133. Under the Unfair Competition Law (UCL), “[a]ny person who engages, has engaged, or proposes to engage in unfair competition may be enjoined in any court of competent jurisdiction.”

1 Civ. Code § 17203. Unfair competition is defined as “any unlawful, unfair or fraudulent business act
2 or practice and unfair, deceptive, untrue or misleading advertising.” Civ. Code § 17200.

3 134. In *California Grocers Assn. v. Bank of America* (1994) 22 Cal. App. 4th 205, 218, the
4 Court noted that the UCL “generally prohibit[s] an ‘unfair’ business practice (Bus. & Prof. Code, §
5 17200), which ‘may be enjoined in any court of competent jurisdiction’ (Bus. & Prof. Code, §
6 17203).” The Court “assumed” that this language “encompass[ed] an affirmative cause of action for
7 unconscionability,” a conclusion that it found to be “suggested by the Legislature’s broad grant of
8 remedial power.” (*California Grocers*, 22 Cal. App. 4th at p. 218.)

9 135. In this case, for the reasons described above, the portions of Twitter’s Terms of Service
10 purporting to give Twitter the right to suspend or ban an account “at any time for any or no reason”
11 and “without liability to you” are procedurally and substantively unconscionable. Twitter’s Terms of
12 Service did not include any provision allowing it to suspend or ban accounts “at any time for any
13 reason” until May 17, 2012 and did not include the “without liability to you” language until even later,
14 January 27, 2016. Twitter committed an “unfair” business practice by inserting these unconscionable
15 provisions into its Terms of Service.

16 136. Under the UCL, a fraudulent business practice is “one that is likely to deceive members
17 of the public.” *Morgan v. AT&T Wireless Servs., Inc.* (2009) 177 Cal. App. 4th 1235, 1255, [99 Cal.
18 Rptr. 3d 768]. Unlike common law fraud, the UCL does not require “allegations actual falsity and
19 reasonable reliance pleaded with specificity.” *Id.* at 1256.

20 137. Twitter’s practices are fraudulent because it held itself out to be a free speech
21 platform—the “free speech wing of the free speech party,” as one of its executives stated in 2012. Its
22 advertisements describe it as “the live public square,” and a “public forum.” Twitter’s status as a
23 forum that would uphold the free speech rights of its users was not a minor detail lurking within
24 Twitter’s Terms of Service. Instead, Twitter claimed that this was *the entire reason the platform was*
25 *founded* and the platform’s *most basic function*. Twitter’s well-publicized mission statement, which
26 appears on its official company pages, is: “The mission we serve as Twitter, Inc. is to give everyone
27 the power to create and share ideas and information instantly without barriers. **Our business and**
28 **revenue will always follow that mission in ways that improve – and do not detract from – a free**

1 **and global conversation.**” (Exhibit H). On its “Values” page, Twitter states: “We believe in free
2 expression and think every voice has the power to impact the world.” (Exhibit G). In its advertising
3 and public statements, Twitter describes itself as “a free platform for all voices to be heard and to
4 organize” “the live public square,” a “public forum,” and the “free speech wing of the free speech
5 party.” And its CEO promised in sworn public testimony on September 5, 2018 that it would not
6 discriminate on the basis for political viewpoint or perspective, either in its policies or the
7 enforcement of those policies. (Exhibit B).

8 138. Twitter’s “Safety” page proclaims, in large letters: “We’re dedicated to making Twitter
9 a safe place for free expression.” Describing “our approach,” Twitter states: “**Free expression is a**
10 **human right. Everyone has a voice, and the right to use it.**” (emphasis added). (Exhibit S). Twitter
11 lists “our principles” as follows, in large, bold lettering:

12 “1. **Twitter stands for freedom of expression for everyone.**

13 2. **We do not take sides. We show sides. Every side.**

14 3. **We treat everyone equally: the same Twitter Rules apply to all.**

15 4. **You have the right to express yourself on Twitter if you adhere to these rules.”**

16 139. These repeated promises that Twitter was committed to upholding the free speech
17 rights of its users were material to the decision of hundreds of millions of users across the globe,
18 including Murphy, to join the platform.
19

20 140. Moreover, in its Terms of Service effective when Murphy joined the platform, Twitter
21 specifically stated that it would not “actively monitor user’s content and will not censor user content,”
22 except in limited circumstances such as impersonation, violation of trademark or copyright, or “direct,
23 specific threats of violence against others.”
24

25 141. Relying on these statements, Murphy and other similarly-situated users reasonably
26 assumed that Twitter would allow them to use the forums to freely express their opinions on all
27 subjects, without engaging in censorship based on their political views and affiliations, so long as they
28 did not threaten or harass others. Based on Twitter’s advertising, they reasonably expected that it was

1 and would continue to be a public forum for the speech of its users.

2 142. Twitter's Terms of Service state that any changes "**will not be retroactive**," and that
3 "we will notify you 30 days in advance of making effective changes to these Terms that impact the
4 rights or obligations of any party to these Terms, for example via a service notification or an email to
5 the email associated with your account."

6 143. However, in violation of its previous representations, Twitter has censored Murphy and
7 other users based on their political beliefs and perspectives and applied its new rule on
8 "misgendering" retroactively. In addition, it provided Murphy and other users no notice whatsoever of
9 the rule change.

10 144. As a result of Twitter's violations of the UCL, Murphy and other users that Twitter has
11 censored based on their viewpoints have suffered, and will continue to suffer, immediate and
12 irreparable injury in fact. They have lost a tangible property interest in their accounts and the
13 followers they had accumulated. There is no public forum comparable to Twitter that would allow
14 Murphy and other users to build a widespread following, communicate with a global audience, or
15 support themselves in the fields of journalism, politics, or public affairs. Murphy, on behalf of herself,
16 those similarly-situated, and the general public, therefore seeks injunctive relief to remedy Twitter's
17 unlawful conduct, and prevent its repetition.

18 PRAYER FOR RELIEF

19 Wherefore, Murphy respectfully prays for a judgment as follows:

- 20 1. For an injunction ordering:
- 21 a. that Twitter cease and desist from enforcing its unannounced and viewpoint
22 discriminatory "misgendering" rule;
 - 23 b. with respect to any accounts Twitter has purported to suspend or ban pursuant to its
24 "misgendering" policy, that Twitter lift any such suspension or ban, and restore
25 access to these accounts immediately;
 - 26 c. that Twitter cease and desist from promulgating or enforcing any other rules or
27 policies that discriminate based on viewpoint;
 - 28 d. that Twitter cease and desist from any attempts to make or enforce material

changes to its User Agreement without providing 30 days' advance notice of the changes, either via service notification or an email to the email address associated with the account of each affected user;

- e. that Twitter cease and desist from any attempts to enforce changes to its User Agreement retroactively;
- f. that Twitter cease and desist from requiring users to delete Tweets without first notifying the user of what rule or policy the Tweet allegedly violated;
- g. that Twitter remove the unconscionable provisions in its Terms of Service purporting to give Twitter the right to suspend or ban an account "at any time for any or no reason" and "without liability to you," and cease and desist from any efforts to invoke or enforce this language against any user;
- h. that Twitter issue a full and frank public correction of its false and misleading advertising and representations to the general public that it does not censor user content except in narrowly-defined, viewpoint-neutral circumstances such as impersonation and copyright violations; that it welcomes all voices and serves as a platform for the free expression of its users; and that it does discriminate based on the political viewpoints or perspectives of its users in either its policies or enforcement.

2. For a declaratory judgment that Twitter has breached and continues to breach its contractual agreements with Murphy and similarly-situated users, and has violated and continues to violate the rights of Murphy and other similarly-situated users under the UCL, by:

- a. Promulgating and enforcing its "misgendering" rule without providing 30 days' advance notice to its users of this change to its User Agreement which impacted their rights and obligations, either via service notification or an email to the email address associated with the account of each affected user;
- b. attempting to enforce changes to its User Agreement retroactively;
- c. requiring users to delete Tweets without first notifying the user of what rule or

1 policy the Tweet allegedly violated;

2 d. enforcing its “Hateful Conduct Policy” arbitrarily and in bad faith in order to
3 suspend, ban and censor users who expressed critical views on “gender identity”
4 issues.

5 3. For a declaratory judgment that Twitter has violated and continues to violate the rights of
6 Murphy and other similarly-situated users under the UCL, by:

7 a. Inserting unconscionable provisions in its Terms of Service purporting to give it the
8 right to suspend or ban an account “at any time for any or no reason” and “without
9 liability to you”;

10 b. Falsely advertising and representing itself to the general public as an open platform
11 that welcomes all voices, upholds the free expression rights of its users, and does
12 not censor content or discriminate based on the political viewpoints or perspectives
13 of its users, when in reality it arbitrarily and discriminatorily censors certain
14 disfavored political viewpoints and perspectives;

15 4. For costs of suit incurred herein;

16 5. For reasonable attorney’s fees; and

17 6. For such other and further relief as this Court deems just and proper.

18
19 Date: February 11, 2019

DHILLON LAW GROUP INC.

20
21 By:



22 Harmeet K. Dhillon, Esq. (SBN: 269535)

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EXHIBIT A



Twitter Terms of Service

If you live in the United States, the Twitter User Agreement comprises these Terms of Service (<https://twitter.com/en/tos#update>), our Privacy Policy (<https://twitter.com/privacy>), the Twitter Rules (<https://twitter.com/rules>) and all incorporated policies.

If you live in the European Union or otherwise outside the United States, the Twitter User Agreement comprises these Terms of Service (<https://twitter.com/en/tos?wcmmode=disabled#intlTerms>), our Privacy Policy (<https://twitter.com/privacy>), the Twitter Rules (<https://twitter.com/rules>) and all incorporated policies.

Twitter Terms of Service

If you live in the United States

These Terms of Service (“Terms”) govern your access to and use of our services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, ads, commerce services, and our other covered services (<https://support.twitter.com/articles/20172501>) (<https://support.twitter.com/articles/20172501>) (<https://support.twitter.com/articles/20172501>) that link to these Terms (collectively, the “Services”), and any information, text, links, graphics, photos, audio, videos, or other materials or arrangements of materials uploaded, downloaded or appearing on the Services (collectively referred to as “Content”). By using the Services you agree to be bound by these Terms.

1. Who May Use the Services

You may use the Services only if you agree to form a binding contract with Twitter and are not a person barred from receiving services under the laws of the applicable jurisdiction. In any case, you must be at least 13 years old, or in the case of Periscope 16 years old, to use the Services. If you are accepting these Terms and using the Services on behalf of a company, organization, government, or other legal entity, you represent and warrant that you are authorized to do so and have the authority to bind such entity to these Terms, in which case the words “you” and “your” as used in these Terms shall refer to such entity.

2. Privacy

Our [Privacy Policy](https://twitter.com/privacy) (<https://twitter.com/privacy>) (<https://www.twitter.com/privacy> (<https://www.twitter.com/privacy>)) describes how we handle the information you provide to us when you use our Services. You understand that through your use of the Services you consent to the collection and use (as set forth in the Privacy Policy) of this information, including the transfer of this information to the United States, Ireland, and/or other countries for storage, processing and use by Twitter and its affiliates.

3. Content on the Services

You are responsible for your use of the Services and for any Content you provide, including compliance with applicable laws, rules, and regulations. You should only provide Content that you are comfortable sharing with others.

Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk. We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. All Content is the sole responsibility of the person who originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content.

We reserve the right to remove Content that violates the User Agreement, including for example, copyright or trademark violations, impersonation, unlawful conduct, or harassment. Information regarding specific policies and the process for reporting or appealing violations can be found in our Help Center

(<https://support.twitter.com/articles/15789#specific-violations>
(<https://support.twitter.com/articles/15789#specific-violations>) and
<https://support.twitter.com/articles/15790> (<https://support.twitter.com/articles/15790>)).

If you believe that your Content has been copied in a way that constitutes copyright infringement, please report this by visiting our Copyright reporting form (<https://support.twitter.com/forms/dmca> (<https://support.twitter.com/forms/dmca>)) or contacting our designated copyright agent at:

Twitter, Inc.

Attn: Copyright Agent

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca> (<https://support.twitter.com/forms/dmca>)

Email: copyright@twitter.com

(for content on Twitter)

Twitter, Inc.

Attn: Copyright Agent - Periscope

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca>

(<https://support.twitter.com/forms/dmca>) Email: copyright@pscp.tv

(for content on Periscope)

Your Rights and Grant of Rights in the Content

You retain your rights to any Content you submit, post or display on or through the Services. What's yours is yours — you own your Content (and your incorporated audio, photos and videos are considered part of the Content).

By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed). This license authorizes us to make your Content available to the rest of the world and to let others do the same. You agree that this license includes the right for Twitter to provide, promote, and improve the Services and to make Content submitted to or through the Services available to other companies, organizations or

individuals for the syndication, broadcast, distribution, promotion or publication of such Content on other media and services, subject to our terms and conditions for such Content use. Such additional uses by Twitter, or other companies, organizations or individuals, may be made with no compensation paid to you with respect to the Content that you submit, post, transmit or otherwise make available through the Services.

Twitter has an evolving set of rules for how ecosystem partners can interact with your Content on the Services. These rules exist to enable an open ecosystem with your rights in mind. You understand that we may modify or adapt your Content as it is distributed, syndicated, published, or broadcast by us and our partners and/or make changes to your Content in order to adapt the Content to different media.

You represent and warrant that you have, or have obtained, all rights, licenses, consents, permissions, power and/or authority necessary to grant the rights granted herein for any Content that you submit, post or display on or through the Services. You agree that such Content will not contain material subject to copyright or other proprietary rights, unless you have necessary permission or are otherwise legally entitled to post the material and to grant Twitter the license described above.

4. Using the Services

Please review the Twitter Rules (<https://twitter.com/rules>) (and, for Periscope, the Periscope Community Guidelines (<https://www.pscp.tv/content>)) at <https://www.pscp.tv/content> (<https://www.pscp.tv/content>)), which are part of the User Agreement and outline what is prohibited on the Services. You may use the Services only in compliance with these Terms and all applicable laws, rules and regulations.

Our Services evolve constantly. As such, the Services may change from time to time, at our discretion. We may stop (permanently or temporarily) providing the Services or any features within the Services to you or to users generally. We also retain the right to create limits on use and storage at our sole discretion at any time. We may also remove or refuse to distribute any Content on the Services, suspend or terminate users, and reclaim usernames without liability to you.

In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third-party providers and partners may place advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others. You also agree not to misuse our Services, for

example, by interfering with them or accessing them using a method other than the interface and the instructions that we provide. You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Twitter (and only pursuant to the applicable terms and conditions), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public. Twitter does not disclose personally-identifying information to third parties except in accordance with our Privacy Policy.

If you use developer features of the Services, including but not limited to Twitter for Websites (<https://dev.twitter.com/web/overview>) (<https://dev.twitter.com/web/overview>), Twitter Cards (<https://dev.twitter.com/cards/overview>) (<https://dev.twitter.com/cards/overview>), Public API (<https://dev.twitter.com/streaming/public>) (<https://dev.twitter.com/streaming/public>), or Sign in with Twitter (<https://dev.twitter.com/web/sign-in>) (<https://dev.twitter.com/web/sign-in>), you agree to our Developer Agreement (<https://dev.twitter.com/overview/terms/agreement>) (<https://dev.twitter.com/overview/terms/agreement>) and Developer Policy (<https://dev.twitter.com/overview/terms/agreement>) (<https://dev.twitter.com/overview/terms/policy>). If

you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Services or Content on the Services, you must use the interfaces and instructions we provide, except as permitted through the Twitter Services, these Terms, or the terms provided on dev.twitter.com (<https://dev.twitter.com/>).

If you use advertising features of the Services, you must agree to our [Twitter Master Services Agreement](https://ads.twitter.com/terms) (<https://ads.twitter.com/terms>) (<https://ads.twitter.com/terms>) (<https://ads.twitter.com/terms>)).

If you use Super Hearts, Coins, or Stars on Periscope, you agree to our [Super Hearts Terms](https://legal.twitter.com/en/periscope/super/terms.html) (<https://legal.twitter.com/en/periscope/super/terms.html>) (<https://legal.twitter.com/en/periscope/super/terms.html>) (<https://legal.twitter.com/en/periscope/super/terms.html>)).

Your Account

You may need to create an account to use some of our Services. You are responsible for safeguarding your account, so use a strong password and limit its use to this account. We cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

You can control most communications from the Services. We may need to provide you with certain communications, such as service announcements and administrative messages. These communications are considered part of the Services and your account, and you may not be able to opt-out from receiving them. If you added your phone number to your account and you later change or deactivate that phone number, you must update your account information to help prevent us from communicating with anyone who acquires your old number.

Your License to Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software provided to you as part of the Services. This license has the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

The Services are protected by copyright, trademark, and other laws of both the United States and foreign countries. Nothing in the Terms gives you a right to use the Twitter name or any of the Twitter trademarks, logos, domain names, and other distinctive brand features. All right, title, and interest in and to the Services (excluding

Content provided by users) are and will remain the exclusive property of Twitter and its licensors. Any feedback, comments, or suggestions you may provide regarding Twitter, or the Services is entirely voluntary and we will be free to use such feedback, comments or suggestions as we see fit and without any obligation to you.

Ending These Terms

You may end your legal agreement with Twitter at any time by deactivating your accounts and discontinuing your use of the Services. See <http://support.twitter.com/articles/15358-how-to-deactivate-your-account> (<http://support.twitter.com/articles/15358-how-to-deactivate-your-account>) (and for Periscope, <https://help.pscp.tv/customer/portal/articles/2460220> (<https://help.pscp.tv/customer/portal/articles/2460220>)) for instructions on how to deactivate your account and the Privacy Policy for more information on what happens to your information.

We may suspend or terminate your account or cease providing you with all or part of the Services at any time for any or no reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](https://twitter.com/rules) (<https://twitter.com/rules>) or [Periscope Community Guidelines](https://www.pscp.tv/content) (<https://www.pscp.tv/content>), (ii) you create risk or possible legal exposure for us; (iii) your account should be removed due to prolonged inactivity; or (iv) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your account, depending on the circumstances. In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the following sections shall continue to apply: II, III, V, and VI.

5. Disclaimers and Limitations of Liability

The Services are Available "AS-IS"

Your access to and use of the Services or any Content are at your own risk. You understand and agree that the Services are provided to you on an "AS IS" and "AS AVAILABLE" basis. The "Twitter Entities" refers to Twitter, its parents, affiliates, related companies, officers, directors, employees, agents, representatives, partners, and licensors. Without limiting the foregoing, to the maximum extent permitted under applicable law, THE TWITTER ENTITIES DISCLAIM ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. The Twitter

Entities make no warranty or representation and disclaim all responsibility and liability for: (i) the completeness, accuracy, availability, timeliness, security or reliability of the Services or any Content; (ii) any harm to your computer system, loss of data, or other harm that results from your access to or use of the Services or any Content; (iii) the deletion of, or the failure to store or to transmit, any Content and other communications maintained by the Services; and (iv) whether the Services will meet your requirements or be available on an uninterrupted, secure, or error-free basis. No advice or information, whether oral or written, obtained from the Twitter Entities or through the Services, will create any warranty or representation not expressly made herein.

Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE TWITTER ENTITIES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOODWILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM (i) YOUR ACCESS TO OR USE OF OR INABILITY TO ACCESS OR USE THE SERVICES; (ii) ANY CONDUCT OR CONTENT OF ANY THIRD PARTY ON THE SERVICES, INCLUDING WITHOUT LIMITATION, ANY DEFAMATORY, OFFENSIVE OR ILLEGAL CONDUCT OF OTHER USERS OR THIRD PARTIES; (iii) ANY CONTENT OBTAINED FROM THE SERVICES; OR (iv) UNAUTHORIZED ACCESS, USE OR ALTERATION OF YOUR TRANSMISSIONS OR CONTENT. IN NO EVENT SHALL THE AGGREGATE LIABILITY OF THE TWITTER ENTITIES EXCEED THE GREATER OF ONE HUNDRED U.S. DOLLARS (U.S. \$100.00) OR THE AMOUNT YOU PAID TWITTER, IF ANY, IN THE PAST SIX MONTHS FOR THE SERVICES GIVING RISE TO THE CLAIM. THE LIMITATIONS OF THIS SUBSECTION SHALL APPLY TO ANY THEORY OF LIABILITY, WHETHER BASED ON WARRANTY, CONTRACT, STATUTE, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, AND WHETHER OR NOT THE TWITTER ENTITIES HAVE BEEN INFORMED OF THE POSSIBILITY OF ANY SUCH DAMAGE, AND EVEN IF A REMEDY SET FORTH HEREIN IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE.

6. General

We may revise these Terms from time to time. The changes will not be retroactive, and the most current version of the Terms, which will always be at [twitter.com/tos](https://twitter.com/en/tos) (<https://twitter.com/en/tos>), will govern our relationship with you. We will try to notify you of

material revisions, for example via a service notification or an email to the email associated with your account. By continuing to access or use the Services after those revisions become effective, you agree to be bound by the revised Terms.

The laws of the State of California, excluding its choice of law provisions, will govern these Terms and any dispute that arises between you and Twitter. All disputes related to these Terms or the Services will be brought solely in the federal or state courts located in San Francisco County, California, United States, and you consent to personal jurisdiction and waive any objection as to inconvenient forum.

If you are a federal, state, or local government entity in the United States using the Services in your official capacity and legally unable to accept the controlling law, jurisdiction or venue clauses above, then those clauses do not apply to you. For such U.S. federal government entities, these Terms and any action related thereto will be governed by the laws of the United States of America (without reference to conflict of laws) and, in the absence of federal law and to the extent permitted under federal law, the laws of the State of California (excluding choice of law).

In the event that any provision of these Terms is held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect. Twitter's failure to enforce any right or provision of these Terms will not be deemed a waiver of such right or provision.

These Terms are an agreement between you and Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A. If you have any questions about these Terms, please contact [us](https://support.twitter.com/forms) (<https://support.twitter.com/forms>).

Effective: May 25, 2018

[Archive of Previous Terms \(https://twitter.com/en/tos/previous\)](https://twitter.com/en/tos/previous)

Twitter Terms of Service

If you live outside of the United States

These Terms of Service (“Terms”) govern your access to and use of our services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, ads, commerce services, and our other covered services (<https://support.twitter.com/articles/20172501> (<https://support.twitter.com/articles/20172501>)) that link to these Terms (collectively, the “Services”), and any information, text, links, graphics, photos, audio, videos, or other materials or arrangements of materials uploaded, downloaded or appearing on the Services (collectively referred to as “Content”). By using the Services you agree to be bound by these Terms.

1. Who May Use the Services

You may use the Services only if you agree to form a binding contract with Twitter and are not a person barred from receiving services under the laws of the applicable jurisdiction. In any case, you must be at least 13 years old, or in the case of Periscope 16 years old, to use the Services. If you are accepting these Terms and using the Services on behalf of a company, organization, government, or other legal entity, you represent and warrant that you are authorized to do so and have the authority to bind such entity to these Terms, in which case the words “you” and “your” as used in these Terms shall refer to such entity.

2. Privacy

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Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk. We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. All Content is the sole responsibility of the person who originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content.

We reserve the right to remove Content that violates the User Agreement, including for example, copyright or trademark violations, impersonation, unlawful conduct, or harassment. Information regarding specific policies and the process for reporting or appealing violations can be found in our Help Center

(<https://support.twitter.com/articles/15789#specific-violations>

(<https://support.twitter.com/articles/15789#specific-violations>) and

<https://support.twitter.com/articles/15790> (<https://support.twitter.com/articles/15790>)).

If you believe that your Content has been copied in a way that constitutes copyright infringement, please report this by visiting our Copyright reporting form

(<https://support.twitter.com/forms/dmca> (<https://support.twitter.com/forms/dmca>)) or

contacting our designated copyright agent at:

Twitter, Inc.

Attn: Copyright Agent

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca> (<https://support.twitter.com/forms/dmca>)

Email: copyright@twitter.com

(for content on Twitter)

Twitter, Inc.

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(<https://support.twitter.com/forms/dmca>) Email: copyright@pscp.tv

(for content on Periscope)

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You represent and warrant that you have, or have obtained, all rights, licenses, consents, permissions, power and/or authority necessary to grant the rights granted herein for any Content that you submit, post or display on or through the Services. You agree that such Content will not contain material subject to copyright or other proprietary rights, unless you have necessary permission or are otherwise legally entitled to post the material and to grant Twitter the license described above.

4. Using the Services

Please review the [Twitter Rules](https://twitter.com/rules) (<https://twitter.com/rules>) (and, for Periscope, the [Periscope Community Guidelines](https://www.pscp.tv/content) (<https://www.pscp.tv/content>) at <https://pscp.tv/content> (<https://www.pscp.tv/content>)), which are part of the User Agreement and outline what is prohibited on the Services. You may use the Services only in compliance with these Terms and all applicable laws, rules and regulations.

Our Services evolve constantly. As such, the Services may change from time to time, at our discretion. We may stop (permanently or temporarily) providing the Services or any features within the Services to you or to users generally. We also retain the right to create limits on use and storage at our sole discretion at any time. We may also remove or refuse to distribute any Content on the Services, suspend or terminate users, and reclaim usernames without liability to you.

In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third-party providers and partners may place advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others. You also agree not to misuse our Services, for example, by interfering with them or accessing them using a method other than the interface and the instructions that we provide. You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Twitter (and only pursuant to the applicable terms and conditions), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal

process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public. Twitter does not disclose personally-identifying information to third parties except in accordance with our Privacy Policy.

If you use developer features of the Services, including but not limited to Twitter for Websites (<https://dev.twitter.com/web/overview>) (<https://dev.twitter.com/web/overview>), Twitter Cards (<https://dev.twitter.com/cards/overview>) (<https://dev.twitter.com/cards/overview>), Public API (<https://dev.twitter.com/streaming/public>) (<https://dev.twitter.com/streaming/public>), or Sign in with Twitter (<https://dev.twitter.com/web/sign-in>) (<https://dev.twitter.com/web/sign-in>), you agree to our Developer Agreement (<https://dev.twitter.com/overview/terms/agreement>) (<https://dev.twitter.com/overview/terms/agreement>) and Developer Policy (<https://dev.twitter.com/overview/terms/policy>) (<https://dev.twitter.com/overview/terms/policy>). If you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Services or Content on the Services, you must use the interfaces and instructions we provide, except as permitted through the Twitter Services, these Terms, or the terms provided on dev.twitter.com (<https://dev.twitter.com/>).

If you use advertising features of the Services, you must agree to our Twitter Master Services Agreement (<https://ads.twitter.com/terms>) (<https://ads.twitter.com/terms>) (<https://ads.twitter.com/terms>).

If you use Super Hearts, Coins, or Stars on Periscope, you agree to our Super Hearts Terms (<https://legal.twitter.com/en/periscope/super/terms.html>) (<https://legal.twitter.com/en/periscope/super/terms.html>) (<https://legal.twitter.com/en/periscope/super/terms.html>).

Your Account

You may need to create an account to use some of our Services. You are responsible for safeguarding your account, so use a strong password and limit its use to this account. We cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

You can control most communications from the Services. We may need to provide you with certain communications, such as service announcements and administrative messages. These communications are considered part of the Services and your account, and you may not be able to opt-out from receiving them. If you added your phone number to your account and you later change or deactivate that phone number, you must update your account information to help prevent us from communicating with anyone who acquires your old number.

Your License to Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software provided to you as part of the Services. This license has the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

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EXHIBIT B

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6 TWITTER: TRANSPARENCY AND ACCOUNTABILITY

7 WEDNESDAY, SEPTEMBER 5, 2018

8 House of Representatives

9 Committee on Energy and Commerce

10 Washington, D.C.

11

12

13

14 The committee met, pursuant to call, at 1:30 p.m., in Room
15 2123 Rayburn House Office Building, Hon. Greg Walden [chairman
16 of the committee] presiding.

17 Members present: Representatives Walden, Barton, Upton,
18 Shimkus, Burgess, Scalise, Latta, McMorris Rodgers, Harper,
19 Lance, Guthrie, Olson, McKinley, Kinzinger, Griffith, Bilirakis,
20 Johnson, Long, Bucshon, Flores, Brooks, Mullin, Hudson, Collins,
21 Cramer, Walberg, Walters, Costello, Carter, Duncan, Pallone,
22 Rush, Engel, Green, DeGette, Doyle, Schakowsky, Butterfield,

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23 Matsui, Castor, Sarbanes, McNerney, Welch, Lujan, Tonko, Clarke,
24 Loeb sack, Schrader, Kennedy, Cardenas, Ruiz, Peters, and Dingell.

25

26 Staff present: Jon Adame, Policy Coordinator,
27 Communications & Technology; Jennifer Barblan, Chief Counsel,
28 Oversight & Investigations; Mike Bloomquist, Deputy Staff
29 Director; Karen Christian, General Counsel; Robin Colwell, Chief
30 Counsel, Communications & Technology; Jordan Davis, Director of
31 Policy and External Affairs; Melissa Froelich, Chief Counsel,
32 Digital Commerce and Consumer Protection; Adam Fromm, Director
33 of Outreach and Coalitions; Ali Fulling, Legislative Clerk,
34 Oversight & Investigations, Digital Commerce and Consumer
35 Protection; Elena Hernandez, Press Secretary; Zach Hunter,
36 Director of Communications; Paul Jackson, Professional Staff,
37 Digital Commerce and Consumer Protection; Peter Kielty, Deputy
38 General Counsel; Bijan Koohmaraie, Counsel, Digital Commerce and
39 Consumer Protection; Tim Kurth, Senior Professional Staff,
40 Communications & Technology; Milly Lothian, Press Assistant and
41 Digital Coordinator; Mark Ratner, Policy Coordinator; Austin
42 Stonebraker, Press Assistant; Madeline Vey, Policy Coordinator,
43 Digital Commerce and Consumer Protection; Jessica Wilkerson,
44 Professional Staff, Oversight & Investigations; Greg Zerzan,

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45 Counsel, Digital Commerce and Consumer Protection; Michelle Ash,
46 Minority Chief Counsel, Digital Commerce and Consumer Protection;
47 Jeff Carroll, Minority Staff Director; Jennifer Epperson,
48 Minority FCC Detailee; Evan Gilbert, Minority Press Assistant;
49 Lisa Goldman, Minority Counsel; Tiffany Guarascio, Minority
50 Deputy Staff Director and Chief Health Advisor; Carolyn Hann,
51 Minority FTC Detailee; Alex Hoehn-Saric, Minority Chief Counsel,
52 Communications and Technology; Jerry Leverich, Minority Counsel;
53 Jourdan Lewis, Minority Staff Assistant; Dan Miller, Minority
54 Policy Analyst; Caroline Paris-Behr, Minority Policy Analyst;
55 Kaitlyn Peel, Minority Digital Director; Andrew Souvall, Minority
56 Director of Communications, Outreach and Member Services; and
57 C.J. Young, Minority Press Secretary.

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58 The Chairman. The Committee on Energy and Commerce will
59 now come to order. The chair now recognizes himself for five
60 minutes for purposes of an opening statement.

61 Good afternoon, and thank you, Mr. Dorsey, for being before
62 the Energy and Commerce Committee today.

63 The company you and your co-creators founded 12 years ago
64 has become one of the most recognizable businesses in the world.

65
66 Twitter has reached that rarified place where using the
67 service has become a verb, instantly recognized around the globe.

68 Just as people can Google a question or Gram a photo, everyone
69 knows what it means to tweet one's thoughts or ideas.

70 The list of superlatives to describe Twitter certainly
71 exceeds 280 characters. It is one of the most downloaded apps
72 in the world, one of the most visited websites.

73 It is one of the world's premier sources for breaking news.

74 Its power and reach are so great that society-changing events
75 like the Arab Spring have been dubbed the Twitter Revolution.

76 The service allows anyone with access to the internet the
77 power to broadcast his or her views to the world. It's truly
78 revolutionary in the way that the Gutenberg press was
79 revolutionary.

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80 It helps set information free. It allows ideas to propagate
81 and challenge established ways of thinking. Twitter's success
82 and growth rate has been extraordinary but it is not without
83 controversy.

84 The service has been banned at various times and in various
85 countries, such as China and Iran. Here in the United States
86 the company itself has come under criticism for impeding the
87 ability of some users to post information, remove tweets, and
88 other content moderation practices.

89 For instance, in July it was reported that some politically
90 prominent users were no longer appearing as auto-populated
91 options in certain search results.

92 This led to concerns that the service might be, quote,
93 unquote, "shadow banning" some users in an attempt to limit their
94 visibility on the site.

95 Now, this was hardly the first instance of a social media
96 service taking actions which appeared to minimize or de-emphasize
97 certain viewpoints, and in the most recent case, Twitter has
98 stated that the action were not intentional but, rather, the
99 result of algorithms designed to maintain a more civil tone on
100 the site.

101 Twitter is also -- Twitter has also direction the issue of

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102 "bots," or automated accounts, not controlled by one person.
103 Even the removal of these bots from the service raise questions
104 about how the bots were identified because the number of followers
105 someone has on Twitter has real economic value in our economy.

106 We recognize the complexity of trying to manage your service,
107 which posts over half a million tweets a day. I believe you were
108 once temporarily suspended from Twitter due to an internal error
109 yourself.

110 We do not want to lose sight of a few fundamental facts.
111 Humans are building the algorithms, humans are making decisions
112 about how to implement Twitter's terms of service, and humans
113 are recommending changes to Twitter's policies.

114 Humans can make mistakes. Now, Twitter manages those
115 circumstances as critically important in an environment where
116 algorithms to decide what we see in our home feed, ads, and search
117 suggestions on.

118 It is critical that users are confident that you're living
119 up to your own promises. According to Twitter rules, the company
120 believes that everyone should have the power to create and share
121 ideas and information instantly without barriers.

122 Well, that's a noble mission and one that as a private company
123 you certainly do not have to take on. The fact that you have

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124 done so as enriched the world, changed societies, and given an
125 outlet to voices that might otherwise never be heard.

126 We, and the American people, want to be reassured that you're
127 continuing to live up to that mission. We hope you can help us
128 better understand how Twitter decides when to suspend a user or
129 ban them from the service and what you do to ensure that such
130 decisions are made without undue bias.

131 We hope you can help us better understand what role automated
132 algorithms have in this process and how those algorithms are
133 designed to ensure consistent outcomes and a fair process.

134 The company that you and your co-founders created plays an
135 instrumental role in sharing news and information across the
136 globe. We appreciate your willingness to appear before us to
137 today and to answer our questions.

138 With that, I yield back the balance of my time and recognize
139 Mr. Pallone from New Jersey for an opening statement.

140 Mr. Pallone. Thank you, Mr. Chairman.

141 Over the past few weeks, President Trump and many Republicans
142 have peddled conspiracy theories about Twitter and other social
143 media platforms to with up their base and fund raise.

144 I fear the Republicans are using this hearing for those
145 purposes instead of addressing the serious issues raised by social

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146 media platforms that affect Americans' everyday lives.

147 Twitter is a valuable platform for disseminating news,
148 information, and viewpoints. It can be a tool for bringing people
149 together and allows one to reach many.

150 In places like Iran and Ukraine, Twitter was used to organize
151 and give voice to the concerns of otherwise voiceless individuals.

152 Closer to home, Twitter and hashtags like #StayWoke, #MeToo,
153 and #NetNeutrality have fostered important conversations and
154 supported larger social movements that are changing our society.

155 But Twitter has a darker side. Far too many Twitter users
156 still face bullying and trolling attacks. Tweets designed to
157 threaten, belittle, demean, and silence individuals can have a
158 devastating effect, sometimes even driving people to suicide,
159 and while Twitter has taken some steps to protect users and enable
160 reporting, more needs to be done.

161 Bad actors have co-opted Twitter and other social media
162 platforms to spread disinformation and sow divisions in our
163 society.

164 For example, Alex Jones used Twitter to amplify harmful and
165 dangerous lies such as those regarding the Sandy Hook Elementary
166 School shooting.

167 Other have used the platform to deny the existence of the

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168 Holocaust, disseminate racial supremacy theories, and spread
169 false information about terrorism, natural disasters, and more.

170 When questioned about this disinformation, Twitter's CEO,
171 Jack Dorsey, said the truth will win out in the end. But there
172 is reason to doubt that, in my opinion.

173 According to a recent study published by the MIT Media Lab,
174 false rumors on Twitter traveled, and I quote, "farther, faster,
175 deeper, and more broadly than the truth, with true claims taking
176 about six times as long to reach the same number of people," and
177 that's dangerous.

178 And countries like Russia and Iran are taking advantage of
179 this to broadly disseminate propaganda and false information.

180 Beyond influencing elections, foreign agents are actively
181 trying to turn groups of Americans against each other and these
182 countries are encouraging conflict to sow division and hatred
183 by targeting topics that generate intense feelings such as race,
184 religion, and politics.

185 Unfortunately, the actions of President Trump have made the
186 situation worse. Repeatedly, the president uses Twitter to bully
187 and belittle people, calling them names like dog, clown, spoiled
188 brat, son of a bitch, enemies, and loser.

189 He routinely tweets false statements designed to mislead

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190 Americans and foster discord, and the president's actions coarsen
191 the public debate and feed distrust within our society.

192 President Trump has demonstrated that the politics of
193 division are good for fund raising and rousing his base and, sadly,
194 Republicans are now following his lead instead of criticizing
195 the president for behavior that would not be tolerated even from
196 a child.

197 As reported in the news, the Trump campaign and the
198 Republican majority leader have used the supposed
199 anti-conservative bias online to fund raise.

200 This hearing appears to be just one more mechanism to raise
201 money and generate outrage, and it appears Republicans are
202 desperately trying to rally the base by fabricating a problem
203 that simply does not exist.

204 Regardless of the Republicans' intentions for this hearing,
205 Twitter and other social media platforms must do more to regain
206 and maintain the public trust. Bullying, the spread of
207 disinformation and malicious foreign influence continue.

208 Twitter policies have been inconsistent and confusing. The
209 company's enforcement seems to chase the latest headline as
210 opposed to addressing systematic problems.

211 Though Twitter and other social media platforms must

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212 establish clear policies to address the problems discussed today,
213 provide tools to users and then swiftly and fairly enforce those
214 policies, and those policies should apply equally to the
215 president, politicians, administration officials, celebrities,
216 and the teenager down the street.

217 It's long past time for Twitter and other social media
218 companies to stop allowing their platforms to be tools of discord
219 of spreading false information and of foreign government
220 manipulation.

221 So I thank you for having the hearing, Mr. Chairman, and
222 I yield back.

223 The Chairman. I thank the gentleman.

224 The chair now recognizes Mr. Dorsey for purposes of an
225 opening statement. We appreciate your being here and feel free
226 to go ahead.

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227 STATEMENT OF JACK DORSEY, CEO, TWITTER, INC.

228

229 Mr. Dorsey. Thank you.

230 Thank you, Chairman Walden, Ranking Member Pallone, and the
231 committee for the opportunity to speak on behalf of Twitter to
232 the American people.

233 I look forward to our conversation about our commitment to
234 impartiality, to transparency, and to accountability.

235 If it's okay with all of you, I'd like to read you something
236 I personally wrote as I thought about these issues. I am also
237 going to tweet it out right now.

238 I want to start by making something very clear. We don't
239 consider political viewpoints, perspectives, or party
240 affiliation in any of our policies or enforcement decisions,
241 period.

242 Impartiality is our guiding principle. Let me explain why.
243 We believe many people use Twitter as a digital public square.

244

245 They gather from all around the world to see what's happening
246 and have a conversation about what they see. Twitter cannot
247 rightly serve as public square if it's constructed around the
248 personal opinions of its makers.

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249 We believe a key driver of a thriving public square is the
250 fundamental human right of freedom of opinion and expression.

251 Our early and strong defense of open and free exchange has
252 enabled Twitter to be the platform for activists, marginalized
253 communities, whistle blowers, journalists, governments, and the
254 most influential people around the world. Twitter will always
255 default to open and free exchange.

256 A default to free expression left unchecked can generate
257 risks and dangers for people. It's important Twitter
258 distinguishes between people's opinions and their behaviors and
259 disarms behavior intending to silence another person or adversely
260 interfere with their universal human rights.

261 We build our policies and rules with the principle of
262 impartiality, objective criteria rather than on the basis of bias,
263 prejudice, or preferring the benefit to one person over another
264 for improper reasons.

265 If we learn we failed to create impartial outcomes, we
266 immediately work to fix. In the spirit of accountability and
267 transparency, recently we failed our intended impartiality.

268 Our algorithms were unfairly filtering 600,000 accounts,
269 including some members of Congress, from our search auto complete
270 and latest results. We fixed it, but how did it happen?

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271 Our technology was using a decision-making criteria that
272 considers the behavior of people following these accounts. We
273 decided that wasn't fair and we corrected it.

274 We will always improve our technology and algorithms to drive
275 healthier usage and measure the impartiality of those outcomes.

276 Bias in algorithms is an important topic. Our
277 responsibility is to understand, measure, and reduce accidental
278 bias due to factors such as the quality of the data used to train
279 our algorithms. This is an extremely complex challenge facing
280 everyone applying artificial intelligence.

281 For our part, machine-learning teams at Twitter are
282 experimenting with these techniques in developing roadmaps to
283 ensure present and future machine-learning models uphold a high
284 standard when it comes to algorithmic fairness.

285 It's an important step towards ensuring impartiality.
286 Looking at the data, we analyzed tweets sent by all members of
287 the House and Senate and found no statistically significant
288 difference between the number of times a tweet by a Democrat is
289 viewed versus a Republican, even after all of our ranking and
290 filtering of tweets has been applied.

291 Also, there is a distinction we need to make clear. When
292 people follow you, you've earned that audience and we have a

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293 responsibility to make sure they can see your tweets. We do not
294 have a responsibility nor you a right to amplify your tweets to
295 an audience that doesn't follow you.

296 What our algorithms decide to show in shared spaces like
297 search results is based on thousands of signals that constant
298 learn and evolve over time.

299 Some of those signals are engagement. Some are the number
300 of abuse reports. We balance all of these to prevent gaming our
301 system.

302 We acknowledge the growing concern people have of the power
303 held by companies like Twitter. We believe it's dangerous to
304 ask Twitter to regulate opinions or be the arbiter of truth.

305 We'd rather be judged by the impartiality of outcomes and
306 criticized when we fail this principle.

307 In closing, when I think of our work, I think of my mom and
308 dad in St. Louis, a Democrat and a Republican. We had lots of
309 frustrating and -- frustrating and heated debates. But looking
310 back, I appreciate I was able to hear and challenge different
311 perspectives and I also appreciate I felt safe to do so.

312 We believe Twitter helps people connect to something bigger
313 than themselves, show all the amazing things that are happening
314 in the world, and all the things we need to acknowledge and

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315 address.

316 We are constantly learning how to make it freer and healthier
317 for all to participate.

318 Thank you, all.

319 [The prepared statement of Mr. Dorsey follows:]

320 *****INSERT 1*****

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321 The Chairman. Thank you, Mr. Dorsey.

322 We'll now begin the opportunity to have questions and I will
323 lead off.

324 So, Mr. Dorsey, I am going to get straight to the heart of
325 why we are here today. We have a lot of questions about Twitter's
326 business practices including questions about your algorithms,
327 content management practices, and how Section 230's safe harbors
328 protect Twitter.

329 In many ways, for some of us, it seems a little bit like
330 the Wizard of Oz -- we want to know what's going on behind the
331 curtain.

332 This summer, reports surfaced that profiles of prominent
333 Republican Twitter users were not appearing in automatically
334 populated drop-down search results. I think you mentioned that
335 in your own testimony.

336 This was after a member of this committee had her tweets
337 and ads taken off the service because of a basic conservative
338 message, and then there are other examples that have been sent
339 our way.

340 Twitter's public response is, and I quote, "We do not shadow
341 ban." You're always able to see the tweets from accounts you
342 follow, although you may have to, quote, "do more work to find

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343 them like go directly to their profile," closed quote.

344 But to most people, they might think of that as shadow
345 banning. It doesn't matter what your definition of shadow
346 banning is when the expectation you are given to your users who
347 choose to follow certain accounts is different from what they
348 see on their time line and in their searches.

349 In one example of many, certain prominent conservative users
350 including some of our colleagues who have come to us --
351 Representatives Meadows, Jordan, Gaetz -- were not shown in the
352 automatically populated drop-down searches on Twitter, correct?

353 Out of the more than 300 million active Twitter users, why
354 did this only happen to certain accounts? In other words, what
355 did the algorithm take into account that led to prominent
356 conservatives, including members of the U.S. House of
357 Representatives, not being included in auto search suggestions?
358 What caused that?

359 Mr. Dorsey. Thank you for the question.

360 So we use signals, usually hundreds of signals, to determine
361 and to decide what to show, what to down rank, or, potentially,
362 what to filter.

363 In this particular case, as I mentioned in my opening, we
364 were using a signal of the behavior of the people following

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365 accounts and we didn't believe, upon further consideration and
366 also seeing the impact, which was about 600,000 accounts -- a
367 pretty broad base -- that that was ultimately fair and we decided
368 to correct it.

369 We also decided that it was not fair to use a signal for
370 filtering in general and we decided to correct that within search
371 as well.

372 And it is important for us to, one, be able to experiment
373 freely with the signals and to have the -- to have the freedom
374 to be able to inject them and also to remove them because that's
375 the only way we are going to learn.

376 We will make mistakes along the way and the way we want to
377 be judged is making sure that we recognize those and that we
378 correct them, and what we are looking in terms -- for in terms
379 of whether we made a mistake or not is this principle of
380 impartiality and, specifically, impartial outcomes, and we
381 realized that in this particular case and within search that we
382 weren't driving that and we could have done a better job there.

383 The Chairman. Let me ask you another question. Could bots
384 game the system or work to block or silence certain voices,
385 political or otherwise?

386 Mr. Dorsey. We are always looking for patterns of behavior

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387 intending to amplify information artificially and that

388 information could include actions like blocking.

389 So that's why it's important that we don't just use one signal

390 but we use hundreds of signals and that we balance them

391 accordingly.

392 There is a perception that a simple report of a term -- of

393 a violation of the terms of service will result in action or down

394 ranking. That is not true. It is one signal that we use and

395 weigh according to other signals that we see across.

396 The Chairman. I have one final question. I asked followers

397 of Twitter -- Twitter followers I have and one from Oregon asked

398 why Twitter relies exclusively on users to report violations.

399 Mr. Dorsey. This is a matter of scale. So today, in order

400 to remove tweets or to remove accounts, we do require a report

401 of the violating and that report is reviewed by an individual.

402 Those reports are prioritized based on the severity of the

403 report. So death threats have a higher prioritization of all

404 others and we take action on them much faster.

405 We do have algorithms that are constantly proactively

406 searching the network and, specifically, the behaviors on the

407 network and filtering and down ranking accordingly.

408 And what that means in terms of filtering is it might filter

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409 behind an interstitial. An interstitial is a graphic or element
410 within our app or service that one can tap to see more tweets
411 or show more replies.

412 So in some cases, we are proactively, based on these
413 algorithms, hiding some of the content, causing a little bit more
414 friction to actually see it and, again, those are models that
415 we constantly learn from and evolve as well.

416 The Chairman. My time has expired.

417 I now recognize the gentleman from New Jersey, Mr. Pallone.

418 Mr. Pallone. Thank you, Mr. Chairman.

419 Twitter's effect on American society raise genuine and
420 serious issues. But that's not why the Republican majority has
421 called you here today, Mr. Dorsey.

422 I think it's the height of hypocrisy that President Trump
423 and congressional Republicans criticize Twitter for supposed
424 liberal bias when President Trump uses the platform every day
425 for his juvenile tweets and spreading lies and misinformation
426 to the whole country and to the world.

427 In my opinion, you have an obligation to ensure your
428 platform, at a minimum, does no harm to our country or democracy
429 and the American public.

430 And as I noted in my opening, one persistent critique of

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431 Twitter by civil rights advocates and victims of abuse and others
432 is that your policies are unevenly enforced.

433 The rich and powerful get special treatment. Others get
434 little recourse when Twitter fails to protect them unless the
435 company gets some bad press.

436 Now, you have admitted that Twitter needs to do a better
437 job explaining how decisions are made, especially those by human
438 content moderators who handle the most difficult and sensitive
439 questions.

440 So let me just ask you, how many human content moderators
441 does Twitter employ in the U.S. and how much do they get paid?

442 Mr. Dorsey. We -- so we want to think about this problem
443 not in terms of the number of people but how we make decisions
444 to invest in building new technologies versus hiring folks.

445 Mr. Pallone. Well, let me ask you these three questions
446 on this point and then if you can't answer it I would appreciate
447 it if you can't -- through the chairman if you could get back
448 to us.

449 The first one was how many human content moderators does
450 Twitter employ in the U.S. and how much do they get paid, second,
451 how many hours of training is given to them to ensure consistency
452 in their decisions, and last, are they given specific instructions

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453 to ensure that celebrities and politicians are treated the same
454 as everyone else.

455 If you can answer -- otherwise, I am going to ask you to
456 get back to us in writing because I --

457 Mr. Dorsey. We'll follow up with you on specific numbers.
458 But on the last point, this is a very important distinction.
459 I do believe that we need to do more around protecting private
460 individuals than public figures.

461 I don't know yet exactly how that will manifest. But I do
462 believe it's important that we extend the protection of our rules
463 more to private individuals necessarily than public figures.

464 Mr. Pallone. Well, I appreciate that, because I think
465 everyone should be treated the same and you seem to be saying
466 that. But we have to make sure that the enforcement mechanism
467 is there so that's true.

468 Let me -- let me ask, if you could report back to the committee
469 within one month of what steps Twitter is taking to improve the
470 consistency of its enforcement and the metrics that demonstrate
471 improvement, if you could, within a month. Is that okay?

472 Mr. Dorsey. Absolutely.

473 Mr. Pallone. All right.

474 Now, let me turn to another issue. I only have a minute.

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475 Other technology companies like Airbnb and Facebook have
476 committed to conducting civil rights audits amid concerns raised
477 by members of the Congressional Black Caucus and others including
478 Representatives Rush to my left, Butterfield, and Clarke on our
479 committee, and these audits seek to uncover how platforms and
480 their policies have been used to stoke racial and religious
481 resentment or violence, and given the sometimes dangerous use
482 of your platform and the haphazard approach of Twitter towards
483 developing and enforcing its policies, I think your company should
484 take similar action.

485 So let me ask these three questions and, again, if you can
486 answer them. If not, please get back to us within the month.

487
488 Will you commit to working with an independent third-party
489 institution to conduct a civil rights audit of Twitter? Yes or
490 no.

491 Mr. Dorsey. We will, and we do do that on a regular basis
492 with what's called our Trust and Safety Council, which --

493 Mr. Pallone. All right. But I mean, I would like -- asking
494 for an independent third party institution to conduct it.

495 Mr. Dorsey. Yes. Let us follow up with you on that.

496 Mr. Pallone. All right.

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497 Second, will you commit -- let me ask these two together
498 -- will you commit to making the results of all such audits
499 available to the public including all recommendations and
500 findings?

501 Mr. Dorsey. Yes. We do believe we need a lot more
502 transparency around our actions and our decisions --

503 Mr. Pallone. All right.

504 Then the third one, Mr. Chairman, with your permission, will
505 you commit, based on the findings of all such audits to change
506 Twitter's policies, programs and processes to address these areas
507 of concern? Yes or no.

508 Mr. Dorsey. We are always looking to evolve our policies
509 based on what we find, so yes.

510 Mr. Pallone. All right.

511 And again, Mr. Chairman, through you, if we could get a report
512 back to the committee within one month of the steps that Mr. Dorsey
513 is taking, I would appreciate it.

514 Mr. Dorsey. Thank you.

515 The Chairman. All right. Thank you.

516 I now turn to Mr. Upton, former chairman of the committee,
517 for questions.

518 Mr. Upton. Thank you, Mr. Chairman.

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519 So, Mr. Dorsey, I think it's fair to say that even looking
520 at my Twitter feed that there are some fairly ugly things on
521 Twitter that come every now and then, and my name is Fred Upton
522 and I got a bet that my initials are probably used more than just
523 about any other.

524 [Laughter.]

525 Might even think that it's bipartisan on both sides of the
526 aisle. But I would like to see civility brought back into the
527 public discourse. In a July post, Twitter acknowledged that
528 tweets from bad faith actors who intend to manipulate or divide
529 the conversations should be ranked lower.

530 So the question is how do you determine whether a user is
531 tweeting to manipulate or divide the conversation?

532 Mr. Dorsey. This is a great question and one that we have
533 -- we've struggled with in the past. We recently determined that
534 we needed something much more tangible and cohesive in order to
535 think about this work and we've come across health as a concept.

536 And we've all had experiences where we felt we've been in
537 a conversation that's a little bit more toxic and we wanted to
538 walk away from it.

539 We've all been in conversations that felt really empowering
540 and something that we are learning from and we want to stay in

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541 them.

542 So right now, we are trying to determine what the indicators
543 of conversational health are and we are starting with four
544 indicators.

545 One is what is the amount of shared attention that a
546 conversation has. What percentage of the conversation is focused
547 on the same things?

548 What is a percentage of shared facts that the conversation
549 is having -- not whether the facts are true or false, but are
550 we sharing the same facts. What percentage of the conversation
551 is receptive?

552 And finally, is there a variety of perspective within the
553 conversation or is it a filter bubble or echo chamber of the same
554 sort of ideas?

555 So we are currently trying to figure out what those
556 indicators of health are and to measure them and we intend not
557 only to share what those indicators are that we've found but also
558 to measure ourselves against it and make that public so we can
559 show progress, because we don't believe we can really fix anything
560 unless we can -- we can measure it and we are working with external
561 parties to help us do that because we know we can't do this alone.

562 Mr. Upton. So do you believe that Twitter's rules are clear

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563 on what's allowed and what's not allowed on the platform?

564 Mr. Dorsey. I believe if you were to go to our rules today
565 and sit down with a cup of coffee, you would not be able to
566 understand it. I believe we need to do a much better job not
567 only with those rules but with our terms of service. We need
568 to make them a whole lot more approachable.

569 We would love to lead in this area and we are working on
570 this. But I think there's a lot of -- I think there's a lot of
571 confusion around our rules and also our enforcement and we intend
572 to fix it.

573 Mr. Upton. The last question is can a Twitter user's friend
574 or someone that they follow grant permission to access to that
575 user's personal information to a third party?

576 Mr. Dorsey. No. We -- if you are sharing your password
577 of your account with another, then they have the rights that you
578 would have to take on with that account.

579 Mr. Upton. Yield back.

580 The Chairman. The chair now recognizes the gentleman from
581 New York, Mr. Tonko.

582 Ms. DeGette is next. Okay. The chair now recognizes the
583 gentlelady from Colorado, Ms. DeGette. We are going by the order
584 we were given.

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585 Ms. DeGette. Thank you very much, Mr. Chairman.

586 Mr. Dorsey, thank you so much for joining us here today
587 because these are important issues, and even though the Democrats
588 have highlighted that, really, some of the reasons why you came
589 are -- we think are political and wrong, nonetheless, there are
590 some real issues with Twitter that I think we can discuss today.

591

592 And as you said, Twitter really has become a tool for
593 engagement across society and, recently, we saw some of its
594 positive social change with the role it's played in the #Metoo
595 movement.

596 But nonetheless, Twitter has also experienced its own sexual
597 harassment problem to confront and I just wanted to ask you some
598 questions about how Twitter is dealing with these issues.

599 I don't know if you're aware, Mr. Dorsey, of the Amnesty
600 International report called "Toxic Twitter: A Toxic Place for
601 Women." Are you aware of that?

602 Mr. Dorsey. I am aware of it.

603 Ms. DeGette. Mr. Chairman, I would like to ask unanimous
604 consent to put that in the record.

605 The Chairman. Without objection.

606 [The information follows:]

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*****COMMITTEE INSERT 2*****

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609 Ms. DeGette. Now, in that report, it described the issues
610 women face on Twitter and how Twitter could change to be more
611 friendly to women. I assume you have talked to Amnesty
612 International about this report and about some of their
613 recommendations?

614 Mr. Dorsey. I am not sure if -- I haven't personally but
615 I imagine that the folks on our team have. But we can follow
616 up with you.

617 Ms. DeGette. Thank you.

618 The report goes into great and, frankly, graphic detail of
619 the types of abuses that have been used -- experienced on Twitter
620 including threats of rape, bodily harm, and death.

621 Now, some were found -- have found to violate Twitter's
622 guidelines but others were not, and I think probably you and your
623 staff agree that Twitter needs to do a better job of addressing
624 instances where some of the users are using the platform to harass
625 and threaten others.

626 And so I am wondering if you can tell me does Twitter
627 currently have data on reports of abuse of conduct including on
628 the basis of race, religion, gender, or orientation, targeted
629 harassment, or threats of violence? And separately, does Twitter
630 have data on the actions that it has taken to address these

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631 complaints?

632 Mr. Dorsey. So a few things here. First and foremost, we
633 don't believe that we can create a digital public square for people
634 if they don't feel safe to participate in the first place, and
635 that is our number one and singular objective as a company is
636 to increase the health of this public space.

637 We do have data on all violations that we have seen across
638 the platform and the context of those violations, and we do intend
639 -- and this will be an initiative this year -- to create a
640 transparency report that will make that data more public so that
641 all can learn from it and we can also be held publicly accountable
642 to it.

643 Ms. DeGette. That's good news, and you say you will have
644 that this year yet, by the end of --

645 Mr. Dorsey. We are working on it as an initiative this year.
646 We have a lot of work to do to aggregate all the data and to
647 report that will be meaningful --

648 Ms. DeGette. And is Twitter also taking actions to address
649 some of the deficiencies that have been identified in this report
650 and in other places?

651 Mr. Dorsey. We are. We definitely -- we are focussing --
652 one other point I wanted to make is that we don't feel it's fair

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653 that the victims of abuse and harassment have to do the work to
654 report it.

655 Ms. DeGette. Yes.

656 Mr. Dorsey. Today, our system does work on reports,
657 especially when it has to take content down. So abuse reports
658 is a metric that we would look at, not as something that we want
659 to go up because it's easier to report things but as something
660 we want to go down not only because we think that we can -- we
661 can reduce the amount of abuse but we can actually create
662 technology to recognize it before people have to do the reporting
663 themselves.

664 Ms. DeGette. Recognize it and take it down before a report
665 has to be made?

666 Mr. Dorsey. Yes. Any series of enforcement actions all
667 the way to the -- to the extreme of it, which is removing content.

668 Ms. DeGette. Thank you.

669 Mr. Chairman, I just want to say for the record I don't think
670 these issues are unique to Twitter. Unlike so many of the
671 invented borderline conspiracy theories, I believe this is a real
672 threat and I appreciate you, Mr. Dorsey, taking this seriously
673 and your entire organization so that we can really reduce these
674 threats online.

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675 Thank you, and I yield back.

676 Mr. Dorsey. Thank you.

677 The Chairman. The gentlelady yields back.

678 The chair recognizes the gentleman from Illinois, Mr.

679 Shimkus, for questions.

680 Mr. Shimkus. Thank you, Mr. Chairman.

681 Mr. Dorsey, first of all, go Cards. I am from the St. Louis
682 metropolitan area and be careful of Colin behind you, who has
683 been known to be in this committee room a couple times. So we
684 are glad to have him back.

685 The -- while -- and I want to go to my questions and then
686 hopefully have time for a little summation. While listening to
687 users is important, how can anyone be sure that standards about
688 what quote, unquote, "distracts" or "distorts" are being handled
689 fairly and consistently? And the follow-up is doesn't this give
690 power to the loudest mob and, ultimately, fail to protect
691 controversial speech?

692 Mr. Dorsey. So this goes back to that framework I was
693 discussing around health and, again, I don't -- I don't know if
694 those are the right indicators yet. That's why we are looking
695 for outside help to make sure that we are doing the right work.

696 But we should have an understanding and a measurement --

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697 a tangible measurement -- of our effects on our system and,
698 specifically, in these cases we are looking for behaviors that
699 try to artificially amplify information and game our systems in
700 some ways that might happen --

701 Mr. Shimkus. Would you consider -- I am sorry to interrupt
702 -- but a bot would be -- you would consider that as manipulating
703 the system, right?

704 Mr. Dorsey. If a bot is used for manipulating the
705 conversation and the way we --

706 Mr. Shimkus. What about -- what about if the users band
707 together? Would that be a -- you would consider manipulation?

708 Mr. Dorsey. The same -- and that's why it makes this issue
709 complicated is because sometimes we see bots. Sometimes we see
710 human coordinations in order to manipulate.

711 Mr. Shimkus. Thank you. The -- Twitter has a verification
712 program where users can be verified by Twitter as legitimate and
713 verified users have a blue checkmark next to their name on their
714 page. How does the review process for designating verified users
715 align with your community guidelines or standards?

716 Mr. Dorsey. Well, to be very frank, our verification
717 program right now is not where we'd like it to be and we do believe
718 it is in serious need of a reboot and a reworking.

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719 And it has a long history. It started as a way to verify
720 that the CDC account was the actual CDC account during the swine
721 flu and we brought into -- without as many principles -- strong
722 principles -- as we needed and then we opened the door to everyone,
723 and, unfortunately, that has caused some issues because the
724 verified badge also is a signal that is used in some of our
725 algorithms to rank higher or to inject within shared areas of
726 the --

727 Mr. Shimkus. That was my next question. You do prioritize
728 content shared by verified users currently?

729 Mr. Dorsey. We do have signals that do that. We are
730 identifying those and asking ourselves whether that is still true
731 and it's still correct today.

732 Mr. Shimkus. And then I am just going to end with my final
733 minute to talk about industry standards. I think my colleague,
734 Diana DeGette, hit on the issue because this is across the
735 technological space.

736 You're not the only one that's trying to address these type
737 of concerns. Many industries have banded together to have
738 industry standards by which they can comply and also can help
739 self-police and self-correct.

740 I would encourage the tech sector to start looking at that

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741 model and there's a lot of them out there. I was fortunate to
742 get this book, "The Future Computed," in one of my visits to Tech
743 World, and, you know, they just mention fairness, reliability,
744 privacy, inclusion, transparency, and accountability as kind of
745 baseloads of standards that should go across the platform, and
746 we need to get there for the use of the platforms and the trust.

747 And with that, thank you, Mr. Chairman. Yield back.

748 The Chairman. The gentleman yields back.

749 The chair recognizes the gentleman from Texas, Mr. Green,
750 for questions.

751 Mr. Green. Thank you, Mr. Chairman.

752 Mr. Dorsey, thank you for being here today and I am pleased
753 that Twitter started taking steps to improve users' experience
754 on its platform.

755 However, Twitter's current policies still leave the
756 consumers in danger of the spread of misinformation and
757 harassment.

758 Twitter needs to strengthen its policies to ensure that users
759 are protected from fake accounts, misinformation, and harassment,
760 and I know that's an issue you all are trying to address.

761 I would like to start off by addressing privacy. Twitter
762 has changed its policy in regards to the general data protection

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763 regulation that went into effect by the European Union this
764 summer.

765 The GDPR makes it clear that consumers need to be in control
766 of their own data and understands how their data is being given
767 to others.

768 Mr. Dorsey, as it now stands, the United States does not
769 mandate these settings are enforced. However, I think they are
770 important for an integral part of consumers.

771 My question is will Twitter commit to allowing users in the
772 United States have the option of opting out of tracking, despite
773 the fact that there's no current regulation mandating this for
774 protection for consumers?

775 Mr. Dorsey. Thank you for the question.

776 We -- even before GDPR was enacted and we complied with that
777 regulation, a year prior we were actively making sure that our
778 -- the people that we serve have the controls necessary to opt
779 out of tracking across the web, to understand all the data that
780 we have inferred on their usage, and to individually turn that
781 off and on.

782 So we took some major steps pre-GDPR and made sure that we
783 complied with GDPR as well. We are very different from our peers
784 in that the majority of what is on Twitter is public.

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785 People are approaching Twitter with a mind-set of when I
786 tweet this the whole world can see it. So we have -- we have
787 a different approach and different needs.

788 But we do believe that privacy is a fundamental human right
789 and we will work to protect it and continue to look for ways to
790 give people more control and more transparency around what we
791 have on them.

792 Mr. Green. Thank you.

793 One of the steps Twitter has taken to protect consumers has
794 been to come together with other social media platforms to create
795 the Global Internet Forum to Counter Terrorism.

796 However, there is no forum to counter fake bot accounts on
797 social media platforms. What steps is Twitter taking to work
798 together with social media platforms to combat these fake bots
799 accounts like the 770 accounts Twitter and other social media
800 platforms recently deleted that were linked to Russian and Iranian
801 disinformation campaigns?

802 Mr. Dorsey. Yes. So this one is definitely a complicated
803 issue that we are addressing head on. There's a few things we
804 -- we would love to just generally be able to identify bots across
805 the platform and we can do that by recognizing when people come
806 in through our API.

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807 There are other vectors of attack where people script our
808 website or our app to make it look as if they were humans and
809 they're not coming through our API.

810 So it's not a simple answer. But having said that, we have
811 gotten a lot better in terms of identifying and also challenging
812 accounts.

813 We identify 8 to 10 million accounts every single week and
814 challenge them to determine if they're human or not and we've
815 also thwarted over half a million accounts every single day from
816 even logging in to Twitter because of what we detected to be
817 suspicious activity.

818 So there's a lot more that we need to do but I think we do
819 have a good start. We always want to side with more automated
820 technology that recognize behavior and patterns instead of going
821 down to the surface area of names or profile images or what not.

822

823 So we are looking for behaviors and the intention of the
824 action, which is oftentimes to artificially amplify information
825 and manipulate others.

826 Mr. Green. Okay.

827 Thank you, Mr. Chairman. I know I am out of my time, and
828 thank you for being here today.

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829 The Chairman. Mr. Green.

830 Mr. Dorsey. Thank you so much.

831 The Chairman. The chair will now recognize the gentleman
832 from Texas, the chairman of our Health Subcommittee, Dr. Burgess,
833 for four minutes for questions.

834 Mr. Burgess. Thank you, Mr. Chairman.

835 Thank you, Mr. Dorsey, for being here. I will just say that,
836 you know, Twitter is -- in addition to everything else, it's a
837 news source.

838 I mean, it's how I learned of the death of Osama bin Laden
839 many, many years ago when Seal Team 6 provided that information
840 and it happened in real time, late, a Sunday night. The news
841 shows were all over, and Twitter provided the information.

842 This morning, sitting in conference, not able to get to a
843 television, one of my local television stations was attacked and
844 Twitter provided the real-time information and updates. So it's
845 extremely useful and for that as a tool I thank you.

846 Sometimes, though -- well, Meghan McCain's husband
847 complained a lot on Twitter over the weekend because of a doctored
848 image of Meghan McCain that was put up on Twitter and then it
849 seemed like it took forever for that to come down.

850 Is there not some way that people can -- I understand there

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851 are algorithms. I understand that, you know, you have to have
852 checks and balances. But, really, it shouldn't take hours for
853 something that's that egregious to be addressed.

854 Mr. Dorsey. Absolutely, and that was unacceptable and we
855 don't want to use our scale as an excuse here. We do need to
856 -- we need to do two things.

857 Number one, we can't place the burden on the victims and
858 that means we need to build technology so that we are not waiting
859 for reports -- that we are actively looking for instances.

860 While we do have reports and while we do -- while we are
861 making those changes and building that technology, we need to
862 do a better job at prioritizing, especially any sort of violent
863 or threatening information.

864 In this particular case, this was an image and we just didn't
865 apply the image filter to recognize what was going on in real
866 time. So we did take way too many hours to act and we are using
867 that as a lesson to -- in order to help improve our systems.

868 Mr. Burgess. And I am sure you have. But just for the
869 record, have you apologized to the McCain family?

870 Mr. Dorsey. I haven't personally but I will.

871 Mr. Burgess. I think you just did.

872 But along the same lines, but maybe a little bit different

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873 -- I mean, the chairman referenced several members of Congress
874 who had been affected by what was described as shadow banning.

875

876 So does someone have to report? Is it only fixed if someone
877 complains about it? And if no one complained, would it have been
878 fixed? So with Mr. Jordan, Mr. Meadows, Mr. Gaetz, and their
879 accounts being diminished, is it only because they complained
880 that that got fixed?

881 Mr. Dorsey. It's a completely fair point and, you know,
882 we are regularly looking at the outcomes of our algorithms. It
883 wasn't just the voices of members of Congress.

884 We saw, as we rolled this system out, a general conversation
885 about it and sometimes we need to roll these out and see what
886 happens because we are not going to be able to test every single
887 outcome in the right way.

888 So we did get a lot of feedback and a lot of conversations
889 about it and that is what prompted more digging and an
890 understanding of what we were actually doing and whether it was
891 the right approach.

892 Mr. Burgess. And as a committee, can we expect any sort
893 of follow-up as to your own internal investigation -- your own
894 investigations digging that you described? Is that something

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895 that you can share with us as you get more information?

896 Mr. Dorsey. We would -- we would love to. I mean, we want
897 to put a premium on transparency and also how we can give you
898 information that is, clearly, accountable to changes.

899 That is why we are putting the majority of our focus on this
900 particular topic into our transparency report that we would love
901 to -- we'd love to release. It's going to require a bunch of
902 work --

903 Mr. Burgess. Sure.

904 Mr. Dorsey. -- and some time to do that. But we would
905 love to share it.

906 Mr. Burgess. And we appreciate your attention to that.

907 Mr. Chairman, I will yield back. Thank you.

908 The Chairman. The gentleman yields back.

909 The chair recognizes the gentleman from Pennsylvania, Mr.
910 Doyle, for four minutes.

911 Mr. Doyle. Thank you, Mr. Chairman.

912 Mr. Dorsey, welcome. Thanks for being here. I want to read
913 a few quotes about Twitter's practices and I just want you to
914 tell me if they're true or not.

915 "Social media is being rigged to censor conservatives."

916 Is that true of Twitter?

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917 Mr. Dorsey. No.

918 Mr. Doyle. "I don't know what Twitter is up to. It sure
919 looks like to me that they're censoring people and they ought
920 to stop it." Are you censoring people?

921 Mr. Dorsey. No.

922 Mr. Doyle. "Twitter is shadow banning prominent
923 Republicans. That's bad." Is that true?

924 Mr. Dorsey. No.

925 Mr. Doyle. So these were statements made by Kevin McCarthy,
926 the House majority leader, on Twitter, Devin Nunes on Fox News,
927 and President Trump on Twitter, and I want to place those
928 statements into the record, Mr. Chairman.

929 The Chairman. Without objection.

930 [The information follows:]

931

932 *****COMMITTEE INSERT 3*****

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933 Mr. Doyle. I think it's important for people to understand
934 -- you know, the premise of this whole hearing and the reason
935 that Twitter somehow, with all the other social media platforms
936 out there, got the singular honor to sit in front of this committee
937 is because there is some implication that your site is trying
938 to censor conservative voices on your platform.

939 Now, when you tried to explain the shadow banning, as I
940 understand it you had a system where if people who were following
941 people had some behaviors, that was the trigger that allowed --
942 that caused you to do the shadow banning.

943 So you were really like an equal opportunity shadow banner,
944 right? You didn't just shadow ban four conservative Republicans.

945
946 You shadow banned 600,000 people across your entire platform
947 across the globe who had people following them that had certain
948 behaviors that caused you to downgrade them coming up. Is that
949 correct?

950 Mr. Dorsey. Correct.

951 Mr. Doyle. So this was never targeted at conservative
952 Republicans. This was targeted to a group of 600,000 people
953 because of the people who followed them, and then you determined
954 that wasn't fair and you corrected that practice. Is that

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955 correct?

956 Mr. Dorsey. Correct.

957 Mr. Doyle. So just for the record, since you have been
958 singled out as a social media platform before this committee,
959 Twitter undertook no behavior to selectively censor conservative
960 Republicans or conservative voices on your platform. Is that
961 correct?

962 Mr. Dorsey. Correct.

963 Mr. Doyle. Good. So let the record reflect that because
964 that's the whole reason supposedly we are here, because House
965 Leader Kevin McCarthy wrote our chairman a letter and said, hey,
966 this is going on and we think your committee should investigate
967 it, and it's a load of crap.

968 Now, let me ask you a couple other things while I still have
969 some time. What are you doing to address the real concerns many
970 of us have about Twitter -- people that use Twitter to bully,
971 troll, or threaten other people?

972 We know that this has led to many prominent users,
973 particularly women, who have been targeted with sexual threats
974 leaving Twitter because of this toxic environment.

975 Now, I understand that you're working to address these issues
976 and that you want to to use machine learning and AI. But I am

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977 concerned that these solutions will take too long to deploy and
978 that they can't cure the ills that Twitter is currently suffering
979 from.

980 So my question is how can we be assured that you and your
981 company have the proper incentives to address the toxicity and
982 abusive behavior on your platform, given Twitter's current state?

983 Mr. Dorsey. First and foremost, we -- our singular
984 objective as a company right now is to increase the health of
985 public conversation and we realize that that will come at
986 short-term cost.

987 We realize that we will be removing accounts. We realize
988 that it doesn't necessarily go into a formula where -- I think
989 there's a perception that we are not going to act because we want
990 as much activity as possible. That is --

991 Mr. Doyle. Right. There's like an economic disincentive
992 to act because it takes people from your platform.

993 Mr. Dorsey. That is not true. So we see increasing health
994 of public conversation as a growth vector for us.

995 Mr. Doyle. Good.

996 Mr. Dorsey. It's not a short-term growth vector. It is
997 a long-term growth vector and we are willing to take the hard
998 -- to take the hard path and the decisions in order to do so and

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999 we communicated a lot of these during our last earnings call and
1000 the reaction by Wall Street was not as positive.

1001 But we believe it was important for us to continue to increase
1002 the health of this public square. Otherwise, no one's going to
1003 use it in the first place.

1004 Mr. Doyle. Thank you for being here today.

1005 I yield back.

1006 The Chairman. The gentleman yields back.

1007 The chair recognizes the gentleman from Texas, former
1008 chairman of the committee, Mr. Barton, for four minutes.

1009 Mr. Barton. Thank you, Mr. Chairman, and I want to thank
1010 you, sir, for appearing voluntarily without subpoena and standing
1011 or sitting there all by yourself. That's refreshing.

1012 I don't know what a Twitter CEO should look like but you
1013 don't look like a CEO of Twitter should look like with that beard.

1014 Mr. Dorsey. My mom would agree with you.

1015 [Laughter.]

1016 Mr. Barton. I am going to kind of reverse the questions
1017 that my good friend, Mr. Doyle, just asked so that we kind of
1018 get both sides of the question.

1019 In the -- in a July blog post, your company, Twitter,
1020 indicated some Democrat politicians were not properly showing

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1021 up within search auto suggestions. In other words, your company
1022 said that your algorithm were somewhat discriminatory against
1023 Democrats.

1024 Can you identify which Democrat representatives and accounts
1025 weren't properly showing up?

1026 Mr. Dorsey. We typically don't identify those as a matter
1027 of protecting their privacy and they haven't communicated that.
1028 But we can certainly follow up with your staff.

1029 Mr. Barton. All right. Can you identify how many without
1030 naming names?

1031 Mr. Dorsey. I can -- we'll follow up with your staff on
1032 that.

1033 Mr. Barton. Can you personally vouch that that statement
1034 is a true statement --

1035 Mr. Dorsey. Yes.

1036 Mr. Barton. -- that there are Democrat politicians who,
1037 when you did the auto search, they didn't show up?

1038 Mr. Dorsey. Yes. It was -- it was over 600,000 accounts.

1039 Mr. Barton. No. No. There were 600,000 accounts affected
1040 but how many Democrat versus Republican accounts?

1041 Mr. Dorsey. Yes, I --

1042 Mr. Barton. The allegation that we made, the Republicans,

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1043 is that you're discriminatory against us -- against the
1044 Republicans. Your post says, well, there were some Democrat
1045 politicians, too.

1046 So out of 600,000 if there were a thousand Republicans and
1047 10 Democrats, it still seems somewhat biased. If it's 50/50,
1048 then that's a whole different ball game.

1049 Mr. Dorsey. Well, we agree that the result was not impartial
1050 and that is why we corrected it and we fixed it.

1051 Mr. Barton. So you do agree that there were more Republicans
1052 than Democrats?

1053 Mr. Dorsey. I didn't say that. But I do -- I do --

1054 Mr. Barton. Well, you can't have it both ways, sir.

1055 [Laughter.]

1056 It's either 50/50 or one side is disproportionately affected
1057 and the allegation is that more Republicans were affected.

1058 Mr. Dorsey. Well, we don't always have the best methods
1059 to determine who is a Republican and who is a Democrat. We have
1060 to refer --

1061 Mr. Barton. Well, usually it's known because we run as
1062 Republicans or Democrats. That's not hard to identify.

1063 Mr. Dorsey. Yes. When it is self-identified it's easier.
1064 But we -- you know, we are happy to follow up with you.

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1065 Mr. Barton. Well, do you want to -- my chairman keeps
1066 whispering in my ear. I am glad to have a staffer who's the
1067 chairman of the committee.

1068 Do you discriminate more on philosophy like
1069 anti-conservative versus pro-liberal?

1070 Mr. Dorsey. No. Our policies and our algorithms don't take
1071 into consideration any affiliation philosophy or viewpoint.

1072 Mr. Barton. That's hard to stomach. I am not -- I just
1073 -- we wouldn't be having this discussion if there wasn't a general
1074 agreement that your company has discriminated against
1075 conservatives, most of whom happen to be Republican.

1076 Mr. Dorsey. I believe that we have found impartial outcomes
1077 and those are what we intend to fix and continue to measure.

1078 Mr. Barton. All right. Well, my time is about to expire.
1079 You said you would provide my staff those answers with some more
1080 specificity and I hope you mean that.

1081 But, again, thank you for voluntarily appearing. I yield
1082 back.

1083 Mr. Dorsey. Thank you. We'll follow up with you.

1084 The Chairman. The gentleman yields back.

1085 The chair recognizes the gentlelady from California, Ms.
1086 Matsui, for four minutes for questions.

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1087 Ms. Matsui. Thank you very much, Mr. Chairman.

1088 Mr. Dorsey, thank you for being here. I know it's becoming
1089 a long day for you.

1090 I want to talk to you about anonymization. It's been noted
1091 that advertising is less concerned with identifying the
1092 individual per se than with the activity of users to predict and
1093 infer consumer behavior.

1094 But I wonder if that is quickly becoming a distinction
1095 without a difference. Even when user content isn't associated
1096 with that user's name, precise information can and is gathered
1097 through metadata associated with messages or tweets.

1098 For instance, Twitter offers geospatial metadata that
1099 requires parsing the tweet for location and names of interest
1100 including nicknames. The metadata could then be associated with
1101 other publicly available social media data to re-identify
1102 individuals, and researchers have demonstrated this ability.

1103 So even though advertising itself may not be considered with
1104 identifying the individual, how is Twitter working to ensure its
1105 data is not being used by others to do so?

1106 Mr. Dorsey. Well, we -- first and foremost, the data on
1107 Twitter is very different than our peer companies, given that
1108 the majority of our data is public by default, and where we do

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1109 infer information around people's interests or their behaviors
1110 on the network we enable them, first and foremost, to see what
1111 we've collected and, second, turn it off.

1112 And in terms of our data business, our data business is
1113 actually focussed on packaging up and making real time the public
1114 data, and we send everyone who wants to consume that real-time
1115 stream of the public data through a know-your-customer process,
1116 which we audit every year as well to make sure that the intent
1117 is still good and proper and also consistent with how they signed
1118 up.

1119 Ms. Matsui. Okay. As I previously announced in this
1120 committee, I am soon introducing legislation to direct the
1121 Department of Commerce to convene a working group of stakeholders
1122 to develop a consensus-based definition of block chain.

1123 Distributed ledger technologies such as block chain have
1124 particularly interesting potential applications in the
1125 communications space ranging from identity verification to IOT
1126 deployments and spectrum sharing.

1127 But there currently is no common definition of block chain,
1128 which could hinder in its deployment. You had previously
1129 expressed interest in the broad applications of block chain
1130 technology including potentially any effort to verify identity

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1131 to fight misinformation and scams.

1132 What potential applications do you see for block chain?

1133 Mr. Dorsey. You know, first and foremost, we need to start
1134 with problems that we are trying to solve and the problems we
1135 are solving for our customers and then look at all available
1136 technology in order to understand if it can help us or accelerate
1137 or make those outcomes much better.

1138 So block chain is one that I think has a lot of untapped
1139 potential, specifically around distributed trust and distributed
1140 enforcement, potentially.

1141 We haven't gone as deep as we'd like just yet in understanding
1142 how we might apply this technology to the problems we are facing
1143 at Twitter but we do have people within the company thinking about
1144 it today.

1145 Ms. Matsui. Okay. Advertising-supported models like
1146 Twitter generate revenue through user-provided data. In your
1147 terms of service, you maintain that what's yours is yours -- you
1148 own your content.

1149 I appreciate that, but I want to understand more about that.

1150 To me, it means users ought to have some say about if, how, and
1151 when it's used.

1152 But you say that Twitter has an evolving set of rules for

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1153 how partners can interact with user content and that Twitter may
1154 modify or adapt this content as it's distributed.

1155 The hearings this committee has held demonstrated that the
1156 real crux of the issue is how content is used and modified to
1157 develop assumptions and inferences about users to better target
1158 ads to the individual.

1159 Do you believe that consumers own their data, even when that
1160 data has modified, used to develop inferences, supplemented by
1161 additional data, or otherwise?

1162 Mr. Dorsey. Sorry. What was the question? Do I --

1163 Ms. Matsui. Do you believe that consumers own their data?

1164 Mr. Dorsey. Yes.

1165 Ms. Matsui. Even when that data has modified, used to
1166 develop inferences, supplemented by additional data, or
1167 otherwise?

1168 Mr. Dorsey. Yes. Generally, we would want to understand
1169 all the ramifications of that. But yes, we believe that people
1170 own their data and should have ultimate control over it.

1171 Ms. Matsui. Okay. Thank you.

1172 I yield back.

1173 The Chairman. The gentlelady yields back.

1174 The chair now recognizes the whip of the House, Mr. Scalise,

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1175 for four minutes.

1176 Mr. Scalise. Thank you, Mr. Chairman.

1177 And Mr. Dorsey, appreciate you coming, and as others have
1178 said, we are welcoming your testimony and your willingness to
1179 answer some of these questions, and I think there are serious
1180 concerns more than anything about how Twitter has been used and
1181 will continue to be used and, clearly, there is many examples
1182 of things that Twitter has done and you can just look at the Arab
1183 Spring.

1184 Many people would suggest that a lot of the real ability
1185 for the Arab Spring to take off started with platforms like
1186 Twitter, and in 2009 you were banned in Iran and we've seen other
1187 countries -- China and North Korea have banned Twitter.

1188 And I would imagine when Twitter was banned, it wasn't a
1189 good feeling. But what we are concerned about is how Twitter
1190 has, in some ways, it looks like selectively adversely affected
1191 conservatives.

1192 I want to go through a couple of examples, and I would imagine
1193 you're familiar with these but our colleague, Marsha Blackburn,
1194 when she announced her campaign for the Senate, Twitter quickly
1195 banned her announcement advertisement because it had a pro-life
1196 message.

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1197 She, at the time, was the chair of the Special Select
1198 Committee that a number of my colleagues, both Republican and
1199 Democrat, here were on it that were looking into the sale of body
1200 parts, and Twitter banned her because they said this statement
1201 was deemed an inflammatory statement that is likely to evoke a
1202 strong negative reaction.

1203 Are you familiar with this?

1204 Mr. Dorsey. Yes.

1205 Mr. Scalise. Why was she banned for just stating a fact
1206 that Congress was actually investigating because of the deep
1207 concern nationally when this scandal took place?

1208 Mr. Dorsey. Well, first, we -- this was a mistake and we
1209 do apologize --

1210 Mr. Scalise. This was a mistake by Twitter?

1211 Mr. Dorsey. It was a mistake by Twitter. It was a mistake
1212 by us, which we corrected.

1213 Mr. Scalise. So was anybody held accountable for that
1214 mistake?

1215 Mr. Dorsey. What do you mean by that?

1216 Mr. Scalise. Well, somebody -- I mean, there was a
1217 spokesperson that said we deem it inflammatory -- Twitter deems
1218 it inflammatory and at the same time the organization that was

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1219 selling the body parts was not banned by Twitter but our colleague,
1220 who just exposed the fact that the sale of body parts was going
1221 on, was banned by Twitter, and your -- one of your own
1222 spokespersons said that it was inflammatory.

1223 Was that person held accountable for making those kind of
1224 statements?

1225 Mr. Dorsey. We use the -- you know, these events and these
1226 opportunities to improve our process and look for ways --

1227 Mr. Scalise. And we've talked about that and, obviously,
1228 I appreciate the fact that you have acknowledged that there have
1229 been some mistakes made in algorithms and we've talked about this
1230 with other companies.

1231 Facebook was in here talking about similar concerns that
1232 we had with their algorithm and how we felt that might have biased
1233 against conservatives.

1234 A liberal website, Vice, did a study of all members of
1235 Congress -- all 535 -- and they identified only three that they
1236 felt were targeted in the shadow banning and that was Reps.
1237 Meadows, Jordan, and Gaetz.

1238 And I know while, I think, Mr. Barton was trying to get into
1239 this in more detail, if there were 600,000, ultimately they did
1240 a study and found only three members of Congress were biased

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1241 against and all three happened to be conservatives.

1242 And so can you at least see that that is a concern that a
1243 lot of us have if there is a real bias in the algorithm as it
1244 was developed?

1245 And look, I've written algorithms before. So if somebody
1246 wrote an algorithm with a bias against conservatives, I would
1247 hope you are trying to find out who those people are and if they're
1248 using their own personal viewpoints to discriminate against
1249 certain people.

1250 Because if it's your stated intention that you don't want
1251 that discrimination to take place, I would hope that you would
1252 want to know if there are people working for Twitter that did
1253 have that kind of discriminatory viewpoint against conservatives
1254 that you would at least hold them accountable so that it doesn't
1255 happen again.

1256 Mr. Dorsey. I would want to know that, and I assure you
1257 that the algorithm was not written with that intention. The
1258 signal that we were using caught people up in it and it was a
1259 signal that we determined was not relevant and also not fair in
1260 this particular case.

1261 And there will be times -- and this is where we need to
1262 experiment, as you know, in writing algorithms in the past --

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1263 that you need to test things and see if they work at scale and
1264 pull them back correctly if they don't and that is -- that is
1265 our intention.

1266 Mr. Scalise. But also you shouldn't inject your own
1267 personal viewpoint into that unless that's the intention of the
1268 company. But you're saying it's not the intention of the company.

1269 Mr. Dorsey. That is not the intention and they should never
1270 be ejecting people.

1271 Mr. Scalise. And I know I am out of time. But I appreciate
1272 at least your answering these questions. Hopefully, we can get
1273 some more answers to these examples and there are others like
1274 this that we'd surely like to have addressed.

1275 Thank you. Yield back.

1276 The Chairman. The chair now recognizes the --

1277 [Disturbance in hearing room.]

1278 The Chairman. Order. We'll have order in the hearing room
1279 or you will be asked to leave. You -- ma'am, if you will please
1280 take a seat or we'll have to have you -- then you will need to
1281 relieve --

1282 [Disturbance in hearing room.]

1283 Mr. Long. Huh? What's she saying? I can't understand
1284 her. What? What's she --

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1285 The Chairman. Officer, will you escort this young lady out,
1286 please?

1287 Somehow I think our auctioneer in residence is going to get
1288 tweeted about today. Yeah.

1289 I would remind members of the audience you're here to
1290 observed, not participate, and I appreciate that.

1291 We'll now turn to the gentleman from New York, Mr. Engel,
1292 for four minutes.

1293 Mr. Engel. That's a hard act to follow, Mr. Chairman.
1294 That's a hard act to follow. Maybe I will get Mr. Long to help
1295 me along a little bit as well.

1296 Thank you, Mr. Chairman and Mr. Pallone.

1297 Mr. Dorsey, welcome. Our country is facing a direct threat
1298 to our democratic institutions. We need to find ways to stop
1299 foreign adversaries like Russia and Iran from using American
1300 technology against us.

1301 Earlier this year, Special Counsel Robert Mueller, filed
1302 an indictment against a Russian internet research agency,
1303 charging that they created fake social media accounts, sometimes
1304 using American stolen identities, to sow discord and interfere
1305 with our 2016 elections. I have a copy of that indictment here,
1306 and Mr. Chairman, I would like to introduce it for the record.

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1307 The Chairman. Without objection.

1308 [The information follows:]

1309

1310 *****COMMITTEE INSERT 4*****

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1311 Mr. Engel. Mr. Dorsey, Twitter recently took down a number
1312 of Russian- and Iranian-linked accounts after it was tipped off
1313 by a cybersecurity firm.

1314 I am glad to see that Twitter is taking action to protect
1315 us. But do you think we should be concerned that an outside
1316 cybersecurity firm detected fraudulent activity before you did?

1317 Mr. Dorsey. Well, I think it's really important that we
1318 have outsiders and we have an open channel to them because they're
1319 always going to approach the data and the work in a way that we
1320 may not see, and we are going to do our best to capture everything
1321 that we can and to be as proactive as we can.

1322 But we want to leave room for others to bring a different
1323 perspective that might look at what's happening on the platform
1324 in a different way that we do.

1325 Mr. Engel. So how confident are you that Twitter can
1326 identify and remove all of the fake and automated accounts linked
1327 to a foreign adversary on your platform?

1328 Mr. Dorsey. We are getting more and more confident. But
1329 I do want to state that this is not something that has an end
1330 point that reaches perfection.

1331 We are always going to have to stay 10 steps ahead of the
1332 newest ways of attacking and newer vectors and we are getting

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1333 more agile and better at identifying those and that's showing
1334 in some of our results, which I talked about earlier in the terms
1335 of being able to identify 8 to 10 million suspicious accounts
1336 every single week and then also challenging them to see if they're
1337 humans or bots or some sort of malicious automation.

1338 Mr. Engel. I understand that Twitter is now requiring some
1339 suspicious accounts to respond to recapture to prove that they're
1340 human accounts and not bots.

