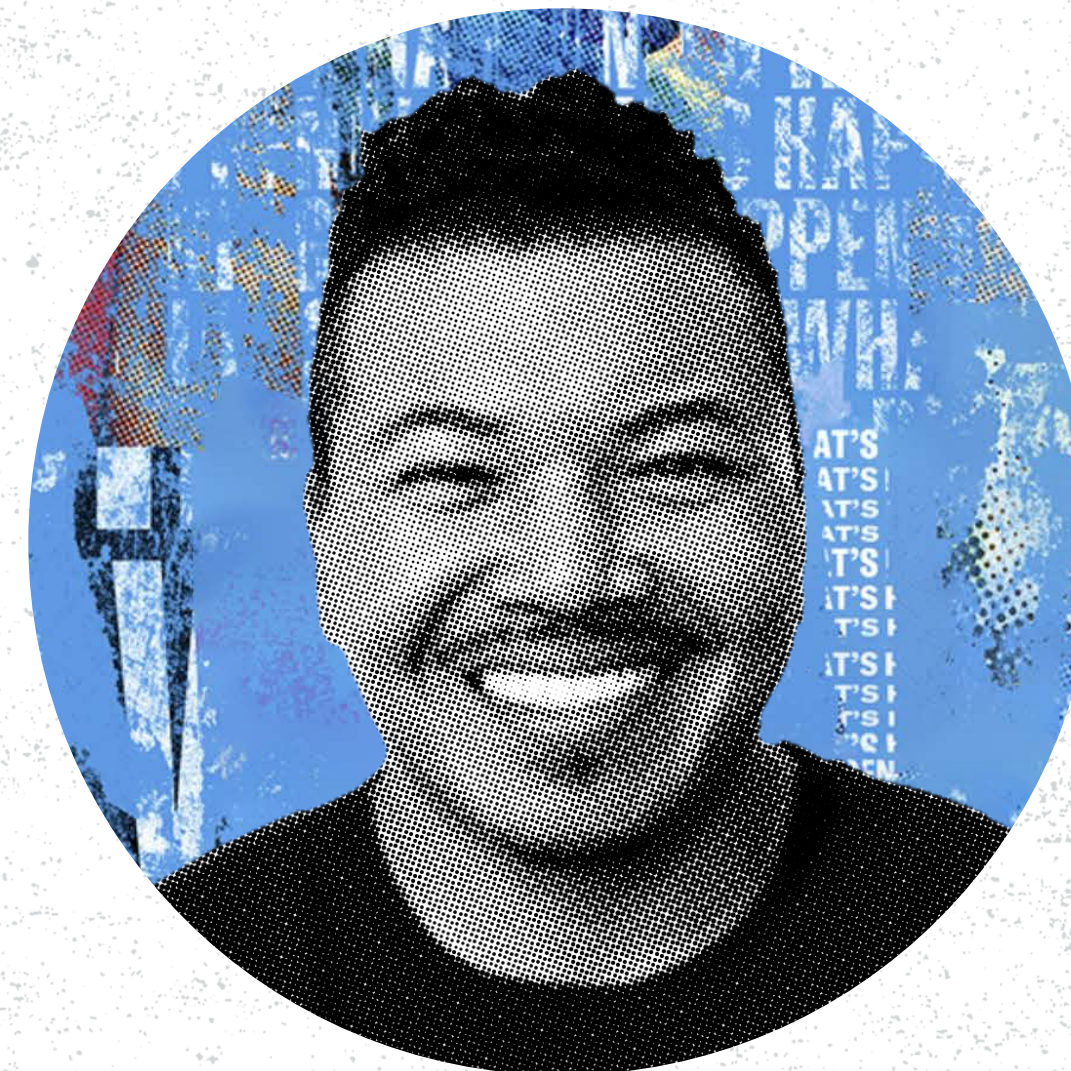# Healthy Participation: Consumer Product Priorities

Kayvon Beykpour
Product Lead
@kayvz

Dantley Davis
Head of Design & Research
@dantley

STRONG TOP OF FUNNEL

Our top of funnel remains extremely strong, with more than 2M people coming to Twitter every single day who are people who are either new to the service or who have not logged in for 30 days or more.