1341 I was surprised to learn that you're not requiring users
1342 to do the same thing when they first sign up to Twitter. New
1343 accounts are authenticated using only an email address. Could
1344 you tell me why that is?

1345 Mr. Dorsey. We actually do send accounts through a variety
1346 of authentication including sometimes reCAPTCHA. It really
1347 depends on the context and the information that we have. We have
1348 thwarted over a half a million accounts from even logging in in
1349 the first place because of that.

1350 Mr. Engel. I understand that dealing with foreign
1351 adversaries can be difficult. Twitter may respond to one
1352 practice only to find new tactics being used to sow discord.
1353 Can you commit to us with any level of certainty that the 2018
1354 mid-term elections in the United States will not be subject to

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1355 interference by foreign adversaries using bots or other fake
1356 accounts on your platform?

1357 Mr. Dorsey. We are committing to making it our number-one
1358 priority to help protect the integrity of the 2018 mid-terms and
1359 especially the conversation around it.

1360 Mr. Engel. Let me ask you this, finally. Are you aware
1361 of foreign adversaries using any different tactics on your
1362 platform to interfere in our 2018 mid-term elections?

1363 Mr. Dorsey. None that we haven't communicated to the Senate
1364 Intelligence Committee and any that we do find we will be
1365 communicating and sharing with them.

1366 Mr. Engel. Okay. Thank you very much. Thank you, Mr.
1367 Chairman.

1368 Mr. Dorsey. Thank you.

1369 The Chairman. I thank the gentleman.

1370 We now go to the gentleman from Ohio, Mr. Latta, for four
1371 minutes.

1372 Mr. Latta. Thank you, Mr. Chairman.

1373 And Mr. Dorsey, thanks very much for being here with us today.

1374 I would like to ask my first question on how you're protecting
1375 that -- users' data. Do you collect any data from other third
1376 parties about Twitter users?

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1377 Mr. Dorsey. We don't collect data from third parties about
1378 Twitter folks. We do have embeds of tweets around the web and
1379 when people do go visit those sites we note that and we can
1380 integrate it when they do login to Twitter. But people can turn
1381 that off as well.

1382 Mr. Latta. How does Twitter use that data?

1383 Mr. Dorsey. We use the data to personalize the experience
1384 specifically around -- it might -- it might infer a particular
1385 interest so that we can show them specific topics or make our
1386 advertising targeting better.

1387 Mr. Latta. Is that sold or offered in some other forum then
1388 for the advertisers?

1389 Mr. Dorsey. I am sorry?

1390 Mr. Latta. Is it sold to the advertisers?

1391 Mr. Dorsey. Is it sold to the advertisers? No.

1392 Mr. Latta. Okay.

1393 Let me back up to where Mr. Shimkus was when we were talking
1394 about the verification of the blue checkmark. How easy is it
1395 for someone to obtain a verified Twitter handle and what does
1396 Twitter take to ensure it is not highlighting one political
1397 viewpoint over another through the use of that verification on
1398 the platform?

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1399 Mr. Dorsey. Well, right now it's extremely challenging
1400 because we've paused the verification program because we've found
1401 so many faults in it that we knew we needed a restart.

1402 We do make exceptions for any representatives of government,
1403 particular brands, or public figures of interest. But we
1404 generally have paused that work.

1405 Before that pause, we did allow anyone to submit an
1406 application to be verified and it uses very -- it used various
1407 criteria in order to determine if the verification was necessary.

1408 Mr. Latta. With that verification for that has said -- you
1409 all have said that it can be removed for the activity on the on/off
1410 platform. What off platform is the basis for someone using that
1411 blue verified checkmark?

1412 Mr. Dorsey. We look at specifically any violent extremist
1413 groups and off platform behavior for violent extremist groups,
1414 when we consider not just verification but also holding an account
1415 in the first place.

1416 Mr. Latta. Okay. In your statement, it said in the last
1417 year Twitter developed and launched more than 30 policy and
1418 product changes designed to "foster information, integrity, and
1419 protect the people who use our service from abuse and malicious
1420 automation."

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1421 Can you share with the committee what those 30-plus policy
1422 and product changes are or highlight some and then give us the
1423 others in written?

1424 Mr. Dorsey. Yes, and we can -- we can certainly follow up
1425 with all of you on exactly the details. But we established new
1426 models, for instance, to detect where people are gaming our
1427 systems. These are algorithms with an intent to artificially
1428 amplify.

1429 We have new reporting flows that enable people to report
1430 tweets or accounts. We have changed policies reflective of
1431 current circumstances and what we are seeing and we have certainly
1432 done a bunch of work around GDPR, which has affected our work
1433 in general. But we will follow up with you with enumeration.

1434 Mr. Latta. If we could get those 30 points that would be
1435 great and submit those to the committee.

1436 You also indicated in your written statement that the company
1437 conducted an internal analysis of members of Congress affected
1438 by the auto suggest search issue and that you'd make that
1439 information available to the committee if requested.

1440 Will you commit to us on the committee that you will present
1441 all of Twitter's analysis as soon as that is possible after this
1442 hearing?

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1443 Mr. Dorsey. Yes, and we also hope to include this in our
1444 long-standing initiative of a transparency report around our
1445 actions.

1446 Mr. Latta. Thank you.

1447 Mr. Chair, my time has expired.

1448 The Chairman. I thank the gentleman from Ohio.

1449 The chair recognizes the gentlelady from Florida, Ms.
1450 Castor, for four minutes.

1451 Ms. Castor. Thank you, Mr. Chairman.

1452 Good afternoon. Mr. Dorsey, do you feel like you're being
1453 manipulated yourself -- you're part of a manipulation campaign
1454 because, I mean, when you see the majority leader of the Congress
1455 is running ads on Facebook to fundraise around allegations of
1456 anti-conservative bias on social media platforms and then you
1457 see the Trump campaign use President Trump's tweets where he
1458 claims anti-conservative bias at Google, Facebook, and Twitter,
1459 and then you -- we saw this outburst today.

1460 The woman jumped up, of course, with her phone so that she
1461 can get that and that's probably trying to spread on the web.

1462 And now, the Justice Department even says boy, this is so serious
1463 we have to investigate.

1464 Does this feel like a manipulation campaign itself to you?

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1465 Mr. Dorsey. Look, as I noted in my opening, I do believe
1466 that there's growing concern around the power that companies like
1467 ours hold and the reason why is people do see us as a digital
1468 public square and that comes with certain expectations and we
1469 --

1470 Ms. Castor. That's a very diplomatic answer, I have to say,
1471 because there are very serious questions. I mean, the Russian
1472 trolls created thousands of bots to influence our democracy --
1473 our elections. They're doing it in other countries across the
1474 world.

1475 Do you -- do you feel like you have a handle on these bots?
1476 You said earlier in your testimony you ID 8 to 10 million accounts
1477 per month. Is that right?

1478 Mr. Dorsey. Per week.

1479 Ms. Castor. Per week?

1480 Mr. Dorsey. And to thwart over half a million accounts from
1481 logging in every single day.

1482 Ms. Castor. Can Twitter keep up?

1483 Mr. Dorsey. We intend to keep up. So --

1484 Ms. Castor. I mean, if they -- if they are using automated
1485 accounts, isn't -- don't we reach a point where they're -- they
1486 have the ability to overwhelm content on Twitter and affect your

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1487 algorithms?

1488 Mr. Dorsey. Maybe. I mean, it is definitely -- others have
1489 described this as an arms race. But I believe it's very much
1490 like security. There's no perfect end point.

1491 When you build a lock, someone else will figure out how to
1492 break it, and therefore, you can't try to design and optimize
1493 for the perfect lock. You always have to build those into the
1494 system.

1495 Ms. Castor. Can't you -- can't you identify the bots at
1496 least as they sign up in some way so that folks understand okay,
1497 that's a fake automated account?

1498 Mr. Dorsey. In certain cases, we can -- and it's a great
1499 point -- especially through our API. There are more
1500 sophisticated ways of automation that actually script our site
1501 and our app that are much harder to detect because they're
1502 intending to look like human behavior with the slowness of human
1503 behavior rather than the speed of through an API.

1504 So it's a little bit more complicated. It's not a challenge
1505 we are not intending to face. We are taking it head on.

1506 Ms. Castor. You have some creative minds. I would think
1507 you can put all of those creative minds, all of your expertise,
1508 to work to do that.

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1509 I want to ask you a little bit about privacy. Twitter and
1510 other companies collect information on users and nonusers
1511 oftentimes without their knowledge.

1512 Twitter's business model is based on advertising and you
1513 serve targeted advertising to users based on vast amounts of data
1514 that you collect, which raises consumer privacy concerns.

1515 You -- up until last year, you -- the privacy policy included
1516 a promise to support do not track. But then you changed your
1517 mind.

1518 Why? Why shouldn't it be up to consumers? Why shouldn't
1519 it be the consumer's choice on tracking?

1520 Mr. Dorsey. Well, we do allow consumers within the app to
1521 turn off tracking across the web.

1522 Ms. Castor. But they cannot -- you're still able to build
1523 the -- a profile on each and every user. Isn't that correct?

1524 Mr. Dorsey. If they log into the account then yes, and we
1525 allow them to turn that off.

1526 Ms. Castor. But I understand that even when they go and
1527 they change the -- they opt out that you're still collecting data
1528 on them. You're still tracking them.

1529 Mr. Dorsey. I don't believe that's the case. But happy
1530 to follow up with you with our team.

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1531 Ms. Castor. Okay, and let's do that because I am out of
1532 time. Thank you.

1533 The Chairman. The chair now recognizes the chairman of the
1534 Republican Conference, the gentlelady from Washington State,
1535 Cathy McMorris Rodgers, for four minutes.

1536 Mrs. McMorris Rodgers. Thank you, Mr. Chairman, and thank
1537 you, Mr. Dorsey, for joining us today. I want to start off by
1538 saying that I think Twitter is a valuable tool in modern
1539 communication and it's why, back in 2011, I was spearheading an
1540 effort to get our members signed up and using this tool.

1541 I think it's a great way to interact with the people that
1542 we represent and since then it's been amazing to see the growth
1543 of Twitter and the Twitter users all across America and the world.

1544 It's why I think this hearing is so timely. There's a lot
1545 of serious questions that Americans have regarding tech platforms
1546 and the ones that they're using every day and the issues like
1547 data privacy, community standards, and censorship.

1548 Today, I want to focus on Twitter's procedures for taking
1549 down offensive and inappropriate content. And as you know,
1550 there's been examples that were already shared today.

1551 I was going to highlight the one with Meghan McCain with
1552 the altered image of a gun pointed at her when she was mourning

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1553 her father's loss, and the tweet image said, "America, this one's
1554 for you."

1555 Obviously, this offensive tweet was reported by other users,
1556 even to you, I understood. Yet, it took nearly 16 hours for there
1557 to be action to take it down.

1558 So I just wanted to ask, first, do you think that this is
1559 a violation of Twitter's content policies and rules against
1560 violence and physical harm and that I would also like to understand
1561 how much of this is driven by the algorithm versus human content
1562 managers?

1563 Mr. Dorsey. So it definitely is a violation and we were
1564 slow to act. The tweet was actually up for five hours, but five
1565 hours way too long, and we build -- our current model works in
1566 terms of removing content based on reports that we receive and
1567 we don't believe that that is fair, ultimately. We don't believe
1568 that we should put the burden of reporting abuse or harassment
1569 on the victim of it.

1570 We need to build algorithms to Proactively look for when
1571 these things are occurring and take action. So the number of
1572 abuse reports that we get is a number that we would like to see
1573 go down not only because there's less abuse on the platform but
1574 because our algorithms are recognizing these things before

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1575 someone has to report them and that is our goal, and it will take
1576 some time. And meanwhile, while we --

1577 Mrs. McMorris Rodgers. Can you talk to me then just about
1578 what are your current policies? What are the current policies
1579 for prioritizing timely take downs and enforcement?

1580 Mr. Dorsey. Yes. So any sort of violent threat or image
1581 is at the top of our priority list in order to review and enforce,
1582 and we do have a prioritization mechanism for tweets as we get
1583 the reports.

1584 But, obviously, this one was too slow and is not as precise
1585 as it needs to be. In this particular case, the reason why was
1586 because it was captured within an image rather than the tweet
1587 text itself.

1588 Mrs. McMorris Rodgers. So I think much of the concern
1589 surrounding this incident and some others has been how long it
1590 takes to remove the content when there's a clear violation, and
1591 the issue only seemed to be resolve after people publicly tweeted
1592 about it, providing a larger platform for this type of content
1593 than it ever should have had.

1594 So I did want to hear what steps the company is going to
1595 be taking to speed up its response time to future ones to ensure
1596 these kind of incidences don't continue.

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1597 Mr. Dorsey. In the short term, we need to do a better job
1598 at prioritizing around the reports we receive, and this is
1599 independent of what people see or report to us on the platform.

1600 And in the longer term, we need to take the burden away from
1601 the victim from having to report it in the first place.

1602 Mrs. McMorris Rodgers. Okay. Well, clearly, you hold a
1603 large amount of power in the public discourse. Allowing speech
1604 that incites violence could have devastating consequences and
1605 this is one way where I believe it's very important that Twitter
1606 take action to help restore trust with the people and your
1607 platform.

1608 So and with that, I will yield back my time.

1609 The Chairman. The gentlelady yields back.

1610 The chair recognizes the gentleman from Maryland, Mr.
1611 Sarbanes, for four minutes.

1612 Mr. Sarbanes. Thank you, Mr. Chairman.

1613 Mr. Dorsey, thank you for coming. There are a number of
1614 important topics that we could be discussing with you today but,
1615 unfortunately, the Republican majority has decided to pursue the
1616 trumped-up notion that there is a special conservative bias at
1617 work in the way Twitter operates, and that's a shame.

1618 What worries me is this is all part of a campaign by the

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1619 GOP and the right wing to work the refs -- complaining of
1620 non-existent bias to force and over correction, which then can
1621 result in some actual bias going in the other direction, and we
1622 saw this actually with Facebook.

1623 Conservatives cried bias because Facebook was seeking to
1624 make information available using reputable news sources instead
1625 of far right-wing outlets or conspiracy platforms. So Facebook
1626 got pushed into this correction and it got rid of its human editors
1627 and the result was immediately it was overrun with hoaxes that
1628 were posing as news.

1629 I actually have questions about the subject of the hearing
1630 but I am going to submit those for the record and ask for written
1631 responses because I don't really have confidence that this hearing
1632 was convened for a serious purpose, to be candid.

1633 Like I said, I think it's just a chance to work the ref to
1634 push platforms like yours away from the serious task of empowering
1635 people with good and reliable information.

1636 But what is really frustrating to me about today's inquiry
1637 is that my Republican colleagues know there are plenty of other
1638 kinds of investigations that we should be undertaking in this
1639 Congress but they don't have any interest in pursuing them.

1640 And that's not just conjecture. There's actually a list

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1641 that's been circulating that Republicans put together of all the
1642 investigations that they've been blocking, sweeping under the
1643 rug because they want to hide the truth from the American people.

1644 And this spreadsheet which is going around is pretty telling.
1645 It's circulating in Republican circles. So what are these
1646 things that they know could and should be investigated but they
1647 are determined to dismiss or bury or ignore altogether?

1648 According to their own secret cover-up list, Republicans
1649 don't want the public to see President Trump's tax returns. They
1650 don't want the public to know about Trump's business dealings
1651 with Russia.

1652 They're determined not to investigate Secretary of Treasury
1653 Steven Mnuchin's business dealings. They're blocking public
1654 inquiry into the personal email use of White House staff.

1655 They're wilfully ignoring how taxpayer money has been wasted
1656 by corrupt cabinet secretaries for first class travel, private
1657 jets, large security details, office expenses, and other misused
1658 perks.

1659 They're giving the president a pass on investigation into
1660 the motives behind his travel ban and his family separation
1661 policy.

1662 They definitely don't want the public to see how poorly the

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1663 Trump White House responded to Hurricane Maria in Puerto Rico
1664 and, finally, they don't want the public to see how the
1665 administration is failing to protect our elections and guard
1666 against hacking attempts.

1667 These are all things that deserve attention and inquiry of
1668 this Congress. But the Republicans are not going to let it
1669 happen.

1670 Let me just go back in the last 40 seconds and talk about
1671 election security because we are 60 days away from the mid-term
1672 election. We know there are ongoing efforts to disrupt our
1673 democracy. We know these same actors, these foreign and hostile
1674 actors, are using this very platform -- Twitter and others --
1675 to sow discord.

1676 We know the public is desperate that their representatives
1677 -- that's us -- will act to protect their democracy and we know,
1678 thanks to this list, that the Republicans know they should be
1679 investigating our nation's election security and hacking attempts
1680 by hostile actors.

1681 Instead, here we are, using our precious resources to feed
1682 Deep State conspiracy theories preferred by the president and
1683 his allies in Congress. It's a shame that this committee,
1684 frankly, has been drawn into such a charade.

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1685 I yield back my time.

1686 The Chairman. The gentleman's time has expired.

1687 The chair now recognizes the gentleman from Mississippi,
1688 chair of the Oversight Subcommittee, Mr. Harper, for four minutes.

1689 Mr. Harper. Thank you, Mr. Chairman, and thank you, Mr.
1690 Dorsey, for taking this time to be here. It's a very important
1691 topic.

1692 We all utilize Twitter. You have a very daunting task to
1693 try to work through this. It's a lot, and we've talked a lot
1694 today about algorithms and, of course, those are really only as
1695 good as the people who create them, edit them, and guide them,
1696 and algorithms have to be trained, which means, as you know --
1697 the feeding them a lot of data.

1698 My understanding is that oversight of machine learning
1699 algorithms involves examining the data sets or the search results
1700 to look for that bias. If bias is spotted, then the algorithm
1701 can be adjusted and retrained.

1702 So I want to understand the oversight that Twitter does of
1703 its own algorithms. The algorithms that support Twitter's
1704 algorithmic time line are adjusted, if not daily, almost daily.

1705 Why is that and what are some reasons why the algorithms
1706 would need to be adjusted daily?

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1707 Mr. Dorsey. So we -- you know, bias in algorithms is a rather
1708 new field of research within broader artificial intelligence and
1709 it's something that is certainly new to us as a company as well.

1710 We do have teams who are focused on creating roadmap so that
1711 we can fully understand best practices for training, data sets,
1712 and also measuring impartiality of outcomes.

1713 But I will say that we are pretty early in that work. We
1714 intend to get better much faster but we are very, very early.

1715 We are learning as quickly as possible, as is the industry, on
1716 how best to do this work and also how best to measure whether
1717 we are doing the right thing or not.

1718 In terms of why we need to change the signals all the time
1719 is because we -- when we release some of these models we release
1720 them in smaller tests and then as they go out to the broader Twitter
1721 at scale, we discover some unexpected things and those unexpected
1722 things will lead to questions, which then cause us to look deeper
1723 at the particular signals that we are using and as we recognize
1724 that there are any sort of impartiality within the outcome, we
1725 work to fix. And it is somewhat dependent upon people giving
1726 us feedback.

1727 Mr. Harper. And those teams that you're talking about,
1728 those are individuals, correct?

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1729 Mr. Dorsey. They're --

1730 Mr. Harper. That are -- that are employees of Twitter?

1731 Mr. Dorsey. Yes. Yes --

1732 Mr. Harper. And how do you take into account what their
1733 leanings or their, you know, bias or life story? Does that have
1734 an input into what they determine is important or what to look
1735 for, or how do you factor that in?

1736 Mr. Dorsey. It doesn't -- it doesn't have an input that
1737 we use. The way we judge ourselves ultimately is are the
1738 algorithms making objective decisions -- our engineers using
1739 engineering rigor, which is free of bias and free of any action
1740 that might be aligned with one particular perspective or not.

1741 So --

1742 Mr. Harper. Okay. If I can ask this, because we only have
1743 a few moments. What are they looking for? What do they look
1744 for when they're deciding whether or not to make a change?

1745 Mr. Dorsey. They're looking for fairness. They're looking
1746 for impartiality. They're looking for whether --

1747 Mr. Harper. If I can interrupt must for a moment. Who
1748 defines fairness? What is that fairness that's determined there
1749 and -- because your fairness may be different than my definition
1750 of fairness, depending on what the issue or the interpretation

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1751 of it is.

1752 Mr. Dorsey. Yes. This goes back to those health indicators
1753 that we are trying to search for. So are we showing, for instance,
1754 a variety of perspectives or are we creating more echo chambers
1755 and filter bubbles.

1756 Mr. Harper. And as you looked at the 600,000 users and then
1757 specifically you were asked earlier about that you -- you said
1758 you would follow up on the number of Democrats or Republicans
1759 in the House --

1760 Mr. Dorsey. Where we can determine that.

1761 Mr. Harper. -- so my question is, you know, that's a pretty
1762 limited, you know, pool. We are talking about 435 members of
1763 the House.

1764 Do you -- do you have that info and just don't want to discuss
1765 it or do you have to find that info on how many House members
1766 there were that were affected?

1767 Mr. Dorsey. We do have the info and we will share it.

1768 Mr. Harper. Can you share it now?

1769 Mr. Dorsey. Yes, we'll share it with you.

1770 Mr. Harper. Can you share it now in your testimony?

1771 Mr. Dorsey. I don't -- I don't have it front of me.

1772 Mr. Harper. Okay. But you will provide it?

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1773 The Chairman. The gentleman's time --

1774 Mr. Harper. Thank you. With that, I yield back my time.

1775 The Chairman. The gentleman's time has expired.

1776 The chair now recognizes the gentleman from California, Mr.
1777 McNerney, or four minutes.

1778 Mr. McNerney. I thank the chairman, and I thank you, Mr.
1779 Dorsey, for the frankness you have been showing on answering our
1780 questions.

1781 But this hearing is really a desperate effort to rally the
1782 Republican base before the November election and to please
1783 President Trump.

1784 However, there are some real serious issues that we should
1785 be examining -- for example, targeting. Some social media
1786 networks have been accused of facilitating discriminatory
1787 advertising such as housing and employment ads.

1788 So when targeting ads, are advertisers able to exclude
1789 certain categories of users on Twitter, which would be
1790 discriminatory?

1791 Mr. Dorsey. I am sorry. Can you -- can you -- for political
1792 ads or issues ads?

1793 Mr. McNerney. No, for non-political ads. Are advertisers
1794 able to exclude groups or categories of users?

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1795 Mr. Dorsey. Advertisers are able to build criteria that
1796 include and exclude folks.

1797 Mr. McNerney. So that could be -- end up being
1798 discriminatory?

1799 Mr. Dorsey. Perhaps, yes.

1800 Mr. McNerney. Apart from reviewing how ads are targeted,
1801 does Twitter review how its ads are ultimately delivered and if
1802 any discriminatory effects occur as a result of its own
1803 optimization process?

1804 Mr. Dorsey. Yes, we do do regular audits of how our ads
1805 are targeted and how they're delivered and we work to make sure
1806 that we have fairness within them.

1807 Mr. McNerney. Sure. Could you briefly describe the
1808 process that Twitter uses for making changes to algorithms?

1809 Mr. Dorsey. In terms of making changes to ads algorithms,
1810 we are looking first and foremost at the data test sets.

1811 We run through tests to make sure that we are -- that they're
1812 performing in the way that we expect with those outcomes and then
1813 we bring them out to production, which is at scale on the live
1814 system, and then also we are doing checks to make sure that they
1815 are consistent with constraints and boundaries that we expect.

1816 Mr. McNerney. Has Twitter ever taken down an ad because

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1817 of potential discriminatory effects -- non-political?

1818 Mr. Dorsey. I will have to follow up with you on that to
1819 get that information.

1820 Mr. McNerney. Well, it's difficult to know if Twitter's
1821 platforms are having discriminatory effects because there's no
1822 real way for watchdog groups to examine what's happening for
1823 potential biases.

1824 Twitter announced now that it's making political ads
1825 searchable. How about non-political ads? Is there a way for
1826 watchdog groups to examine how non-political ads are being
1827 targeted?

1828 Mr. Dorsey. Yes. Our ads transparency center is
1829 comprehensive of all ads.

1830 Mr. McNerney. Thank you. Okay, moving on to privacy --
1831 Twitter's privacy policy states that we believe you should always
1832 know where your data -- what data we collect from you and how
1833 we use it and what you should -- and you should have meaning control
1834 over both.

1835 But most Americans really don't know what's happening with
1836 their data. There's a saying that if you aren't paying for a
1837 product that you are their product. Do you agree with that?

1838 Mr. Dorsey. I don't necessarily agree with that. I mean,

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1839 I do believe that we need to make more clear the exchange -- what
1840 people are trading to get a free service.

1841 I don't think we've done a great job at that, certainly within
1842 the service, and I do believe that that is important work and
1843 we should clarify it more.

1844 Mr. McNerney. Is Twitter running educational campaigns to
1845 inform users about how data is being used?

1846 Mr. Dorsey. Not at the moment, but we should be looking
1847 at that and also the incentives that we are providing people on
1848 the platform.

1849 Mr. McNerney. I am going to follow up on some prior
1850 questions here. If users disable the track mechanism, then does
1851 Twitter previously -- does Twitter still store previously
1852 collected data or does it erase it when they ask to be excluded
1853 when they opt out?

1854 Mr. Dorsey. I believe it's erased. But we'll have to
1855 follow up with the details.

1856 Mr. McNerney. Okay. And so you will commit to -- can you
1857 commit to erasing data when people opt out?

1858 Mr. Dorsey. Yes, but let me just make sure I understand
1859 and we understand the constraints and the ramifications of that.

1860 Mr. McNerney. Okay. Thank you.

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1861 Mr. Chairman, I yield back.

1862 Mr. Harper. [Presiding.] The gentleman yields back.

1863 We will now take a five-minute recess and reconvene in five
1864 minutes.

1865 [Recess.]

1866 The Chairman. [Presiding.] Our guests will take their
1867 seats.

1868 If our guests will take their seats and our members, we will
1869 resume the hearing now, and I recognize the gentleman from New
1870 Jersey, Mr. Lance, for four minutes for questions.

1871 Mr. Lance. Thank you, Mr. Chairman.

1872 Mr. Dorsey, I have three areas of questioning. Number one,
1873 in the Meghan McCain matter, in your opinion would the photo have
1874 been taken down if those close to the victim, including her
1875 husband, had not complained to Twitter?

1876 Mr. Dorsey. If it would have been taken down if they had
1877 not complained?

1878 Mr. Lance. Correct.

1879 Mr. Dorsey. We would have taken it down because we -- I
1880 imagine we would have received other reports. Our system does
1881 work today based on reports for take down.

1882 Mr. Lance. Let me say that I think it's the unanimous view

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1883 of this committee that five hours is intolerable and it was
1884 horribly violent and we are all opposed to this type of violence
1885 on Twitter, regardless of when it occurs, and certainly we hope
1886 that you do better in the future.

1887 Number two, you state in your testimony on Page 6, "Bias
1888 can happen inadvertently due to many factors such as the quality
1889 of the data used to train our models.

1890 In addition to ensuring that we are not deliberately biasing
1891 the algorithms, it is our responsibility to understand, measure,
1892 and reduce these accidental bias.

1893 The machine learning teams at Twitter at learning about these
1894 techniques and developing a roadmap to ensure our present and
1895 future machine learning models uphold a high standard when it
1896 comes to algorithmic fairness."

1897 Can you give the committee a time frame as to when we might
1898 expect that that would receive results that are fair to the
1899 American people, conservatives and perhaps liberals as well?

1900 Mr. Dorsey. I can't predict a very precise time frame at
1901 the moment. This is something that is a high priority for us
1902 in terms of as we roll out algorithms understanding that they
1903 are fair and that we are driving impartial outcomes.

1904 But it's hard to predict a particular time frame because

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1905 this is not just a Twitter issue. This is the entire industry
1906 and a field of research within artificial intelligence.

1907 Mr. Lance. I was asked on air in New York over the weekend
1908 whether this will require regulation by the federal government.

1909 After all, we are a committee of jurisdiction in this regard.

1910

1911 I certainly hope not, but I am sure you can understand, Mr.
1912 Dorsey, that we would like this to occur as quickly as possible
1913 because of the great concern of the American people that there
1914 not be bias, intentional or unintentional.

1915 Mr. Dorsey. I do believe you're asking the important
1916 questions, especially as we move more of our decisions not just
1917 as a company but also as individuals to artificial intelligence
1918 and we need to understand as we use this artificial intelligence
1919 for more and more of the things that we do that, number one, that
1920 there are unbiased outcomes and, number two, that they can explain
1921 why they made the decision in the first place.

1922 Mr. Lance. Thank you, Mr. Dorsey.

1923 And then my third area of questioning, prior to 2016 did
1924 Twitter have any policies in place to address the use of the
1925 Twitter platform by foreign governments or entities for the
1926 purpose of influencing an election in the United States?

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1927 I am certainly as concerned as any member of this committee,
1928 regardless of political party, about what happened regarding
1929 Russia in 2016. And so prior to 2016, did you have any policies
1930 in place?

1931 Mr. Dorsey. We can follow up with you. I don't have that
1932 data right now in terms of what policies against foreign actors
1933 that we had before 2016. But we did learn a lot within the 2016
1934 elections that impacted both our technology and also the policies
1935 going forward.

1936 Mr. Lance. Let me state that I do not believe this is a
1937 partisan matter. This is a bipartisan matter. It is intolerable
1938 that there was any interference and, of course, we hope that it
1939 never occurs again.

1940 Thank you, Mr. Chairman. I yield back.

1941 The Chairman. The gentleman yields back.

1942 The chair recognizes the gentleman from Vermont, Mr. Welch,
1943 for four minutes.

1944 Mr. Welch. Thank you very much, Mr. Chairman.

1945 There's really two hearings going on. One is about that
1946 man in the White House who has been accusing, as you have been
1947 sitting here, the social media giants of interfering in the
1948 election and making this claim even as you were testifying and,

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1949 in fact, recently said that the media giants were all in favor
1950 of Hillary Clinton in the election.

1951 I will just give you a chance to ask whether the company
1952 Twitter had a -- had a policy of the company for either candidate
1953 in the presidential election.

1954 Mr. Dorsey. No, we did not.

1955 Mr. Welch. Absolutely not, I expect, right?

1956 The second is a job that we are not doing. We are having
1957 Mr. Dorsey here and it's a good opportunity, given his experience
1958 in his company. But these social media platforms are being abused
1959 in some cases and there's efforts that are being made at Twitter
1960 -- we had Mr. Zuckerberg here some time ago -- efforts being made
1961 at Facebook to deal with false accounts, to deal with hate speech,
1962 which you're trying to deal with, to deal with flat-out false
1963 information, which is not the kind of thing you want on the digital
1964 town square, right?

1965 But the fundamental question that this committee refuses
1966 to ask itself is whether there's a role for publicly-elected
1967 officials to make some of these decisions about how you protect
1968 people from hate speech, how you protect people from flat-out
1969 false information.

1970 Now, you mentioned, Mr. Dorsey, that your company is

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1971 investigating this. You have got your team working on it, and
1972 that's a good thing.

1973 But bottom line, do you believe that this should be something
1974 that's decided company by company or should we have rules of the
1975 road and a process that is monitored by elected officials in a
1976 regulatory agency. That's the question we are coming to.

1977 As Mr. Harper earlier, I thought, asked a very good question
1978 -- what you determine to be fair or I determine to be fair, we
1979 may disagree. So who's going to be the decider of that?

1980 Do you believe that ultimately it should be a decision on
1981 these important questions of privacy, on these important
1982 questions of hate speech, on these important matters you're trying
1983 to contend with about the abuse of your platform should be decided
1984 on a company by company basis or should that be a public discussion
1985 and a public decision made by elected representatives?

1986 Mr. Dorsey. First, we want to make it a public discussion.
1987 We -- this health and increasing health in the public space is
1988 not something we want to compete on. We don't want to have the
1989 only healthy public square.

1990 We want to contribute to all healthy public conversation.
1991 Independent of what the government believes it should do, we
1992 are going to continue to make this our singular objective --

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1993 Mr. Welch. Right.

1994 Mr. Dorsey. -- because we believe it's right and we are
1995 going to continue to share our approach and our work so that others
1996 can learn from it and we are going to learn from others.

1997 So I do believe that we have worked a lot more closely with
1998 our peers in order to solve some of these common issues that we
1999 are seeing and we'll come up with common solutions, as long as
2000 we all have a mind set of this is not an area for us to compete.

2001 Mr. Welch. It's not an area to compete but it's also
2002 ultimately as responsible and you and other companies want to
2003 be, which I grant you you do.

2004 Ultimately, there will be a debate between the president
2005 and his vision of what is fair and perhaps my vision of what is
2006 fair, and in the past, what we've had, we now have the FCC, the
2007 FTC, that basically were designed to address problems when we
2008 used dial-up telephones, and this committee has not done anything
2009 to address the jurisdictional issues and public policy questions
2010 and I do not believe that we should just be leaving it to the
2011 responsibility of private companies. But I appreciate the
2012 efforts the private companies are making.

2013 And I yield back. Thank you, Mr. Chairman. Thank you, Mr.
2014 Dorsey.

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2015 The Chairman. Gentlemen. The chair now recognizes the
2016 gentleman from Texas, Mr. Olson, for four minutes.

2017 Mr. Olson. I thank the chair and welcome Mr. Dorsey.

2018 You mentioned in your opening statement the group called
2019 the Trust and Safety Council within Twitter.

2020 On Twitter's BOG, it relies on the Trust and Safety Council
2021 for guidance in evaluating and developing its own community
2022 guidelines, to use your words from your statement, to create that
2023 public square for a free exchange of ideas.

2024 And you have been pretty honest about your personal biases
2025 and the biases of people within Twitter. How pervasive are the
2026 biases on the Trust and Safety Council?

2027 Mr. Dorsey. Well, just for some context, our Trust and
2028 Safety Council is a external organization of about 40
2029 organizations that are global and are focused on particular issues
2030 such as online harassment or bullying or misinformation.

2031 So these are entities that help us give feedback on our
2032 policies and also our solutions that we are coming up with but
2033 we take no direction from.

2034 Mr. Olson. Are these entities either Republican, Democrat,
2035 Tea Party, Green Party? Any identity with their affiliation
2036 politically that comes into Twitter's world?

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2037 Mr. Dorsey. We do have some conservative-leaning
2038 organizations but we don't -- we don't add to the council based
2039 on ideology. It's on the issues.

2040 Mr. Olson. And I am sure this council in Twitter does not
2041 operate in this Twitter vote of secrecy a vacuum. What other
2042 groups outside of this group help Twitter influence your
2043 developing and shaping your community guidelines? Anybody else
2044 out there besides this Trust and Safety Council you rely upon?

2045 Mr. Dorsey. Well, the Trust and Safety Council is advisory.
2046 It makes no decisions for us. Most of our decisions are made
2047 internally and we definitely take input from external folks and
2048 we look at what's happening in more of the secular trends of what's
2049 going on. But we don't take direction from anything external.

2050 Mr. Olson. Could we list those members of that council --
2051 the Trust and Advisory Council, those 40 entities that are your
2052 members -- Safety Council -- sorry, Trust and Safety Council?

2053 Mr. Dorsey. They are listed on our web page.

2054 Mr. Olson. Okay.

2055 Mr. Dorsey. So we have an accurate list of those and we
2056 can send you --

2057 Mr. Olson. I apologize. I will look that up. I also want
2058 to turn to back home, and as you probably heard, a little more

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2059 than a year ago southeast Texas was fighting four feet of water
2060 from floods from Hurricane Harvey.

2061 A recent report from my alma mater, Rice University,
2062 highlights how platforms like Twitter played an important role
2063 in natural disasters and recovery.

2064 The report showed the increased use of mobile devices
2065 combined with social media platforms have empowered everyday
2066 citizens to report dangerous situations and lifesaving
2067 operations. They can see people in trouble and report that very
2068 quickly.

2069 How does Twitter prioritize emergency services information
2070 during disasters? Like, for example, if Harvey comes up and hits
2071 us -- another Harvey within a month or so, because it's hurricane
2072 season?

2073 Mr. Dorsey. We do prioritize community outreach and
2074 emergency services on the platform. We actually do have some
2075 really good evidence of this specifically with Harvey. So we
2076 saw about 27 million tweets regarding Hurricane Harvey.

2077 In Texas, 911 systems failed and people did use Twitter to
2078 issue SOS calls and we saw as many as 10,000 people rescued from
2079 this.

2080 So this is something that we do prioritize and want to make

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2081 sure that we are working with local agencies to make sure that
2082 we have a lot strength there.

2083 Mr. Olson. Thank you, and close by recognizing that as a
2084 fan of the St. Louis Cardinals and a high-tech leader, I will
2085 forgive you for your Cardinals hacking into my Astros accounts.
2086 They hacked into my Astros accounts. We won the World Series.
2087 Thank you, St. Louis Cardinals.

2088 I yield back.

2089 Mr. Dorsey. Thank you. Go Cards.

2090 The Chairman. The gentleman yields back.

2091 The chair now recognizes the gentleman from New Mexico for
2092 four minutes -- Mr. Lujan.

2093 Mr. Lujan. Thank you, Mr. Chairman.

2094 Mr. Dorsey, thank you for being here today as well.

2095 Mr. Dorsey, yes or no -- is it correct that President Trump
2096 lost followers because your platform decided to eliminate bots
2097 and fake accounts?

2098 Mr. Dorsey. Yes.

2099 Mr. Lujan. During the initial purge of bots, who lost more
2100 followers, President Trump or former President Obama?

2101 Mr. Dorsey. I am not sure of those details. But there was
2102 a broad based action across all of Twitter.

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2103 Mr. Lujan. Subject to confirmation, do these numbers sound
2104 familiar -- President Obama lost 2.3 million followers, President
2105 Trump lost, roughly, 320,000 followers?

2106 Mr. Dorsey. I would need to confirm that.

2107 Mr. Lujan. That's what's been reported.

2108 So, Mr. Dorsey, based on that, is it correct that Twitter
2109 is engaged in a conspiracy against former President Barack Obama?

2110 Mr. Dorsey. I don't believe we have any conspiracies
2111 against the former president.

2112 Mr. Lujan. I don't either. I don't think you have them
2113 against this president. I want to commend you on your work with
2114 what was done associated with the evaluation following the 2016
2115 election, which led to some of this work.

2116 In your testimony, you note that Twitter conducted a
2117 comprehensive review of platform activity related to the 2016
2118 election.

2119 I assume that after your preview, you felt that Twitter had
2120 a responsibility to make changes to the way your platform operates
2121 to address future attempts at election manipulation. Is that
2122 correct?

2123 Mr. Dorsey. Yes. We are working and this is our number-one
2124 priority to help protect the integrity of 2018 elections.

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2125 Mr. Lujan. Further, Mr. Dorsey -- and Mr. Chairman, I would
2126 ask unanimous consent to submit three articles into the record
2127 -- one from January 19th, recode.net, cnbc.com, April 5th, 2018,
2128 and from techcrunch.com, August 21st, 2018.

2129 The Chairman. Without objection.

2130 [The information follows:]

2131

2132 *****COMMITTEE INSERT 5*****

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2133 Mr. Lujan. The first article, Mr. Dorsey, says that Twitter
2134 admits that there were more Russian trolls on its site during
2135 the 2016 U.S. presidential election as reported by recode.net,
2136 January 1, 2018.

2137 Is that correct? Was this a revelation that Twitter shared?

2138 Mr. Dorsey. Yes.

2139 Mr. Lujan. Did that lead to some -- was that an outcome
2140 of the -- some of the research?

2141 Mr. Dorsey. That was an outcome of the continued work as
2142 we dug deeper into the numbers in 2016.

2143 Mr. Lujan. Mr. Dorsey, is it also correct as was reported
2144 by CNBC on April 5th, 2018, that Twitter has suspended more than
2145 1.2 million terrorism-related accounts since late 2015?

2146 Mr. Dorsey. Correct. Yes.

2147 Mr. Lujan. How did that work come about?

2148 Mr. Dorsey. We have -- we have been working for years to
2149 automatically identify terrorist accounts and terrorist-like
2150 activity from violent extremist groups and automatically shutting
2151 that down, and that has been ongoing work for years.

2152 Mr. Lujan. I would hope that this committee would commend
2153 your work in closing those accounts.

2154 Lastly, Mr. Dorsey, Facebook and Twitter removed hundreds

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2155 of accounts linked to Iranian and Russian political meddling.

2156 This was reported August 21st, 2018. Is that correct?

2157 Mr. Dorsey. Yes.

2158 Mr. Lujan. So, Mr. Dorsey, are you aware of any significant
2159 legislation that Congress has passed to protect our democracy
2160 and our elections?

2161 Mr. Dorsey. I am not aware.

2162 Mr. Lujan. The reason you're not aware is because none of
2163 it is -- it's not happened. We've not done anything in this
2164 Congress.

2165 Mr. Dorsey, after it was revealed that 87 million Facebook
2166 users' data was improperly shared with Cambridge Analytica, this
2167 committee heard testimony from Facebook CEO Mark Zuckerberg.
2168 This was in April of this year. It's now September.

2169 Are you aware of any significant privacy legislation that
2170 passed this committee since Mr. Zuckerberg's testimony?

2171 Mr. Dorsey. No.

2172 Mr. Lujan. Again, nothing has happened.

2173 Mr. Chairman, we've not done anything as well for the 148
2174 million people that were impacted by Equifax. I think we should
2175 use this committee's time to make a difference in the lives of
2176 the American people and live up to the commitments that this

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2177 committee has made to provide protections for our consumers.

2178 I yield back.

2179 The Chairman. The gentleman's time has expired.

2180 The chair now recognizes the gentleman from West Virginia,
2181 Mr. McKinley, for four minutes.

2182 Mr. McKinley. Thank you, Mr. Chairman, and thank you, Mr.
2183 Dorsey, for coming today.

2184 Earlier this year, and we just referred to it in testimony,
2185 the FDA commissioner, Scott Gottlieb, reported that there were,
2186 quote, "offers to sell illegal drugs all over social media,
2187 including Twitter, and the easy availability in online purchases
2188 of these products from illegal drug peddlers is rampant and fuels
2189 the opioid crisis," closed quote.

2190 Now, Mr. Dorsey, do you believe that your -- Twitter's
2191 platform and your controls has contributed to fuelling the opioid
2192 crisis?

2193 Mr. Dorsey. Well, first and foremost, we do have strong
2194 terms of service that prevent this activity and we are taking
2195 enforcement actions when we see it.

2196 Mr. McKinley. Okay. Well, there was a recent study just
2197 published by the American Journal of Public Health that analysed
2198 over a five-month period of time the Twitter accounts and went

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2199 through several thousands -- hundreds of thousands of those and
2200 found that there were still 2,000 illegal drug sites being sold
2201 on your -- on your account.

2202 Do you think that -- so my curiosity now from -- now that
2203 we have this report in our hand about the 2,000 -- do you think
2204 that -- your website states that this is prohibited.

2205 It's against your standards and you just said that. Can
2206 you tell me how many of these sites are still up?

2207 Mr. Dorsey. I can't -- I can't tell you. I would have to
2208 follow up with you on the exact data.

2209 Mr. McKinley. But they shouldn't be up, right?

2210 Mr. Dorsey. They shouldn't be. It is prohibited activity.

2211 Mr. McKinley. If I could, just within the last hour -- Mr.
2212 Dorsey, within the last hour here's an ad for cocaine on Twitter.

2213 It's still up, and it goes on and it says that, you know, not
2214 only from that -- on that site they can buy cocaine, heroin, meth,
2215 Ecstasy, Percocet. I would be ashamed if I were you, and you
2216 say this is against your public policy and you have got ways of
2217 being able to filter that out and it's still getting on there.

2218 So I am astounded that that information is still there.

2219 And then we have the next commercial. This is on -- this
2220 is one on cocaine. Here's the next one, that here you can get

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2221 -- contact us for any medicine you want.

2222 That doesn't say you have to have a prescription. Contact
2223 these people, and it's on your site and you said you have got
2224 ways of checking that. Just within the last hour it's still up
2225 there.

2226 We ran into the same problem with Facebook and Zuckerberg
2227 came back to me within two hours later and it had all come down.
2228 They took them off. They weren't aware. They had missed it.
2229 Their algorithm had missed it.

2230 I am hoping that in the hours after this hearing you will
2231 get back to us and tell us that these are down as well -- that
2232 you're serious about this opioid epidemic.

2233 I just happen to come from a state that's very hard hit with
2234 this. We don't need to have our social media promoting the use
2235 of illegal drugs in our children and our families.

2236 So I hope I hear from you that you will be taking them down.
2237 Is that a fair statement?

2238 Mr. Dorsey. Yes. I agree with you this is unacceptable
2239 and we will -- we will act.

2240 Mr. McKinley. I would also hope that you would move the
2241 same resources that have complicated so much of what this hearing
2242 has been about today so that you can focus on this to make sure

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2243 that this doesn't happen again -- that we wouldn't have to
2244 reprimand you to follow the guidelines that you have published
2245 and you're so proud about that you have the ways of stopping opioid
2246 sales. But it's not happening.

2247 So please take a good hard look at it and be serious about
2248 this this next time.

2249 Thank you very much. I yield back.

2250 Mr. Dorsey. Thank you.

2251 The Chairman. The gentleman yields back.

2252 The chair now recognizes the gentleman from Iowa, Mr.
2253 Loeb sack, for four minutes for questions.

2254 Mr. Loeb sack. I thank the chairman and ranking member for
2255 having this oversight hearing today and I thank you, Mr. Dorsey,
2256 for being here. You have exhibited a lot of patience, you have
2257 been very diplomatic and I commend you for that.

2258 And there have been a lot of great issues brought up, you
2259 know, with what our most recent colleague here from West Virginia
2260 mentioned. I think that's a very, very important issue.

2261 It's something that's affecting rural America as well as
2262 urban America as well, where I am from, and I think it -- I think
2263 this discussion today has really has demonstrated how important
2264 Twitter is to our national conversation -- the good, the bad,

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2265 the ugly, all of it -- and for our democracy and I am glad we
2266 are shining a light on many issues of concern of Americans across
2267 the country with regard to Twitter and the role it plays in our
2268 society today and will continue to play into the future,
2269 obviously.

2270 And many of my colleagues have raised legitimate concerns
2271 about data privacy, the influence of hostile actors in our
2272 elections and the spread of misinformation that can distort and
2273 harm our very democracy.

2274 I think these are all important issues, but I want to for
2275 a second on the issue of online harassment and the use of Twitter
2276 by teenagers -- by young people.

2277 Social media use among the under 18 population continues
2278 to increase, as you know, and while reaching online communities
2279 may allow young people to find friendship and community in ways
2280 we cannot have imagined growing up -- I certainly wouldn't have
2281 imagined -- Twitter may also be creating unimaginable crises for
2282 many kids, as I am sure you're aware.

2283 Social media in general and Twitter specifically has been
2284 used frequently for abusive purposes like harassment and cyber
2285 bullying, and Twitter has too often been too slow to respond when
2286 victims report abuse and harassment.

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2287 These interactions which adults might view as merely
2288 stressful and hurtful when we look at our Twitter account or things
2289 that are said that might hurt our feelings, whatever the case
2290 may be, for young people these can be devastating, as we know,
2291 because they're still developing and often place large importance
2292 on their reputations with their peers.

2293 We've seen too many tragic stories of what can happen when
2294 individuals move -- feel moved to harm themselves in response
2295 to online harassment and it should be a goal of all of us to stop
2296 that kind of bullying.

2297 So, Mr. Dorsey, my first question is, as part of the
2298 healthiness of conversations on Twitter, are you making any
2299 specific changes to the experience of your youngest users?

2300 Mr. Dorsey. Yes. We agree with all your points and this
2301 is one of our areas of focus is around harassment in particular
2302 and how it is used and weaponized as a tool to silence others,
2303 and the most important thing for us is that we need to be able
2304 to measure our progress around it and understand if we are actually
2305 making any progress whatsoever. So --

2306 Mr. Loeb sack. There is a minimum age of 13. Is that correct
2307 that you're --

2308 Mr. Dorsey. Yes.

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2309 Mr. Loeb sack. -- now trying to enforce?

2310 Mr. Dorsey. Yes.

2311 Mr. Loeb sack. Does Twitter put any safety checks on the
2312 accounts of teenage users?

2313 Mr. Dorsey. We do have -- we do have various safety checks
2314 and we can follow up with your team on that.

2315 Mr. Loeb sack. That would be good. Does Twitter do anything
2316 to look for indications of harmful or dangerous interactions,
2317 specifically?

2318 Mr. Dorsey. Yes. Yes.

2319 Mr. Loeb sack. It'd be good to know that. I appreciate that
2320 -- what those are specifically. Has Twitter conducted any
2321 research with outside independent organizations to determine how
2322 it can best combat online harassment, bullying, or other harmful
2323 interactions either for children or teenagers or for other groups
2324 of people?

2325 Mr. Dorsey. We do this through our Trust and Safety Council.
2326 So we do have an organization that represents youth on digital
2327 platforms.

2328 Mr. Loeb sack. And will you commit to publishing a discreet
2329 review with outside organizations to help evaluate what more
2330 Twitter can be doing to protect our kids?

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2331 Mr. Dorsey. We haven't yet, but we will certainly work with
2332 our partners to consider this.

2333 Mr. Loeb sack. Because I think your three principles --
2334 impartiality, transparency, and accountability -- I think we can
2335 put those into effect and operationalize those when it comes to
2336 these particular questions that I've asked you.

2337 And so I really do appreciate your time and we can -- we
2338 can expect such a review to be provided to the public then in
2339 the future?

2340 Mr. Dorsey. Yes.

2341 Mr. Loeb sack. Okay. Thank you very much for your time,
2342 and I yield back, Mr. Chair.

2343 Mr. Dorsey. Thank you.

2344 The Chairman. I thank the gentleman from Iowa.

2345 I recognize the gentleman from Kentucky, Mr. Guthrie, for
2346 four minutes.

2347 Mr. Guthrie. Thank you very much. I am here. Thank you
2348 for being here today. I appreciate it.

2349 I've had to manage the floor debates. I've been over in
2350 the Capitol Building most of the afternoon. I apologize. It
2351 was a conflict of scheduling.

2352 But glad to be here, and I know that I missed some of your

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2353 answers and some of the -- what we've talked about previously.

2354 But I want to further go down the path of -- on a couple of things.

2355

2356 But many of my constituents who use Twitter perceive it to
2357 be an open market of ideas that you have referred to in your
2358 testimony, and we are obviously here today because some questions
2359 have been raised about the rules for posting content and whether
2360 some viewpoints are restricted in practice -- specifically,
2361 political conservatives.

2362 So I will come to a question of editorial judgment, but one
2363 major issue for my constituents start with transparency and how
2364 their data is being collected and used by Twitter.

2365 I understand you have spoken about data a few times already
2366 this afternoon. So to build on those previous questions asked
2367 by my colleagues, what specific data points are collected on
2368 Twitter users and with whom do you share them?

2369 Mr. Dorsey. So we infer interest around usage. So when
2370 people follow particular accounts that represent interests in
2371 basketball or politics, for instance, we can utilize that
2372 information to introduce them to new tweets that might be similar
2373 or accounts that might be similar as well.

2374 So a lot of our inference of that data is interest. This

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2375 is all viewable within the settings of the app so you can see
2376 all the interests that we've inferred about you within the
2377 settings and you can also turn them off or delete them.

2378 Mr. Guthrie. Is that shared with outside parties?

2379 Mr. Dorsey. It's not.

2380 Mr. Guthrie. It's not shared? So it's only used by
2381 Twitter?

2382 Mr. Dorsey. Yeah.

2383 Mr. Guthrie. And how do you obtain consent from users if
2384 -- so you don't share with any third parties so you don't have
2385 to go through the consent then? Okay.

2386 When it comes to questions of editorial judgment, and I am
2387 not an expert on Section 230 but I would like to ask you about
2388 your thoughts on publisher liability.

2389 Could you comment on what some have said -- that there is
2390 a certain amount of inherent editorial judgment being carried
2391 out when Twitter uses artificial intelligence-driven algorithms
2392 or promotes content through Twitter Moments and the questions
2393 would be so where should we draw the line on how much editorial
2394 judgement can be exercised by the owner of a neutral platform
2395 like Twitter before the platform is considered a publisher?

2396 Mr. Dorsey. Well, we do defend Section 230 because it is

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2397 the thing that enables us to increase the health in the first
2398 place. It enables us to look at the content and look for abuse
2399 and take enforcement actions against them accordingly.

2400 We do have a section of the service called Moments where
2401 we do have curators who are looking through all of the relevant
2402 tweets for a particular event or a topic and arranging them and
2403 they use a internal guideline to make sure that we are
2404 representative of as many perspectives as possible, going back
2405 to that concept of variety of perspective.

2406 We want to see a balanced view of what people think about
2407 a particular issue. Not all of them will be as balanced as others
2408 but that's how they measure themselves against. But it is one
2409 area that people can choose to use or ignore altogether.

2410 Mr. Guthrie. Okay. Thanks. And then finally, I have 52
2411 seconds left -- some people say and I've heard some people say
2412 that Twitter could be classified as a media outlet due to certain
2413 content agreements you may have now or consider in the future.

2414 Do you have any comment on that?

2415 Mr. Dorsey. I don't think the -- you know, the broader
2416 categories are necessarily useful. We do see our role as serving
2417 conversation. Like, we do see our product as a conversational
2418 product, a communication product, and we do see a lot of people

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2419 use Twitter to get the news because we believe that news is a
2420 by-product of public conversation and allows to see a much broader
2421 view of what's currently happening and what's going on.

2422 So that's what we are focussing on is how do people use us
2423 rather than these categories. We do have partnerships where we
2424 stream events like this one -- this one is live on Twitter right
2425 now -- where people can have a conversation about and everyone
2426 can benefit and engage in that conversation accordingly.

2427 Mr. Guthrie. Okay. Thank you. And my time has expired
2428 and I yield back.

2429 The Chairman. The chair recognizes the gentleman from
2430 Massachusetts, Mr. Kennedy, for four minutes.

2431 Mr. Kennedy. Thank you, Mr. Chairman.

2432 Mr. Dorsey, thanks so much for being here. Thank you for
2433 your -- over here -- thank you for your patience. I know you
2434 were over on the Senate side earlier today. So thank you for
2435 enduring all these long hours of questioning.

2436 I wanted to kind of just make sure we were clear on a couple
2437 things. One, you have talked at length -- I will get into a little
2438 bit more detail -- about the mechanisms that you use to look at
2439 different aspects of content on the site.

2440 But you have also talked about how you're algorithms have

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2441 -- are a bit imperfect -- how they have impacted some members
2442 of this body, Democrats and Republicans. Is that true?

2443 Mr. Dorsey. Yes.

2444 Mr. Kennedy. And you have also indicated that there are
2445 others that get caught up in that, liberal activists that use
2446 perhaps profane language in response to political leaders. Is
2447 that true?

2448 Mr. Dorsey. That may or may not be a signal that we use
2449 in terms of the content. We tend to favor more of the behavior
2450 that we are seeing and that's what I was describing in terms of
2451 the signal was the behavior of the people following these
2452 accounts.

2453 Mr. Kennedy. Fair enough. You yourself were actually
2454 suspended at a time. Was that not true?

2455 Mr. Dorsey. I was.

2456 Mr. Kennedy. So fair to say that sometimes that --

2457 Mr. Dorsey. There are errors. There are errors.

2458 Mr. Kennedy. Yes, there are, unless you engage in that
2459 destructive behavior of your own site, which you did not, right?

2460 Mr. Dorsey. I am sorry?

2461 Mr. Kennedy. Unless you engaged in that own destructive
2462 behavior that you were talking about, which I don't think you

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2463 did.

2464 Mr. Dorsey. Correct.

2465 Mr. Kennedy. Right. So you have talked about essentially
2466 depending on those automated tools and then individual users to
2467 report tweets, behavior, one of these horrifying instances with
2468 Ms. McCain.

2469 But that's basically that the self-regulation mechanisms
2470 that you all use, right?

2471 Mr. Dorsey. Yes. Our model currently depends upon reports
2472 to remove content or to remove accounts.

2473 Mr. Kennedy. And why is it that you depend on those reports
2474 rather than having a more robust network within your company to
2475 do that? Why is it you -- that you basically outsource that to
2476 users?

2477 Mr. Dorsey. Well, we don't feel great about this. We don't
2478 believe that the burden should be on the victim in the first place.

2479 So this is something we'd like to change. We have to build that
2480 technology and --

2481 Mr. Kennedy. But if you change that, right, if you -- I
2482 understand you don't feel good about putting that on the victims
2483 or the observers, but you also expressed a reticence for your
2484 company to be the arbiter as to what is decent, fair, truth.

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2485 You mentioned the term false fact earlier in your testimony.

2486 I have no idea what a false fact is. But putting that aside
2487 for a second, how -- it seems like you're trying to basically
2488 meld this world of outside kind of crowd sourcing what works versus
2489 internalizing some of it.

2490 I want to try to push you on that in a minute and a half,
2491 which is not exactly fair. But how -- as you say you're trying
2492 to fix it, what are you trying to do? What does that look like?

2493 Mr. Dorsey. We are trying to build proactive systems that
2494 are recognizing behaviors that are against our terms of service
2495 and take action much faster so that people don't have to report
2496 them.

2497 Mr. Kennedy. And is that -- one of my Republican colleagues
2498 asked earlier, I believe, how many folks you have working on that.

2499 You said the issue wasn't so much how many people but you
2500 deflected that a bit, understanding that, I am certain, technology
2501 can advance here.

2502 But is that two people? Is it 20 people? Is it 200 people?
2503 Do you expect to be hiring more here? That's got to be some
2504 sort of reflection of an area of focus, right?

2505 Mr. Dorsey. Yes. We have hundreds of people working on
2506 it. But the reason I don't want to focus on that number is because

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2507 we need to have the flexibility to make decision between investing
2508 to build more new technology or hiring people, and in my experience
2509 companies naturally just want to grow and that isn't always the
2510 right answer because it doesn't allow for a lot of scalability.

2511 Mr. Kennedy. All right, sir. Thank you. I yield back.

2512 Mr. Dorsey. Thank you.

2513 The Chairman. The gentleman -- now we recognize the
2514 gentleman from Illinois, Mr. Kinzinger, for four minutes.

2515 Mr. Kinzinger. Thank you, Mr. Chair, and Mr. Dorsey, thank
2516 you again for coming in here. Recognizing that there's multiple
2517 swords to free speech -- there's good and bad that comes with
2518 it.

2519 I think it's important to also mention that Twitter as well
2520 as other social media platforms has been key in liberating
2521 oppressed people and allowing oppressed people to communicate.

2522 If you look in Syria, although that situation is not good
2523 over there, people have been able to get their message out. When
2524 chemical weapons attacks happen, we know about that very quickly
2525 because government-censored media, which would never report a
2526 chemical weapons attack, is usurped by Twitter use and Facebook
2527 and some of these others.

2528 So part of a very big concern with that too is also foreign

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2529 interference in our democracy. We are very concerned -- I am
2530 very concerned about the role that the Russians played in
2531 attempting to undermine democracy.

2532 I don't think Russia elected President Trump, but I think
2533 it's obvious they're trying to sow instability in democracy.
2534 And so I think the more we can get a grip on this and a grasp
2535 and make people aware of just the fact of what's happening we
2536 can begin to inoculate ourselves.

2537 I would like to ask you, though, about Twitter's practices
2538 with respect to information sharing with foreign governments.

2539

2540 It's a topic I addressed in the Facebook hearing with Mr.
2541 Zuckerberg and in which I think Senator Rubio broached with you
2542 a little earlier today.

2543 On September 1st, 2015, Russian Federal Law Number 242-FZ,
2544 known by many as the data localization law, went into effect.

2545

2546 It requires social media companies offering service to
2547 Russian citizens to collect and maintain all personal information
2548 of those citizens on databases physically located in their
2549 country. Is Twitter in compliance with this law?

2550 Mr. Dorsey. I need to follow up with you on that.

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2551 Mr. Kinzinger. You don't know if you're in compliance with
2552 that law right now?

2553 Mr. Dorsey. Which law again?

2554 Mr. Kinzinger. It's the Russian Federal Law 242-FZ, which
2555 requires -- the data localization requires storage of information
2556 to be kept in Russia. This has been in the news for a couple
2557 years now so I would hope you would know.

2558 Mr. Dorsey. I don't. I need my team follow up with you
2559 on that.

2560 Mr. Kinzinger. You got a bunch of people back there. You
2561 can ask them if I --

2562 Mr. Dorsey. We don't have servers in Russia.

2563 Mr. Kinzinger. You don't -- you do not have them?

2564 Mr. Dorsey. No.

2565 Mr. Kinzinger. Okay. So you're not technically in
2566 compliance, which I think is good. So that might answer my second
2567 question -- if you store user data, because there would be concern
2568 about breaches and everything else in dealing with Russia.

2569 And besides -- and legitimate and well-defined requests for
2570 data that may aid in the investigation of a crime, does Twitter
2571 make any user data available to Russian state entities including
2572 intelligence and security agencies?

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2573 Mr. Dorsey. No.

2574 Mr. Kinzinger. Okay. Let me ask you then -- we've touched
2575 on this a few times -- with the minute I have left -- parents,
2576 young adults, teenagers using Twitter.

2577 I think our laws haven't caught up with the new reality,
2578 the 21st century that we are in. We have to address how technology
2579 can be used to hurt innocent people.

2580 In Illinois, there's laws to prevent people from
2581 distributing photos with malicious intent. A fake account can
2582 be created in a matter of minutes to slander someone and do damage
2583 and circulate photos.

2584 Mr. Zuckerberg testified before this committee that he --
2585 that Facebook is responsible for the content on Facebook, which
2586 I think you can appreciate how newsworthy that was, given the
2587 longstanding interpretations of Section 230.

2588 Your user agreement clearly states that all content is the
2589 sole responsibility of the person who originated such content.

2590 You may not monitor or control the content posted via services
2591 and we cannot take responsibility for the content.

2592 Your corrective actions and the statements you have made
2593 a little bit seem to be somewhat in conflict with the language.

2594 Can you just take a little bit of time with what we have left

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2595 to clarify your stance on content?

2596 Mr. Dorsey. In what regard?

2597 Mr. Kinzinger. Just, I mean, are users responsible? Is
2598 Twitter? Is it mixed? What area does Twitter have a
2599 responsibility or when you step in, why?

2600 Mr. Dorsey. So people are responsible for their content.
2601 We have made our singular objective to -- as a company to help
2602 improve the health of the content that we see on the service,
2603 and for us that means that people are not using content to silence
2604 others or to harass others or to bully each other so that they
2605 don't even feel safe to participate in the first place and that
2606 is what CDA 230 protects us to do is to actually enforce these
2607 actions -- make them clear to people in our terms of service but
2608 also to enforce them so that we can take actions.

2609 Mr. Kinzinger. Okay. I am out of time. So I yield.

2610 The Chairman. The gentleman's time has expired.

2611 The chair recognizes the gentleman from California, Mr.
2612 Cardenas, for four minutes.

2613 Mr. Cardenas. Thank you very much, Mr. Chairman and
2614 colleagues, for participating in this important matter.

2615 I want to follow up on some of Mr. Loeb sack's line of
2616 questioning. While the president and the Republicans are

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2617 criticizing social media -- I think it's to whip up their base
2618 -- there are real issues such as the shocking number of teens
2619 that are reporting being bullied.

2620 Physical playground bullying is bad enough. But,
2621 increasingly, this cruelty is moving online where one click of
2622 a button sends hateful words and images that can be seen by
2623 hundreds or even thousands of people at a time.

2624 People, kids, are being targeted for being who they are or
2625 for being a certain race or a certain sexual orientation and so
2626 on.

2627 We know it's pervasive -- it's a pervasive problem. The
2628 First Lady has made combatting cyber bullying a national priority,
2629 oddly enough. At the same time, adults are not giving kids a
2630 great example to follow.

2631 Public figures including the president spew inflammatory
2632 harmful words every day. These actions cannot be erased and may
2633 follow their victims and families forever.

2634 For example, how does it feel to be in front of us for hours
2635 at a time?

2636 Mr. Dorsey. I am enjoying the conversation.

2637 Mr. Cardenas. Yes. But do you get to go home? Do you get
2638 to do what you choose to do once you leave this room?

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2639 Mr. Dorsey. Yes.

2640 Mr. Cardenas. Well, that's what's incredibly important for
2641 us to think about when we think about bullying online because
2642 it's inescapable, really, and that's really an issue that is new
2643 to us as human beings and certainly with platforms like yours
2644 it's made possible. It can take many forms.

2645 It can be hurtful. It's about words. It's about
2646 appearances. It's about many, many things. So I think it's
2647 really important that the public understands that something needs
2648 to be done about it and what can be done is something that,
2649 hopefully, we can come to terms with you over at Twitter and with
2650 all the millions of people who use it.

2651 As very public examples, for example, celebrities such as
2652 14-year-old Millie Bobby Brown, Kelly Marie Tran, Ariel Winter,
2653 and Ruby Rose have stopped using Twitter or taken breaks from
2654 Twitter because their intense -- the intensified bullying that
2655 they experience on the platform have persisted. If Twitter
2656 couldn't or wouldn't help these public figures, how does it deal
2657 with all the kids who aren't famous? I want to know how you handle
2658 bullying claims for American families who are not in the news.

2659

2660 You have explained that Twitter investigates when it is --

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2661 when it gets a report of behavior such as that -- behavior that
2662 crosses the line into abuse including behavior that harasses,
2663 intimidates, or uses fear to silence other voices.

2664 How many reports of cyber bullying does Twitter receive each
2665 month is my first question.

2666 Mr. Dorsey. We don't disclose that data but we can follow
2667 up with you.

2668 Mr. Cardenas. Okay. Appreciate you reporting to the
2669 committee on that answer. How about Periscope?

2670 Mr. Dorsey. The same.

2671 Mr. Cardenas. The same? Okay. Look forward to that
2672 answer submitted to the committee.

2673 And how many of those reports are for accounts of people
2674 age 18 or younger?

2675 Mr. Dorsey. In what regard? The -- Periscope or Twitter?

2676 Mr. Cardenas. Yes. Is it -- do you ever take into account
2677 whether or not it's a report to somebody who's been attacked who
2678 are 18 years or younger?

2679 Mr. Dorsey. We -- we'll have to follow up with you on that.

2680 We don't have the same sort of the demographic data that our
2681 peers do because we are not a service of profiles but of -- but
2682 of conversation.

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2683 Mr. Cardenas. That makes it even more critical for us to
2684 understand that. What actions are taken in response to these
2685 reports and how long does it take for Twitter to take such a
2686 response?

2687 Mr. Dorsey. We rank according to the severity of the report
2688 and, again, this is something that we need to improve to understand
2689 the severity of each report and how that is ranked so we can move
2690 much faster.

2691 Ultimately, we don't want the reporting burden to be on the
2692 victim. We want to do it automatically.

2693 Mr. Cardenas. Okay. Thank you very much. I am out of
2694 time.

2695 Thank you very much, Mr. Chairman. I yield back.

2696 The Chairman. I thank the gentleman.

2697 And we now turn to the gentleman from Virginia, Mr. Griffith,
2698 for four minutes.

2699 Mr. Griffith. Thank you very much, Mr. Chairman. I
2700 appreciate you being here, Mr. Dorsey.

2701 I represent that portion of Virginia that's in the southwest
2702 corner and borders a big chunk of southern West Virginia and so
2703 I had some questions similar to Mr. McKinley's questions because
2704 we are suffering from a huge opioid problem but drugs in general.

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2705 And so I know you're trying and you're working on it and
2706 you're looking for things. But last year in an edition of
2707 Scientific American, they talked about having artificial
2708 intelligence scan Twitter for signs of opioid abuse, and it would
2709 seem to me that on something that's an illegal conduct, if somebody
2710 is selling drugs that's not just an inconvenience or trying to
2711 judge whether it's truly, you know, something that's bad or --
2712 it's illegal -- it would seem to me that you all ought to be able
2713 to deploy an artificial intelligence platform that would knock
2714 down anybody trying to sell illegal substances on your platform.

2715 Can you address that?

2716 Mr. Dorsey. Yes. We -- I mean, we have -- we have to
2717 prioritize all of our models and we have been prioritizing --

2718 Mr. Griffith. Shouldn't illegal be at the very top of that
2719 model?

2720 Mr. Dorsey. Absolutely. But we have been prioritizing a
2721 lot of what we saw in 2016 and 2017 in terms of election
2722 interference and our readiness for 2018. That does not say --

2723 Mr. Griffith. Here's what I got. I got people writing me
2724 whose kids have died because they've been in treatment, they have
2725 a relapse, and one of the easiest ways to get in there is to get
2726 on social media and, you know, if scientists can use artificial

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2727 intelligence to track opioid abuse in this country, it would seem
2728 to me you ought to be able to track illegal sales with artificial
2729 intelligence. Now, wouldn't you agree with that? Yes or no.

2730 Mr. Dorsey. I agree with that. It's horrible and
2731 definitely it's something we need to address as soon as possible.

2732 Mr. Griffith. I appreciate that very much.

2733 Now, look, I don't think there's a conspiracy. I think that
2734 there's a lot of folks out there, though, that may not have that
2735 many conservative friends who might be living in your neighborhood
2736 or living in the area that you live in, and I looked at your
2737 advisory council.

2738 There may be some right-leaning groups but I didn't see any
2739 right groups in there that would -- you know, look, we are not
2740 all crazy on the right. Get in there and find some groups that
2741 can help out on your advisory council.

2742 Also, I would say to you, and I said this to Mr. Zuckerberg
2743 when he was here, it seems to me that if you don't want the
2744 government in there -- and I think it's better not to have the
2745 government in there telling you all what to do as social media
2746 -- that you all as a group ought to get together and come up with
2747 something.

2748 1894 had this new-fangled thing. Electronic devices were

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2749 coming onto the scene and an engineer says, you know what -- maybe
2750 we ought to test all this, and they got the insurance companies
2751 and the electric manufacturers together and they funded United
2752 Laboratories, and as an industry without government coming in
2753 and saying, this is what you have to do, they came up with
2754 standards.

2755 It would seem to me that the social media, particularly the
2756 big actors like yourself, but others ought to come together,
2757 figure out something that's a template that works for all to make
2758 sure that we are not having political bias because I really do
2759 believe you when you say that you all aren't trying to do it.

2760

2761 But it's happening anyway, and I think it's an accident.

2762 I am not -- I am not trying to assess blame. But I am saying
2763 you have got to help us because I don't think it's good for the
2764 internet or social media to have the government laying down rules
2765 that may or may not make sense.

2766 But somebody's got to do something because we need to protect
2767 privacy, as you have heard, and we need to make sure there's not
2768 any political bias intentional or unintentional. Would you agree
2769 to that?

2770 Mr. Dorsey. It's a great idea and that is why we want to

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2771 be a lot more open around these health indicators that we are
2772 developing and we don't see this as a competition.

2773 Mr. Griffith. And last but not least, one of the questions
2774 that's come up as I've been discussing this issue with a lot of
2775 folks is if you -- if you do put the kibosh on somebody's post
2776 or somebody's Twitter account, can you at least tell them about
2777 it so that they have some idea so they can do the appeal? Because
2778 if they don't know about it, they're not likely to appeal, are
2779 they?

2780 Mr. Dorsey. Yes. We need a much more robust way of
2781 communicating what happened and why and also a much more robust
2782 appeals process.

2783 Mr. Griffith. Thank you very much. My time is up. I yield
2784 back.

2785 The Chairman. I thank the gentleman.

2786 I turn now to the gentleman from California, Mr. Peters,
2787 for four minutes.

2788 Mr. Peters. Thank you, Mr. Chairman, and thank you, Mr.
2789 Dorsey, for being here.

2790 You know, I don't know if anyone else has mentioned the
2791 breath-taking irony that Donald Trump is complaining about
2792 Twitter.

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2793 It's hard for me to imagine he would have done nearly as
2794 well as he did without your platform and he's a master of using
2795 it. I think it has done some wonderful things for democracy.

2796 It's democratized democracy in many ways.

2797 We saw that here in the House when we live streamed the
2798 protest over guns in 2016. It brought people into the chamber
2799 in a way that I think none of us had imagined before. I use it
2800 a lot just to stay connected back home in San Diego.

2801 I find out what's going on every day in the local government,
2802 in the local activities. I follow my baseball team's promising
2803 minor leagues through it and I think it's been a great platform.

2804 The problem with when anyone can be on your platform, though,
2805 is that now everyone's a journalist and I just want to explore
2806 in that context your discussion of the term fairness.

2807 Can you -- have you ever written down what you mean by
2808 fairness? And what I am sort of getting at is, you know, you
2809 have these allegations about facts versus false equivalency that
2810 journalism has been dealing with I think more successfully
2811 recently, trying to provide truth rather than balance.

2812 Is that something that goes into your calculation of fairness
2813 and what kind of standards do you impose on content that's on
2814 Twitter?

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2815 Mr. Dorsey. So we want to -- fairness to us means that we
2816 are driving more impartial outcomes, which are more objective
2817 driven, not basing anything on bias, and we do want to be able
2818 to measure this and also make public what we find, and that's
2819 why we kicked off this initiative to understand the health of
2820 conversation and how it might trend.

2821 One of the -- one of the indicators that we are considering
2822 is shared facts and that is the percentage of conversation that
2823 shares the same facts.

2824 That is not an indication of truth or not, just what
2825 percentage of people participating in a conversation are actually
2826 sharing the same facts versus having different facts, and we think
2827 a greater collection of shared facts leads to a healthier
2828 conversation.

2829 So then if we understand the makeup of them currently, how
2830 can we help drive more people towards sharing more of the facts
2831 and if we can do that then we can see a lot more healthy
2832 conversations. So that's our intent.

2833 But first, we are at the phase where we just need to measure
2834 it against those four indicators I laid out earlier, and we can
2835 send you more of our information and thinking about how we are
2836 developing these.

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2837 Mr. Peters. I would love to hear that. One of the problems
2838 with everyone having their own facts is it's very hard to have
2839 conversations about difficult issues.

2840 One that I am concerned about is climate change. If everyone
2841 has a different understanding of the facts it's hard to agree
2842 on what to do about it.

2843 Mr. Sarbanes raised the concept of this hearing being a way
2844 to work to refs. I don't know if you recall that reference.

2845 Is that something that we should be concerned about? Is
2846 that something that strikes you as going to have an impact on
2847 your business, the notion that we'll -- that the committee would
2848 be working the refs with the majority?

2849 Mr. Dorsey. I honestly don't know what that means so --

2850 Mr. Peters. Okay. Good. So the idea is that we will --
2851 that they're going to put so much pressure on you to avoid pressure
2852 from us that you will change your behavior in a way that's not
2853 -- that's not fair. Is that something that we should be concerned
2854 about?

2855 Mr. Dorsey. Well, I mean, I think we -- we've articulated
2856 what we think is important and what we are trying to drive and
2857 I see the role of government as being a checkpoint to that and
2858 also being a clarifier and asking questions of our path and, you

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2859 know, I do believe the system is working in that regard.

2860 So we -- you know, we are putting out what we believe is
2861 critical for us to focus on and if there are disagreements en
2862 masse in feedback we get, we will certainly change our path.

2863 Mr. Peters. Well, I appreciate your testimony today. My
2864 time has expired and I thank the chairman.

2865 The Chairman. I thank the gentleman.

2866 The chair recognizes the gentleman from Florida, Mr.
2867 Bilirakis, for four minutes.

2868 Mr. Bilirakis. Thank you, Mr. Chairman. I appreciate it.
2869 Thank you very much, and thank you for your testimony, Mr. Dorsey.

2870 Mr. Dorsey, I've heard from my local Pasco County school
2871 district -- that's located on the west coast of Florida -- that
2872 is -- it has consistently responded to threats of school violence.

2873 I've heard from the superintendent, Kurt Browning, who's
2874 doing an outstanding job, that it faced as many as 19 threats
2875 in one week. Many of those threats have come from individual
2876 tweets.

2877 News reports and studies show this is a widespread problem,
2878 as you can imagine. What is your company's process for notifying
2879 local law enforcement officials and school districts when these
2880 threats emerge?

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2881 Mr. Dorsey. We do have outreach to local entities and local
2882 law enforcement when we see anything impacting someone's physical
2883 security. We can follow up with you on exactly what those
2884 implementations are.

2885 Mr. Bilirakis. Well, how effective have they been? Can
2886 you give me --

2887 Mr. Dorsey. I don't -- I don't -- I am not sure how to
2888 determine the efficacy. But we can -- we can follow up with you
2889 on that and share what we have.

2890 Mr. Bilirakis. Please do. Please do.

2891 And would you consider an internal process in which Twitter
2892 can work directly with the school districts to address these
2893 tweets quickly? Obviously, time is of the essence.

2894 Mr. Dorsey. Yes. You know, one of the things we are always
2895 looking for is ways to quickly, especially where it impacts
2896 physical security, ways to quickly alert us to things that we
2897 might be able to help with in terms of the conversation around
2898 it.

2899 So we are certainly open to it and open to an implementation
2900 that we think we can scale.

2901 Mr. Bilirakis. Let me ask you a question. How did you
2902 determine the -- and I know social media, Facebook too -- the

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2903 minimum age of use, 13, and are you considering raising that age?

2904 Mr. Dorsey. We, I don't believe, have considered raising
2905 the age but we do determine it upon sign-up.

2906 Mr. Bilirakis. Okay. Thank you.

2907 The next question -- according to Twitter's website,
2908 Twitter's Moments are defined as, quote, and I quote again,
2909 "curated storage showing the very best of what's happening on
2910 Twitter and customized to show you topics that are popular or
2911 relevant so you can discover what is unfolding, again, customized
2912 to show you topics and what's relevant so you can, again, what
2913 is unfolding on Twitter in an instant," and that's an end quote.

2914 In my experience, Twitter Moments more often features a
2915 specific point of view or political narrative, and the question
2916 is how are these Moments -- again, quote, "Moments," compiled
2917 and prioritized?

2918 You said earlier that Moments are selected by employees
2919 publishing content. What are the internal guidelines the company
2920 has set to determine what makes a Moment?

2921 Mr. Dorsey. Yes. So we, first and foremost, take a
2922 data-driven approach to how we arrange these Moments and, again,
2923 these are collections of tweets that we look at, based on any
2924 particular topic or event, and we bring them into a collection,

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2925 and we use a data-driven approach meaning that we are looking
2926 for the amount of conversation, first and foremost, that's
2927 happening around a particular event, and then as we rank that,
2928 then we go into impartiality to make sure that we are looking
2929 for opportunities to show as many perspectives as possible.

2930 So a variety of perspectives and a high score on a variety
2931 of perspectives is beneficial to the people reading because they
2932 can see every side of a particular issue or a particular event.

2933 Mr. Bilirakis. Okay. Very good. I thank you and look
2934 forward to getting some information on this particular --

2935 Mr. Dorsey. Thank you.

2936 Mr. Bilirakis. -- following up and we'd like to have you
2937 back, in my opinion, even though I am not the chairman, to see
2938 the progress that you have made with regard to these issues.

2939 Thank you, and I yield back.

2940 Mr. Dorsey. Thank you.

2941 The Chairman. I thank the gentleman.

2942 The chair recognizes the gentlelady from Michigan, Mrs.
2943 Dingell, for four minutes.

2944 Mrs. Dingell. Thank you, Mr. Chairman, and thank you, Mr.
2945 Dorsey.

2946 You're actually one of my husband's heroes. I am married

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2947 to what we call -- affectionately call around here the Dean of
2948 Twitter who, quite frankly, at 92 is better on Twitter than
2949 probably everybody in this room, which means I know the power
2950 of this platform and I think it's a very important tool.

2951 But to those who have been doing conspiracy theories and
2952 politicizing this, it is not only Meghan McCain -- that I, myself,
2953 have had some of those same threats and those same caricatures
2954 and, quite frankly, I was blissfully ignorant until law
2955 enforcement brought it to my attention.

2956 So I would -- I do think that the threats that are happening
2957 on Twitter do need to be better understood and more quickly acted
2958 upon.

2959 But I would rather ask some questions right now because
2960 you're educating all of us and we all need to understand social
2961 media better, period, and its tool in the background.

2962 So I would like to ask some questions about privacy and the
2963 use of machine learning and artificial intelligence on the
2964 platform.

2965 You have spoken about how you are trying to deploy machine
2966 learning to combat the disinformation, the harassment, the abuse,
2967 and I want to build on what some of my other colleagues have said
2968 about the black box nature of these algorithms and the lack of

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2969 what they call accountability but how we improve it.

2970 So building on what actually my colleague, Representative
2971 Harper, was saying, what type of data sets do you use to train
2972 AI and how often do you retrain them?

2973 Mr. Dorsey. That's a great question. We try to use data
2974 sets that will be predictive of what we would expect to see on
2975 the service and as we train these models we are certainly using
2976 previous experiences and outputs that we've seen in natural uses
2977 of how people use the system and then also trying to test some
2978 edge cases as well.

2979 But, again, all these tests are great and help us understand
2980 what to expect but, ultimately, they're not really put to test
2981 until they're released on production and we actually see how
2982 people use it and how it's affecting usage and also what might
2983 be unexpected, which I talked about earlier.

2984 So that is in -- that's training. There are -- AI is not
2985 a new field but the application of AI at scale is rather new,
2986 especially to us and our company.

2987 So there are best practices being developed that we are
2988 learning as quickly as possible from and, more importantly, trying
2989 to measure those outcomes in terms of bias and impartiality.

2990 Mrs. Dingell. So as we build on that, do your engineers

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2991 have an ability to see and understand why an algorithm made certain
2992 decisions?

2993 Mr. Dorsey. That is a great question because that goes into
2994 another field of research in AI which is called explainability,
2995 which is encouraging engineers to write a function that enables
2996 the algorithm to describe how it made the decision and why it
2997 made the decision and I think that is a critical question to ask
2998 and one to focus on because we are offloading more and more of
2999 our decisions to these technologies, whether they be companies
3000 like ours who are offloading our enforcement actions to algorithms
3001 or ranking actions to algorithms or even personally.

3002 I am wearing an Apple watch right now and it tells me when
3003 to stand. I've offloaded a decision to it, and if it can't explain
3004 the context to why it made that decision or why it's taking that
3005 action, it becomes quite scary.

3006 So I do believe that is a valid -- a valid form. It is
3007 extremely early in terms of research -- this concept of
3008 explainability -- but I think it will be one that bears the
3009 greatest fruit in terms of trust.

3010 Mrs. Dingell. For the record because I am going to be out
3011 of time. You have talked about how these algorithms have missed
3012 things. It's made mistakes. What is an acceptable error rate?

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3013 You can do that for the record later, but I just --

3014 Mr. Dorsey. I will come back -- we'll come back.

3015 The Chairman. The chair now recognizes the gentleman from
3016 Ohio, Mr. Johnson, for four minutes.

3017 Mr. Johnson. Thank you, Mr. Chairman, and Mr. Dorsey, thank
3018 you for being here today. Is it -- is it safe to say that an
3019 algorithm is essentially a decision tree that once it's turned
3020 into software it operates on a data set as input and it produces
3021 a desired action or result? Is that -- would that be a good
3022 layman's term of what an algorithm is?

3023 Mr. Dorsey. For a general algorithm, yes. But it gets a
3024 lot more complicated.

3025 Mr. Johnson. I know it gets a lot more complicated than
3026 that and I am going to get into the complication. You know,
3027 there's -- I am a software engineer by trade and I've written
3028 thousands and thousands of algorithms.

3029 There's as much art that goes into writing an algorithm as
3030 there is science. Would you agree with that?

3031 Mr. Dorsey. I agree with that.

3032 Mr. Johnson. So and, essentially, there's a part of the
3033 heart of the algorithm writer that's writing that algorithm,
3034 correct?

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3035 Mr. Dorsey. In --

3036 Mr. Johnson. I mean, if you have got a painter -- if you
3037 got -- if you put 10 painters in 10 different rooms and say, paint
3038 me a picture of a tree, you're going to get Charlie Brown's
3039 Christmas tree in one room.

3040 You're going to get a tree with an oak tree and a swing and
3041 grass underneath it. You're going to get 10 different pictures
3042 of a tree. If you ask 10 software engineers to develop you an
3043 algorithm you're going to get 10 different solutions to solve
3044 that problem, right?

3045 Mr. Dorsey. Which is why testing is so important because
3046 we are looking for other algorithms.

3047 Mr. Johnson. Which is why testing is so important. What
3048 kind of testing do you guys do with your algorithms to make sure
3049 that that innate bias that's inevitable because you -- it's
3050 already been admitted that Twitter has got bias in your algorithms
3051 because you have acknowledged that and you have tried to correct
3052 it.

3053 So how do you go about weeding out that innate bias? Do
3054 you do any peer reviews of your algorithms before you -- before
3055 you send them to production?

3056 Mr. Dorsey. We do do those internally, yes.

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3057 Mr. Johnson. Well, can't you -- can't you modify your
3058 algorithms, especially in this age of artificial intelligence
3059 to be more intelligent in identifying and alerting on specific
3060 things?

3061 I mean, we got -- in the automotive industry today we've
3062 got artificial intelligence in automobiles that doesn't just tell
3063 you that there's in front of you. It actually puts the brakes
3064 on. It takes some action and it's instantaneous because it saves
3065 lives.

3066 Is it unreasonable to think that Twitter could not modify
3067 its algorithms to hit on illegal drug sales, on violent
3068 terminology, and those kinds of things and make faster alerts
3069 to stop some of this?

3070 Mr. Dorsey. Not unreasonable at all. It's just a matter
3071 of work and doing the work and that is our focus.

3072 Mr. Johnson. Okay. Well, I would submit to you that you
3073 need to do that work and you need to get to it pretty quick.

3074 Let me ask you another quick question. The trending topics
3075 list is a -- is an important issue and I want to understand that
3076 one. Can you -- can you tell me how a topic is determined to
3077 be trending? Give me some specific -- what's it based on?

3078 Mr. Dorsey. Well, so in a tweet when you use a particular

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3079 key word or hashtag, when the system notices that those are used
3080 en masse in aggregate, it recognizes that there's a velocity shift
3081 in the number of times people are tweeting about a particular
3082 hashtag or trend and it identifies those and then puts them on
3083 that trending topic list.

3084 Now, there is a default setting where we personalize those
3085 trending topics for you and that is the default. So when you
3086 first come on to Twitter, trending topics are personalized to
3087 you and it's personalized based on the accounts you follow and
3088 how you engage with tweets and what not.

3089 Basically, you know, we could show you all the trending
3090 topics happening in the world but not all of them are going to
3091 be relevant to you. We take the ones that are relevant to you
3092 and rank them accordingly.

3093 Mr. Johnson. So it's trending based on what's relevant to
3094 you, essentially?

3095 Mr. Dorsey. Correct.

3096 Mr. Johnson. Okay. My time is up. But let me just say
3097 this, and I said this to Mr. Zuckerberg. You know, in the absence
3098 of massive federal regulations telling you guys how to do your
3099 business, the responsibility bar goes really, really high.

3100 And I think, coming back to what Mr. Griffith says, I think

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3101 you guys need to look at an outside entity of some sort to help
3102 you bounce off ideas of how to address this stuff before legal
3103 or market forces drive you to a place that you're not going to
3104 want to go.

3105 The Chairman. The gentleman's time has expired.

3106 Mr. Johnson. I yield back.

3107 The Chairman. The chair now recognizes the gentleman from
3108 New York, Mr. Tonko, for four minutes.

3109 Mr. Tonko. Thank you, Mr. Chair, and thank you, Mr. Dorsey,
3110 for all the time you have given the committee.

3111 I want to echo my dismay that our Republican colleagues have
3112 chosen to hold this hearing to rile up their base and give credence
3113 to unsupported conspiracies when there are real issues here that
3114 run to the heart of our civic life that deserve our immediate
3115 attention.

3116 It is unfortunate and a missed opportunity on behalf of our
3117 majority.

3118 Mr. Dorsey, I know that Twitter has said it is taking steps
3119 to help make political advertising more transparent on the
3120 platform and is now working to do something similar with issue
3121 ads.

3122 Unfortunately, looking at Twitter today, I am concerned that

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3123 even for political ads you haven't made anything clear necessarily
3124 to consumers. On some platforms, and Facebook for an example,
3125 if a user visits a political or politician's website, that user
3126 can immediately see all the advertisement that she or he has
3127 purchased on the platform.

3128 On Twitter, I have to find a separate resource -- the ads
3129 transparency center -- and then search for the politician to see
3130 what promotion she or he purchased in the past. It is, indeed,
3131 difficult to find and seems ill advised, particularly when your
3132 competitors are doing it differently and perhaps better.

3133 So did Twitter do any research regarding how best to make
3134 election advertising information available to its consumers?

3135 Mr. Dorsey. We did do some research. But this is not a
3136 stopping point for us. So we want to continue to make ad
3137 transparency something that is meeting our customers where they
3138 are so that it is relevant so it's easy to get to.

3139 We did some things a little bit differently. We have
3140 launched the issue ad feature of the ad transparency as well.

3141 But we also enabled anyone, even without a Twitter account, to
3142 search Twitter ads to see who is behind them and also the targeting
3143 criteria that are used.

3144 Mr. Tonko. Thank you. And have you kept any statistics

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3145 that you can share with this committee today about how often
3146 average consumers even searched the ads transparency center?

3147 Mr. Dorsey. We do keep statistics and track usage of all
3148 of our products. We can certainly follow up with your office
3149 to give you some relevant information.

3150 Mr. Tonko. Thank you. And I know that you said this is
3151 not a stopping point -- that you're still exploring -- but why
3152 is it that it appears that you're making it harder for Americans
3153 to see who's trying to influence them?

3154 Mr. Dorsey. That's not our intention and, you know, we do
3155 know we need to make -- do a lot more work to meet people where
3156 they are, and in the interface there's just some design choices
3157 that we need to make in order to do this the right way.

3158 Mr. Tonko. What's more, it seems that political advertising
3159 information that Twitter makes available only shows
3160 advertisements served in the past seven days. Is that correct?

3161 Mr. Dorsey. I don't -- I am not aware right now of the
3162 constraints on it. But we'll follow up with you.

3163 Mr. Tonko. Okay. But if that is correct, that seems vastly
3164 insufficient, given that political campaigns in the U.S. last
3165 months, if not years.

3166 So, Mr. Dorsey, why doesn't your platform reflect that

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3167 insight and disclose political advertising beyond seven days if
3168 that, indeed, is the time frame?

3169 Mr. Dorsey. We'll look into that.

3170 Mr. Tonko. Okay. I appreciate that immensely, and I thank
3171 you.

3172 And I yield back, Mr. Chair, the balance of my time.

3173 The Chairman. I thank the gentleman.

3174 We now go to the gentleman from Missouri, Mr. Long, for four
3175 minutes.

3176 Mr. Long. Thank you, Mr. Chairman, and thank you, Mr.
3177 Dorsey, for being here.

3178 I think it's pretty easy to understand why you have been
3179 as successful as you have because your mannerisms today, your
3180 decorum -- a lot of people come into these hearings and they
3181 practice and they coach them and they tell them how to act. It's
3182 obvious that no one did that for you.

3183 You are who you are and that shows today and I think that
3184 that has a lot to do with how successful you have been. So thank
3185 you for your time and being here today.

3186 Mr. Dorsey. Thank you.

3187 Mr. Long. I do have a couple of questions. Mr. Bilirakis
3188 asked you about Moments. I am not sure exactly what Moments are

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3189 but when my staff got a hold of me couple days ago they said,
3190 well, what do you want to ask Mr. Dorsey -- where do you want
3191 to take this -- what direction -- do a little research.

3192 And I just -- you know, off the top of my head I said, well,
3193 let me send you some stuff so I started shooting them emails,
3194 and these are emails that I received -- they're called highlights,
3195 as you're familiar with -- daily highlights to my personal Twitter
3196 account about the most interesting content from Twitter that is
3197 tailored just for me.

3198 And when we are talking about impartiality and, you know,
3199 somebody said the Republicans are all full of conspiracy theories
3200 over here, I just want you to -- you know, you're a thoughtful
3201 guy. I just want you to take into consideration what I am going
3202 to say and do with it what you want to.

3203 But if you're saying hey, we are impartial -- we really are
3204 -- this, that and the other, out of the -- I pulled -- I just
3205 started firing off emails to my lege director and I sent him eight
3206 -- excuse me, 14 emails of highlights that were sent to me just
3207 in the last few days and I guess, I don't know, it might have
3208 been over 14 days -- I don't know how often you send them.

3209 But there's six highlighted tweets per email. So that's
3210 a total of 84 recent examples that you all picked out and said

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3211 hey, this conservative congressman from Missouri -- and thank
3212 goodness you're a Cardinal fan -- but and you being from Missouri
3213 -- but this conservative congressman that we found out what this
3214 guy wants to read and here it is.

3215 Twelve of them of the 84 were from Glenn Thrush, reporter
3216 for the New York Times; Maggie Haberman -- you sent me nine from
3217 her -- White House correspondent for the New York Times, political
3218 analyst for CNN; Chris Cillizza, political commentator for CNN;
3219 David Frum, senior editor at The Atlantic and MSNBC contributor;
3220 Nicole Wallace, current anchor of Deadline White House and chief
3221 political analyst for MSNBC and NBC News; Sam Stein, former
3222 political editor of the Huffington Post, politics editor at the
3223 Daily Beast and MSNBC contributor; Rep. Eric Swalwell, Democratic
3224 congressman from California's 15th District; Robert Costa,
3225 national political reporter for the Washington Post, a political
3226 analyst for NBC News and MSNBC; Kaitlan Collins, White House
3227 correspondent for CNN; Michael Schmidt, New York Times
3228 correspondent and contributor to MSNBC and NBC; Tommy Vietor,
3229 former spokesman for President Obama; David Corn, MSNBC analyst
3230 and author of the "Russian Roulette" book; Kasie Hunt, NBC News
3231 correspondent, host of MSNBC Show; Richard Painter, commentator
3232 on MSNBC and CNN, outspoken critic of Trump; David Axelrod,

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3233 commentator for CNN, former chief strategist for Obama's
3234 campaign, senior advisor to Obama.

3235 I did not cherry pick these. Here's a Republican -- a former
3236 Republican. I am not sure what he is now. But you did send me
3237 one from Bill Kristol, founder and editor of the "At Large Weekly"
3238 and a vocal supporter and a never Trumper guy, and you did send
3239 me another one from Fox News -- I will put that in there -- Brit
3240 Hume, senior political analyst for Fox News channel.

3241 I want to submit these for the record so you can peruse them
3242 at your leisure. That's the only two I remember being Republican
3243 -- Kristol -- and out of 84 they were handpicked, tailored for
3244 me because they know what I want to read. But Glenn Thrush, Chris
3245 Cillizza -- it just goes on and on.

3246 I have, I guess, 14 pages of them here, and they're all pretty
3247 much Trump bashing. They're all pretty much Trump bashing. I
3248 mean, if you just go right down the line, one after another.

3249 So just, if you will, take that into consideration and,
3250 again, I do -- and I think that there was a fake news tweet sent
3251 out yesterday by a guy that was sitting here earlier and he's
3252 not here anymore.

3253 John Gizzi -- reporter John Gizzi sent out a fake news tweet
3254 yesterday. He said he was headed to the Nationals' park -- that

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3255 he was going to watch them beat the Cardinals. That was fake
3256 news.

3257 [Laughter.]

3258 I yield back.

3259 Mr. Dorsey. Thank you. It doesn't sound like we served
3260 you well in matching your interests.

3261 Mr. Duncan. [Presiding.] The gentleman's time has
3262 expired.

3263 The chair will recognize Ms. Schakowsky.

3264 Ms. Schakowsky. Thank you, Mr. Chairman.

3265 So while you have been sitting here all day -- we appreciate
3266 that -- according to the Wall Street Journal, the Justice
3267 Department to examine whether social media giants are, quote,
3268 "intentionally stifling," some viewpoints, and it quotes the
3269 president.

3270 It says that in an interview Wednesday morning with the Daily
3271 Caller, Mr. Trump accused social media companies of interfering
3272 in elections in favor of Democrats -- quote, "The truth is they
3273 were all on Hillary Clinton's side," he said.

3274 Would you agree with that characterization by the -- by the
3275 president?

3276 Mr. Dorsey. No.

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3277 Ms. Schakowsky. The other thing it says in this article
3278 is that they expressed -- referring to the -- I guess it's in
3279 the Senate -- they expressed contrition for allowing their
3280 platform to be abused in the past while pledging to make --
3281 protecting the system from -- the system during the 2018 mid-term
3282 elections a priority.

3283 First of all, I just want to say about contrition, we heard
3284 from Facebook's CEO, Mr. Zuckerberg, one example after another
3285 after another through the years -- you haven't been there that
3286 long, Twitter -- of contrition. We are sorry, we are sorry, we
3287 are sorry.

3288 But even today, if I had listed well, we made a mistake --
3289 we are going to do better, et cetera.

3290 So, first let me ask you, what are you going to do to make
3291 sure that the election is not in some way influenced by foreign
3292 governments in an inappropriate way?

3293 Mr. Dorsey. Well, this is -- this is our number-one priority
3294 in our information quality efforts --

3295 Ms. Schakowsky. I hear that.

3296 Mr. Dorsey. -- and our broader health and we have benefited
3297 from learning from recent elections like the Mexican election
3298 and were able to test and refine a bunch of that work accordingly.

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3299 So we are doing a few things. First, we are opening portals
3300 that allow partners and journalists to report anything suspicious
3301 that they see so that we can take much faster action.

3302 Second, we are utilizing more technology to identify where
3303 people are trying to artificially amplify information to steer
3304 or detract the conversation.

3305 Third, we have a much stronger partnership with law
3306 enforcement and federal law enforcement to make sure that we are
3307 getting a regular cadence of meetings that we are seeing more
3308 of the trends going on and that we can understand intent behind
3309 these accounts and activities so we can act much faster as well.

3310 Ms. Schakowsky. Well, I appreciate that because that's
3311 where the emphasis ought to be. I have to tell you, the president
3312 and the Republicans have concocted this idea of a supposed
3313 anti-conservative bias to, it seems to me, distract from the fact
3314 that the -- that their majority has absolutely done nothing to
3315 prevent foreign governments from using social media platforms
3316 to spread misinformation, and if we don't do that then I think
3317 our democracy itself is actually at stake.

3318 But also, in terms of your motives, Mr. Dorsey, the majority
3319 of Twitter's revenue comes from selling advertising on the
3320 platform, right?

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3321 Mr. Dorsey. Correct.

3322 Ms. Schakowsky. And Twitter is a for-profit
3323 publicly-traded company. Is that right?

3324 Mr. Dorsey. Correct.

3325 Ms. Schakowsky. And generally speaking, businesses,
3326 political campaigns, and other advertisers choose to advertise
3327 on Twitter because Twitter promises to deliver targeted
3328 highly-engaged audience. Is that agree -- is that what you'd
3329 say?

3330 Mr. Dorsey. Correct.

3331 Ms. Schakowsky. So you actually said that you are
3332 incentivized -- it says Twitter is incentivized to keep all voices
3333 on the platform. Is that correct?

3334 Mr. Dorsey. No. That is where we need to make sure that
3335 we are questioning our own senses but also we understand that
3336 making health our top and singular priority means that we are
3337 going to be removing accounts and we have done so.

3338 Ms. Schakowsky. Okay. I am quoting, actually -- that you
3339 said from a business perspective Twitter is incentivized to keep
3340 all voices on the platform.

3341 Mr. Dorsey. Oh. All perspectives. But I thought you
3342 meant more the accounts. But we do want to make sure that we

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3343 are -- you know, we believe we are used as a public square for
3344 people and that all perspectives should be represented.

3345 Ms. Schakowsky. Thank you, and thank you for being here.

3346 Mr. Dorsey. Thank you.

3347 Mr. Duncan. The gentlelady's time has expired. The chair
3348 will recognize the gentleman from Indiana, Mr. Bucshon.

3349 Mr. Bucshon. Thank you. Thank you, Mr. Dorsey, for being
3350 here.

3351 I just want to say I don't think -- I don't see this as
3352 particularly partisan. The hearing, I think, is completely
3353 appropriate and relevant to the American people across political
3354 ideology.

3355 I would respectfully disagree with my Democrat colleagues
3356 and some of the comments they've made and I would just like to
3357 say this.

3358 Ironically, in my view, they're the ones most likely to want
3359 heavy-handed government intervention into your industry and I
3360 would argue that people like me, Republicans, are trying to help
3361 you avoid it. So take that for what it's worth.

3362 You know, you have implied and you have said that Twitter
3363 is taking all these different actions to improve all the things
3364 that you're doing as it relates to algorithms and other things.

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What's your time line? And I know you have said that this is an ongoing process, right. You're never going to -- you're not going to get a checkered flag, right. But what's your time line for getting some of this really done?

3370

3371

3372

Mr. Dorsey. We want to move as fast as possible, and I know that's a frustrating answer because it's really hard to predict these outcomes and how long they may take.

3373

3374

3375

But it is our singular objective as a company in terms of improving the -- increasing the health of the public square that we are hosting.

3376

3377

3378

3379

Mr. Bucshon. Yes. Thank you.

So how do -- is there any way that users and third parties can verify whether or not their political standards or judgments are embedded accidentally into Twitter's algorithms?

3380

3381

3382

I mean, I guess I am asking is are your algorithms publicly available for independent coders to assess whether there is bias, whether it's intended or unintended?

3383

3384

3385

Mr. Dorsey. Not today. But that is a -- that is an area we are looking at and we'd love to be more open as a company including our algorithms and how they work.

3386

We don't yet know the best way to do that. We also have

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3387 to consider in some cases when we are more clear about how our
3388 algorithms work it allows for gaming of the system, so people
3389 taking advantage of it.

3390 Mr. Bucshon. Yes.

3391 Mr. Dorsey. So we need to be cognizant of that, and it's
3392 not a blocker by any means.

3393 Mr. Bucshon. Oh, I understand.

3394 Mr. Dorsey. We'd love for it to be open. But that's the
3395 big -- that's a big understanding that we need to -- we need to
3396 understand how to correct.

3397 Mr. Bucshon. Yes, I totally get that. I could see where
3398 if the algorithms were there, then smart people are going to find
3399 ways to subvert that, right. And there's some -- probably some
3400 proprietariness there that you may have a competitor in the future
3401 named something else and you don't want your processes out there.
3402 I totally respect that.

3403 Mr. Dorsey. Although this is an area we don't want to
3404 compete. We do not want to compete on health. We want to share
3405 whatever we find.

3406 Mr. Bucshon. Okay. And I think many people have said, you
3407 know, all of us, whether we know it or not, have some inherent
3408 biases based on where we grew up, what our background is, what

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3409 our life experiences are.

3410 So I am kind of -- I am really interested in how you recruit,
3411 you know, to your company, because I think -- I mean, obviously,
3412 the tech industry has had some criticism about its level of
3413 diversity.

3414 But I think it would be important to kind of get your feel
3415 for if you're going to have -- if you're going to avoid group
3416 think and you're creating algorithms, how do you -- how do you
3417 recruit and -- I mean, you're not going to ask somebody, hey,
3418 are you pro-Trump or against Trump.

3419 I get that, right. But you want to have -- I would argue
3420 you want to have people from everywhere, different races, men,
3421 women, different political view, because our -- my impression
3422 is is, like, diversity is, in some respects, in certain industries
3423 fine as long as it's not political diversity.

3424 So how do you -- can you give me a sense of how you kind
3425 of build the team?

3426 Mr. Dorsey. Yes. This is an active conversation within
3427 the company right now. We recognize that we need to decentralize
3428 our workforce out of San Francisco. Not everyone wants to be
3429 in San Francisco. Not everyone wants to work in San Francisco.
3430 Not everyone can afford to even come close to living in San

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3431 Francisco and it's not fair.

3432 So we are considering ways of how we hire more broadly across
3433 every geography across this country and also around the world
3434 and being a lot more flexible. It's finally the case that
3435 technology is enabling more of that and we are really excited
3436 about this and I am personally excited to not consider San
3437 Francisco to be a headquarters but to be a more distributed
3438 company.

3439 Mr. Bucshon. Yes. I just want to say I think it's very
3440 important to make sure that companies like yours do get a variety
3441 of perspectives within your employee base.

3442 Thank you.

3443 Mr. Dorsey. I agree.

3444 Mr. Bucshon. Thanks for being here.

3445 Mr. Dorsey. Thank you.

3446 Mr. Duncan. The chair will recognize the gentleman from
3447 California, Mr. Ruiz, for four minutes.

3448 Mr. Ruiz. Mr. Dorsey, you have had a long day. You're in
3449 the home stretch.

3450 So thank you for being with us today. I am glad my colleagues
3451 on this side of the aisle have been focussing on the issues that
3452 are very important to our democracy and how we combat foreign

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3453 influences and bots and harassment and other challenges on your
3454 platform.

3455 I would like to take a step back and look more precisely
3456 at the makeup of Twitter's users and I am not sure we or even
3457 possibly you have a true understanding of who is really using
3458 your services and your website.

3459 So as you have said previously, the number of followers an
3460 account has is critically important, both in terms of the
3461 prominence of an account but also the ranking of algorithms that
3462 push content to users.

3463 So when tens of thousands of new accounts created every day
3464 both real and fake and by humans and bots alike, I am concerned
3465 about the accuracy of those numbers we are using here today and
3466 the implications those numbers have.

3467 So you have said that 5 percent of your accounts are false
3468 or spam accounts. Is that correct?

3469 Mr. Dorsey. Correct.

3470 Mr. Ruiz. Okay. And is that -- how do you measure that?

3471 Is that at any one time or is that over the course of any one
3472 year? How did you come to the conclusion of 5 percent?

3473 Mr. Dorsey. Yes. We have various methods of
3474 identification, most of them automations and machine learning

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3475 algorithms to identify these in real time, looking at the
3476 behaviors of those accounts and --

3477 Mr. Ruiz. So that's how you identify which ones are false.
3478 But how did you come up with the 5 percent estimate of total
3479 users are fake?

3480 Mr. Dorsey. Well, it's 5 percent, we believe, are taking
3481 on spammy like behaviors, which would indicate an automation or
3482 some sort of coordination to amplify information beyond their
3483 earned reach.

3484 So we are looking at behaviors and that number --

3485 Mr. Ruiz. So you just take that number versus the total
3486 number of users?

3487 Mr. Dorsey. The total -- the total active, and that number
3488 has remained fairly consistent over time.

3489 Mr. Ruiz. Okay. In 2015, you reported that you had 302
3490 million monthly active users on your platform. In 2016, it was
3491 317 million monthly active users. In 2017, 330 million, and in
3492 2018 you said 335 million monthly active users.

3493 How do you define monthly active users?

3494 Mr. Dorsey. It's someone who engages with the service
3495 within the month.

3496 Mr. Ruiz. So is that somebody who tweets or somebody who

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3497 retweets or somebody who just logs in?

3498 Mr. Dorsey. Someone who just logs in.

3499 Mr. Ruiz. Okay. And is it 5 percent of those yearly numbers
3500 that you believe to be spam of the -- somebody who just simply
3501 logs in?

3502 Mr. Dorsey. Yes, who are taking on spam like behaviors or
3503 spam like threats.

3504 Mr. Ruiz. And has the 5 percent been consistent over the
3505 years?

3506 Mr. Dorsey. It has been consistent.

3507 Mr. Ruiz. Okay. So we have heard reports of hundreds of
3508 Twitter accounts run by just one person. It's my understanding
3509 that each of those accounts are counted as separate monthly active
3510 users. Is that correct?

3511 Mr. Dorsey. Correct.

3512 Mr. Ruiz. Okay. Good. So my concern with these questions
3513 is that the number of followers an account has, which is,
3514 obviously, comprised of the subset of those 335 million Twitter
3515 users, is an incredibly important metric to your site and one
3516 you even said this morning in front of the Senate presented too
3517 much of an incentive for account holders.

3518 Based on what we've heard, though, it appears that the number

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3519 of followers may not be an accurate representation of how many
3520 real people follow any given account.

3521 For example, last year Twitter added, roughly, 13 million
3522 users but early today you said you are flagging or removing 8
3523 to 10 million per week.

3524 How can we be confident the 5 percent fraudulent account
3525 number you are citing is accurate?

3526 Mr. Dorsey. Well, we -- we are constantly updating our
3527 numbers and our understanding of our system and getting better
3528 and better at that. We do see our work to mitigate --

3529 Mr. Ruiz. Before we end the time, I am going to ask you
3530 one question and you can submit the information, if you don't
3531 mind, and that's basically in medicine or any screening utility
3532 -- I am a doctor -- for any screening utility we use a specificity
3533 and sensitivity and that just measures how well your methodology
3534 works. And the higher specificity the lower false positive you
3535 have. The higher sensitivity the lower false negatives that you
3536 have.

3537 In this case, you can see the different arguments is how
3538 many false positives versus how many false negatives. We are
3539 concerned that you're going to have false negatives with the
3540 Russian bots.

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3541 Some are concerned that your false positive you're taking
3542 out people that legitimately should be on there.

3543 So if you can report to us what those specificity and
3544 sensitivity of your mechanism in identifying bots, I would really
3545 appreciate that. That will give us a sense of where your
3546 strengths are and where your weaknesses are.

3547 Mr. Dorsey. Thank you.

3548 Mr. Duncan. Point's well-made and the gentleman's time has
3549 expired.

3550 The chair will go to Mr. Flores from Texas.

3551 Mr. Flores. I thank you, Mr. Chair, and I appreciate, Mr.
3552 Dorsey, you showing up to help us today.

3553 If you don't mind, I am going to run through a bunch of
3554 questions it will take and ask Twitter to supplementally ask those
3555 later -- or excuse me, answer those later, and then I have a
3556 question or two at the close that I would like to try to get asked.

3557 Our local broadcasters provide a valuable service when it
3558 comes to emergency broadcasting or broadcasting of different
3559 events that happen. You heard Mr. Burgess earlier talk about
3560 the TV station that was attacked this morning and the first notice
3561 he got was on Twitter.

3562 So my question is this. Should Twitter be considered a

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3563 trusted advisor in the emergency alerting system and how do you
3564 manage the intentional or unintentional spread of misinformation
3565 or abuse by bad actors on this platform during times of emergency?

3566 And you can supplementally answer that, if you would.

3567 And then the next question is -- this has to do with free
3568 speech and expression -- does Twitter proactively review its
3569 content to determine whether a user has violated its rules or
3570 is it only done once another user voices the concerns.

3571 And the next question is do you have a set of values that
3572 Twitter follows when it makes decisions about flagged content
3573 or is it done on a case by case basis and which individuals at
3574 Twitter make judgement calls.

3575 The next one has to do with how do you -- this is a conceptual
3576 question I would like you to try to answer, and that's how do
3577 you balance filtering versus -- and moderating versus free speech?

3578
3579 I mean, there's always this tenuous balance between those
3580 two. So if you could, I would like to have you respond to that.

3581 Then we need some definition. This is an oversight hearing.
3582 We are not trying to legislate. We are just trying to -- and
3583 not trying to get into fights -- we are just trying to get --
3584 to learn about this space.

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3585 And so I would like to have Twitter's definitions of
3586 behavior, Twitter's definition of hateful conduct, Twitter's
3587 definition of low quality tweets.

3588 I would like to -- an explanation of the abuse reports
3589 process, and also you said you had signals for ranking and
3590 filtering. I would like to know how that process works, if we
3591 can.

3592 I would like to know more about the Trust and Safety Council,
3593 how it works, and its membership -- some of that's publicly
3594 available, some of it's not -- and then the Twitter definition
3595 of suspicious activity.

3596 And here's the question I have in the last minute that I
3597 have that I would like you to respond to. A lot of the social
3598 media space has been through some tumultuous times over the past
3599 18 to 24 months, and so my question is this.

3600 If we were to have a hearing a year from now, what would
3601 be the three biggest changes that Twitter has made that you would
3602 share with Congress?

3603 Mr. Dorsey. That's an excellent question. So I believe,
3604 first and foremost, we see a lot of progress on increasing the
3605 health of public conversation.

3606 Second, I believe that we have reduced a bunch of the burden

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3607 that a victim has to go through in order to report any content
3608 that is against them or silencing their voice or causing them
3609 to not want to participate in the public space in the first place.

3610 And then third, we have a deeper understanding of the
3611 real-world effects off platform of our service both to the broader
3612 public and also to the individual as well, and those are things
3613 that I think we can and will make a lot of progress on, the latter
3614 one being probably the hardest to determine. But I think we are
3615 going to learn a lot within these 2018 elections.

3616 Mr. Flores. Okay. I thank you for your responses and I
3617 know you have got team people back there that took good notes
3618 on the other ones that I left for supplemental disclosure.

3619 Thank you. I yield back.

3620 Mr. Costello. [Presiding.] Yields back.

3621 The gentleman from Illinois, Mr. Rush, is recognized for
3622 four minutes.

3623 Mr. Rush. Mr. Dorsey, I certainly want to thank you for
3624 being here and for really enduring this marathon of questions.

3625 I want to go back to the beginning of this hearing where
3626 Mr. Pallone discussed the need for an independent third party
3627 institute to conduct a civil rights audit of Twitter and I am
3628 not sure of your answer. It was kind of vague to me.

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3629 So I ask the question, are you willing to commit to or are
3630 you saying that Twitter will consider Mr. Pallone's request?
3631 Is that a commitment or is that just a consideration?

3632 Mr. Dorsey. Yes. We are -- we are willing to commit to
3633 working with you and staff to understand how to do this best in
3634 a way that is -- that is actually going to show what we can track
3635 and the results.

3636 But I think that is a dialogue we need to have.

3637 Mr. Rush. Thank you.

3638 Chicago is experiencing an epidemic of violence particularly
3639 as it relates to our young people and Facebook has already been
3640 confirmed as an asset that is being used by some of these young
3641 people to commit violence.

3642 And my question to you, are you aware of where Twitter was
3643 used to organize or perpetuate any form of street violence
3644 anywhere in the nation and, certainly, in Chicago?

3645 Mr. Dorsey. We do look at cases and reports where people
3646 are utilizing Twitter and coordinating in terms of having
3647 off-platform violence.

3648 We do have a violent extremist group policy where we do look
3649 at off-platform information to make judgments.

3650 Mr. Rush. And is there an automatic process for the removal

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3651 of such posts?

3652 Mr. Dorsey. Yes. There is a reporting process. But,
3653 again, it does require right now for removal of the post a report
3654 of the violation.

3655 Mr. Rush. So are they removed, though?

3656 Mr. Dorsey. Sorry?

3657 Mr. Rush. Are they removed?

3658 Mr. Dorsey. How many have been removed? We --

3659 Mr. Rush. No. Have you removed any?

3660 Mr. Dorsey. Have we removed any? We do often remove
3661 content that violates our terms of service. We have a series
3662 of enforcement actions that ranges from a warning to temporary
3663 suspension and removal of the offending tweet all the way to a
3664 permanent suspension of the -- of the account.

3665 Mr. Rush. All right. In that regard, do you also have any
3666 authoritative actions that you have taken to inform local police
3667 departments of these kind of activities?

3668 Mr. Dorsey. We do -- we do have partnerships with local
3669 enforcement and law enforcement agencies all over the world and
3670 we do inform them as necessary.

3671 Mr. Rush. All right. Let me ask you one other final
3672 question here. I want to switch. Your legal and policy chief

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3673 told Politico yesterday, and I quote, "There is not a blanket
3674 exception for the president or anyone else when it comes to abusive
3675 tweeting."

3676 Do you consider President Trump's tweets to be abusive or
3677 harmful at all?

3678 Mr. Dorsey. We hold every account to the same standards
3679 in the consistency of our enforcement. We do have a clause within
3680 our terms of service that allows for public interest and
3681 understanding of public interest per tweet and, you know, we
3682 definitely weigh that as we consider enforcement.

3683 Mr. Rush. Mr. Chairman, my time is --

3684 Mr. Costello. Yes.

3685 Mr. Pallone. Mr. Chairman, I seek unanimous consent to
3686 submit a statement for the record on behalf of our colleague,
3687 Representative Anna Eshoo of California.

3688 Mr. Costello. Without objection.

3689 [The information follows:]

3690

3691 *****COMMITTEE INSERT 6*****

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3692 Mr. Costello. The gentlelady from Indiana, Mrs. Brooks, is
3693 recognized for four minutes.

3694 Mrs. Brooks. Thank you, and thank you, Mr. Dorsey, for being
3695 here today and for sitting through an entirely very long day of
3696 a lot of questions.

3697 And I want to share with you and stay a little bit on the
3698 public safety angle. In 2015, I was very pleased because we got
3699 signed into law the Department of Homeland Security Social Media
3700 Improvement Act bill and this group has been meeting, which I
3701 am pleased that they organized and have been meeting.

3702 They've issued about three different reports and actually
3703 one of the reports is focused on highlighting countering false
3704 information and disasters and emergencies.

3705 Another one focuses on best practices of incorporating
3706 social media into their exercises -- public safety exercise all
3707 the time, and then how do they operationalize social media for
3708 public safety.

3709 I would be curious whether or not you and your team, A, if
3710 you even knew anything about this group and whether or not you
3711 and your team might be willing to assist this group.

3712 While I recognize that you have contacts around the globe,
3713 there actually is a group -- a public safety social media group

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3714 that's very focussed on this and I think we need to have better
3715 interaction between the social media platforms and organizations
3716 and the public safety community so they can figure this out.

3717 Is that something you might be willing to consider?

3718 Mr. Dorsey. Yes. I was not aware of it, honestly, but I
3719 am sure my team is and we'll definitely consider.

3720 Mrs. Brooks. Thank you.

3721 I am curious, and I asked Mr. Zuckerberg this when he appeared
3722 before us -- with respect to the terrorism groups and the extremist
3723 groups that you monitor and that you take down -- and I have seen
3724 reports that in a short period of time, July of 2017 to December
3725 of 2017, you actually took down 274,460 Twitter accounts in a
3726 six-month period relative to promoting terrorism, and so that's
3727 a -- seems like a very large number of accounts and I am afraid
3728 that people believe that it's not happening. We don't hear about
3729 it as much.

3730 Can you -- and I understand that you have worked with Google,
3731 YouTube, Facebook, and others to create a shared database of
3732 prohibited videos and images. But we don't hear anything about
3733 that either. Is this database still in use? Are you all still
3734 working together and collaborating?

3735 Mr. Dorsey. Yes. We are still working together and this

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3736 is a very active collaboration and a lot of, you know, the work
3737 we've been doing over years continues to bear a lot of fruit here.

3738 But we are happy to send to the committee more detailed
3739 results. We do have this in our transparency report.

3740 Mrs. Brooks. And I was going to ask, the transparency report
3741 -- and you have talked about that a few times -- it's not done
3742 yet. Is that right?

3743 Mr. Dorsey. It's not finished yet for actions upon content
3744 in accounts that have to do with our health aspects. It is for
3745 terrorism accounts.

3746 Mrs. Brooks. It is finished there. All of these questions
3747 that you have gotten, and there have been a lot of things, can
3748 we expect that a lot of these things might be in that transparency
3749 report that people have been asking you about?

3750 Mr. Dorsey. Yes. The first step is to figure out what is
3751 most meaningful to put in there. So, really, designing the
3752 document so that people can get meaningful insight in terms of
3753 how we are doing and what we are seeing and what we are dealing
3754 with, and then we need to aggregate all that data.

3755 So we are in the early phases of designing this document
3756 and how we are thinking about it. But we'd like to move fast
3757 on it because we do believe it will help earn trust.

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3758 Mrs. Brooks. Well, and certainly from a public safety
3759 perspective you can't and shouldn't divulge everything that you
3760 do relative to helping keep us safe.

3761 And while I appreciate that it is very important to have
3762 an open dialogue and to have the -- as much information as possible
3763 in the conversation in the public square.

3764 I, certainly, hope that your work with law enforcement --
3765 we need to make sure the bad guys don't understand what you're
3766 doing to help us.

3767 And so I thank you and look forward to your continued work
3768 in this space.

3769 Mr. Dorsey. Thank you so much.

3770 Mrs. Brooks. Thank you.

3771 The Chairman. [Presiding.] The gentlelady's time has
3772 expired.

3773 The chair now recognizes the gentleman from Pennsylvania,
3774 Mr. Costello, for four minutes.

3775 Mr. Costello. Thank you.

3776 Mr. Dorsey, in your testimony you identified a handful of
3777 behavioral signals but you noted Twitter uses thousands of
3778 behavioral signals in your behavioral-based ranking models.

3779 Could you provide the committee with a complete accounting

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3780 of all of these signals?

3781 Mr. Dorsey. We -- a lot of those signals are changing
3782 constantly. So even if we present one today it might change
3783 within a week or within a month.

3784 The point is that it's not a thousand behavioral signals.
3785 It's a thousand decision-making criteria and signals that the
3786 algorithms use.

3787 And I don't mean exactly a thousand -- it could be hundreds,
3788 it could be thousands -- they all vary -- to actually make
3789 decisions.

3790 Mr. Costello. Would you consider providing a more expansive
3791 list of signals beyond the small handful that you have provided,
3792 specifically those that seem to endure and that don't change week
3793 to week?

3794 Mr. Dorsey. We are looking at ways to open up how our
3795 algorithms work and what criteria they use to make decisions.

3796 We don't have conclusions just yet and the reason why we are
3797 pausing a little bit here and considering is because by giving
3798 up certain criteria we may be enabling more gaming of the system
3799 --

3800 Mr. Costello. Sure.

3801 Mr. Dorsey. -- taking advantage of the system so that

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3802 people can bypass our protections.

3803 Mr. Costello. You used the term a little earlier curators.
3804 Is that a term -- is that a position within your company or did
3805 you just kind of -- could you -- what's a curator at your company
3806 do?

3807 Mr. Dorsey. Yes. We have a -- we have a product within
3808 Twitter called Moments and what it is is if you go to the search
3809 icon you can see a collection of tweets that are actually arranged
3810 by humans, organized around a particular event or a topic. So
3811 it might be a supporting game, for example.

3812 And we have curators who are looking for all the tweets that
3813 would be relevant and one of the things that they want to ensure
3814 is that we are seeing a bunch of different perspectives --

3815 Mr. Costello. Relevant based on my behavior and do I have
3816 to manually do that or is that going to show up in my feed?

3817 Mr. Dorsey. It's a -- we do that work and then sometimes
3818 you make it a Moment that is more personalized to you based on
3819 your behavior. In some cases, all people get the same Moment.

3820 Mr. Costello. Would that be subject -- and, listen, the
3821 bias issue -- but would that -- that would open up consideration
3822 for there to be more bias in any way.

3823 Bias can mean a lot of different things. It doesn't even

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3824 have to be political. That's -- so your curators are making some
3825 sort of subjective determination on what might be of interest
3826 -- what might pop more -- what might get more retweets, comments,
3827 et cetera?

3828 Mr. Dorsey. Well, they use a data-driven approach based
3829 on the percentage of conversation that people are seeing. So
3830 we are trying to reflect how much this is being talked about on
3831 the network, first and foremost, and then checking it against
3832 impartiality and also making sure that we are increasing the
3833 variety of perspective.

3834 Mr. Costello. I appreciated your testimony -- your written
3835 testimony. You said something in there that interests me and
3836 that -- a lot of things -- but one was you have no incentive to
3837 remove people from your -- in other words, you have no incentive
3838 to remove conservatives from your platform because the more people
3839 talking the better.

3840 But it strikes me that in -- when we are talking about hate
3841 speech or personal insults or things that are just straight up
3842 mean there's kind of -- there's an incentive not remove that stuff
3843 if it's driving more participation.

3844 How do you reconcile that?

3845 Mr. Dorsey. It's an excellent question, and something that

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3846 we have balanced in terms of, number one, our singular objective
3847 is to increase the health of this public square and this public
3848 space, and we realize that in the short term that will mean
3849 removing accounts.

3850 And we do believe that increasing the health of the public
3851 conversation on Twitter is a growth vector for us but only in
3852 the long term and we -- you know, over the -- over the past few
3853 months we've taken a lot of actions to remove accounts en masse.

3854
3855 We reported this during our -- during our past earnings call
3856 and, you know, the reaction was what it was. But we did that
3857 because we believe that, over the long term, these are the right
3858 moves so that we can continue to serve a healthy public square.

3859 The Chairman. The gentleman's time --

3860 Mr. Costello. Yes. Thank you. I yield back.

3861 The Chairman. The chair now recognizes the gentleman from
3862 Oklahoma, Mr. Mullin, for four.

3863 Mr. Mullin. Thank you, Mr. Chairman, and Mr. Dorsey, thank
3864 you so much for being here.

3865 I've got a question, and this isn't a gotcha question. It's
3866 a point that -- to which I want to try to make because as my
3867 colleague from Virginia, Mr. Griffith, said earlier, he doesn't

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3868 believe that you're doing it on purpose.

3869 It's just that the way things are working out the system
3870 to which you guys use to figure out who's going to be censored
3871 and who's not.

3872 So my question is would you consider yourself conservative?
3873 Liberal? Socialist? How would you -- how would you consider
3874 your political views?

3875 Mr. Dorsey. I try to focus on the issues so I don't --

3876 Mr. Mullin. Well, I know, but the issues are at hand and
3877 that's what I am trying to ask.

3878 Mr. Dorsey. What issues in particular?

3879 Mr. Mullin. Well, okay. If you're not going to -- are you
3880 a registered voter?

3881 Mr. Dorsey. I am a registered voter.

3882 Mr. Mullin. Republican? Democrat?

3883 Mr. Dorsey. Independent.

3884 Mr. Mullin. Independent. So as a business owner myself,
3885 different departments that I have seem to take on the personality
3886 of the ones that I have running it -- the people that I have running
3887 a department or a business or an organization.

3888 When I stepped down as CEO of my company, the new CEO took
3889 on a different personality and the employees followed. And we

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3890 are choosing one mind set over another in some way, regardless
3891 if you're doing it on purpose or not.

3892 The way that it is being picked, the way it's being portrayed,
3893 is somewhat obvious and let me just simply make my point here.

3894 2016 presidential campaign the Twitter -- Twitter was
3895 accused of suspending an anti-Hillary focussed account and
3896 de-emphasized popular hashtags. October 2017 Twitter barred
3897 Marsha Blackburn's campaign video for an ad platform, calling
3898 it inflammatory.

3899 November 2017, rogue -- a single rogue employee deactivated
3900 Trump's account for 11 minutes. That's shocking that a single
3901 rogue employee could actually have that much authority to do that.

3902
3903 That's a different question for a different day, maybe.
3904 July 2018, Twitter was accused of limiting visibility of certain
3905 Republican politicians by preventing their official accounts from
3906 appearing in sites -- auto-populated drop down searches -- search
3907 bar results.

3908 August 2018, conservative activist Candace Owens' account
3909 was suspended after, essentially, imitating a account from a New
3910 York Times editorial board member, Susan -- I think I am
3911 pronouncing this right -- Jeong. Are you familiar with this?

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3912 Mr. Dorsey. Yes.

3913 Mr. Mullin. Let me read what Ms. Jeong wrote:

3914 "#cancelwhitepeople. White people marking up the internet with
3915 their opinions like dogs pissing on fire hydrants. Are white
3916 people genetically predisposed to burn faster in the sun, thus
3917 logically being only fit to live underground like grovelling
3918 goblins? Oh, man, it's kind of sick how much I enjoy -- or, how
3919 much joy I get out of being cruel to old white men. I open my
3920 mouth to populate -- to politely greet a Republican but nothing
3921 but an unending cascade of vomiting flows from my mouth."

3922 Now, that same tweet went out by Candace Owens but replaced
3923 Jewish for white. Ms. Owens' account was suspended and flagged.
3924 The New York Times reporter's account wasn't.

3925 What's the difference?

3926 Mr. Dorsey. We -- so we did make a mistake with Owens --

3927 Mr. Mullin. But I've heard you say that multiple times --
3928 we made a mistake -- we made a mistake. I've heard you say that
3929 the whole time you have been up here, and you have been very polite
3930 and pretty awesome at doing it.

3931 But the fact is it's bigger than a mistake. It's the
3932 environment to which I think Twitter has. My point of the first
3933 question was does that fit your political views to which your

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3934 company is following? Because there seems to be --

3935 The Chairman. The gentleman's time --

3936 Mr. Mullin. -- a pattern here.

3937 Mr. Dorsey. No, it doesn't. I value variety in perspective
3938 and I value seeing people from all walks of life and all points
3939 of views, and we do make errors along the way both in terms of
3940 our algorithms and also the people who are following guidelines
3941 to review content.

3942 Mr. Mullin. The --

3943 The Chairman. The gentleman's time has expired.

3944 Mr. Mullin. Thank you. I yield back.

3945 The Chairman. The chair recognizes the gentleman from
3946 Michigan, Mr. Walberg, for four minutes.

3947 Mr. Walberg. Thank you, Mr. Chairman, and thank you, Mr.
3948 Dorsey, for being here, and it's been a long day for you. It's
3949 an important day, though.

3950 I guess the only complaint I would have thus far is that
3951 your staff didn't prepare well enough to go through 535 members
3952 of Congress to see if there were any biases and have those figures
3953 for us today that you could answer.

3954 I would assume that they should have thought that with
3955 Republicans and Democrats here and the statements that we've heard

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3956 from the other side of the aisle that that question would come
3957 up -- those facts, those statistics -- at least on the members
3958 -- 535 members.

3959 It would have been worth being able to answer right today
3960 with an imperative no, there was no bias, or yes, it appears there
3961 was a bias. That's the only complaint I have.

3962 But let me -- let me go to the questions. In a July 26th,
3963 blog post, Twitter asserted, and I quote, "We believe the issue
3964 had more to do with how other people were interacting with these
3965 representatives' accounts."

3966 What specific signals or actions of other accounts
3967 interacting with the representative's account would you suggest
3968 -- this is my question -- contributed to the auto suggest issue?

3969 Mr. Dorsey. The behaviors we were seeing were actual
3970 violations of our terms of service.

3971 Mr. Walberg. Clear violations of your terms -- would muting
3972 or blocking another user's account contribute to that?

3973 Mr. Dorsey. No. These were reported violations that we
3974 reviewed and found in violation.

3975 Mr. Walberg. And retweeting or boosting wouldn't be a
3976 contribution to what you did either. Does Twitter have policies
3977 and procedures in place to notify accounts or users when their

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3978 messages or content have been hidden from other users?

3979 Mr. Dorsey. We don't have enough of this so we don't --
3980 we do have a lot of work to do to help people understand why --
3981 right in the products why we might rank or why we might filter
3982 or put their content behind an interstitial, and that is an area
3983 of improvement. So we haven't done enough work there.

3984 Mr. Walberg. So while -- and I appreciate the fact you don't
3985 -- you don't want to have users be responsible for contacting
3986 you about issues, you ought to be catching some of this stuff.

3987

3988 You have no specific time line or strong policy in place
3989 to notify me, for instance, that there's a reason why you have
3990 taken me down, blocked or whatever, for the time being so I can
3991 at least respond to that and can make a change so that I am a
3992 productive positive member of Twitter.

3993 Mr. Dorsey. Well, if we take any enforcement action that
3994 results in removal of content or asking the removal you get
3995 notified immediately.

3996 Mr. Walberg. Immediately?

3997 Mr. Dorsey. It's just a question of the filtering or the
3998 time ranking that we don't have a great way of doing this today.

3999

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4000 It is our intention to look deeper into this but -- and I
4001 know this is a frustrating answer but the time lines are a little
4002 bit unpredictable. But we do believe that transparency is an
4003 important concept for us to push because we want to earn more
4004 people's trust.

4005 Mr. Walberg. With regard to internet service providers,
4006 they're required to disclose if they are throttling or blocking
4007 their services. Of course, that's been a big issue.

4008 Would you be open to a similar set of transparency rules
4009 when you have taken actions that could be viewed as blocking or
4010 throttling of content?

4011 Mr. Dorsey. We are considering a transparency report around
4012 our actions regarding content like this. We are in the phases
4013 right now of understanding what is going to be most useful in
4014 designing the document and then to do the engineering work to
4015 put it in place we can aggregate all the information.

4016 But I do think it's a good idea and something that I do think
4017 helps earn people's trust.

4018 Mr. Walberg. Well, I wish you well on it because I don't
4019 want to be like my colleagues on the other side of the aisle that
4020 want to regulate. This is the amazing social media opportunity
4021 we have.

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4022 We want to keep it going -- keep it going proper. I don't
4023 want to see government get involved in regulating if you folks
4024 can do the job yourselves.

4025 Thank you. I yield back.

4026 The Chairman. The gentleman yields back.

4027 The chair recognizes Mr. Duncan for four minutes.

4028 Mr. Duncan. Thank you, Mr. Chairman, and Mr. Dorsey, thank
4029 you for being here. We've heard a lot today about content
4030 filters, shadow banning, and a little bit about bias, and I would
4031 like to focus on bias for just a second.

4032 A member of my staff recently created a test Twitter account
4033 working on a communications project unrelated to this topic and
4034 even before we knew that this hearing was going to take place.

4035 They were interested to note who was listed on the
4036 "suggestions for you to follow" list. This is a pro-life
4037 conservative congressional staffer on a work computer whose
4038 search history definitely doesn't lean left. All they entered
4039 was an email address and a 202 area code phone number.

4040 Yet, here's who Twitter suggested they follow, and you will
4041 see it on the screen: Nancy Pelosi, Kamala Harris, John Dingell,
4042 Chuck Schumer, John Kerry, Ben Rhodes, David Axelrod, Kirsten
4043 Gillibrand, Jim Acosta, Alexandria Ocasio-Cortez, Paul Krugman,

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4044 Madeline Albright, Claire McCaskill, Chuck Todd, and Jon Lovett
4045 -- all left leaning political types. That's all she got as
4046 "suggested for you to follow."

4047 Forget the fact that there aren't any Republicans or
4048 conservatives on that list. No singers, no actors, no athletes,
4049 no celebrities. She's a 20-something female staffer. Didn't
4050 even get Taylor Swift, Chris Pratt, Christiano Ronaldo, or Kim
4051 Kardashian. All she got was the suggestions that I had on the
4052 screen.

4053 Look, it's one thing not to promote conservatives even though
4054 Donald Trump is the -- truly, the most successful Twitter user
4055 in history of the site. Say what you want about what he tweets
4056 but President Trump has utilized Twitter in unprecedented ways
4057 to get around the traditional news media.

4058 I would think that someone in your position would be
4059 celebrating that and him rather than trying to undermine him.

4060 So how do you explain how a female 20-something-year-old who
4061 just put in an email address and a 202 area code -- why does she
4062 only get the liberal suggestions?

4063 Mr. Dorsey. We simply don't have enough information in that
4064 case to build up a more informed suggestion for her. So the 202
4065 number is all we have so therefore --

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4066 Mr. Duncan. So I get that you don't have much information
4067 on her. One hundred percent of the suggested followers were
4068 biased. Where was Kim Kardashian? Huge Twitter -- where was
4069 Taylor Swift? Where was Ariana Grande?

4070 In fact, I can look at Twitter, most followers, and they're
4071 not these people that you suggested for her. There was nothing
4072 in her -- on her search history on a government work computer
4073 to suggest that she was left leaning or right leaning or anything.

4074 Katy Perry, number one -- she wasn't on this list. How do you
4075 explain that?

4076 Mr. Dorsey. I think it was just looking at the 202 as a
4077 D.C. number and then taking D.C.-based accounts and the most
4078 followed, probably, or most engaged with D.C. accounts. As --

4079 Mr. Duncan. In the 202 area code area?

4080 Mr. Dorsey. In the 202 area code.

4081 Mr. Duncan. Okay. Where's Bryce Harper? Where's
4082 Ovechkin? Where are the Capitols? Where are the Nats? Where's
4083 D.C. United? Where are the sports teams?

4084 If you're going to use 202 area code and say that's one of
4085 the filters, where are those folks, you know, outside of the
4086 political arena? There are no athletes. There are no singers.
4087 There are no celebrities.

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4088 There were only suggested political figures of a very liberal
4089 persuasion that were suggested for her to follow. Nobody else.
4090 That shows bias, sir.

4091 Mr. Dorsey. Well, yes. I mean, we do have a lot more work
4092 to do in terms of our onboarding and, obviously, you're pointing
4093 out some weaknesses in our -- in our signals that we use to craft
4094 those recommendations.

4095 So I -- you know, as she continues -- if she were to start
4096 following or following particular accounts or engaging with
4097 particular tweets, that model would completely change, based on
4098 those.

4099 We just don't have information. It sounds like we are not
4100 being exhaustive enough with the one piece of information we do
4101 have, which is her area code.

4102 Mr. Duncan. Mr. Dorsey, let me ask you this. After this
4103 hearing and me, clearly, showing this bias and a lot of other
4104 questions, if someone in a 202 area code that's 28 years old sets
4105 up a Twitter account with very limited information but has an
4106 email address and a 202 area code --

4107 The Chairman. Gentleman's time --

4108 Mr. Duncan. -- are you going to tell me today that they're
4109 going to get other suggested followers than the liberals that

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4110 I mentioned?

4111 Mr. Dorsey. That is not a good outcome for us.

4112 The Chairman. Gentleman's time has expired.

4113 Mr. Duncan. Mr. Chairman, thank you.

4114 The Chairman. The chair recognizes the gentlelady from
4115 California, Mrs. Walters, for four minutes.

4116 Mrs. Walters. Thank you, Mr. Dorsey, for being here.

4117 News reports indicate that Periscope -- as you know, is
4118 Twitter's live video feed app -- is being used to sexually exploit
4119 children. These reports detail the targeting of children as
4120 young as nine years old.

4121 At times, coordinated activity for multiple users is
4122 employed to persuade children to engage in sexual behavior.
4123 These videos can be live streamed in public or private broadcasts
4124 on Periscope.

4125 I recognize that a live video app like Periscope creates
4126 challenges, especially when attempting to monitor content in real
4127 time.

4128 Yet, your testimony discussing malicious election-related
4129 activity on Twitter reads, quote, "We strongly believe that any
4130 such activity on Twitter is unacceptable."

4131 I hope that standard of unacceptability is similarly applied

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4132 to sexual exploitation of children on Periscope, and I would
4133 expect that it is, considering that Twitter has stated zero
4134 tolerance policy for child sexual exploitation.

4135 So my questions are does Twitter primarily rely on users
4136 to report sexually inappropriate content or content concerning
4137 child safety?

4138 Mr. Dorsey. We do have some dependency on reports. But
4139 this is an area that we want to move much faster in automating
4140 and not, obviously, placing the blame -- or not placing the work
4141 on the victim and making sure that we are recognizing these in
4142 real time, and we have made some progress with Periscope.

4143 Mrs. Walters. So what is the average length of a live video
4144 on Periscope?

4145 Mr. Dorsey. I am not aware of that right now. But we can
4146 -- we can follow up.

4147 Mrs. Walters. Okay. And what is the average response time
4148 to remove a live video on Periscope that is deemed to violate
4149 Twitter's term of service?

4150 Mr. Dorsey. It depends entirely on the severity of the
4151 report and what the context is. So we try to prioritize by
4152 severity. So threats of death or suicidal tendencies would get
4153 a higher priority than everything else.

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4154 Mrs. Walters. So just out of curiosity, when you say we
4155 try to eliminate and we have a -- we have a higher priority, like,
4156 who makes that decision?

4157 Mr. Dorsey. We have -- so when people report any violations
4158 of our terms of service, we have algorithms looking at the report
4159 and then trying to understand how to prioritize those reports
4160 so they're seen by humans much faster.

4161 Mrs. Walters. Okay. So I would assume that you don't
4162 believe that you use the reporting as an effective method for
4163 monitoring live videos on Periscope then?

4164 Mr. Dorsey. Not over the long term.

4165 Mrs. Walters. Well, obviously, this is a really, really
4166 important issue. Is user reporting an effective method for
4167 monitoring private broadcasts on Periscope?

4168 Mr. Dorsey. Also not over the long term. But that is
4169 something that we need to do much more work around in terms of
4170 automating these.

4171 Mrs. Walters. So can you indicate that you need to do some
4172 more work around this? Do you have any time frame of when you
4173 think you will be able to get this handled?

4174 Mr. Dorsey. We'd like to work as quickly as possible and
4175 make sure that we are prioritizing the proactive approaches of

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4176 our enforcement and, again, it does go down that prioritization
4177 stack. But we intend to move as quickly as we can. I know that
4178 it's frustrating not to hear a particular time frame. But we
4179 are -- we are moving fast.

4180 Mrs. Walters. Can you explain the type of technology that
4181 you're using in order to change this?

4182 Mr. Dorsey. Yes. We'll be -- we'll be utilizing a lot of
4183 machine learning and deep learning in order to look at all of
4184 our systems at scale and then also prioritize the right review
4185 cadence.

4186 Mrs. Walters. Okay. I yield back the balance of my time.
4187 Thank you.

4188 The Chairman. The gentlelady yields back.

4189 The chair recognizes Mr. Carter, Georgia, our last member
4190 to participate -- thank you -- for four minutes.

4191 Mr. Carter. Thank you, Mr. Chairman, and Mr. Dorsey,
4192 congratulations. I am the last one.

4193 Mr. Dorsey, in preparation for this hearing, I sent out a
4194 notice throughout my district and I asked them -- I let them know
4195 that we were having this hearing and I was going to be asking
4196 questions and I said, what do you think I ought to ask him.

4197 So I got back some pretty interesting responses for that

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4198 and one of them came from a teenage high school student -- a
4199 conservative teenage high school student down in Camden County.
4200 That's right on the Georgia/Florida state line.

4201 And he said -- he said, you know, I am a conservative teenage
4202 high school student and I've got -- I am on Twitter and I've got
4203 over 40,000 followers, yet I have tried -- this young man had
4204 tried five times to get verification and yet he's been turned
4205 down all five times.

4206 And his question to me was, I've got friends who are more
4207 liberal than me who've got less followers than me and yet they've
4208 been verified. Why is that? What should I tell him?

4209 Mr. Dorsey. So we -- first and foremost, we believe we need
4210 a complete reboot of our verification system. It's not serving
4211 us. It's not serving the people that we serve, well. We -- it
4212 really depends on when his friends were verified.

4213 We had an open verification system not too long ago that
4214 looked for various criteria and we verified people based on that.

4215 And it's not a function of how many followers you have. We have
4216 some verified folks who only have 5,000 followers. We --

4217 Mr. Carter. That was his point. I mean, he had 40,000.
4218 He couldn't -- and he doesn't understand. I don't know what
4219 to tell him. I mean --

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4220 Mr. Dorsey. Yes.

4221 Mr. Carter. -- you know, it seems to me like he would have
4222 been verified and from what he explained to me and to staff is
4223 that they were -- they applied at the same time.

4224 Mr. Dorsey. Yes. It --

4225 Mr. Carter. So why was he denied and they were approved?

4226 Mr. Dorsey. I would need to understand his particular case.
4227 So I would want to know his name and we can follow up --

4228 Mr. Carter. I will be glad -- we will get you that
4229 information because I would like to give the young man an
4230 explanation. Okay. I think he deserves it.

4231 Mr. Dorsey. Okay.

4232 Mr. Carter. All right. And let me ask you something, and
4233 I apologize, but being the last one sometimes you're a little
4234 bit redundant.

4235 But you were asked earlier because, you know, this committee
4236 and particular the Health Subcommittee has been the tip of the
4237 spear, if you will, with the opioid crisis that we have in our
4238 country.

4239 As you're aware, we are losing 115 people every day to opioid
4240 addiction, and we just talked about the algorithms and you have
4241 been talking about it all day about and, you know, why is it --

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4242 why is it that we haven't been able to get these sites off?

4243 What's missing? I mean, what are you identifying that
4244 you're missing not to be able to get these tweets off?

4245 Mr. Dorsey. I don't know if it's -- I think it's more of
4246 a new behavior and a new approach. It's --

4247 Mr. Carter. This has been going on quite a while.

4248 Mr. Dorsey. It's certainly not an excuse. We need to look
4249 at these more deeply in terms of, like, how our algorithms are
4250 automatically determining when we see this sort of activity and
4251 taking action much faster.

4252 Mr. Carter. Okay. Fair enough.

4253 My last question is this, and I want to talk about
4254 intellectual property, particularly as it relates to live
4255 streaming.

4256 Now, you have been here all day. You were over at the Senate
4257 this morning and you have been here this afternoon, and all day
4258 long, you know, you have been saying -- and we have no other reason
4259 but to believe you -- yeah, we need to work on this -- we are
4260 going to work on this.

4261 The piracy that takes place with live streaming movies and
4262 intellectual property like that, that's been going on for quite
4263 a while, hasn't it?

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4264 Mr. Dorsey. It has.

4265 Mr. Carter. Why should I believe you -- and we had another
4266 CEO of another social media that was here a couple of months ago
4267 -- you know, same thing -- we are working on it -- we are going
4268 to get it done.

4269 But yet, this is something that's been going on. You ain't
4270 got it done yet. Why should I believe you now? And I say that
4271 because, you know, Dr. Bucshon, Representative Walberg -- I echo
4272 their comments -- I don't want the federal government to get into
4273 this business. I don't want to regulate you guys. I think it'll
4274 stifle innovation.

4275 But why should I believe you if you -- you hadn't got this
4276 fixed?

4277 Mr. Dorsey. Well, the reason we have to still work on it
4278 is because the methods of attack constantly change, and we'll
4279 never arrive at one solution that fixes everything. We need to
4280 constantly iterate based on new vectors of stealing IP or
4281 rebroadcasting IP, for instance, because they're constantly
4282 changing and we just need to be 10 steps ahead of that.

4283 Mr. Carter. You know, I want to believe you and I am going
4284 to believe you. But I just have to tell you, I hope you believe
4285 me -- we don't want the federal -- and you don't want the federal

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200

4286 government to be in this.

4287 I think the success of the internet and of your products
4288 has been because the federal government stayed out of it. But
4289 we got to have help. We have to have a commitment, and when I
4290 look at this I think, why would I believe him if they've been
4291 working on this and hadn't even got it fixed yet.

4292 Mr. Dorsey. Absolutely.

4293 The Chairman. The gentleman's time --

4294 Mr. Carter. Mr. Chairman, thank you, and I yield.

4295 Mr. Dorsey. Thank you.

4296 The Chairman. Thank you.

4297 And while we've been sitting here, I am told that Twitter
4298 has deleted the account that was trying to sell drugs online.

4299 So your team has been at work. We appreciate that.

4300 We have exhausted probably you and your team and our members
4301 questions for now. We do have some letters and questions for
4302 the -- for the record -- concluding script.

4303 And so I, again, want to thank you for being here before
4304 the committee. Some of our members, you know, didn't get to all
4305 their questions and so we will be submitting those for the record,
4306 and we have a number of things we'd like to insert in the record
4307 by unanimous consent: a letter from Encompass, Consumer

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201

4308 Technology Association, and the Internet Association; an article
4309 from Gizmodo; an article from Inc.; a paper by Kate Klonick; an
4310 article from NBC; and article from Slate; an article from The
4311 Verge.

4312 [The information follows:]

4313

4314 *****COMMITTEE INSERT 7*****

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202

4315 The Chairman. Pursuant to committee rules, I remind members
4316 they have 10 business days to submit additional questions for
4317 the record. I ask the witness to submit their response within
4318 10 business days upon receipt of that question.

4319 We ask you remain seated until the Twitter team is able to
4320 exit. So if you all would remain seated -- thank you -- then
4321 our folks from Twitter can leave and, Mr. Dorsey, thank you again
4322 for being before the Energy and Commerce Committee.

4323 And with that, the subcommittee is adjourned.

4324 [Whereupon, at 5:43 p.m., the committee was adjourned.]

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United States House Committee on Energy and Commerce

**Testimony of Jack Dorsey
Chief Executive Officer
Twitter, Inc.**

September 5, 2018

Chairman Walden, Ranking Member Pallone, and Members of the Committee:

Thank you for the opportunity to appear before the Committee today so I may speak to you and the American people.

Twitter's purpose is to serve the public conversation. We are an American company that serves our global audience by focusing on the people who use our service, and we put them first in every step we take. Twitter is used as a global town square, where people from around the world come together in an open and free exchange of ideas. We must be a trusted and healthy place that supports free and open discussion.

Twitter has publicly committed to improving the collective health, openness, and civility of public conversation on our platform. Twitter's health is measured by how we help encourage more healthy debate, conversations, and critical thinking. Conversely, abuse, malicious automation, and manipulation detracts from the health of our platform. We are committed to hold ourselves publicly accountable towards progress of our health initiative.

Today, I hope my testimony before the Committee will demonstrate the challenges that we are tackling as a global platform. Twitter is approaching these challenges with a simple question: How do we earn more trust from the people using our service? We know the way earn more trust around how we make decisions on our platform is to be as transparent as possible. We want to communicate how our platform works in a clear and straightforward way.

There are other guiding objectives we consider to be core to our company. We must ensure that all voices can be heard. We must continue to make improvements to our service so that everyone feels safe participating in the public conversation – whether they are speaking or simply listening. And we must ensure that people can trust in the credibility of the conversation and its participants.

Let me be clear about one important and foundational fact: Twitter does not use political ideology to make any decisions, whether related to ranking content on our service or how we enforce our rules. We believe strongly in being impartial, and we strive to enforce our rules impartially. We do not shadowban anyone based on political ideology. In fact, from a simple business perspective and to serve the public conversation, Twitter is incentivized to keep all voices on the platform.

Twitter plays an important role in our democracy and governments around the world. In the United States, all 100 Senators, 50 governors, and nearly every member of the House of Representatives currently reach their constituents through Twitter accounts. Our service has enabled millions of people around the globe to engage in local, national, and global conversations on a wide range of issues of civic importance. We also partner with news organizations on a regular basis to live-stream congressional hearings and political events, providing the public access to important developments in our democracy. The notion that we would silence any political perspective is antithetical to our commitment to free expression.

My testimony today will provide important information about our service: (1) an explanation of our commitment to improve the health on Twitter; (2) the algorithms that shape the experience of individuals who use Twitter; (3) an update on Twitter's work on Russian interference in the 2016 elections; and (4) information on recent malicious activity Twitter saw on the platform.

I. TWITTER'S COMMITMENT TO HEALTH

Twitter is committed to help increase the collective health, openness, and civility of public conversation, and to hold ourselves publicly accountable towards progress. At Twitter, health refers to our overall efforts to reduce malicious activity on the service, including malicious automation, spam, and fake accounts. Twitter has focused on measuring health by evaluating how to encourage more healthy debate, and critical thinking.

The platform provides instant, public, global messaging and conversation, however, we understand the real-world negative consequences that arise in certain circumstances. Twitter is determined to find holistic and fair solutions. We acknowledge that abuse, harassment, troll armies, manipulation through bots and human-coordination, misinformation campaigns, and increasingly divisive echo chambers occur.

We have learned from situations where people have taken advantage of our service and our past inability to address it fast enough. Historically, Twitter focused most of our efforts on removing content against our rules. Today, we have a more comprehensive framework that will help encourage more healthy debate, conversations, and critical thinking.

We believe an important component of improving the health on Twitter is to measure the health of conversation that occurs on the platform. This is because in order to improve something, one must be able to measure it. By measuring our contribution to the overall health of the public conversation, we believe we can more holistically approach our impact on the world for years to come.

Earlier this year, Twitter began collaborating with the non-profit research center Cortico and the Massachusetts Institute of Technology Media Lab on exploring how to measure aspects of the health of the public sphere. As a starting point, Cortico proposed an initial set of health indicators for the United States (with the potential to expand to other nations), which are aligned with four principles of a healthy public sphere. Those include:

- Shared Attention: Is there overlap in what we are talking about?
- Shared Reality: Are we using the same facts?
- Variety: Are we exposed to different opinions grounded in shared reality?
- Receptivity: Are we open, civil, and listening to different opinions?

Twitter strongly agrees that there must be a commitment to a rigorous and independently vetted set of metrics to measure the health of public conversation on Twitter. And in order to develop those health metrics for Twitter, we issued a request for proposal to outside experts for their submissions on proposed health metrics, and methods for capturing, measuring, evaluating and reporting on such metrics. Our expectation is that successful projects will produce peer-reviewed, publicly available, open-access research articles and open source software whenever possible.

As a result of our request for proposal, we are partnering with experts at the University of Oxford and Leiden University and other academic institutions to better measure the health of Twitter, focusing on informational echo chambers and unhealthy discourse on Twitter. This collaboration will also enable us to study how exposure to a variety of perspectives and opinions serves to reduce overall prejudice and discrimination. While looking at political discussions, these projects do not focus on any particular ideological group and the outcomes will be published in full in due course for further discussion.

II. ALGORITHMS SHAPING THE TWITTER EXPERIENCE

We want Twitter to provide a useful, relevant experience to all people using our service. With hundreds of millions of Tweets per day on Twitter, we have invested heavily in building systems that organize content on Twitter to show individuals using the platform the most the relevant information for that individual first. We want to do the work for our customers to make it a positive and informative experience. With 335 million people using Twitter every month in dozens of languages and countless cultural contexts, we rely upon machine learning algorithms to help us organize content by relevance.

To preserve the integrity of our platform and to safeguard our democracy, Twitter has also employed technology to be more aggressive in detecting and minimizing the visibility of certain types of abusive and manipulative behaviors on our platform. The algorithms we use to do this work are tuned to prevent the circulation of Tweets that violate our Terms of Service, including the malicious behavior we saw in the 2016 election, whether by nation states seeking to manipulate the election or by other groups who seek to artificially amplify their Tweets.

A. Timeline Ranking and Filtering

For nearly a decade, the Twitter home timeline displayed Tweets from accounts an individual follows in reverse chronological order. As the volume of content on Twitter continually increased, individuals using the platform told us they were not always seeing useful or relevant information, or were missing important Tweets, and that their home timeline sometimes felt noisy. Based on this feedback, in 2016 we introduced a new ranking feature to the home timeline. This feature creates a better experience for people using Twitter by showing people the Tweets they might find most interesting first. Individuals on Twitter can disable this feature in their settings and return to a reverse chronological timeline at any time. When the feature is disabled, our content suggestions are relatively minimal.

Depending on the number of accounts an individual follows, not all content from all followed accounts may appear in the home timeline. Many people using Twitter follow hundreds or even thousands of Twitter accounts. While Twitter strives to create a positive experience with the ranked timeline, people opening Twitter may still feel as if they have missed important Tweets. If that happens, people can always opt to return to a reverse chronological timeline or view content from people they follow by visiting their profiles directly. We also continue to invest in improving our machine learning systems to predict which Tweets are the most relevant for people on our platform.

In addition to the home timeline, Twitter has a notification timeline that enables people to see who has liked, Retweeted and replied to their Tweets, as well as who mentioned or followed them. We give individuals on Twitter additional controls over the content that appears in the notifications timeline, since notifications may contain content an individual on Twitter has not chosen to receive, such as mentions or replies from someone the individual does not follow. By default, we filter notifications for quality, and exclude notifications about duplicate or potentially spammy Tweets. We also give individuals on the platform granular controls over specific types of accounts they might not want to receive notifications from, including new accounts, accounts the individual does not follow, and accounts without a confirmed phone or email address.

B. Conversations

Conversations are happening all the time on Twitter. The replies to any given Tweet are referred to as a “conversation.” Twitter strives to show content to people that we think they will be most interested in and that contributes meaningfully to the conversation. For this reason, the replies, grouped by sub-conversations, may not be in chronological order. For example, when ranking a reply higher, we consider factors such as if the original Tweet author has replied, or if a reply is from someone the individual follows.

C. Safe Search

Twitter’s search tools allow individuals on Twitter to search every public Tweet on Twitter, going back to my very first Tweet in 2006. There are many ways to use search on Twitter. An individual can find Tweets from friends, local businesses, and everyone from well-known entertainers to global political leaders. By searching for topic keywords or hashtags, an individual can follow ongoing conversations about breaking news or personal interests. To help people understand and organize search results and find the most relevant information quickly, we offer several different versions of search.

By default, searches on Twitter return results in “Top mode.” Top Tweets are the most relevant Tweets for a search. We determine relevance based on the popularity of a Tweet (*e.g.*, when a lot of people are interacting with or sharing via Retweets and replies), the keywords it contains, and many other factors. In addition, “Latest mode” returns real-time, reverse-chronological results for a search query.

We give people control over what they see in search results through a “Safe Search” option. This option excludes potentially sensitive content from search results, such as spam, adult content, and the accounts an individual has muted or blocked. Individual accounts may mark their own posts as sensitive as well. Twitter’s safe search mode excludes potentially sensitive content, along with accounts an individual may have muted or blocked, from search results in both Top and Latest. Safe Search is enabled by default, and people have the option to turn safe search off, or back on, at any time.

D. Behavioral Signals and Safeguards

Twitter also uses a range of behavioral signals to determine how Tweets are organized and presented in the home timeline, conversations, and search based on relevance. Twitter relies on behavioral signals—such as how accounts behave and react to one another—to identify content that detracts from a healthy public conversation, such as spam and abuse. Unless we have determined that a Tweet violates Twitter policies, it will remain on the platform, and is available in our product. Where we have identified a Tweet as potentially detracting from healthy conversation (*e.g.*, as potentially abusive), it will only be available to view if you click on “Show more replies” or choose to see everything in your search setting.

Some examples of behavioral signals we use, in combination with each other and a range of other signals, to help identify this type of content include: an account with no confirmed email address, simultaneous registration for multiple accounts, accounts that repeatedly Tweet and mention accounts that do not follow them, or behavior that might indicate a coordinated attack. Twitter is also examining how accounts are connected to those that violate our rules and how they interact with each other. The accuracy of the algorithms developed from these behavioral signals will continue to improve over time.

These behavioral signals are an important factor in how Twitter organizes and presents content in communal areas like conversation and search. Our primary goal is to ensure that relevant content and Tweets contributing to healthy conversation will appear first in conversations and search. Because our service operates in dozens of languages and hundreds of cultural contexts around the globe, we have found that behavior is a strong signal that helps us identify bad faith actors on our platform. The behavioral ranking that Twitter utilizes does not consider in any way political views or ideology. It focuses solely on the behavior of all accounts. Twitter is always working to improve our behavior-based ranking models such that their breadth and accuracy will improve over time. We use thousands of behavioral signals in our behavior-based ranking models—this ensures that no one signal drives the ranking outcomes and protects against malicious attempts to manipulate our ranking systems.

Through early testing in markets around the world, Twitter has already seen a recent update to this approach have a positive impact, resulting in a 4 percent drop in abuse reports from search and 8 percent fewer abuse reports from conversations. That metric provided us with strong evidence that fewer people are seeing Tweets that disrupt their experience on Twitter.

Despite the success we are seeing with our use of algorithms to combat abuse, manipulation, and bad faith actors, we recognize that even a model created without deliberate bias may nevertheless result in biased outcomes. Bias can happen inadvertently due to many factors, such as the quality of the data used to train our models. In addition to ensuring that we are not deliberately biasing the algorithms, it is our responsibility to understand, measure, and reduce these accidental biases. This is an extremely complex challenge in our industry, and algorithmic fairness and fair machine learning are active and substantial research topics in the machine learning community. The machine learning teams at Twitter are learning about these techniques and developing a roadmap to ensure our present and future machine learning models uphold a high standard when it comes to algorithmic fairness. We believe this is an important step in ensuring fairness in how we operate and we also know that it's critical that we be more transparent about our efforts in this space.

E. Additional Context to High-Profile Incidents

Conservative voices have a strong presence on Twitter. For example, in 2017, there were 59.5 million Tweets about Make America Great Again or MAGA. According to the Pew Research Center, people on Twitter used #MAGA an average of 205,238 times per day from Election Day 2016 through May 1, 2018. It was the third most Tweeted hashtag in 2017. Another top hashtag on Twitter is #tcot, or Top Conservatives on Twitter, with 8.4 million Tweets in 2017. During the annual Conservative Political Action Committee (CPAC) conference in February 2018, #CPAC and #CPAC2018 were tweeted 1.2 million times in a four day period. And Twitter's political sales team works with hundreds of active conservative advertisers.

Twitter enabled the White House and media broadcasters to have a dynamic experience on Twitter, publishing and promoting live video event pages to millions of people on Twitter during President Trump's State of the Union address in 2017. In total, more than 39 media broadcasters including ABC, Bloomberg, CBS, FoxNews, PBS NewsHour, Reuters, Univision,

and USA Today participated. Additionally, the White House and Senate GOP both published the entire live video on Twitter reaching over 3.4 million viewers.

In July 2018, we acknowledged that some accounts (including those of Republicans and Democrats) were not being auto-suggested even when people were searching for their specific name. Our usage of the behavioral signals within search was causing this to happen. To be clear, this only impacted our search auto-suggestions. The accounts, their Tweets, and surrounding conversation about those accounts were still showing up in search results. Once identified, this issue was promptly resolved within 24 hours. This impacted 600,000 accounts across the globe and across the political spectrum. And most accounts affected had nothing to do with politics at all. In addition to fixing the search auto-suggestion function, Twitter is continuing to improve our systems so they can better detect these issues and correct for them.

An analysis of accounts for Members of Congress that were affected by this search issue demonstrate there was no negative effect on the growth of their follower counts. To the contrary, follower counts of those Members of Congress spiked. Twitter can make the results of this internal analysis available to the Committee upon request.

Twitter recently made a change to how one of our behavior based algorithms works in search results. When people used search, our algorithms were filtering out those that had a higher likelihood of being abusive from the “Latest” tab by default. Those search results were visible in “Latest” if someone turned off the quality filter in search, and they were also in Top search and elsewhere throughout the product. Twitter decided that a higher level of precision is needed when filtering to ensure these accounts are included in “Latest” by default. Twitter therefore turned off the algorithm. As always, we will continue to refine our approach and will be transparent about why we make the decisions that we do.

Some critics have raised concerns regarding the impact that mass block lists can have on our algorithms. Our behavioral signals take into account only blocks and mutes that are the result of direct interactions among people on Twitter. That means that, while blocks that result from interactions with others on Twitter are factored into the discoverability of content, blocks that derive from mass block lists have minimal effect on the platform beyond those who have blocked particular other individuals on the platform.

In preparation for this hearing and to better inform the members of the Committee, our data scientists analyzed Tweets sent by all members of the House and Senate that have Twitter accounts for a 30 day period spanning July 23, 2018 until August 13, 2018. We learned that, during that period, Democratic members sent 10,272 Tweets and Republican members sent 7,981. Democrats on average have more followers per account and have more active followers. As a result, Democratic members in the aggregate receive more impressions or views than Republicans.

Despite this greater number of impressions, after controlling for various factors such as the number of Tweets and the number of followers, and normalizing the followers’ activity, we observed that there is no statistically significant difference between the number of times a Tweet

by a Democrat is viewed versus a Tweet by a Republican. In the aggregate, controlling for the same number of followers, a single Tweet by a Republican will be viewed as many times as a single Tweet by a Democrat, even after all filtering and algorithms have been applied by Twitter. Our quality filtering and ranking algorithm does not result in Tweets by Democrats or Tweets by Republicans being viewed any differently. Their performance is the same because the Twitter platform itself does not take sides.

III. TWITTER'S WORK ON RUSSIAN INTERFERENCE IN THE 2016 ELECTION

Twitter continues to engage in intensive efforts to identify and combat state-sponsored hostile attempts to abuse social media for manipulative and divisive purposes. We now possess a deeper understanding of both the scope and tactics used by malicious actors to manipulate our platform and sow division across Twitter more broadly. Our efforts enable Twitter to fight this threat while maintaining the integrity of peoples' experience on the service and supporting the health of conversations on our platform. Our work on this issue is not done, nor will it ever be. The threat we face requires extensive partnership and collaboration with our government partners and industry peers. We each possess information the other does not have, and the combined information is more powerful in combating these threats.

A. Retrospective Review

Last fall, we conducted a comprehensive retrospective review of platform activity related to the 2016 election. To better understand the nature of the threat and ways to address future attempts at manipulation, we examined activity on the platform during a 10-week period preceding and immediately following the 2016 election (September 1, 2016 to November 15, 2016). We focused on identifying accounts that were automated, linked to Russia, and Tweeting election-related content, and we compared activity by those accounts to the overall activity on the platform. We reported the results of that analysis in November 2017, and we updated the Committee in January 2018 about the findings from our ongoing review. Additional information on the accounts associated with the Internet Research Agency is included below.

We identified 50,258 automated accounts that were Russian-linked and Tweeting election-related content, representing less than two one-hundredths of a percent (0.016%) of the total accounts on Twitter at the time. Of all election-related Tweets that occurred on Twitter during that period, these malicious accounts constituted approximately one percent (1.00%), totaling 2.12 million Tweets. Additionally, in the aggregate, automated, Russian-linked, election-related Tweets from these malicious accounts generated significantly fewer impressions (i.e., views by others on Twitter) relative to their volume on the platform.

Twitter is committed to ensuring that promoted accounts and paid advertisements are free from hostile foreign influence. In connection with the work we did in the fall, we conducted a comprehensive analysis of accounts that promoted election-related Tweets on the platform throughout 2016 in the form of paid ads. We reviewed nearly 6,500 accounts and our findings showed that approximately one-tenth of one-percent—only nine of the total number of accounts—were Tweeting election-related content and linked to Russia. The two most active accounts out

of those nine were affiliated with Russia Today (“RT”), which Twitter subsequently barred from advertising on Twitter. And Twitter is donating the \$1.9 million that RT spent globally on advertising to academic research into election and civic engagement.

Although the volume of malicious election-related activity that we could link to Russia was relatively small, we strongly believe that any such activity on Twitter is unacceptable. We remain vigilant about identifying and eliminating abuse on the platform perpetrated by hostile foreign actors, and we will continue to invest in resources and leverage our technological capabilities to do so. Twitter’s main focus is promoting healthy public discourse through protection of the democratic process. Tied to this is our commitment to providing tools for journalism to flourish by creating and maintaining a platform that helps to provides people with high-quality, authentic information in a healthy and safe environment.

We also recognize that, as a private company, there are threats that we cannot understand and address alone. We must continue to work together with our elected officials, government partners, industry peers, outside experts, and other stakeholders so that the American people and the global community can understand the full context in which these threats arise.

B. Combating Malicious Automation

In the last year, Twitter developed and launched more than 30 policy and product changes designed to foster information integrity and protect the people who use our service from abuse and malicious automation. Many of these product changes are designed to combat spam and malicious automation.

Twitter has refined its detection systems. Twitter prioritizes identifying suspicious account activity, such as exceptionally high-volume Tweeting with the same hashtag or mentioning the same @handle without a reply from the account being addressed, and then requiring confirmation that a human is controlling the account. Twitter has also increased its use of challenges intended to catch automated accounts, such as reCAPTCHAs, that require users to identify portions of an image or type in words displayed on screen, and password reset requests that protect potentially compromised accounts. Twitter is also in the process of implementing mandatory email or cell phone verification for all new accounts.

Our efforts have been effective. Due to technology and process improvements, we are now removing 214 percent more accounts year-over-year for violating our our platform manipulation policies. For example, over the course of the last several months, our systems identified and challenged between 8.5 million and 10 million accounts each week suspected of misusing automation or producing spam. Spam can be generally described as unsolicited, repeated actions that negatively impact other people. This includes many forms of automated account interactions and behaviors as well as attempts to mislead or deceive people. This constitutes more than three times the 3.2 million we were catching in September 2017. We thwart 530,000 suspicious logins a day, approximately double the amount of logins that we detected a year ago.

These technological improvements have brought about a corresponding reduction in the number of spam reports from people on Twitter, a result that demonstrates our systems' ability to automatically detect more malicious accounts and potential bad faith actors than they did in the past. We received approximately 25,000 such reports per day in March of this year; that number decreased to 17,000 in August.

Finally, this summer, we made an important step to increase confidence in follower counts by removing locked accounts from follower counts across profiles globally, to ensure these figures are more reliable. Accounts are locked when our systems detect unusual activity and force a password change or other challenge. If the challenge has not been met or the password has not been changed within a month, the account is locked, barring it from sending Tweets, Retweets or liking posts from others. As a result, the number of followers displayed on many profiles went down. We were transparent about these changes which impacted many people who use Twitter across the political spectrum and are a key part of our information quality efforts.

IV. RECENT ACTIVITY ON THE PLATFORM

Twitter continues to see bad faith actors attempt to manipulate and divide people on Twitter. Two such examples include recent activity related to new malicious activity by the Russian Internet Research Agency and malicious accounts located in Iran.

A. Malicious Accounts Affiliated with the Russian Internet Research Agency

Twitter has seen recent activity on the platform affiliated with the Russian Internet Research Agency. We continue to identify accounts that we believe may be linked to the Internet Research Agency ("IRA"). As of today, we have suspended a total of 3,843 accounts we believe are linked to the IRA. And we continue to build on our contextual understanding of these accounts to improve our ability to find and suspend this activity as quickly as possible in the future, particularly as groups such as the IRA evolve their practices in response to suspension efforts across the industry.

As an example of Twitter's ongoing efforts, Twitter identified 18 accounts in March 2018 we believe to be linked to the Internet Research Agency uncovered by our ongoing additional reviews. These accounts were created and registered after the 2016 election. These accounts used false identifies purporting to be Americans, and created personas focused on divisive social and political issues. The accounts represented both sides of the political spectrum. We continue to work with our law enforcement partners on this investigation.

B. Malicious Accounts Located in Iran

In August 2018, we were notified by an industry peer about possible malicious activity on their platform. After receiving information from them, we began an investigation on our platform to build out our understanding of these networks. We immediately notified law enforcement on this matter as soon as we discovered malicious activity.

We initially identified accounts based on indicators such as phone numbers and email addresses; we then identified additional problematic accounts by matching other behavioral signals. Some of these accounts appeared to pretend to be people in the U.S. and discuss U.S. social commentary. In most cases, the accounts that appeared to suggest a U.S. affiliation or target U.S. audiences were created after the 2016 election. These accounts were in violation of our platform manipulation policies, and were engaged in coordinated activity intended to propagate messages artificially across accounts.

These accounts appear to be located in Iran. This is indicated by, for example, accounts related by an Iranian mobile carrier or phone number or Iranian email address on the account. Although Twitter is blocked in Iran, we may see people engage via virtual private network.

We suspended 770 accounts for violating Twitter policies. Fewer than 100 of the 770 suspended accounts claimed to be located in the U.S. and many of these were sharing divisive social commentary. On average, these 100 accounts Tweeted 867 times, were followed by 1,268 accounts, and were less than a year old. One advertiser ran \$30 in ads in 2017. Those ads did not target the U.S. and the billing address was located outside of Iran. We will remain engaged with law enforcement and our peer companies on this issue.

Twitter has been in close contact with our industry peers about the malicious accounts located within Iran—we have received detailed information from them that has assisted us in our investigation, and we have shared our own details and work with other companies. We expect this process will continue and that the industry can continue to build on this effort and assist with this ongoing investigation.

* * *

The purpose of Twitter is to serve the public conversation, and we do not make value judgments on personal beliefs. We are focused on making our platform—and the technology it relies upon—better and smarter over time and sharing our work and progress with this Committee and the American people. We think increased transparency is critical to promoting healthy public conversation on Twitter and earning trust.

Thank you, and I look forward to your questions.

EXHIBIT C



Pew Research Center

Social & Demographic Trends

MENU

RESEARCH AREAS

SEARCH



DECEMBER 5, 2017



On Gender Differences, No Consensus on Nature vs. Nurture

Americans say society places a higher premium on masculinity than on femininity

BY KIM PARKER ([HTTP://WWW.PEWRESEARCH.ORG/STAFF/KIM-PARKER](http://www.pewresearch.org/staff/kim-parker)) , JULIANA MENASCE HOROWITZ

([HTTP://WWW.PEWRESEARCH.ORG/STAFF/JULIANA-MENASCE-HOROWITZ](http://www.pewresearch.org/staff/juliana-menasce-horowitz)) AND RENEE STEPLER ([HTTP://WWW.PEWRESEARCH.ORG/STAFF/RENEE-STEPLER](http://www.pewresearch.org/staff/renee-stepler))

(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-00/)

Twenty-five years after the release of the bestseller “Men are from Mars, Women are from Venus,” the debate over how and why men and women are different and what that means for their roles in society is far from settled. A new Pew Research Center survey finds that majorities of Americans say men and women are basically different in the way they express their feelings, their physical abilities, their personal interests and their approach to parenting. But there is no public consensus on the origins of these differences. While women who perceive differences generally attribute them to societal expectations, men tend to point to biological differences.

(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-01/)

The public also sees vastly different pressure points for men and women as they navigate their roles in society. Large majorities say men face a lot of pressure to support their family financially (76%) and to be successful in their job or career (68%); much smaller shares say women face similar pressure in these areas. At the same time, seven-in-ten or more say women face a lot of pressure to be an involved parent (77%) and be physically attractive (71%). Far fewer say men face these types of pressures, and this is particularly the case when it comes to feeling pressure to be physically attractive: Only 27% say men face a lot of pressure in this regard.

When asked in an open-ended question what traits society values most in men and women, the differences were also striking. The top responses about women related to physical attractiveness (35%) or nurturing and empathy (30%). For men, one-third pointed to honesty and morality, while about one-in-five mentioned professional or financial success (23%), ambition or leadership (19%), strength or toughness (19%) and a good work ethic (18%). Far fewer cite these as examples of what society values most in women.

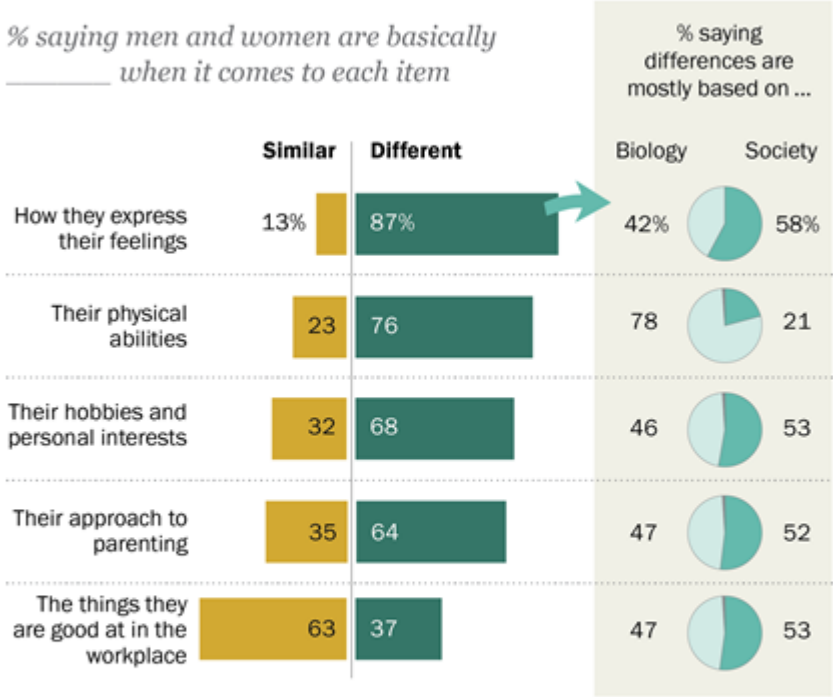
The survey also finds a sense among the public that society places a higher premium on masculinity than it does on femininity. About half (53%) say most people in our society these days look up to men who are manly or masculine; far fewer (32%) say society looks up to feminine women. Yet, women are more likely to say it's important to them to be seen by others as womanly or feminine than men are to say they want others to see them as manly or masculine.

► USING THE TERMS ‘MANLY OR MASCULINE’ AND ‘WOMANLY OR FEMININE’

There are key demographic and political fault lines that cut across some of these views. Just as Republicans and Democrats are divided in their views on gender equality (<http://www.pewsocialtrends.org/2017/10/18/wide-partisan-gaps-in-u-s-over-how-far-the-country-has-come-on-gender-equality/>) , they have divergent opinions about why men and women are different on various dimensions. Attitudes on gender issues also often differ by education, race and generation.

The nationally representative survey of 4,573 adults was conducted online Aug. 8-21 and Sept. 14-28, 2017, using Pew Research Center’s American Trends Panel (<http://www.pewresearch.org/methodology/u-s-survey-research/american-trends-panel/>) .¹ Among the key findings:

Americans see gender differences, but are split on whether they are based on biology or societal expectations



Note: Share of respondents who didn't offer an answer not shown in bar chart. Share of respondents who didn't offer an answer shown but not labeled in pie charts. Figures for the question about whether differences are mostly due to biological differences between men and women or mostly due to different expectations society has for men and women are based on those who say men and women are basically different on each item. Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017. "On Gender Differences, No Consensus on Nature vs. Nurture"

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Americans are divided along gender and party lines over whether differences between men and women are rooted in biology or societal expectations

(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-02/) Women and men who see gender differences in some key areas tend to have divergent views of the roles biology and society play in shaping these differences. Most women who see gender differences in the way people express their feelings, excel at work and approach parenting say those differences are mostly based on societal expectations. Men who see differences in these areas tend to believe biology is the driver.

Similarly, Democrats and Democratic-leaning independents are far more likely than Republicans and those who lean to the GOP to say gender differences are mostly based on societal expectations rather than on biological differences between men and women. About two-thirds of Democrats who say men and women are basically different in how they express their feelings, their approach to parenting, and their hobbies and personal interests say these differences are rooted in societal expectations. Among their Republican counterparts, about four-in-ten or fewer share those views.

The public sees similarities between men and women in the workplace

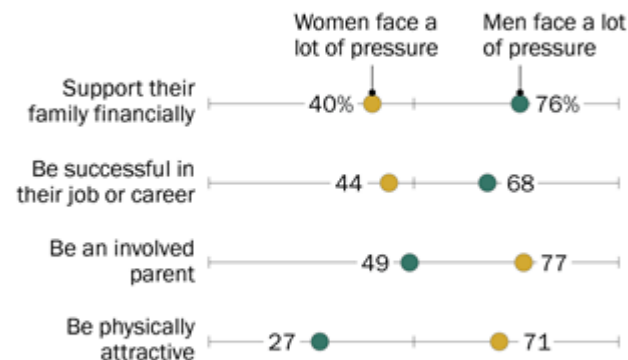
While majorities of Americans see gender differences across various realms, one area where they see more similarities is at work: 63% say men and women are basically similar when it comes to the things they are good at in the workplace, while 37% say they are mostly different. Men and women express similar views on this.

Among Democrats, there is a clear sense that men and women are similar when it comes to the things they are good at in the workplace: 69% say this is the case, while 30% say men and women are basically different in this regard. While Republicans are more divided, more see similarities (55%) than differences (44%) in the things men and women are good at in the workplace.

Millennial men are far more likely than those in older generations to say men face pressure to throw a punch if provoked, join in when others talk about women in a sexual way, and have many sexual partners

Americans see different pressure points for men and women

% saying men/women face a lot of pressure to do each of the following



Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.

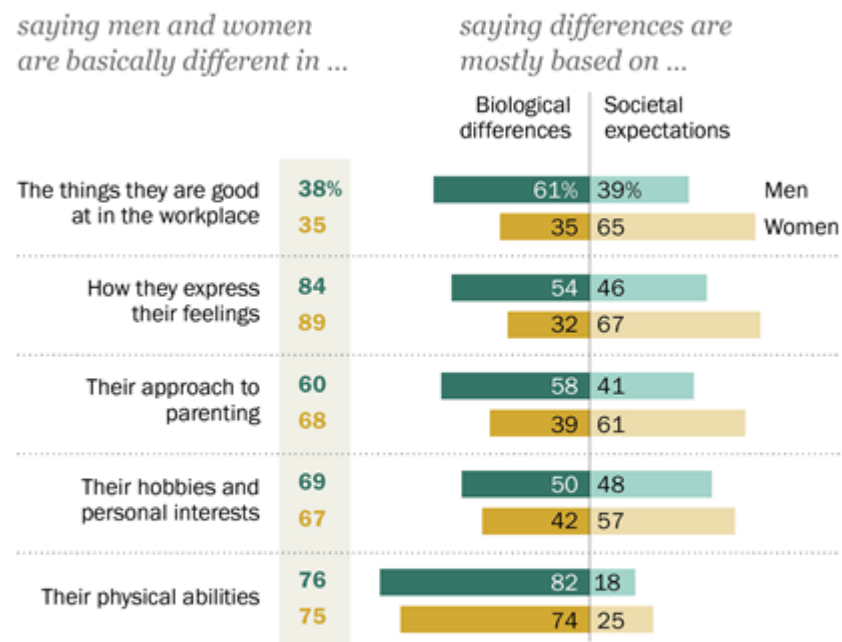
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Most men say men in general face at least some pressure to be emotionally strong (86%) and to be interested in sports (71%); about six-in-ten (57%) say men face pressure to be willing to throw a punch if provoked, while smaller but sizable shares of men say men face pressure to join in when other men are talking about women in a sexual way (45%) and to have many sexual partners (40%).