2M+

TOP OF FUNNEL*

*2M+ Top of Funnel refers to the estimated number of people who come to Twitter each day who are either new to the service or who have not logged in for 30 days or more.

DRIVING MORE mDAU GROWTH

Consistent top of funnel, combined with the number of product improvements we're making, has allowed us to add significantly more mDAU in each of the past three years.

+11M

+26M

+40M

mDAU YoY IN Q4 2018

mDAU YoY IN Q4 2019

mDAU YoY IN Q4 2020
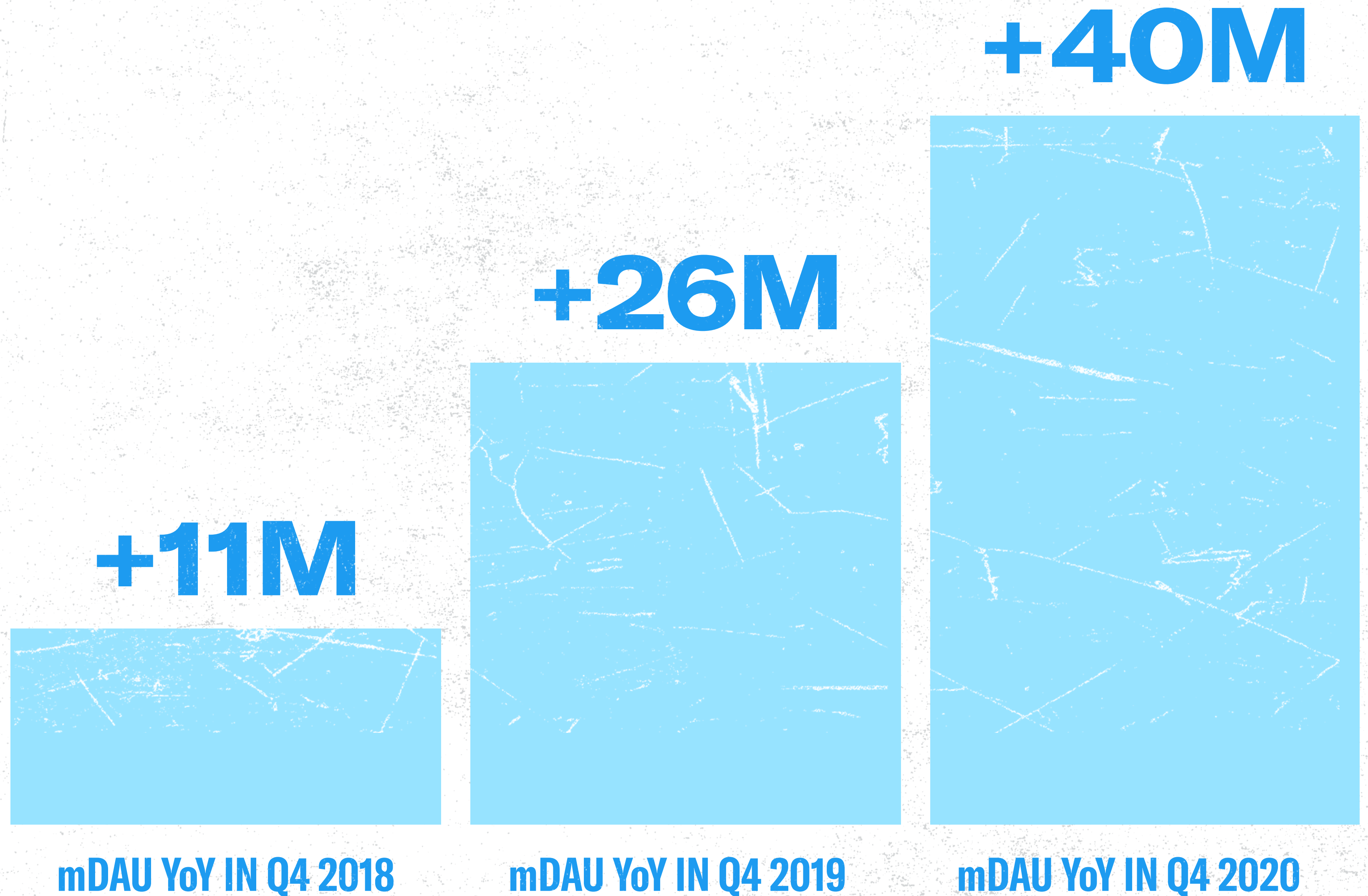
DRIVING MORE mDAU GROWTH