Women are more likely than men to point to societal factors when it comes to gender differences

% of men and women ...



Note: Share of respondents who didn't offer an answer not shown. Figures for the question about whether differences are mostly due to biological differences between men and women or mostly due to different expectations society has for men and women are based on those who say men and women are basically different on each item.

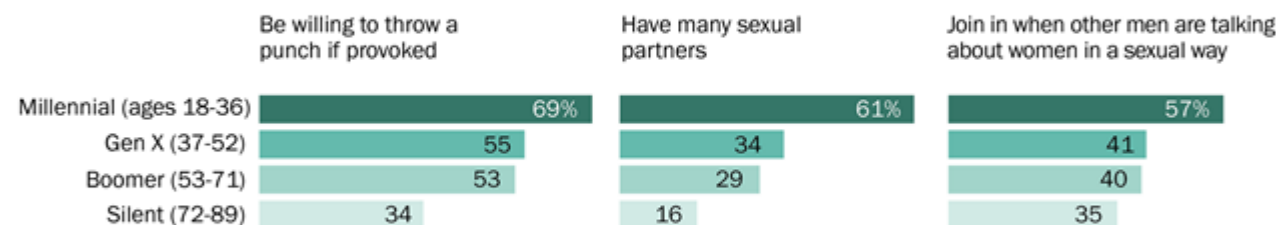
Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.

"On Gender Differences, No Consensus on Nature vs. Nurture"

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Millennial men are more likely than older men to say their gender faces pressure in some key areas

% of men saying men face a lot or some pressure to do each of the following in our country these days



Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.
 "On Gender Differences, No Consensus on Nature vs. Nurture"

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Millennial men stand out from their older counterparts in three of these areas: 69% say there is at least some pressure on men to be willing to throw a punch; 55% of Gen X and 53% of Boomer men and even smaller shares of men in the Silent Generation (34%) say men face pressure in this regard. And while about six-in-ten Millennial men say there is at least some pressure on men in general to have many sexual partners (61%) and to join in when other men are talking about women in a sexual way (57%), about four-in-ten or fewer older men say men face at least some pressure in these areas.

While the question asked about pressures men face in general, it is possible that respondents were drawing on their or their friends' personal experiences when answering. As such, the generational gaps in views of how much pressure men face in these realms may reflect, at least in part, their age and their stage in life.

Democrats are more likely than Republicans to say society values masculinity – and also more likely to see this as a bad thing

(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-04/)

About six-in-ten Democrats and Democratic-leaning independents (58%) say most people in our society these days look up to men who are manly or masculine, while 4% say society looks down on these men and 37% say it neither looks up to nor down on them. Among Republicans and those who lean to the Republican Party, 47% say society looks up to masculine men; 12% say society looks down on them and 41% say neither answer applies.

Republicans who say society looks up to masculine men overwhelmingly say this is a good thing (78%). Democrats aren't convinced: Among those who say society looks up to masculine men, almost identical shares say this is a good thing (49%) as say it is a bad thing (48%).

While smaller shares of Americans say most people in our society look up to feminine women than say most people look up to masculine men, a solid majority of those who say society looks up to women who are feminine (83%) also say this is a good thing; just 15% say it's a bad thing that society looks up to feminine women. Overall, 60% of those who say most people look up to masculine men see this as a good thing, while 37% say it is bad.

Race and educational attainment are linked to how people see their own masculinity or femininity

(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-05/) Men and

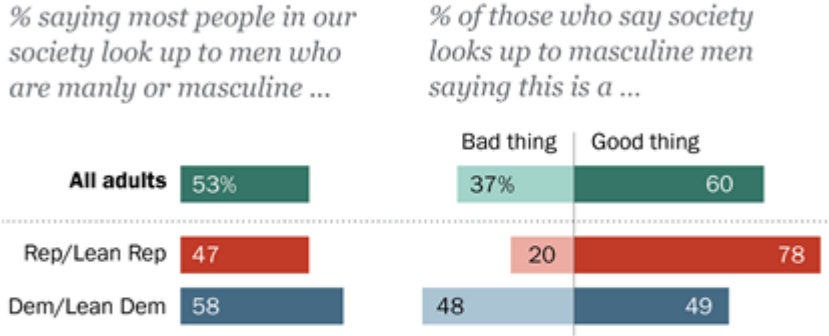
women give similar answers when asked to describe themselves in terms of their own masculinity or femininity. About three-in-ten men (31%) say they are *very* manly or masculine, while 54% describe themselves as somewhat masculine and 15% say they are not too or not at all masculine. Among women, 32% say they are very womanly or feminine, 54% say they are somewhat feminine and 14% say they are not too or not at all feminine.

Black men are more likely than white men to say they are very masculine, and the same pattern holds for women. About half of black men (49%) and black women (47%) describe themselves as either very masculine or very feminine, compared with 28% of white men who say they are very masculine and 27% of white women who see themselves as very feminine. While about a third of men and women without a four-year college degree say they are very masculine or feminine (34% each), smaller shares of those who have a bachelor's degree or more education describe themselves this way (22% and 24%, respectively).

The survey also finds a wide generational gap in the way women see their own femininity. While about half (53%) of women in the Silent Generation say they are very feminine, about a third of Boomer (36%) and Gen X (32%) women and an even smaller share of Millennial women (19%) see themselves this way. There is no clear link between a man's age and the way he sees his masculinity.

Among men, Republicans are more likely than Democrats to say they are very manly or masculine: 39% of Republican men – vs. 23% of their Democratic counterparts – describe themselves this way. And while 21% of Democratic men say they are not too or not at all masculine, just 8% of Republican men say the same. Views are more uniform across party lines when it comes

Wide partisan gap on whether it's good or bad that society looks up to masculine men



Note: Share of respondents who didn't offer an answer not shown.
Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.
"On Gender Differences, No Consensus on Nature vs. Nurture"

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to how women see themselves.

When it comes to raising children, more see advantages in exposing girls than boys to activities typically associated with the other gender

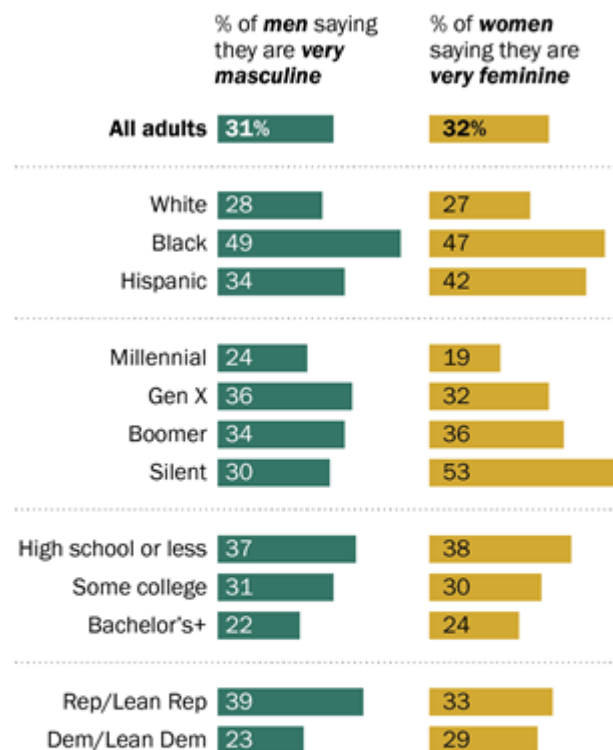
(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-06/) Most adults are open to the idea of exposing young girls and boys to toys and activities that are typically associated with the opposite gender. About three-quarters (76%) say it's a good thing for parents of young girls to encourage their daughters to play with toys or participate in activities that are typically associated with boys; a somewhat smaller majority (64%) says it's a good thing for parents of young boys to encourage them to play with toys or participate in activities usually thought of as being for girls.

Women are more likely than men to say parents should encourage their children to engage in activities that are typically associated with the opposite gender, but the difference is more pronounced when it comes to views about raising boys. Large majorities of women (80%) and men (72%) say it's a good thing for parents of young girls to do this; 71% and 56%, respectively, say parents of young boys should encourage them to play with toys or participate in activities typically associated with girls.

Democrats and Democratic-leaning independents are more likely than Republicans and those who lean Republican to say it's good for parents to break with gender norms in raising children, and here, too, the difference is most pronounced when it comes to raising boys. About eight-in-ten Democrats (78%) – vs. 47% of Republicans – say it's a good thing for parents of young boys to encourage them to play with toys and participate in activities typically associated with girls.

Americans differ over what should be emphasized in raising boys vs. girls

For men and women, race and education are linked to one's sense of their own masculinity or femininity



Note: Whites and blacks include only non-Hispanics. Hispanics are of any race. Millennials include adults ages 18 to 36; Gen Xers include those ages 37 to 52; Boomers include those ages 53 to 71; and members of the Silent Generation are ages 72 to 89. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree.

Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.

"On Gender Differences, No Consensus on Nature vs. Nurture"

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(http://www.pewsocialtrends.org/2017/12/05/on-gender-differences-no-consensus-on-nature-vs-nurture/pst_12-05-17-gender-00-07/) Americans offer different assessments of how boys and girls are being raised these days when it comes to specific traits and behaviors. The biggest gap can be seen in encouraging children to talk about their feelings when they are sad or upset: 59% of adults say there is too little emphasis on encouraging boys to talk about their feelings, while only 38% say the same about girls (51% say things are about right in this area when it comes to girls). And while 51% say there should be more emphasis on encouraging boys to do well in school, somewhat smaller shares (43%) say there should be more emphasis on this for girls.

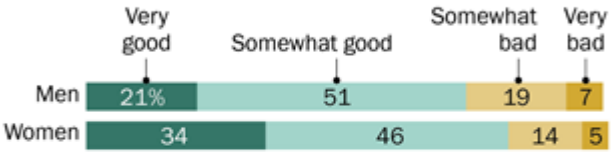
When it comes to what’s lacking for *girls* these days, more Americans say there is too little emphasis on encouraging girls to be leaders and to stand up for themselves than say there is too little emphasis when it comes to encouraging boys in these areas. About half say more should be done to encourage girls to be leaders (53%) and to stand up for themselves (54%), compared with about four-in-ten who say the same about encouraging boys to do each of these.

Women are more likely than men to say there is too little emphasis on encouraging girls to be leaders: 57% of women say this, compared with 49% of men. But when it comes to encouraging leadership in boys, views are reversed, with larger shares of men (46%) than women (38%) saying there should be more emphasis on this.

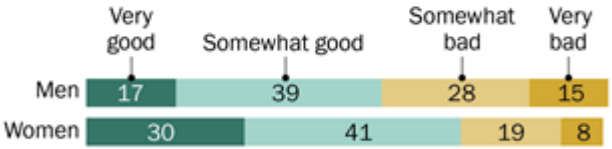
There is a party split on this issue as well. Democrats are much more likely than Republicans to say there is too little emphasis on leadership for girls – 64% of Democrats say this compared with 39% of Republicans. For their part, a majority of Republicans (56%) say there is too little emphasis on this trait for boys; only 30% of Democrats agree.

Women see more value in steering children toward toys and activities that are not typical for their gender

*% saying it is a ___ thing for parents to encourage young **girls** to play with toys/participate in activities typically **associated with boys***



*% saying it is a ___ thing for parents to encourage young **boys** to play with toys/participate in activities typically **associated with girls***



Note: Share of respondents who didn't offer an answer not shown.
Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.

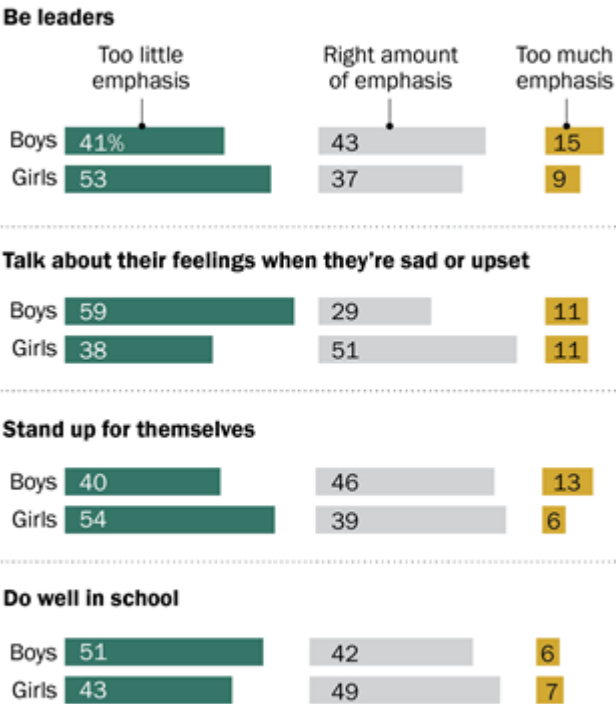
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► TERMINOLOGY

About six-in-ten adults say there's too little emphasis on encouraging boys to talk about their feelings

% saying there is ____ on encouraging boys/girls to ...



Note: Share of respondents who didn't offer an answer not shown.
Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.

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1. For more details, see the [Methodology](#) section of the report. ↗

EXHIBIT D

What happened?

We have determined that this account violated the [Twitter Rules](#). Specifically, for:

1. Violating our rules against [hateful conduct](#).

You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.



Meghan Murphy
[@MeghanEMurphy](#)

Hi @twitter, I'm a journalist. Am I no longer permitted to report facts on your platform? <https://t.co/h3B8ZPUBvo>

2:30 PM - 31 Aug 2018

As a result, we've temporarily limited some of your account features. While in this state, you can still browse Twitter, but you're limited to only sending Direct Messages to your followers — no Tweets, Retweets, follows, or likes. [Learn more](#). Your account will be restored to full functionality in: 12 hours and 0 minutes.

Remove Tweet.

Tweet 1 of 1



Meghan Murphy

@MeghanEMurphy

This is fucking bullshit @twitter. I'm not allowed to say that men aren't women or ask questions about the notion of transgenderism at all anymore? That a multi billion dollar company is censoring BASIC FACTS and silencing people who ask questions about this dogma is INSANE
<https://t.co/dul6iOdbaz>

3:22 PM - 15 Nov 2018

Remove



**Hi Meghan Murphy,
Your account, @MeghanEMurphy
has been locked for violating the
Twitter Rules.**

Please note that repeated violations may lead to a permanent suspension of your account. Proceed to Twitter now to fix the issue with your account.

Go to Twitter

Hello,

We're writing to let you know that your account features will remain locked or limited for the allotted time due to violations of the Twitter Rules, specifically our hateful conduct policy.

We do not allow people to promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or disease.

Please note that continued abusive behavior may lead to the suspension of your account. To avoid having your account suspended, please only post content that abides by the Twitter Rules: <https://twitter.com/rules#hateful-conduct>.

You can learn more about our policy against hateful conduct here: <https://help.twitter.com/rules-and-policies/hateful-conduct-policy>.

Thanks,

Twitter

EXHIBIT E



Meghan Murphy @MeghanEMurphy · Nov 8



Is it true that the man responsible for trying to extort money from estheticians who refuse to give him a brazilian bikini wax is [@trustednerd](#)? Why tf is the media/court protecting this guy's identity either way? The women he targeted don't get that luxury



Can't Take No For An Answer: Jonathan Yaniv files ...

According to GQ magazine, there are two types of “Brazilian” or Male Brazilian wax options: “...completely smooth, or hairless on the testicles, between the but...

gendertrender.wordpress.com



42



212



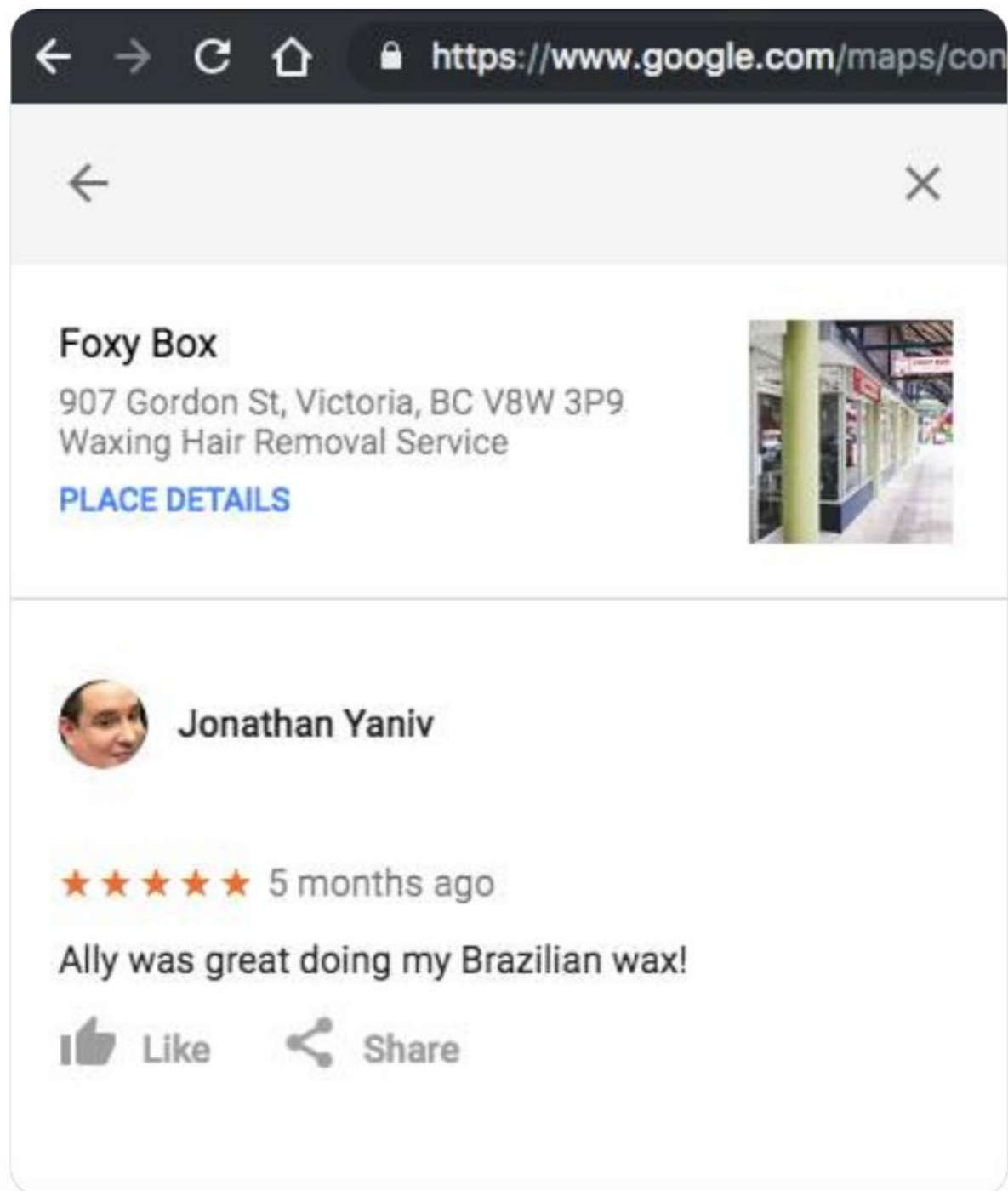
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Meghan Murphy @MeghanEMurphy · Nov 8

Yeeeah it's him.



2



18



68





Hello Meghan Murphy,

Your account, MeghanEMurphy has been suspended for violating the [Twitter Rules](#).

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Violating our rules against [hateful conduct](#).

You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.



Meghan Murphy
[@MeghanEMurphy](#)

Yeeeah it's him. [https://\[...\]](#)

Note that if you attempt to evade a permanent suspension by creating new accounts, we will suspend your new accounts. If you wish to appeal this suspension, please contact our [support team](#).

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Jonathan Yaniv • 3rd

Founder and Director at Digital.

Surrey, British Columbia, Canada

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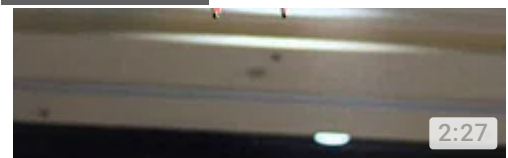
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Sarah Newhook • 43 views • 4 years ago

did this for my best friend, don't know the words as best as i should, anywho it's whatever.

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
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

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EXHIBIT G

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We engage with policymakers, governmental entities, and civil society in markets throughout the world to advance public policy issues of importance to our users, employees, and shareholders.

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EXHIBIT H



FAQ



When was Twitter incorporated?

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It was incorporated in the State of Delaware in April 2007.

What is Twitter’s ticker symbol? What exchange does Twitter trade on?

▼

When does Twitter’s fiscal year end?

▼

What is Twitter’s mission statement?

^

The mission we serve as Twitter, Inc. is to give everyone the power to create and share ideas and information instantly without barriers. Our business and revenue will always follow that mission in ways that improve – and do not detract from – a free and global conversation.

Who sits on Twitter’s board of directors?

▼

Who is on Twitter’s management team?

▼

Where can I find Corporate Governance Materials?

▼

How can I obtain Twitter’s SEC filings?

▼

When will earnings be announced?

▼

How can I contact Twitter customer service?

▼

Who do I contact for information regarding my stockholder account? Who is Twitter’s transfer agent?

▼

How can I obtain a paper copy of my Twitter stock certificate?

▼

Does Twitter issue a dividend?

▼

Does Twitter offer a direct stock purchase plan (DSPP or DRIP)?

▼

How can I obtain a copy of the final prospectus?

▼

How can I get added to Twitter’s mailing list?

▼



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EXHIBIT I



Twitter Terms of Service

These Terms of Service (“**Terms**”) govern your access to and use of our Services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, ads, commerce services (the “**Twitter Services**”), and [our other covered services](#) that link to these Terms (collectively, the “**Services**”), and any information, text, graphics, photos or other materials uploaded, downloaded or appearing on the Services (collectively referred to as “**Content**”). Your access to and use of the Services are conditioned on your acceptance of and compliance with these Terms. By accessing or using the Services you agree to be bound by these Terms.

1. Basic Terms

You are responsible for your use of the Services, for any Content you post to the Services, and for any consequences thereof. Most Content you submit, post, or display through the Twitter Services is public by default and will be able to be viewed by other users and through third party services and websites. Learn more [here](#), and go to the [account settings](#) page to control who sees your Content. You should only provide Content that you are comfortable sharing with others under these Terms.



Tip: What you say on the Twitter Services may be viewed all around the world instantly. You are what you Tweet!

You may use the Services only if you can form a binding contract with Twitter and are not a person barred from receiving services under the laws of the United States or other applicable jurisdiction. If you are accepting these Terms and using the Services on behalf of a company, organization, government, or other legal entity, you represent and warrant that you are authorized to do so. You may use the Services only in compliance with these Terms and all applicable local, state, national, and international laws, rules and regulations.

The Services that Twitter provides are always evolving and the form and nature of the Services that Twitter provides may change from time to time without prior notice to you. In addition, Twitter may stop (permanently or temporarily) providing the Services (or any features within the Services) to you or to users generally and may not be able to provide you with prior notice. We also retain the right to create limits on use and storage at our sole discretion at any time without prior notice to you.

The Services may include advertisements, which may be targeted to the Content or information on the Services, queries made through the Services, or any other information. The types and extent of advertising by Twitter on the Services are subject to change. In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third party providers and partners may place such advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others.

2. Privacy

Any information that you or other users provide to Twitter is subject to our [Privacy Policy](#), which governs our collection and use of your information. You understand that through your use of the Services you consent to the collection and use (as set forth in the Privacy Policy) of this information, including the transfer of this information to the United States, Ireland, and/or other countries for storage, processing and use by Twitter. As part of providing you the Services, we may need to provide you with certain communications, such as service announcements and administrative messages. These communications are considered part of the Services and your account, which you may not be able to opt-out from receiving.



Tip: You can control most communications from the Twitter Services, including notifications about activity related to you, your Tweets, Retweets, and network, and updates from Twitter. Please see your settings for [email](#) and [mobile](#) notifications for more.

3. Passwords

You are responsible for safeguarding the password that you use to access the Services and for any activities or actions under your password. We encourage you to

use “strong” passwords (passwords that use a combination of upper and lower case letters, numbers and symbols) with your account. Twitter cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

4. Content on the Services

All Content, whether publicly posted or privately transmitted, is the sole responsibility of the person who originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content. Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk.

We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. Under no circumstances will Twitter be liable in any way for any Content, including, but not limited to, any errors or omissions in any Content, or any loss or damage of any kind incurred as a result of the use of any Content posted, emailed, transmitted or otherwise made available via the Services or broadcast elsewhere.

5. Your Rights

You retain your rights to any Content you submit, post or display on or through the Services. By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed).



Tip: This license is you authorizing us to make your Tweets on the Twitter Services available to the rest of the world and to let others do the same.

You agree that this license includes the right for Twitter to provide, promote, and improve the Services and to make Content submitted to or through the Services

available to other companies, organizations or individuals who partner with Twitter for the syndication, broadcast, distribution or publication of such Content on other media and services, subject to our terms and conditions for such Content use.



Tip: Twitter has an evolving set of [rules](#) for how ecosystem partners can interact with your Content on the Twitter Services. These rules exist to enable an open ecosystem with your rights in mind. But what's yours is yours – you own your Content (and your photos are part of that Content).

Such additional uses by Twitter, or other companies, organizations or individuals who partner with Twitter, may be made with no compensation paid to you with respect to the Content that you submit, post, transmit or otherwise make available through the Services.

We may modify or adapt your Content in order to transmit, display or distribute it over computer networks and in various media and/or make changes to your Content as are necessary to conform and adapt that Content to any requirements or limitations of any networks, devices, services or media.

You are responsible for your use of the Services, for any Content you provide, and for any consequences thereof, including the use of your Content by other users and our third party partners. You understand that your Content may be syndicated, broadcast, distributed, or published by our partners and if you do not have the right to submit Content for such use, it may subject you to liability. Twitter will not be responsible or liable for any use of your Content by Twitter in accordance with these Terms. You represent and warrant that you have all the rights, power and authority necessary to grant the rights granted herein to any Content that you submit.

6. Your License To Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software that is provided to you by Twitter as part of the Services. This license is for the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

7. Twitter Rights

All right, title, and interest in and to the Services (excluding Content provided by users) are and will remain the exclusive property of Twitter and its licensors. The Services are protected by copyright, trademark, and other laws of both the United States and foreign countries. Nothing in the Terms gives you a right to use the Twitter name or any of the Twitter trademarks, logos, domain names, and other distinctive brand features. Any feedback, comments, or suggestions you may provide regarding Twitter, or the Services is entirely voluntary and we will be free to use such feedback, comments or suggestions as we see fit and without any obligation to you.

8. Restrictions on Content and Use of the Services

Please review the [Twitter Rules](#) (which are part of these Terms) to better understand what is prohibited on the Twitter Services. We reserve the right at all times (but will not have an obligation) to remove or refuse to distribute any Content on the Services, to suspend or terminate users, and to reclaim usernames without liability to you. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public.



Tip: Twitter does not disclose personally identifying information to third parties except in accordance with our [Privacy Policy](#).

Except as permitted through the Twitter Services, these Terms, or the terms provided on dev.twitter.com, you have to use the [Twitter API](#) if you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Twitter Services or Content on the Twitter Services.



Tip: We encourage and permit broad re-use of Content on the Twitter Services. The Twitter API exists to enable this.

If you use commerce features of the Twitter Services that require credit or debit card information, such as our Buy Now feature, you agree to our [Twitter Commerce Terms](#).

You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Twitter (and only pursuant to the applicable [terms and conditions](#)), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services.

9. Copyright Policy

Twitter respects the intellectual property rights of others and expects users of the Services to do the same. We will respond to notices of alleged copyright infringement that comply with applicable law and are properly provided to us. If you believe that your Content has been copied in a way that constitutes copyright infringement, please provide us with the following information: (i) a physical or electronic signature of the copyright owner or a person authorized to act on their behalf; (ii) identification of the copyrighted work claimed to have been infringed; (iii) identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit us to locate the material; (iv) your contact information, including your address, telephone number, and an email address; (v) a statement by you that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and (vi) a statement that the information in the notification is accurate, and, under penalty of perjury, that you are authorized to act on behalf of the copyright owner.

We reserve the right to remove Content alleged to be infringing without prior notice, at

our sole discretion, and without liability to you. In appropriate circumstances, Twitter will also terminate a user's account if the user is determined to be a repeat infringer. Under the U.S. Digital Millennium Copyright Act, our designated copyright agent for notice of alleged copyright infringement appearing on the Services is:

Twitter, Inc.

Attn: Copyright Agent

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca>

Email: copyright@twitter.com

10. Ending These Terms

The Terms will continue to apply until terminated by either you or Twitter as follows.

You may end your legal agreement with Twitter at any time for any or no reason by [deactivating](#) your accounts and discontinuing your use of the Services. You do not need to specifically inform Twitter when you stop using the Services. If you stop using the Services without deactivating your accounts, your accounts may be deactivated due to prolonged inactivity under our [Inactive Account Policy](#).

We may suspend or terminate your accounts or cease providing you with all or part of the Services at any time for any or no reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](#), (ii) you create risk or possible legal exposure for us; or (iii) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your account.

In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the following sections shall continue to apply: 4, 5, 7, 8, 10, 11, and 12.

Nothing in this section shall affect Twitter's rights to change, limit or stop the provision of the Services without prior notice, as provided above in section 1.

11. Disclaimers and Limitations of Liability

Please read this section carefully since it limits the liability of Twitter and its parents, subsidiaries, affiliates, related companies, officers, directors, employees, agents, representatives, partners, and licensors (collectively, the “Twitter Entities”). Each of the subsections below only applies up to the maximum extent permitted under applicable law. Some jurisdictions do not allow the disclaimer of implied warranties or the limitation of liability in contracts, and as a result the contents of this section may not apply to you. Nothing in this section is intended to limit any rights you may have which may not be lawfully limited.

A. The Services are Available “AS-IS”

Your access to and use of the Services or any Content are at your own risk. You understand and agree that the Services are provided to you on an “AS IS” and “AS AVAILABLE” basis. Without limiting the foregoing, to the maximum extent permitted under applicable law, THE TWITTER ENTITIES DISCLAIM ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

The Twitter Entities make no warranty or representation and disclaim all responsibility and liability for: (i) the completeness, accuracy, availability, timeliness, security or reliability of the Services or any Content; (ii) any harm to your computer system, loss of data, or other harm that results from your access to or use of the Services or any Content; (iii) the deletion of, or the failure to store or to transmit, any Content and other communications maintained by the Services; and (iv) whether the Services will meet your requirements or be available on an uninterrupted, secure, or error-free basis. No advice or information, whether oral or written, obtained from the Twitter Entities or through the Services, will create any warranty or representation not expressly made herein.

B. Links

The Services may contain links to third-party websites or resources. You acknowledge and agree that the Twitter Entities are not responsible or liable for: (i) the availability or accuracy of such websites or resources; or (ii) the content, products, or services on or available from such websites or resources. Links to such websites or resources do not imply any endorsement by the Twitter Entities of such websites or

resources or the content, products, or services available from such websites or resources. You acknowledge sole responsibility for and assume all risk arising from your use of any such websites or resources.

C. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE TWITTER ENTITIES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOOD-WILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM (i) YOUR ACCESS TO OR USE OF OR INABILITY TO ACCESS OR USE THE SERVICES; (ii) ANY CONDUCT OR CONTENT OF ANY THIRD PARTY ON THE SERVICES, INCLUDING WITHOUT LIMITATION, ANY DEFAMATORY, OFFENSIVE OR ILLEGAL CONDUCT OF OTHER USERS OR THIRD PARTIES; (iii) ANY CONTENT OBTAINED FROM THE SERVICES; OR (iv) UNAUTHORIZED ACCESS, USE OR ALTERATION OF YOUR TRANSMISSIONS OR CONTENT.

IN NO EVENT SHALL THE AGGREGATE LIABILITY OF THE TWITTER ENTITIES EXCEED THE GREATER OF ONE HUNDRED U.S. DOLLARS (U.S. \$100.00) OR THE AMOUNT YOU PAID TWITTER, IF ANY, IN THE PAST SIX MONTHS FOR THE SERVICES GIVING RISE TO THE CLAIM.

THE LIMITATIONS OF THIS SUBSECTION SHALL APPLY TO ANY THEORY OF LIABILITY, WHETHER BASED ON WARRANTY, CONTRACT, STATUTE, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, AND WHETHER OR NOT THE TWITTER ENTITIES HAVE BEEN INFORMED OF THE POSSIBILITY OF ANY SUCH DAMAGE, AND EVEN IF A REMEDY SET FORTH HEREIN IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE.

12. General Terms

A. Waiver and Severability

The failure of Twitter to enforce any right or provision of these Terms will not be deemed a waiver of such right or provision. In the event that any provision of these

Terms is held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect.

B. Controlling Law and Jurisdiction

These Terms and any action related thereto will be governed by the laws of the State of California without regard to or application of its conflict of law provisions or your state or country of residence. All claims, legal proceedings or litigation arising in connection with the Services will be brought solely in the federal or state courts located in San Francisco County, California, United States, and you consent to the jurisdiction of and venue in such courts and waive any objection as to inconvenient forum.

If you are a federal, state, or local government entity in the United States using the Services in your official capacity and legally unable to accept the controlling law, jurisdiction or venue clauses above, then those clauses do not apply to you. For such U.S. federal government entities, these Terms and any action related thereto will be governed by the laws of the United States of America (without reference to conflict of laws) and, in the absence of federal law and to the extent permitted under federal law, the laws of the State of California (excluding choice of law).

C. Entire Agreement

These Terms, including the [Twitter Rules](#) for the Twitter Services, and our [Privacy Policy](#) are the entire and exclusive agreement between Twitter and you regarding the Services (excluding any services for which you have a separate agreement with Twitter that is explicitly in addition or in place of these Terms), and these Terms supersede and replace any prior agreements between Twitter and you regarding the Services. Other than members of the group of companies of which Twitter, Inc. is the parent, no other person or company will be third party beneficiaries to the Terms.

We may revise these Terms from time to time, the most current version will always be at twitter.com/tos. If the revision, in our sole discretion, is material we will notify you via an [@Twitter](#) update or e-mail to the email associated with your account. By continuing to access or use the Services after those revisions become effective, you agree to be bound by the revised Terms.

If you live in the United States, these Terms are an agreement between you and Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A. If you live outside the United States, your agreement is with Twitter International Company, an Irish company with its registered office at The Academy, 42 Pearse Street, Dublin 2, Ireland. If you have any questions about these Terms, please contact [us](#).

Effective: May 18, 2015

[Archive of Previous Terms](#)

EXHIBIT J

Blog

Twitter: the public square of #GE16

By **Ronan Costello**

Friday, 12 February 2016



When and where will the General Election be called? Politicos of all stripes had been chewing on the question for months. In October last year, it seemed like the smart outside money was on a snap election in November. November passed and still no date. As consensus formed around the likely voting day, speculation remained around what form the announcement would take. Then, last Wednesday at 9:58am, a Tweet from **@EndaKennyTD** informed the nation that the election would be held on Friday, February 26. The news broke on Twitter and within minutes the Tweet was everywhere - online, on radio and TV. In the 48 hours after the dissolution of the Dáil, Tweets about **#GE16** were viewed 10.8 million times, on and off Twitter. And 35,622 Tweets were sent during TV3's Leaders Debate, making it the most talked about programme in Ireland since last year's Late Late Toy Show.

Taoiseach **@EndaKennyTD** announces election:



Blog

The nature of the Taoiseach's announcement chimed with conversations we'd been having with Irish political parties since last summer. We talked about how Twitter was the live public square, the public space - a forum where conversations happen and announcements are made. As politicians and activists found their voice on the platform, they sought guidance from experiences in other countries. They looked to Spain, the UK and the US, where politicians had skilfully shaped election narratives or been exposed by the rigour of this fundamentally democratic platform.

Tweet from Labour Party training event:



Journalists, too, are keen to integrate Twitter even further into their work. Rob Owers, who manages our news and government partnerships, held training sessions with all major publications and broadcasters, demonstrating the worth of Twitter, Periscope, Vine and TweetDeck to the process of gathering and distributing news during an election campaign. Periscope, in particular, is proving more and more fascinating to politicians and journalists as it becomes

part of the Twitter timeline and users express an interest in seeing the election, and all its behind-the-scenes moments, live.

We saw this with [@TheUSI](#)'s Town Hall events in campuses across the country. As students questioned candidates, both in person and remotely, hundreds joined Periscope broadcasts. The Trinity College event saw over 1,000 people join through Periscope, reflecting the power of USI's [#MakeASmartVote](#) campaign and their voter mobilisation efforts which can be traced back to last year's marriage referendum. In their minds, [#MarRef](#) and [#HomeToVote](#) activated a generation which was thought to have either emigrated or become apathetic beyond retrieve. USI disagreed. It was social media, in large part, which had brought them together again last May. It would be social media, and Twitter, which would reach them again. [@TwitterDublin](#) will support the work of USI as it escalates its mobilisation campaign.

USI Town Hall Periscope:



Indeed, [@TwitterDublin](#) has sought to engage Irish voters wherever possible. You can access a full list of candidates [here](#) and on February 7 you may have noticed that [#CheckTheRegister](#) was the promoted trend in Ireland as we sought to raise awareness of the deadline for signing on the supplemental voting register.

[#CheckTheRegister](#) promoted Tweet and trend:



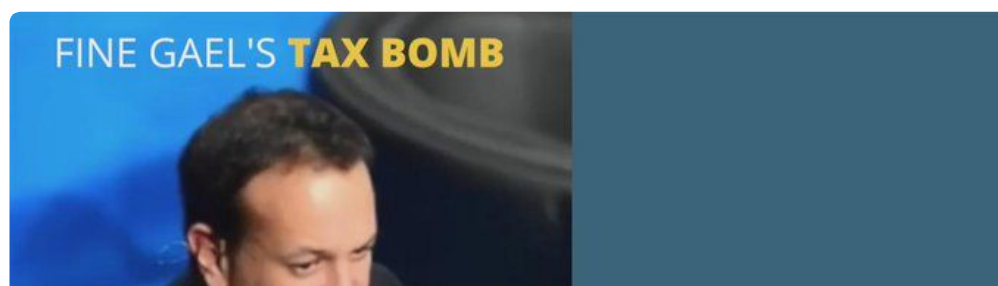
Blog

As the campaign continues, we'll work with journalists, candidates and civil society to ensure Twitter is what you need it to be: the online public square of Ireland. And in the final two weeks, as the noise increases, we'll be blogging about the best use of the platform, pointing you to great content like this joust between Sinn Féin and Fine Gael.

FG Tweet:



SF Tweet:



Blog
FF Tweet:



Soc Dems Tweet:



If it happens on the campaign trail, it'll happen here first.

Our Irish General Election Handbook:

Blog ▾

**@EndaKennyTD**

"Taoiseach, Leader of @FineGael, husband and father." 31.7K followers.

Overview

What is Twitter?

Twitter is the place to share your journey, campaign for issues that matter to your community and hear the rallying cries from your supporters. This handbook offers surefire, data-backed tactics to connect with supporters, voters and the public and to grow your following during an election campaign.

WHERE DO TWEETS APPEAR? WHO READS THEM?

When you Tweet, your message is publicly posted on your Twitter profile. In addition, people can follow your account so that your Tweets automatically appear in their own timelines every time they log in to Twitter.

WHY 140 CHARACTERS?

Twitter was born as a mobile service, designed to fit the character limit of a text message. Today, Twitter still works on any SMS-ready phone. Brevity keeps Twitter fast-paced and relevant by encouraging people to Tweet in the moment and to focus on the essential ideas they want to communicate.

ANATOMY OF A TWEET

Twitter helps you create and share ideas and information instantly, without barriers. It's the easiest way to follow the trends, stories and breaking news making headlines around the world, but it also helps you stay in touch with subjects a little closer to home: friends, family, businesses and social causes that are

dear to your heart. Before you get started, it will help to learn some lingo.

Tweet: A message posted via Twitter that may contain photos, videos, links and up to 140 characters of text.

Tweet, Tweeting, Tweeted: The act of sending a Tweet.

1. **Profile photo:** The personal image uploaded to your Twitter profile.
2. **Twitter account name:** The name on your account. Think about whether you want to use your real name or some other identification.
3. **Twitter @username:** Your @username is your unique identity on Twitter and is always preceded by the @ symbol. The @ sign is also used to mention people in Tweets, like this: "Hello @Twitter!" Your account name and username do not need to be the same.
4. **Tweet timestamp/date:** This tells you when the Tweet was sent. Click the date or time to view the permalink page for a Tweet.

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EXHIBIT K

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Create a followers campaign

Overview

What are followers campaigns?



Followers campaigns are the best way to promote your account or grow your audience on Twitter. Building a large base of followers is key to fully leveraging your Twitter presence to drive business results. Followers see your content, Retweet, engage, and share it with others. This amplifies your message and can help attract even more followers eager to hear more about what your business has to offer.

[Start a Campaign](#)

Did we help answer your question?

[Yes](#)[No](#)

Why should I use followers campaigns? 

Quickly build your community of followers. When someone decides to follow you on Twitter, you gain a chance to engage with that person over time. Each time you engage with your followers, you create new opportunities for them to share content, make purchases or tell others about their positive experiences.

Below are a few simple questions you'll want to ask yourself when getting started:

1. **Who do I want to follow my business?** Think about the different groups of customers that you would like to purchase your product or service. Make sure your targeting selections line up with these groups.
 2. **How much am I willing to pay for each new follower?** The cost per follower on Twitter is set by a second price auction among other advertisers – you'll only ever pay just slightly more than the next highest bidder. A bid of \$2.50 - \$3.50 is recommended based on historical averages.
 3. **How many new followers do I want to gain?** Set a goal to help you decide on a budget. This might be a regular daily gain or a specific number by a certain date. For example, if you want to gain at least 10 followers a day, then you would set your daily budget to \$30 and your bid to \$3.00.
-

[Start a Campaign](#)[Yes](#)[No](#)

When should I use follower campaigns?



Because follower campaigns boost your follower growth, they are best used when you are more likely to be discoverable to people who are existing or prospective customers on Twitter. A robust follower base amplifies the performance when you run other goal based campaigns.

Drive purchases, leads, downloads, and signups: By choosing to follow you, Twitter users are demonstrating an interest in your product. You have an opportunity to connect with them in meaningful ways to drive actions.

Increase brand awareness and word of mouth sharing: When you Tweet valuable content, Twitter makes it easy for your followers to share it with their friends through Retweets, driving increase reach and awareness.

Drive web traffic: Once you acquire a paid follower you have the opportunity to engage with them everyday, for free, with your organic Tweets. Your followers are the mostly like to see your Tweets and spend time on your website.

Did we help answer your question?

[Yes](#)[No](#)

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Follower campaigns are displayed in multiple locations across the Twitter platform, including Home Timelines, Who to Follow, and search results. You may see a followers campaign if a follower campaign is relevant to you. As with Promoted Trends and Promoted Tweets, this suggestion is labeled as Promoted to distinguish it from other recommended accounts.

Did we help answer your question?

[Yes](#)[No](#)

What is the cost of a followers campaign?



As of May 2016, we have deprecated the "Maximum" bid pricing option from our Followers campaign objective. You can now select between automatic or target bidding as your preferred pricing option. For most advertisers that used maximum bid, we suggest selecting the target bid option since this will give you the flexibility to successfully bid on follows from users who are especially likely to follow your account, while staying near or below your target costs per follow.

Twitter's cost-per-action pricing ensures you only pay for the specific actions you are looking to drive with your campaign. When you run a Followers Campaign, you will only be charged for the follows you acquire from that campaign. All other actions and engagements (impressions, replies and Retweets for example) are free.

When setting your target bid, it is important to think carefully about the value each campaign action brings to your business and to bid at

[Start a Campaign](#)

will never be charged more than your bid and advertisers are often charged less. If your bid is not competitive relative to other advertisers, your campaign may not serve.

In addition to controlling the amount you pay per action, you also have complete control over the amount you spend overall. After setting your bid, you are prompted to enter a total budget for the campaign and, optionally, a daily budget as well. When your overall budget is reached, your campaign will stop serving until you increase the budget. When your daily budget is reached, your campaign will stop serving until the next day.

Did we help answer your question?

[Yes](#)[No](#)

How much will I pay per follower?



The cost you pay per follower from your Followers campaign will depend on the budget and bid you set for your campaign. For more information on pricing for the Followers campaign, please refer to [this article](#).

Did we help answer your question?

[Yes](#)[No](#)

[Start a Campaign](#)

First, [log in to your Twitter Ads account](#). If you have yet to set up your first campaign, you will be prompted to choose a campaign type right away. If you have one or more existing campaigns, click the blue “Create new campaign” button on the main campaign dashboard.

Choose the Followers option from the campaign picker.

Step 1: Name your campaign and set your campaign dates

Give your campaign a name. We suggest something related to the specific audience you’re targeting with this campaign so that you can easily distinguish between other campaigns you create in the future.

Enter your campaign start and end dates. For steady, consistent follower growth, we recommend selecting the option to Start immediately, run continuously and setting your maximum daily budget to the amount you want to spend per day. For details and more best practices, please see our [campaign dates and budgets](#) help article.

Give your campaign a name.

LEADS ON TWITTER CAMPAIGN – [SWITCH](#)

▼ When do you want to run this campaign?
[Learn more about setting campaign timeframes.](#)

☐ Start immediately, run continuously ☒ Customize start and end dates

17 Jun 2014	10:44 AM	–	None	None	America/Los Angeles time
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Step 2: Select targeting options for your campaign

Choose one of the two primary methods of targeting your followers campaign. Interests and followers allow you to target users with specific predefined interests or interests similar to followers of specific

[Start a Campaign](#)

campaign to Twitter users based on past visitors to your website, email addresses and other data from your CRM database, or lists of Twitter IDs. ([learn more](#)).

Targeting @usernames allows you to reach users with interests similar to followers of those accounts. Often times the fastest way to grow your audience of engaged users is to target people who share the interests of your existing followers. Simply check the “Also target users like your followers” box and your account will automatically be promoted to this valuable group of users.

Interest categories allow you to target a broader audience. We will target users interested in any of the categories you enter, in addition to any @usernames you enter above. For more information on how @username and interest targeting work, please see our [Interest and Username targeting](#) help article.

The screenshot shows the 'Targeting' section of a Twitter campaign setup. It has two main options: 'Interests and followers' (selected) and 'Tailored audiences'. The 'Interests and followers' section includes a description, a search box for @usernames, an 'Import multiple @usernames' button, and a checkbox for 'Also target users like your followers' which is checked. The 'Tailored audiences' section is currently inactive. On the right, a blue box displays '37K ESTIMATED AUDIENCE SIZE' and a 'TARGETING SUMMARY' which lists: 'Users like your followers', 'Enter @usernames', 'Enter interests', 'Enter locations', 'Any gender', and 'Any languages'. The bottom section, 'Add interest categories to target a broader audience as well.', is partially visible.

Select the geographic regions you'd like to reach. We recommend targeting any regions where you do business. It is also possible to limit targeting by gender. For more information on how geo-targeting and gender-targeting works, please see our geo-targeting and

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▼ Choose all of the locations you want to reach.

Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. [Learn more](#)

☒ Target specific locations ☐ Show ads in all available locations

or

Did we help answer your question?

[Yes](#)[No](#)

Individual Tweets do not match top-line data



If you are running a Follower's campaign and are noticing that the number of followers/impressions/spend from your tweets do not match the overall number of Followers/impressions/spend you have received from the top line - these results are due to the attribution of other areas of Twitter that your account is being shown.

When you run a Followers campaign, you will appear in different areas of Twitter for users to follow your account. If you create Promoted Tweets, those Ads will show in a user's timeline & similar areas as other Ads do. Your account will also automatically show up in other areas on Twitter, for example the "Who to Follow" section that suggests users with accounts to follow which is found in the top right corner of Twitter.com. If you're seeing Impressions/Followers/Spend that are not being attributed to a certain Tweet. If you are interested in additional optimization assistance for your Followers campaign, we recommend checking out the [following article](#).

[Start a Campaign](#)

Did we help answer your question?

[Yes](#)[No](#)

Best practices for followers campaigns



To get the most out of your followers campaign, refer to our [ads-centric optimizing for followers campaigns article](#).

Did we help answer your question?

[Yes](#)[No](#)

Did we help answer your question?

[Yes](#)[No](#)

Start a Campaign

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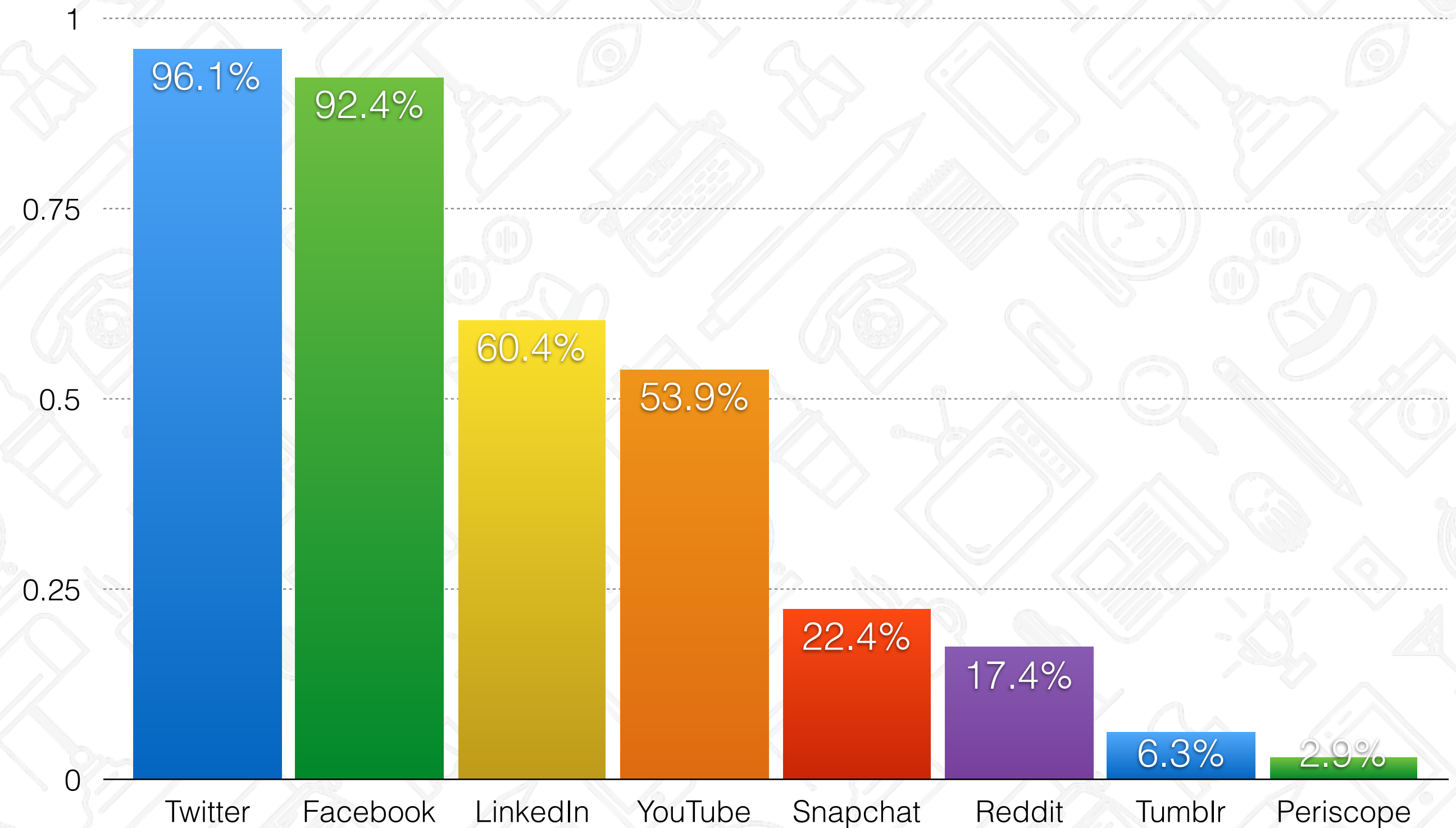
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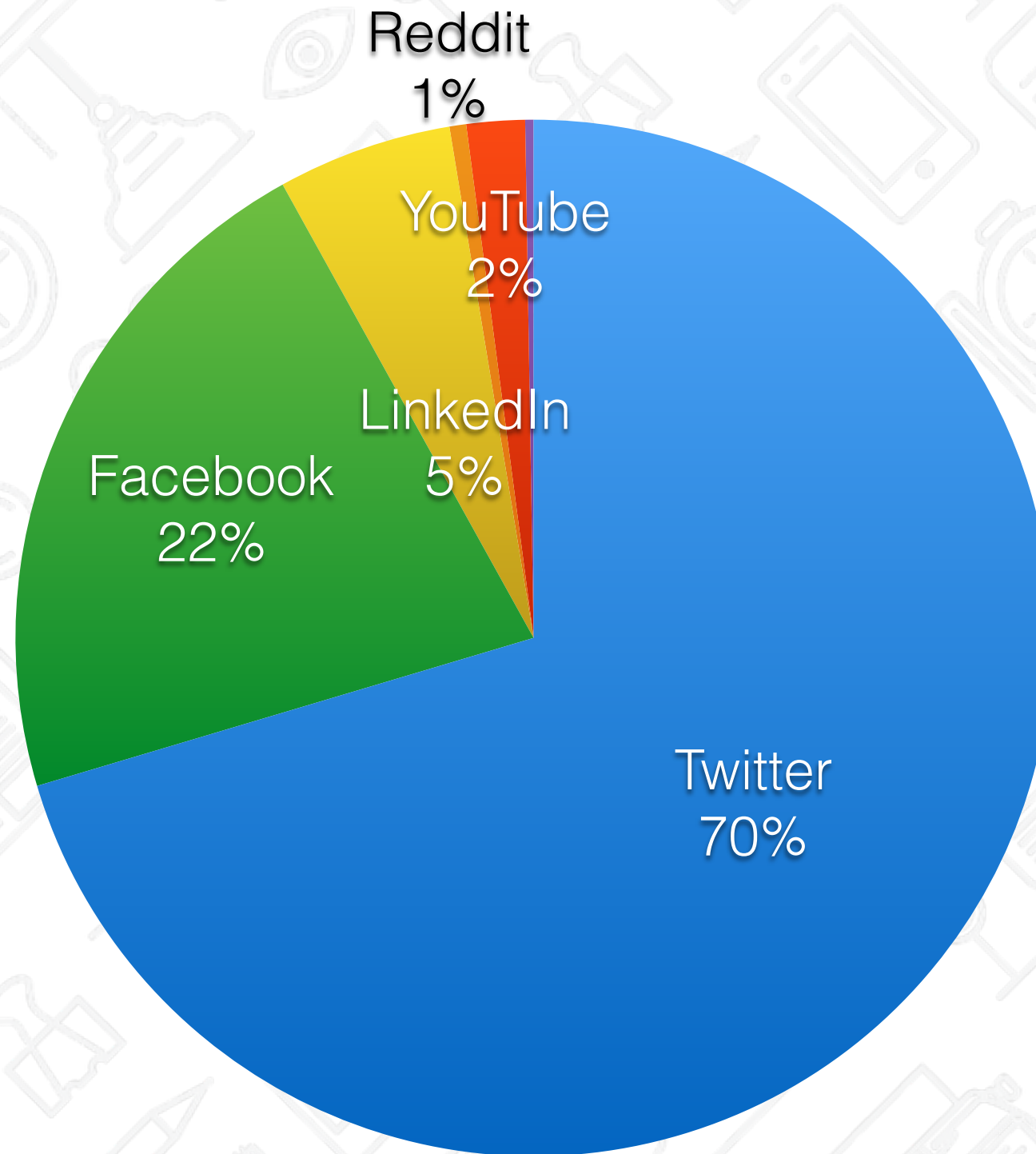
MUCK RACK

**2017 survey results: How
journalists are using social
media**

Which social network do you use on a weekly basis?

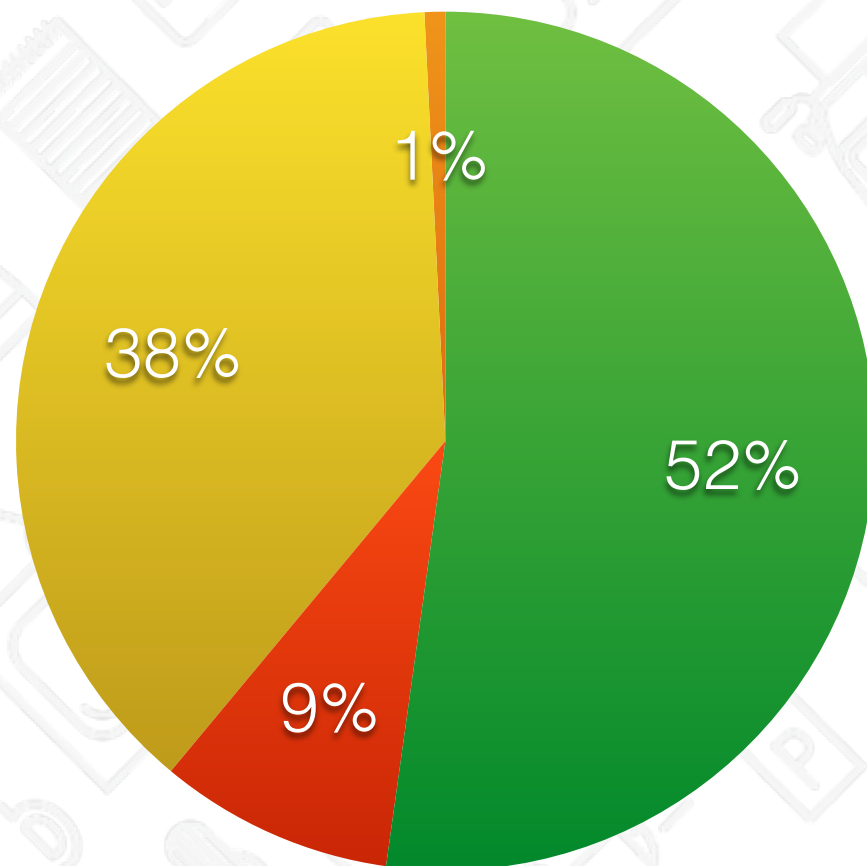


Which social network is most valuable to you as a journalist?

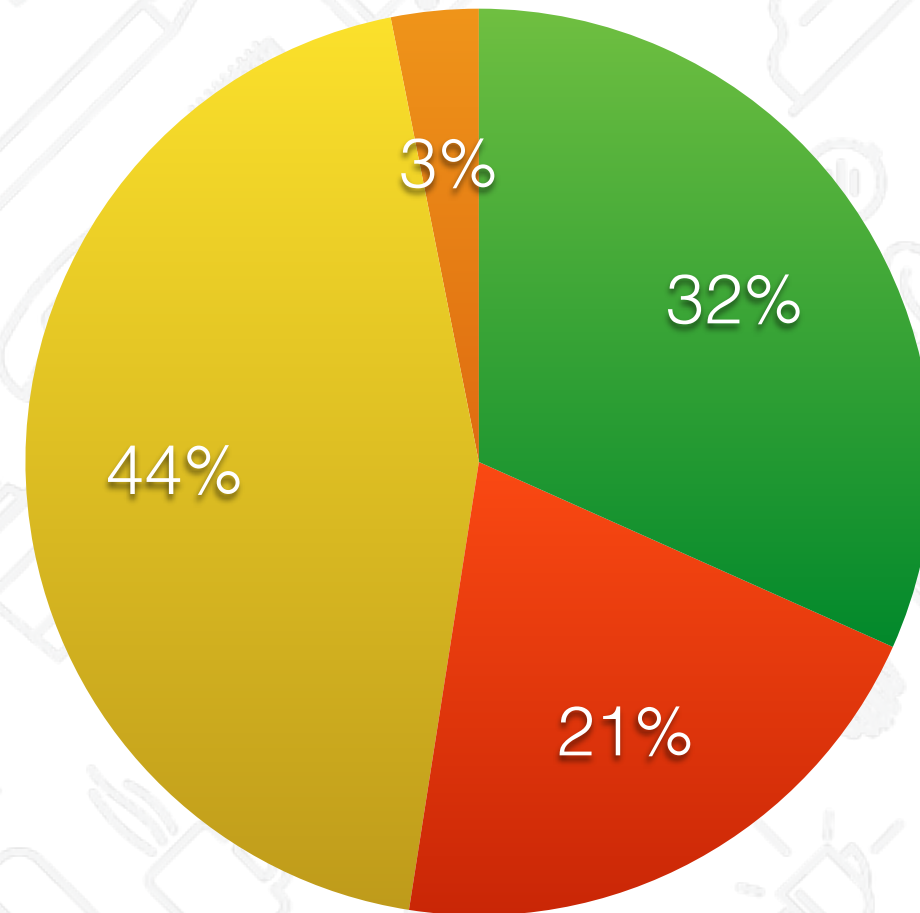


Do you expect to spend more or less time on these social networks this year?

Twitter

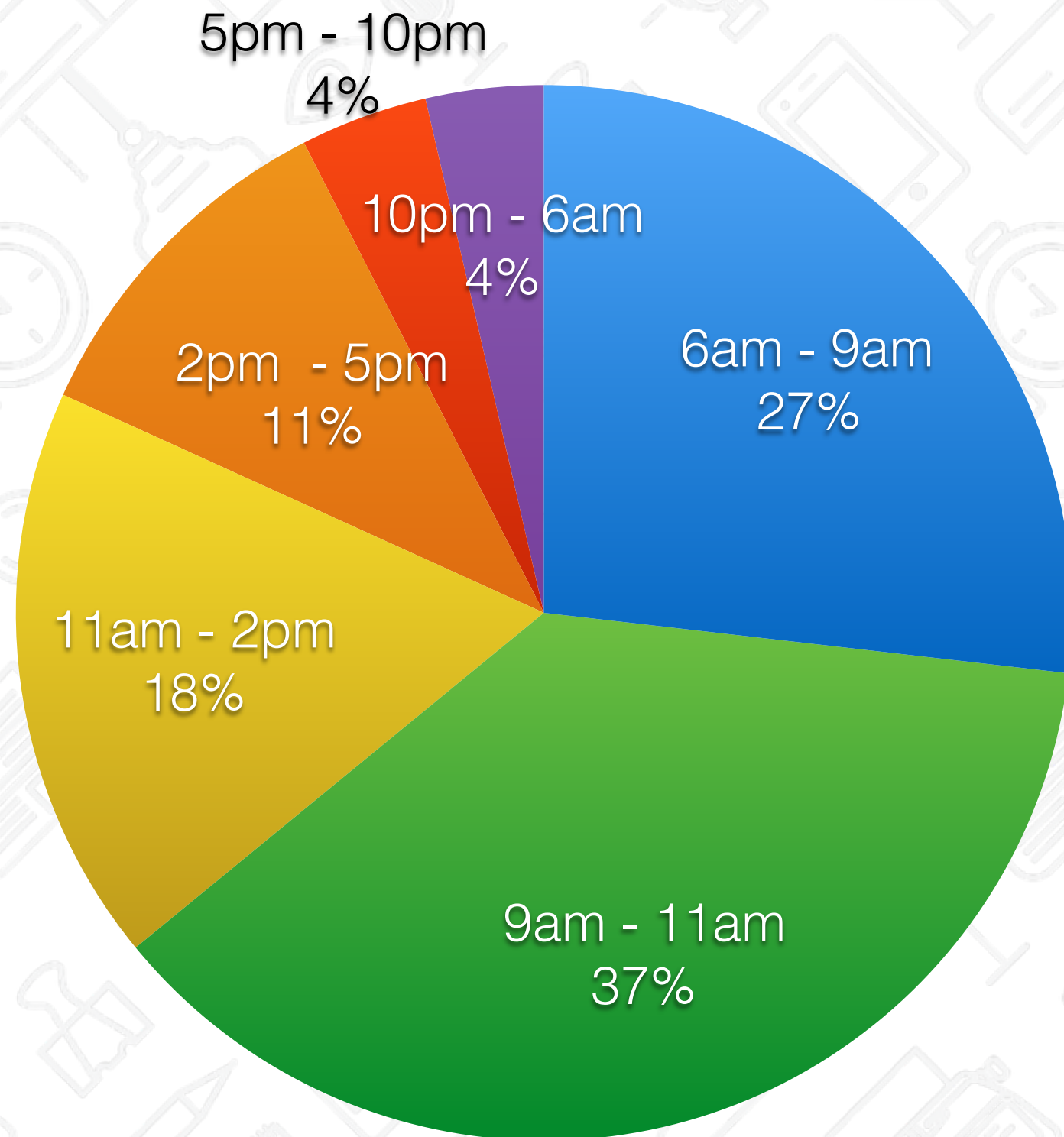


Facebook

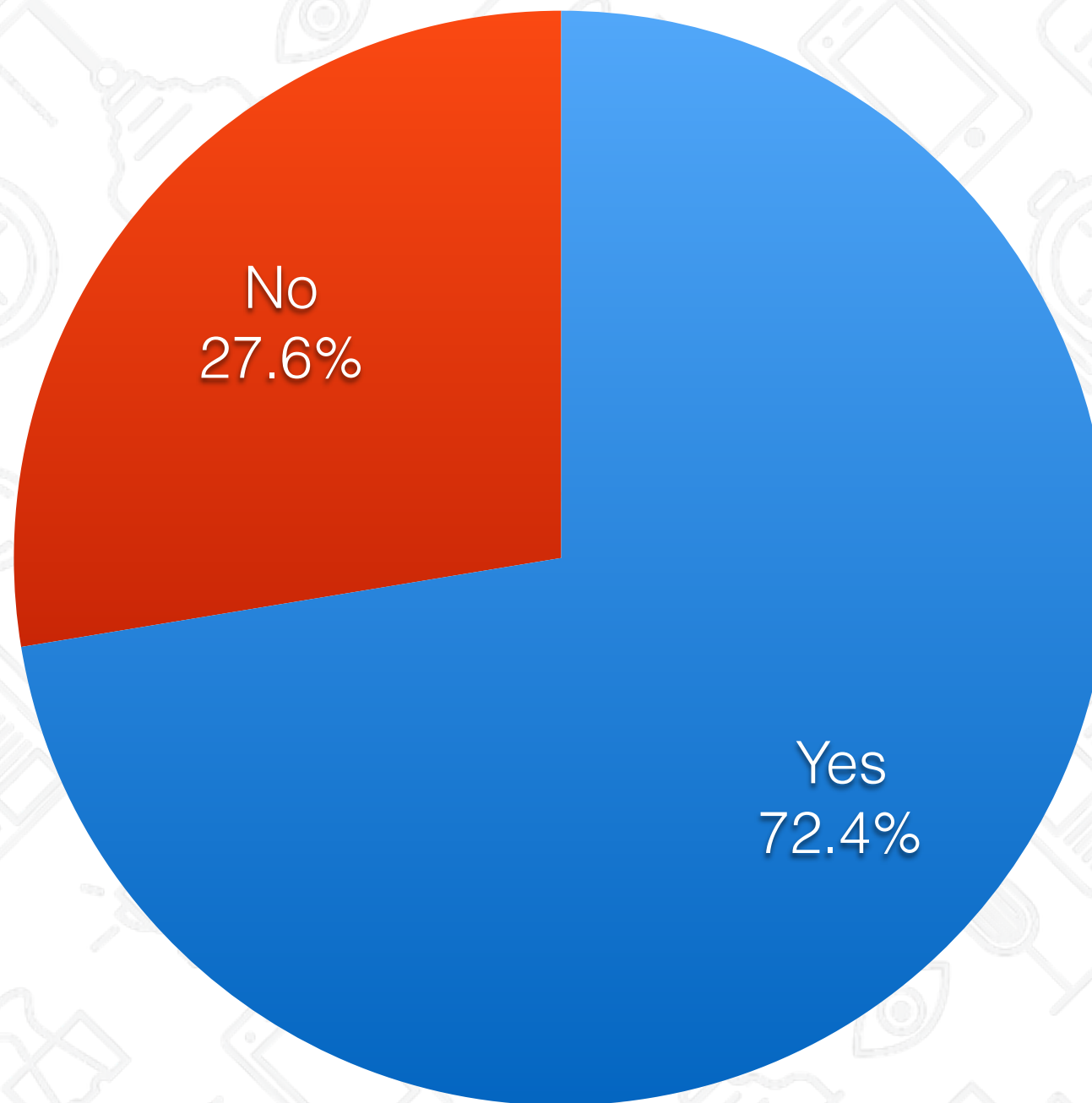


- More
- Less
- No difference
- I don't use this platform and don't intend to this year

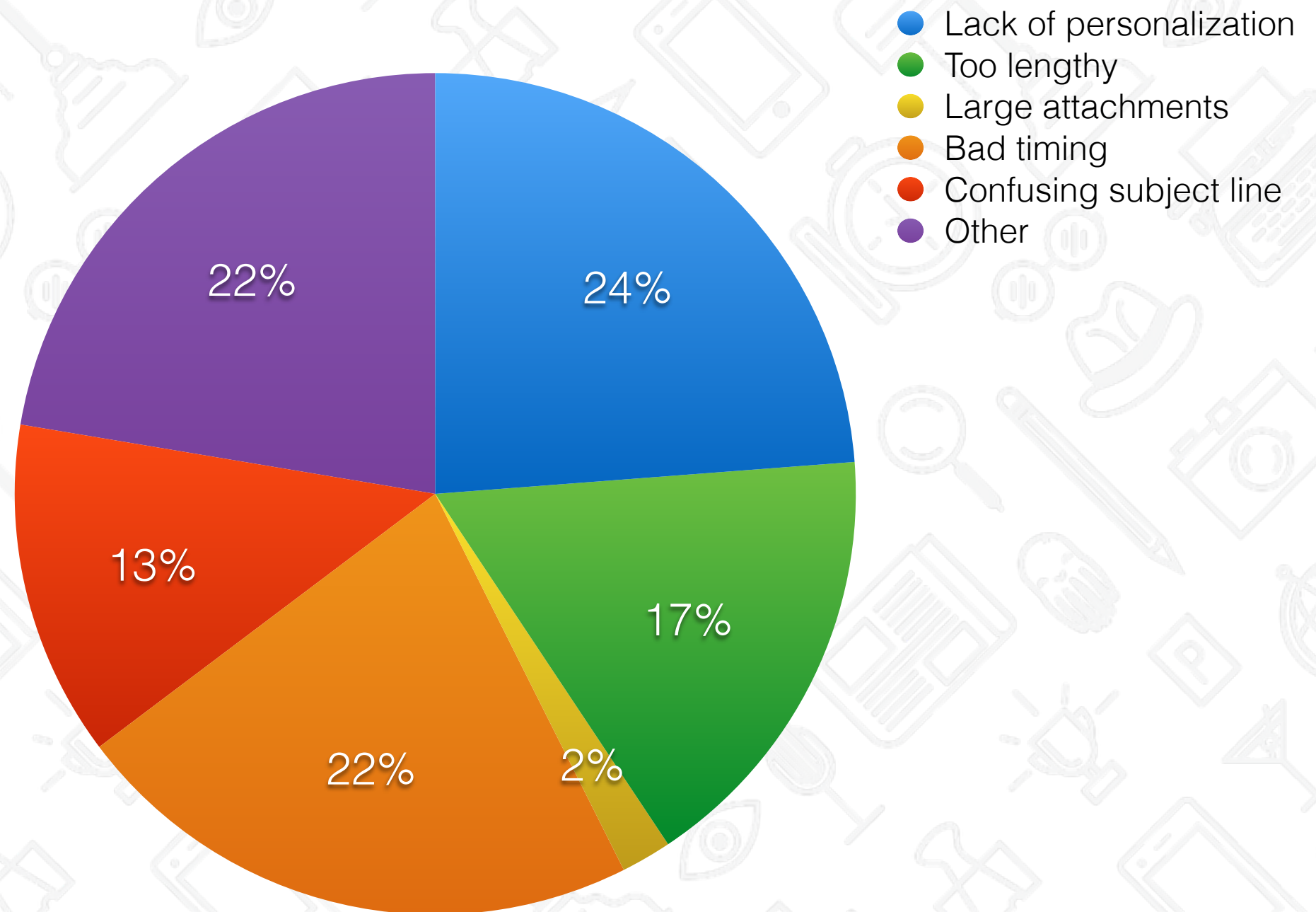
When is the best time for you to receive a pitch?



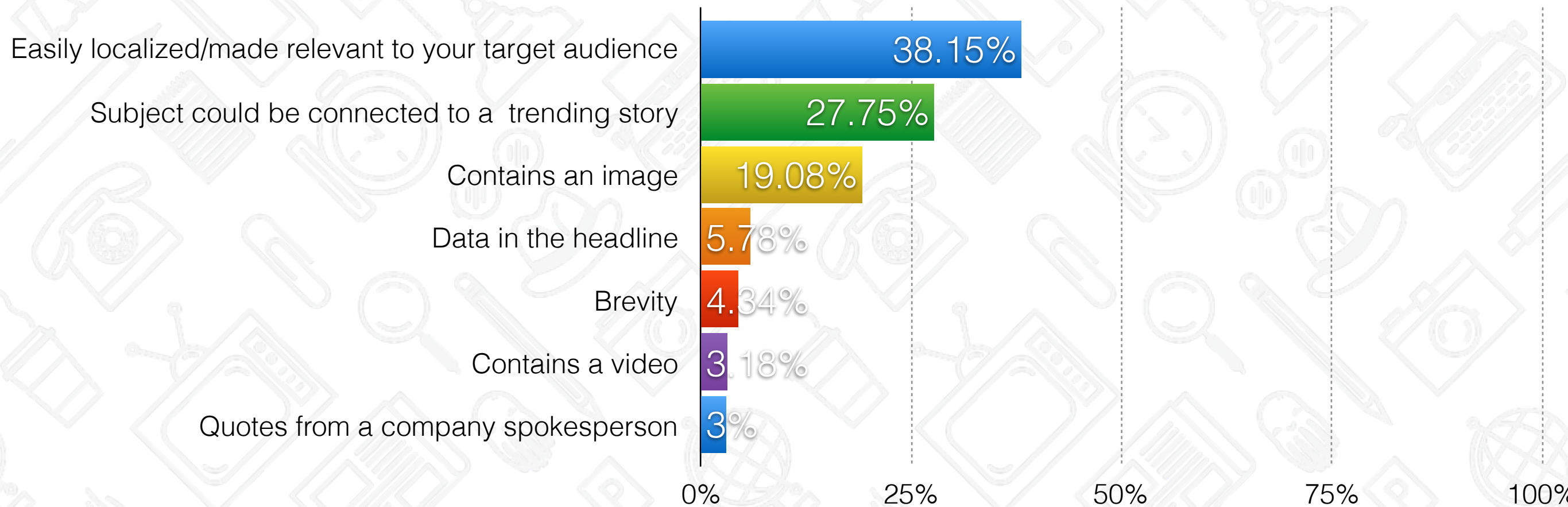
Do you track how many times your stories are shared on social media?



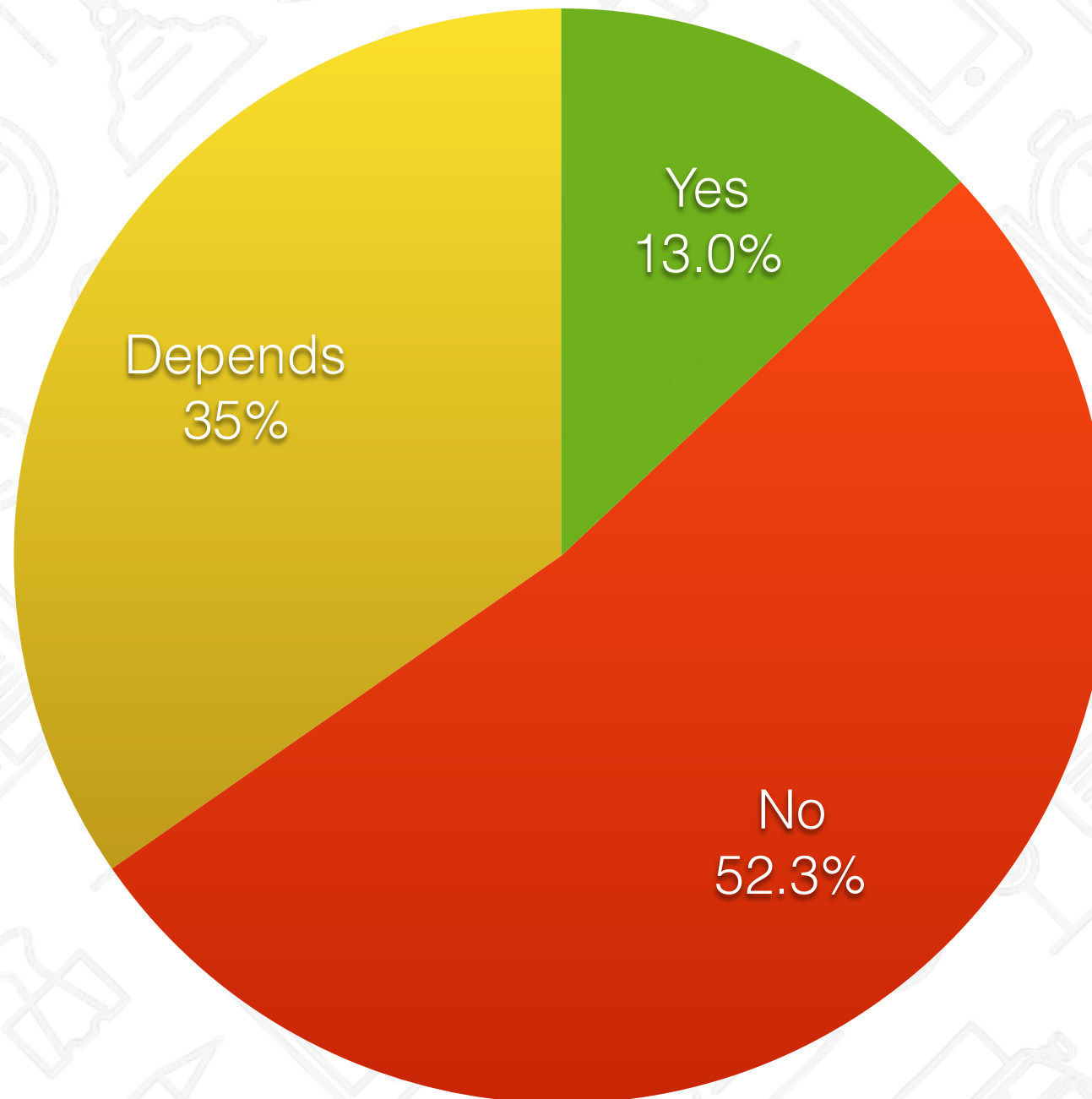
Why do you immediately reject otherwise relevant pitches?



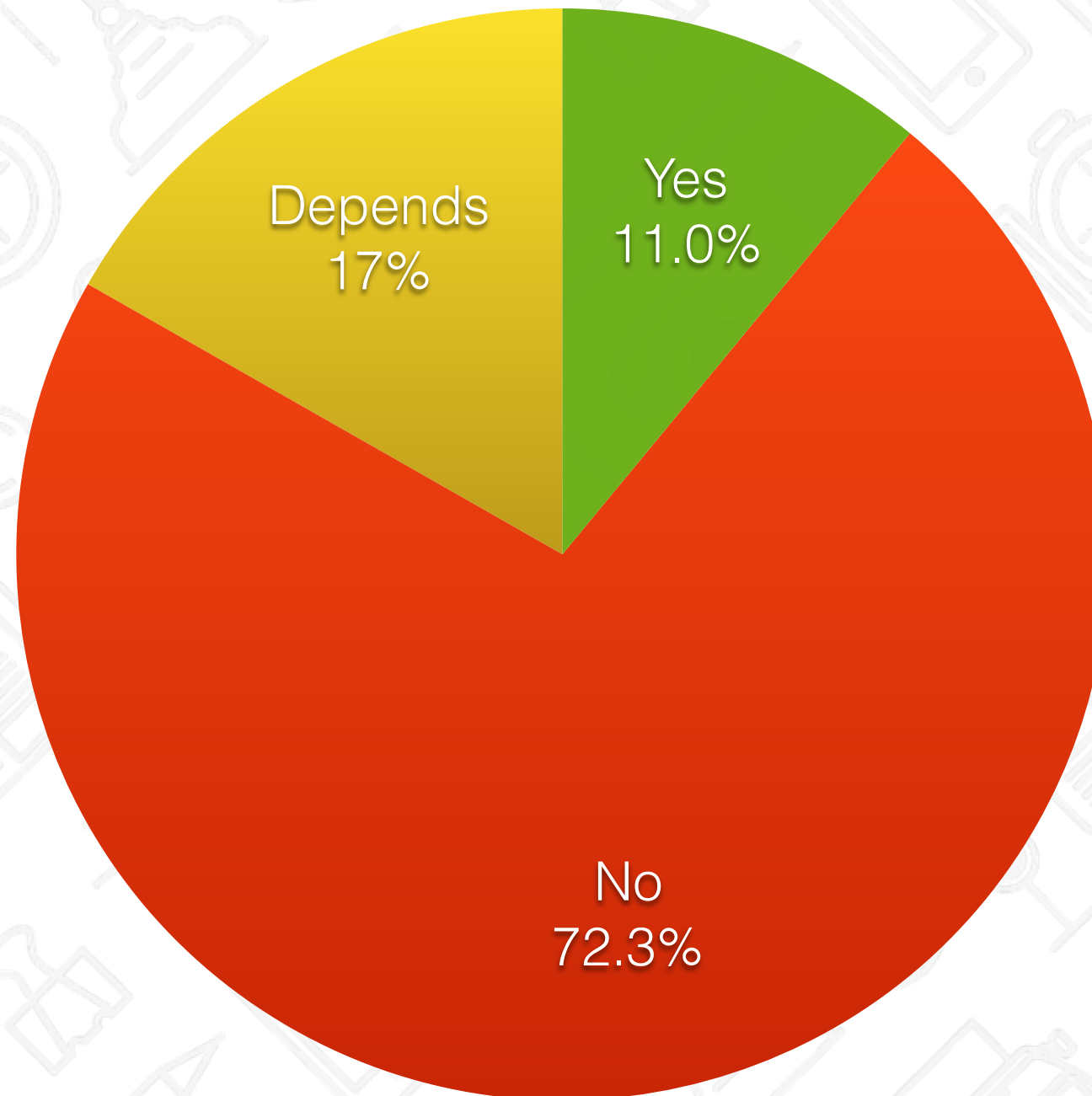
What makes a story shareable?



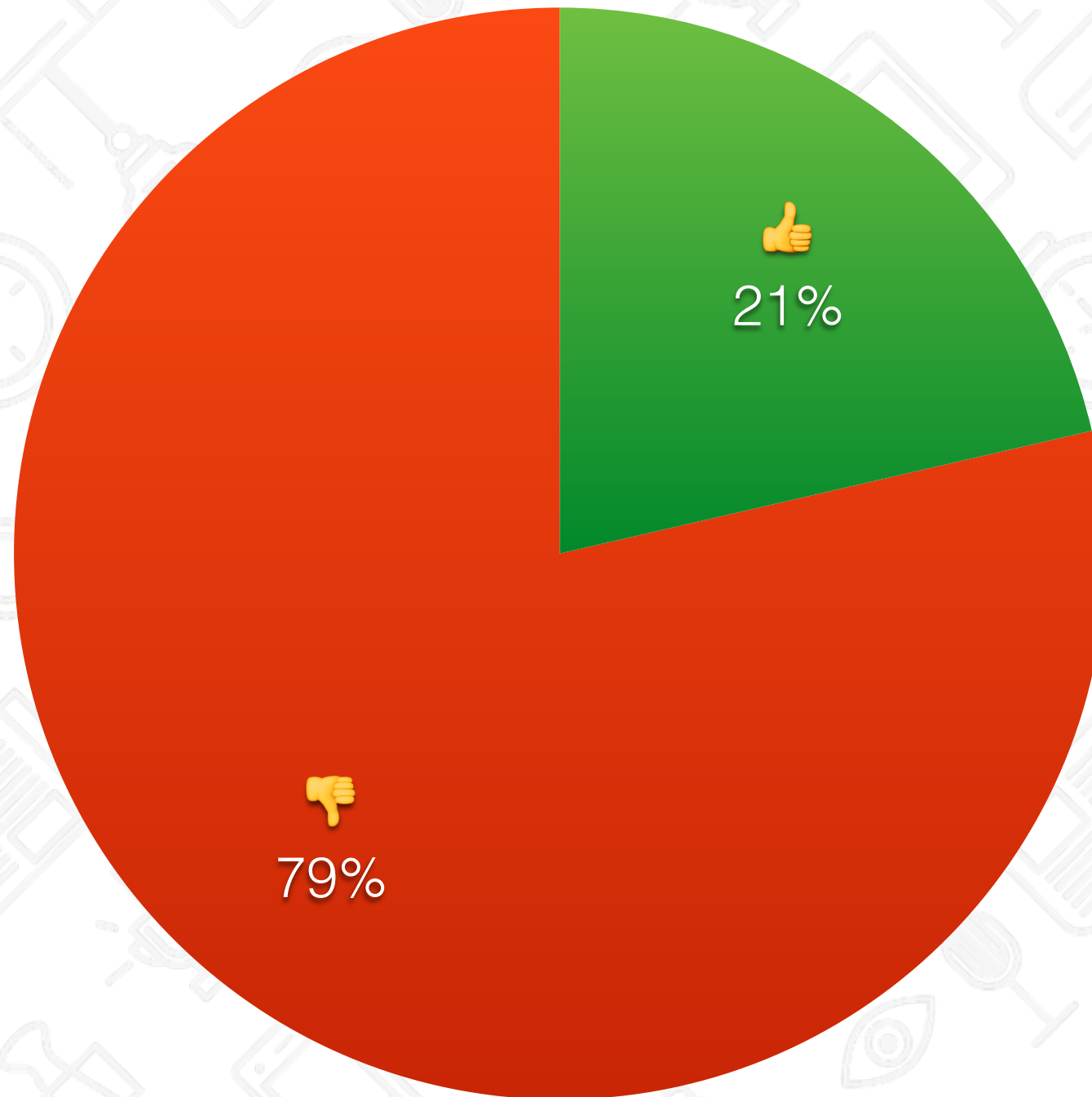
Do you like receiving pitches via mass distribution lists from PR professionals?



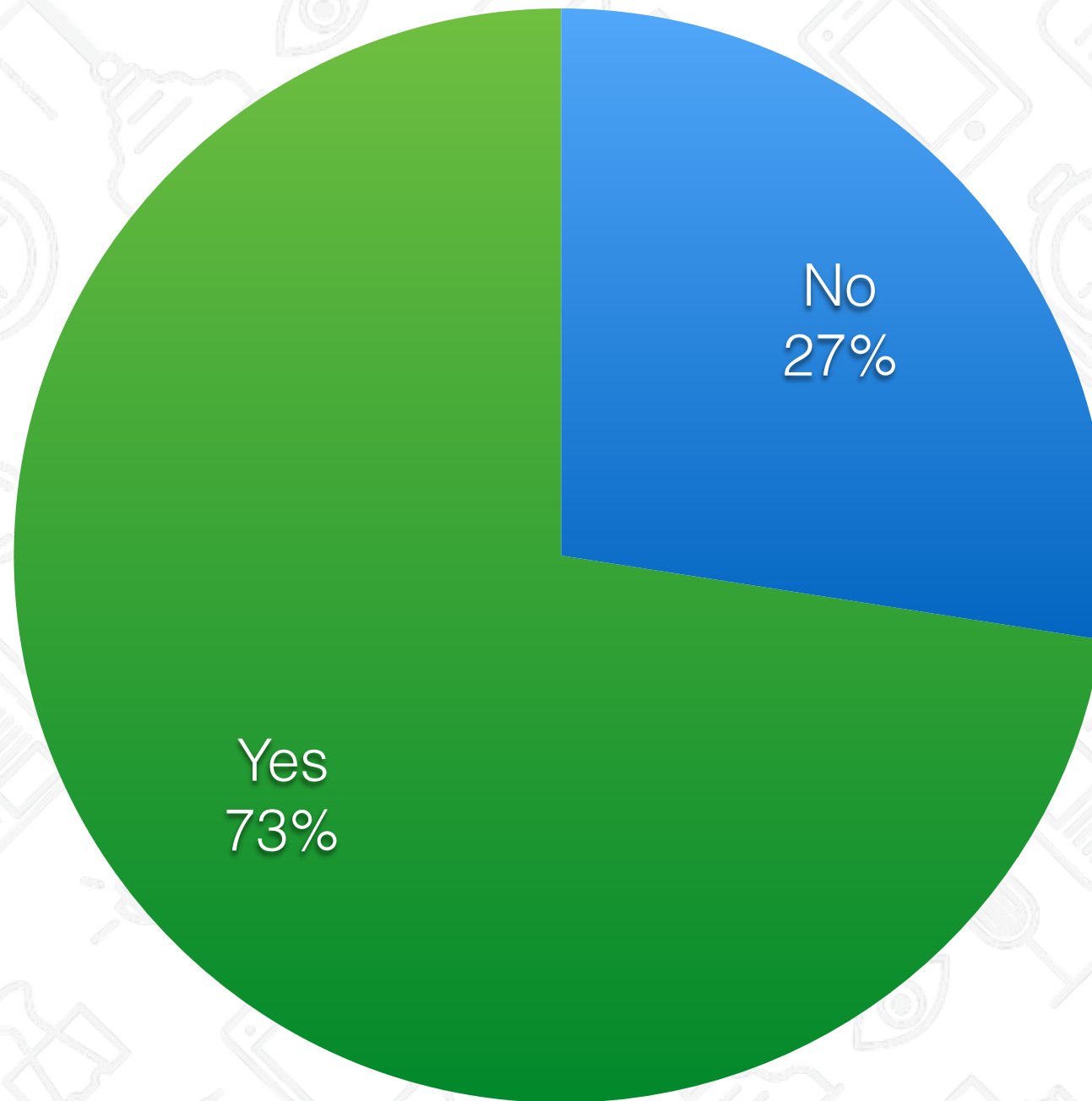
Do you like receiving phone calls from PR professionals pitching you?



Do you like emojis in pitches?

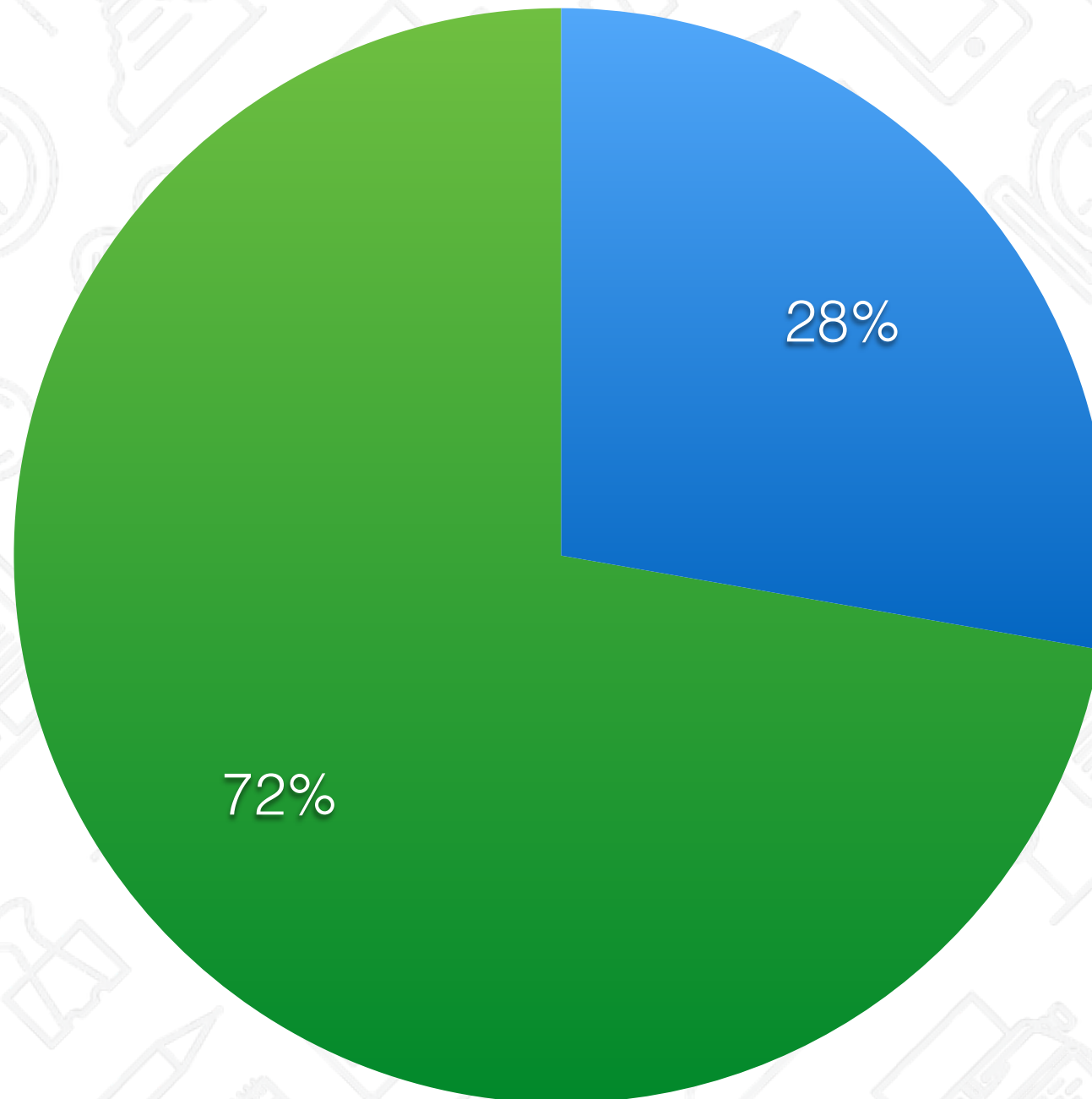


Are you optimistic about the journalism profession?



Do you think fake news will be a bigger or smaller problem in 2017 than in 2016?

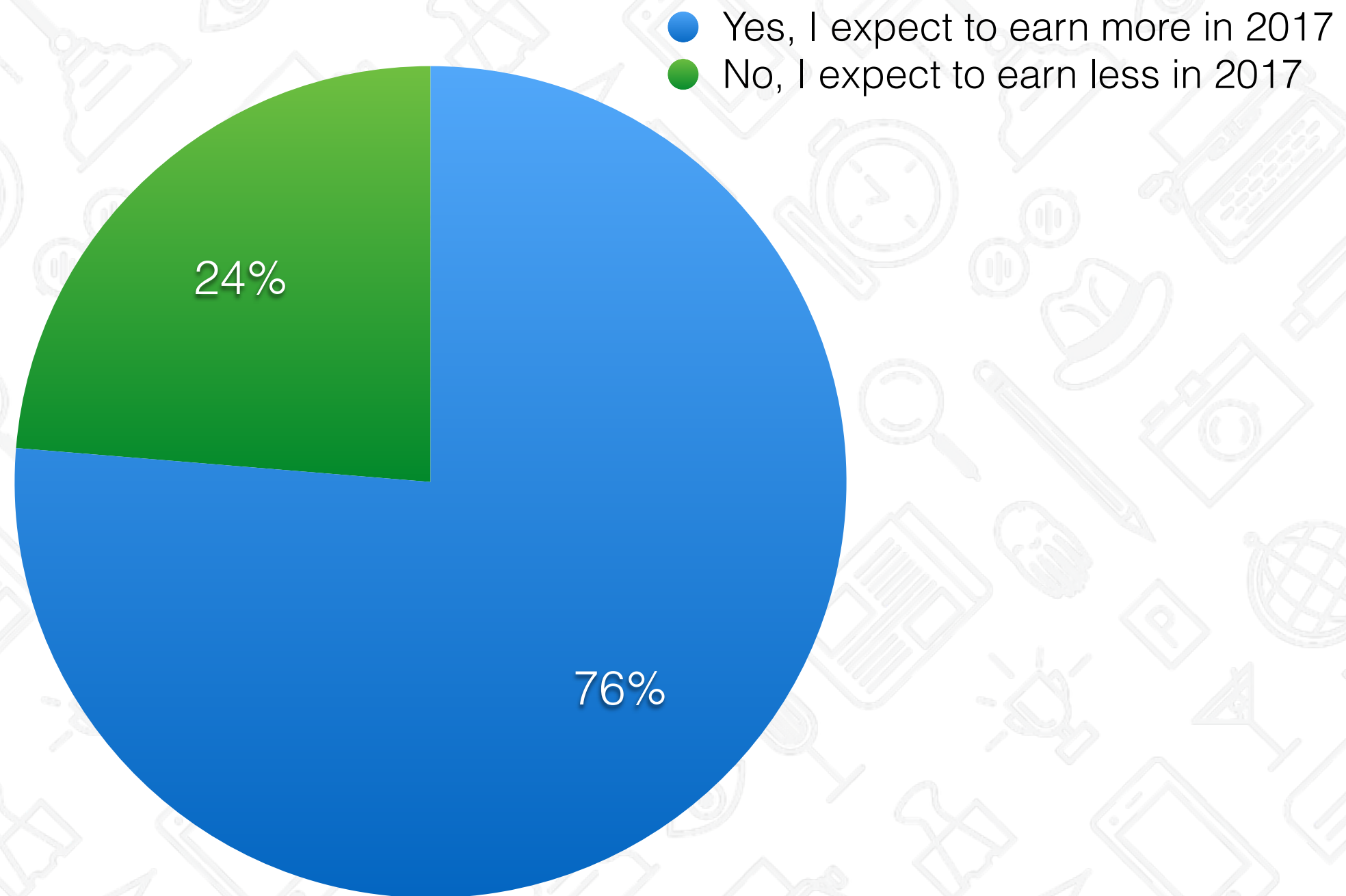
- No, I think the fake news problem will begin to get fixed
- Yes, I think the fake news problem will continue to get worse



Journalism under Trump vs. Obama

- 61% of journalists believe it will be *more* difficult to be a journalist under the Trump administration than under the Obama administration
- 36% of journalists believe it will be *less* difficult to be a journalist under the Trump administration than under the Obama administration
- 3% believe the difficulty of being a journalist won't change

Do you expect to earn more in 2017 than in 2016?





MUCK RACK

muckrack.com/request-demo

hello@muckrack.com

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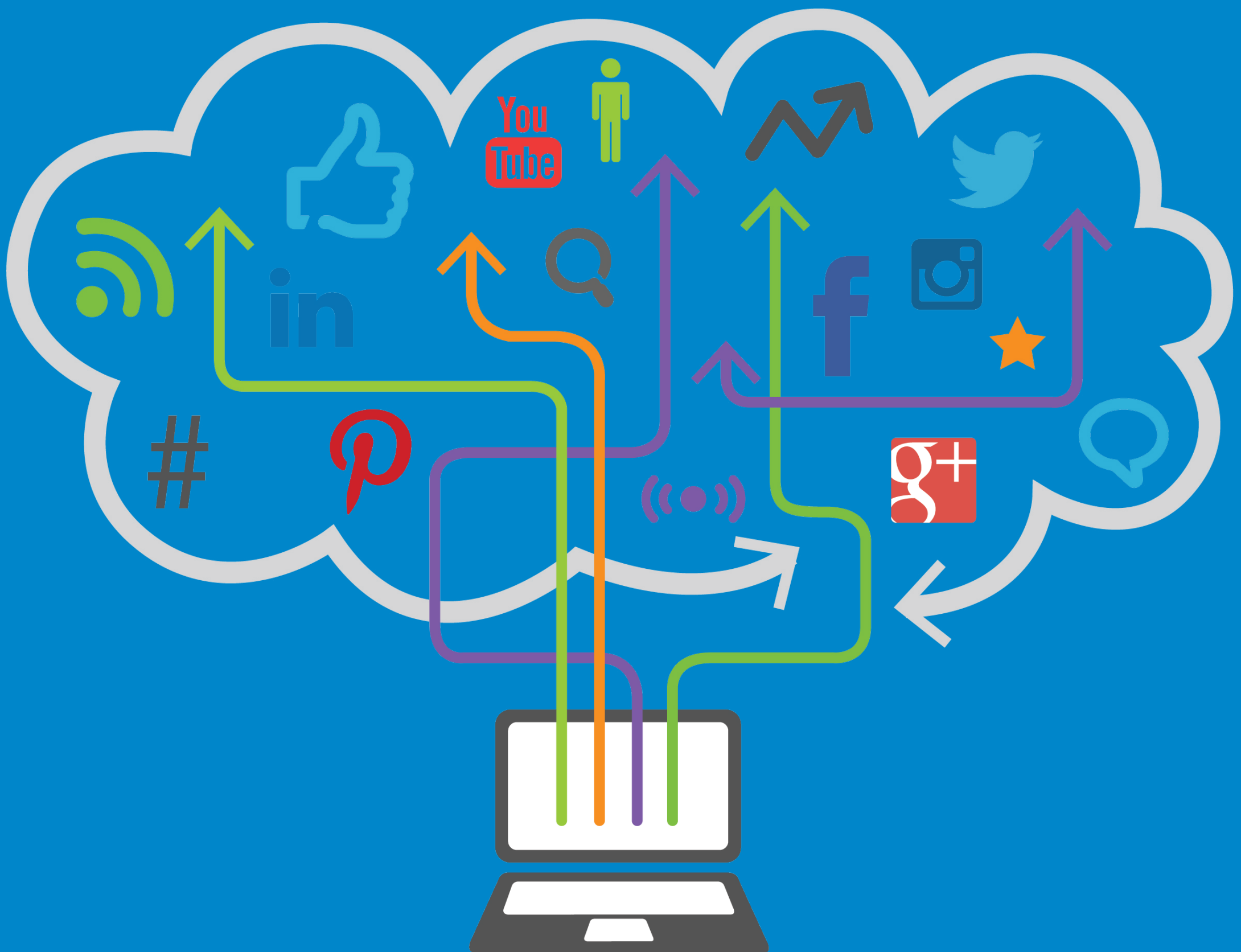
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[instagram.com/muckrack](https://www.instagram.com/muckrack)

Social Journalism Study 2015

United Kingdom

Report by Cision & Canterbury Christ Church University (UK)





Executive Summary

Key findings of the 2015 survey*

- 1. The majority of UK journalists use social media as a professional tool.** However, the percentage of journalists using social media regularly, for four hours or more a day, has declined during the last three years, from 24% in 2012 to 13% in 2014, indicating a level of saturation in its use.
- 2. Over half (53.5%) of UK journalists said they cannot carry out their work without social media,** an increase from 42% of journalists last year.
- 3. Twitter (75.1%) continues to be the most popular social networking channel for journalists** followed by Facebook (56.7%), Google+ (41.2%), Instagram (24.9%) and Hootsuite (24.7%).
- 4. Publishing and promoting content and sourcing information are the two most important reasons for social media use for journalists,** a pattern that has remained stable over the last three years.
- 5. The number of followers journalists have has steadily increased over the last few years.** While in 2012 less than half of respondents had more than 500 followers, by 2014 about two-thirds of them did.
- 6. PR professionals are the most important sources for journalists,** followed by experts/academics and then other journalists and media outlets.
- 7. While journalists tend to perceive the impact of social media on their work in general in a positive light, there are growing concerns about the effects it has on privacy, data security and journalistic values.**
- 8. Previous studies identified five different types of journalists; Sceptics, Observers, Hunters, Promoters and Architects. Over the last three years, the sizes of each social media user type have changed significantly.** In 2014 the two largest groups were the Promoters and the Sceptics, while in 2012 it was the Hunters and the Promoters. This change suggests an increasing polarisation in the profession in relation to social media use and attitudes with both the most negative and the more positive social media user types both increasing in number.

* Data featured in his report was collected between July and September 2014. The title refers to the year of publication.

The fourth annual Social Journalism Study, conducted by Cision and Canterbury Christ Church University, is the latest instalment in our efforts to understand and chart the changes in how journalists and media professionals use social media for their work and in their communication with PR professionals.

This year's results show that social is part of the journalists' toolkit in their everyday work for a range of different tasks, dominated by sourcing and publishing content.

Whilst there is a unanimous view that journalists could not carry out their work without social media and that it helps productivity, this year reflects a level of saturation in social media with its use remaining stagnant and in some cases, even declining for journalists.

The study found that journalists use a range sources for their stories, turning to PR sources, experts and other media outlets. Email remains the main communication channel for PR professionals but there is evidence from a small number of journalists that they would like to see social media used more widely for sharing PR content with journalists. As with other years, journalists would like fewer phone calls from PR professionals.

The relationship with PR professionals is fairly good but there are areas to improve around the quality of their contribution to journalists' work and the reliability of information shared.

Overall journalists feel that social media has had greatest impact on the relationship with their audience and copyright issues.



3.1 Most journalists use social media up to 2 hours a day but there is a degree of saturation

The majority of UK journalists use social media regularly. About two-thirds of respondents reported that they use the tools up to 2 hours a day. There is just a small number who are ‘always on’ and use the tools for 4 or more hours a day. This suggests that although social media is embedded in daily practices of journalists, it is not something they are constantly using; rather they tend to ‘check-in’ for shorter periods to carry out specific tasks.

The percentage of journalists using social media for more than 4 hours a day has actually declined during the last three years (from 24% in 2012 to 13% in 2014), but so too has the proportion of respondents not using the tools (10% in 2012 and 5% in 2014).

This indicates that initially there was a greater division between social media users and non-users. It also suggests that after an initial excitement of the introductory phase, there is a degree of saturation and an optimum time for social media use. For most journalists there are no additional gains to be had from constant use.

Time spent using social media for work (% of respondents)

2012

2013

2014

None

10%

4.4%

5.2%

Up to 2 hours per day

34.1%

61%

63.8%

2-4 hours per day

32.4%

22.6%

17.6%

4-8 hours per day

20.7%

9.6%

9.2%

More than 8 hours per day

2.8%

2.3%

4.1%

3.2 Over half of UK journalists cannot carry out their work without social media

As social media use increased and became embedded in journalists' work over the last few years, perceptions of it as an indispensable tool have gained ground. In 2012, 28% of respondents thought that they would not be able to carry out their work without social media, which increased to 54% by 2014. Perceptions about the impact on productivity have also improved, and this year over half of respondents (58%) agreed that because of social media they were more productive in their work. However, only 12% of respondents agreed that their workload has decreased because of using the tools while the majority 69% disagreed.

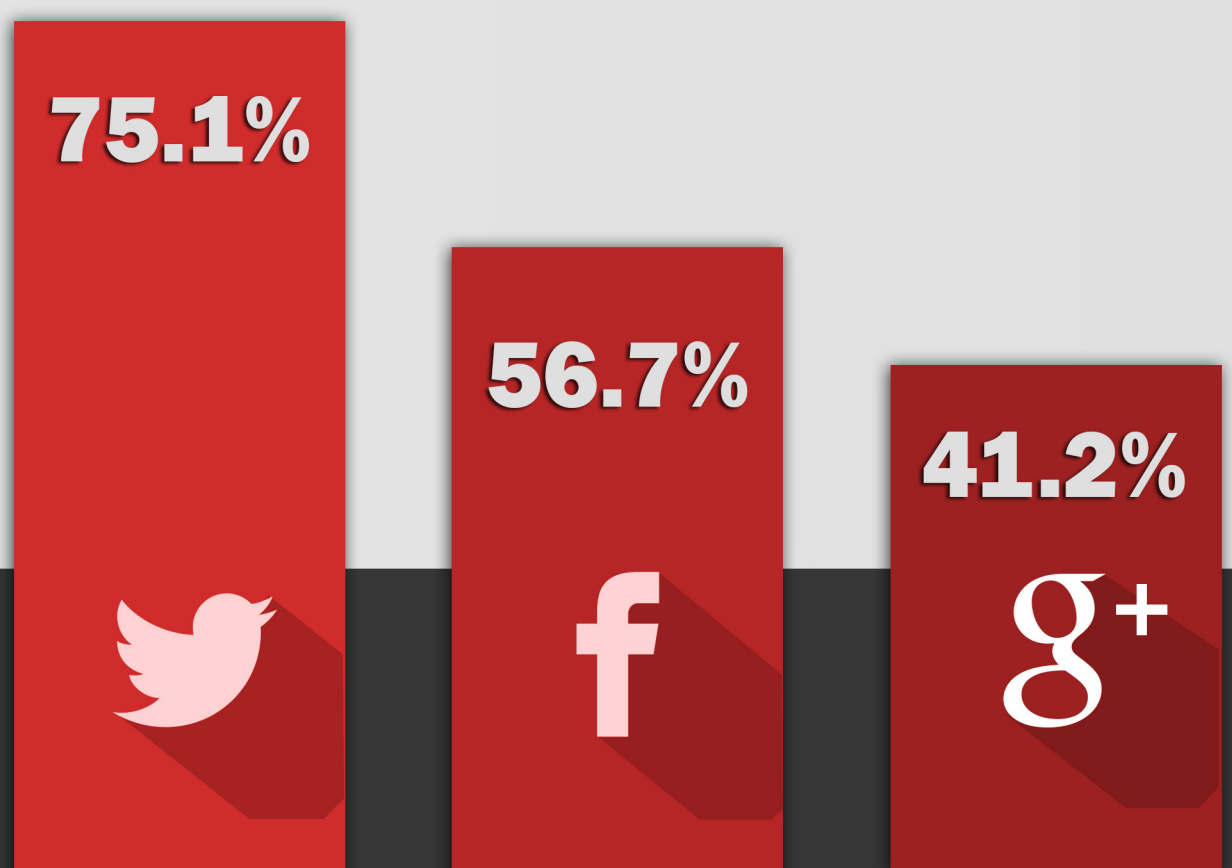
Views about the impacts of social media (% of respondents)

	2014	2013	2012
"I would not be able to carry out my work without social media"	53.5%	43.4%	28.1%
"Social media has improved the productivity of my work"	57.7%	54.1%	38.9%

3.3 Twitter is the most popular social networking tool for journalists

The five most popular social media apps used by UK journalists are Twitter (75.1%), Facebook (56.7%), Google+ (41.2%), Instagram (24.9%) and Hootsuite (24.7%).

Twitter is especially well-liked with three quarters of respondents reporting regular use.



3.4 Publishing / promoting and sourcing remain the two most important reasons for using social media

Publishing / promoting and sourcing remain the two most important reasons for using social media, a trend that has been present over the last three years.

However, about two-thirds of respondents reported that they use social media regularly for a variety of purposes involving all key professional tasks: publishing and promoting their own work, sourcing information, networking, verifying and monitoring what is going on. The table below illustrates the diversity of social media use by journalists.

Selected social media activities (% of respondents carrying out daily)

Read Blogs

31.7%

Read postings of people they follow on a social networking or microblogging site

47.8%

Publish a story based on information found on social media

11.5%

Read content communities or crowdsourcing sites

17.3%

Add comments to someone's page or profile on a social networking site

18.3%

Reply to comments received in relation to their work on social media sites

40.6%

Monitor discussions on social media about own content

47%

Post original comments on social networking or microblogging sites

58.9%

Use social media to make new contacts in their field of work

30.1%

Re-post on microblogging site

50.8%

Maintain a work related blog

17.4%

Most types of social media tools were used by more than two-thirds of respondents, with the exception of social readers which continue to have limited uptake. In terms of changes over the last four years, the use of microblogs (e.g. Twitter) and professional social networks (e.g. LinkedIn) has increased the most.

Use of different types of social media tools for work in a typical week
(% of respondents)





	2014	2013	2012	2011
Professional Social Networks	78.1%	83.1%	75.7%	52.7%
Blogs	79.2%	82.1%	68%	57.1%
Social Reader Sites	33.7%	38.8%	20.1%	N/A
Social Networks	75.3%	82.5%	72.1%	67%
Audio-visual Sharing Sites	66.3%	74.1%	65.6%	53.7%
Microblogs	88.6%	92.1%	79.4%	67.3%
Content Communities	73.6%	81%	70.2%	66.6%

3.5 The number of followers among journalists has steadily increased over the last few years

Respondents in our study had on an average of about 3,600 followers on their preferred social networking or microblogging site, while the figure for the general population is slightly above 200. This suggests that people tend to turn to sources on social media they know and trust, and that journalists remain key sources and interpreters of news and information in society even in the social media environment.

The number of followers among journalists has steadily increased over the last few years. While in 2012 less than half of respondents had more than 500 followers, by 2014 about two-thirds of them did.

Number of followers on preferred social media site (% of respondents)

	2014	2013	2012
 None	5.8%	5.8%	7.6%
 <100	7.4%	7.5%	13.4%
 101-500	21.1%	25.2%	31.4%
 500+	65.7%	61.5%	47.6%

4.1 Most journalists think that their work changed considerably because of social media

Respondents in our study generally agreed that social media has changed their work and how they interact with audiences. 51.4% of respondents said that the way they worked has changed to a large extent or fundamentally because of social media, and only 5% thought that it did not change at all. However, views vary about what aspects of their work have changed and to what extent. The largest perceived impact was in relation to journalists' relationship with their audience. 61.6% of respondents thought that this relationship changed fundamentally or to a large extent, and a further 20.3% reported moderate change. The way in which journalists work, their everyday practices, is also an area on which social media has had a significant impact.

The impact of social media on the content journalists produce was perceived to have been altered less. But even in this case, nearly 40% of respondents thought that the content they produced has changed fundamentally or to a large extent because of social media.

Views about the extent to which social media changed the work of journalists (% of respondents)

	The way they work	The content they produce	Relationship with their audience	Copyright issues
Not at all	5.0%	11.3%	7.3%	11.8%
To a small extent	17.0%	19.8%	10.8%	12.3%
To a moderate extent	26.6%	29.1%	20.3%	29.6%
To a large extent	32.1%	26.3%	37.8%	30.8%
Fundamentally	19.3%	13.5%	23.8%	15.5%

4.2 There are growing concerns about the effects social media has on privacy, data security and journalistic values

While journalists tend to perceive the impact of social media on their work in general in a positive light, they are more ambivalent about the effects the tools have on their profession. In particular, they are increasingly concerned that social media undermines traditional journalistic values.

In 2014, nearly half of the respondents agreed that these values, including objectivity and fairness, are jeopardised because of social media, while a third disagreed and the rest were unsure.

The proportion of those who are concerned has increased over the last three years from 40.5% in 2012 to 48.8% this year. There were a larger percentage of respondents (80.7%) who agreed that a key way social media is changing their profession is through encouraging opinion-orientated journalism. This in turn, for some of them, has an adverse effect on traditional values. Notable also is the increase in the number of respondents who have serious concerns over privacy and data security in relation to social media.

In 2012, 27.5% of respondents had such serious concerns, but despite falling in 2013 the figure increased to 48.5% by 2014. Recent scandals about online privacy and data security has clearly had an impact on journalists' views on the issues.

Percentage of respondents who agreed with each of the following statements

	2014	2013	2012
"I have serious concerns over privacy and data security"	48.5%	22.4%	27.5%
"Social media is undermining traditional journalistic values"	48.8%	38%	40.5%

There remains a split among journalists regarding their views on the impacts of social media on their profession. In 2014, 39.1% of respondents agreed that social media has changed what journalism was about to a large extent or fundamentally, while 52.9% perceived the impacts as small or moderate, and 8% said that journalism has not changed at all.

5.1 Journalists producing reviews or editorial pieces are affected more by social media than those who deliver news content

The impact of social media is felt differently among respondents depending on the types of content they produce.

Those who write reviews or comment/editorial pieces reported stronger impact compared to those who report news stories. For example, 30.6% of editorial journalists agreed that social media fundamentally changed the way they worked, while only 15.6% of respondents publishing hard news agreed with that.

Differences were also notable regarding the relationship with the audience. While 40.4% review journalists agreed that their relationship with their audience fundamentally changed because of social media, only 12.5% of respondents publishing hard news agreed.

Respondents who perceived the impact of social media fundamental on the following aspects of their work (% of journalists by types of content they produce)

	Hard News	Soft News	Aggregate News	Reviews	Editorial	Feature
The way they work	15.6%	20.3%	12.5%	29.8%	30.6%	13.4%
The content they produce	3.1%	6.8%	8.3%	27.7%	22.2%	7.7%
Relationship with their audience	12.5%	20.3%	20.8%	40.4%	37.5%	18.3%
What journalism is about	18.8%	13.6%	4.2%	19.1%	18.1%	11.3%

5.2 Changing structures and working patterns in media organisations has impacted social media use

Reviews and editorial journalists were also more likely to agree that social media was indispensable to their work and that it has improved productivity at the workplace. For example, 38.3% of respondents writing reviews said that they would not be able to carry out their work without social media, while only 9.4% of hard news journalists agreed with that.

Reasons for these differences are probably multifold including changing structures and working patterns in media organisations, but PRs might want to keep these variations in mind when contacting different types of journalists.

Percentage of respondents who strongly agreed with each of the following statements (% of journalists by types of content they produce)

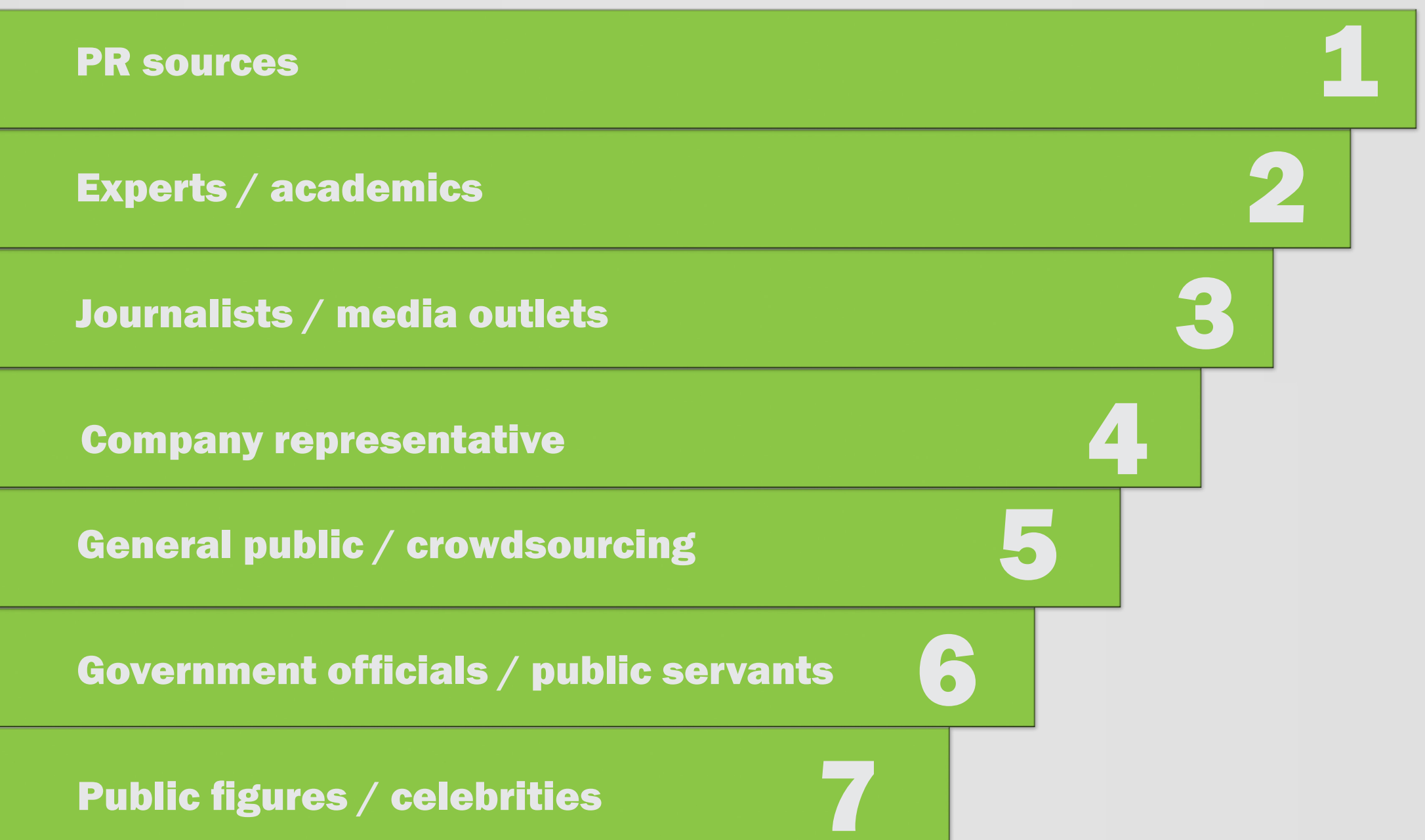
	Hard News	Soft News	Aggregate News	Reviews	Editorial	Feature
“I would not be able to carry out my work without social media”	9.4%	18.6%	29.2%	38.3%	37.5%	17.6%
“Social media has improved my productivity”	6.3%	16.9%	20.8%	27.7%	38.9%	20.4%

6.1 PR professionals are the most important sources for journalists

When journalists were asked to choose their two most important sources of information, PR sources ranked the highest, followed by experts/academics and then other journalists and media outlets.

This suggests that social media has not significantly altered how journalists source their stories as traditional sources remain the most important regardless of the method of distribution. Alternatives such as crowdsourcing are yet to become key sources of information for journalists.

Source ranked by importance



6. 2 Concerns about the reliability of information shared by PRs

Although PR professionals are the most important source of information, there are some concerns about their reliability. Four in ten respondents agreed that PR information enhances the quality of reporting, and less than half thought that PR practitioners are reliable sources of stories.

Given the very different objectives of PR professionals and journalists, distrust may be to some extent a necessary evil.

Views about PR professionals (% of respondents)

Disagree**Ambivalent****Agree****“PR information enhances the quality of reporting”****23.3%****36.1%****40.6%****“I am happy with my relationship with PR practitioners”****12.8%****26.3%****60.9%****“PR practitioners are a reliable source of stories”****26.8%****28.1%****45.2%****“Because of social media I am less reliant on PR professionals”****35.4%****29.3%****35.3%**

6.3 Journalists becoming less reliant on PR professionals because of social media

Over a third of respondents thought that they were becoming less reliant on PR professionals because of social media. This suggests that the PR industry needs to revisit the content it produces and how it presents information for stories on different platforms.

6.4 Email stays top choice for contact from PR professionals though social media is gaining ground

Email remains the most widely used communication method between PR professionals and journalists with 86.1% respondents stating it was the main method used in 2014, a slight (3%) decrease since 2013. The second most common method is still via telephone (38.6%), although there has been a significant decrease. Last year nearly 60% of respondents selected telephone as one of the two most common ways PR professionals contact them. At the same time, there was an increase in the use of social media for PR-journalists communication. While last year 18.5% of respondents said that one of the most common ways PR professionals contacted them was through social media, this year the figure increased to 32.4%.

Selected two most common ways PR professionals contact journalists (% respondents)

	2014	2013
Face-to-face	3.6%	5.3%
Telephone	38.6%	59.3%
Newswires	7.1%	2.1%
Email	86.1%	89.3%
Social Media	32.4%	18.5%
Post / Hardcopy	5.6%	5.3%

When journalists were asked how they would like to be contacted, email remained the preferred choice but social media came in second. From the differences between preferred choices and the actual ways journalists are being contacted, it is clear that the use of the telephone continues to be a major source of irritation for journalists with 16.1% requesting less contact by phone.

Difference between most common and preferred ways journalists want to be contacted by PR professionals (difference between %)

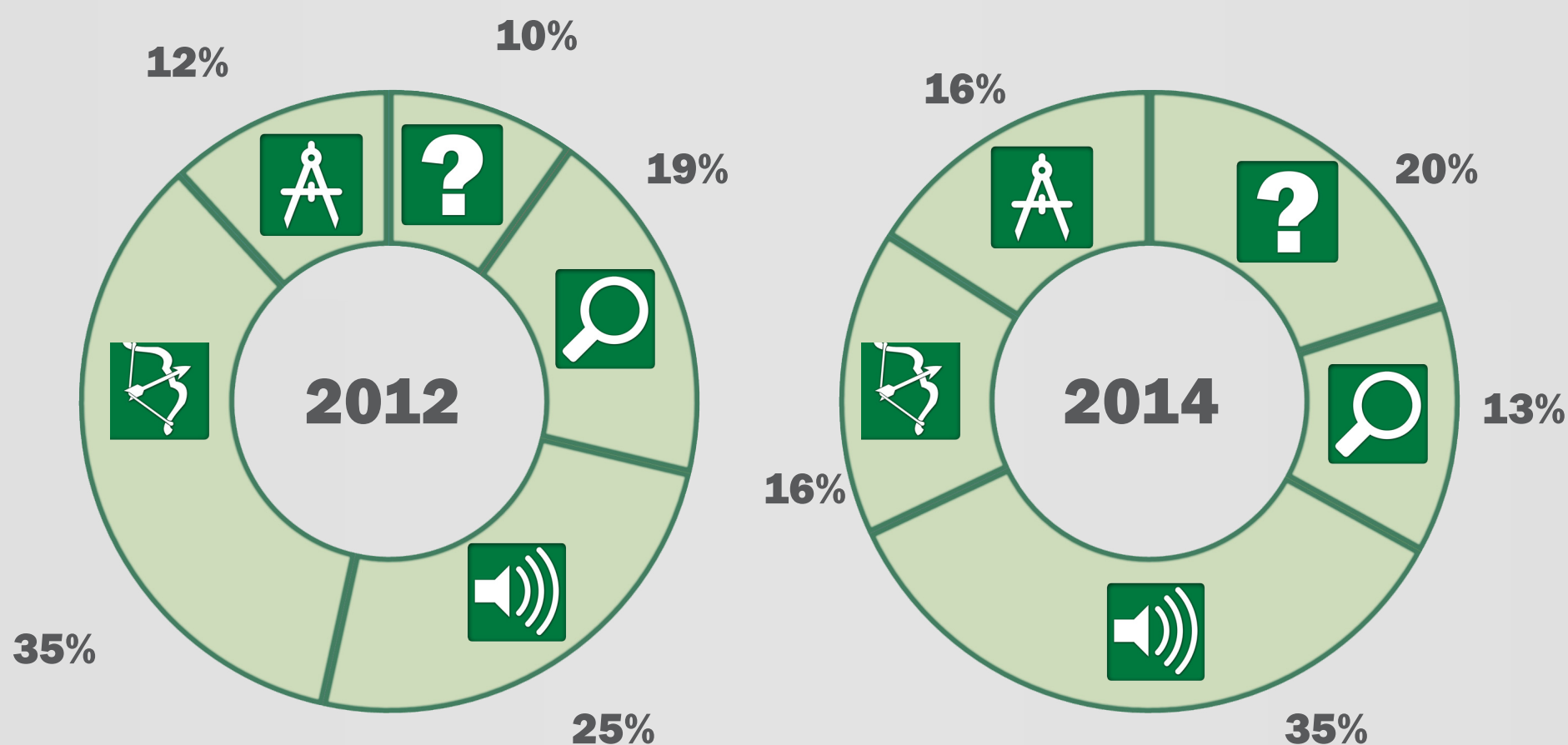
	2014	2013
Face-to-face	4.1	5.9
Telephone	-16.1	-21.8
Newswires	-1.7	-0.1
Email	-2.6	-3
Social Media	1.3	10.9
Post / Hardcopy	2.6	2.6

7.1 Increasing polarisation among social media user types

Three years ago our study identified five types of social media users among journalists and these continue to be a key feature of social media adoption in the profession. These users are: Architects, Promoters, Hunters, Observers and Sceptics. Their key characteristics and the differences between them can be illustrated along a spectrum of social media use, views and attitudes. As these groups are based on cluster analysis, the specific characteristics of these groups have changed over the three years as technology itself has evolved and journalists become more skilled and knowledgeable.

Over the last three years the sizes of each social media user types have changed. In 2014 the two largest groups were the Promoters and the Sceptics, while in 2012 it was the Hunters and the Promoters. This change suggests an increasing polarisation in the profession in relation to social media use and attitudes with both the most negative and the more positive social media user types increasing in number.

Ratio of the five Social Media User Types (% of respondents)



Sceptics



Observers



Promoters



Hunters



Architects






7.2 Professional Profiles

The size of the five profiles of our social media user type has changed over the last three years, creating one dominant group, the Promoters: 35% of the respondents. Both Sceptics and Promoters have seen a 10% increase over the three years, while there has been a corresponding decline in the numbers of Hunters.

It is interesting to see that Architects have remained fairly stable over the three years, suggesting that journalists do not automatically progress gradually from Sceptics to Architects as they improve their skills and knowledge, but retain particular views and behaviours towards social media. What follows is a summary of the key characteristics of these five groups in 2014.

All groups show increasing reliance on social media over the last three years, although the Sceptics continue to have a negative view of the technology.

I would not be able to carry out my work without social media

					
	Sceptics	Observers	Promoters	Hunters	Architects
2014	10%	43%	66%	52%	91%
2013	8%	32%	51%	49%	68%
2012	4%	13%	40%	26%	55%

Architects (16%)

The Architects have varied slightly in size over the last three years and represent the most proactive of all the groups - they could be described as the 'movers and shakers' or first movers in terms of their journalism work and social media. They have always shown greater use of social media, although this is not surprising as 91% claim to work in online journalism.

With a slight female bias (57% are female), journalists in this group are much younger, having the largest proportion of 18-27 year olds (29%) compared to all the other groups. This group spends much longer using social media with all of them using these tools daily and 19% accessing social media more than 8 hours per day.

Not surprisingly, with so much time spent on social media, 78% of this group claim to have extensive or expert knowledge. They are avid users of Twitter (98%) and Facebook (86%), and the leading users of Instagram, Google+ and other tools such as Hootsuite (42%), Storify (30%) Flipboard (16%), and Pingit (6%).

This group uses social media for a range of tasks on a frequent basis, either daily or weekly, and are busy undertaking a range of reading, posting, and sharing content - they are more active than all other groups. The most notable increase over the last three years was in relation to those who maintain a work-related blog on a daily basis growing a significant 45% in three years.

Interestingly, this group still turn to other media outlets and PR professionals as main sources of information in equal measure. Although almost all of them are contacted by PR professionals through email, close to 60% also maintain PR relationships, albeit via social media.

This group is also very positive about the role social media plays in their work, with 91% saying they could not work without it and 88% saying it has improved their productivity. Although most (62%) are happy with their relationship with PR professionals, they recognise that they are less reliant on them because of social media (59%).

Promoters (35%)

The Promoters now represent the largest of all the journalist groups and are, as their name suggests, keen users of social media for publishing and promoting their work, particularly favouring Twitter (used by 97%) and blogs.

The second most popular activity is sourcing, used by 78% of Promoters. For most tasks and activities the Promoters use social media widely, although slightly less so than the Architects. Generally they are positive about social media with two thirds of the group agreeing that social media improves their productivity (69%) and 66% claiming they would not be able to carry out their work without social media. The group has the heaviest female bias (60%), and is made up of journalists in all age categories, with 85% stating they have good/extensive knowledge, although only 8% claim to be experts.

Promoters tend to spend 1-2 hours a day on social media for work but a quarter spends between 2-4 hours a day. On a daily basis, the most popular activity is posting original content (78%) but members of this group are less likely to get involved in reading others' work and networking, which they tend to do weekly, prioritising daily publishing commitments. They are most likely to read posts of people they follow and monitor discussions on social media about their own content.

This group are generally happy with their relationship with PR professionals (68%) and almost half believe that PRs enhance the quality of reporting and are a reliable source of information.






Hunters (16%)

Hunters generally sit in the middle of the groups in terms of their use of social media – never as much as Promoters and Architects but more than Sceptics and Observers. This group have seen a substantial decline over the three years, although a marginal increase since last year (2% increase).

Two years ago Hunters were mainly using social media for gathering information but have moved towards Promoters as they engage more in publishing their content. In fact, their most frequent daily activity is posting content on Twitter and Facebook (75%), followed by reading other content; social networking tends to be a weekly activity.

Hunters are most likely to be working for print (magazines) or online organisations, aged 28-45, with the group including the lowest number of journalists aged 65+. They are not heavy users of social media compared to some of the other groups with most (38%) spending up to one hour per day and 30% approximately 1-2 hours per day but most say they have a good knowledge (64%) of using social media. Only 28% say their knowledge is extensive, so lack of advanced skills may restrict more extensive use.

Knowledge of Social Media in each cluster (% of cluster)

					
	Sceptics	Observers	Promoters	Hunters	Architects
None	4%	0%	0%	0%	0%
Limited	59%	15%	6%	6%	2%
Good	28%	67%	43%	64%	20%
Extensive	7%	17%	43%	28%	61%
Expert	2%	2%	8%	2%	17%

Hunters are happiest with their relationship with PR practitioners (74%) and over half see them as a reliable source of information. Hunters were the most likely of all groups to say they preferred contact through telephone (41%) although they still want more contact through social media than PR professionals currently provide.

Observers (13%)

Members of this group use social media for all aspects of their work and like Promoters are keen users of social media for publishing and promotion. But unlike Promoters, Observers are primarily consumers of content. They also tend not to engage in monitoring or replying to posts about their content (at least, on a daily basis - they tend to do this weekly or even less often). Observers generally work in either print (magazine) or online and are split fairly evenly between 28-45 (45%) and 46-64 (40%) age groups. The bias is male (60%), and they spend little time on social media with 46% spending just a few hours per week. (There has been a reduction in time spent over the last three years as journalists become more focussed on specific activities and preferred brands.)

Observers report less extensive and expert knowledge of other groups but 67% claim to have good knowledge, which has increased over the past three years. Their preferred channels remain Twitter and Facebook although there are small numbers trying some of the newer tools such as Flipboard and Pingit.

Sceptics (21%)

Sceptics consistently remain the least active and most negative about social media and although their use is growing, probably out necessity rather than choice, their attitudes remain steadfast.

There is a more equal split between men (52%) and women (48%) and their age profile is distinctly older with 58% older than 46. This group spends little time on social media with only 10% claiming to use it for any amount of time on a daily basis, and only 6% spending up to 1 hour per day. Therefore their activities tend to be weekly and their preferred activities all relate to reading content with very few (10%) posting original content.






The Sceptics also say there are number of activities they never engage in, for example maintaining a work related blog (88%). 59% claim they have limited knowledge of social media, while they exhibit relatively low use of key tools such as Twitter (45%) and Facebook (25%).

The Sceptics expressed the most serious concerns over privacy and data (68%) with only 10% stating they could not carry on their work without social media and 13% stating that it improved their productivity. As with all other groups, email remains their main communication method with PRs, which is how the Sceptics seem to like it (although similar to all other groups, a quarter would like less contact by telephone).

It is not clear whether their lack of knowledge, interest or desire to engage results in low use of social media. However, as they are slightly older this group are not digital natives, which in itself could be barrier to greater use of social media.

Agreement with views on social media (%)

“Social media has improved the productivity of my work”

					
	Sceptics	Observers	Promoters	Hunters	Architects
2014	13%	48%	69%	68%	88%
2013	18%	51%	65%	50%	75%
2012	12%	24%	44%	41%	67%

- **Journalists deal with a heavy load of social media traffic but are starting to be more discerning about the time spent on social media** and therefore are not ‘always on.’ Hence they could easily miss content pushed out to them
- **The five different types of journalists; Sceptics, Observers, Hunters, Promoters and Architects use social media differently;** the ways and the content pushed out to them on social media need to be tailored according to their specific needs. The five social journalists’ types our study identified will help practitioners map patterns of use and attitudes.
- **Journalists’ appetite to try out new social media tools and services has abated as we are entering a period of consolidation,** which needs to be taken into account when developing strategies to reach out and communicate with them.
- **PR sources are very important for journalists and PR professionals need to ensure they are meeting journalists’ needs** in terms of the reliability, quality and contact methods to maintain what is currently a good relationship
- **Journalists’ role in society as key providers of news and information remains significant,** and thus they continue to be central for PR professionals in reaching out and communicating in an increasingly ‘noisy’ world.

- **Time spent on using social media is not going to increase significantly but how journalists use it will change** as it gets more embedded in their work.
- **As journalists become more efficient in their use of social, their workload won't be reduced** - social media will help them to do more
- **Journalists will continue to rely on mainstream social media platforms but will also start to use more niche channels selectively**
- **Journalists will continue to rely on email as their main source of communication with PR professionals** and phone contact will become even less common.

Cision Europe and Canterbury Christ Church University conducted an online survey about the behaviours and attitudes and the uses and perceptions of social media among journalists. Respondents were taken from Cision's media database of more than 1.5 million influencers globally. This particular report takes a closer look at United Kingdom and is based on 466 responses from journalists and media professionals collected during July – September 2014. Throughout the survey the term 'journalist' is used to include all media professionals, e.g. researchers, editors, etc., who took part.

The survey is designed to enhance the media industry's understanding of social media uptake and the impact of social media technologies and processes on journalists' work. Cision conducts this survey on an annual basis to continue to inform on best practices within the PR and communications field and to deepen the industry's understanding of how journalists and professional communicators use and value social media and other resources. The research examined the patterns of social media usage of journalists, for what professional tasks they use social media, and how they view the impact of social media on journalistic practices and professional values.

For more information about the survey, please contact:

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About Cision

Cision is a leading provider of public relations software that enables professionals to plan, execute and measure influencer-oriented campaigns in one integrated platform. Communication professionals use Cision to access the world's largest pitchable media and blogger database, distribute press releases, manage influencer outreach, measure social media activities, and analyse the effectiveness of campaigns. Cision, which recently combined with Vocus, also represents Visible Technologies, PRWeb, Help a Reporter Out (HARO) and iContact brands. Headquartered in Chicago, Cision has over 120,000 customers and maintains offices in Canada, England, France, Germany, Portugal, Sweden, Finland and China.

For more information, visit www.cision.com or follow @CisionUK on Twitter.

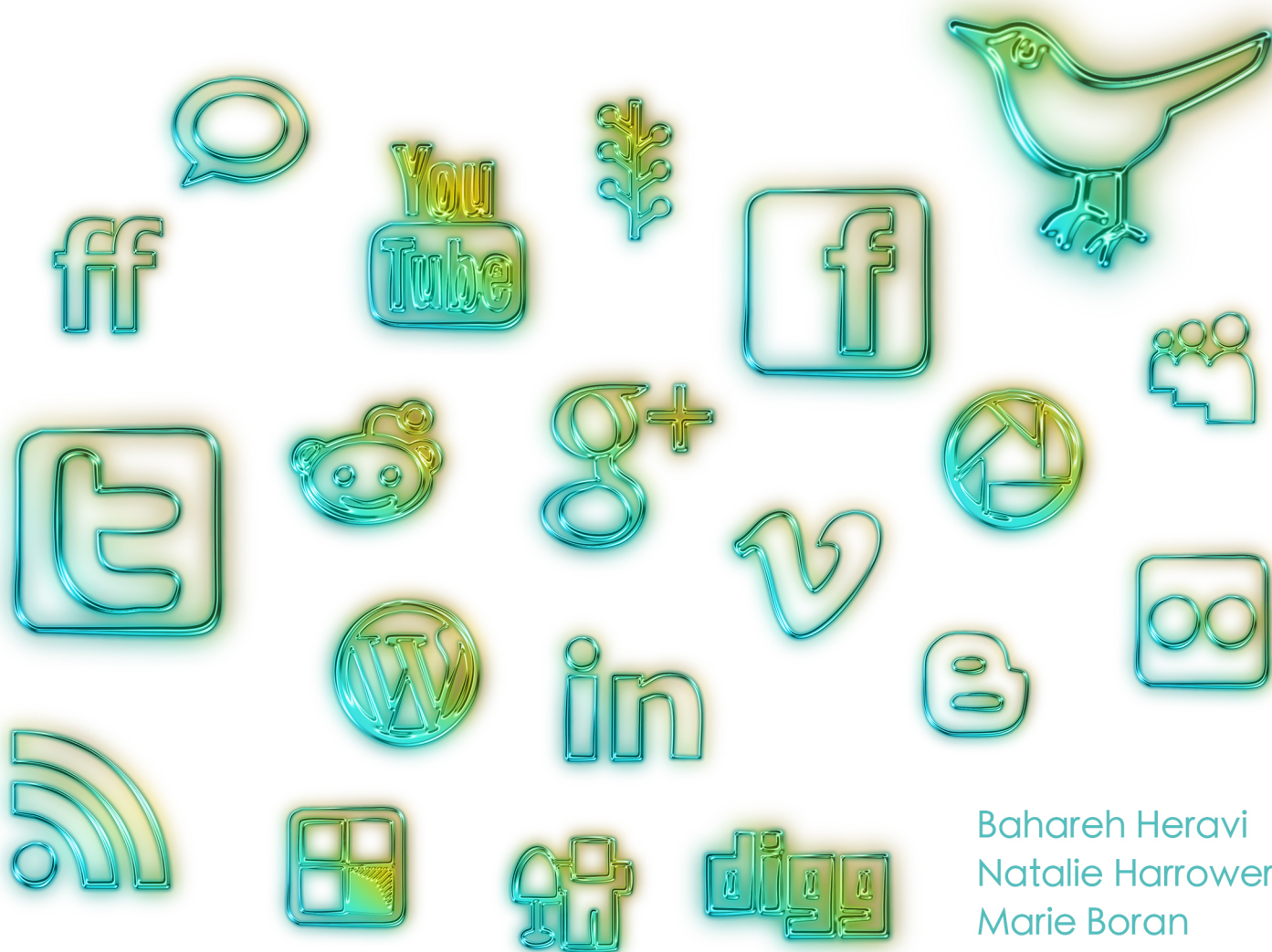
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SOCIAL JOURNALISM SURVEY

First National Survey on Irish Journalists' use of Social Media



Bahareh Heravi
Natalie Harrower
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Insight

dri

sfi



Social Journalism Survey: First National Survey on Irish Journalists' use of Social Media

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KEY FINDINGS

- Irish journalists have embraced social media: 99% of those surveyed say they use one or more social media tools professionally.
- Twitter is by far the most popular social media platform amongst Irish journalists, with 92% using it on a regular basis (at least once a week).
- Sports journalists are the most active users of social media, with 54% saying they share content on these platforms several times a day.
- Social media has become a part of the newsroom: half of all journalists use these platforms on a daily basis to source new content or chase news leads.
- The most common use for social media amongst Irish journalists is sourcing. On a daily basis, 58% use social media for sourcing news leads, and 49% use it for sourcing content.
- TweetDeck is the most popular specialist social media tool with 23% using it while 27% of journalists don't use any management tools.
- Many journalists agree that using social media is time-saving although this depends on the medium for which they produce content; online journalists are far more likely to feel this way than those working in print.
- The biggest deterrent to using social media for journalistic purposes is trust – 64% of those surveyed feel information on social media cannot be trusted.
- Despite the almost ubiquitous adoption of social media by Irish journalists 55% agree or strongly agree that these tools are undermining 'traditional journalistic values'.
- The jury is out on the wisdom of the crowd – 56% surveyed neither agree nor disagree that crowd-sourced news improves the quality of journalism.
- A significant majority of journalists believe social media makes them more engaged with their audience (75%), and more engaged with their peers (77%).

INTRODUCTION

In traditional journalism, the news-gathering process mainly relies on sourcing information from 'official places' (Hindman, 1998, p.177) such as press releases, newswires, and first-person interviews. However, social media platforms and user-generated content have changed this, as social media has increasingly taken a prominent role in the sharing of real-time information and breaking news. Citizens who were formerly only news consumers are now rapidly becoming news broadcasters, shifting the role of the passive or isolated news audience member into that of the active news generator, and blurring the distinction between the two.

The ubiquity of smart phones, digital cameras, mobile internet connections and the wide adoption of social media platforms have made anyone with access to these technologies potential broadcasters of information. Every minute, over 100 hours of new video are uploaded to YouTube (YouTube, 2014), Instagram users post 216,000 new photos, over 277,000 tweets are sent and Facebook users share 2.46 million pieces of content (DOMO, 2014). We create communities to inform one another, we comment, we coordinate, and we disseminate. Social media platforms have evolved from being used by news agencies primarily as alternative channels for targeted marketing, to being utilised as a legitimate source of citizen-generated news (Lowery, 2009). The prevalence and accessibility of new technologies has made it more likely than ever that an individual or a community – not a professional journalist – will be the initial source of information for a breaking news event. News media organisations across the world face several limitations on placing reporters in the field: resource constraints make it difficult to locate reporters in all regions, safety concerns can prevent press access to certain areas, and political restrictions sometimes make it impossible for journalists to even enter a region. And further, even if these constraints were easy to overcome, it has never been possible to place professional journalists on every street corner, standing by to record unpredicted news events. In contrast, citizens and communication technologies are present everywhere, and the images, videos and commentary individuals produce – “citizen journalism” – are a valuable source of information for news organisations.

Major news broadcasters are investing in and soliciting User Generated Content (UGC). Examples include CNN's iReport, which invites content from users, and the BBC UGC Hub, a special department in the heart of the BBC newsroom dedicated to social news gathering. It is clear that journalists and newsrooms have adopted social media content as sources for stories, but what specific challenges does this adoption create? What portion of journalists are users of such content? How do they use that content, and what do they see as the benefits and pitfalls of this impossible-to-ignore source? These are the types of questions that this survey aims to address.

This is first survey undertaken on the use of social media by journalists based in Ireland, and it is timely because such use has become widespread; 99% of journalists responding to our survey say that they use social media in a professional capacity. National and international surveys on the use of social media in professional journalism have been conducted for a number of countries outside Ireland, and the findings are insightful. For example, Cision & Canterbury Christ Church University's *Social Journalism Study 2013* looked at perceptions and use of social media among journalists in the UK (CISION, 2013a), and found that 96% of journalists use social media for work on a daily basis, but only 54% agree or strongly agree that social media use has improved the

productivity of their work. The same study reveals that 47% of UK journalists believe that they would not be able to carry out their work without social media, and 80% agree that social media makes them more engaged with their audience. A global study published in 2013 by the same group compares responses from eleven different countries across the globe: Australia, Canada, Finland, France, Germany, Italy, the Netherlands, Spain, Sweden, the UK, and the USA (CISION, 2013b). This study found that, for example, UK and Canadian journalists use social media the most in their work, and Canadians were the most positive about the impact of social media on a journalist's *work*, even if they weren't the most positive about the impact of social media on journalism as a *profession* (this fell to Finland). The *Oriella Digital Journalism Study 2013* includes data from fourteen countries: Australia, Brazil, Canada, China, France, Germany, India, Italy, New Zealand, Russia, Spain, Sweden, the UK and the USA. This study reveals that 51% of journalists use microblogs to gather news stories, provided that they already trust the source, while only 25% use social media sources when the source is not known to them (Oriella, 2013). Another study focuses on how social media has changed the production, distribution, and consumption of news (Newman, 2009). The results of these studies provide valuable insight into attitudes and practices surrounding social media use in newsrooms, as well as comparisons between national practices, but until now, there has been a dearth of data on Ireland. This survey aims to remedy this absence, and reveal how Irish journalists use social media, and what their attitudes are towards its adoption in Irish news reporting.

METHODOLOGY

The survey was open to all journalists working on the island of Ireland. It was limited to those who identify as professional journalists, which is defined by the survey as those who earn a significant proportion of their earnings from their media work. The purpose of this criterion is to enable a focus on journalism as a profession, which, at this moment, means excluding casual bloggers. A total of 421 people responded to the survey between 2 June 2013 and 20 September 2013, with 259 respondents filling it out to completion. We believe this is a considerable sample size for Ireland's population size, when compared with similar surveys conducted elsewhere. For example, Cision's most recent UK survey (CISION, 2013a), conducted contemporaneously with our Irish one, collected less than double the number of responses (589), and the UK has a population almost ten times that of the island Ireland.

The survey was carried out using the online survey tool *Survey Monkey*, and was circulated and promoted as broadly as possible. Journalists were direct-targeted by email using an exhaustive list of media professionals in Ireland provided by the National University of Ireland, Galway (NUIG) Press Office; this email was sent to 1,445 people, and included nationwide and local media companies as well as specialists. A link to the survey was distributed widely through social media channels and relevant listservs, and several articles about the survey featured in local and national media (Conmy, 2013; Boran, 2013; Burke, 2013; Corcoran, 2013; Zaino, 2013; Gallagher, 2013). This survey was conducted following ethical approval by the National University of Ireland Galway's Research Ethics Committee.

In determining the sample size, it is only possible to estimate the number of journalists working in Ireland. To this, we turned to two main figures – the NUIG Press Office list and the National Union of Journalists. While we cannot confirm that all 1,445 individuals included on the Press Office list are

journalists, the number appears close, as the National Union of Journalists lists 1,280 journalists in the republic of Ireland, and 88 journalists in the Northern Ireland, for a total of 1,368. Not all of these journalists make a significant proportion of their living through their media work (the criterion for completing the survey), but even if we use the figure of 1368, this calculates as a 31% response rate (421 responses) and a 19% completion rate (259 completions). Based on survey completions and calculated at a standard 95% confidence level, this means we are statistically confident that 19 times out of 20 our results would be accurate within a 5.5% margin of error.

RESPONDENT PROFILE

There is a relatively even gender split of respondents (55% male, 45% female) and a wide age range, with 78% of the journalists aged between 25 and 44 (Fig. 1). The profile reflects an experienced group of journalists, with over 60% of respondents indicating that they have worked as a journalist for 10 years or more, and almost 80% indicating 5 or more years' experience (Fig. 2)

Fig. 1. AGE OF RESPONDENTS

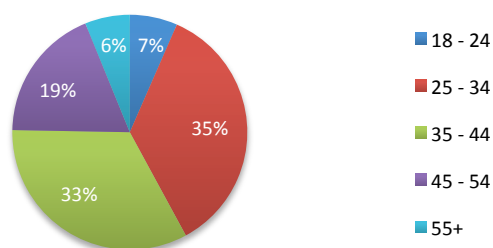
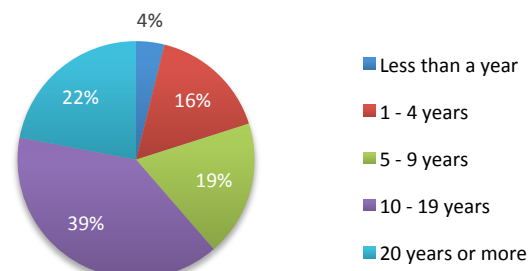


Fig. 2. EXPERIENCE AS A JOURNALIST



Respondents come from a broad spectrum of media formats, including print, online media, radio and TV. The largest contingent of respondents is from print newspapers (39%), and the second from radio (17%) (Fig. 3). Respondents also hail from a wide range of beats ('area of content production'), including world news, entertainment, business, lifestyle, politics, technology, and sport, but by far the most popular topic covered by respondents is Irish News (37%) (Fig. 4). Sport is the next most popular category at 10%. Respondents also include all types of journalists, from professional bloggers, freelancers, and local journalists, to national journalists and those working for international agencies. Overall, the survey results cover a broad and varied group of journalists.

Fig. 3. RESPONSES BY JOURNALISTIC MEDIUM

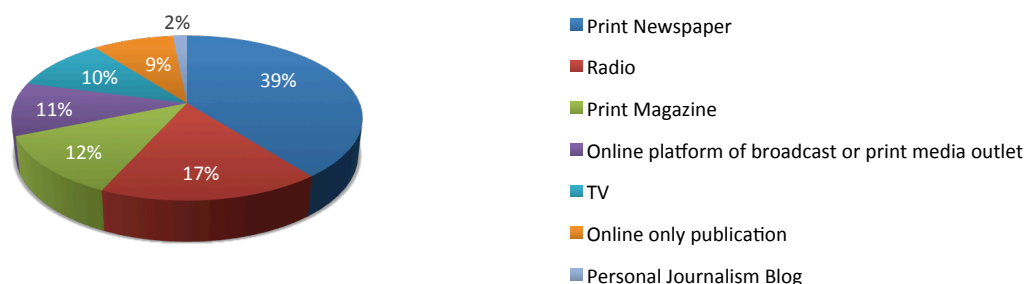
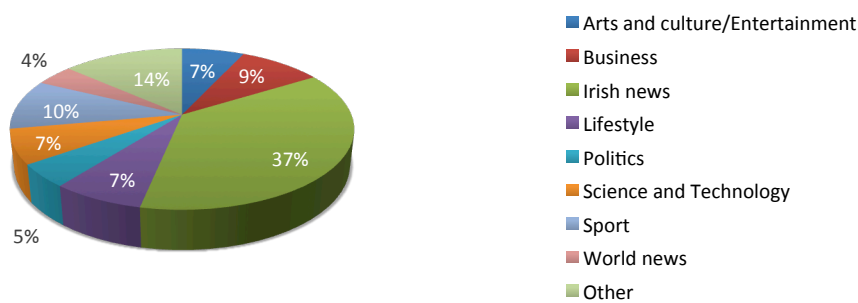
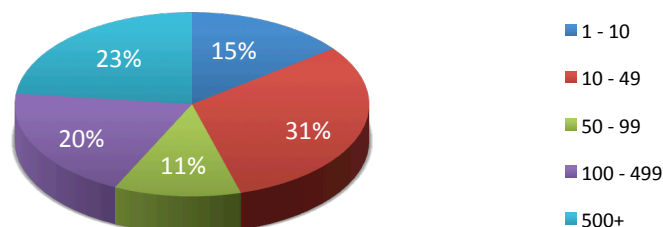


Fig. 4. RESPONDENTS BY PRIMARY AREA OF CONTENT PRODUCTION



The survey shows a relatively even distribution of respondents when viewed by the organisation size of employer. Almost a third of respondents work for organisations with 10-49 employees, and the second highest response range is from large organisations with over 500 employees (Fig. 5).

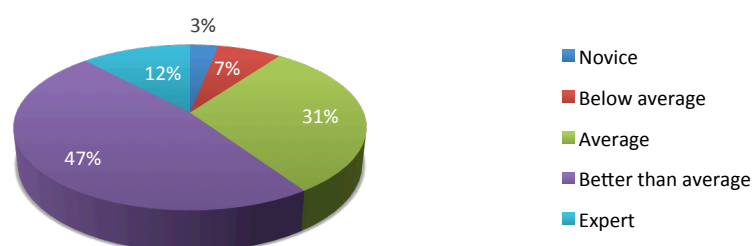
Fig. 5: ORGANISATION SIZE



In line with Cision’s conclusions in the UK survey that journalists are “more ardent and regular users” of social media than the general public (Cision, 2012, p.2), the majority of our respondents (59%) rate their knowledge of social media as at least “better than average” and only 10% describe their skills as “below average” or “novice” (Fig. 6). While the match between relative skills and self-evaluation of these skills is difficult to gauge, it can be concluded that, at the very least, most journalists feel comfortable using social media, and that perceived skill level is not a barrier to adopting social media in the news production workflow.

59% of respondents rate their knowledge of social media as better than average.

Fig. 6: SOCIAL MEDIA KNOWLEDGE



Profile of a Power User

In the course of our survey analysis a unique group of social media user emerged – those who both create original posts and share or interact with others’ content on social media sites multiple times a day. We define these respondents as ‘power users’, in order to create a distinct group that allows us to determine if there are particular behaviours or attitudes towards social media associated with heavy usage. Forty-nine out of 259 respondents fall under the category of power users, a figure that represents 19% of those who completed the survey.

The gender balance of power users is almost evenly split (48% female, 52% male) and the age profile is similar to the average social media user. The majority (78%) of power users are fulltime journalists with at least five years experience in their profession. Unsurprisingly, the largest percentage of power users (43%) work in online journalism (either online-only or for the online platform of a broadcast/print media outlet). The second largest percentage (23%) works in radio (Fig. 7). In terms of organisation size, the majority of power users fall into the category of either small (10-49 employees) or relatively large (500+ employees) media organisations, which is reflective of the overall respondent profile (Fig. 8). Power users are far more likely to label themselves as “experts” in terms of their social media knowledge than the other respondents (35% versus 6%).

Fig. 7: POWER USERS BY JOURNALISTIC MEDIUM

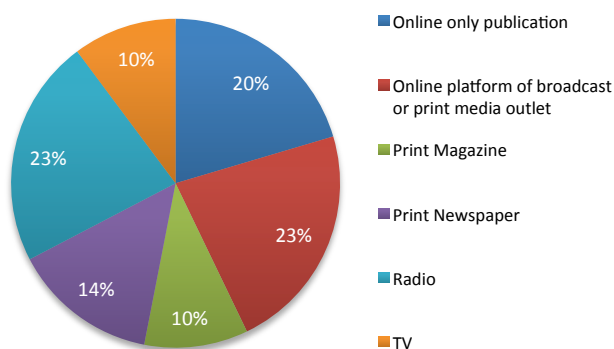
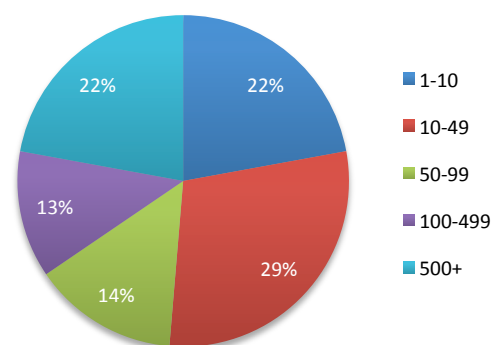


Fig. 8: POWER USERS BY ORGANISATION SIZE



IRISH JOURNALISTS’ USE OF SOCIAL MEDIA

The survey results reveal that over 99% of Irish journalists use social media in a professional capacity. Although journalists who have adopted regular social media practices are probably more likely to respond to our survey, this figure remains significantly higher in comparison to the overall use of social media by Irish adults, where polling figures reveal that 73% of Irish adults had at least one social media account in Q4 of 2013 (Ipsos MRBI, 2013).¹

When it comes to choice of social media platform, Twitter far outranks other options in terms of popularity; two thirds of journalists

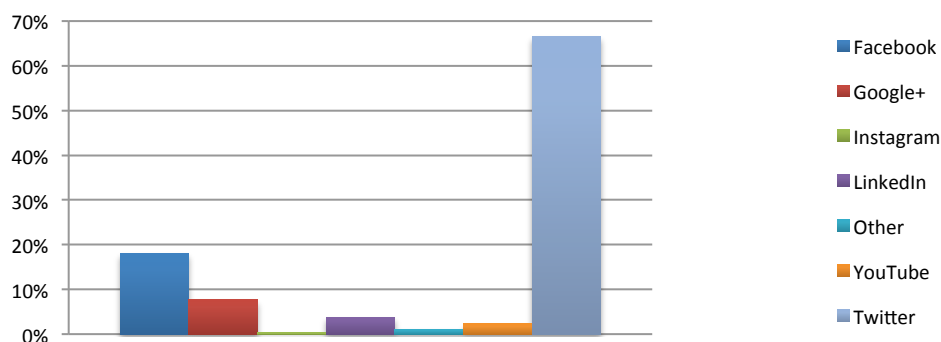
Over 99% of Irish journalists use social media in a professional capacity.

¹ This specific overall figure was acquired via email correspondence with Ipsos MRBI.

name Twitter as their most-used social media platform, a percentage that far surpasses the second and third most popular platforms, Facebook (18%) and Google+ (8%) (Fig. 9). Frequency of use for Twitter is also high with over 92% of Irish journalists using the platform once a week or more.

These results contrast with the Irish general population's use of Facebook as the primary social media platform: polling statistics show that, at the end of 2013, 57% of Irish adults were using Facebook, whereas only 27% were on Twitter (Ipsos MRBI, 2013). Overall, our survey reveals that Irish journalists are significantly more connected to social media than the general population in Ireland, and that Twitter is the platform of choice.

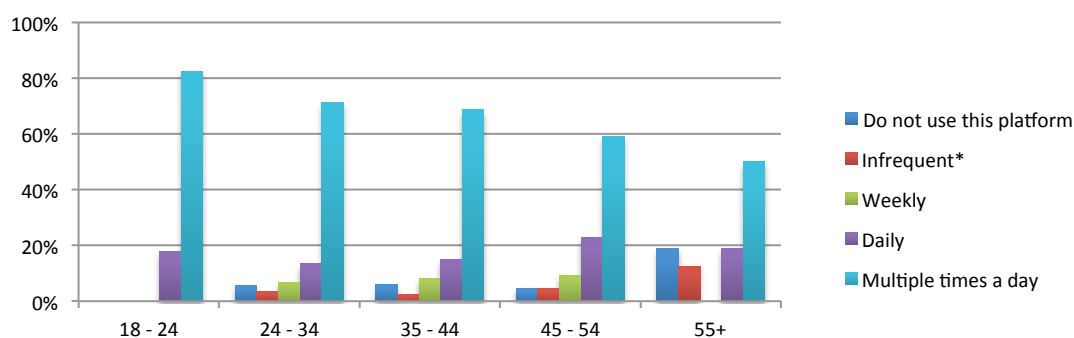
Fig. 9. THE MOST-USED SOCIAL MEDIA PLATFORMS BY IRISH JOURNALISTS



Irish journalists' use of Twitter

As the most-used social media service by Irish journalists, Twitter is equally popular amongst male and female journalists. The age of a respondent, however, appears to affect the frequency of use, as seen in Fig. 10, where frequency of use decreases as age increases. Whereas 82% of 18-24 year olds are 'heavy tweeters' (tweeting multiple times a day), this figure falls to 50% in the 55+ age category (which is still a notably high uptake).

Fig. 10. FREQUENCY OF TWITTER USE BY AGE GROUP

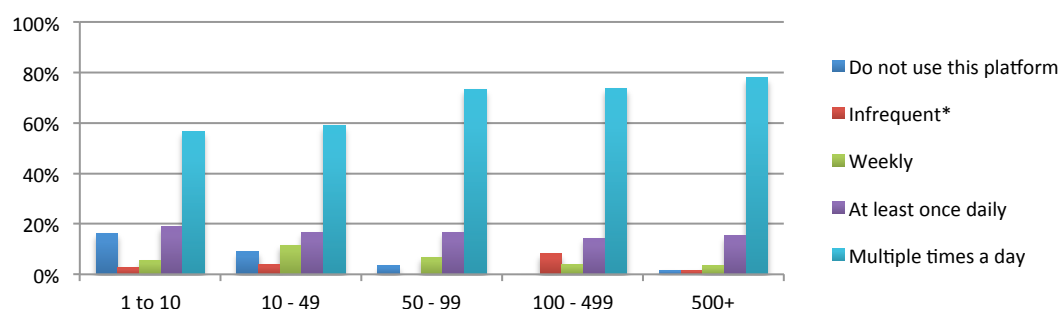


*Infrequent means once a month or less.

This pattern of heavier use by younger journalists might be expected based on that age group's overall adoption of social media, but when users are categorised by size of media organisation, a slightly unexpected result emerges. Where we may have hypothesised that freelancers and small organisations with the most limited resources rely *more* on social media for news than traditional sources, the survey instead reveals that the larger the organisation, the more likely the journalist is

to use Twitter multiple times a day for work purposes (Fig. 11). When observing Twitter use by primary area of reporting, the results reveal a less clear pattern; Twitter use is least frequent amongst journalists of world news, and most popular with those covering sport, science and technology (Fig. 12). The frequency of Twitter use by journalists covering other areas falls somewhere in between these two poles.

Fig. 11. FREQUENCY OF TWITTER USAGE BY SIZE OF NEWS ORGANISATION



*Infrequent means once a month or less.

Fig. 12. TWITTER USE BY PRIMARY AREA COVERED

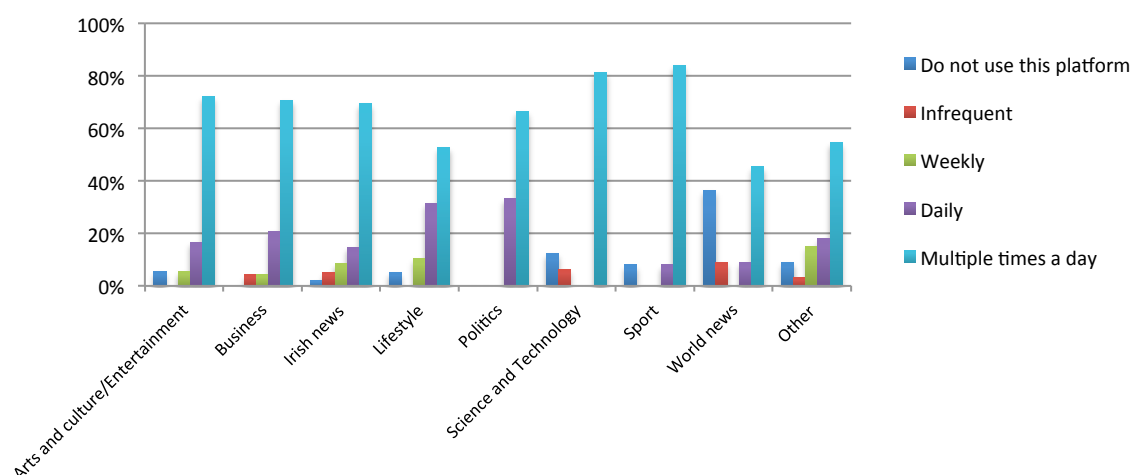


Table 1 provides a complete and detailed view of journalists' use of Twitter, segmented and compared by various factors, such as age and size of organisation. Note that percentages are rounded and may not add up to 100. Details of overall social media use, including all surveyed platforms, are presented in Appendix 1.

Frequency of social media use

Regardless of platform, Irish journalists are frequent users of social media; almost half of those surveyed interact (retweet, share, 'like', etc.) with content on social media platforms at least once a day while a further 24% do so several times a week. Those who describe their social media use as infrequent (fewer than one retweet/share/'like' per week) are in the minority (21%).

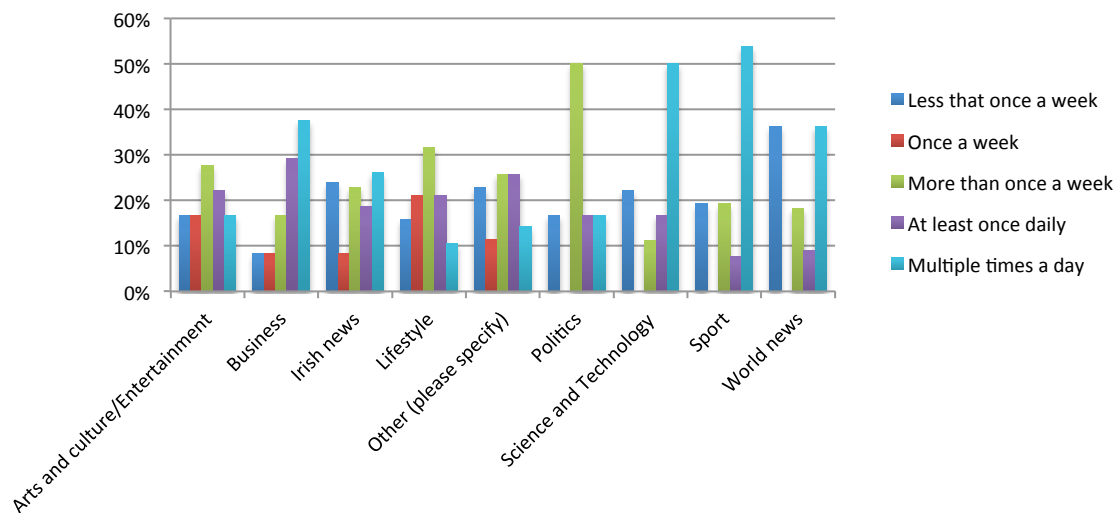
Sports journalists are more likely to be power users of social media.

Table 1: IRISH JOURNALISTS' USE OF TWITTER IN RAW NUMBERS & PERCENTAGES

Use of Twitter	Do not use this platform	Infrequent	Weekly	Daily	Multiple times a day	Grand Total
Sex						
Female	5 (4%)	4 (3%)	10 (9%)	20 (18%)	75 (66%)	114
Male	10 (7%)	5 (4%)	7 (5%)	21 (15%)	96 (69%)	139
Age						
18 - 24	0	0	0	3 (18%)	14 (82%)	17
25 - 34	5 (6%)	3 (3%)	6 (7%)	12 (13%)	64 (71%)	90
35 - 44	5 (6%)	2 (2%)	7 (8%)	13 (15%)	59 (69%)	86
45 - 54	2 (5%)	2 (5%)	4 (9%)	10 (23%)	26 (59%)	44
55 +	3 (19%)	2 (13%)	0	3 (19%)	8 (50%)	16
Size of News org						
1 to 10	6 (16%)	1 (3%)	2 (5%)	7 (19%)	21 (57%)	37
10 - 49	7 (9%)	3 (4%)	9 (12%)	13 (17%)	46 (59%)	78
50 - 99	1 (3%)	0	2 (7%)	5 (17%)	22 (73%)	30
100 - 499	0	4 (8%)	2 (4%)	7 (14%)	36 (73%)	49
500 +	1 (2%)	1 (2%)	2 (3%)	9 (15%)	46 (78%)	59
Publication medium						
Online only publication	2 (9%)	0	0	2 (9%)	18 (82%)	22
Online platform of broadcast or print media outlet	2 (7%)	0	1 (4%)	2 (7%)	22 (81%)	27
Personal Journalism Blog	1 (25%)	1 (25%)	0	1 (25%)	1 (25%)	4
Print Magazine	4 (14%)	2 (7%)	3 (10%)	7 (24%)	13 (45%)	29
Print Newspaper	4 (4%)	4 (4%)	10 (10%)	21 (21%)	60 (61%)	99
Radio	1 (2%)	2 (4%)	2 (4%)	5 (11%)	35 (78%)	45
TV	1 (4%)	0	1 (4%)	3 (11%)	22 (81%)	27
Reporting area						
Arts and culture/Entertainment	1 (6%)	0	1 (6%)	3 (17%)	13 (72%)	18
Business	0	1 (4%)	1 (4%)	5 (21%)	17 (71%)	24
Irish news	2 (2%)	5 (5%)	8 (8%)	14 (15%)	66 (69%)	95
Lifestyle	1 (5%)	0	2 (11%)	6 (32%)	10 (53%)	19
Other (please specify)	3 (9%)	1 (3%)	5 (15%)	6 (18%)	18 (55%)	33
Politics	0	0	0	4 (33%)	8 (67%)	12
Science and Technology	2 (13%)	1 (6%)	0	0	13 (81%)	16
Sport	2 (8%)	0	0	2 (8%)	21 (84%)	25
World news	4 (36%)	1 (9%)	0	1 (9%)	5 (45%)	11
No. of followers						
Less than 100	7 (35%)	2 (10%)	1 (5%)	6 (30%)	4 (20%)	20
100 - 499	3 (5%)	4 (6%)	9 (14%)	17 (26%)	33 (50%)	66
500 - 999	3 (7%)	2 (5%)	3 (7%)	8 (19%)	27 (63%)	43
1000 - 4999	1 (1%)	0	2 (3%)	8 (10%)	67 (86%)	78
5000 +	1 (2%)	1 (2%)	2 (4%)	2 (4%)	40 (87%)	46

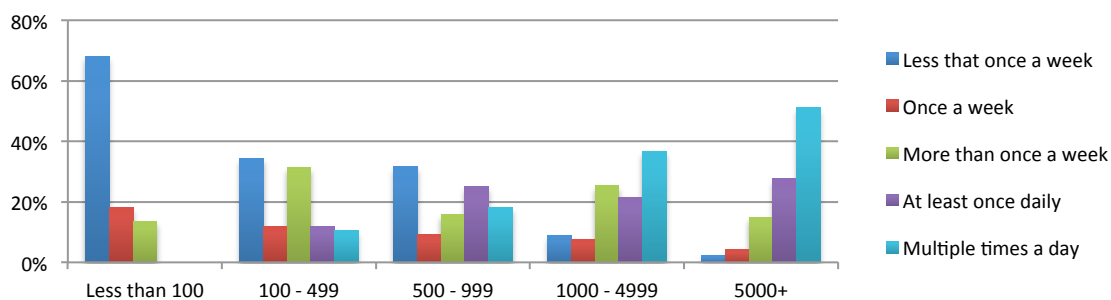
Frequency of use appears to be independent of the size of the news organisation, but is associated with the publication medium: journalists working for online-only or online platforms of an existing broadcast or print outlet are more likely to share content very frequently (several times a day) than those working in the areas of print, radio or television. With regards to the primary area covered, frequent content-sharers are more evident in the areas of sport (54%), science and technology (50%), business (38%) and world news (36%), as is shown in Fig. 13.

Fig. 13: HOW OFTEN RESPONDENTS RETWEET OR SHARE CONTENT ON SOCIAL MEDIA, SEGMENTED BY PRIMARY NEWS AREA COVERED



There is also a positive correlation between frequency of social media use and the number of followers or connections on the respondent's most-used social media service (Fig. 14). For example, 72% of those with a small number of followers (less than 100) state they retweet/share posts infrequently (less than once a week) while almost half of those with a high number (5,000 followers or over) state that they retweet/share posts multiple times a day. This result is expected, in that activity on social media tends to generate followers.

Fig. 14: HOW OFTEN RESPONDENTS RETWEET OR SHARE CONTENT ON SOCIAL MEDIA, SEGMENTED BY NUMBER OF 'FOLLOWERS', OR CONNECTIONS



Unlike sharing content, which requires minimal input on behalf of the person sharing, generating original content such as Twitter or Facebook status updates requires more time and effort. Despite

this, the survey found little difference between the number of journalists generating original social media content on a daily basis (45%) and those sharing or retweeting content (49%). Only 23% of respondents state that they are infrequent creators of social media content. Similar to those sharing content, frequent content creators (multiple original posts per day) are also more likely to be journalists covering sports (46%), science and technology (39%), business (29%) and world news (27%).

Returning to the ‘power user,’ it is clear that heavy use corresponds with a large number of followers. On their most used social media platform, 76% of power users have at least 1,000 followers, while 33% have 5,000 followers or more. Twitter is the social media tool of choice for power users at work (84%), with the remaining 16% choosing Facebook. Power users are also more likely (92%) to track audience reaction to their work online than other respondents (72%).

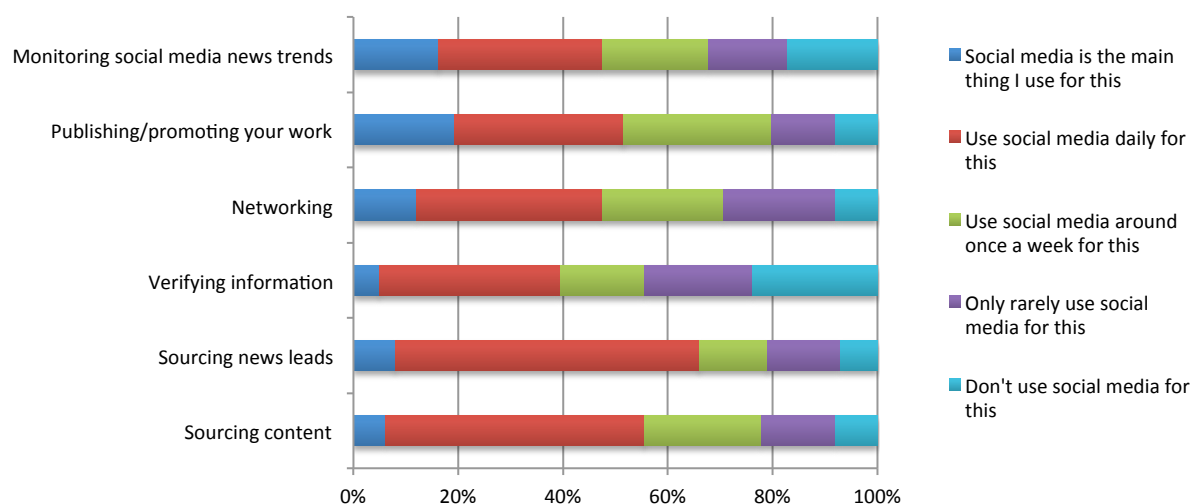
The role of social media in newsrooms

Social media plays an important role in the Irish journalist’s newsgathering process. This is particularly apparent when it comes to sourcing news leads, where 58% of respondents say they use social media for this purpose on a daily basis and a further 8% say they use it as their primary method for sourcing news leads (Fig. 15). Similarly almost half (49%) state that they use social media daily for sourcing content, while a further 6% name social media as their main method for sourcing content. In fact, only a small percentage of respondents report that they never use social media for sourcing news leads (7%) or content (8%).

“I find Twitter an invaluable source of news - some of which [I] act upon, some of which I don't.” [fulltime freelance, age 55+, male, print newspaper, arts and culture]

Social Media is also seen as a valuable tool for publishing and promoting work; almost 80% of respondents use it on a regular basis (at least once a week) for this purpose and a quarter of these rely on social media platforms as the main way of getting their work seen.

Fig. 15: REASONS FOR USING SOCIAL MEDIA IN YOUR JOB

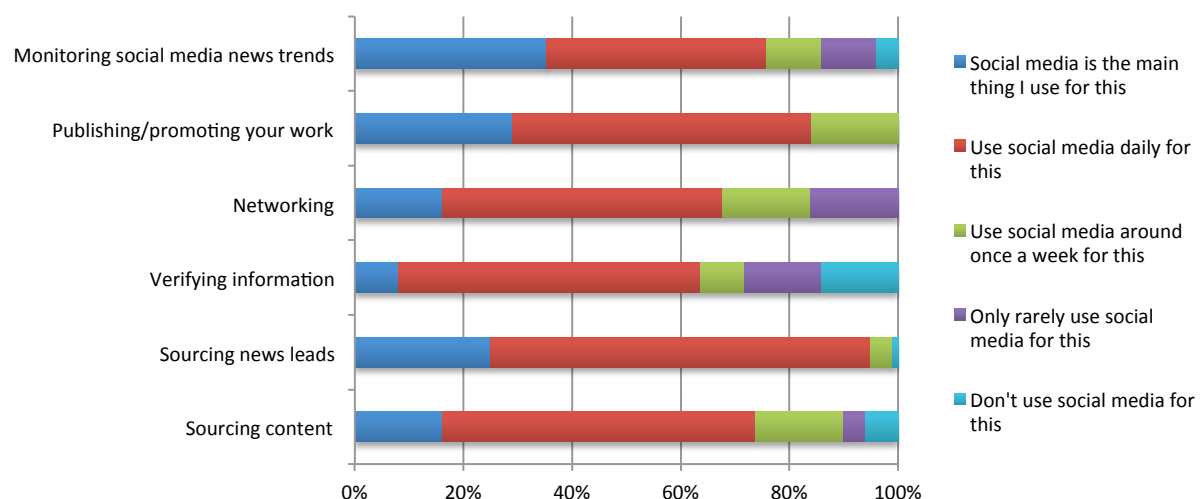


While adoption of social media in newsrooms is high, the function of social media in a journalist’s workflow varies. When it comes to verifying information using social media, although just over one

third say they use social media on a daily basis to verify information, a sizeable percentage of journalists (45%) rarely or never use it for this purpose. The reluctance around using social media for verification could be related to the broad sense, reflected in the survey responses, that information on social media can often not be trusted; this is a discussion we will return to later in this report.

When it comes to power users (Fig. 16) the majority report that they rely on social media either on a daily basis or almost exclusively for all the journalistic tasks listed above, with sourcing news leads and sourcing content remaining high on the list. However, power users are more likely than the overall pool of respondents to use social media for verification purposes, with 63% (compared to 40%) using it in this way daily. Similarly, power users are much more likely to use social media for publishing and promoting their work, with 84% reporting at least daily use and 100% reporting weekly use for this purpose. In the general population of respondents, the figures are 51% and 80%, respectively.