The portion of growth that comes directly from causal changes we are making in the product is increasing substantially, with the number of mDAU added in each period that were directly driven by product improvements growing by almost 3x from 2018-2020.

3X

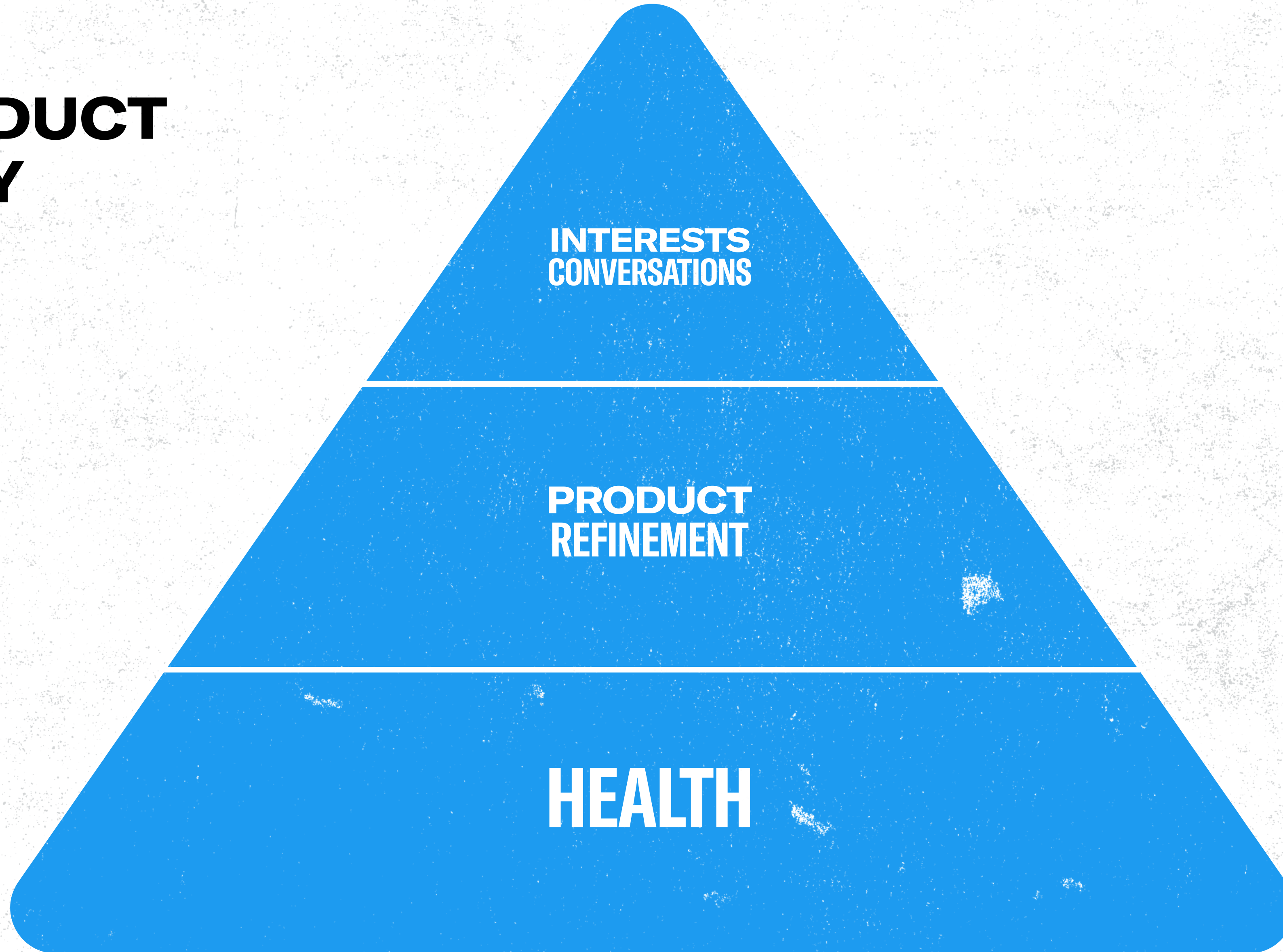## mDAU GROWTH DRIVEN BY PRODUCT IMPROVEMENTS FROM 2018-2020