Fig. 16: **HOW POWER USERS UTILISE SOCIAL MEDIA**



Standing out as the most important deterrent in using social media for journalistic purposes is a lack of trust in information found on social media; 64% of overall respondents agree that they are deterred from using social media because information cannot be trusted (Fig. 17). This percentage changes according to the primary area covered, with those covering business, science and technology, Irish news, and arts and culture more likely to cite trust as a deterrent than those covering world news, politics and sports.

"While social media is useful, I still maintain and carry out my obligation as a journalist to always verify information sourced on such sites."
[25-34 female, print newspaper, arts and culture]

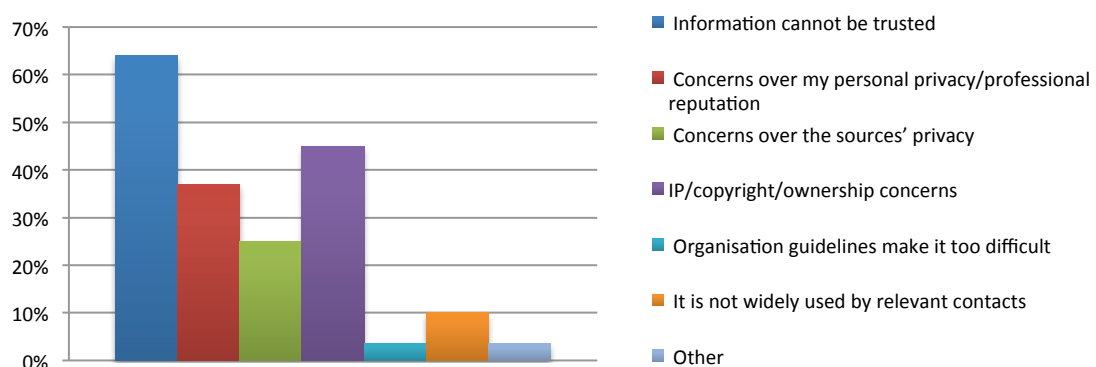
Thirty-seven percent of those who say they do not trust social media for sourcing news also identify themselves as infrequent users of social media (those who post original content to social media platforms less than once a week). These infrequent users are twice as likely to distrust social media as power users,

"My organisation's fear of engaging with social media inhibits my use of it to a significant extent." [45-54 male, size 100-499, print magazine]

who post original content to social media sites multiple times a day.

The second strongest deterrent for using social media (45%) is concerns about copyright, ownership or intellectual property restrictions on social media. This is followed by concerns around privacy or reputation, with personal privacy ranking higher as a deterrent (37%) than concerns over the source's privacy (25%). Privacy issues are understandable given that the most-used platform, Twitter, is comprised of almost entirely public content. Very few respondents (3.5%) feel too constrained by their organisation's guidelines to use social media for work purposes, and only 10% state that social media was not used widely enough by their relevant contacts to be useful.

Fig. 17: DETERRENTS FROM USING SOCIAL MEDIA FOR JOURNALISTIC PURPOSES



Social media as a source

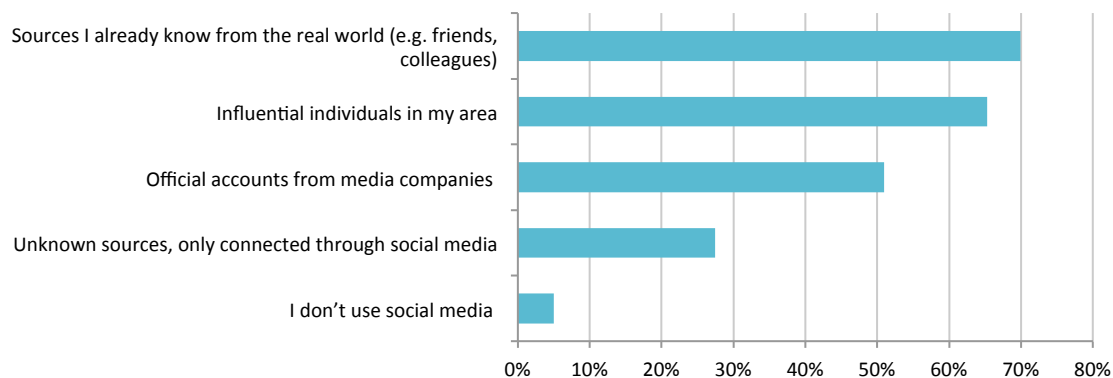
As a method of communicating new events or developments, social media has a speed advantage over traditional news formats; information posted on Twitter, for example, is published almost instantly, thereby making the platform a potential forum for sourcing story leads. As seen above in Fig. 15, almost two-thirds of journalists use social media heavily for sourcing leads; Fig. 18 below reveals the source of those leads. Notably, many of these leads are from sources that journalists could access outside social media; 70% of journalists say they draw leads from the social media

70% of journalists draw leads from the social media accounts of people they know in the real world.

accounts of people they know in the real world (e.g. friends and colleagues), 65% take leads from influential individuals in their area, and 51% use information posted on the official social media accounts of media companies. By contrast, only 27% of journalists indicate that story leads emanate from sources they are connected to solely through social

media. This finding suggests that, for sourcing leads, social media is currently providing an additional or alternative platform for communication rather than providing new root sources of information.

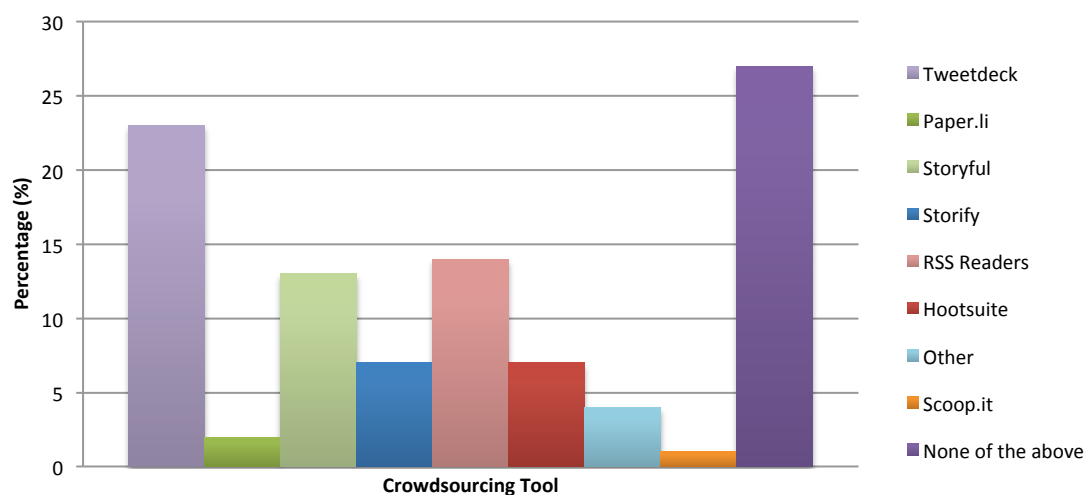
Fig. 18: WHERE DO YOU FIND YOUR STORY LEADS ON SOCIAL MEDIA?



Use of specialist social media tools

Digging deeper into how journalists use social media to source news leads or content, respondents were asked what specialist social media tools they use. While 27% of respondents do not use any of these tools, the most popular tool, at 23%, is TweetDeck, the dashboard application for searching, filtering and managing multiple Twitter accounts (Fig. 19). RSS (Rich Site Summary) readers are the second most popular tool, with a 14% adoption rate by surveyed journalists, while 13% of respondents say they use tools offered by the Irish-based social news agency Storyful.

Fig. 19: WHAT SOCIAL MEDIA TOOLS DO YOU USE FOR CROWDSOURCING NEWS



Considering the wide adoption of social media in the Irish journalistic workflow, the survey reveals a relatively low level of social media tool adoption. There are a number of potential explanations for why Irish journalists do not widely use available specialist tools; one possibility is that the tools are not tailored to the needs of journalists, and their adoption would not perceivably improve the journalist's negotiation of social media content. It is also interesting to note that RSS readers are still relatively popular despite recent indications of their impending obsolescence²; in 2013 Google

² Google Reader's Death Is Proof That RSS Always Suffered From Lack Of Consumer Appeal

<http://techcrunch.com/2013/03/13/google-readers-death-is-proof-that-rss-always-suffered-from-lack-of-consumer-appeal/>

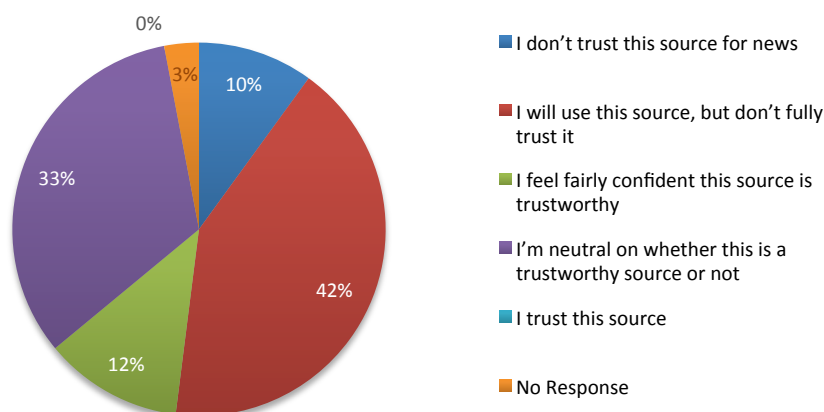
closed its RSS service and in 2014 Apple introduced a Mac operating system update that removed RSS integration in the email client.

Verification and Trust

Questions of sourcing and verification are intimately tied to the journalistic notion of trust, which raises the question of how trustworthy social media is to journalists in general. Respondents were asked to rate their trust in social media as well as their trust in ten other commonly used news sources (direct contact with individuals, reporters in the field, print, television, radio, press releases, newswires, traditional media websites, blogs, other online publications). Only 12% of respondents state they are “fairly confident” that social media is a trustworthy news source, and only one respondent stated without qualification that he/she trusts social media as a news source (Fig. 20). Alongside social media, blogs are the least trusted news sources, with only two individuals stating without qualification that they trust blogs, and a slim 8% reporting they are fairly confident that blogs are trustworthy.

Only 12% of respondents state they are “fairly confident” that social media is a trustworthy news source

Fig. 20: TRUST AND SOCIAL MEDIA AS A SOURCE



In comparison, reporters in the field are the most trusted type of news source: 51% say they trust reporters on the ground, and a further 34% feel fairly confident in them. The second most trusted source is direct contact with individuals: 43% trust this source, while 34% are fairly confident (Fig. 21). Traditional news sources (television, radio and print) and their online versions enjoy roughly the same level of trust as one another, with an average of 28% of respondents indicating unqualified trust (Fig. 21).

When we examine the use of social media for information verification, some differences emerge based on the journalists' primary area of reporting (Fig. 22). Over one third (36%) of journalists who work in World news state that social media is the main tool they use for information verification, which is notably higher than the overall population of respondents, where an average of 5% report social media as their main method for verifying information. Significant percentages of those working in Business (38%) or Science and Technology (33%) report that they do not use social media at all for verification purposes. The highest number of respondents who use social media on a daily

basis, but in conjunction with other methods (i.e. not as their main method), come from the areas of Lifestyle (42%), Irish news (40%), and Sport (38%).

Fig. 21: TRUST IN VARIOUS SOURCES OF NEWS

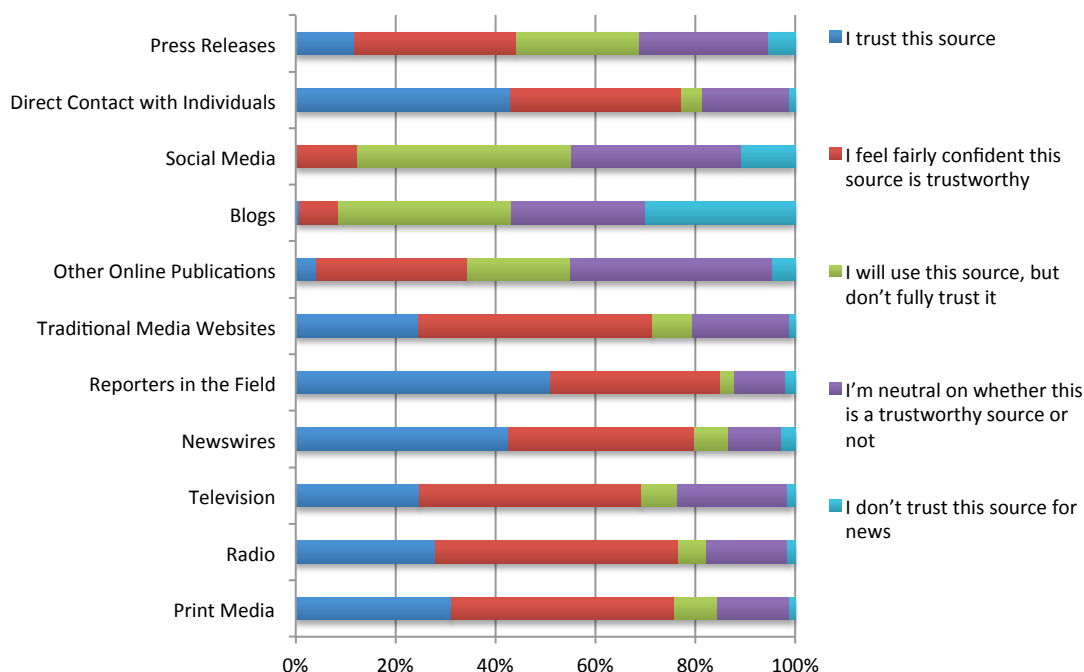
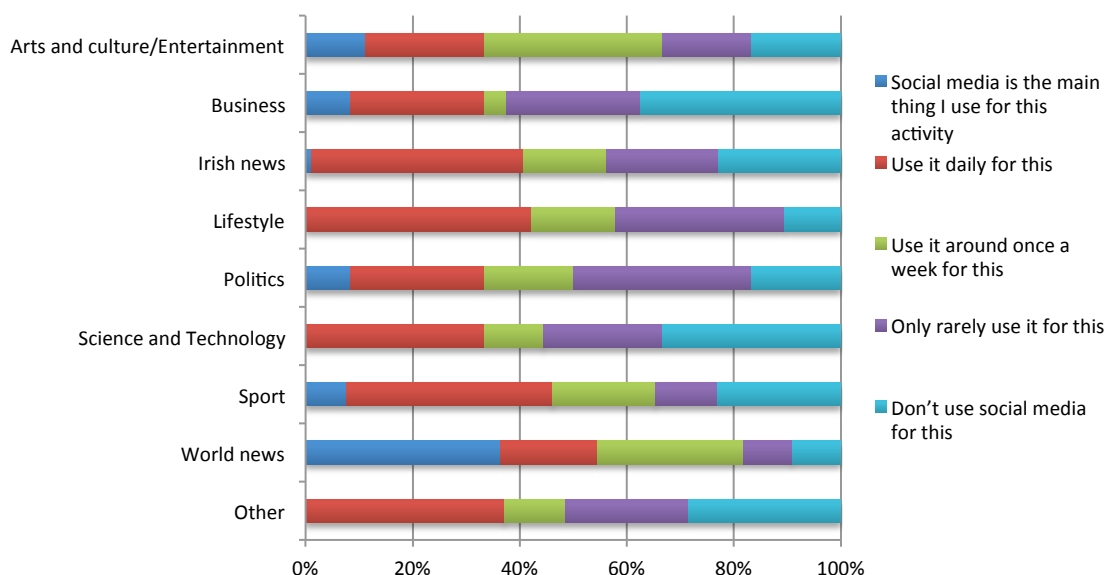


Fig. 22: USE OF SOCIAL MEDIA FOR INFORMATION VERIFICATION BY PRIMARY AREA COVERED

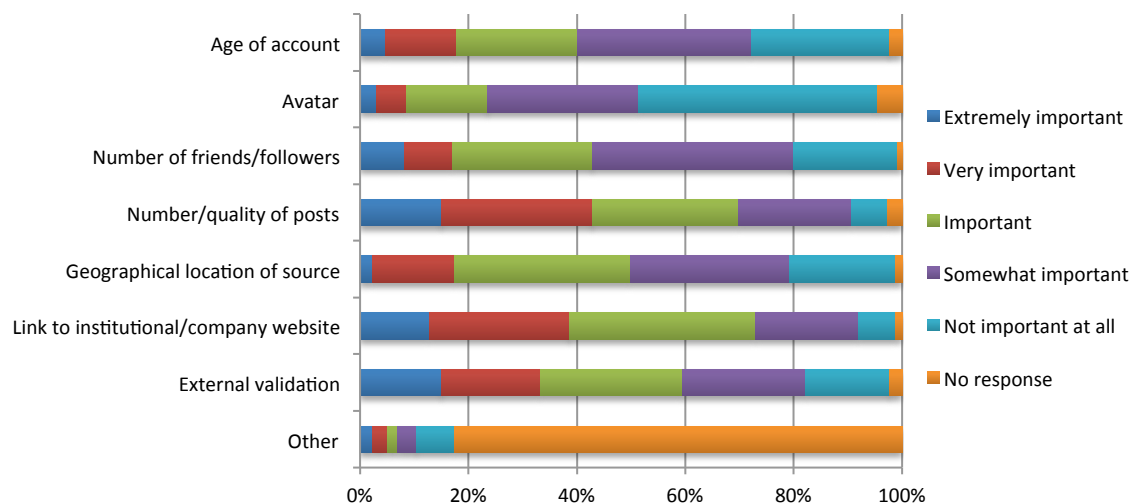


The survey reveals that while very few journalists rely on social media as their main method of information verification, just over a third use it for this purpose on a daily basis. This demonstrates that while social media is clearly a popular and useful tool for verification, it is not trusted as the exclusive method. When asked what is used to determine the trustworthiness of a social media source (Fig. 23), the two most important factors (rated as important, very important, or extremely

important) are a link to an institutional/company website (73%), and the number and quality of posts by the source (70%). External validation – going beyond what is provided by profile information in the source – is the third most important factor in determining trustworthiness (59%), whereas the source’s Avatar (24%) and the age of the social media account (40%) were considered less important.

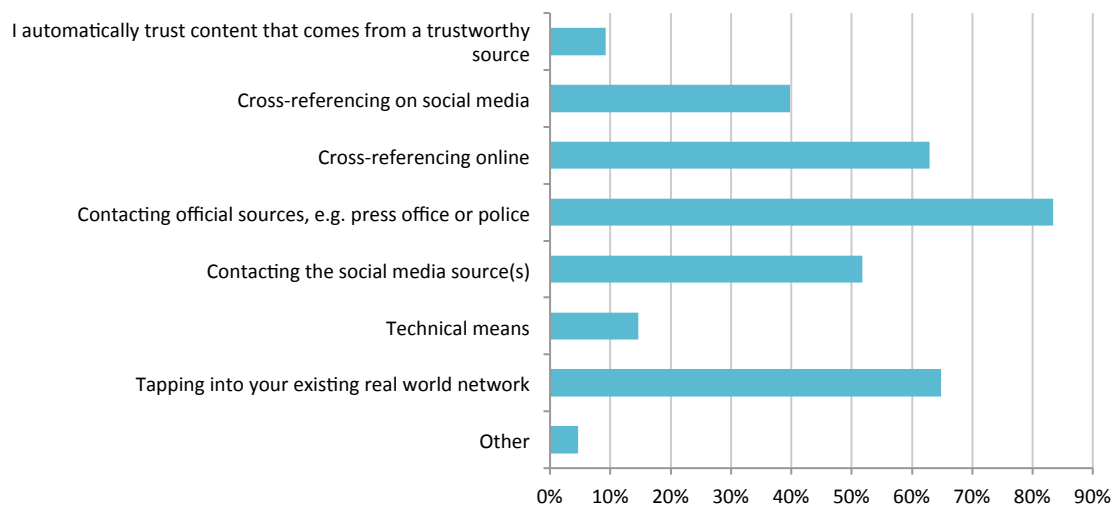
The most important factor in a social media account’s perceived trustworthiness is a link to an institutional/company website

Fig. 23. HOW JOURNALISTS RATE FACTORS IN DETERMINING TRUSTWORTHINESS OF SOCIAL MEDIA SOURCES



When social media content is deemed worthy of further inquiry, journalists pursue a number of methods for validating information (Fig. 24). The most popular method of verification adopts the long-standing practice of direct contact with trusted individuals. Eighty-three percent of respondents state that, in order to validate content on social media, they contact official bodies, such as press offices, or the police. Sixty-five percent of Irish journalists tap into existing ‘real world’ networks for validation, 52% say they contact the social media source directly. Outside of direct contact with individuals, 63% reveal that they validate by cross-referencing information online, or by cross-referencing on social media (40%). A small percentage (15%) use technical means (i.e. tools) to verify information, which could be the result of the relatively small number of tools available for these purposes (e.g. processing metadata and geo-tagged information or using available services for checking authenticity of images). Overall, the validation of content, relying more on direct contact than other means, remains a time consuming process, even if the time required to find the lead is shortened by the instantaneousness of social media publishing.

Fig. 24: HOW DO YOU VALIDATE CONTENT FROM SOCIAL MEDIA?



Social media guidelines

The majority of respondents (55%) state they are aware that their organisation has guidelines for the use of social media, whereas 11% do not know if guidelines are in place (Fig. 25). Larger organisations appear to be more likely to have social media guidelines (or at least to make their staff aware of the guidelines) (Fig. 26). Out of all journalistic media, those working in television and radio are most likely to report that their organisation has social media guidelines in place. Over 96% of those in television report the existence of guidelines, whereas that number falls slightly to 80% for radio journalists, and 67% for journalists working at the online platform for an existing print or broadcast outlet. Notably, the organisation type that has no structural ties to traditional media outlets – online-only publications, was split in terms of providing guidelines for social media use, with 48% stating they know guidelines exist, and an equal 48% stating they know guidelines do not exist. The organisation type that reported the least clarity on the existence of social media guidelines is print newspapers, with 21% reporting they are unsure (Fig 27).

Fig. 25: DOES YOUR ORGANISATION HAVE SOCIAL MEDIA GUIDELINES?

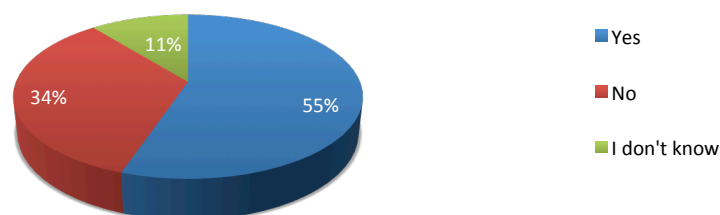


Fig. 26: DOES YOUR ORGANISATION HAVE SOCIAL MEDIA GUIDELINES?
(SEGMENTED BY SIZE OF ORGANISATION)

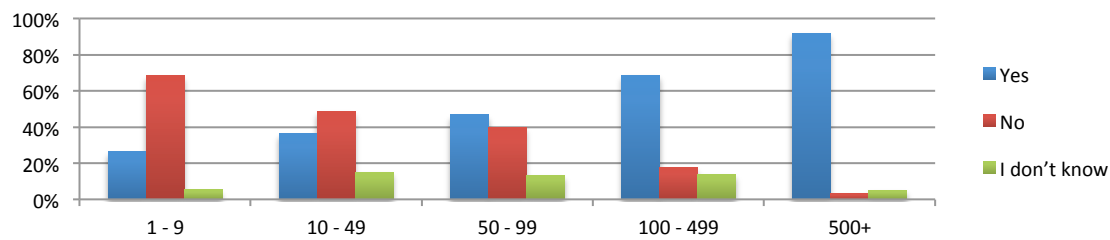
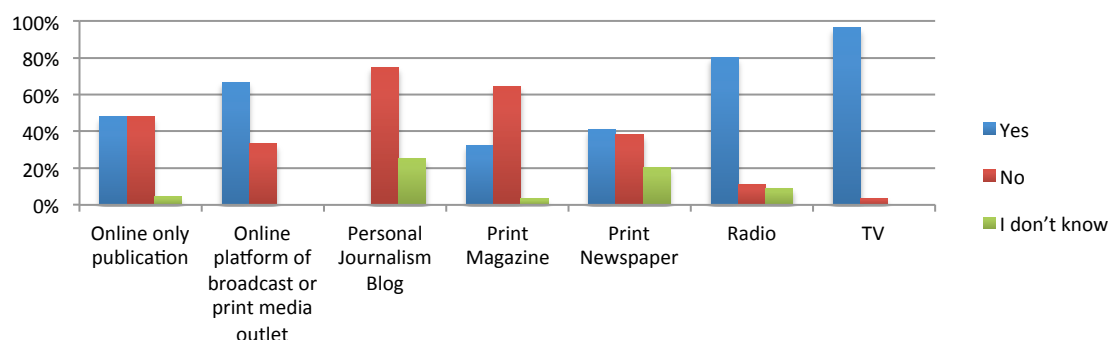


Fig. 27: DOES YOUR ORGANISATION HAVE SOCIAL MEDIA GUIDELINES?
(SEGMENTED BY JOURNALISTIC MEDIUM)



The impact of social media on work productivity

In response to a series of questions about the effect of social media use a journalist's work, a clear pattern emerges, where social media has a strongly positive association with time-saving, efficiency, and audience engagement, and a mildly negative association with more qualitative factors, such as traditional journalistic values and the quality of journalism.

Over 50% of respondents agree or strongly agree that using social media saves them time as a journalist, whereas over a quarter of respondents neither agree nor disagree with this statement (Fig. 28).

The time-saving aspect associated with social media use is mirrored in the response to the statement "using social media allows me/my organisation to cover more news stories", where 67% of respondents agree or strongly agree that their output, in terms of number of stories, increases with the use of social media (Fig. 29). The speed at which a story is reported is also believed to increase with the use of social media; 76% of respondents state that they agree or strongly agree that using social media allows them or their organisation to be "quicker in reporting news stories". Only 3% of respondents strongly disagree that incorporating social media into their workflows increases the speed of reportage (Fig. 30).

Fig. 28: USING SOCIAL MEDIA AS A JOURNALIST SAVES ME TIME

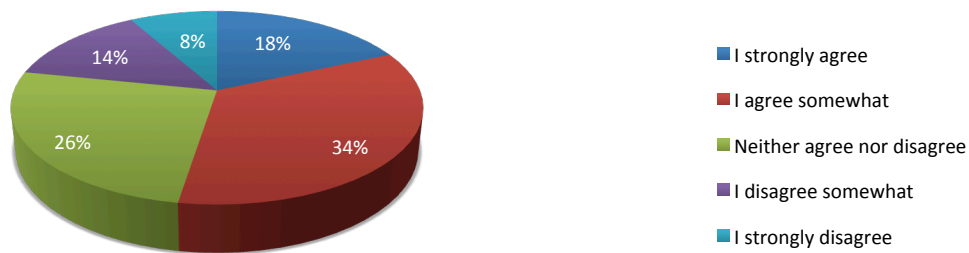


Fig. 29: USING SOCIAL MEDIA ALLOWS FOR COVERING MORE NEWS STORIES

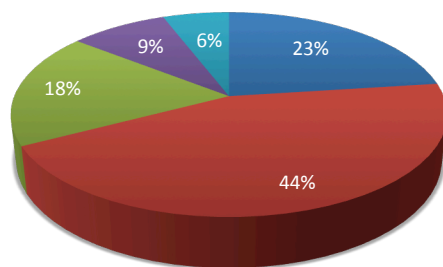
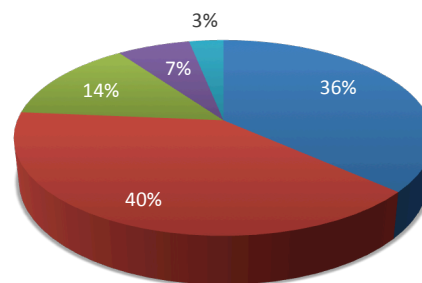


Fig. 30: USING SOCIAL MEDIA ALLOWS FOR BEING QUICKER IN REPORTING



From several different angles, speed is a positive indicator for social media use – social media is perceived as saving the journalist time, allowing her or him to cover more stories, and enabling faster publication/broadcast of these stories. These results make an interesting contrast with the fact that, despite these perceived advantages, the information sourced may not be deemed trustworthy (see Fig. 20 above). There is, however, a noticeable difference between media types when it comes to how time-saving journalists perceive social media to be (Fig. 31). The majority (78%) of journalists working primarily for an online-only publication agree somewhat or strongly agree that using social media saves them time, whereas only 32% of those working for a print magazine feel this way. Journalists working for print newspaper, radio, television and online platforms of broadcast or print media outlets fall in between these extremes. These figures suggest that journalists working within platforms geared towards the 24-hour news cycle rather than weekly or monthly cycles are more likely to consider social media to be time-saving in general.

When we look at journalistic medium and compare social media as a tool for improving throughput (faster reportage of news stories) versus output (producing more news stories), more nuanced differences appear (Figs. 32 and 33). Respondents working in print magazine, print newspaper, radio and the online platform of broadcast and print outlets report higher figures for throughput than output, whereas television and online-only journalists see output as a greater advantage to social media use than throughput.

Fig. 31. AS A JOURNALIST, USING SOCIAL MEDIA SAVES ME TIME (BY MEDIUM)

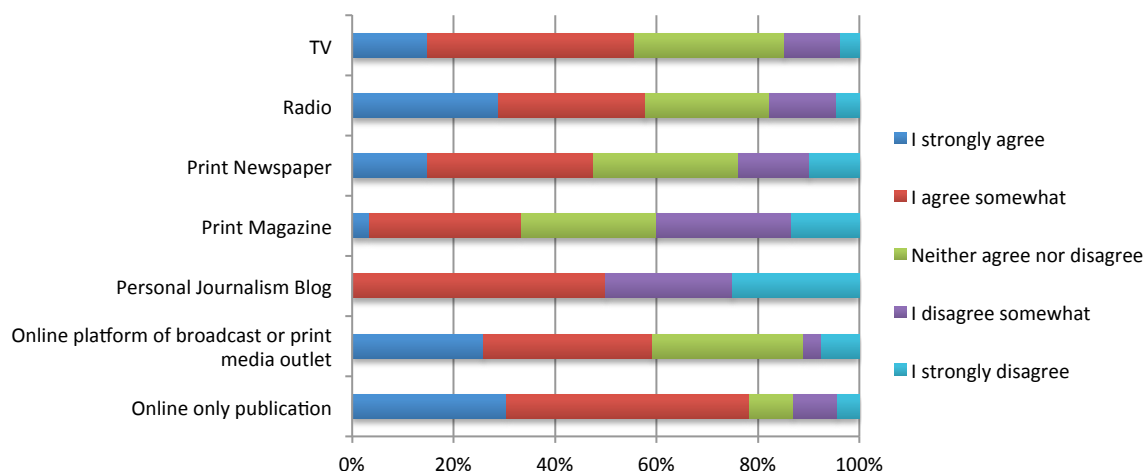
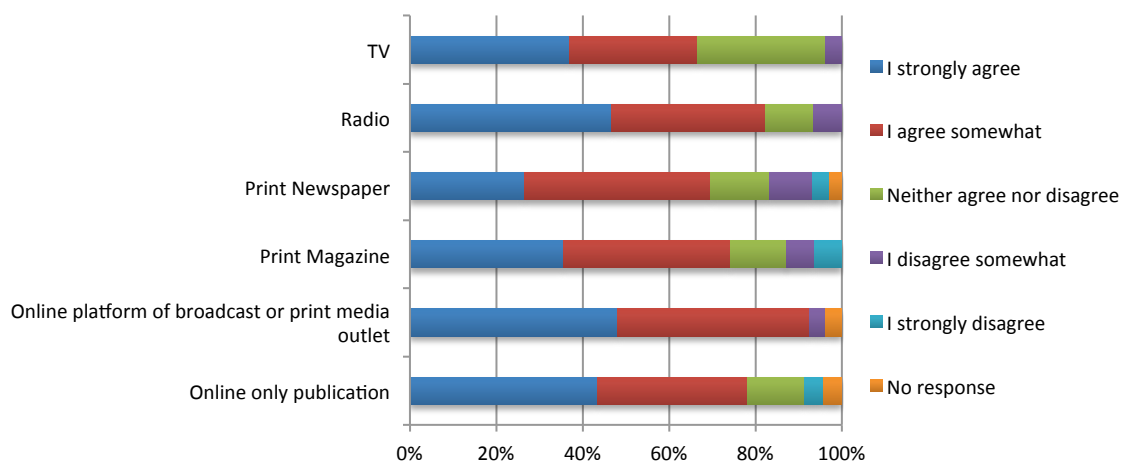


Fig.32. USING SOCIAL MEDIA ALLOWS ME/MY ORGANISATION TO BE QUICKER IN REPORTING NEWS STORIES – THROUGHPUT (BY MEDIUM)



Aside from speed and efficiency, engagement appears as a positive association with social media use. Three quarters of respondents state that using social media makes them more engaged with their audience (75%) and more engaged with other journalists (77%) (Figs. 34 and 35).

“Social media is necessary for journalists because it provides an easy way of finding and contacting people. It is like the modern equivalent of the phone book.” [25-34 female, size 10-49, local print newspaper]

Fig.33. USING SOCIAL MEDIA ALLOWS ME/MY ORGANISATION TO COVER MORE NEWS STORIES – OUTPUT (BY MEDIUM)

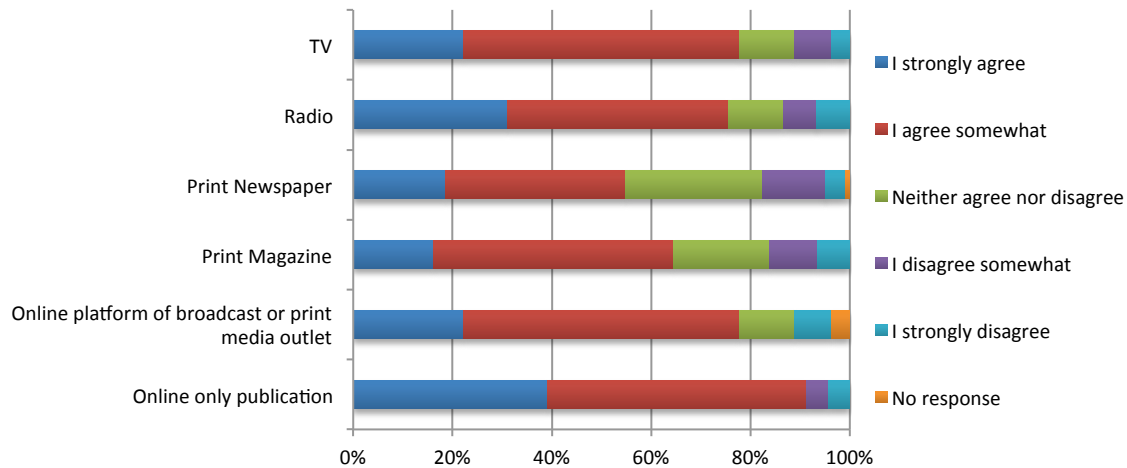


Fig. 34: BECAUSE OF SOCIAL MEDIA I AM MORE ENGAGED WITH MY AUDIENCE

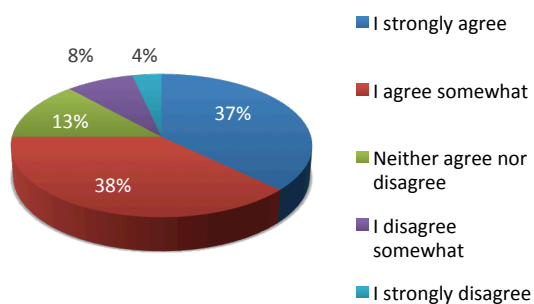
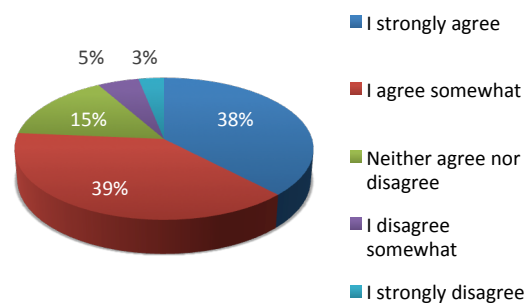


Fig. 35: BECAUSE OF SOCIAL MEDIA I AM MORE ENGAGED WITH OTHER JOURNALISTS



The benefits of using social media as part of a journalistic workflow contrast with the general perception that social media use has the potential to negatively impact the *profession* of journalism, if not the individual work of a given journalist, which we could speculate suggests that respondents view social media as a tool that is only as good as its user. When asked if social media is undermining “traditional journalistic values”, (Fig. 36) a slight majority (55%) agree.

Fig. 36: SOCIAL MEDIA IS UNDERMINING TRADITIONAL JOURNALISTIC VALUES



By not defining “traditional journalistic values”, the surveyors intend the question to be intentionally broad, in order to gather an impressionistic sense of journalists’ attitudes towards their profession in an age of social media. Respondents are evenly split on whether or not social media is reducing the number of jobs for journalists (Fig. 37), and also relatively split on whether or not they would be able to carry out their work without social media (Fig 38).

Fig. 37: SOCIAL MEDIA IS REDUCING THE NUMBER OF JOBS FOR JOURNALISTS

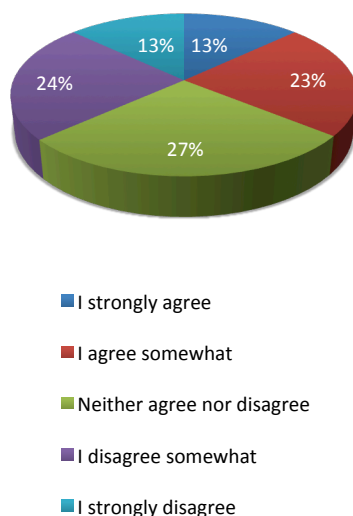
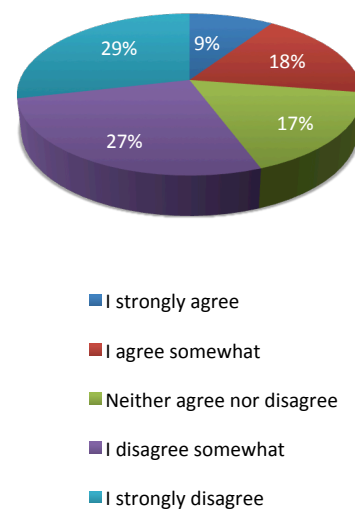


Fig. 38: I WOULD NOT BE ABLE TO CARRY OUT MY WORK WITHOUT SOCIAL MEDIA



Two survey questions address the impact of social media on journalistic quality, and the results are curiously divergent. When asked to respond to the statement “crowdsourcing improves the quality of journalism”, a majority of respondents (56%) are neutral, with only 1% strongly agreeing, and 17% stating that they somewhat agree (Fig. 39). In contrast, the statement “overall, using social media for news production improves the quality of my work” elicited a “strongly agree” from 12% of respondents, and “somewhat agree” from 37% (Fig. 40).

“I can't begin to imagine what journalism was like before social media.” [18-24 male, local radio]

Fig. 39. CROWDSOURCING IMPROVES THE QUALITY OF JOURNALISM

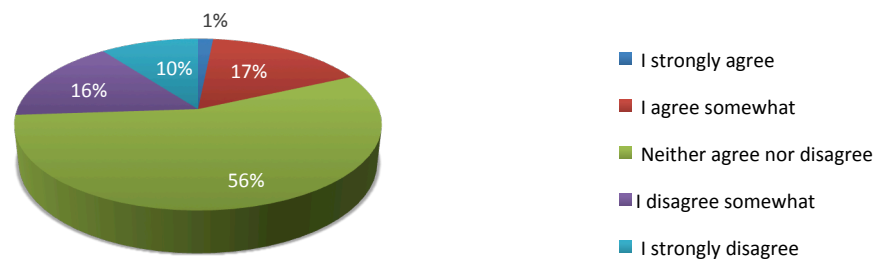
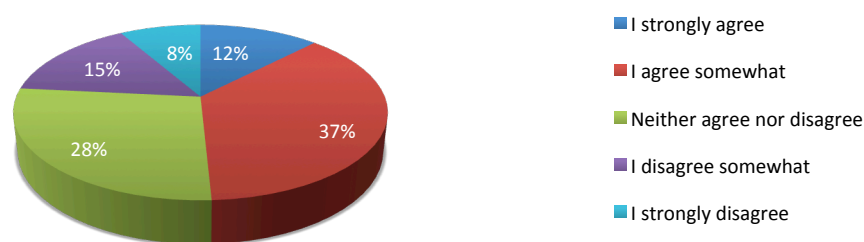


Fig. 40. OVERALL USING SOCIAL MEDIA FOR NEWS PRODUCTION IMPROVES THE QUALITY OF MY WORK.



The disparity between the above two figures could be interpreted in a number of ways, based on responses to other questions. One possibility is that journalists consider their 'work' to encompass more than reporting and news production – a theory that is evidenced by the sense that audience and peer engagement are improved through social media engagement. Another possibility is that, while engagement with social media can lead to improvements in journalism, these improvements are not based on the quality of social media posts from the general population (crowdsourcing), but on what the journalist does with these posts in the course of his or her work. This finding is consistent with the noted lack of trust in social media posts combined with the wide adoption of social media. Or simply, it is possible that the term 'crowdsourcing' does not directly translate to 'using social media' in the perception of survey respondents, and that crowdsourcing as a term has a negative association for professional journalists. More granular questions around the definition of 'quality' would be useful in drawing concrete conclusions about these seemingly contradictory responses.

CONCLUSION

The results of this survey demonstrate widespread adoption of social media by journalists in Ireland from all media and areas of reporting. 99% of Irish journalists use social media in their journalistic workflow, with almost half of respondents stating that they use it every day. Compared with the UK figures (CISION, 2013a), this daily-use pattern is quite low, where 96% of UK journalists use social media on a daily basis.

While overall adoption is quite high, how social media is used, and how it is perceived by journalists, varies based on a number of factors. We have seen that while almost all respondents use social

media, only 49% believe that using it improves the quality of their work. While significant numbers believe social media makes them more engaged with their audience (75%) and with other journalists (77%), 55% believe that social media is undermining traditional journalistic values. Social media is perceived to improve efficiency, both in terms of volume of stories and speed of reporting, but journalists still rely primarily on 'real world' or additional forms of verification before they use what they discover on social media, suggesting that while the technology is useful, it does not yet stand alone for sourcing and verification.

Social media is popular for sourcing news leads and content, but is not particularly trusted on its own for these purposes, and is subject to concerns over intellectual property, copyright and ownership. When drawing sources from social media, journalists rely most heavily on sources that they trust from outside social media - people they know, influential individuals, and official social media accounts from media companies. Looking at these results in broad comparison, this suggests that better ways are needed to validate and verify unknown social media sources, and to provide guidance to journalists on how social media can be cited and reused legally.

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APPENDIX 1

IRISH JOURNALISTS' USE OF SOCIAL MEDIA IN RAW NUMBERS

How often do you create posts	Less than once a week	Once a week	More than once a week	At least once daily	Multiple times a day	Grand Total
Sex						
Female	24	10	32	19	31	116
Male	36	14	26	30	37	143
Age						
18 - 24	6	2	4	1	4	17
24 - 34	14	7	21	17	33	92
35 - 44	18	13	21	17	17	86
45 - 54	15	1	10	12	10	48
55 +	7	1	2	2	4	16
Size of News org						
1 to 10	9	2	6	12	9	38
10 - 49	17	8	20	13	22	80
50 - 99	8	2	8	2	10	30
100 - 499	13	7	12	9	10	51
500 +	13	5	12	13	17	60
Publication medium						
Online only publication	2	1	4	5	11	23
Online platform of broadcast or print media outlet	3	3	4	2	15	27
Personal Journalism Blog	3	0	1	0	0	4
Print Magazine	12	2	5	5	7	31
Print Newspaper	29	12	32	17	12	102
Radio	7	4	8	11	15	45
TV	4	2	4	9	8	27
Reporting area						
Arts and culture/Entertainment	4	3	5	5	1	18
Business	3	3	7	4	7	24
Irish news	22	8	21	19	26	96
Lifestyle	6	2	5	4	2	19
Other (please specify)	11	2	7	5	10	35
Politics	3	1	5	3		12
Science and Technology	5	2	1	3	7	18
Sport	3		6	5	12	26
World news	3	3	1	1	3	11
No. of followers						
Less than 100	15	4	3	0	0	22
100 - 499	23	8	21	8	7	67
500 - 999	14	4	7	11	8	44
1000 - 4999	7	6	20	17	29	79
5000 +	1	2	7	13	24	47

SOCIAL JOURNALISM SURVEY

The First National Study on Irish Journalists' use of Social Media

Digital Humanities and Journalism group
Insight Centre for Data Analytics
National University of Ireland, Galway
Web: hujo.insight-centre.org



EXHIBIT M

The Atlantic

The American Idea in 140 Characters

In 10 years of existence, Twitter has given rise to forces that are completely reshaping the course of political dialogue.



Dado Ruvic / Reuters

VANN R. NEWKIRK II | MAR 24, 2016 | POLITICS

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SIGN UP

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“Thinking we’re only one signature away from ending the war in Iraq.” With this message in April 2007, then-Senator Barack Obama began the very first Twitter campaign for president and, in the process, launched one of the first demonstrations of the power of the social-media platform to influence politics and political debate.

Obama’s first tweet came little more than a year after Twitter founder Jack Dorsey’s first tweet on March 21, 2006. In the 10 years since, Twitter has grown into a force that has bolstered grassroots conversations, disrupted the top-down nature of political leadership and thought, and has given voice to groups long hidden on the political periphery. And while that may describe the kind of discourse-democratizing revolution many have been clamoring for, that revolution comes with an all-out, bloody fight over identity, power, and the very future of politics. What has the first decade of Twitter brought us?

Obama’s first campaign only came during the embryonic phases of Twitter’s ascendancy. However, Adam Sharp, Twitter’s head of news, government, and elections, notes that Twitter’s promise was evident even then. “Twitter’s impact in politics and political movements became very clear very early on,” Sharp told me.

And that impact was organic, Sharp believes: “I think it was less Twitter coming to politics, and more politics coming to Twitter and finding it as a platform to communicate and to organize effectively without a lot of the costs historically associated with that.”

For every action there is an equal and opposite reaction, and it appears that even politics is not exempt from Newton’s Third Law. With Obama’s Twitter-savvy rise came the coalescence of the bloc most diametrically opposed to him: the Tea Party movement. The Tea Party was one of the first American political structures that

could actually be said to owe its existence to Twitter, and it was arguably the first movement to fully harness the power of Twitter to bind and amplify groups of people who were geographically distant but ideologically similar.

Michael Patrick Leahy, the founder of the #TCOT (Top Conservatives on Twitter) hashtag and a key architect of the Tea Party movement, describes the origin of the Tea Party as a spontaneous manifestation of isolation and anger.

“You really have to go back to 2008,” Leahy says. “Twitter had been around for a couple years, but it was dominated by liberals for the most part, and conservatives didn’t have a big role. And then of course, in November of 2008, President Obama was elected for the first time. And there was a lot of consternation and gnashing of the teeth—‘Oh, woe is me’—among Republicans in general, but more specifically conservatives.” Obama’s election, Senator John McCain’s moderate (and losing) campaign, and the late-2008 auto-industry bailout created the perfect environment for conservatives—who felt they were not heard by outgoing Republican leadership and would be left behind by the incoming Democratic leadership—to turn to a nontraditional source of political power.

The Tea Party’s rise to national prominence mirrors the kind of virality and exponential message growth that Twitter creates in such a unique way. Leahy started a list of conservatives to follow on Twitter shortly after joining in September 2008. The #TCOT hashtag and list were online before the end of 2008 and had ballooned from a 30-member list to a 3,500-plus group with organized weekly conference calls by early 2009. By the time Rick Santelli gave his infamous “Chicago Tea Party” rant on the floor of the Chicago Mercantile Exchange on February 19, Leahy’s group had the digital horsepower to run with it. The Tea Party movement was launched in a conference call a day later, and by April, there were dozens of local Tea Parties, with more to come.

Fast-forward to 2016: Twitter’s early promise as a political tool has become ingrained as a political reality. A candidate without Twitter is a losing candidate. Social-media interns—and their social-media gaffes—are ubiquities. Candidates now levy insults directly across the platform in a way that might have been unthinkable

even a year ago. Commentators and voters engage with the highest officeholders in the world with candor, frankness—and often meanness and crassness—and sometimes even participate in real back-and-forth dialogue. This open dialogue, [including the presence of watchdog groups such as Politiwoops](#), has also bolstered accountability and has caused the downfall of several politicians who were not so mindful of the new rules in play. The amount of discursive access to politicians is unprecedented in the past century of American politics.

If discursive access to politicians transfers power away from politicians, groups and individuals operating in new-media spaces have engaged in a political power grab as the landscape equalizes. And those groups have become incredibly savvy at using the strengths of Twitter for their own devices.

The organization of populist ultra-conservative groups on Twitter is remarkable, as are the precision salvos of trolling, debate, and on-message attacks against politicians, activists, and other public figures, some liberal and some conservative, that they often rely on as tools. [Research has shown](#) the power of Tea Party Twitter in using redundant messaging and an intense but often informal system of signal amplification to share messages and calls to action. Twitter's rapidity and brevity, as well as the open-air nature of its debate, make it perhaps more suited to these tasks than other social-media platforms. In a sense, the leaflet- and town-hall-based democratic scrum that defined early America has been repurposed and hyper-focused on Twitter.

While the Tea Party's DNA courses through this election cycle with its currents of anger, fear of outsiders, and economic laments, it is now often matched by the newer social-media muscle of marginalized groups and liberal causes. The Occupy Movement in late 2011 relied on Twitter for coordination of direct action and amplification of messages, and Black Lives Matter perfected its tactics just a few years later.

Johnetta Elzie, 26, is one of the most prominent activists in the Black Lives Matter movement, and since her experience with protests in Ferguson, she has considered the platform an integral part of her work and of discourse more broadly. "A large part of the work is just amplifying people who may not have such large platforms and don't

have access to people with large platforms,” Elzie told me. “We sort of take away the middleman there, and a simple retweet can boost a message to almost 500,000 people, and that’s big.”

With the amplifying power of Twitter, Elzie notes that she and other leaders can in essence match opponents who are much more well-funded and can do some things that traditional dialogue and media channels could never achieve. Savvy. “We became our own media,” Elzie says. “We became our own voices. We became credible in places where white media couldn’t go.” This illustrates the key power of Twitter in providing meaningful opportunities to engage and push policy in ways that marginalized groups and minorities simply did not have in the past.

In a sense, the leaflet- and town-hall-based democratic scrum that defined early America has been repurposed and hyper-focused on Twitter.

Of course, the forces unleashed and empowered by Twitter, while sharing a common wellspring of power, are often naturally opposing forces. As evidenced in the candidacies of Donald Trump and Senator Ted Cruz, which Leahy notes are driven by Tea Party sentiment, Twitter has been a force multiplier and organizational backbone for disgruntled—often xenophobic and bigoted—groups of people. Trump in particular embodies the trolling, fringe character of some groups within conservative Twitter coalitions. These same groups often react with alarm and outright disgust to the actions of Black Lives Matter activists and other activists of color who are pushing for a new paradigm of inclusion and broad social changes that might further upend the social-policy goals of Tea Party

patriots. Other movements, such as Senator Bernie Sanders's political revolution, interact with these and other coalitions in a 24-hour crucible of debate, anger, sympathy, alliances, subterfuge, and all-important trolling in the fight to shape the country's ideas, beliefs, and identity. This online crucible in turn reflects the real forces at work in the brave new offline reality of America. As my colleague [Robinson Meyer](#) notes, the world is now witnessing the results in a grand experiment based on Twitter's novel "cultural hypothesis."

It is difficult to fully describe how Twitter has helped changed the way Americans participate in exchanges of ideas over the last decade, partly because certain concepts exist now that may have never practically existed. As Sharp notes, "When tools like Twitter enter the mix, that's where people discover that 'I'm not alone.'" For any belief, even the most aspirational and even the most base, social media offers a platform for common thread with other likeminded people. Over the past decade, the bounds of geography and group have been pulled back to reveal the sinews of a system that now promises that no person will ever have to be alone again. Twitter allows users to turn that solitude into coalitions, and it gives them the tools to sometimes even accomplish what the ballot box can't.

Above all, Twitter democratizes and shakes up the genteel inertia of modern political dialogue, for better or for worse. And it shifts much of the power once hoarded by political establishments back into the hands—or voices—of people. Or as Elzie puts it, Twitter helps us become "whoever the hell we were looking for in the first place." But the question still remains: Just who are we looking for?

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 [Twitter](#)

EXHIBIT N



THE TWITTER GOVERNMENT AND ELECTIONS HANDBOOK

2014 U.S. EDITION



By the Twitter Government and Elections team





THE TWITTER GOVERNMENT AND ELECTIONS HANDBOOK

2014 U.S. EDITION



By the Twitter Government and Elections team

Twitter, Inc.
San Francisco
United States of America
2014

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“All politics is local.” This time-honored maxim may never have been as true as it is today, when citizens across the country can connect directly and immediately with elected officials and the issues they’re most passionate about, simply by using Twitter.

This book is designed to help you tap into the power of Twitter to connect with your constituents. But documenting Twitter’s value at any given moment is like trying to capture lightning in a bottle. Our teams are constantly improving and enhancing the service to make it more valuable to you. Some technical functions may have evolved since publication.

The best ways to stay on top of the latest developments are to:

- follow us at [@twitter](#) and [@gov](#)
- read the latest news at [blog.twitter.com](#)
- browse the government- and politics-oriented resources and case studies at [gov.twitter.com](#)
- subscribe to our newsletter at [t.co/gov_newsletter](#)

We welcome your feedback at [politicsbook@twitter.com](#) and look forward to seeing you on the campaign trail.

Bridget Coyne

Bridget Coyne, Managing Editor

The Twitter Government and Elections team, August 2014





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“Four more years.”

BARACK OBAMA @BARACKOBAMA - 6 NOV 12

INTRODUCTION

One Tweet. 16 characters. A photograph Retweeted in more than 200 nations reaching more than 25 million people on Twitter. This is how President Barack Obama’s reelection campaign claimed victory in November 2012. With it came the close of an election in which millions of Americans turned to Twitter to voice their views, debate the issues and connect with the candidates like never before.

The “Twitter Election” introduced voters to a new real-time soundtrack for the campaign; journalists to a new way of reporting, bringing voters virtually “on



the bus” in real time; and candidates to a fresh opportunity to speak to, and hear from, their constituents.

Drawing on lessons learned from these and other experiences across the country and around the world, this handbook illustrates how Twitter brings candidates and engaged voters closer together.

A RETURN TO SCALABLE RETAIL POLITICS

The best way to earn a voter’s support is no different today than it was a century ago: a simple handshake and a look in the eye. But it is hard to scale such retail politicking to the entire voting public.

Over the last 100 years, technology has responded to population growth through tools that increasingly wholesale the political process, shifting from one-on-one relationships to a larger broadcast model. Radio and TV, billboards, direct mail, robocalls, websites, email and other emergent technologies create layer upon layer of impersonal mass communication, further disconnecting citizens from the political process.

Twitter helps fill the void, enabling a virtual “handshake” and conversation at a scale not possible even a generation ago. Through these small, easy interactions, elected officials and their constituents regain some of the meaningful contact lost over the years, and can do it from anywhere.

The impact is remarkable.

A study of the 2010 U.S. midterm elections by researchers at the University of North Florida and Texas Tech University found that Tweets from political leaders could be “as influential as family members when it came to shaping respondents’ political beliefs, even though most respondents have never met or interacted with the leaders they follow.”¹ For some voter groups, the study

found Twitter to be the most influential social tie. For those where the Tweets had lesser impact, a candidate's lack of engagement on the platform was an oft-cited cause.

The real-time, public nature of Twitter also ensures these direct candidate-and-voter interactions can be easily shared and discovered. In the pages ahead, you'll learn how this effect can help you marry the benefits of broadcast and one-on-one communication into one powerful experience.

THE TOWN HALL MEETING... IN YOUR POCKET

In every city and town, state or country, people are deeply passionate about the future of their communities. But life often gets in the way. We are busier than ever before. It becomes difficult to make it to that school board meeting or to engage in the community discussion in the way we might want.

Twitter is a free platform for all voices to be heard and to organize. No one needs to "pay for the microphone," to paraphrase Ronald Reagan from a 1980 presidential primary debate. Traveling to a town hall meeting is as convenient as reaching into your pocket.

78 percent of users access Twitter from mobile devices and can voice their views anytime, anywhere. This handbook will teach you how to convene the best opportunities for community expression and dialogue using the platform.



78% Percentage of Twitter users who log in via their mobile device.²
(AS OF JULY 2014)

These forums are exceedingly necessary and important. When the barriers of convenience come down, users often rediscover the thrill of broader participation in the process. The Pew Research Center found during the last



U.S. midterm elections in 2010 that nearly one-third of Twitter users engaged in the campaign by using the platform and that Twitter users were 50% more likely to attend a political meeting or rally than other Americans.³

A REAL-TIME MEASURE OF PUBLIC OPINION

Perhaps more powerful than Twitter as a platform for voicing opinion is its utility as a mechanism to listen. Elected officials gain the ability to hear from outside “the bubble” as conveniently as checking the time.

Tweets capture natural conversations taking place every day by the millions. It’s like having a seat at every coffee shop and watercooler from Maine to Hawaii and around the world, and this book will show you advanced techniques for finding the conversations that mean the most to you.

Soon you’ll discover why in a 2013 survey, nearly half of DC insiders cited Twitter as capturing the widest range of opinions and perspectives on an issue of any information source.⁴

Turning to the Twitter API and other tools, even more analysis is possible. This data won’t ever replace traditional polling any more than satellites replaced the thermometer — but in each case, every innovation gives us a clearer picture of a complex system.

Read this book cover-to-cover or use the handy checklists starting on the next page to jump to the material most relevant to you. Whatever you choose, we hope you come away with fresh inspiration for meaningful civic dialogue and some new techniques for listening to and mobilizing your constituents.

Let’s begin.

OVERVIEW

Twitter allows you, the candidate or elected official, to pull back the curtain and give your constituents a peek into your daily life. Whether you're snapping a family "selfie" backstage before a debate or announcing breaking news, each Tweet demystifies the process and personalities of politics by letting your followers learn a little more about you. Here are some strategies to consider on the campaign trail:

A DAY-IN-THE-LIFE

Twitter is the real-time bridge to your constituency. Take your followers along for the ride by sharing authentic moments. Connect by introducing them to the "real you."

- **Be yourself.** Share your experiences as a candidate, from wake-up until bedtime, to give an insight into your average daily routine. Define the conversation with a hashtag.
- **Tweet rich media.** Use photos and videos to take followers behind the scenes.
- **Connect directly.** Conduct Twitter Q&As and reply to followers in between campaign stops and throughout the day.
- **Tell followers where to find you.** Announce campaign stops and tell followers to meet you there. Encourage them to live-Tweet the experience.
- **Document the campaign trail.** Create a custom collection of Tweets from the day to showcase life as an engaged and active candidate.
- **Amplify your message.** Leverage Promoted Tweets to target key constituencies — and to increase impressions and engagements for your most compelling content.

62% Including photos in Tweets boosts Retweets by 62%.
(ON AVERAGE)





“Congress at Your Corner at the Hayward Farmer’s Market. Taking questions from #ca15 constituents, big & small.”

REP. ERIC SWALWELL @REPSWALWELL - 17 MAY 14

Reference the following sections for more detailed examples: Live-Tweeting, Photos, Twitter Q&As, Engage in the moment, Advanced TweetDeck, Targeting options.

DEBATES

Twitter is a powerful tactical tool for debates. Replace “rapid response” with “real-time response” and connect with your audience in the moment.

PRE-DEBATE

- **Solicit anecdotes from followers.** Encourage followers to Tweet stories and experiences in the days leading up to debates for use as real-life anecdotes in your answers.
- **Add physical signage with handles and hashtags.** Utilize debate site and camera coverage to brand items with candidate or party @usernames and event hashtags to drive conversation and support.
- **Include Twitter in the debate.** Work with the debate organizer and opposing campaign to take one or two debate questions from Twitter, opening a more direct dialogue with the voting public.
- **Tweet rich media.** Post Tweets with photos and videos of debate preparation and moments leading to the start of the debate, with family or senior staff, and reading Tweets from supporters.
- **Make it official.** Promote policy initiatives and positions on Twitter throughout debate day using the official debate hashtag.
- **Grow your followers.** Use Promoted Accounts to grow a community of supporters to engage with in the days leading up to the debate.

THE LIVE DEBATE

- **Tweet in the moment.** While you — the candidate — are in the heat of the debate, your campaign staff should extend the debate on Twitter. Connect directly with voters on the hashtag, take questions from them, and rebut or reinforce debate answers with backing material.
- **Discover emerging issues.** Monitor Twitter for conversation around the key debate “moment” to inform spin room and post-debate messaging.
- **Be nimble.** Live-Tweet the debate (from a party or campaign organization account), and share the experience with your supporters.
- **Target trending topics.** Utilize Promoted Tweets Keyword Targeting to reach users talking about topics emerging from the live debate.



POST-DEBATE

- **Reconnect with supporters.** If significant personal stories are mentioned, be sure to follow up and explain on Twitter. Give more context, be open and personal, and share relevant photos.
- **Listen to your audience.** Conduct a post-debate analysis of the Twitter conversation to gauge which topics sparked the most conversation and connected most with voters.
- **Amplify favorable reviews.** Employ Promoted Tweets to boost organic post-debate reviews from activists and media. Consider whitelisting prominent supporters in order to promote their messages of support.

Reference the following sections for more detailed examples: Calls to action, Event integration, Photos, Live-Tweeting, Targeting options, Engage in the moment, Advanced TweetDeck.

CANDIDATE INTERVIEWS

Twitter is a perfect conversational complement for interviews. Build a bridge directly to citizens, “meeting” them in a scalable way.

PRE-INTERVIEW

- **Tweet about the interview.** @mention the reporter or news organization and encourage people to read or tune in.
- **Solicit calls to action.** Encourage those watching to Tweet (for/against an issue, a candidate, etc.) for a real-time pulse on what people are thinking.
- **Use TV conversation targeting.** If the interview is nationally televised, use TV conversation targeting to target users talking about that show.

DURING THE INTERVIEW

- **Share your perspective.** Tweet a photo from the candidate's vantage point of the interview — a different angle than the viewers normally see.



“Thanks to Chris Wallace for hosting my first national interview as the new Majority Leader Elect @FoxNewsSunday”

KEVIN MCCARTHY @GOPLEADER - 22 JUN 14

- **On-air handle display.** Mention your Twitter account in the interview and ask the news organization to display it.
- **Verbal call to action.** Encourage supporters to Tweet questions to you, reinforcing that you are active, will converse with them and will engage back with routine @replying.
- **Increase scale for specific messages.** Drive awareness and tune-in by promoting Tweets with compelling quotes and important messages from the interview.



POST-INTERVIEW

- **Continue the dialogue.** Engage with the reporter on Twitter after the interview.
- **Gauge follower interest.** Tweet a series of excerpts from the interview to see which topics resonate with your audience. Because Tweets that receive more engagement will appear slightly larger on your timeline, your most engaging content will be easy to find when your followers visit your profile page.

Reference the following sections for more detailed examples: Calls to action, Event integration, Photos, Live-Tweeting, Targeting options, Engage in the moment, Advanced TweetDeck.

GET OUT THE TWITTER VOTES (GOTV)

Twitter is a mobilizing force to distribute your content and activate your voters. The best way to earn support is still to shake a constituent's hand and ask for their vote. With Twitter you can reach those constituencies at scale and encourage them to take action in the run-up to Election Day.

CANVAS EVENTS

- **Make it official.** Designate an official and consistent campaign hashtag for supporters to keep the conversation flowing through Election Day.
- **Put a Twitter bird on it.** Your @username is your identity on Twitter. Include your Twitter @username along with the official Twitter bird logo on merchandise (T-shirts, yard signs, bumper stickers) to grow followers, increase name recognition and identify with your Twitter constituency.
- **Tune into the conversation and amplify it.** Follow along with your hashtag and engage directly with supporters by Retweeting, favoriting and @replying.
- **Map your events.** Turn on location services while Tweeting to let people know where you are for canvas events.

- **Show your momentum in the field.** Tweet highlights from the field and @mention volunteers on Twitter. Adding an @username to a Tweet alerts people when you're talking about them.
- **Tweet the scoreboard.** Share metrics about your campaign's supporters, "We knocked on 197 doors today, lets make it 500! Come out! #CandidateforSenate #DoorsforCandidate."
- **Utilize Lead Generation cards.** Promote Lead Generation cards in the final weeks of the campaign to grow email subscribers, encourage people to "Join the Movement" and volunteer on Election Day.
- **Mobilize your base.** On Election Day, target your GOTV message to your base using Tailored Audiences CRM and zip code targeting.
- **Reach your voters when (and where) it matters.** Target mobile users for last-minute GOTV messages while voters are lined up at the polls.

PHONE BANKING

- **Your Twitter digits.** Include a field for Twitter usernames on your calling list, and collect those not yet listed to stay connected through Election Day.
- **Mobilize supporters on Twitter.** Create a Twitter list of supporters to empower them to connect with and amplify your campaign.
- **Share rich media.** Tweet a photo of the candidate calling voters.
- **Call to action.** When contacting supporters, ask them to Tweet support and share your campaign hashtag.
- **Spread hashtags.** Post GOTV hashtags around the office for phone bankers to Tweet, become familiar with and share with callers.

RALLIES

- **Tweet event logistics.** Share key event logistics information with a photo of the location.
- **Bring the event online.** Live-Tweet rally events, including candidate speeches, to enable supporters to amplify their presence and follow along as if they were at the event in person.



- **Be bold and engaging.** Have the candidate Tweet a photo from his/her perspective on stage, reference Tweet mentions in speeches and take live questions from Twitter immediately after the rally with the event hashtag.
- **Magnify the impact of your event.** Use Promoted Tweets with photos, videos and Vine videos to share your most engaging content with supporters following along on Twitter.

ELECTION DAY

- **Share rich media.** Tweet and Retweet photos of supporters with “I Voted” stickers or the candidate and family members, voting and engaging voters near the polls.
- **Encourage activation.** Tweet at supporters, “@username Have you voted yet?” adding your unique campaign hashtag. Post a Vine of the candidate asking supporters if they have voted yet.
- **Be spontaneous and break news.** Tweet about surprise candidate appearances at various campaign offices, “@username will be at our campaign HQ in 20mins, stop by after you vote! #IvotedforCandidateName.”
- **Tweet transit options.** If providing transportation for voters in some areas, Tweet from the van. Include location so more people can be aware of the services and let them sign up.
- **Mobilize your base.** On Election Day, target your GOTV message to your base using Tailored Audiences CRM and zip code targeting.
- **Reach your voters when (and where) it matters.** Target mobile users for last-minute GOTV messages while voters are lined up at the polls.

Reference the following sections for more detailed examples: Event Integration, Setting up your profile, Engage in the moment, Building lists, Photos, Live-Tweeting, Twitter Q&As, Calls to action, Targeting options.

POST-CAMPAIGN

The conversation doesn't end on Election Day. Twitter lets you bring your constituents with you every day as an elected official and behind the scenes during Inauguration Day, Town Halls and office hours.

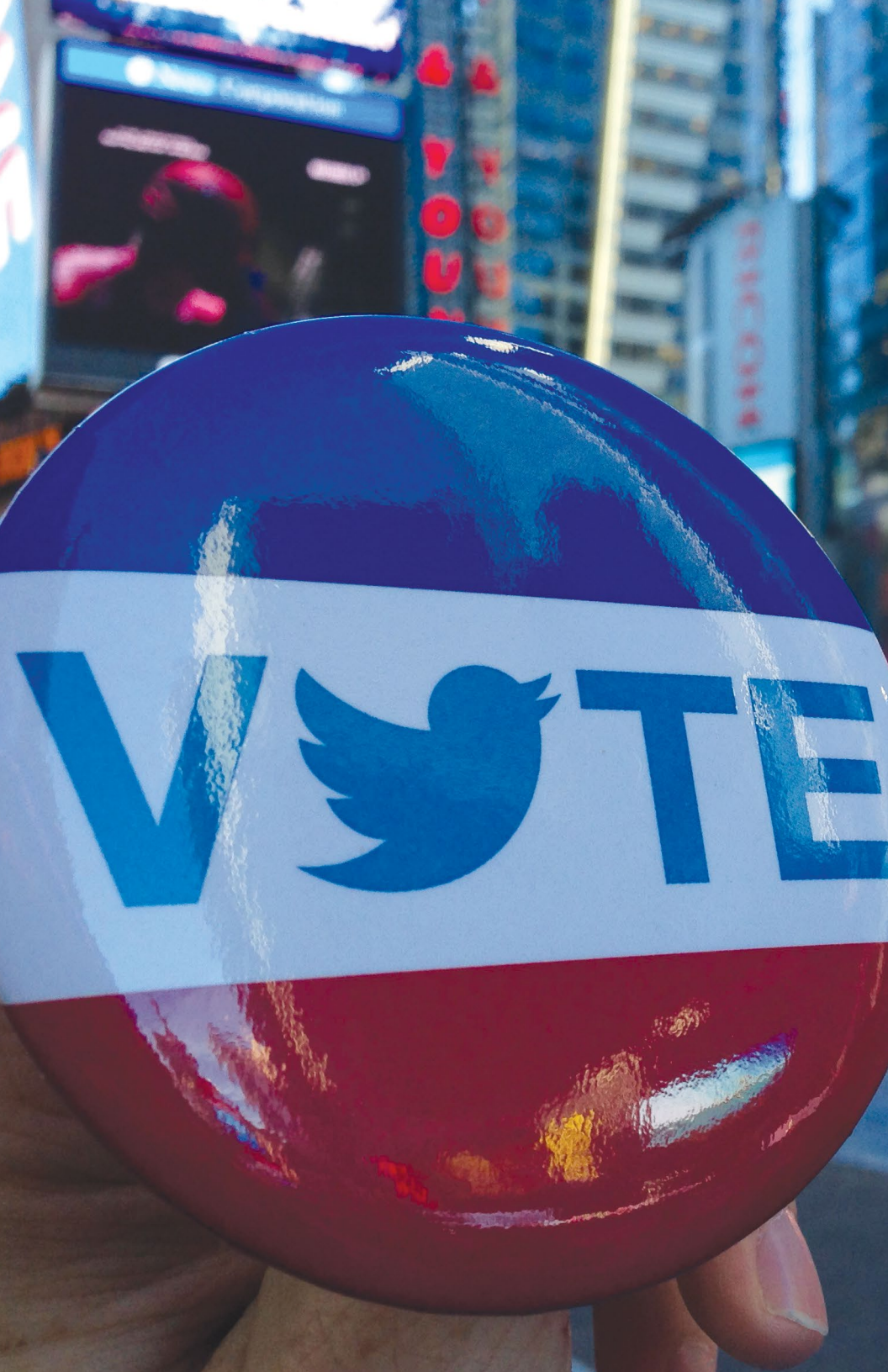
- **Be authentic.** Walk your followers through the emotions of Inauguration Day and your first days in office.
- **Connect with your constituents.** In days after the election, be sure to thank supporters and enjoy the victory lap, routinely engaging with followers by Retweeting, replying and favoriting Tweets.
- **Retell the campaign in photos.** In the weeks after, take some time to recap the campaign, the highs and lows — use never-before-seen photos from the campaign.
- **Hear from your constituents.** Engage your followers to lend their ideas for the transition and future. Partake in a Twitter Q&A and set your first 100 days agenda with their Twitter feedback.
- **Go on the record.** Use Twitter to go on the record first with your plan of action when you enter elected office, what you hope to achieve and your roadmap for getting there.
- **Live-Tweet Inauguration Day.** Give followers basic information about the day — the time, location and any swearing-in parties or events.
- **Tweet memorable photos.** Share photos from your perspective — starting from the swearing-in platform and continuing throughout the day.
- **Open your doors.** Tweet information related to office location, your upcoming schedule and office hours. As a bonus, share a Vine video inside your new office.
- **Break news on Twitter.** Use Twitter to introduce new staff and their roles, and announce your official government Twitter account (if applicable).





- **Communicate with your constituents.** U.S. House Members and some other elected officials may use Twitter Ad Products as part of their approved budgets to communicate with their constituents. Reach out to the House Administration Committee or your relevant regulator for more information.

Reference the following sections for more detailed examples: Live-Tweeting, Engage in the moment, Photos, Twitter Q&As, Calls to action, Targeting options.





KICKOFF

WHAT IS TWITTER?

THE BASICS OF TWITTER

ACCOUNT SECURITY





OVER

271 MILLION

MONTHLY ACTIVE USERS GLOBALLY



OVER

500 MILLION

TWEETS EVERY DAY¹



WHAT IS TWITTER?

Twitter is the place to share your journey, campaign for issues that matter to your community and hear the rallying cries from your supporters. This handbook offers surefire, data-backed tactics to connect with supporters, voters and the public and to grow your following during an election campaign.

WHERE DO TWEETS APPEAR? WHO READS THEM?

When you Tweet, your message is publicly posted on your Twitter profile. In addition, people can follow your account so that your Tweets automatically appear in their own timelines every time they log in to Twitter.

WHY 140 CHARACTERS?

Twitter was born as a mobile service, designed to fit the character limit of a text message. Today, Twitter still works on any SMS-ready phone.

Brevity keeps Twitter fast-paced and relevant by encouraging people to Tweet in the moment and to focus on the essential ideas they want to communicate.

THE BASICS OF TWITTER

ANATOMY OF A TWEET

Twitter helps you create and share ideas and information instantly, without barriers. It's the easiest way to follow the trends, stories and breaking news making headlines around the world, but it also helps you stay in touch with subjects a little closer to home: friends, family, businesses and social causes that are dear to your heart. Before you get started, it will help to learn some lingo.

Tweet: A message posted via Twitter that may contain photos, videos, links and up to 140 characters of text.

Tweet, Tweeting, Tweeted: The act of sending a Tweet.

1

Profile photo: The personal image uploaded to your Twitter profile.

2

Twitter account name: The name on your account. Think about whether you want to use your real name or some other identification.

3

Twitter @username: Your @username is your unique identity on Twitter and is always preceded by the @ symbol. The @ sign is also used to mention people in Tweets, like this: "Hello @Twitter!" Your account name and username do not need to be the same.

4

Tweet timestamp/date: This tells you when the Tweet was sent. Click the date or time to view the permalink page for a Tweet.





5

Tweet text: Every Tweet fits into a space that's 140 characters or less — just the right size for a big idea, a headline or a timely observation.

6

Links: You can link to other websites, articles, photos and videos within a Tweet (Twitter automatically shortens links).

7

Hashtags: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

8

Tweet actions: There are three Twitter icons that allow you to take action and interact with a Tweet: Retweet, Reply, and Favorite.

Twitter Timeline: A timeline is a real-time stream of Tweets. Your home timeline is where you see all the Tweets shared by your friends and other people you follow.

Twitter Bio: Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to characterize your persona on Twitter. Connect with voters by sharing your career background and personal interests in your Twitter account profile. This can be as simple as adding in your state, favorite sports team, committee work or family life. Utilize keywords, account @usernames and hashtags to make your account more searchable.

HOW TO POST AND DELETE A TWEET



TO POST A TWEET:

Select the compose Tweet icon in the top menu on the right. Compose your 140-character message and select Tweet. The Tweet will be posted to your profile.



TO REPLY TO ANOTHER USER:

- 1 Select the reply icon in a Tweet.
- 2 The @username of anyone mentioned in the Tweet you're replying to will already appear in your "Reply to" box.
- 3 If you want to add more @usernames, simply type the @username of the person you want to mention.
- 4 Compose your 140-character message and select Tweet.
- 5 The Tweet will be posted to your profile.



TO MENTION ANOTHER USER:

- 1 Select the compose Tweet icon in the top menu on the right.
- 2 Compose your 140-character message and type the @username of the person you want to mention.



- ③ As you start typing a username, a list of potential matches will appear.
- ④ Once you've found the user you're looking for, select his/her @username and it will be populated in the Tweet.
- ⑤ If you want to add more @usernames, repeat steps 2-4.
- ⑥ Select Tweet and the Tweet will be posted to your profile.

TO INCLUDE A HASHTAG IN YOUR TWEET:



- ① Select the # symbol and as you start typing, the list will narrow down to fewer results.
- ② You can choose to include one of these suggested hashtags or add your own hashtag text.

TO POST A PHOTO WITH YOUR TWEET:



You can take a photo in the moment or choose an existing image from your device.



- ① Select the compose Tweet button and choose an existing image from your gallery or select the camera icon to take a new photo.
- ② Once you have taken or selected your photo, you will have the option to apply a filter and crop the image.
- ③ When you are finished, select Done; the photo will be attached to the Tweet. You can select up to four photos for a single Tweet.
- ④ You can tag people in your photo(s) by tapping Who's in this photo? Type in the full name or @username and then tap Done.

Adding a photo will utilize 23 characters of your 140-character Tweet limit. You can add up to 4 photos and it will still be 23 characters. Additionally, you can tag up to 10 accounts without taking away from your character count.

TO TWEET WITH YOUR LOCATION:

Enabling location services through Twitter's official apps allows Twitter to periodically determine your location. Tap the location icon to add your location to your Tweet. This allows us to provide, develop, and improve a variety of our services, including but not limited to:

- Showing your followers the location you are Tweeting from as part of your Tweet.
- Delivery of location-specific trends.
- Delivery of content, including Tweets and advertising, that is tailored to your location.

TO INCLUDE A URL IN A TWEET:

- Links are automatically shortened using Twitter's own link shortening service.
- Simply copy/paste a URL or start typing a link with `http://` and the character counter will automatically deduct 23 characters no matter how long the original link is.



TO DELETE A TWEET:

Select the Tweet you'd like to delete.



Note: you can only delete your own Tweets.

- ① On the web, select the trash can icon at the bottom of the Tweet. You will get a prompt to "Delete."
- ② On mobile, select the More (•••) icon. A message will pop up with the option to "Delete Tweet."
- ③ The Tweet will be removed from your profile.



ACCOUNT SECURITY

It's important to keep your account secure during the campaign and beyond. Adjust your account settings at twitter.com/settings to maximize your account protection:

CHOOSE A STRONG PASSWORD

We recommend using a password containing at least 20 characters. It should be either randomly generated or consist of a random string of words. Don't use words like Twitter or your name in the password, and choose a unique password for each password-protected website and device you're using.

USE A SECURE EMAIL ADDRESS

Use a campaign or other privately-managed email address rather than a public service such as Gmail or Yahoo! Mail to reduce the risk of emails being intercepted and your security compromised. If you do use a widely available free email provider, use precautions such as two-factor authentication.

STRENGTHEN YOUR SECURITY SETTINGS

Instead of relying on just a password, login verification introduces a second check to make sure that you and only you can access your Twitter account. After you enable this feature, you will need both your password and a designated mobile device to log in to your account.

REQUIRE PERSONAL INFORMATION TO RESET YOUR PASSWORD

Typically you reset a password simply by entering a username and clicking on a confirmation link sent by email. For added security, you can check the "require personal information" box in your settings. With this enabled, reset requests will have to be accompanied by your email address or phone number if you forget or need to change your password.

HERE ARE SOME ADDITIONAL TIPS THAT WILL HELP

Look out for suspicious links in your timeline, email and direct messages.

Be wary of phishing and be sure that you are on twitter.com before entering your login information. Note: Twitter will never email to request your password.

Never provide your username or password to third parties.

Be particularly wary of anyone who promises to gain followers for you or make you money.

Choose applications with care.

You can do a variety of integrations with your Twitter account thanks to thousands of third-party applications. However, be cautious before giving access to your account. If you don't recognize a third-party application, you can revoke its access by visiting the Applications tab in your account settings.

Be up-to-date.

Make sure your computer and operating system are upgraded with the most recent patches and anti-virus software and that your information is protected by secure passwords. Ensure that you have the most updated version of the Twitter mobile apps.

If you need to report a problem with your account or bring an issue to our attention, you can reach out to the Twitter support team at any time through @support or <https://support.twitter.com>



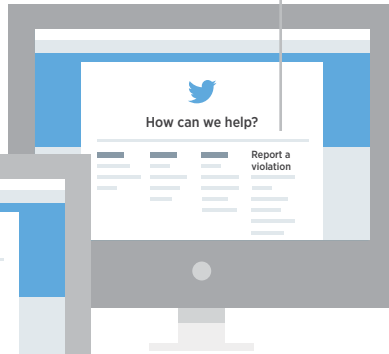
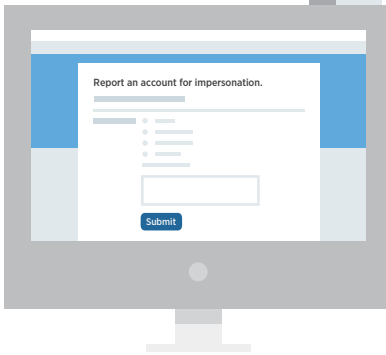
HOW TO REPORT A TWITTER ISSUE

1 Go to: <https://support.twitter.com/forms/>

2 Select an issue from "Report a Violation"

Violations include:

Impersonation, Trademarks, Counterfeit goods, DMCA copyright, Harassment (private information posted, abusive users, violent threats), Reporting spam, Suspended account, Report self harm, Report an ad



3 Complete the form related to the issue. Your information helps us assess and expedite resolution. See the blue box below for details to include.



4 **Submit**

Submit form to create a Twitter support ticket. Ticket gets routed to a specialist. Tickets relating to violent threats and self harm are escalated as high priority.

5 Ticket creator receives a confirmation email and ticket number from Twitter

If you feel you are in physical danger, we strongly encourage you to follow up on the issue outside of Twitter.



6 Twitter specialist reviews the issue



7 Twitter team follows up personally via email





BASE BUILDING

SETTING UP YOUR PROFILE

WHO TO FOLLOW

BUILDING LISTS

BASIC SEARCH



SETTING UP YOUR PROFILE

Your Twitter profile shows the world who you are, moment by moment. Your profile is where you demonstrate what they can expect from your Tweets and why they should follow you.

It is especially important for candidates to define their personality and the issues for which they stand. Here are some tips for setting up your Twitter profile to best represent your values and your campaign.

Your username on Twitter is part of your identity on the platform.

It will be displayed when people reply to your Tweets or add you to a conversation. The username is the one that begins with the “@” — it can be up to 15 characters in length. Your name display can be up to 20 characters in length.

Consider how you would like it to look, for example, whether it be your full name (i.e. @JohnKerry), title and full name (i.e. @SenJohnMcCain), title and last name (i.e. @SenatorKirk), name and state (i.e. @mazieforhawaii) or something else (i.e. @WaxmanClimate for climate change advocate Rep. Henry Waxman).



TIPS FOR GROWING YOUR TWITTER @USERNAME RECOGNITION

- **Put your Twitter @username on your printed materials and merchandise.**

Adding your Twitter @username to your promotional materials and merchandise is a great way to get wider exposure and name recognition for your candidate, campaign and policy concerns. It also indicates that people can reach you directly through this channel — that you read and respond here.

- **Put Twitter on your website.** Adding Twitter buttons to your website is a great way to gain wider distribution for your content and gain more followers. See our section on “Powering your site with Twitter” for more instructions.

BIOGRAPHY

Your account bio must be 160 characters or fewer. We recommend that you include both details about the elected office you seek and constituency you represent as well as personal elements. Utilize keywords, account usernames and hashtags, all discoverable through search, in the bio to connect with other conversations and accounts related to your campaign, political party and interests.

PHOTOS

You can reinforce a candidate and campaign message with powerful, high-resolution imagery, especially with the new web profile that features a larger profile photo and customizable header to enhance the narrative around the account’s purpose. These photos are visible on all official Twitter platforms (Twitter.com, Twitter mobile apps and TweetDeck) when you view a profile. The profile photo will appear along with every individual Tweet message.



HERE ARE THE MAIN FEATURES OF THE NEW WEB PROFILE:

- 1 **Best Tweets:** Tweets that have received more engagement will appear slightly larger, so your best content is easy to find.
- 2 **Pinned Tweet:** Pin one of your Tweets to the top of your page, so it's easy for your followers to see what you're all about. You can pin and un-pin different Tweets to promote specific messages or to tee up the context for streams of Tweets to follow.
- 3 **Filtered Tweets:** Now you can choose which timeline to view when checking out profiles. Select from these options: Tweets, Tweets with photos/videos, or Tweets and replies.



WHO TO FOLLOW

WHAT IS FOLLOWING?

Subscribing to a user's stream of Tweets is called "following." To start following someone, click the Follow button next to their name, and you'll see their Tweets in your home timeline as soon as they post something new.

You don't have to ask permission to follow.

Anyone on Twitter can follow or unfollow anyone else at any time. This leads to something unexpected: open and fun conversations that get people talking.

HOW TO FIND PEOPLE TO FOLLOW

Start by following people you know. Search for their names or their @usernames, or find them all instantly by importing your contacts from your email address book. Then search for your favorite sports teams, actors, local newspapers, writers or schools. Lastly, search for accounts of people sending the type of Tweets you'd like to receive: breaking news, community leaders and other campaign-related accounts.

Finding a conversation is a great way to find people to follow as well. If you see an interesting hashtag, tap the conversation there, engage the community and follow anyone with whom you would like to connect. Simply follow what interests you.

BUILDING LISTS

WHAT IS A TWITTER LIST?

Twitter lists let you organize Twitter users in groups and manage how you look at Tweets. You can either create your own list or subscribe to a list created by someone else. Twitter lists can be used to follow a separate group of Twitter users from those you follow in your home timeline. Creating or subscribing to a list allows you to see only Tweets from users on that list. Lists are not a way to send Tweets to a select group, but to organize and read them.

If your organization has many entities within it, Twitter lists are a great way to see Tweets from just that subset of users in a dedicated timeline — a great resource for organization staff, the public and media. For example, the State Department (@StateDept) utilizes this feature to organize its various divisions including embassies, missions, consulates, foreign language accounts and all other officially-related accounts. And in Congress, party and committee leadership use this feature to follow Tweets from their own party or members. For example, @HouseGOP maintains a list of House Republicans and @Transport maintains lists of both committee members of both parties.

@STATEDEPT

@HOUSEGOP

@TRANSPORT



TO CREATE A LIST ON THE WEB

- 1 Select the “Me” tab at the top of the page.
When on your profile page, select the “More” tab and then select “Lists.”
- 2 Select the “Create new list” button.
- 3 Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
- 4 Select “Save list.”





TO CREATE A LIST ON MOBILE

- ① Select the “Me” tab on the bottom of the screen.
- ② When on your profile page, scroll down and select “Lists.”
- ③ Select the “+” on the top right to create a new list.
- ④ Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it).
- ⑤ Select “Save.”



TO ADD OR REMOVE PEOPLE FROM A LIST (WEB AND MOBILE)

- ① Search for the account you would like to add or remove. Note: You do not have to be following them to add them.
- ② Either on the search results page or the account’s profile page select the gear icon and then “Add or remove from lists.”
- ③ A pop-up will appear giving you the option to assign the user to any of your existing lists. You can uncheck any lists from which you would like to remove the user.
- ④ To make sure your list was updated, click on the Lists tab on your Profile page. Select on the list you’re checking on and select “Members.” The account you added should appear there. You cannot add a user who has blocked you to a list.



LOOKING AT TWEETS FROM A LIST

- ① Click on the Lists tab on your Profile page.
- ② Click on the list you’d like to view.
- ③ You’ll see a timeline of all of the Tweets from the users included in that list.



EDITING OR DELETING LISTS

- ① Click on the Lists tab on your Profile page.
You will see all of the lists you've created and lists you follow under "Subscribed to."
- ② Select the list that you'd like to edit or delete. Click Edit to update list details or click Delete to remove the list.
- ③ To add or remove people from your list you must go through the profile page of each person.

SHARING A LIST WITH OTHERS

- ① Go to the list you'd like to share.
- ② Copy the URL that shows up in your browser's address bar.
- ③ Paste the URL into a message to anyone you want to share the list with.

To see what lists you're on (lists that other Twitter users have created and added you to) go to your Lists page and click on "Member of." If you want to be removed from one of these lists, you will need to block the user that created the list. Click the name of the author, which will take you to the author's profile page. Then click the gear icon ("more user actions") and block the user. This will also remove this user from your timeline if you follow the user.

See the section on Advanced TweetDeck to learn how to view multiple Twitter lists at once.



BASIC SEARCH

USE TWITTER SEARCH

Find information about other users and topics of interest with Twitter search. We have a wide range of search tools that make it easy to find exactly what you're looking for on Twitter.

OUR RECOMMENDED TOOLS INCLUDE:

- **Twitter search (twitter.com/search)** This is the quickest and easiest way to look for information about subjects, events and people in real time. It is always available in the search bar at the top of every twitter.com page, or by clicking the magnifying glass in any mobile app. Just type your query and go!
- **Advanced Twitter search (twitter.com/search-advanced)** Step your searches up a notch with advanced search. This feature allows you to refine your searches by zeroing in on specific words, people or places.
- **TweetDeck (tweetdeck.twitter.com) and Twitter for Mac** are applications that use Twitter's streaming API empowering you to manage real-time tracking, organizing and engagement.

SAVE YOUR SEARCHES

You can also save your searches across applications (web, mobile, TweetDeck). For that, you'll need to be logged in to your Twitter account. In the search bar, type in your search query and once you are directed to the results page, you will see an option to save your search. Next time you use the Twitter search function, that query will appear as a saved search so you can always access it.





PERSUASION

WHAT FUELS A TWEET

PHOTOS

CALLS TO ACTION

AUTHENTICITY

VINE

EMPOWER INFLUENCERS AND SPOKESPEOPLE

LIVE-TWEETING

BE CREATIVE



WHAT FUELS A TWEET

Each Tweet represents an opportunity to show your voice and strengthen the relationship with your constituency. But building a healthy Twitter account is about more than just seeing how many people will Retweet your posts.