OVERVIEW

#HEALTH
#INTERESTS
#CONVERSATIONS
#GETTING TO SUCCESS

OUR PRODUCT STRATEGY

INTERESTS
CONVERSATIONS

PRODUCT
REFINEMENT

HEALTH

A healthy Twitter is critical to growth

We believe it's essential for public conversation to be healthy. That means making sure **conversations are safe from abuse and harassment** and that we do everything we can to **reduce spam and misleading information**.

Mitigating these risks is critical for us to create the best experience for our customers—and ultimately critical in supporting our growth.

A HEALTHY TWITTER IS CRITICAL TO ADVERTISERS

"Twitter has acted quickly and comprehensively to address social harms on their platform. They are a strong and valuable partner to GroupM as we work with the industry to mitigate risk to brands, consumers, and society at large."

– Joe Barone, Managing Partner: Brand Safety Americas, GroupM

WHAT WE'VE DONE

WHAT WE'VE DONE

INCREASING HEALTH REQUIRES FOCUS IN 3 KEY AREAS

ENFORCEMENT

POLICY

PRODUCT

WHAT WE'VE DONE

SIMPLIFYING OUR RULES

Our rules were long, complex and rarely visible within our product. Today, our rules are crisp enough that they can each fit in a Tweet.

Note: We may need to change these rules from time to time in order to support our goal of promoting a healthy public conversation. The most current version is always available at https://twitter.com/rules.

The Twitter Rules

Twitter's purpose is to serve the public conversation. Violence, harassment and other similar types of behavior discourage people from expressing themselves, and ultimately diminish the value of global public conversation. Our rules are to ensure all people can participate in the public conversation freely and safely.

Safety

Violence: You may not threaten violence against an individual or a group of people. We also prohibit the glorification of violence. Learn more about our violent threat and glorification of violence policies.

Terrorism/violent extremism: You may not threaten or promote terrorism or violent extremism. Learn more.

Child sexual exploitation: We have zero tolerance for child sexual exploitation on Twitter. Learn more.

Abuse/harassment: You may not engage in the targeted harassment of someone, or incite other people to do so. This includes wishing or hoping that someone experiences physical harm. Learn more.

Hateful conduct: You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. Learn more.

Sensitive media, including graphic violence and adult content: You may not post media that is excessively gory or share violent or adult content within live video or in profile or header images. Media depicting sexual violence and/or assault is also not permitted. Learn more.

Suicide or self-harm: You may not promote or encourage suicide or self-harm. Learn more.

Illegal or certain regulated goods or services: You may not use our service for any unlawful purpose or in furtherance of illegal activities. This includes selling, buying, or facilitating transactions in illegal goods or services, as well as certain types of regulated goods or services. Learn more.

Privacy

Private information: You may not publish or post other people's private information (such as home phone number and address) without their express authorization and permission. We also prohibit threatening to expose private information or incentivizing others to do so. Learn more.

Non-consensual nudity: You may not post or share intimate photos or videos of someone that were produced or distributed without their consent. Learn more.

Authenticity

Platform manipulation and spam: You may not use Twitter's services in a manner intended to artificially amplify or suppress information or engage in behavior that manipulates or disrupts people's experience on Twitter. Learn more.