We wondered why certain Tweets see higher-than-average engagement. Adding a hashtag, photo or video to Tweets undoubtedly makes them richer, but does it bring you more user engagement?

WHAT WE EXAMINED

To help get insight into what resonates most with followers in specific vertical categories, we analyzed the content of millions of Tweets sent by verified users in the U.S., looking at the numbers of Retweets that included specific features:

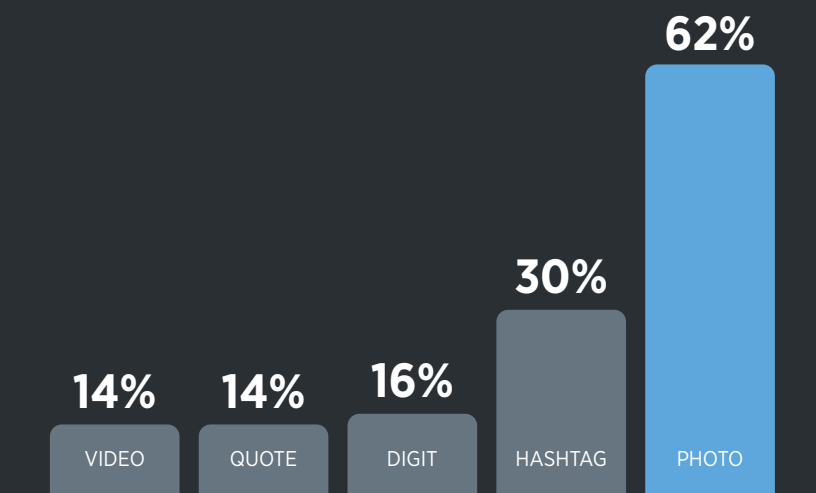
- **Photos**
- **Hashtags**
- **Links**
- **Videos**
- **Tweets containing a number or digit**

HOW WE DID IT

We analyzed the content of more than 2 million Tweets sent over the course of a month by thousands of verified users across different fields.¹ We looked at the number of Retweets in that dataset with the specific features mentioned above and compared it to the average numbers of Retweets for that collection of accounts during that period.

In other words, the baseline we compared to was the numbers of Retweets that each user would expect to get anyway. This helps us identify which features within a Tweet have the greatest impact on average Retweets.





Effects on Retweets: Government and politics

How adding specific elements increased percentage of Retweets by area

THE RESULTS

The fact is, people don't engage equally with every Tweet. Now we can confirm that adding video, links and photos all result in an impressive boost in the number of Retweets.

Twitter is more than just text. Adding the above elements to your Tweets make them more robust, complex, creative and fun. Twitter is incredibly visual, so it's no surprise that photos receive the highest engagement. Adding photos brings color and perspective to your text and entices your followers to share your content. Adding a hashtag to Tweets reaches an audience beyond your followers, outside the echo chamber. Quotable moments or taglines, facts and figures are important tactics in getting a message out and getting it to stick with constituents. Using video shows passion for issues (recapping a speech, for instance) or chronicles moments on the campaign trail. These elements all work to enhance your Tweets and your engagement.



“Talking with Pres. Obama about needs in #NJ at the ROIC Friday evening. #Sandy”

GOVERNOR CHRISTIE @GOVCHRISTIE - 2 NOV 12

NEXT STEPS

The aforementioned details can bring immediate rewards, however they are not the end of the story. When you're trying to foster a relationship with your constituents, you should keep in mind the types of Tweets that most resonate with them. Just as speechwriting requires a balance of great soundbites and a strong overall message, you should approach Twitter holistically with a strategy for specific Tweets.



PHOTOS

In our analysis of Tweet engagement, verified users in government and politics who posted photos in their Tweets saw a significant bump in Retweets — on average, 62% higher than they would receive normally. Let's say

62%

Including photos in Tweets boosts Retweets by 62%.²

(ON AVERAGE)

a candidate's account normally receives an average of 100 Retweets per post. A photo would be predicted to receive an average of 162 Retweets per Tweet.

The popularity of photos suggests that authenticity and access are paramount for your followers. As a government official or candidate, it's important to build an authentic, transparent relationship with your constituency. A photo provides a candid insight into your life or work.

I WORK IN POLITICS. WHAT DOES THAT MEAN FOR ME?

You can use images and photos to tell a story or to trail a major event. Photos can help demystify the world of politics and foster closer engagement with your constituents.

TWEETING BEHIND-THE-SCENES CONTENT

For candidates, campaigns and their aides, Twitter is an invaluable way to reach beyond press conferences and news releases to connect with constituents in a more intimate way. People love behind-the-scenes content; it brings them up close and personal with the politicians who represent them and gives them a deeper understanding of political life.

During Hurricane Sandy, Governor Chris Christie (@GovChristie) showed action in the face of a crisis by Tweeting a photo from inside the regional

@GOVCHRISTIE





“John F. Kennedy was born #OTD in 1917; served as representative, senator, & president #tbt”

SENATE HISTORY @SENATEHISTORY - 29 MAY 14

operations center as he spoke to President Obama about the needs of his constituents.

@SENATE HISTORY

You can also share photos to remember or commemorate moments in history, particularly if you have exclusive access to the photo archives. The U.S. Senate Historical Office ([@SenateHistory](#)) employs this strategy effectively around timely events:





And U.S. Representative Eric Swalwell (@RepSwalwell) from California's 15th Congressional District often uses photos to share his perspective from the Capitol or around his district, including a dual photo on Twitter of him reading to a third grade class via web video and the classroom watching from across the country.

FEATURES AND TOOLS TO ENHANCE YOUR PHOTOS

MULTIPLE PHOTOS IN ONE TWEET

You can share up to four photos in one Tweet, which lets your followers get the big picture in one place. The photos are displayed as a preview collage in



The First Lady 

@FLOTUS





"I hope you'll keep...building bonds of friendship that will enrich your lives & enrich our world" —FLOTUS in China, pic.twitter.com/fxmuQN9JL9

 Reply
  Retweet
  Favorite
  More



RETWEETS

223

FAVORITES

305



2:34 PM - 28 Mar 2014 Flag media

your followers' timeline. They can then expand to see each photo individually. The multiple photos will also be displayed if your Tweet gets Retweeted or embedded on another site.

PHOTO TAGGING

You can tag people in a photo (or collection of photos) that you post. The tags don't count towards your 140-character limit, so you have more room to express yourself. You can tag up to 10 people, and their names (not @username) will be displayed alongside the photo. As a default, anyone will be able to tag you if you have a public account. If desired, you can change that (to "only allow people I follow to tag me in photos" or "do not allow anyone to tag me in photos") via your Account Settings. And you can pair photo tagging with multiple photos in one Tweet like Senator [@RonWyden](#).

@RONWYDEN



Ron Wyden
@RonWyden



Follow

Honoring veterans at the groundbreaking of the new veterans clinic in [#Eugene](#) yesterday. pic.twitter.com/enbnTcPBxy

Reply Retweet Favorite More

Senator Jeff Merkley and Rep Peter DeFazio



RETWEETS
11

FAVORITES
17



FILTERS

You can make your photos look even more expressive by using Twitter photo filters. When you upload a photo using the Twitter mobile app for iOS or Android, simply tap on the image to see the editing options. There are eight creative filters to add style and mood to your photos, ranging from antique sepia tone to saturated colors, as well as a one-click auto-enhance tool and cropping tool.

MEDIA-FORWARD TIMELINE

When you upload a photo via Twitter, it shows up right in the timelines of all your followers, letting them get an immediate glimpse into what you're sharing. With one click or tap, they can expand the photo within the app, and easily Retweet, favorite or comment on it. The image will also display when the Tweet is embedded on the web.

IMAGE GALLERY

All your Twitter photos, along with Vine videos shared via Twitter, are viewable in a gallery through your profile. On a desktop computer browser, they can be found on the left side of your screen, below your bio.

These features help make your photos more social, more beautiful and more engaging on Twitter — and help you build a stronger connection with your followers.

Photos posted through some other services are not previewed or included in galleries and will only appear as a link. This forces followers to leave your Tweet and view the image on a third-party provider's own website. If creating an image in an third-party app, we recommend saving the image to your camera roll and uploading to each service individually so your followers benefit from the full experience on both platforms.

CALLS TO ACTION



Sometimes you can drive engagement from a Tweet just by asking for it. Government officials and leaders often encourage their followers to Retweet a post to show support or spread awareness for someone or something.

Tweeting a photo in your call to action is a great way to depict your issue or cause and also drive more Retweets.

“ReTweet if you agree: We need an ALL-OF-THE-ABOVE #energy approach.”

SPEAKER JOHN BOEHNER @SPEAKERBOEHNER - 2 JUN 14

The call to action can also encourage constituents to Tweet their own photos as the Department of Education example above.





“Join @arneduncan on National Teacher Appreciation Day! #ThankATeacher and post your pic now!”

US DEPT OF EDUCATION @USEDGOV - 6 MAY 14

Finally, calls to action can make people feel like they are a part of an event such as when Vice President Joe Biden (@VP) Tweeted during the World Cup.



Vice President Biden @VP • Jun 16

RT to wish the @USSoccer team good luck in the #WorldCup! We're rooting for you. #GoTeamUSA #USAvGHA #USMNT

@VP

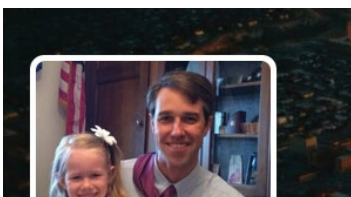


AUTHENTICITY

Especially for elected officials and candidates, Twitter is a great way to show your followers your personality. Define your voice on Twitter: Share things about yourself and show who you are. These are a few key ways to best do this, all of which will help display your voice to the world.

A PERSONAL BIO

Connect with voters by sharing your career background and personal interests in your Twitter account bio. This can be as simple as adding in your state, favorite sports team, committee work or family life.



Rep. Beto O'Rourke

@RepBetoORourke

United States Congressman, husband, father, El Pasoan and @epchihuahuas fan.

📍 El Paso, TX

🔗 orourke.house.gov



Elizabeth Esty

@RepEsty

Mom, community advocate, and U.S. Representative for Connecticut's 5th Congressional District. This is the official account for my Congressional office.

📍 Cheshire, CT

🔗 Esty.House.gov

Use keywords and hashtags to activate engagement with supporters and enhance discoverability.



OPENING TWEETS

Making a statement by starting your Twitter account with a personality is a great idea. When [@JohnKerry](#) rejoined Twitter, he threw a playful jab at the [@StateDept](#).



When the [@CIA](#) joined, they showed some humor and creativity to help set an unexpected tone for the account

“We can neither confirm nor deny that this is our first tweet.”

CIA @CIA - 6 JUN 14

BE PERSONAL IN YOUR TWEETS

Sending personal Tweets to friends and family for all of Twitter to see is a great way to show your personal side, and this resonates well with followers. Being as personal as you feel comfortable being is a great way to develop and build a loyal following. Ultimately, personality wins on Twitter.



“First #selfie! Great to see the kids from the Georgetown School of Arts and Sciences in DC today.”

TIM SCOTT @SENATORTIMSCOTT - 9 APR 14

SHARE YOUR INTERESTS

Connecticut Senator Chris Murphy must be an avid baseball fan — he Tweeted about the sport throughout the season.

“In case it doesn’t happen again this season, I will note the Red Sox start today in first place. #OpeningDay”

CHRIS MURPHY @CHRISMURPHYCT - 1 APR 13



Little did he know that the [@RedSox](#) would go on to win the World Series, which he Tweeted about too. And as soon as the season was over, he Tweeted about the gaping hole it had left in his day.

@REDSOX



Chris Murphy
@ChrisMurphyCT

I miss baseball.

Reply Retweet Favorite More

RETWEETS
18

FAVORITES
21



5:58 AM - 3 Nov 2013

SHARE RELEVANT ARTICLES

Linking to an article or study is a great way to maximize the content you're conveying without needing to explain everything within the Tweet itself.

CALL OUT SOURCES WITH TWITTER @USERNAMES

If the authors of the article you link to are on Twitter, make sure to include their @usernames in your Tweets.

For more tips on how to show your personality, be authentic, and get the most out of each Tweet, refer back to the "Day-In-the-Life" overview on page 12.

VINE

Launched in 2013, Vine is an app that lets you easily create and share short (six-second) looping videos. Vine, is available for Apple and Android mobile devices, and individual videos can be seamlessly shared on Twitter. It has already been adopted by many government officials and agencies from the President to Congress to local government.

SIX-SECOND SPIN ROOM

The Vine video platform's brevity is perfect for a politician to speak directly to constituents or the general public and offer a quick response to a big speech or policy initiative. For example, legislators used Vine to capture their reaction to President Barack Obama's State of the Union ([#SOTU](#)) address moments after it happened.

#SOTU



Senators and Representatives were early adopters, producing Vine videos within a month after the launch.

It was a bipartisan, bicameral effort, as members of both political parties from the House and Senate used Vine to deliver rapid response to the speech and start a real-time conversation with their audience.

@SPEAKERBOEHNER

#SOTU



House Republicans in particular coordinated their use of Vine as the medium to get their responses out minutes after the address. Speaker of the House John Boehner ([@SpeakerBoehner](#)), the highest ranking Republican official, was able to distill his views on [#SOTU](#) clearly and concisely in 140 characters and six seconds.

The key was tight coordination among the House Republican Conference. In a message, Boehner directed readers to the 2014 House Republican SOTU site





“Appreciate what the President said tonight but I’m w/ those still asking, “where are the #jobs?””

SPEAKER JOHN BOEHNER @SPEAKERBOEHNER - 28 JAN 14

to “engage on Twitter with Republican leaders and lawmakers, who will be providing rapid response videos through Vine.”

The Congressional Republicans successfully coordinated their messaging on Vine and even created a “Vine station” in the Capitol where nearly 20 members provided their thoughts both before the speech — what they hoped to hear and encouraging constituent comments and taking questions — as well as after, for the first time offering their reactions in real time.

SHOW BEHIND-THE-SCENES ACTION

Vine was quite popular further down Pennsylvania Avenue at the @WhiteHouse too. First Lady Michelle Obama (@FLOTUS) sent a quick Vine moments before she headed to the Capitol. The day before, the President himself recorded a Vine message about the State of the Union that @WhiteHouse Tweeted.

@WHITEHOUSE

@FLOTUS

#SOTU



In all, this six-second spin room and the ability to give real-time rapid response through Vine proved to be a powerful tool for elected officials sharing their views on the 2014 #SOTU.

With Vine you can take your constituents inside the governing process. And when you're in your home state or district, this tool enables you to bring your constituents with you during events and your travels.

NARRATE DATA AND STATISTICS

Vine is an effective tool to explain data and statistics. In our analysis of Tweet engagement, Tweets with digits or numbers in them get 16% more Retweets —

showing how the raw facts can be very powerful when presented on Twitter. With Vine's stop motion capabilities, you can bring the data to life in a creative and narrative way.

16% Tweets with digits or numbers get 16% more Retweets.¹

(AS OF JULY 2014)

This approach drives political discussion and provides substance behind the argument, demonstrating that your opinions are informed and based in facts. Animating data further boosts engagement, as Tweets with video get 14% more Retweets than the average (that includes all types of video).





“Did you know that the 19th District of Texas produces 1/3 of all the world’s cotton? #agriculture #texas #...”

RANDY NEUGEBAUER @RANDYNEUGEBAUER · 5 AUG 13

Elected officials and agencies are already embracing Vine for its data storytelling capability.

CURATE VINE CONTENT

Vine is also great for events and campaign-related activities where supporters and fans will be sharing their own videos. You can discover this content by searching on Vine.co by location, tag or people. Then you can further share the most compelling content videos by revining on Vine and Retweeting on Twitter.

EMPOWER INFLUENCERS AND SPOKESPEOPLE

HIGH-PROFILE CONVERSATIONS

Conversations on Twitter can provide incredible access to the lives and the thinking of politicians and other public figures involved in government. When these high-profile political leaders connect with each other on Twitter, it's a special treat for constituents. Whether humorous, poignant or just plain cool, these moments of serendipity can only happen on Twitter — that's why we use the hashtag [#onlyontwitter](#) to describe these one-of-a-kind conversations.

#ONLYONTWITTER



@CHICAGOSMAYOR

@JIMMYFALLON



For government officials, engaging with other prominent politicians or celebrities on Twitter is a tried-and-true way of reaching beyond your everyday audience. Engagement between these accounts introduces the followers of each to new accounts of potential interest, boosting follower growth on all sides. Here are a few examples of Twitter conversations between government figures that caught our eye.

Mayor Rahm Emanuel ([@ChicagosMayor](#)) challenged Jimmy Fallon ([@jimmyfallon](#)) to take part in the Polar Plunge to raise money for the Special Olympics Chicago:



ChicagosMayor
@ChicagosMayor

Will [#jimmyplungewithus](#)? Come on [@jimmyfallon](#), the Chicago [#polarplunge](#) is a week away.

Reply Retweet Favorite More

RETWEETS
24

FAVORITES
16



12:58 PM - 23 Feb 2014



EMPOWER YOUR OWN SPOKESPEOPLE

Beyond engaging with high-profile users, look to your close advisors and staff who can elevate conversation about your most critical issues and topics. For example, White House advisor Ben Rhodes (@Rhodes44) capitalized on the opportunity to debunk stories in the news:

@RHODES44



“This “transcript of POTUS-PM call” report is totally false”

BEN RHODES @RHODES44 - 29 APR 14

@STATEDEPTSPOX

@JOHNKERRY



Your staff can also keep the public informed about appearances and when to tune into the news. State Department Spokesperson Jen Psaki (@statedeptspox) often shares updates about Secretary John Kerry (@JohnKerry) including his schedule with other world leaders, giving viewers a glimpse inside the life of a diplomat:

“Secretary @JohnKerry to meet @mfa_russia Foreign Minister #Lavrov in #Paris on Thursday.”

JEN PSAKI @STATEDEPTSPOX - 3 JUN 14

Their proximity to the process of government or the campaign enables staffers to take constituents behind the scenes and into closed-door meetings by sharing photos and videos. For additional examples about demystifying politics and connecting with constituents and voters, visit the “Day-in-the-life” section on Page 12.

LIVE-TWEETING

Live-Tweeting allows government officials to comment immediately on breaking news, sudden crises, big votes and any other event that affects their constituents. In the past, the public would have to wait hours or days for news from their agencies or elected officials. Now, live-Tweeting gives politicians and their aides the ability to provide updates or opinions straight from the source, and bring constituents behind the scenes of government.

In the book *Politics and the Twitter Revolution* by professors John Parmelee and Shannon Bichard, the authors note that based on their research, “Political leaders whose Tweets include insider details may be better at attracting, keeping, and influencing followers because followers are often motivated to find political insight.¹

USE HASHTAGS

To draw attention to your live-Tweeting, make sure you use a dedicated hashtag that allows users to search for the topic and join the conversation themselves.

Our research on Tweets with hashtags from verified accounts in government and politics indicates a 30% boost in Retweets, on average. They help your message reach a new audience that shares a common interest and may not have discovered your voice previously. These findings suggest that substance triumphs over rhetoric for Twitter followers, as hashtags often are used to rally around a specific agenda (such as [#passMJIA](#) or [#EaseTheSqueeze](#)).

30%

Tweets with hashtags indicate a 30% boost in Retweets.²

(FROM VERIFIED ACCOUNTS)

#PASSMJIA

#EASETHESQUEEZE





JANUARY 28TH, 2014 9PM ET

STATE ★ OF THE ★ UNION

ENHANCED LIVESTREAM

WATCH AND PARTICIPATE AT
WH.GOV/SOTU #SOTU

“Tonight at 9pm ET, President Obama will deliver the State of the Union. Don’t miss it.”

THE WHITE HOUSE @WHITEHOUSE - 28 JAN 14

PROMOTE

If you want to assure the biggest possible audience for your Tweets, and it's the type of event that others can attend or watch, spread the word in the days leading up to it that you will be live-Tweeting and announce the hashtag.

LIVE-TWEETING IN ACTION

Government officials and campaigns can also take follower behind the scenes of important events or react to the conversation in real time such as these examples from a presidential debate in 2012.

“@PBS says C is for Cookie.
@MittRomney says C is for CUT #Elmo.
#denverdebate Save #BigBird. #p2”

ED MARKEY @MARKEYMEMO - 3 OCT 12

#SOTU

#UP4CLIMATE



TIPS WHEN LIVE-TWEETING

- **Find or create the right hashtag.** Often a shorter and clearer hashtag message is best to achieve more engagement and reach, like [#SOTU](#) for State of the Union or [#Up4Climate](#) for an all night Senate floor speech marathon on climate change.
- **Take and Tweet photos.** Our research about verified users in government shows that Tweets with photos and hashtags draw the most Retweets, 62% more than normal for photos and 30% for hashtags.
- **Alternate the content.** Live-Tweeting can be a series of originally composed Tweets, such as a series of quotes or comments during a live speech, but it can also include Retweeting and replying to other users — a great way to grow your followers and extend the reach of your conversation.

62%

Tweets with photos and hashtags draw 62% more Retweets.³

(FOR VERIFIED USERS)

THE TECHNICAL ASPECT OF LIVE-TWEETING

When you live-Tweet and are replying to followers, be sure to click “Reply” so that the question and answer are linked. You can also Retweet the question or, if there is space, Retweet or quote the question in your Tweet with the answer.

HOW MANY TWEETS?

There’s no set formula for how many Tweets to send during a live-Tweeting session. When you feel moved to Tweet, go for it. If not, wait until events continue unfolding. Sometimes, a live-Tweeting approach just won’t catch on. If that happens, don’t worry — just try it again soon. But if you’re getting good feedback, keep at it. Over and over again, we’ve seen that live-Tweeting leads to higher engagement.



BE CREATIVE

Politics isn't the only thing politicians talk about. Twitter gives politicians a platform to connect with the public, whether it be over sports or the latest buzzworthy news item. It is an opportunity for politicians to show they are more than just a suit — or pantsuit — and to talk about something other than policy and votes. In “stepping out from behind the podium” and showing natural personality, these leaders humanize themselves and the political process — and gain followers to boot.

TWEET ABOUT YOUR FAVORITE TV SHOWS

The Netflix political drama [@HouseofCards](#) has been the talk of Twitter — especially among politicians themselves. Members of Congress and senators used Twitter to share their perspectives on the popular show featuring their line of work. This is a great example of how effective it is to engage about popular topics outside your field.

@HOUSEOFCARDS



“Fiction meets reality [@HouseofCards](#) on issue of military sexual assault. Reforming this unjust system is a must. Pass the #STOPact #MST”

JACKIE SPEIER @REPSPEIER - 19 FEB 14

TALK TO ATHLETES

Senator Mark Kirk ([@SenatorKirk](#)) congratulated Illinois constituents and Olympians [@KendallCoyne](#) and [@Meganebozek](#) on the women's hockey team victory over Finland:

@MEGANEBOZEK

@KENDALLCOYNE

@SENATORKIRK



“Congrats to @USOlympic Women’s Hockey and #IL athletes @KendallCoyne & @Meganebozek on beating Finland this morning.”

MARK KIRK @SENATORKIRK - 8 FEB 14

CONNECT WITH OTHER HIGH-PROFILE ACCOUNTS

When the world’s best athletes faced off in Sochi during the Olympics, global leaders turned to Twitter to support the athletes from their country. Tweets from heads of state and foreign ministers offered a glimpse into the conversations (and friendly wagers) that used to happen only in executive chambers — or on red phones.

Since the USA and Canada are intense rivals on the ice, both country’s foreign affairs officials, namely Foreign Minister John Baird (@HonJohnBaird) and Secretary of State John Kerry (@JohnKerry) had their own friendly Twitter exchange to honor the winners:

@JOHNKERRY

@HONJOHNBARD



John Baird
@HonJohnBaird

Big win by @HC_Women in Sochi means that @JohnKerry and @BarackObama will be sending some beer north of the border...
#WeAreWinter

Reply Retweet Favorite More

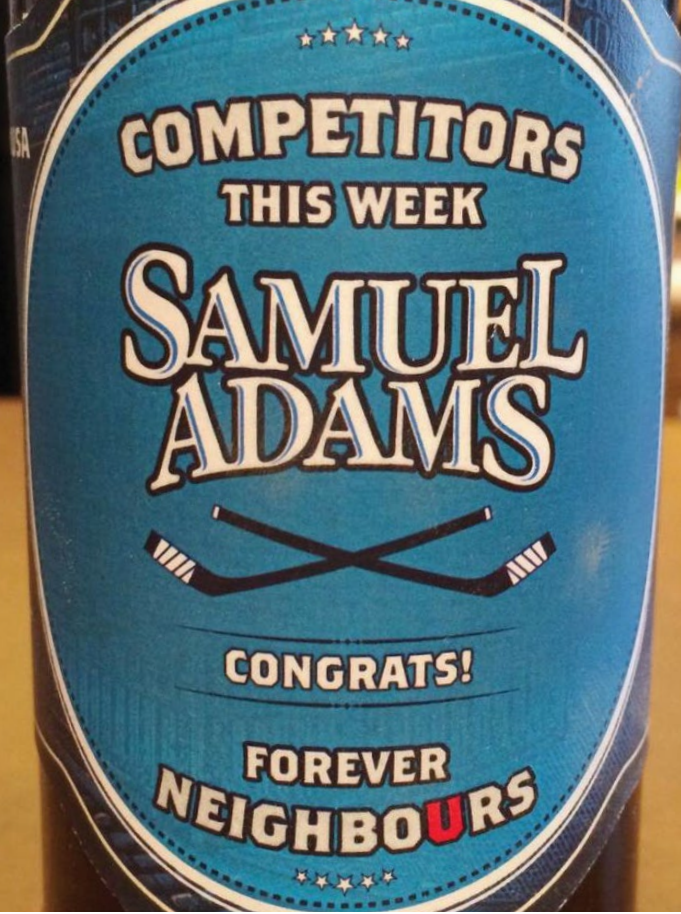
RETWEETS
49

FAVORITES
35



4:45 PM - 20 Feb 2014





“.@HonJohnBaird two close ones!
Congrats to #TeamCanada. Making
good on my promise: case of
@SamuelAdamsBeer on the way.”

JOHN KERRY @JOHNKERRY - 21 FEB 14

LIVE-TWEET AN HISTORICAL EVENT

Just because an event happened in the past doesn't mean you can't live-Tweet it as if it was happening in the present. This is especially true for historical events which occurred before Twitter (or even the Internet) existed.



Maybe there's an anniversary of a big event coming up, or you just discovered something really cool. Regardless of what the past event is, make sure you have archival materials to share — old photos, videos, newspaper articles, journal entries.

The live-Tweeting session does not necessarily have to be planned ahead of time. For instance, when former White House Press Secretary [@AriFleischer](#) arrived at his office the morning of the 12th anniversary of the September 11 terrorist attacks and saw his 9/11 photos on the wall, he decided to explain what he was feeling publicly, on Twitter. "I got started and I just couldn't stop," he says. As a firsthand witness within feet of the President on one of the most tragic days in American history, for Fleischer, "You have a responsibility to share it. It is valuable to understand the history."

GIVING CONTEXT

Explain why the event is important, why someone should engage with your Tweets about an event that happened ages ago.

ORGANIZING CONTENT

Since you'll be sending a series of Tweets about an event that took place in the past, it's crucial that you organize your content to avoid confusion and make it easy for people to follow along. Using a dedicated hashtag is one simple solution. That way people can click on the hashtag and see all the posts as well as any comments that also included the hashtag.

Ari Fleischer's method was more sporadic but no less effective. He quoted President Bush in his Tweets and shared the President's original schedule for that day. He shared handwritten notes detailing how the day actually went and behind-the-scenes photos.





“Forgot this. After I returned 2the WH, I briefed the press in my office. That’s a young @JimVandeHei in the middle.”

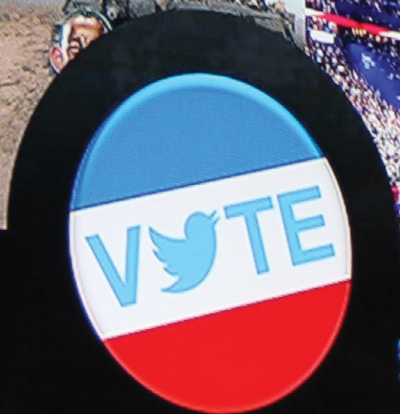
ARI FLEISCHER @ARIFLEISCHER - 11 SEP 13

We also recommend organizing your content in a Twitter collection. This feature allows you to create your own timeline of Tweets, in the order you select. Tweets in collections can be grouped and organized around specific topics, interests, events and conversations, and are, of course, delivered in real time. Each collection is public and has its own page on twitter.com, making it easy to share, follow and embed. For more on collections, turn to page 102 in the “Advanced TweetDeck” section.

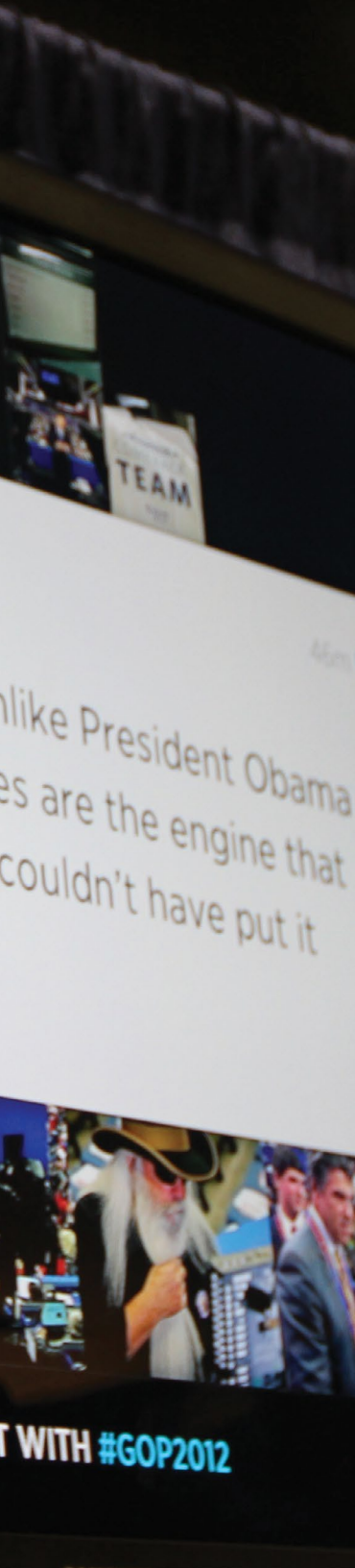


Reince Priebus
@Reince

.@cathymcmorris "Un
know small businesses
drive our economy"
better myself



SHARE YOUR EXPERIENCE, TWEET



unlike President Obama
es are the engine that
couldn't have put it



RAPID RESPONSE

ENGAGE IN THE MOMENT

TWITTER Q&A

EXPECT THE UNEXPECTED

T WITH #GOP2012



ENGAGE IN THE MOMENT

INTERACT WITH CONSTITUENTS AND VOTERS

When it comes to elected officials and candidates, Twitter isn't just for Tweeting links to speeches and policy initiatives. Interacting with your followers — the voters — is an important aspect of Tweeting. Whether it's questions, answers or comments, chatting with your followers is a beneficial experience for them and rewarding for you.

Take the U.S. Department of the [@Interior](#). When someone sent a random Tweet with a query mentioning [@Interior](#), the department replied showing its responsiveness and personality.

@INTERIOR



@CHUCKGRASSLEY



BRING NATIONAL ATTENTION TO LOCAL ISSUES

Senator [@ChuckGrassley](#) of Iowa will often send stream-of-consciousness Tweets about things going on in Iowa that his constituents might be interested in. While in his home state, Grassley shared an authentic moment



that affected him personally. The senator and his friend hit a deer on the road and he described the event in a Tweet.

“Fred and I hit a deer on hiway 136 south of Dyersville. After I pulled fender rubbing on tire we continued to farm. Assume deer dead”

CHUCKGRASSLEY @CHUCKGRASSLEY - 25 OCT 12

The Tweet grabbed national headlines, but the issue tapped into local concerns that might be a widespread problem affecting many of his constituents. Weeks later, Grassley again shared an observation about deer and public safety. While driving to church he saw another deer on the side of the road. He noted on Twitter that Iowa should have a longer deer hunting season, as the number of deer in certain areas were making the roads less safe. Then he shared a series of Tweets detailing facts about deer, the public safety impact and potential solutions.

As the conversation, which originated on Twitter, continued to get public, constituents were prompted to contact Grassley's Senate office to give their own examples of deer related accidents and their perspective on deer hunting policy.

“Thanks to all who r emailing me to tell me of somebody injured when they had accident b/c of deer. I need evidence to get season lengthened.”

CHUCKGRASSLEY @CHUCKGRASSLEY - 18 NOV 12

Grassley's story is a great example of sharing your personal experiences, relating to your constituents and connecting with their local concerns, and crowdsourcing those experiences to develop a government solution.

TWEET DURING POPULAR TELEVISED EVENTS

The Seahawks weren't the only ones buzzing on Twitter during Super Bowl XLVIII. [@HillaryClinton](#) made waves when she Tweeted this during the game:

@HILLARYCLINTON



"It's so much more fun to watch FOX when it's someone else being blitzed & sacked! #SuperBowl"

HILLARY CLINTON @HILLARYCLINTON - 2 FEB 14

#SB48



The Tweet is a great example of how Tweeting in unexpected ways can build engagement and interest. Secretary Clinton isn't known for her comments on sports, but she was one of the 5.6 million people Tweeting about [#SB48](#). Her good-humored Tweet established the fact that she was following the game — and that she had a wry observation about the network airing it. She Tweeted at the right time too — in the middle of the game.

With more than 50,000 Retweets, the message was, at that time, her most-Retweeted. She gained approximately 33,600 new followers — 10 times her average daily follower growth. In addition, her Tweet was embedded on dozens of websites and news publications, further extending the reach and visibility of her message.

#SFbatKID



JOIN THE ROAR OF THE CROWD

During the excitement and news coverage of [#SFbatkid](#) — when San Francisco became Gotham City for a day to make a wish come true for a





“Here he comes!!!! #SFBatkid”

MAKE-A-WISH BAY AREA @SFWISH - 15 NOV 13

five-year-old cancer survivor and caped crusader — President Barack Obama chimed in with a Vine video message championing the kid hero, “Way to go Miles, way to save Gotham.”

It didn’t involve politics; it was simply an [#onlyontwitter](#) shoutout from the President of the United States to a kid who had taken a city — and country — by storm.

#ONLYONTWITTER



TWITTER Q&A'S

Holding a Twitter Q&A is a great way for constituents and voters to connect directly with you — the government leaders, officials and candidates. When public figures engage one-on-one with their constituents, it helps bring back the finest face-to-face traditions of representative politics and service. In fact, studies have found that when elected leaders engage directly on Twitter, it can have a more profound influence on voting behavior than voters' own friends and family members. Here are some examples of Twitter Q&As from government leaders and candidates.

@GINAFORI

@EMILYSLIST

#ASKGINA

TALK TO A CANDIDATE

During her campaign for governor of Rhode Island, Gina Raimondo (@GinaForRI) held a Twitter Q&A. Her #AskGina chat was hosted by @emilyslist, which leveraged its 46,000 followers to draw attention to Raimondo's conversation. She answered questions from @emilyslist as well as voters who Tweeted with the #AskGina hashtag.



Gina Raimondo @GinaforRI • Jan 16

.@abbower14 If we want local biz to expand, we need to provide them w/ the resources they need to grow, like quality infrastructure #AskGina

@MARTY_WALSH

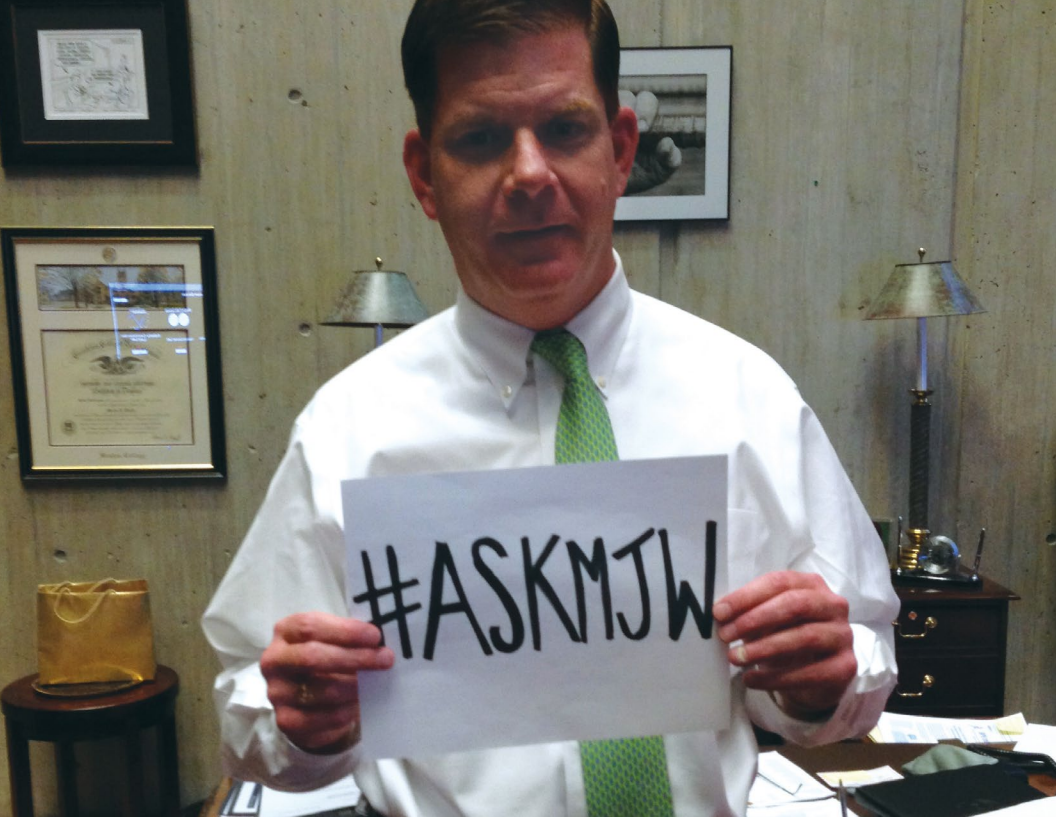
#ASKMJW

The Twitter Q&A enabled Raimondo to spread her message and talk to voters with whom she might not have otherwise connected.

MEET THE MAYOR

A few months after being elected mayor of Boston, Marty Walsh (@marty_walsh) held a Twitter Q&A, announcing the event with a photo and hashtag. The half-hour long #askmjw chat gave Mayor Walsh an opportunity to talk





“Looking forward to chatting with you today at 3; reply using #askmjlw.”

MAYOR MARTY WALSH @MARTY_WALSH - 24 FEB 14

directly to his constituents, hear their questions and concerns — and for them to hear his answers.

“This has been great but have to get back to governing. Will do again soon. Thanks! #askmjlw MJW”

MAYOR MARTY WALSH @MARTY_WALSH - 24 FEB 14

@ROBWITTMAN

#TWITTERTUESDAY



#TWITTERTUES

Congressman Rob Wittman (@RobWittman) makes it a point and a priority to hold regular Twitter Q&A sessions with his constituents and Twitter followers. They range from day-to-day life as a Member of Congress, such as how he travels, to local issues that affect the district. Using #twittertues, the Congressman announces the event and topics on his mind that week and then takes questions for as long as his schedule permits.

“TODAY: #twittertues Q&A with @RobWittman on the issues. Share your thoughts, concerns, questions and ideas! #va01 #fxbg #rva #nnk #hrva”

REP. ROB WITTMAN @ROBWITTMAN - 20 MAY 14

THE TECHNICAL ASPECT OF A TWITTER Q&A BEFORE

SELECT YOUR FORMAT

- **Without a moderator.** This is the easiest format to execute and repeat. Pick out the questions you like and start answering them.
- **With a moderator.** It takes more coordination but the moderator format can amplify your account's visibility, bring more attention to your issues and offer a third party, such as a news organization or campaign, the opportunity to source the questions. You can do this two ways: either with two handles or with an account takeover.

DEFINE THE CONVERSATION WITH A #HASHTAG Come up with a specific hashtag to use so that people can easily join in the conversation. Adding #Ask before the person's name or some sort of abbreviation — such as





#AskFLOTUS, which is used for First Lady Michelle Obama's Q&As — is a common yet effective approach.

ANNOUNCE THE Q&A

- **Days before.** In the day or two prior, announce the time you will be doing the Q&A and ask followers to submit questions. Tip: To further promote the event, you can pin the Tweet to the top of your timeline.
- **Hours before.** Send another Tweet announcement an hour or two before the Q&A begins. Make sure the person answering questions and the moderator (if there is one) both Tweet the announcement. The same goes for any associated Twitter account, such as a candidate's party or official organization.
- **Be spontaneous.** Alternatively, a previously unannounced Twitter Q&A can be equally successful and enjoyable. While this strategy may limit the volume of questions submitted, it often maximizes the organic nature of participation when hoping to avoid organized, unwanted commentary.

SOLICIT QUESTIONS EARLY AND OFTEN It is helpful to source questions ahead of time. Enter the hashtag into Twitter search and look for questions of interest. Have some queued up prior to the live Q&A and save some real-time ones. Make sure to default to "all" Tweets at the top of the search results page where you entered the hashtag into search.

DURING

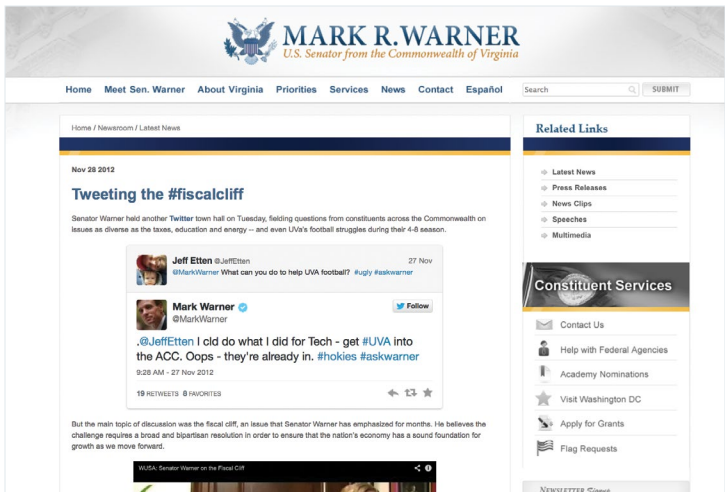
KICK-OFF To start the interview, post one Tweet announcing it's go time.

REPLY ETIQUETTE When you see a Tweet that has a question you'd like to answer, first Retweet the question and then simply select "Reply" and type your answer. This will ensure that all of your followers will see the full conversation with context while keeping the question and answer Tweets linked as one thread.

AFTER

DOCUMENT THE EVENT To make your Twitter Q&A and conversations extend beyond the event, you can document the Q&A on your website using Twitter embedded Tweets and/or a custom collection. Senator Mark Warner (@MarkWarner) did this when embedding the Twitter conversation from his Q&A on his website. Check out the “Powering your site with Twitter” section for more details.

@MARKWARNER



OTHER TWITTER Q&A FORMATS

GUEST HOST AN EXISTING TWITTER Q&A

Finding out where the conversation on Twitter is taking place is an important part of Tweeting better. Instead of just asking for questions, U.S. Secretary of Education Arne Duncan (@ArneDuncan) took part in a debate run by a group of education experts, igniting discussion on their home ground and receiving record-breaking personal mentions. The group running the event hosts regular Q&A sessions on Twitter for education technology practitioners, using the same hashtag consistently so those interested can find the discussion.

@ARNEDUNCAN



“I’m Arne Duncan, Washington DC, US Secretary of Education and guest moderator for tonight’s #edtechchat”

ARNE DUNCAN @ARNEDUNCAN - 28 OCT 13

Existing weekly or monthly chats organized by issue advocates and community leaders are happening all the time on Twitter. Keep an eye out for these events and popular hashtags so that you can jump into the conversation and perhaps host one session yourself. It’s a great way to connect on a personal level with people who value the issues that matter to you most.

HOLD A REVERSE Q&A

Taking a fresh spin on the traditional Q&A format, you can ask the questions and let your supporters answer — making the event more inclusive and dynamic. Plus, it can be a great way to solicit and amplify citizen input on policy initiatives and local issues.

TWITTER TOWN HALL

With the addition of a broadcast or live-streaming component, you can host a Twitter Town Hall: taking questions from Twitter and answering out loud. Because Town Halls are typically more comprehensive, it can be common for several agencies or organizations to come together to answer the public’s questions. As a result, Town Halls require a bit more planning and coordination to attract the biggest audience possible. Users’ questions are labeled with a heavily promoted hashtag so everyone knows it’s specific to the event.

On July 6, 2011, the White House (@WhiteHouse) held its first Twitter Town Hall, when President Barack Obama answered Twitter users’ questions about the U.S. economy. Using the hashtag #AskObama, people all over the world

@WHITEHOUSE

#ASKOBAMA



sent more than 160,000 questions and comments for the president to answer live during the event.

People could track the conversation in three ways: By watching the event video streaming live on the web, following the live back-and-forth with the [@WhiteHouse](#) on Twitter or by searching for the hashtag [#AskObama](#).

@WHITEHOUSE

#ASKOBAMA

#ASKSTATE



At one point, the President Tweeted a question of his own: “In order to reduce the deficit, what costs would you cut and what investments would you keep?” He turned the Q&A format on its head, commenting on citizens’ answers to his question and creating some of the event’s most compelling moments in the process.

And in January 2013, outgoing Secretary of State Hillary Clinton held a global Town Hall, soliciting questions with the Hashtag [#AskState](#). The moderator selected the questions from Twitter, the studio production staff placed the question on the lower-third of the video stream and Secretary Clinton answered the questions out loud.

“[#SecClinton](#) will hold a [#GlobalTownHall](#) today at 9:30 AM ET. Send your questions to [#AskState](#) and watch live at <http://goo.gl/Kx1FE>.”

DEPARTMENT OF STATE @STATEDEPT - 29 JAN 13

But you don’t have to do this on your own: Twitter has a network of certified partners, many of which have experience facilitating Town Halls. You can read more about these at <https://media.twitter.com/tools-and-services>.



EXPECT THE UNEXPECTED

As the campaign season, legislative season or Town Hall tours heats up, you will want to be prepared to react to stories, connect with constituents in real time and share engaging content. Here are some tips to prepare:

SET A CALENDAR OF EVENTS

Identify dates and events during which you want to engage on Twitter.

Accounts grow in followers and engagement when they continue to Tweet, so you'll want to have that as part of your formal agenda.

COLLECT EVERGREEN CONTENT

Prepare a file with documents, favorite excerpts and high-quality photos — both new and old — so you can easily share that content during timely events.

CHECK YOUR TWITTER MENTIONS

Regularly review your Twitter @mentions and create a saved search for your name and important hashtags so that you can readily @reply folks after an event. Basic engagement, including Retweeting, @mentioning and @replying will build conversation around your key priorities.

- **To save a Twitter search:** Type your search query into the search box at the top of the page and hit return or click the magnifying glass icon. Then click Save at the top right corner of your search Results. You may have up to 25 saved searches per account.

ENABLE PUSH NOTIFICATIONS

Utilize push notifications within the Twitter mobile app to get Tweets from selected users delivered right to your homescreen — like a text message.

See the section on “Push Notifications” for instructions on how to turn on this feature.





MOBILIZATION

EVENT INTEGRATION

POWERING YOUR SITE WITH TWITTER

TWITTER CARDS AND ANALYTICS FOR CARDS



EVENT INTEGRATION

ORGANIZE A LIVE EVENT USING TWITTER

When planning a campaign rally, roundtable discussion, speech or live-streaming event, be sure to incorporate the Twitter audience and experience into your planning and execution. This will draw them closer to your organization's goals and create some buzz on Twitter too.

A FEW ELEMENTS TO CONSIDER WHEN PREPARING YOUR EVENT

- **RSVP with your Twitter @username.** When attendees register for your campaign and government events, be sure to ask for their Twitter @username. This will be valuable to track participation, engagement and follow-up correspondence.
- **Make Twitter participation easy.** Select a distinguishable hashtag that clearly identifies the topic or host and encourage supporters to Tweet early and often, with specific Twitter participation suggestions leading up to, during and after the event. See sections on "Photos," "Calls to action" and "Vine" for more inspiration.
- **Tweets on display.** When planning the physical space and web experiences of the event, consider using a tool to creatively display relevant and engaging Tweets or topics.

Twitter has a network of certified partners, many of which have experience facilitating live screen and web visualizations.

Find a list of our technology tools at
media.twitter.com/tools-and-services.

@NASA

EVENT CASE STUDY: NASA

For the launch of the rocket MAVEN to Mars, @NASA brought together a group of highly engaged and active fans who, in essence, acted as beat



reporters on the ground at Kennedy Space Center. They built buzz leading up to the launch and were among the people who were breaking the news of the launch on Twitter.

#NASASOCIAL



This [#NASASocial](#) event took place from November 16 through the launch on November 18, 2013, as the space agency invited 150 of its social media followers, mainly Twitter users, to Kennedy Space Center for an inside view. The lucky group watched the launch live and shared their observations with the world.

HOW NASA LAUNCHED A SUCCESSFUL SOCIAL EVENT

Promotion leading up to the launch. NASA announced the event on its website and promoted it over social media, choosing 150 attendees out of the more than 1,100 who registered. The one qualifier: Those who applied had to already be active social media users.

Social media accreditation. Elevating the power users and influencers within its own community, NASA gave social media followers the same credentials given to traditional news media. This group was hand picked based on its respective audience and influence on social platforms. For example, high-profile Twitter users like Bill Nye ([@TheScienceGuy](#)) joined in to help NASA expand its reach to new audiences.

@THESCIENCEGUY



Event promotion. Since NASA has been hosting socials since its first Tweetup back in 2009, it has an ever-growing community of alumni on Twitter to help with promotion. Space aficionados not attending in person could still participate as NASA steered the conversation with live Tweets, photos and videos.

“We’re live from the #MAVEN #NASASocial talking about #Mars and the next spacecraft headed to the red planet. Watch: nasa.gov/ntv”

#NASASOCIAL

@MAVEN2MARS

#MAVEN

NASA SOCIAL @NASASOCIAL - 16 NOV 13

Activities at the event. At the social, NASA gave its guests special access to its facilities and personnel. Visitors could meet and speak with the spacecraft’s engineers, Mars scientists and managers — and even an astronaut.

Spreading the word. Of course, guests were encouraged to share their experiences beyond the walls of the Space Center. Guests were asked to use the hashtag [#NASASocial](#) as well as the mission handle ([@MAVEN2Mars](#)) or hashtag ([#MAVEN](#)).



Organizing the discussion with specific hashtags and handles allowed NASA to follow along and discover all the great content — be it photos, videos, blog posts or something else — that was being shared with the public.

Also noteworthy was the powerful kinship that the guests formed with each other over their shared passions of spaceflight, engineering and science. NASA created a Twitter list of the group so the attendees could meet and Tweet each other before and after the event. As the list is public, anyone could, and still can, subscribe or follow along for information on the MAVEN launch from this unique community of space-fan Twitter extraordinaires. Read more about creating a Twitter list on page 40.



POWERING YOUR SITE WITH TWITTER

Users love to share and discover great content from across the web via Twitter. By powering your website with Twitter buttons and embedded Tweets, you can increase your reach and influence in the conversation with just a few clicks. It's the instant activation that may get your constituents to follow and engage with your content.

ADDING A FOLLOW BUTTON TO YOUR WEBSITE



The Follow button, shown above, lets users follow your account directly from your personal homepage or any website where the button is installed. When users click this button, the following occurs:

- **For logged-in users**, a small pop-up screen displays with more information about your account.
- **Users who aren't logged in** to Twitter will see a similar pop-up screen that allows them to view your account's following/follower information, sign in and then follow you.

HOW TO ADD THE FOLLOW BUTTON TO YOUR SITE:

- Log in to your Twitter account.
- Go to twitter.com/about/resources/buttons#follow.
- Customize the Follow button to your liking with the available options.
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.

ADDING THE TWEET BUTTON TO YOUR WEBSITE



The Tweet button lets users quickly share the web page they're viewing with all of their followers. Clicking the Tweet button provides you with a pre-populated Tweet containing a link to that web page, which the users can customize before sending.

Users love to share and discover great content from across the web via Twitter. This button encourages them to share your website and to follow your Twitter account in the process. You'll increase traffic to your site and develop a larger Twitter audience.

HOW TO PUT THE TWEET BUTTON ON YOUR SITE

- Go to twitter.com/about/resources/buttons
- Customize the Tweet button – choose pre-populated text for the message, and confirm which Twitter accounts you'd like to suggest to users. The main account you specify will become an @mention in the Tweet. (By default, we'll use the username of whichever account you're currently logged into.)
- Copy and paste the code into the HTML of your website wherever you would like the button to appear.

The optional Tweet counter captures a sum of all Tweets and Retweets of your content, so you can watch the message spread as people share it.

EMBEDDING A TWEET ON YOUR SITE

You can embed a Tweet directly onto your site to create a conversation between Twitter users and the people who visit your website. Want to highlight a particular Tweet that struck a chord with people or add context from Twitter users on a developing story? With embedded Tweets, you can



incorporate your best Tweets or any other public Tweet into your online content. They function just like regular Tweets, so users can continue to engage by Retweeting, replying or favoriting the Tweet — all without leaving your site.

HOW TO EMBED A TWEET

- When you click on the “More” link at the bottom of a Tweet on the web, a drop-down menu will appear giving you the option to “Embed Tweet.”
- When you click “Embed Tweet,” a dialog box will appear. Copy and paste the HTML code from the dialog box and add the code directly to your website wherever you’d like the Tweet to appear.

EMBEDDED TWEETS IN ACTION

First Lady Michelle Obama (@FLOTUS) implemented all the appropriate best practices to propel a Twitter message, #BringBackOurGirls. She extended the conversation to new audiences and drew greater attention to the plight of 200+ kidnapped teenage girls in Nigeria. Here were her steps to success:

Step 1: Tweet with a photo and meaningful hashtag.

Mrs. Obama Tweeted on May 7, three weeks after the kidnapping, but as the cause tagged #BringBackOurGirls was gaining global traction. The Tweet was signed “mo,” signaling that she wrote it, with a photo and the hashtag. This is key: our research about verified users in government shows that Tweets with photos and hashtags draw the most Retweets: 62% more than normal for those with photos and 30% for more than average for those with hashtags.¹

Steps 2-3: Pin Tweet to your profile page and Retweet to amplify.

The Tweet was pinned on her Twitter timeline, taking advantage of the latest profile features, bringing additional visibility to the content. It was also Retweeted by @WhiteHouse, which added reach with 4 million more followers than the @FLOTUS account, propelling the conversation across the globe.

@FLOTUS

#BRINGBACKOURGIRLS



@WHITEHOUSE

@FLOTUS



Step 4: Embed Tweet on your website.

The final key tactic she used was to embed her Tweet in a post on the White House website. Embedding a Tweet on a website can amplify your message significantly to reach even more people who may not be on Twitter or even familiar with it. Embedding brings a whole new level of traffic and awareness to the Tweet and the cause for which you've shared your voice. In the headlines feature of the Tweet, you can see the other websites and news publications that embedded it.

THE RESULTS

The activity marked Mrs. Obama's biggest day of follower growth since her first day on Twitter. With 58,000 Retweets, the message gained about six times more Retweets than her next most-Retweeted Tweet.

EMBEDDED COLLECTIONS IN ACTION

For events or moments when you want to highlight a series of Tweets, your best resource is the Twitter collections feature — available on TweetDeck — that allows you to create your own timeline of Tweets you select. Tweets in collections can be grouped and organized around specific topics, interests, events and conversations, and are, of course, delivered in real time. Each collection is public and has its own page on twitter.com, making it easy to share, follow and embed.

@INTERIOR

For their look back at the year in 2013, the [@Interior](#) utilized the custom collection feature to spotlight their top engaged Tweets of 2013, in one embedded and shareable location on their website.



For instructions on how to create a custom collection see our section in “Advanced TweetDeck” on page 102.



TWITTER CARDS AND ANALYTICS FOR CARDS

Twitter Cards make it possible for you to automatically attach rich media to Tweets. This immersive preview of the content available on your website or in your app helps drive traffic to your properties while maintaining attribution for your content when it is shared.

Simply add a few lines of HTML to your webpage, and users who Tweet links to your content will have a “card” added to the Tweet that’s visible to all of their followers. Content-rich Tweets that publishers like the New York Times use to summarize articles, play videos or post photos are a great way to curate your message to your followers and give them more than just 140 characters of content to share.

YOU CAN START USING TWITTER CARDS IN FIVE EASY STEPS:

- ① Review the documentation on dev.twitter.com for the type of card you want to implement.
- ② Add the right meta tags to your page.
- ③ Run your URLs against the validator tool to request approval.
- ④ After approval, Tweet the URL and see the Card appear below your Tweet.
- ⑤ Use Twitter Card analytics to measure your results.

There are nine different types of cards that can be attached to Tweets, each of which can be applied to Twitter’s web and mobile services.

- **Summary Card:** This is the default card, including a title, description, thumbnail and Twitter account attribution.
- **Summary Card with Large Image:** Similar to a Summary Card, this offers the ability to prominently feature an image.
- **Photo Card:** A Tweet-sized photo preview of a shared photo.

- **Gallery Card:** A Tweet card that is geared toward highlighting a collection of photos.
- **App Card:** A Tweet card for providing a profile of an application and making it available for download.
- **Player Card:** A Tweet-sized card for video/audio/media players.
- **Product Card:** A Tweet card to better represent product content.
- **Lead Generation Card:** A Card to drive lead generation for your product or service. Available via the Twitter Ads Dashboard.
- **Website Card:** A Card to feature your website and drive click through traffic. Available via the Twitter Ads Dashboard.

9

There are nine different types of Twitter cards that can be attached to Tweets.

HOW CARDS WORK

Twitter Cards are powered by meta tags that you add to your website. For each URL on your site, you can have a unique Card associated with it.

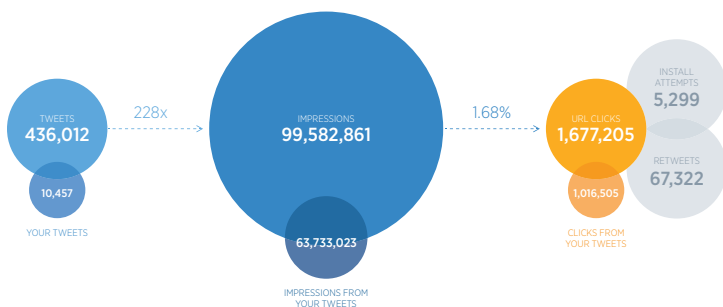
When somebody Tweets a URL with Card meta tags, Twitter's web crawler will fetch the Card from your website and store it in the Twitter cache. Cards are displayed no matter who links to your content, and ensures your attribution follows that Tweet everywhere.

To learn more about how the meta tags and our web crawler works, please check out the Getting Started section on dev.twitter.com.

MEASURE RESULTS OF YOUR CARDS

To complement the Twitter Card platform, analytics reveal how you can improve key metrics such as URL clicks, app install attempts and Retweets.





FEATURES OF TWITTER CARD ANALYTICS

- **Your Snapshot.** Your Snapshot provides a holistic view of how your content is performing on Twitter, showing the number of Tweets containing a link to your website or app.
- **Change Over Time.** Provides a look at how the overall data in Your Snapshot has changed over time.
- **Card Types.** Compares the top performing Twitter Cards that drove clicks, allowing you to measure the results from different types of cards that you have implemented.
- **Sources.** Segments the apps, websites, and widgets that your influencers Tweet from.
- **Links.** Ranks the pages with Twitter Cards that got the most clicks, making it possible to determine what content is driving the most interaction.
- **Influencers.** Surfaces the top accounts that tweeted links to your content, so that you have the option to converse with influencers.
- **Devices.** Indicates the percentage of users that have viewed your Twitter Cards that also have your app installed.





TRACKING

ADVANCED TWEETDECK

CUSTOM COLLECTIONS

MEASURING RESULTS AND ANALYTICS

PUSH NOTIFICATIONS

TAILORED MENTIONS

NOTIFICATION FILTERS



ADVANCED TWEETDECK

TweetDeck is an application for real-time tracking, engaging, organizing lists, and building custom timelines and more on Twitter — all from a single web-based interface. It serves as your Twitter dashboard so that you can manage multiple Twitter accounts and filter Tweets in columns. Unlike twitter.com, columns on TweetDeck update with new Tweets automatically, so there's no need for additional clicking to read new Tweets. TweetDeck is a tool that many pro-users, and journalists in particular, use to track Tweets.

KEY FEATURES

TweetDeck helps you keep track of multiple timelines at once, either from different Twitter accounts or with different filters. These timelines show up in columns, which you can filter, change and prioritize. You can also use TweetDeck to Tweet, schedule a Tweet for a certain time or send a direct message. Additionally, you can create a list or build and organize a collection on TweetDeck.

WHAT IS A FILTER?

A filter on TweetDeck is a way to refine your search to help you best find what you are looking for. Your columns can be limited to a specific hashtag, keyword searches, accounts, lists and more. Here are some examples of what you can do with filters:

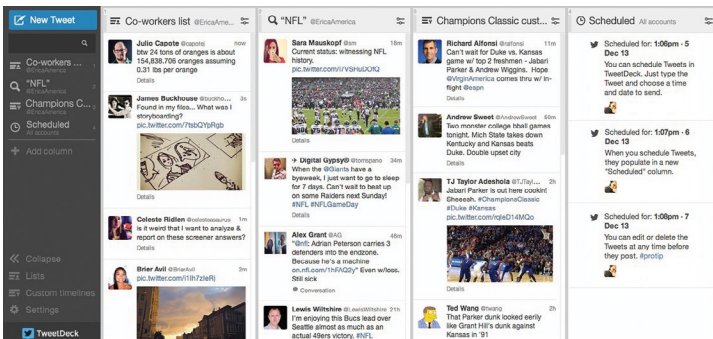
- Search for Tweets that include media
- Include or exclude Retweets
- Search for Tweets from verified users
- Filter by number of Retweets, replies and favorites
- Search for Tweets from a list
- Search for Tweets with links
- Track mentions



To create a filter in TweetDeck, click the drop down menu in the right hand corner of any column. You'll be presented with a variety of options for tailoring your search. You can also combine filters to find very specific kinds of Tweets.

HOW DOES IT WORK?

Go to tweetdeck.twitter.com and sign in with your Twitter account. From there, click the search button to start creating columns around topics that interest you and adding filters. Once a column is made, you can go back and change the filters by clicking the button on the top right of the column. You can also reorder columns and move them left and right by clicking and dragging the tabs on the left edge of column headers.



KEY FEATURES

- Monitor multiple timelines in one easy interface
- Schedule Tweets to be posted in the future
- Turn on alerts to keep up with emerging information
- Filter searches based on criteria like engagement, users and content type
- Build and export custom collections to put on your website
- Use intuitive keyboard shortcuts for efficient navigation
- Mute users or terms to eliminate unwanted noise

- Never hit refresh again — TweetDeck timelines stream in real time
- Manage multiple accounts, Tweet and follow from one or all
- Choose a light or dark theme

CREATE A CUSTOM COLLECTION

With collections, you can organize Tweets according to topics, events, interests, conversations, and more, all in real time. Add your collections as columns and Tweet the URL to share it with others.

TO CREATE A COLLECTION ON TWEETDECK:

- ① Start by clicking the add icon “+” in the left-hand navigation bar, or use the keyboard shortcut “A,” to add a new column to your dashboard.
- ② Select Collections from the menu options.
- ③ Select Create collection.
- ④ Give the collection a title, and begin adding curated Tweets to it.

TO ADD OR REMOVE TWEETS TO YOUR COLLECTION:

- ① Find a Tweet you would like to add to your collection and select the more actions icon (•••).
- ② From the drop-down menu, select Add to collection; this can also be done by simply dragging the Tweet’s move icon and dropping it on the collection column you would like to update.
- ③ Newly added Tweets will appear at the top of the collection column.
- ④ To remove a Tweet, simply click on the “X” icon on a Tweet within a collection.

TO SHARE YOUR COLLECTION:

- ① Click the settings icon at the top of your collection to access the column’s options menu.
- ② Select the share menu and then choose to either embed the collection on your website, view it on Twitter.com, or to Tweet with a link to it.



TOP TIPS

- Make sure that you Tweet about your custom timeline so that others can discover and share it.
- Tweets get added to the timeline in the order you add them, so they are not chronological. You can delete Tweets later.
- You can embed the timelines by clicking the share icon in TweetDeck, which also allows you to set the size of the widget and gives you a live web URL.
- The timelines are live, which means whenever you add a new Tweet it will show up in all the places it's been embedded.

EMBEDDED TIMELINES

Embedded timeline widgets give you the ability to embed a collection of Tweets (known as a timeline) on your own website, letting visitors see your own live content from Twitter without leaving your site. You can give more visibility to an endorsement that was Tweeted by a supporter, to some questions you've recently personally answered, or the glimpses into your life on the campaign trail.

Just like timelines on twitter.com, embeddable timelines are interactive and enable your visitors to reply, Retweet and favorite Tweets directly from your pages. Users can expand Tweets with photos, videos, Vine videos or other information, such as article summaries, as well as see Retweet and favorite counts. An integrated Tweet box encourages users to respond or start new conversations, and the option to auto-expand media brings photos front and center.

Our timeline tools are built specifically for the web, mobile web and touch devices. They load fast, scale with your traffic and update in real time. Create your own embedded timeline from your widgets settings page on twitter.com.

AVAILABLE TIMELINES

There are four types of embedded timelines available, all of which look and feel like timelines on twitter.com:

- **User timeline:** Display public Tweets from any user on Twitter. Each user timeline includes a follow button in the header, allowing website visitors to follow the account with one click. There's a Tweet box in the footer, enabling visitors to Tweet directly to the user without leaving the page.
- **Favorites:** Like the user timeline, a favorites timeline may be created for any public Twitter user, and displays that user's favorited Tweets.



- **List:** The list timeline shows Tweets from a specific list of users. The header of the list widget contains the list name and description, and links to the list creator's profile. Retweets by members of the list are included in the timeline. To create a list timeline you must have either created that list yourself or subscribed to it.
- **Search and hashtag:** You may create a search timeline for any query or #hashtag — great for live events, campaign rally, or debates. Searches for a single #hashtag feature a simplified header section and a "Tweet #hashtag" Tweet box in the footer so that visitors can easily contribute to the conversation directly from your page. Clicking on the #hashtag in the header will open a twitter.com search page for that #hashtag. You may also choose to enable "safe mode," which will exclude Tweets with common profanity and those marked possibly sensitive from appearing on your website.

HOW TO CREATE AND EMBED YOUR TIMELINE

To create a timeline you must be signed in to twitter.com and visit the widgets section of your settings page. From this page you can see a list of the timelines you've configured and create new timelines. Click the "Create new" button to build a new timeline for your website, choose the type and complete the fields in the form; most fields are optional. The configuration is stored on our server, so once you've saved the timeline a small piece of JavaScript is generated to paste into your page, which will load the timeline.

HOW TO CUSTOMIZE THE DESIGN

Embedded timelines are available in light and dark themes for customization. The light theme is for pages that use a white or light colored background and follows the twitter.com aesthetic, while the dark theme is for pages that use a black or dark color background and looks more like TweetDeck.

As with your twitter.com profile, you may choose a custom link color for your embedded timelines so that the content matches the links of your website and feels integrated into the color palette of your site. For sites where the theme and link color don't offer enough customization to make the Tweets feel like they're a part of the page, we offer a set of additional client-side customization features. These settings let you control the background color, borders, header and footer of the timeline and are documented on dev.twitter.com.

HOW TO EMBED A CUSTOM COLLECTION

You can embed the collections by clicking the share icon in TweetDeck or "Embed this Collection" on twitter.com, which also allows you to set the size of the widget and gives you a live web URL. And because the timelines are live, whenever you add a new Tweet it will show up in all the places it's been embedded. Instructions for creating these collections are found in the "Advanced TweetDeck" section.



MEASURING RESULTS AND ANALYTICS

The billions of Tweets sent each week are a valuable source of data which can tell you how people are engaging with your Tweets. Whatever your goals are, we have many tools to help you understand and improve your performance on Twitter.

STEP 1: DEFINE YOUR GOALS

What is it that you want to know? Twitter can help you learn more about:

- **Follower growth:** How many new followers you get every day, week or month.
- **Follower quality and engagement:** How many users interact with your account.
- **Reach:** How many users favorite or Retweet your Tweets.
- **Traffic:** How many users go to your site.

METRICS YOU CAN GET FROM TWITTER DATA

MENTIONS

Twitter is about engaging with audiences at a very direct level. Mentions are one of the simplest ways to do this. A mention is any Tweet that contains an “@username” in the body of the Tweet. Your replies — Tweets posted in response to another user’s message with the “Reply” function — are also considered mentions. This matters because it shows how much a particular account is part of the conversation. A lot of mentions would mean it is highly significant to the events you are measuring.

FOLLOWER COUNT

The number of followers you have is one factor to how widely your account is seen by the outside world. It’s visible information — if you keep an eye on the number you can see how it’s changed over time. With verified account

analytics, you can also learn more about who your followers are, where they are located, how engaged they are and if they Retweet your content. Your followers are your most valuable asset — the more you have that stay with you over time, the more likely they are to share what you post.

FAVORITES

Every time someone favorites one of your Tweets you can see the figure at the bottom of each Tweet. It tells you how much people like your Tweets, and it becomes part of a saved collection of favorites on their profile page. Favorites are becoming increasingly more significant as a way people use Twitter and as another measure of engagement — it may seem less visible than a Retweet but it is another way for users to interact with your Tweet.

GEOTAGGING

As more and more people tag their Tweets with a location, you can gain incredible insight into how people Tweet in different locations globally. If you are a candidate who has pockets of support in another country and time zone, for instance, you could use this geographic insight to time your Tweets accordingly.

STEP 2: GET THE DATA

VERIFIED ACCOUNT ANALYTICS

If you are a verified government or politics account you can log into your Twitter Analytics dashboard at analytics.twitter.com. This will provide additional detail into the various ways your Tweets are being engaged with, as well as insight into your Tweet's reach. You can find data on the number of impressions, or views, your Tweets are generating, as well as the clicks through to your content, replies, favorites, Retweets, and more. You can also export your analytics data as a CSV to really dig into the metrics.



ANALYTICS FOR TWITTER CARDS

For website publishers, you can gain insight into how your content is performing on Twitter and find personalized tips to help make more strategic decisions about your use of Cards. You'll also get insights on how to do even better. Small changes — using a different Twitter Card, conversing more with the followers who love your content, or installing or changing the location of a Tweet button — can make a big difference.

To get started with Twitter Card analytics, or if you're already a user or advertiser, sign in at analytics.twitter.com or ads.twitter.com. Check out the Twitter Card developer page for more information on how to become a card user.

ANALYTICS FOR ADVERTISERS

You can further track the success of individual promoted product campaigns through Twitter Ads analytics. Read more in the “Twitter Ads Products” section on page 118.

GET DATA FROM TWITTER PARTNERS

Twitter has a number of certified partners who can help you access the key data you need and analyze it in ways that work for you. You can find your perfect partner at <https://media.twitter.com/tools-and-services>.

GET THE DATA YOURSELF

Twitter offers access to a huge corpus of data, via our APIs. Each API represents a facet of Twitter and allows developers to build on and extend

their applications in new and creative ways. It's important to note that the Twitter APIs are constantly evolving, and developing on the Twitter Platform is not a one-off event.

If you are a developer or have a team of developers looking to access Tweets directly, you should start here: dev.twitter.com

PUSH NOTIFICATIONS

Campaign life and governing can get hectic, so staying connected to what is happening on Twitter in real time is key to being knowledgeable about the issues of the day. As you are traveling to campaign events or constituent meetings, you may not have the opportunity to view your Twitter timeline at all moments.

By utilizing push notifications within the Twitter mobile app, you can get Tweets from selected users delivered right to your homescreen — like a text message. Doing so allows for instant engagement with users most important to you and distribution among your constituencies.

PUSH NOTIFICATIONS FOR RAPID RESPONSE AND ENGAGEMENT

During the campaign, you can encourage your grassroots mobilizers to sign up for notification of your candidate's Tweets so that they can have immediate visibility to your content. This empowers supporters to be your echo chamber, instantly Retweeting and sharing with the broader community. In government, this tool can be valuable to stay up-to-date with peers, breaking news and other critical updates.



MANAGING PUSH NOTIFICATIONS ON TWITTER FOR IPHONE

To set push notifications for your account:

- ① From the Me tab, tap the gear icon
- ② Select Settings from the menu.
- ③ Next, tap the account you'd like to adjust. You'll be directed to your push Notifications settings.
- ④ Tap the type of notification you'd like to receive. Swipe to ON. For many notifications options, you can also select who you'd like to receive those notifications from.





MANAGING PUSH NOTIFICATIONS ON TWITTER FOR ANDROID

To change your notification settings:

- 1 In the top menu, tap on the overflow icon and select Settings.
- 2 Tap the username of the account you'd like to adjust.
- 3 Under Notification settings, tap Notifications.
- 4 From here you can tap to adjust the types of notifications you'd like to receive.



TO SET UP PUSH NOTIFICATIONS FOR NEW TWEETS FROM SELECTED ACCOUNTS (ON IOS AND THE WEB):

- 1 Go to the account's profile. Check that you are following the account first to enable push notifications.
- 2 Tap on the gears icon and select "Turn on notifications." You will now receive notifications when that account Tweets.
- 3 To stop receiving notifications, simply tap the star icon again and then tap Yes from the menu that pops up.

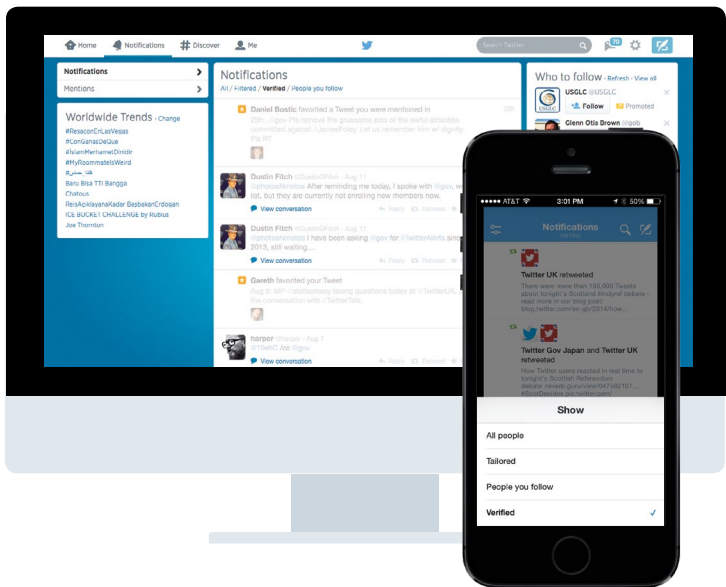


TO SET UP PUSH NOTIFICATIONS FOR NEW TWEETS FROM SELECTED ACCOUNTS (ON ANDROID):

- 1 Tap the overflow icon and select Settings.
- 2 Tap the username of the account you'd like to adjust.
- 3 Under "Notification Types," select "Tweets."
- 4 Check the Tweet box to enable Tweet notifications.
- 5 To get Tweet notifications from people you follow, tap the star icon on their profile page.
- 6 To stop receiving notifications, simply tap the star icon again and then tap "Yes" from the menu that pops up.

TAILORED MENTIONS

For verified users, it can be hard to manage the large number of conversations you're included in. To help with this, verified accounts have the ability to go to their Notifications tab and toggle between mentions in four categories: "Filtered" and "Verified," in addition to "All" and "People you follow." Selecting "Filtered" will show mentions based on an algorithm we use to filter out spam, and choosing "Verified" means you'll only see mentions from other verified accounts. Here is what this looks like on the web and on mobile:



Both in government and on the campaign trail, these features will help your organization to monitor and identify, in real time, engagement from other influential and relevant accounts so that you may respond and connect with those messages in the moment.



NOTIFICATION FILTERS

Notification filters help you find your most relevant mentions, Retweets and favorites. Under the Connect tab, choose from four options: All, People you follow, Filtered and Verified.



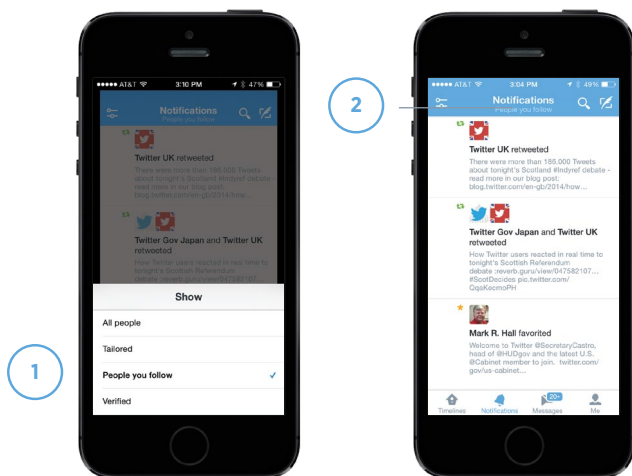
Update your iPhone app and login. Go to Connect. By default, this shows All notifications. Tap on the top left filter icon.



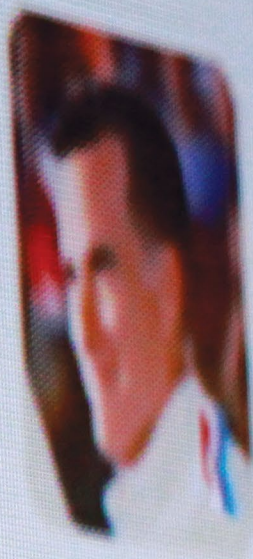
Three options appear on the lower screen: People you follow, Filtered and Verified. Tap People you follow.



The view will refresh, leaving you with notifications and Tweets from the People you follow.



*Note: Push notifications will remain the same regardless of which filter you're using.



Mitt Romney

Another term for [Barack](#)
and debt that have ground



Promoted by Mitt Romney

Expand



Mitt Romney

Agree with [Joe Biden](#)



TWITTER ADS PRODUCTS

INTRODUCTION TO ADS PRODUCTS

TARGETING OPTIONS

CAMPAIGN STRATEGY

MEASUREMENT & ANALYTICS



INTRODUCTION TO ADS PRODUCTS

AMPLIFY YOUR PRESENCE ON TWITTER

Get your Tweets and your account in front of more voters who are interested in your campaign. There are three opportunities to advertise on Twitter:



Mitt Romney @MittRomney · 15h

Another term for @BarackObama will bring more taxes, regulations, and debt that have ground our recovery to a halt. [#CantAfford4More](#)



Promoted by Mitt Romney

- **Promoted Tweets** are regular Tweets but with the added bonus of reaching both current and potential followers. There are numerous targeting capabilities to help you reach the right audience.
- **Promoted Accounts** quickly build an active community of advocates and influencers for your campaign. The bigger your follower base, the more people there are to engage with and spread your message.
- **Promoted Trends** are national advertising opportunities that appear at the top of a list of popular topics happening right now, on Twitter. Because these Trends are placed prominently next to a user's timeline, they get mass exposure.

Who to follow · [Refresh](#) · [View all](#)



Mitt Romney @MittRomney



Promoted by Mitt Romney

Follow

Trends · [Change](#)

[#CantAfford4More](#)

Promoted by Mitt Romney



TARGETING OPTIONS

Reach the right voters effectively and efficiently.

TARGET YOUR ACCOUNT AND TWEETS BY:

- **Keywords in timeline.** People express interests and opinions on Twitter all the time. Keyword targeting in timeline lets you reach Twitter users based on the keywords in their recent Tweets and the Tweets with which users recently engaged. Show users the right message, at the right moment, in the right context.
- **Interest.** Our community is passionate about everything from shoes to semiconductors. We can help you find your ideal audience using hundreds of different interest targets, political and otherwise.
- **Geography.** Twitter is used in nearly every country in the world and is available in more than 35 languages. Reach a global audience or one that's hyper-local. We have tools for targeting by country, metro area and zip code.
- **Gender.** Have a message more suited for men or maybe for women? Reach either or both with gender targeting.
- **Similarity to existing followers.** Your followers already love you. We'll help you find more just like them.

78% Percentage of Twitter users who log in via their mobile device.¹

(AS OF JULY 2014)

- **Device (mobile, desktop).**

78% of Twitter users log in via their mobile device. Twitter Ads give you the option to target your ads to Android, iOS or Blackberry, in addition to desktop.

- **Keyword search results.** Users are searching for information on Twitter. Insert your message in front of users interested in the issues and candidates important to your campaign.

TAILORED AUDIENCE WEB APPROACH

Reach voters on Twitter who have visited your campaign website but not yet taken an action.

TAILORED AUDIENCE TWITTER ID AND CRM

Create a targeted audience based upon your list of email addresses and Twitter handles that you can reach with customized messaging.

TV CONVERSATION TARGETING

Through our conversation mapping technology, political campaigns can promote Tweets to users who engage with specific nationally-televised shows, whether or not the campaign is running a spot in the program. This is an ideal complement to your TV strategy, as well as an opportunity to reach your targeted TV audiences beyond your flight dates.

?

Choose your targeting method.

☒ Conversation targeting
☐ Ad targeting

or

Shows

?

State of the Union 2014

State of the Union With Candy Crowley

State of the Union/GOP Response

State of the Union Preview

State of the Union Expanded Coverage



CAMPAIGN STRATEGY

GROW YOUR LIST AND RAISE MONEY

Every campaign seeks to build a list of supporters and raise money. Twitter provides a number of tools to achieve these goals:

- **The Lead Generation Card** makes it easy for users to express interest in your campaign and grow your email list. Users can easily and securely share their email address without leaving Twitter or having to fill out a cumbersome form.
- **Use Promoted Accounts** to grow your followers on Twitter and create an engaged community. Your followers will be your most passionate advocates of your campaign and message.
- **Utilize Twitter Website Cards** to retarget users who have visited your website but not yet taken an action. Website Cards can drive traffic to your donation page.

Use Tailored Audiences and other DR tools in combination with your base building efforts.

PERSUASION

Conversation on Twitter drives the political narrative. Reporters, pundits and activists look to Twitter for news and information. Twitter's Ad Products can be a critical component of your persuasion strategy.

Twitter is the #1 source of breaking news among Beltway Elites.¹

(GSG SURVEY, JAN 2014)

- Engage Your Audience with Promoted Tweets featuring rich media.

- Insert your message by conquering competitor terms with Promoted Tweet Keyword Targeting.
- Join the Conversation with Promoted Tweet Keyword Targeting in Timeline
- Spark a national discussion with Promoted Trends.
- Amplify your TV presence and reach valuable audiences with Television Conversation Targeting.

RAPID RESPONSE

- Be spontaneous by preparing Twitter Cards in advance of events with potential outcomes (debates, policy or campaign announcements, primary day).
- Guide news coverage of live events by promoting Tweets from real-time fact checking handles.
- Influence the debate with Promoted Tweets with Keywords (search and timelines). Continue the conversation with users interested in the debate for seven days.

95%

Combining your TV spots with Twitter ads results in a 95% stronger message association.²

(AS OF JULY 2014)

MOBILIZATION

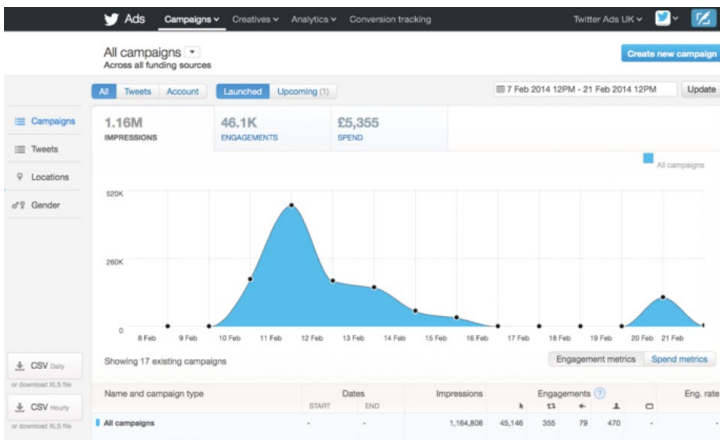
Empower spokespeople by whitelisting accounts during your GOTV (Get out the Twitter Votes) push. Drive turnout by promoting Tweets with GOTV messaging and voter location information.



MEASUREMENT AND ANALYTICS

MEASURE YOUR IMPACT

Connect what you do on Twitter to the impact it makes on your campaign.



Analytics: Use Twitter Dashboards to understand and optimize your promoted campaigns.

Conversion Tracking: It's critical for advertisers with direct response or email acquisition objectives to be able to understand the impact of Twitter ads on their bottom line. Conversion tracking is a measurement and reporting tool which will help advertisers understand the full conversion impact of

impressions and engagements from Promoted Tweets so they can properly optimize their campaign.

For more information or any questions, politicalads@twitter.com





APPENDIX

GLOSSARY

TWITTER RESOURCES



GLOSSARY

#: See HASHTAG.

@: The @ sign is used to identify usernames in Tweets, like this: “Hello @Twitter!” People will use your @username to mention you in Tweets and to send you messages.

BIO: A short personal description of 160 characters or fewer to define who you are on Twitter. Include your name, your website and your location to make it easier for others to search for you.

BLOCKING: To block users on Twitter means they will be unable to follow you or add you to their lists. Their mentions will not appear on your Notifications tab.

DEACTIVATION: A way to remove your profile from Twitter. Information from deactivated profiles remains in our system for 30 days. You may reactivate your account within the 30 day grace period.

DISCOVER: This feature surfaces personalized content tailored to your interests.

FAVORITE: Click the star icon to mark a Tweet as one of your favorites. After you favorite a Tweet, the star will turn yellow. This shows people you saw their Tweet and liked it, and you can also track the photos, articles and Tweets you enjoyed the most by clicking on your saved favorites on your profile page.

FOLLOW: Subscribing to a Twitter account is called “following.” To start following someone, click the Follow button next to their name, and you'll see their Tweets as soon as they post something new. You don't have to ask permission to follow someone.



Anyone on Twitter can follow or unfollow anyone else at any time.

FOLLOW COUNT: The numbers that reflect how many people you follow and how many people follow you. This is found on your Twitter profile.

FOLLOWER: Another Twitter user who has followed you and will receive your Tweets in their timeline.

FOLLOWING: Your following number reflects the quantity of other Twitter users you have chosen to follow.

GEOLOCATION/GEOTAGGING: The use of location data in Tweets to tell those who see your Tweet where you are in real time. Is also called “Tweet With Your Location.” You can access this at the bottom of the “Compose Tweet” box.

@HANDLE: See @USERNAME.

HASHTAG: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you’ll see other Tweets containing the same keyword or topic.

HOME: A real-time stream of Tweets from those you follow. It appears on your Twitter home page. Also known as “Home Timeline.”

IMPERSONATION: See PARODY.

LISTS: Curated groups of other Twitter users that create a specific timeline of Tweets (e.g. creating a list of government officials, rather than simply searching through your Home timeline or using the search bar to find Tweets from specific users). From the “Me” tab, you can create up to 1,000 lists with up to 5,000 Twitter users in each list.

MENTION: Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a “mention.” Also refers to Tweets in which your username was included.

MESSAGES: Use Messages to have private conversations with people who you follow who also follow you. Messages have a 140-character limit and can contain text, hashtags, links, photos and video. To read your messages, click on the envelope icon on your profile.

MT: Similar to RT (Retweet), an abbreviation for “Modified Tweet.” Placed before the Retweeted text when users manually Retweet a message with modifications, for example shortening a Tweet.

NAME: A full name can be different from your @username to help people locate you on Twitter. Must be 20 characters or fewer.

NOTIFICATIONS: The Notifications tab lets you see who has favorited or Retweeted your Tweets, who has recently followed you and all of your @replies and @mentions.

PARODY: Twitter users can create parody Twitter accounts, to spoof or to make fun of something in jest, as well as commentary and fan accounts. These accounts must disclose that they are not really the person or subject being parodied, or they will be in violation of our strict policy against impersonation. These policies may be reviewed and violations reported at support.twitter.com.



PINNED TWEETS: You can pin a Tweet to the top of your profile page, to keep something important to you above the flow of time-ordered Tweets.

PROFILE: A Twitter page displaying information about a user, as well as all the Tweets that user has posted from that account.

PROFILE PHOTO: The personal image uploaded to your Twitter profile in the Settings tab of your account. It's also the photo that appears next to each of your Tweets.

PROMOTED TWEETS: A paid product in which advertisers can secure additional exposure for their Tweets.

PROTECTED/PRIVATE ACCOUNTS: Twitter accounts are public by default. Choosing to protect your account means that your Tweets will only be seen by approved followers and will not appear in search.

REPLY: A response to another user's Tweet that begins with the @username of the person you're replying to is known as a reply. Reply by clicking the "reply" button next to the Tweet you'd like to respond to.

RETWEET: A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

SEARCH: A box on your Twitter homepage that allows you to search all public Tweets for keywords, usernames, hashtags or subjects. Searches can also be performed at search.twitter.com.

SUSPENDED ACCOUNT: An account that has been prohibited access to Twitter, usually for having broken Twitter's terms of service.

TRENDS: Terms or hashtags that are accelerating most quickly in popularity on Twitter. You can tailor them to be more localized or based on your interests.

TWEET BUTTON: A button people can add to their website. Clicking this button allows Twitter users to post a Tweet with a link to that site.

UNFOLLOW: To stop following another Twitter user. Their Tweets no longer show up in your home timeline.

@USERNAME: A username is your name on Twitter, and is always preceded immediately by the @ symbol. For example, the @username for Twitter Government is @Gov.

VERIFICATION: A process whereby a user's Twitter account receives a blue badge to show that a legitimate source is writing the account's Tweets. Verified users include public figures and accounts that experience identity confusion on Twitter.