Civic Integrity: You may not use Twitter's services for the purpose of manipulating or interfering in elections or other civic processes. This includes posting or sharing content that may suppress participation or mislead people about when, where, or how to participate in a civic process. Learn more.

Impersonation: You may not impersonate individuals, groups, or organizations in a manner that is intended to or does mislead, confuse, or deceive others. Learn more.

Synthetic and manipulated media: You may not deceptively share synthetic or manipulated media that are likely to cause harm. In addition, we may label Tweets containing synthetic and manipulated media to help people understand their authenticity and to provide additional context. Learn more.

Copyright and trademark: You may not violate others' intellectual property rights, including copyright and trademark. Learn more about our trademark policy and copyright policy.

Enforcement and Appeals

Learn more about our approach to enforcement, including potential consequences for violating these rules or attempting to circumvent enforcement, as well as how to appeal.

Third-party advertising in video content

You may not submit, post, or display any video content on or through our services that includes third-party advertising, such as pre-roll video ads or sponsorship graphics, without our prior consent.

WHAT WE'VE DONE

RULE ENFORCEMENT

We're using machine learning-based automation to proactively enforce our rules—particularly in areas where we believe there is potential for physical harm to our customers.

~50%

PROACTIVE RULE ENFORCEMENT

WHAT WE'VE DONE

BROADENED ENFORCEMENT DECISIONS

We've broadened the spectrum of enforcement decisions that we're able to make, such as the ability to label Tweets with Misleading Information, Account Labels, De-Amplification and Limiting Engagements (Likes, Retweets, Replies) on certain Tweets.

Label tweets with misleading information
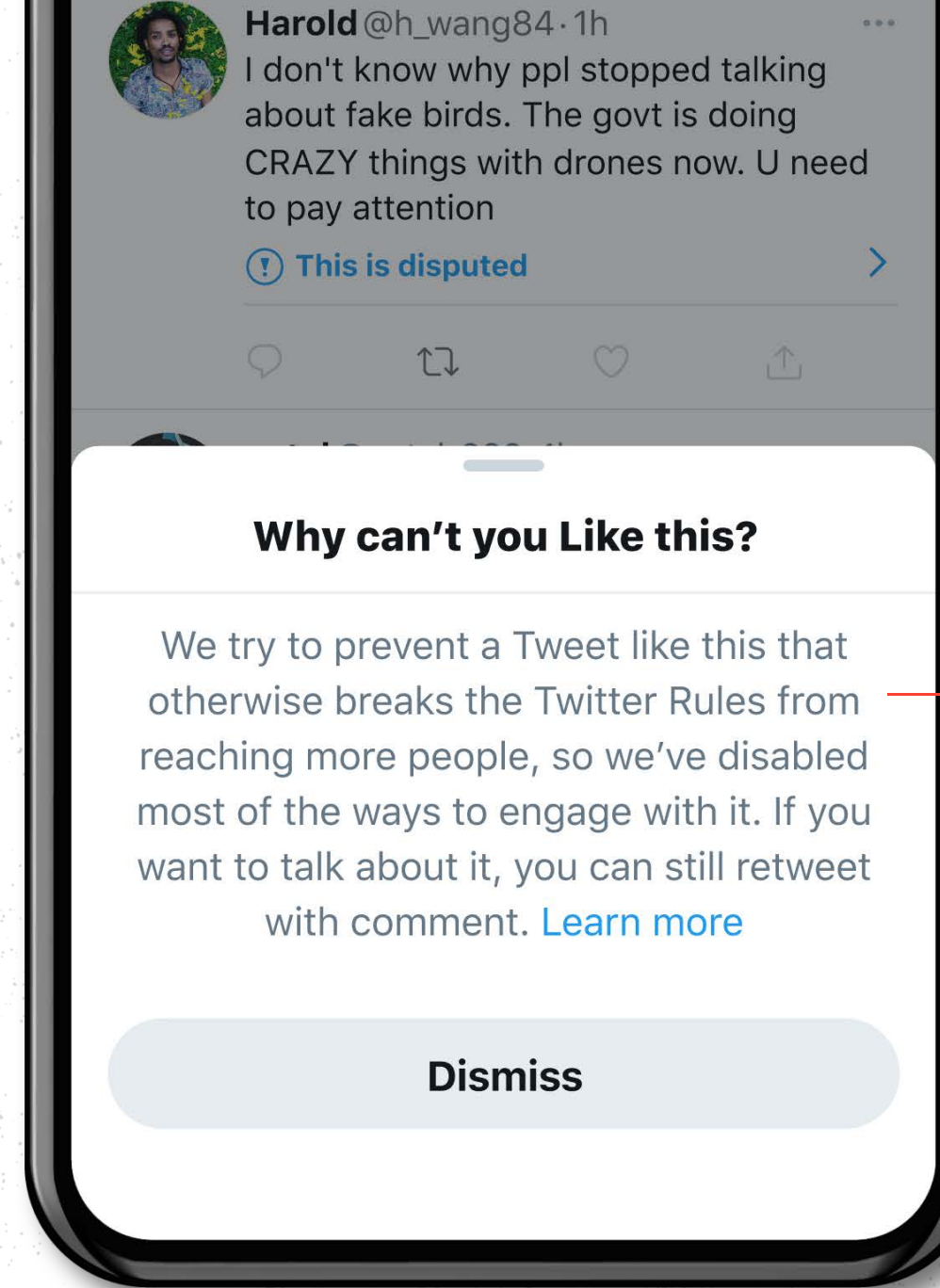