TWITTER RESOURCES

ACCOUNT SETTINGS: twitter.com/settings

Manage settings for your account preferences, security and privacy, password, mobile, email notifications, web notifications, favorite people, profile, design, apps and widgets.

DOWNLOAD TWITTER: about.twitter.com/products

Connect with people wherever you are, whenever you like, by downloading the Twitter app for your platform of choice.

THIRD-PARTY TOOLS: media.twitter.com/tools-and-services

Learn about Twitter certified partners to help manage needs like measurement and reach, ad management, customer engagement and content curation.

TWEETDECK: tweetdeck.twitter.com

Explore this pro-user tool for real-time tracking, organizing and engagement.

TWITTER ADVERTISING BLOG: blog.twitter.com/advertising

Read about Twitter Ads product updates, tips, events and success stories.

TWITTER ANALYTICS: analytics.twitter.com

Measure and boost your impact on Twitter with insights into how your Tweets are performing in real time to optimize your content strategy. Compare impressions, total engagements and Retweets month over month and use the Tweet details page to see even deeper engagement analytics.

TWITTER CARD ANALYTICS: dev.twitter.com

Find documentation on Twitter Card analytics to give you related insights into how your website content is being shared on Twitter.

TWITTER CARDS: dev.twitter.com

Find documentation on how to integrate with Twitter Cards, a beautiful consumption experience built for Twitter's web and mobile clients which enable you to attach rich photos, videos and media experience to Tweets that drive traffic to your website.

TWITTER FOR DEVELOPERS: dev.twitter.com

Find documentation on how to integrate with the Twitter API, Twitter Cards, Embedded Timelines, Embedded Tweets, Tweet Buttons and Follow Buttons.

TWITTER GOVERNMENT & MEDIA BLOG: blog.twitter.com/media

Read about innovative, meaningful uses of Twitter in TV, music, sports, government, journalism and more.

TWITTER GOVERNMENT & POLITICS WEBSITE: gov.twitter.com

Explore our playbooks with strategies, best practices and case studies specifically designed for elected officials, candidates and agencies.

TWITTER HELP CENTER: support.twitter.com

Access basic FAQs, how-to information, and solutions for common technical issues. File support ticket requests for lost account access, impersonation, other account issues or to report a violation of the Twitter rules.

TWITTER SEARCH: twitter.com/search and twitter.com/search-advanced

Find the content you are looking for by utilizing Twitter's search and advance search pages to fine-tune your search query.

VINE: vine.co

Explore Vine, the Twitter-owned mobile video service in which users create and share six-second, looping videos.



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The 2012 “Twitter Election” introduced voters to a new real-time soundtrack for the campaign; journalists to a new way of reporting; and candidates to a fresh opportunity to speak to, and hear from, their constituents. They each discovered how Twitter enables civic dialogue at a scale not possible a generation ago.

Through these small, easy interactions, elected officials and their constituents regain some of the meaningful contact lost over the years, and can do it from anywhere. The real-time, public nature of Twitter ensures these direct candidate-and-voter interactions can be easily shared and discovered. It’s like having a seat at every coffee shop and watercooler from Maine to Hawaii and around the world.

Drawing on lessons learned from campaigns and government offices across the country and around the world, this handbook illustrates how Twitter brings candidates, officials and engaged constituents closer together. Whether you read cover-to-cover or use the handy checklists to jump to the most immediate need, you’ll find fresh inspiration for listening to and mobilizing your constituents through tried-and-true techniques explained for the Twitter beginner and expert alike.

EXHIBIT O

- [Sign in](#)
- [Check your tickets](#)

English ▼

- [← Back to Report a violation](#)
- [Guidelines & Best Practices](#)
- [Safety Center](#)
- [Reporting Violations](#)
- [Policy Information](#)
- [Developer and Media Guidelines](#)



The Twitter Rules

Our goal is to provide a service that allows you to discover and receive content from sources that interest you as well as to share your content with others. We respect the ownership of the content that users share and each user is responsible for the content he or she provides. Because of these principles, we do not actively monitor user's content and will not censor user content, except in limited circumstances described below.

Content Boundaries and Use of Twitter

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter. These limitations comply with legal requirements and make Twitter a better experience for all. We may need to change these rules from time to time and reserve the right to do so. Please check back here to see the latest.

- **Impersonation:** You may not impersonate others through the Twitter service in a manner that does or is intended to mislead, confuse, or deceive others
- **Trademark:** We reserve the right to reclaim user names on behalf of businesses or individuals that hold legal claim or trademark on those user names. Accounts using business names and/or logos to mislead others will be permanently suspended.
- **Privacy:** You may not publish or post other people's private and confidential information, such as credit card numbers, street address or Social Security/National Identity numbers, without their express authorization and permission.
- **Violence and Threats:** You may not publish or post direct, specific threats of violence against others.
- **Copyright:** We will respond to clear and complete notices of alleged copyright infringement. Our copyright procedures are set forth in the Terms of Service.
- **Unlawful Use:** You may not use our service for any unlawful purposes or for promotion of illegal activities. International users agree to comply with all local laws regarding online conduct and acceptable content.

- **Misuse of Twitter Badges:** You may not use a Verified Account badge or Promoted Products badge unless it is provided by Twitter. Accounts using these badges as part of profile pictures, background images, or in a way that falsely implies affiliation with Twitter will be suspended.

Spam and Abuse

Twitter strives to protect its users from spam and abuse. Technical abuse and user abuse is not tolerated on Twitter.com, and will result in permanent suspension. Any accounts engaging in the activities specified below are subject to permanent suspension.

- **Serial Accounts:** You may not create serial accounts for disruptive or abusive purposes, or with overlapping use cases. Mass account creation may result in suspension of all related accounts. Please note that any violation of the Twitter Rules is cause for permanent suspension of all accounts.
- **Username Squatting:** You may not engage in username squatting. Accounts that are inactive for more than 6 months may also be removed without further notice. Some of the factors that we take into account when determining what conduct is considered to be username squatting are:
 - the number of accounts created
 - creating accounts for the purpose of preventing others from using those account names
 - creating accounts for the purpose of selling those accounts
 - using feeds of third-party content to update and maintain accounts under the names of those third parties
- **Invitation spam:** You may not use Twitter.com's address book contact import to send repeat, mass invitations.
- **Selling user names:** Unless you have been specifically permitted to do so in a separate agreement with Twitter, you agree that you will not reproduce, duplicate, copy, sell, trade or resell the Services for any purpose, where "Services" is defined as follows: Your use of Twitter's products, services and web sites (referred to collectively as the "Services" in this document and excluding any services provided to you by Twitter under a separate written agreement) is subject to the terms of a legal agreement between you and Twitter.
- **Malware/Phishing:** You may not publish or link to malicious content intended to damage or disrupt another user's browser or computer or to compromise a user's privacy.
- **Spam:** You may not use the Twitter service for the purpose of spamming anyone. What constitutes "spamming" will evolve as we respond to new tricks and tactics by spammers. Some of the factors that we take into account when determining what conduct is considered to be spamming are:
 - If you have followed a large amount of users in a short amount of time;
 - If you have followed and unfollowed people in a short time period, particularly by automated means (aggressive follower churn);
 - If you repeatedly follow and unfollow people, whether to build followers or to garner more attention for your profile;
 - If you have a small number of followers compared to the amount of people you are following;
 - If your updates consist mainly of links, and not personal updates;
 - If you post misleading links;
 - If a large number of people are blocking you;
 - The number of spam complaints that have been filed against you;
 - If you post duplicate content over multiple accounts or multiple duplicate updates on one account;
 - If you post multiple unrelated updates to a topic using #;
 - If you post multiple unrelated updates to a trending or popular topic;
 - If you send large numbers of duplicate @replies or mentions;
 - If you send large numbers of unsolicited @replies or mentions in an attempt to spam a service or link;
 - If you add a large number of unrelated users to lists in an attempt to spam a service or link;
 - If you repeatedly post other users' Tweets as your own;

- If you have attempted to "sell" followers, particularly through tactics considered aggressive following or follower churn;
- Creating or purchasing accounts in order to gain followers;
- Using or promoting third-party sites that claim to get you more followers (such as follower trains, sites promising "more followers fast," or any other site that offers to automatically add followers to your account);
- If you create false or misleading Points of Interest;
- If you create Points of Interest to namesquat or spam.
- **Pornography:** You may not use obscene or pornographic images in either your profile picture or user background

Your account may be suspended for Terms of Service violations if any of the above is true. Please see our help pages on [Following Best Practices](#) and [Automation Rules and Best Practices](#) for a more detailed discussion of how the Rules apply to those particular account behaviors. Accounts created to replace suspended accounts will be permanently suspended.

Accounts engaging in any of these behaviors may be investigated for abuse. Accounts under investigation may be removed from Search for quality. Twitter reserves the right to immediately terminate your account without further notice in the event that, in its judgment, you violate these Rules or the Terms of Service.

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EXHIBIT P

TECHNOLOGY

Twitter's Free Speech Defender

By SOMINI SENGUPTA SEPT. 2, 2012

SAN FRANCISCO — Alexander Macgillivray, Twitter's chief lawyer, says that fighting for free speech is more than a good idea. He thinks it is a competitive advantage for his company.

That conviction explains why he spends so much of Twitter's time and money going toe to toe with officers and apparatchiks both here and abroad. Last week, his legal team was fighting a court order to extract an Occupy Wall Street protester's Twitter posts. The week before, the team wrestled with Indian government officials seeking to take down missives they considered inflammatory. Last year, Mr. Macgillivray challenged the Justice Department in its hunt for WikiLeaks supporters who used Twitter to communicate.

"We value the reputation we have for defending and respecting the user's voice," Mr. Macgillivray said in an interview here at Twitter headquarters. "We think it's important to our company and the way users think about whether to use Twitter, as compared to other services."

It doesn't always work. And it sometimes collides awkwardly with another imperative Twitter faces: to turn its fire hose of public opinion into a profitable business. That imperative will become far more acute if the company goes public, and Twitter confronts pressures to make money fast and play nice with the governments of countries in which it operates; most Twitter users live outside the United States and the company is already opening offices overseas.

That transformation makes his job all the more delicate. At a time when Internet companies control so much of what we can say and do online, can Twitter stand up for privacy, free expression and profitability all at the same time?

"They are going to have to monetize the data that they have and they can't rock the boat maybe," said Ryan Calo, a law professor at the University of Washington. "I don't predict Twitter is going to lose its way, but it's a moment to watch."

Jonathan Zittrain, one of his former professors at Harvard Law School, called it both a challenge and opportunity for Mr. Macgillivray, widely known as @amac, his handle on Twitter, and one that could influence the Internet industry at large.

“If @amac can help find a path through it, it may serve as a model for corporate responsibility for an Internet where more and more code and content is governed by corporate gatekeepers,” Mr. Zittrain said via e-mail.

He added that the challenge for Mr. Macgillivray “is not only to pioneer a wise way through this thicket, but to implement it as Twitter’s use continues to explode: it’s complex maintenance on a jet engine while the plane is in flight.”

Twitter hit some turbulence this summer, when it seemed to forget its principles.

The company briefly suspended a British journalist, Guy Adams, who had used his Twitter feed to repeatedly criticize the handling of Olympics coverage by NBC, a corporate partner of Twitter.

Silencing Mr. Adams led to public outrage (on Twitter, naturally). It fell on Mr. Macgillivray to explain, apologize and assuage. On the company blog, he confessed that a Twitter employee responsible for promoting corporate partnerships had been monitoring Mr. Adams’ account and advised NBC to file a complaint with the company.

Twitter in turn suspended Mr. Adams’s account because it violated one of its own terms of service: Mr. Adams had disclosed an NBC executive’s e-mail address on Twitter.

Mr. Macgillivray ordered the account to be restored and posted a public apology to Mr. Adams. It is “unacceptable,” he said, for Twitter to scrutinize tweets, though he declined to say whether the offending employee was punished. “We should not and cannot be in the business of proactively monitoring and flagging content, no matter who the user is,” he wrote. The explicit mea culpa over the NBC criticism may also have protected Twitter from a lawsuit. Mr. Macgillivray is nothing if not a seasoned corporate lawyer.

This kerfuffle reveals something of the identity crisis that Twitter faces. It is both a gadfly’s bullhorn and a valuable stream of business intelligence. And with an \$8 billion valuation, its business strategy is being closely watched. Twitter has lately stepped up ways to draw advertising revenue while Wall Street waits for it to go public.

Mr. Macgillivray insists that like a traditional media company that distributes information, Twitter, too, draws a hard line between the moneymaking side of the company and the content its users post. He calls it a church-state divide.

“You don’t want business interests affecting judgment about content,” he argued. “That is against corporate interests. It’s against the trust your users have in your service.”

Other technology and communications companies have repeatedly stumbled on issues of free speech and privacy. Yahoo supplied information that helped Chinese

authorities in 2005 convict a journalist. In 2010, Google redirected requests to its Chinese-language search engine to its Hong Kong site after hackers in China stole proprietary computer code and hacked into Gmail accounts of human rights activists.

Google and Twitter both issue twice-a-year reports that tally information requests from individual countries; Facebook, that other trove of personal data, does not, and insists on the use of real names, which, its critics say, can endanger dissidents and others with unpopular opinions.

A native of Toronto, Mr. Macgillivray, 40, has degrees from Princeton and Harvard. He worked at the prominent Silicon Valley law firm Wilson Sonsini Goodrich & Rosati, and then at Google for six years, leading, among other things, a still-pending case over the scanning of out of-print books. He joined Twitter in September 2009.

Since then Twitter has deftly built something of a reputation for protecting free speech, even unpopular speech. It has staunchly backed the use of pseudonyms.

It has allowed itself to be used by dissidents in the Arab world and the activist hackers who call themselves Anonymous. It has repeatedly faced pressure from governments in countries where it does business.

Its policy, announced this year as Twitter began to expand its international business, is to take down posts in specific countries only on request, and only if they violate that country's laws.

One flash point came last month when Indian officials said certain Twitter accounts were fomenting religious hatred. It asked Twitter to remove them. Twitter removed about a half a dozen accounts that were found to be violating Twitter's own rule, chiefly accounts impersonating the Indian prime minister.

This is a reality of the digital age. Sovereign nations have their laws. Internet companies have their rules.

It's not just abroad that Twitter faces these crosscurrents. And certainly Twitter does not always win.

Here in the United States, the government prevailed in the WikiLeaks case. Twitter exhausted its appeals and was ordered by a court early this year to turn over the data that the Justice Department had sought on three WikiLeaks supporters, including the direct messages they had exchanged with one another on Twitter.

Twitter says it takes special efforts to protect its users' privacy. The photos posted on Twitter, using Twitter's own tools, do not contain additional information, like location, unless the user explicitly opts to include it. Location can be stripped with one click. A deleted account is purged forever after 30 days.

Twitter informs its users when law enforcement authorities seek their information, unless barred by a court from doing so.

This year, Twitter's biggest fight is with a Manhattan criminal court, which ordered the company to hand over all the Twitter posts of a Brooklyn man charged with disorderly conduct in connection with an Occupy protest. The judge, Matthew A. Sciarrino Jr., ordered the company to provide it.

Twitter informed the Brooklyn man, Malcolm Harris, that the judge had ruled his words no longer belonged to him: Mr. Harris had turned them over to Twitter, in other words, to be spread across the world.

Mr. Macgillivray's legal team appealed on Monday of last week. Tweets belong to the user, the company argued.

"We want to be useful to as many people as we can be useful to," he said. "We certainly do think about what is Twitter like for someone who has unpopular beliefs."

Correction: September 6, 2012

An article on Monday about the free-speech advocacy of Alexander Macgillivray, Twitter's top lawyer, misstated the response of Google, another technology company wrestling globally with the concept of free expression, to the theft in China of proprietary code that was used to hack into Gmail accounts of human rights activists. Google redirected Chinese-language search requests to its Hong Kong site after the 2010 hacking; it did not withdraw from China. (Engineering, advertising and other operations remain there.) The article also misstated the frequency of Google's and Twitter's release of data about government requests. The data is published twice a year, not annually. A version of this article appears in print on September 3, 2012, on Page B1 of the New York edition with the headline: Twitter's Free Speech Defender.

EXHIBIT Q

The Guardian



Twitter's Tony Wang: 'We are the free speech wing of the free speech party'

Social networking site's general manager says it takes a neutral view on posted messages

Josh Halliday

Thu 22 Mar 2012 11.57 EDT

The general manager of Twitter in the UK has said that the social network sees itself as "the free speech wing of the free speech party".

Speaking at the Guardian Changing Media Summit on Thursday, Tony Wang said that Twitter takes a "neutral" view of messages posted by its users because of the company's founding principles.

He was asked whether Twitter sidesteps legal issues, including privacy and libel, because it is not a mainstream media company.

"There are Twitter rules about what you can and can't do on the platform," Wang told the conference in London.

"Generally, we remain neutral as to the content because our general council and CEO like to say that we are the free speech wing of the free speech party."

Twitter found itself at the heart of a legal row in the UK last year after thousands of its users acted in defiance of the high court by tweeting the details of privacy injunctions obtained by a number of public figures. That led the lord chief justice, Lord Judge, to describe modern technology as "completely out of control".

The San Francisco-based social network, which has 140 million active users, has since said that it will reactively withhold tweets in certain countries if faced with a legal request.

Wang said on Thursday that Twitter was changing the way people consume media and was "bringing users closer to the action".

He highlighted examples where Twitter has been used in the world of sport, politics, news and entertainment and said he was "extremely excited" about its potential appeal to advertisers in the UK. Twitter has 3,000 advertisers across the globe and about 70 partners in the UK, he said.

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... we have a small favour to ask. More people are reading the Guardian than ever but advertising revenues across the media are falling fast. And unlike many news organisations, we haven't put up a paywall - we want to keep our journalism as open as we can. So you can see why we need to ask for your help. The Guardian's independent, investigative journalism takes a lot of time, money and hard work to produce. But we do it because we believe our perspective matters - because it might well be your perspective, too.

I appreciate there not being a paywall: it is more democratic for the media to be available for all and not a commodity to be purchased by a few. I'm happy to make a contribution so others with less means still have access to information. Thomasine F-R.

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Topics

Changing Media Summit

EXHIBIT R



Our range of enforcement options

We can take action at the Tweet, Direct Message, and account levels, and sometimes employ a combination of these enforcement actions. In some instances, this is because the behavior violates the Twitter Rules (<https://help.twitter.com/en/rules-and-policies/twitter-rules>). Other times, it may be in response to a valid and properly scoped request from an authorized entity in a given country. Below are a range of enforcement options that we may exercise when conducting a review.

Tweet-level enforcement

We take action at the Tweet level to ensure that we are not being overly harsh with an otherwise healthy account that made a mistake and violated our Rules. A few of the ways in which we might take action at the Tweet level include:

Limiting Tweet visibility: This makes content less visible on Twitter, in search results, replies, and on timelines. Limiting Tweet visibility depends on a number of signals about the nature of the interaction and the quality of the content.

Requiring Tweet removal: When we determine that a Tweet violated the Twitter Rules, we require the violator to remove it before they can Tweet again. We send an email notification to the violator identifying the Tweet(s) in violation and which policies have been violated. They will then need to go through the process of removing the violating Tweet or appealing our review if they believe we made an error.

Hiding a violating Tweet while awaiting its removal: In the interim period between when Twitter takes enforcement action and the person removes the Tweet, we hide that Tweet from public view and will replace the original content with a notice stating that the Tweet is no longer available because it violated our Rules. Additionally, this notice will be available for 14 days after Tweet removed.

Where this notice **is** available:

- The details page of the Tweet in violation on Twitter for iOS and Android, and mobile.twitter.com.

- The profile page of the account in violation on Twitter for Android and mobile.twitter.com.

Where this notice **is not** available:

- Areas outside of profiles and Tweet details pages, such as Home timeline, notifications, and search of any Twitter client.
- The profile page of the account in violation on Twitter for iOS.
- Anywhere on twitter.com.

Direct Message-level enforcement

Stopping conversations between a reported violator and the reporter's account: In a private Direct Message conversation, when a participant reports the other person, we will stop the violator from sending messages to the person who reported them. The conversation will also be removed from the reporter's inbox. However, if the reporter decides to continue to send Direct Messages to the violator, the conversation will resume.

Placing a Direct Message behind an interstitial: In a group Direct Message conversation, the violating Direct Message may be placed behind an interstitial to ensure no one else in the group can see it again.

Account-level enforcement

We take action at the account level if we determine that a person has violated the Twitter Rules in a particularly egregious way, or has repeatedly violated them even after receiving notifications from us.

Requiring media or profile edits: If an account's profile or media content is not compliant with our policies, we may make it temporarily unavailable and require that the violator edit the media or information in their profile to come into compliance. We also explain which policy their profile or media content has violated.

Placing an account in read-only mode: If it seems like an otherwise healthy account is in the middle of an abusive episode, we might temporarily make their account read-only, limiting their ability to Tweet, Retweet, or Like content until calmer heads prevail. The person can read their timelines and will only be able to send Direct Messages to their followers.

When an account is in read-only mode, others will still be able to see and engage with the account. The duration of this enforcement action can range from 12 hours to 7 days, depending on the nature of the violation.

Verifying account ownership: To ensure that violators do not abuse the anonymity we offer and harass others on the platform, we may require the account owner to verify ownership with a phone number or email address. This also helps us identify violators who are operating multiple accounts for abusive purposes and take action on such accounts. Note that when an account has been locked pending completion of a challenge (such as being required to provide a phone number), it is removed from follower counts, Retweets, and likes until it provides a phone number.

Permanent suspension: This is our most severe enforcement action. Permanently suspending an account will remove it from global view, and the violator will not be allowed to create new accounts. When we permanently suspend an account, we notify people that they have been suspended for abuse violations, and explain which policy or policies they have violated and which content was in violation.

Violators can appeal permanent suspensions if they believe we made an error. They can do this through the platform interface or by filing a report

(<https://help.twitter.comhttps://support.twitter.com/forms/general?subtopic=suspended>). Upon appeal, if we find that a suspension is valid, we respond to the appeal with information on the policy that the account has violated.

Actions we may take against non-violating content

Placing a Tweet behind an interstitial: We may place some forms of sensitive media (<https://help.twitter.com/en/rules-and-policies/media-policy>) like adult content or graphic violence behind an interstitial advising viewers to be aware that they will see sensitive media if they click through. This allows us to identify potentially sensitive content that some people may not wish to see. Learn more about how to control whether you see sensitive media (<https://help.twitter.com/en/safety-and-security/sensitive-media#settings>).

Withholding a Tweet or account in a country: We may withhold access to certain content in a particular country if we receive a valid and properly scoped request from an authorized entity in that country. We also clearly indicate within the product when content has been withheld. Read more about country withheld content (<https://help.twitter.comhttps://help.twitter.com/en/rules-and-policies/tweet-withheld-by-country>).

EXHIBIT S



About ▾

Safety on Twitter

We're dedicated to making Twitter a safe place for free expression.

[Our principles](#)

Our safety principles

On Twitter, you should feel safe expressing your unique point of view with every Tweet. We want everyone to discover a wide variety of voices and perspectives, and for that reason we allow strong opinions and controversial views. So it's our job to make your experience as safe as we can. But if you do experience abuse or harassment on Twitter, that can jeopardize your freedom of expression. We won't let Twitter be a place where you are intimidated, harassed, or silenced.

Here are the principles that guide us in creating a culture of trust, safety, and respect.

- 1. Twitter stands for freedom of expression for everyone.**

- 2. We do not take sides. We show sides. Every side.**



3. We treat everyone equally: the same Twitter Rules apply to all.

4. You have the right to express yourself on Twitter if you adhere to these rules.

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More clarity on reported Tweets and enforcement

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By [Vijaya Gadde](#) and [Del Harvey](#) on Tuesday, 25 September 2018

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Safety on Twitter

We're dedicated to making Twitter a safe place for free expression.

Our approach

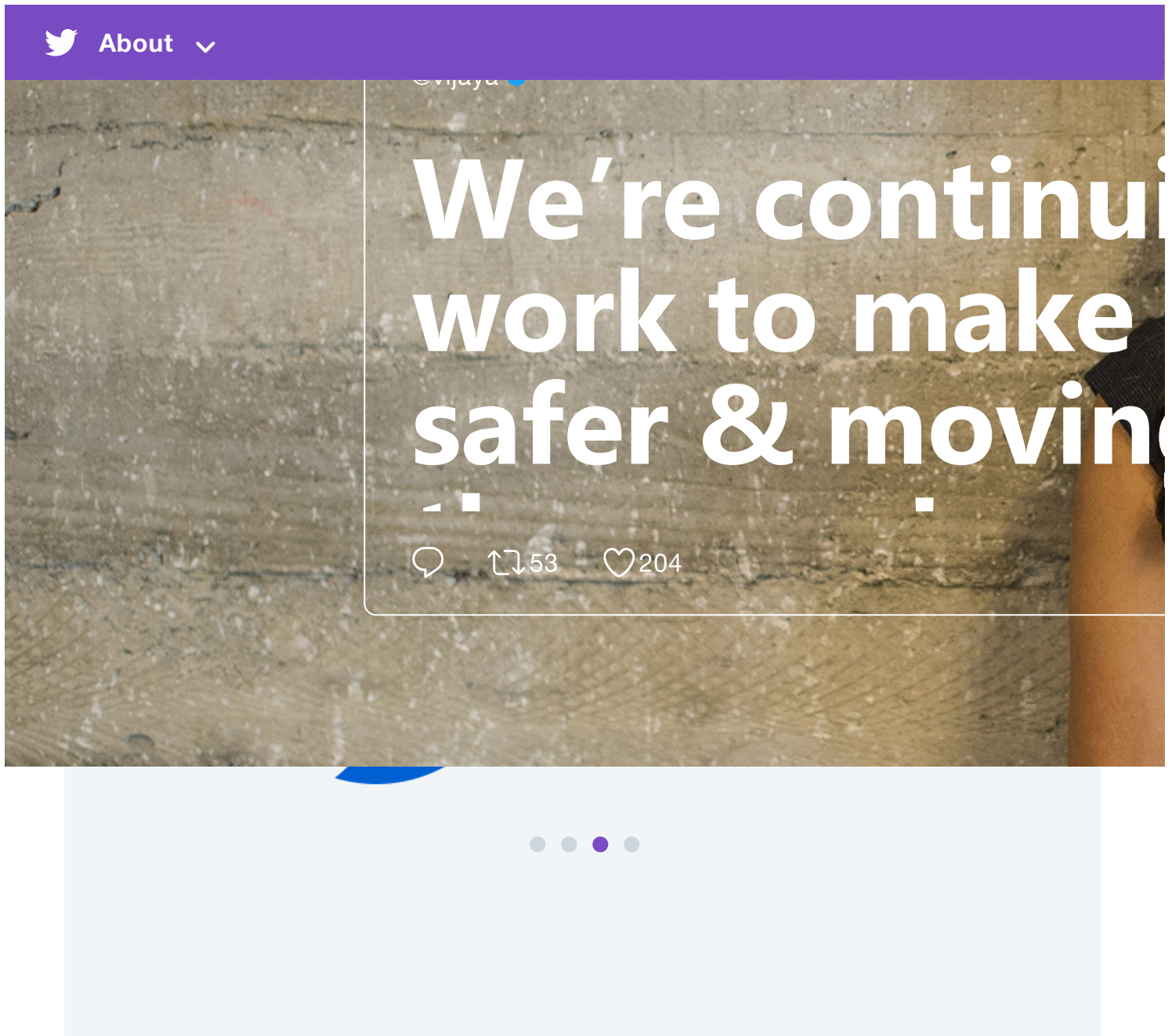


Our approach

Free expression is a human right. Everyone has a voice, and the right to use it. On Twitter, you should feel safe expressing your unique point of view with every Tweet – and it's our job to make that happen.

But sometimes Tweets can cross a line and are abusive or threatening. To keep you safe, we build tools so you can control what you see and who you interact with; work with a community of [online safety experts](#) to fight abuse everywhere; and develop and enforce policies to prohibit abusive behavior.





Controlling your experience

We've created a suite of features that let you control what you see and who you interact with.

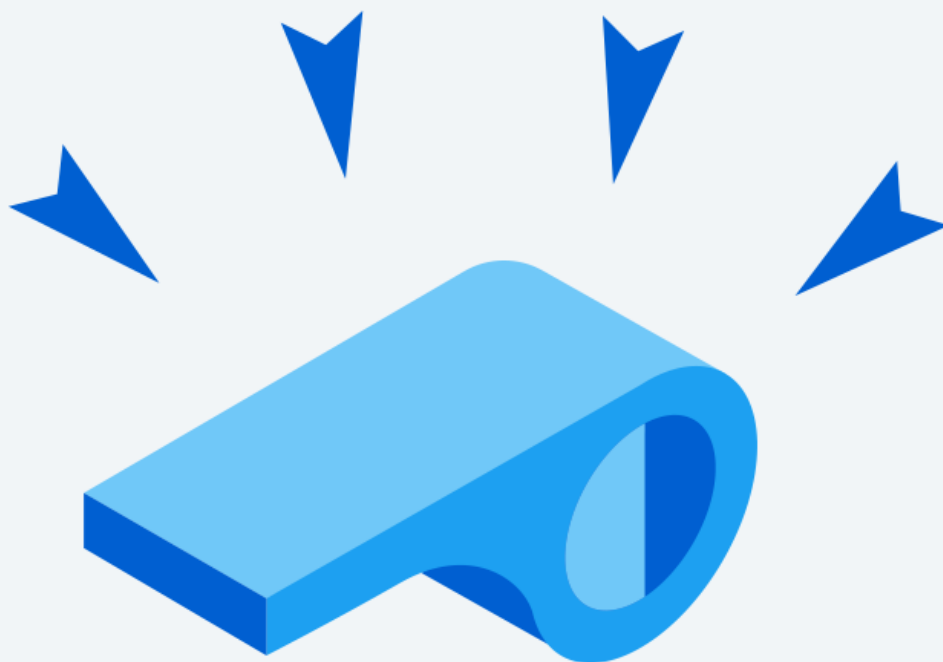
[Learn more](#)



Our safety partners

We partner with nonprofits, academics, and safety experts who provide feedback on our processes, policies, and products.

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Enforcing our rules

When you report a violation of our policies, we may use a range of enforcement options.

[Learn more](#)



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More clarity on reported Tweets and enforcement

By [David Gasca](#) and [Sam Toizer](#) on Wednesday, 17 October 2018

Creating new policies together

By [Vijaya Gadde](#) and [Del Harvey](#) on Tuesday, 25 September 2018

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EXHIBIT T



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> [Twitter Rules and policies](#)> [Hateful conduct policy](#)

Hateful conduct policy

Freedom of expression means little if voices are silenced because people are afraid to speak up. We do not tolerate behavior that harasses, intimidates, or uses fear to silence another person's voice. If you see something on Twitter that violates these rules, please report it to us.

How our policy works

As explained in the Twitter Rules,

- **Hateful conduct:** You may not promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. We also do not allow accounts whose primary purpose is inciting harm towards others on the basis of these categories.

Examples of what we do not tolerate includes, but is not limited to behavior that harasses individuals or groups of people with:

- violent threats;
- wishes for the physical harm, death, or disease of individuals or groups;
- references to mass murder, violent events, or specific means of violence in which/with which such groups have been the primary targets or victims;
- behavior that incites fear about a protected group;
- repeated and/or non-consensual slurs, epithets, racist and sexist tropes, or other content that degrades someone.

How our enforcement works

Context matters.

- Some Tweets may seem to be abusive when viewed in isolation, but may not be when viewed in the context of a larger conversation. While we accept reports of violations from anyone, sometimes we also need to hear directly from the target to ensure that we have proper context.
- The number of reports we receive does not impact whether or not something will be removed. However, it may help us prioritize the order in which it gets reviewed.

We focus on behavior.

- We enforce policies when someone reports behavior that is abusive and targets an entire protected group and/or individuals who may be members.
- This targeting can happen in any manner (for example, @mentions, tagging a photo, and more).

We have a range of enforcement options.

- The consequences for violating our rules vary depending on the severity of the violation and the person's previous record of violations. For example, we may ask someone to remove the offending Tweet before they can Tweet again. For other cases, we may suspend an account.

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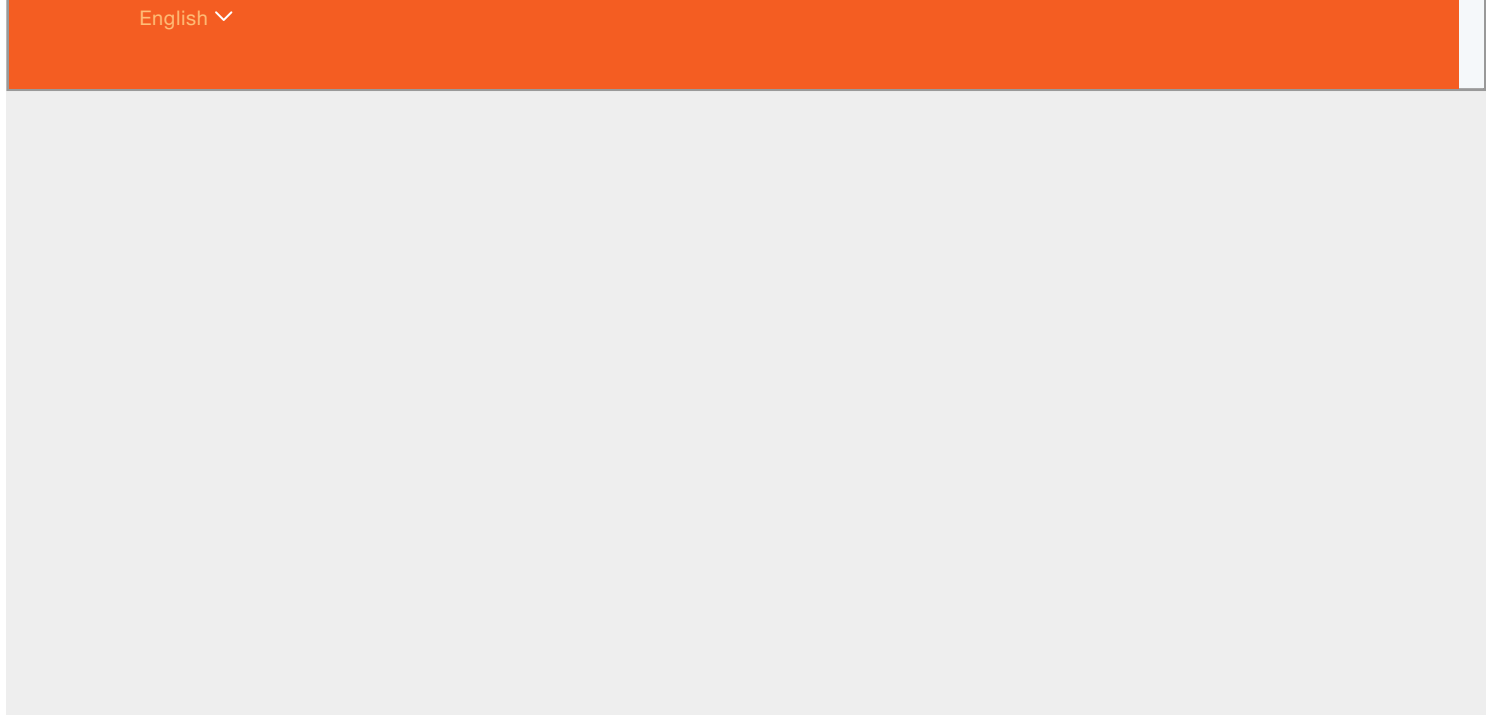


EXHIBIT U



Help Center

Hateful conduct policy

Hateful conduct: (<https://help.twitter.comhttps://help.twitter.com/rules-and-policies/twitter-rules#hateful-conduct>)

(<https://help.twitter.comhttps://help.twitter.com/rules-and-policies/twitter-rules#hateful-conduct>) You may not promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. We also do not allow accounts whose primary purpose is inciting harm towards others on the basis of these categories.

Hateful imagery and display names: You may not use hateful images or symbols in your profile image or profile header. You also may not use your username, display name, or profile bio to engage in abusive behavior, such as targeted harassment or expressing hate towards a person, group, or protected category.

Rationale

Twitter's mission is to give everyone the power to create and share ideas and information, and to express their opinions and beliefs without barriers. Free expression is a human right – we believe that everyone has a voice, and the right to use it. Our role is to serve the public conversation, which requires representation of a diverse range of perspectives.

We recognise that if people experience abuse on Twitter, it can jeopardize their ability to express themselves. Research has shown that some groups of people are disproportionately targeted with abuse online. This includes; women, people of color, lesbian, gay, bisexual, transgender, queer, intersex, asexual individuals, marginalized and historically underrepresented communities. For those who identify with multiple underrepresented groups, abuse may be more common, more severe in nature and have a higher impact on those targeted.

We are committed to combating abuse motivated by hatred, prejudice or intolerance, particularly abuse that seeks to silence the voices of those who have been historically marginalized. For this reason, we prohibit behavior that targets individuals with abuse based on protected category.

If you see something on Twitter that you believe violates our hateful conduct policy, please report it to us ([https://help.twitter.comhttps://help.twitter.com/forms/abusiveuser](https://help.twitter.com/https://help.twitter.com/forms/abusiveuser)).

When this applies

We will review and take action against reports of accounts targeting an individual or group of people with any of the following behavior, whether within Tweets or Direct Messages.

Violent threats

We prohibit content that makes violent threats against an identifiable target. Violent threats are declarative statements of intent to inflict injuries that would result in serious and lasting bodily harm, where an individual could die or be significantly injured, e.g., “I will kill you”.

Note: we have a zero tolerance policy against violent threats. Those deemed to be sharing violent threats will face immediate and permanent suspension of their account.

Wishing, hoping or calling for serious harm on a person or group of people

We prohibit content that wishes, hopes, promotes, or expresses a desire for death, serious and lasting bodily harm, or serious disease against an entire protected category and/or individuals who may be members of that category. This includes, but is not limited to:

- Hoping that someone dies as a result of a serious disease, e.g., “I hope you get cancer and die.”
- Wishing for someone to fall victim to a serious accident, e.g., “I wish that you would get run over by a car next time you run your mouth.”
- Saying that a group of individuals deserve serious physical injury, e.g., “If this group of protesters don’t shut up, they deserve to be shot.”

References to mass murder, violent events, or specific means of violence where protected groups have been the primary targets or victims

We prohibit targeting individuals with content that references forms of violence or violent events where a protected category was the primary target or victims, where the intent is to harass. This includes, but is not limited to sending someone:

- media that depicts victims of the Holocaust;
- media that depicts lynchings.

Inciting fear about a protected category

We prohibit targeting individuals with content intended to incite fear or spread fearful stereotypes about a protected category, including asserting that members of a protected

category are more likely to take part in dangerous or illegal activities, e.g., “all [religious group] are terrorists”.

Repeated and/or non-consensual slurs, epithets, racist and sexist tropes, or other content that degrades someone

We prohibit targeting individuals with repeated slurs, tropes or other content that intends to dehumanize, degrade or reinforce negative or harmful stereotypes about a protected category. This includes targeted misgendering or deadnaming of transgender individuals.

Hateful imagery

We consider hateful imagery to be logos, symbols, or images whose purpose is to promote hostility and malice against others based on their race, religion, disability, sexual orientation, gender identity or ethnicity/national origin. Some examples of hateful imagery include, but are not limited to:

- symbols historically associated with hate groups, e.g., the Nazi swastika;
- images depicting others as less than human, or altered to include hateful symbols, e.g., altering images of individuals to include animalistic features; or
- images altered to include hateful symbols or references to a mass murder that targeted a protected category, e.g., manipulating images of individuals to include yellow Star of David badges, in reference to the Holocaust.

Media depicting hateful imagery is not permitted within live video, account bio, profile or header images. All other instances must be marked as sensitive media. Additionally, sending an individual unsolicited hateful imagery is a violation of our abusive behavior policy (<https://help.twitter.com/https://help.twitter.com/rules-and-policies/abusive-behavior>).

Do I need to be the target of this content for it to be a violation of the Twitter Rules?

Some Tweets may appear to be hateful when viewed in isolation, but may not be when viewed in the context of a larger conversation. For example, members of a protected category may refer to each other using terms that are typically considered as slurs. When used consensually, the intent behind these terms is not abusive, but a means to reclaim terms that were historically used to demean individuals.

When we review this type of content, it may not be clear whether the intention is to abuse an individual on the basis of their protected status, or if it is part of a consensual conversation. To help our teams understand the context, we sometimes need to hear

directly from the person being targeted to ensure that we have the information needed prior to taking any enforcement action.

Note: individuals do not need to be member of a specific protected category for us to take action. We will never ask people to prove or disprove membership in any protected category and we will not investigate this information.

Consequences

Under this policy, we take action against behavior that targets individuals or an entire protected category with hateful conduct, as described above. Targeting can happen in a number of ways, for example, mentions, including a photo of an individual, referring to someone by their full name, etc.

When determining the penalty for violating this policy, we consider a number of factors including, but not limited to the severity of the violation and an individual's previous record of rule violations. For example, we may ask someone to remove the violating content and serve a period of time in read-only mode before they can Tweet again. Subsequent violations will lead to longer read-only periods and may eventually result in permanent account suspension. If an account is engaging primarily in abusive behavior, or is deemed to have shared a violent threat, we will permanently suspend the account upon initial review.

Learn more about our range of enforcement options

(<https://help.twitter.comhttps://help.twitter.com/rules-and-policies/enforcement-options>).

If someone believes their account was suspended in error, they can submit an appeal

(<https://help.twitter.comhttps://help.twitter.com/forms/general?subtopic=suspended>).

EXHIBIT V

[Sign In](#)

Version 6

These Terms of Service (“**Terms**”) govern your access to and use of the services, including our various websites, SMS, APIs, email notifications, applications, buttons, and widgets, (the “**Services**” or “**Twitter**”), and any information, text, graphics, photos or other materials uploaded, downloaded or appearing on the Services (collectively referred to as “**Content**”). Your access to and use of the Services are conditioned on your acceptance of and compliance with these Terms. By accessing or using the Services you agree to be bound by these Terms.

1. Basic Terms

You are responsible for your use of the Services, for any Content you post to the Services, and for any consequences thereof. The Content you submit, post, or display will be able to be viewed by other users of the Services and through third party services and websites (go to the [account settings](#) page to control who sees your Content). You should only provide Content that you are comfortable sharing with others under these Terms.

Tip What you say on Twitter may be viewed all around the world instantly. You are what you Tweet!

You may use the Services only if you can form a binding contract with Twitter and are not a person barred from receiving services under the laws of the United States or other applicable jurisdiction. If you are accepting these Terms and using the Services on behalf of a company, organization, government, or other legal entity, you represent and warrant that you are authorized to do so. You may use the Services only in compliance with these Terms and all applicable local, state, national, and international laws, rules and regulations.

The Services that Twitter provides are always evolving and the form and nature of the Services that Twitter provides may change from time to time without prior notice

to you. In addition, Twitter may stop (permanently or temporarily) providing the Services (or any features within the Services) to you or to users generally and may not be able to provide you with prior notice. We also retain the right to create limits on use and storage at our sole discretion at any time without prior notice to you.

The Services may include advertisements, which may be targeted to the Content or information on the Services, queries made through the Services, or other information. The types and extent of advertising by Twitter on the Services are subject to change. In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third party providers and partners may place such advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others.

2. Privacy

Any information that you provide to Twitter is subject to our [Privacy Policy](#), which governs our collection and use of your information. You understand that through your use of the Services you consent to the collection and use (as set forth in the Privacy Policy) of this information, including the transfer of this information to the United States and/or other countries for storage, processing and use by Twitter. As part of providing you the Services, we may need to provide you with certain communications, such as service announcements and administrative messages. These communications are considered part of the Services and your Twitter account, which you may not be able to opt-out from receiving.

Tip You can opt-out of most communications from Twitter including our newsletter, new follower emails, etc. Please see the [Notifications](#) tab of Settings for more.

3. Passwords

You are responsible for safeguarding the password that you use to access the Services and for any activities or actions under your password. We encourage you to use “strong” passwords (passwords that use a combination of upper and lower case letters, numbers and symbols) with your account. Twitter cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

4. Content on the Services

All Content, whether publicly posted or privately transmitted, is the sole responsibility of the person who originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content. Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk.

We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. Under no circumstances will Twitter be liable in any way for any Content, including, but not limited to, any errors or omissions in any Content, or any loss or damage of any kind incurred as a result of the use of any Content posted, emailed, transmitted or otherwise made available via the Services or broadcast elsewhere.

5. Your Rights

You retain your rights to any Content you submit, post or display on or through the Services. By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed).

Tip This license is you authorizing us to make your Tweets available to the rest of the world and to let others do the same.

You agree that this license includes the right for Twitter to provide, promote, and improve the Services and to make Content submitted to or through the Services available to other companies, organizations or individuals who partner with Twitter for the syndication, broadcast, distribution or publication of such Content on other media and services, subject to our terms and conditions for such Content use.

Tip Twitter has an evolving set of [rules](#) for how ecosystem partners can interact with your Content. These rules exist to enable an open ecosystem with your rights in mind. But what's yours is yours – you own your Content (and your photos are part of that Content).

Such additional uses by Twitter, or other companies, organizations or individuals who partner with Twitter, may be made with no compensation paid to you with respect to the Content that you submit, post, transmit or otherwise make available through the Services.

We may modify or adapt your Content in order to transmit, display or distribute it over computer networks and in various media and/or make changes to your Content as are necessary to conform and adapt that Content to any requirements or limitations of any networks, devices, services or media.

You are responsible for your use of the Services, for any Content you provide, and for any consequences thereof, including the use of your Content by other users and our third party partners. You understand that your Content may be syndicated, broadcast, distributed, or published by our partners and if you do not have the right to submit Content for such use, it may subject you to liability. Twitter will not be responsible or liable for any use of your Content by Twitter in accordance with these Terms. You represent and warrant that you have all the rights, power and authority necessary to grant the rights granted herein to any Content that you submit.

6. Your License To Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software that is provided to you by Twitter as part of the Services. This license is for the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

7. Twitter Rights

All right, title, and interest in and to the Services (excluding Content provided by users) are and will remain the exclusive property of Twitter and its licensors. The Services are protected by copyright, trademark, and other laws of both the United States and foreign countries. Nothing in the Terms gives you a right to use the

Twitter name or any of the Twitter trademarks, logos, domain names, and other distinctive brand features. Any feedback, comments, or suggestions you may provide regarding Twitter, or the Services is entirely voluntary and we will be free to use such feedback, comments or suggestions as we see fit and without any obligation to you.

8. Restrictions on Content and Use of the Services

Please review the [Twitter Rules](#) (which are part of these Terms) to better understand what is prohibited on the Service. We reserve the right at all times (but will not have an obligation) to remove or refuse to distribute any Content on the Services, to suspend or terminate users, and to reclaim usernames without liability to you. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public.

Tip Twitter does not disclose personally identifying information to third parties except in accordance with our [Privacy Policy](#).

Except as permitted through the Services, these Terms, or the terms provided on dev.twitter.com, you have to use the [Twitter API](#) if you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Content or Services.

Tip We encourage and permit broad re-use of Content. The Twitter API exists to enable this.

You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our

currently available, published interfaces that are provided by Twitter (and only pursuant to those terms and conditions), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services.

9. Copyright Policy

Twitter respects the intellectual property rights of others and expects users of the Services to do the same. We will respond to notices of alleged copyright infringement that comply with applicable law and are properly provided to us. If you believe that your Content has been copied in a way that constitutes copyright infringement, please provide us with the following information: (i) a physical or electronic signature of the copyright owner or a person authorized to act on their behalf; (ii) identification of the copyrighted work claimed to have been infringed; (iii) identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit us to locate the material; (iv) your contact information, including your address, telephone number, and an email address; (v) a statement by you that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and (vi) a statement that the information in the notification is accurate, and, under penalty of perjury, that you are authorized to act on behalf of the copyright owner.

We reserve the right to remove Content alleged to be infringing without prior notice, at our sole discretion, and without liability to you. In appropriate circumstances, Twitter will also terminate a user's account if the user is determined to be a repeat infringer. Our designated copyright agent for notice of alleged copyright infringement appearing on the Services is:

Twitter, Inc.

Attn: Copyright Agent
795 Folsom Street, Suite 600
San Francisco, CA 94107
Reports: <https://support.twitter.com/forms/dmca>
Email: copyright@twitter.com

10. Ending These Terms

The Terms will continue to apply until terminated by either you or Twitter as follows.

You may end your legal agreement with Twitter at any time for any reason by [deactivating](#) your accounts and discontinuing your use of the Services. You do not need to specifically inform Twitter when you stop using the Services. If you stop using the Services without deactivating your accounts, your accounts may be deactivated due to prolonged inactivity under our [Inactive Account Policy](#).

We may suspend or terminate your accounts or cease providing you with all or part of the Services at any time for any reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](#), (ii) you create risk or possible legal exposure for us; or (iii) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your account.

In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the following sections shall continue to apply: 4, 5, 7, 8, 10, 11, and 12.

Nothing in this section shall affect Twitter's rights to change, limit or stop the provision of the Services without prior notice, as provided above in section 1.

11. Disclaimers and Limitations of Liability

Please read this section carefully since it limits the liability of Twitter and its parents, subsidiaries, affiliates, related companies, officers, directors, employees, agents, representatives, partners, and licensors (collectively, the "Twitter Entities"). Each of the subsections below only applies up to the maximum extent permitted under applicable law. Some jurisdictions do not allow the disclaimer of implied warranties

or the limitation of liability in contracts, and as a result the contents of this section may not apply to you. Nothing in this section is intended to limit any rights you may have which may not be lawfully limited.

A. The Services are Available “AS-IS”

Your access to and use of the Services or any Content are at your own risk. You understand and agree that the Services are provided to you on an “AS IS” and “AS AVAILABLE” basis. Without limiting the foregoing, to the maximum extent permitted under applicable law, THE TWITTER ENTITIES DISCLAIM ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

The Twitter Entities make no warranty and disclaim all responsibility and liability for: (i) the completeness, accuracy, availability, timeliness, security or reliability of the Services or any Content; (ii) any harm to your computer system, loss of data, or other harm that results from your access to or use of the Services or any Content; (iii) the deletion of, or the failure to store or to transmit, any Content and other communications maintained by the Services; and (iv) whether the Services will meet your requirements or be available on an uninterrupted, secure, or error-free basis. No advice or information, whether oral or written, obtained from the Twitter Entities or through the Services, will create any warranty not expressly made herein.

B. Links

The Services may contain links to third-party websites or resources. You acknowledge and agree that the Twitter Entities are not responsible or liable for: (i) the availability or accuracy of such websites or resources; or (ii) the content, products, or services on or available from such websites or resources. Links to such websites or resources do not imply any endorsement by the Twitter Entities of such websites or resources or the content, products, or services available from such websites or resources. You acknowledge sole responsibility for and assume all risk arising from your use of any such websites or resources.

C. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE TWITTER

ENTITIES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOOD-WILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM (i) YOUR ACCESS TO OR USE OF OR INABILITY TO ACCESS OR USE THE SERVICES; (ii) ANY CONDUCT OR CONTENT OF ANY THIRD PARTY ON THE SERVICES, INCLUDING WITHOUT LIMITATION, ANY DEFAMATORY, OFFENSIVE OR ILLEGAL CONDUCT OF OTHER USERS OR THIRD PARTIES; (iii) ANY CONTENT OBTAINED FROM THE SERVICES; OR (iv) UNAUTHORIZED ACCESS, USE OR ALTERATION OF YOUR TRANSMISSIONS OR CONTENT.

IN NO EVENT SHALL THE AGGREGATE LIABILITY OF THE TWITTER ENTITIES EXCEED THE GREATER OF ONE HUNDRED U.S. DOLLARS (U.S. \$100.00) OR THE AMOUNT YOU PAID TWITTER, IF ANY, IN THE PAST SIX MONTHS FOR THE SERVICES GIVING RISE TO THE CLAIM.

THE LIMITATIONS OF THIS SUBSECTION SHALL APPLY TO ANY THEORY OF LIABILITY, WHETHER BASED ON WARRANTY, CONTRACT, STATUTE, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, AND WHETHER OR NOT THE TWITTER ENTITIES HAVE BEEN INFORMED OF THE POSSIBILITY OF ANY SUCH DAMAGE, AND EVEN IF A REMEDY SET FORTH HEREIN IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE.

12. General Terms

A. Waiver and Severability

The failure of Twitter to enforce any right or provision of these Terms will not be deemed a waiver of such right or provision. In the event that any provision of these Terms is held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect.

B. Controlling Law and Jurisdiction

These Terms and any action related thereto will be governed by the laws of the State of California without regard to or application of its conflict of law provisions or

your state or country of residence. All claims, legal proceedings or litigation arising in connection with the Services will be brought solely in the federal or state courts located in San Francisco County, California, United States, and you consent to the jurisdiction of and venue in such courts and waive any objection as to inconvenient forum.

If you are a federal, state, or local government entity in the United States using the Services in your official capacity and legally unable to accept the controlling law, jurisdiction or venue clauses above, then those clauses do not apply to you. For such U.S. federal government entities, these Terms and any action related thereto will be governed by the laws of the United States of America (without reference to conflict of laws) and, in the absence of federal law and to the extent permitted under federal law, the laws of the State of California (excluding choice of law).

C. Entire Agreement

These Terms, the [Twitter Rules](#) and our [Privacy Policy](#) are the entire and exclusive agreement between Twitter and you regarding the Services (excluding any services for which you have a separate agreement with Twitter that is explicitly in addition or in place of these Terms), and these Terms supersede and replace any prior agreements between Twitter and you regarding the Services. Other than members of the group of companies of which Twitter, Inc. is the parent, no other person or company will be third party beneficiaries to the Terms.

We may revise these Terms from time to time, the most current version will always be at twitter.com/tos. If the revision, in our sole discretion, is material we will notify you via an [@Twitter](#) update or e-mail to the email associated with your account. By continuing to access or use the Services after those revisions become effective, you agree to be bound by the revised Terms.

These Services are operated and provided by Twitter Inc., 795 Folsom Street, Suite 600, San Francisco, CA 94107. If you have any questions about these Terms, please [contact us](#).

Effective: May 17, 2012

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[Cookies](#)

[Privacy](#)

[Terms and Conditions](#)

[Language](#)

EXHIBIT W

[Sign In](#)[Download: The Twitter User Agreement](#) 

The Twitter User Agreement comprises these [Terms of Service](#) (“Terms”), our [Privacy Policy](#), the [Twitter Rules](#) and all incorporated policies.

Twitter Terms of Service

These Terms of Service (“**Terms**”) govern your access to and use of our Services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, ads, commerce services (the “**Twitter Services**”), and [our other covered services](#) that link to these Terms (collectively, the “**Services**”), and any information, text, graphics, photos or other materials uploaded, downloaded or appearing on the Services (collectively referred to as “**Content**”). Your access to and use of the Services are conditioned on your acceptance of and compliance with these Terms. By accessing or using the Services you agree to be bound by these Terms.

1. Basic Terms
2. Privacy
3. Passwords
4. Content on the Services
5. Your Rights
6. Your License To Use the Services
7. Twitter Rights
8. Restrictions on Content and Use of the Services

9. Copyright Policy

10. Ending These Terms

11. Disclaimers and Limitations of Liability

A. The Services are Available “AS-IS”

B. Links

C. Limitation of Liability

12. General Terms

A. Waiver and Severability

B. Controlling Law and Jurisdiction

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The Services may include advertisements, which may be targeted to the Content or information on the Services, queries made through the Services, or any other information. The types and extent of advertising by Twitter on the Services are subject to change. In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third party providers and partners may place such advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others.

2. Privacy

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Tip: You can control most communications from the Twitter Services, including notifications about activity related to you, your Tweets, Retweets, and network, and updates from Twitter. Please see your settings for email and mobile notifications for more.

3. Passwords

You are responsible for safeguarding the password that you use to access the Services and for any activities or actions under your password. We encourage you to use “strong” passwords (passwords that use a combination of upper and lower case

letters, numbers and symbols) with your account. Twitter cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

4. Content on the Services

All Content, whether publicly posted or privately transmitted, is the sole responsibility of the person who originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content. Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk.

We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. Under no circumstances will Twitter be liable in any way for any Content, including, but not limited to, any errors or omissions in any Content, or any loss or damage of any kind incurred as a result of the use of any Content posted, emailed, transmitted or otherwise made available via the Services or broadcast elsewhere.

5. Your Rights

You retain your rights to any Content you submit, post or display on or through the Services. By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed).

Tip: This license is you authorizing us to make your Tweets on the Twitter Services available to the rest of the world and to let others do the same.

You agree that this license includes the right for Twitter to provide, promote, and improve the Services and to make Content submitted to or through the Services available to other companies, organizations or individuals who partner with Twitter for

the syndication, broadcast, distribution or publication of such Content on other media and services, subject to our terms and conditions for such Content use.

Tip: Twitter has an evolving set of rules for how ecosystem partners can interact with your Content on the Twitter Services. These rules exist to enable an open ecosystem with your rights in mind. But what's yours is yours – you own your Content (and your photos are part of that Content).

Such additional uses by Twitter, or other companies, organizations or individuals who partner with Twitter, may be made with no compensation paid to you with respect to the Content that you submit, post, transmit or otherwise make available through the Services.

We may modify or adapt your Content in order to transmit, display or distribute it over computer networks and in various media and/or make changes to your Content as are necessary to conform and adapt that Content to any requirements or limitations of any networks, devices, services or media.

You are responsible for your use of the Services, for any Content you provide, and for any consequences thereof, including the use of your Content by other users and our third party partners. You understand that your Content may be syndicated, broadcast, distributed, or published by our partners and if you do not have the right to submit Content for such use, it may subject you to liability. Twitter will not be responsible or liable for any use of your Content by Twitter in accordance with these Terms. You represent and warrant that you have all the rights, power and authority necessary to grant the rights granted herein to any Content that you submit.

6. Your License To Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software that is provided to you by Twitter as part of the Services. This license is for the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

7. Twitter Rights

All right, title, and interest in and to the Services (excluding Content provided by users) are and will remain the exclusive property of Twitter and its licensors. The Services are protected by copyright, trademark, and other laws of both the United States and foreign countries. Nothing in the Terms gives you a right to use the Twitter name or any of the Twitter trademarks, logos, domain names, and other distinctive brand features. Any feedback, comments, or suggestions you may provide regarding Twitter, or the Services is entirely voluntary and we will be free to use such feedback, comments or suggestions as we see fit and without any obligation to you.

8. Restrictions on Content and Use of the Services

Please review the [Twitter Rules](#) (which are part of these Terms) to better understand what is prohibited on the Twitter Services. We reserve the right at all times (but will not have an obligation) to remove or refuse to distribute any Content on the Services, to suspend or terminate users, and to reclaim usernames without liability to you. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public.

Tip: Twitter does not disclose personally identifying information to third parties except in accordance with our [Privacy Policy](#).

Except as permitted through the Twitter Services, these Terms, or the terms provided on [dev.twitter.com](#), you have to use the [Twitter API](#) if you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Twitter Services or Content on the Twitter Services.

Tip: We encourage and permit broad re-use of Content on the Twitter Services. The Twitter API exists to enable this.

If you use commerce features of the Twitter Services that require credit or debit card information, such as our Buy Now feature, you agree to our [Twitter Commerce Terms](#).

You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Twitter (and only pursuant to the applicable [terms and conditions](#)), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services.

9. Copyright Policy

Twitter respects the intellectual property rights of others and expects users of the Services to do the same. We will respond to notices of alleged copyright infringement that comply with applicable law and are properly provided to us. If you believe that your Content has been copied in a way that constitutes copyright infringement, please provide us with the following information: (i) a physical or electronic signature of the copyright owner or a person authorized to act on their behalf; (ii) identification of the copyrighted work claimed to have been infringed; (iii) identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit us to locate the material; (iv) your contact information, including your address, telephone number, and an email address; (v) a statement by you that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and (vi) a statement that the information in the notification is accurate, and, under penalty of perjury, that you are authorized to act on behalf of the copyright owner.

We reserve the right to remove Content alleged to be infringing without prior notice, at our sole discretion, and without liability to you. In appropriate circumstances, Twitter will also terminate a user's account if the user is determined to be a repeat infringer.

Under the U.S. Digital Millennium Copyright Act, our designated copyright agent for notice of alleged copyright infringement appearing on the Services is:

Twitter, Inc.

Attn: Copyright Agent

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca>

Email: copyright@twitter.com

10. Ending These Terms

The Terms will continue to apply until terminated by either you or Twitter as follows.

You may end your legal agreement with Twitter at any time for any or no reason by [deactivating](#) your accounts and discontinuing your use of the Services. You do not need to specifically inform Twitter when you stop using the Services. If you stop using the Services without deactivating your accounts, your accounts may be deactivated due to prolonged inactivity under our [Inactive Account Policy](#).

We may suspend or terminate your accounts or cease providing you with all or part of the Services at any time for any or no reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](#), (ii) you create risk or possible legal exposure for us; or (iii) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your account.

In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the following sections shall continue to apply: 4, 5, 7, 8, 10, 11, and 12.

Nothing in this section shall affect Twitter's rights to change, limit or stop the provision of the Services without prior notice, as provided above in section 1.

11. Disclaimers and Limitations of Liability

Please read this section carefully since it limits the liability of Twitter and its parents, subsidiaries, affiliates, related companies, officers, directors, employees, agents,

representatives, partners, and licensors (collectively, the “Twitter Entities”). Each of the subsections below only applies up to the maximum extent permitted under applicable law. Some jurisdictions do not allow the disclaimer of implied warranties or the limitation of liability in contracts, and as a result the contents of this section may not apply to you. Nothing in this section is intended to limit any rights you may have which may not be lawfully limited.

A. The Services are Available “AS-IS”

Your access to and use of the Services or any Content are at your own risk. You understand and agree that the Services are provided to you on an “AS IS” and “AS AVAILABLE” basis. Without limiting the foregoing, to the maximum extent permitted under applicable law, THE TWITTER ENTITIES DISCLAIM ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

The Twitter Entities make no warranty or representation and disclaim all responsibility and liability for: (i) the completeness, accuracy, availability, timeliness, security or reliability of the Services or any Content; (ii) any harm to your computer system, loss of data, or other harm that results from your access to or use of the Services or any Content; (iii) the deletion of, or the failure to store or to transmit, any Content and other communications maintained by the Services; and (iv) whether the Services will meet your requirements or be available on an uninterrupted, secure, or error-free basis. No advice or information, whether oral or written, obtained from the Twitter Entities or through the Services, will create any warranty or representation not expressly made herein.

B. Links

The Services may contain links to third-party websites or resources. You acknowledge and agree that the Twitter Entities are not responsible or liable for: (i) the availability or accuracy of such websites or resources; or (ii) the content, products, or services on or available from such websites or resources. Links to such websites or resources do not imply any endorsement by the Twitter Entities of such websites or resources or the content, products, or services available from such websites or resources. You acknowledge sole responsibility for and assume all risk arising from your use of any such websites or resources.

C. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE TWITTER ENTITIES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOOD-WILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM (i) YOUR ACCESS TO OR USE OF OR INABILITY TO ACCESS OR USE THE SERVICES; (ii) ANY CONDUCT OR CONTENT OF ANY THIRD PARTY ON THE SERVICES, INCLUDING WITHOUT LIMITATION, ANY DEFAMATORY, OFFENSIVE OR ILLEGAL CONDUCT OF OTHER USERS OR THIRD PARTIES; (iii) ANY CONTENT OBTAINED FROM THE SERVICES; OR (iv) UNAUTHORIZED ACCESS, USE OR ALTERATION OF YOUR TRANSMISSIONS OR CONTENT.

IN NO EVENT SHALL THE AGGREGATE LIABILITY OF THE TWITTER ENTITIES EXCEED THE GREATER OF ONE HUNDRED U.S. DOLLARS (U.S. \$100.00) OR THE AMOUNT YOU PAID TWITTER, IF ANY, IN THE PAST SIX MONTHS FOR THE SERVICES GIVING RISE TO THE CLAIM.

THE LIMITATIONS OF THIS SUBSECTION SHALL APPLY TO ANY THEORY OF LIABILITY, WHETHER BASED ON WARRANTY, CONTRACT, STATUTE, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, AND WHETHER OR NOT THE TWITTER ENTITIES HAVE BEEN INFORMED OF THE POSSIBILITY OF ANY SUCH DAMAGE, AND EVEN IF A REMEDY SET FORTH HEREIN IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE.

12. General Terms

A. Waiver and Severability

The failure of Twitter to enforce any right or provision of these Terms will not be deemed a waiver of such right or provision. In the event that any provision of these Terms is held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect.

B. Controlling Law and Jurisdiction

These Terms and any action related thereto will be governed by the laws of the State of California without regard to or application of its conflict of law provisions or your state or country of residence. All claims, legal proceedings or litigation arising in connection with the Services will be brought solely in the federal or state courts located in San Francisco County, California, United States, and you consent to the jurisdiction of and venue in such courts and waive any objection as to inconvenient forum.

If you are a federal, state, or local government entity in the United States using the Services in your official capacity and legally unable to accept the controlling law, jurisdiction or venue clauses above, then those clauses do not apply to you. For such U.S. federal government entities, these Terms and any action related thereto will be governed by the laws of the United States of America (without reference to conflict of laws) and, in the absence of federal law and to the extent permitted under federal law, the laws of the State of California (excluding choice of law).

C. Entire Agreement

These Terms, including the [Twitter Rules](#) for the Twitter Services, and our [Privacy Policy](#) are the entire and exclusive agreement between Twitter and you regarding the Services (excluding any services for which you have a separate agreement with Twitter that is explicitly in addition or in place of these Terms), and these Terms supersede and replace any prior agreements between Twitter and you regarding the Services. Other than members of the group of companies of which Twitter, Inc. is the parent, no other person or company will be third party beneficiaries to the Terms.

We may revise these Terms from time to time, the most current version will always be at twitter.com/tos. If the revision, in our sole discretion, is material we will notify you via an [@Twitter](#) update or e-mail to the email associated with your account. By continuing to access or use the Services after those revisions become effective, you agree to be bound by the revised Terms.

If you live in the United States, these Terms are an agreement between you and Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A. If you live outside the United States, your agreement is with Twitter International Company, an Irish company with its registered office at The Academy, 42 Pearse Street, Dublin 2, Ireland. If you have any questions about these Terms, please contact [us](#).

Effective: January 27th, 2016

[Archive of Previous Terms](#)

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[Cookies](#)

[Privacy](#)

[Terms and Conditions](#)

[Language](#)

EXHIBIT X

[Sign In](#)

[Download: The Twitter User Agreement](#)



If you live in the United States, the Twitter User Agreement comprises these [Terms of Service](#), our [Privacy Policy](#), the [Twitter Rules](#) and all incorporated policies.

If you live in the European Union or otherwise outside the United States, the Twitter User Agreement comprises these [Terms of Service](#), our [Privacy Policy](#), the [Twitter Rules](#) and all incorporated policies.

Twitter Terms of Service

(if you live in the United States)

These Terms of Service (“**Terms**”) govern your access to and use of our services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, ads, commerce services, and [our other covered services](#) (<https://support.twitter.com/articles/20172501>) that link to these Terms (collectively, the “**Services**”), and any information, text, links, graphics, photos, videos, or other materials or arrangements of materials uploaded, downloaded or appearing on the Services (collectively referred to as “**Content**”). By using the Services you agree to be bound by these Terms.

1. [Who May Use the Services](#)

2. [Privacy](#)

3. [Content on the Services](#)

4. Using the Services

5. Disclaimers and Limitations of Liability

6. General

1. Who May Use the Services

You may use the Services only if you agree to form a binding contract with Twitter and are not a person barred from receiving services under the laws of the applicable jurisdiction. In any case, you must be at least 13 years old to use the Services. If you are accepting these Terms and using the Services on behalf of a company, organization, government, or other legal entity, you represent and warrant that you are authorized to do so.

2. Privacy

Our [Privacy Policy](https://www.twitter.com/privacy) (<https://www.twitter.com/privacy>) describes how we handle the information you provide to us when you use our Services. You understand that through your use of the Services you consent to the collection and use (as set forth in the Privacy Policy) of this information, including the transfer of this information to the United States, Ireland, and/or other countries for storage, processing and use by Twitter and its affiliates.

3. Content on the Services

You are responsible for your use of the Services and for any Content you provide, including compliance with applicable laws, rules, and regulations. You should only provide Content that you are comfortable sharing with others.

Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk. We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. All Content is the sole responsibility of the person who

originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content.

Twitter respects the intellectual property rights of others and expects users of the Services to do the same. We reserve the right to remove Content alleged to be infringing without prior notice, at our sole discretion, and without liability to you. We will respond to notices of alleged copyright infringement that comply with applicable law and are properly provided to us, as described in our [Copyright policy](https://support.twitter.com/articles/15795) (<https://support.twitter.com/articles/15795>). If you believe that your Content has been copied in a way that constitutes copyright infringement, please report this by visiting our [Copyright reporting form](https://support.twitter.com/forms/dmca) (<https://support.twitter.com/forms/dmca>) or contacting our designated copyright agent at:

Twitter, Inc.

Attn: Copyright Agent

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca>

Email: copyright@twitter.com

Your Rights

You retain your rights to any Content you submit, post or display on or through the Services. What's yours is yours — you own your Content (and your photos and videos are part of the Content).

By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed). This license authorizes us to make your Content available to the rest of the world and to let others do the same. You agree that this license includes the right for Twitter to provide, promote, and improve the Services and to make Content submitted to or through the Services available to other companies, organizations or individuals for the syndication, broadcast, distribution, promotion or publication of such Content on other media and services, subject to our terms and conditions for such Content use. Such additional uses by Twitter, or other companies, organizations or individuals, may be made with no compensation paid to you with respect to the Content that you submit, post, transmit or otherwise make available through the Services.

Twitter has an evolving set of rules for how ecosystem partners can interact with your Content on the Services. These rules exist to enable an open ecosystem with your rights in mind. You understand that we may modify or adapt your Content as it is distributed, syndicated, published, or broadcast by us and our partners and/or make changes to your Content in order to adapt the Content to different media. You represent and warrant that you have all the rights, power and authority necessary to grant the rights granted herein to any Content that you submit.

4. Using the Services

Please review the [Twitter Rules](#), which are part of the User Agreement and outline what is prohibited on the Services. You may use the Services only in compliance with these Terms and all applicable laws, rules and regulations.

Our Services evolve constantly. As such, the Services may change from time to time, at our discretion. We may stop (permanently or temporarily) providing the Services or any features within the Services to you or to users generally. We also retain the right to create limits on use and storage at our sole discretion at any time. We may also remove or refuse to distribute any Content on the Services, suspend or terminate users, and reclaim usernames without liability to you.

In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third-party providers and partners may place advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others. You also agree not to misuse our Services, for example, by interfering with them or accessing them using a method other than the interface and the instructions that we provide. You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Twitter (and only pursuant to the applicable terms and conditions), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any

email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public. Twitter does not disclose personally-identifying information to third parties except in accordance with our Privacy Policy.

If you use developer features of the Services, including but not limited to [Twitter for Websites](https://dev.twitter.com/web/overview) (<https://dev.twitter.com/web/overview>), [Twitter Cards](https://dev.twitter.com/cards/overview) (<https://dev.twitter.com/cards/overview>), [Public API](https://dev.twitter.com/streaming/public) (<https://dev.twitter.com/streaming/public>), or [Sign in with Twitter](https://dev.twitter.com/web/sign-in) (<https://dev.twitter.com/web/sign-in>), you agree to our [Developer Agreement](https://dev.twitter.com/overview/terms/agreement) (<https://dev.twitter.com/overview/terms/agreement>) and [Developer Policy](https://dev.twitter.com/overview/terms/policy) (<https://dev.twitter.com/overview/terms/policy>). If you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Services or Content on the Services, you must use the interfaces and instructions we provide, except as permitted through the Twitter Services, these Terms, or the terms provided on dev.twitter.com.

If you use advertising features of the Services, you must agree to our [Twitter Master Services Agreement](https://ads.twitter.com/terms) (<https://ads.twitter.com/terms>).

If you use commerce features of the Services that require credit or debit card information, such as our Buy Now feature, you agree to our [Twitter Commerce Terms](https://support.twitter.com/articles/20171943) (<https://support.twitter.com/articles/20171943>).

Your Account

You may need to create an account to use some of our Services. You are responsible for safeguarding your account, so use a strong password and limit its use to this account. We cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

You can control most communications from the Services. We may need to provide you with certain communications, such as service announcements and administrative messages. These communications are considered part of the Services and your account, and you may not be able to opt-out from receiving them. If you added your phone number to your account and you later change or deactivate that phone number, you must update your account information to help prevent us from communicating with anyone who acquires your old number.

Your License to Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software provided to you as part of the Services. This license has the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

The Services are protected by copyright, trademark, and other laws of both the United States and foreign countries. Nothing in the Terms gives you a right to use the Twitter name or any of the Twitter trademarks, logos, domain names, and other distinctive brand features. All right, title, and interest in and to the Services (excluding Content provided by users) are and will remain the exclusive property of Twitter and its licensors. Any feedback, comments, or suggestions you may provide regarding Twitter, or the Services is entirely voluntary and we will be free to use such feedback, comments or suggestions as we see fit and without any obligation to you.

Ending These Terms

You may end your legal agreement with Twitter at any time by deactivating your accounts and discontinuing your use of the Services. See <http://support.twitter.com/articles/15358-how-to-deactivate-your-account> for instructions on how to deactivate your account and the Privacy Policy for more information on what happens to your information.

We may suspend or terminate your account or cease providing you with all or part of the Services at any time for any or no reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](#), (ii) you create risk or possible legal exposure for us; (iii) your account should be removed due to prolonged inactivity; or (iv) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your

account, depending on the circumstances. In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the following sections shall continue to apply: II, III, V, and VI.

5. Disclaimers and Limitations of Liability

The Services are Available “AS-IS”

Your access to and use of the Services or any Content are at your own risk. You understand and agree that the Services are provided to you on an “AS IS” and “AS AVAILABLE” basis. The “Twitter Entities” refers to Twitter, its parents, affiliates, related companies, officers, directors, employees, agents, representatives, partners, and licensors. Without limiting the foregoing, to the maximum extent permitted under applicable law, THE TWITTER ENTITIES DISCLAIM ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. The Twitter Entities make no warranty or representation and disclaim all responsibility and liability for: (i) the completeness, accuracy, availability, timeliness, security or reliability of the Services or any Content; (ii) any harm to your computer system, loss of data, or other harm that results from your access to or use of the Services or any Content; (iii) the deletion of, or the failure to store or to transmit, any Content and other communications maintained by the Services; and (iv) whether the Services will meet your requirements or be available on an uninterrupted, secure, or error-free basis. No advice or information, whether oral or written, obtained from the Twitter Entities or through the Services, will create any warranty or representation not expressly made herein.

Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE TWITTER ENTITIES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOOD-WILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM (i) YOUR ACCESS TO OR USE OF OR INABILITY TO ACCESS OR USE THE SERVICES; (ii) ANY CONDUCT OR CONTENT OF ANY THIRD PARTY ON THE SERVICES, INCLUDING WITHOUT LIMITATION, ANY DEFAMATORY, OFFENSIVE OR ILLEGAL CONDUCT OF OTHER USERS OR THIRD PARTIES; (iii) ANY CONTENT OBTAINED FROM THE SERVICES; OR (iv) UNAUTHORIZED

ACCESS, USE OR ALTERATION OF YOUR TRANSMISSIONS OR CONTENT. IN NO EVENT SHALL THE AGGREGATE LIABILITY OF THE TWITTER ENTITIES EXCEED THE GREATER OF ONE HUNDRED U.S. DOLLARS (U.S. \$100.00) OR THE AMOUNT YOU PAID TWITTER, IF ANY, IN THE PAST SIX MONTHS FOR THE SERVICES GIVING RISE TO THE CLAIM. THE LIMITATIONS OF THIS SUBSECTION SHALL APPLY TO ANY THEORY OF LIABILITY, WHETHER BASED ON WARRANTY, CONTRACT, STATUTE, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, AND WHETHER OR NOT THE TWITTER ENTITIES HAVE BEEN INFORMED OF THE POSSIBILITY OF ANY SUCH DAMAGE, AND EVEN IF A REMEDY SET FORTH HEREIN IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE.

6. General

We may revise these Terms from time to time. The changes will not be retroactive, and the most current version of the Terms, which will always be at [twitter.com/tos](https://twitter.com/en/tos), will govern our relationship with you. We will try to notify you of material revisions, for example via a service notification or an email to the email associated with your account. By continuing to access or use the Services after those revisions become effective, you agree to be bound by the revised Terms.

The laws of the State of California, excluding its choice of law provisions, will govern these Terms and any dispute that arises between you and Twitter. All disputes related to these Terms or the Services will be brought solely in the federal or state courts located in San Francisco County, California, United States, and you consent to personal jurisdiction and waive any objection as to inconvenient forum.

If you are a federal, state, or local government entity in the United States using the Services in your official capacity and legally unable to accept the controlling law, jurisdiction or venue clauses above, then those clauses do not apply to you. For such U.S. federal government entities, these Terms and any action related thereto will be governed by the laws of the United States of America (without reference to conflict of laws) and, in the absence of federal law and to the extent permitted under federal law, the laws of the State of California (excluding choice of law).

In the event that any provision of these Terms is held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect. Twitter's failure to enforce any right or provision of these Terms will not be deemed

a waiver of such right or provision.

These Terms are an agreement between you and Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A. If you have any questions about these Terms, please contact [us](#).

Effective: September 30, 2016

[Archive of Previous Terms](#)

Twitter Terms of Service

(if you live outside of the US)

These Terms of Service (“Terms”) govern your access to and use of our services, including our various websites, SMS, APIs, email notifications, applications, buttons, widgets, ads, commerce services, and our other covered services (<https://support.twitter.com/articles/20172501>) that link to these Terms (collectively, the “Services”), and any information, text, links, graphics, photos, videos, or other materials or arrangements of materials uploaded, downloaded or appearing on the Services (collectively referred to as “Content”). By using the Services you agree to be bound by these Terms.

[1. Who May Use the Services](#)

[2. Privacy](#)

[3. Content on the Services](#)

[4. Using the Services](#)

[5. Limitations of Liability](#)

6. General

1. Who May Use the Services

You may use the Services only if you agree to form a binding contract with Twitter and are not a person barred from receiving services under the laws of the applicable jurisdiction. If you are accepting these Terms and using the Services on behalf of a company, organization, government, or other legal entity, you represent and warrant that you are authorized to do so.

2. Privacy

Our [Privacy Policy](https://www.twitter.com/privacy) (<https://www.twitter.com/privacy>) describes how we handle the information you provide to us when you use our Services. You understand that through your use of the Services you consent to the collection and use (as set forth in the Privacy Policy) of this information, including the transfer of this information to the United States, Ireland, and/or other countries for storage, processing and use by Twitter and its affiliates.

3. Content on the Services

You are responsible for your use of the Services and for any Content you provide, including compliance with applicable laws, rules, and regulations. You should only provide Content that you are comfortable sharing with others.

Any use or reliance on any Content or materials posted via the Services or obtained by you through the Services is at your own risk. We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any Content or communications posted via the Services or endorse any opinions expressed via the Services. You understand that by using the Services, you may be exposed to Content that might be offensive, harmful, inaccurate or otherwise inappropriate, or in some cases, postings that have been mislabeled or are otherwise deceptive. All Content is the sole responsibility of the person who originated such Content. We may not monitor or control the Content posted via the Services and, we cannot take responsibility for such Content.

We reserve the right to remove Content that violates the User Agreement, including for example, copyright or trademark violations, impersonation, unlawful conduct, or

harassment. Information regarding specific policies and the process for reporting or appealing violations can be found in our help center (<https://support.twitter.com/articles/15789#specific-violations> and <https://support.twitter.com/articles/15790>).

If you believe that your Content has been copied in a way that constitutes copyright infringement, please report this by visiting our Copyright reporting form (<https://support.twitter.com/forms/dmca>) or contacting our designated copyright agent at:

Twitter, Inc.

Attn: Copyright Agent

1355 Market Street, Suite 900

San Francisco, CA 94103

Reports: <https://support.twitter.com/forms/dmca>

Email: copyright@twitter.com

Your Rights

You retain your rights to any Content you submit, post or display on or through the Services. What's yours is yours — you own your Content (and your photos and videos are part of the Content).

By submitting, posting or displaying Content on or through the Services, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed). This license authorizes us to make your Content available to the rest of the world and to let others do the same. You agree that this license includes the right for Twitter to provide, promote, and improve the Services and to make Content submitted to or through the Services available to other companies, organizations or individuals for the syndication, broadcast, distribution, promotion or publication of such Content on other media and services, subject to our terms and conditions for such Content use. Such additional uses by Twitter, or other companies, organizations or individuals, may be made with no compensation paid to you with respect to the Content that you submit, post, transmit or otherwise make available through the Services.

Twitter has an evolving set of rules for how ecosystem partners can interact with your Content on the Services. These rules exist to enable an open ecosystem with your rights in mind. You understand that we may modify or adapt your Content as it

is distributed, syndicated, published, or broadcast by us and our partners and/or make changes to your Content in order to adapt the Content to different media. You represent and warrant that you have all the rights, power and authority necessary to grant the rights granted herein to any Content that you submit.

4. Using the Services

Please review the [Twitter Rules](#), which are part of the User Agreement and outline what is prohibited on the Services. You may use the Services only in compliance with these Terms and all applicable laws, rules and regulations.

Our Services evolve constantly. As such, the Services may change from time to time, at our discretion. We may stop (permanently or temporarily) providing the Services or any features within the Services to you or to users generally. We also retain the right to create limits on use and storage at our sole discretion at any time. We may also remove or refuse to distribute any Content on the Services, suspend or terminate users, and reclaim usernames without liability to you.

In consideration for Twitter granting you access to and use of the Services, you agree that Twitter and its third-party providers and partners may place advertising on the Services or in connection with the display of Content or information from the Services whether submitted by you or others. You also agree not to misuse our Services, for example, by interfering with them or accessing them using a method other than the interface and the instructions that we provide. You may not do any of the following while accessing or using the Services: (i) access, tamper with, or use non-public areas of the Services, Twitter's computer systems, or the technical delivery systems of Twitter's providers; (ii) probe, scan, or test the vulnerability of any system or network or breach or circumvent any security or authentication measures; (iii) access or search or attempt to access or search the Services by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Twitter (and only pursuant to the applicable terms and conditions), unless you have been specifically allowed to do so in a separate agreement with Twitter (NOTE: crawling the Services is permissible if done in accordance with the provisions of the robots.txt file, however, scraping the Services without the prior consent of Twitter is expressly prohibited); (iv) forge any TCP/IP packet header or any part of the header information in any email or posting, or in any way use the Services to send altered, deceptive or false source-identifying information; or (v) interfere with, or disrupt, (or attempt to do so), the access of any user, host or network, including, without limitation, sending a

virus, overloading, flooding, spamming, mail-bombing the Services, or by scripting the creation of Content in such a manner as to interfere with or create an undue burden on the Services. We also reserve the right to access, read, preserve, and disclose any information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect the rights, property or safety of Twitter, its users and the public. Twitter does not disclose personally-identifying information to third parties except in accordance with our Privacy Policy.

If you use developer features of the Services, including but not limited to [Twitter for Websites](https://dev.twitter.com/web/overview) (<https://dev.twitter.com/web/overview>), [Twitter Cards](https://dev.twitter.com/cards/overview) (<https://dev.twitter.com/cards/overview>), [Public API](https://dev.twitter.com/streaming/public) (<https://dev.twitter.com/streaming/public>), or [Sign in with Twitter](https://dev.twitter.com/web/sign-in) (<https://dev.twitter.com/web/sign-in>), you agree to our [Developer Agreement](https://dev.twitter.com/overview/terms/agreement) (<https://dev.twitter.com/overview/terms/agreement>) and [Developer Policy](https://dev.twitter.com/overview/terms/policy) (<https://dev.twitter.com/overview/terms/policy>). If you want to reproduce, modify, create derivative works, distribute, sell, transfer, publicly display, publicly perform, transmit, or otherwise use the Services or Content on the Services, you must use the interfaces and instructions we provide, except as permitted through the Twitter Services, these Terms, or the terms provided on dev.twitter.com.

If you use advertising features of the Services, you must agree to our [Twitter Master Services Agreement](https://ads.twitter.com/terms) (<https://ads.twitter.com/terms>).

If you use commerce features of the Services that require credit or debit card information, such as our Buy Now feature, you agree to our [Twitter Commerce Terms](https://support.twitter.com/articles/20171943) (<https://support.twitter.com/articles/20171943>).

Your Account

You may need to create an account to use some of our Services. You are responsible for safeguarding your account, so use a strong password and limit its use to this account. We cannot and will not be liable for any loss or damage arising from your failure to comply with the above.

You can control most communications from the Services. We may need to provide you with certain communications, such as service announcements and administrative messages. These communications are considered part of the

Services and your account, and you may not be able to opt-out from receiving them. If you added your phone number to your account and you later change or deactivate that phone number, you must update your account information to help prevent us from communicating with anyone who acquires your old number.

Your License to Use the Services

Twitter gives you a personal, worldwide, royalty-free, non-assignable and non-exclusive license to use the software provided to you as part of the Services. This license has the sole purpose of enabling you to use and enjoy the benefit of the Services as provided by Twitter, in the manner permitted by these Terms.

The Services are protected by copyright, trademark, and other laws of both the United States and foreign countries. Nothing in the Terms gives you a right to use the Twitter name or any of the Twitter trademarks, logos, domain names, and other distinctive brand features. All right, title, and interest in and to the Services (excluding Content provided by users) are and will remain the exclusive property of Twitter and its licensors. Any feedback, comments, or suggestions you may provide regarding Twitter, or the Services is entirely voluntary and we will be free to use such feedback, comments or suggestions as we see fit and without any obligation to you.

Ending These Terms

You may end your legal agreement with Twitter at any time by deactivating your accounts and discontinuing your use of the Services. See <http://support.twitter.com/articles/15358-how-to-deactivate-your-account> for instructions on how to deactivate your account and the Privacy Policy for more information on what happens to your information.

We may suspend or terminate your account or cease providing you with all or part of the Services at any time for any or no reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](#), (ii) you create risk or possible legal exposure for us; (iii) your account should be removed due to unlawful conduct, (iv) your account should be removed due to prolonged inactivity; or (v) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your account, depending on the circumstances. In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the

following sections shall continue to apply: II, III, V, and VI. If you believe your account was terminated in error you can file an appeal following the steps found in our help center (<https://support.twitter.com/forms/general?subtopic=suspended>).

5. Limitations of Liability

By using the Services you agree that Twitter, its parents, affiliates, related companies, officers, directors, employees, agents representatives, partners and licensors, liability is limited to the maximum extent permissible in your country of residence.

6. General

We may revise these Terms from time to time. The changes will not be retroactive, and the most current version of the Terms, which will always be at twitter.com/tos, will govern our relationship with you. Other than for changes addressing new functions or made for legal reasons, we will notify you 30 days in advance of making effective changes to these Terms that impact the rights or obligations of any party to these Terms, for example via a service notification or an email to the email associated with your account. By continuing to access or use the Services after those revisions become effective, you agree to be bound by the revised Terms.

In the event that any provision of these Terms is held to be invalid or unenforceable, then that provision will be limited or eliminated to the minimum extent necessary, and the remaining provisions of these Terms will remain in full force and effect. Twitter's failure to enforce any right or provision of these Terms will not be deemed a waiver of such right or provision.

These Terms are an agreement between you and Twitter International Company, an Irish company with its registered office at One Cumberland Place, Fenian Street Dublin 2, D02 AX07 Ireland. If you have any questions about these Terms, please contact [us](#).

Effective: October 2, 2017

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EXHIBIT Y

Remove Tweet.

Tweet 1 of 1



Meghan Murphy
@MeghanEMurphy

@HecubusS @SadistHailey The 'evidence' provided to claim the activist should be removed is almost entirely to do with her activism against the sex trade, then literally a few retweets and 'likes' from feminists these men don't like. Seven people signed the thing. It's ridiculous.

7:23 PM - 1 May 2018

Remove

Remove Tweet.

Tweet 1 of 1



Meghan Murphy
@MeghanEMurphy

@HecubusS @SadistHailey Lisa Kreut and another trans-identified male/misogynist created a website in order to libel a local woc activist, and published a letter demanding she be removed from a panel scheduled as part of this conference <https://t.co/jdZ8uWsbFI>. The organizers caved immediately

7:19 PM - 1 May 2018

Remove

Violating our rules against hateful conduct.

You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.



Meghan Murphy
@MeghanEMurphy

@HecubusS @SadistHailey Lisa Kreut and another trans-identified male/misogynist created a website in order to libel a local woc activist, and published a letter demanding she be removed from a panel scheduled as part of this conference [...] . The organizers caved immediately

We've temporarily limited some of your account features



Meghan Murphy
@MeghanEMurphy

What happened?

We have determined that this account violated the [Twitter Rules](#). Specifically, for:

1. Violating our rules against [hateful conduct](#).

You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.



Meghan Murphy
@MeghanEMurphy

For the record, this 'dominatrix' was also one of those behind the push to get @bcfed to boycott and defund Vancouver Rape Relief, Canada's longest standing rape crisis center. He is **ACTIVELY** working to take away women's services and harm the feminist movement.

1:20 PM - 11 Jan 2018



Meghan Murphy
@MeghanEMurphy

This is Lisa Kreut, @lispinglisa, the male BDSMer who was given a platform to promote prostitution at the Vancouver Women's March this year, who led efforts to defund Vancouver Rape Relief & Women's Shelter at BCFED 2016... <https://t.co/uTHoqKz6h9>

2:58 PM - 30 Aug 2018



Meghan Murphy
@MeghanEMurphy

So @BlogHer pulled revenue from a feminist site because a white man who spends his energy promoting the sex trade as empowering for women and targeting/trying to silence/defund women's shelters, female activists, and feminist media told them to.

3:01 PM - 30 Aug 2018