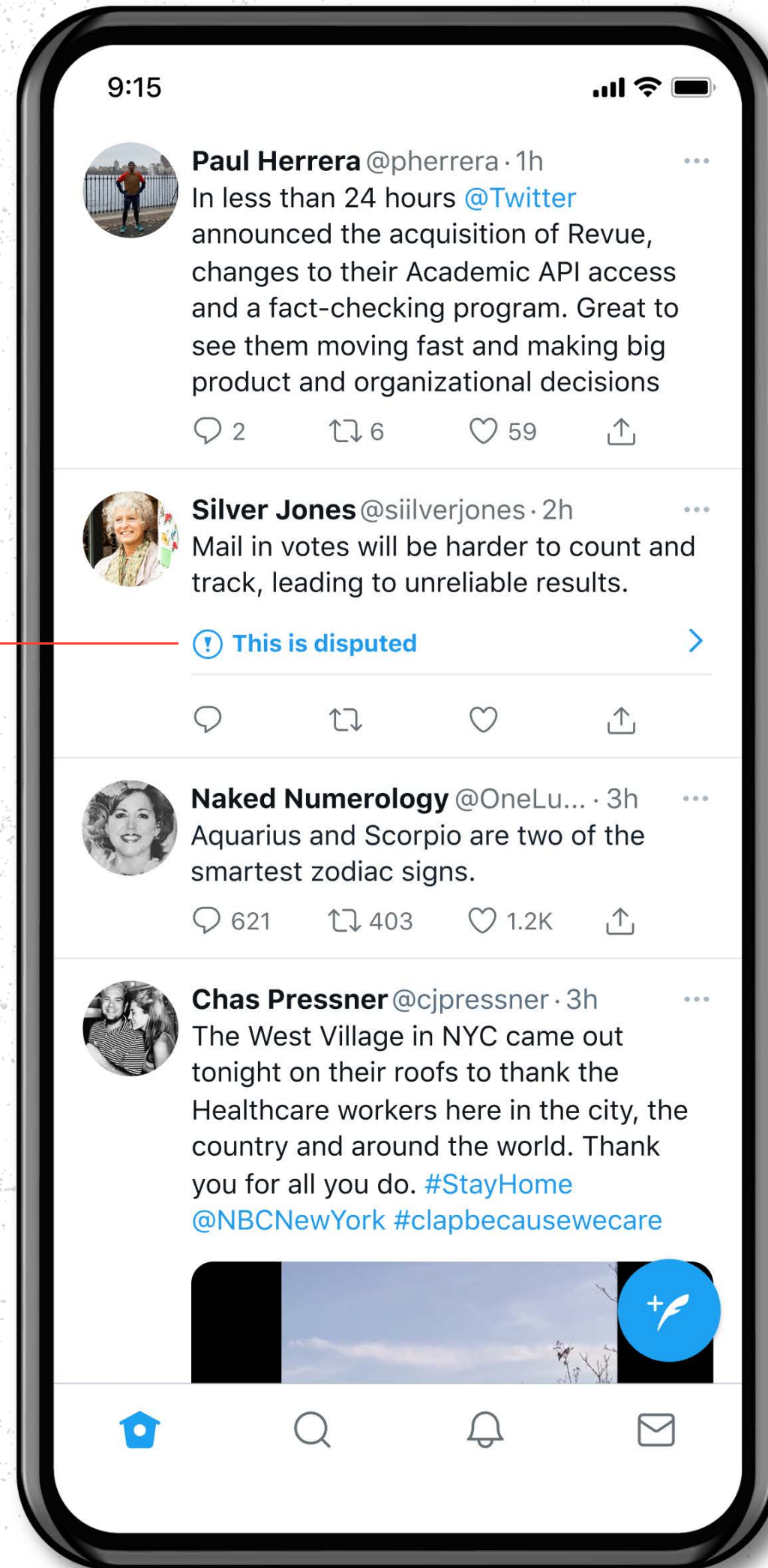
De-amplify and limit engagements on certain tweets

Label accounts with context

WHAT WE'VE DONE

BROADENED ENFORCEMENT DECISIONS

~300K
TWEETS LABELED AS MISLEADING

29%
FEWER QUOTE TWEETS OF MISLEADING INFO AFTER LABELING

74%
WHO VIEWED MISLEADING TWEETS SAW THEM AFTER WE APPLIED A LABEL OR WARNING

Measurement through the U.S. Election period:
10/27/20 to 11/11/20

WHAT WE'VE DONE

PROACTIVE PROMPTS

Simple prompts that encourage people to read articles (past the headline alone) before amplifying them have demonstrated impact.

9:15

...gonna call it Resting Bitch Place.

💬 1   🔁   ♡ 55   ↑

Gabriela 💕 @amorpelanature · 1m
I don't know about you, but no way I'm eating inside until that #vaccine drops

Want to read the article first?

You're about to share an article you haven't opened on Twitter.
Learn more

NYC Restarts Indoor Dining at 25% on Friday, Cuomo...
bloomberg.com

🔁   Retweet

✏️   Quote Tweet
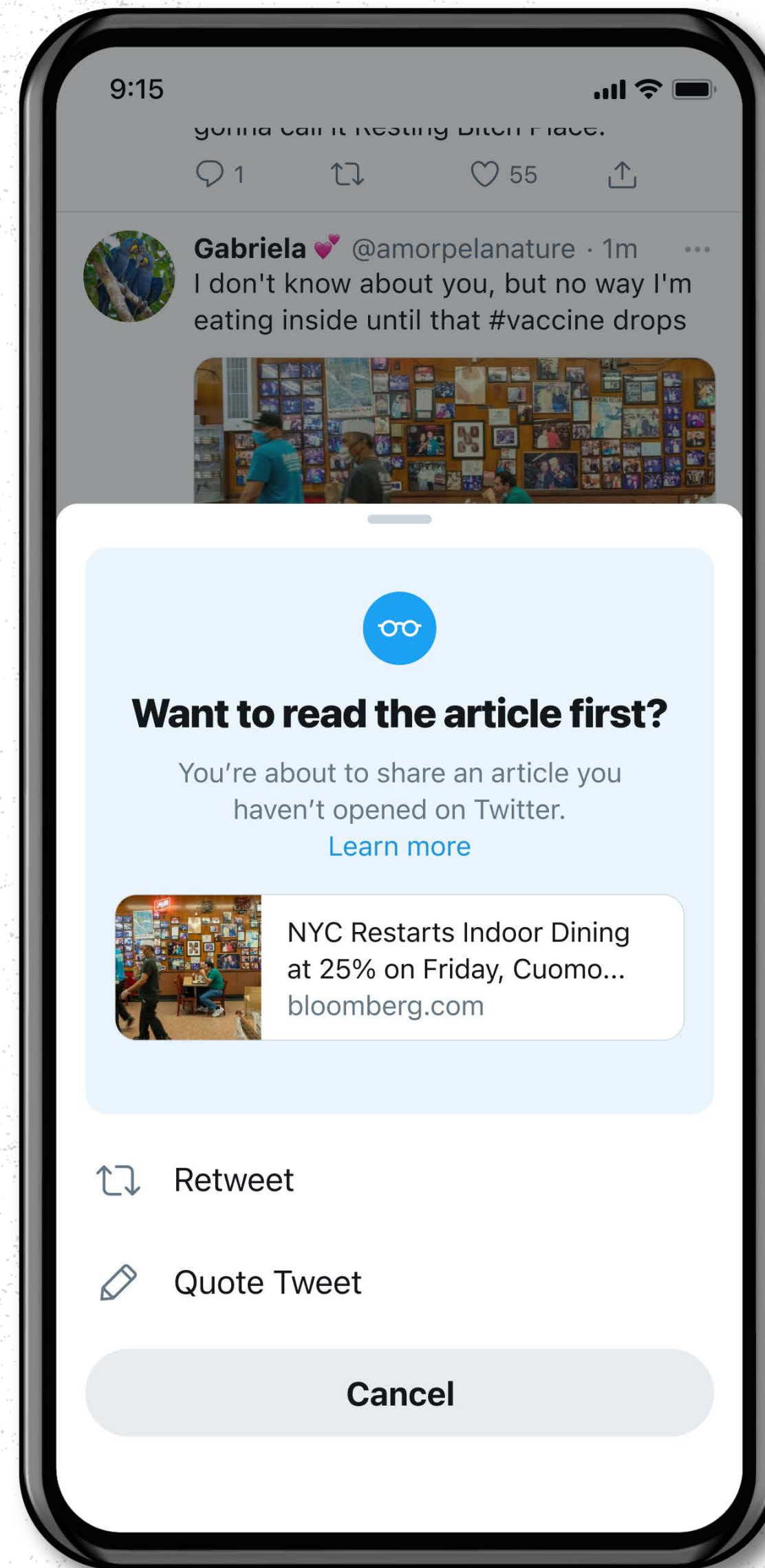
Cancel

+33%

PEOPLE READ ARTICLES PRIOR TO RETWEETING

+50%

PEOPLE CANCEL RETWEET AFTER READING ARTICLE

Measurement period: 8/11/20 to 9/22/20

WHAT WE'VE DONE

CONVERSATION CONTROLS

We're empowering our customers and the community to scale safety. Conversation Controls enable people to decide who can reply to their Tweets and give them a way to hide unwanted replies to their own Tweets.

Measurement period: 6/2/20 to 6/20/20 (during 10% test prior to full feature launch)

Who can reply?
Choose who can reply to this Tweet. Anyone mentioned can always reply.

Everyone

People you follow

Only people you mention

9:15

Tweet

Kian
@naturelvr49

If you're working on a problem, chances are somebody has already solved it. And faster.

8:16 PM · 1/12/20 · Twitter Web App

35 Retweets   9 Likes   297 Retweets

Allen Gray   Hide replies to your Tweets
Replying to @naturelvr49

Have they solved tweeting things that people actually want to read?

1   5

Jaco J. @jamjacoi · 5m

−85%

ESTIMATED REDUCTION IN ABUSIVE REPLIES

(for accounts who have reported experiencing harassment in the past and who are now using Conversational Controls)

WHAT'S NEXT

MORE TOOLS TO ENSURE HEALTHY INTERACTIONS AND CONVERSATIONS

WHAT'S NEXT

SMARTER SAFETY

We're exploring smarter tools to proactively help keep people stay safe from unwanted interactions.
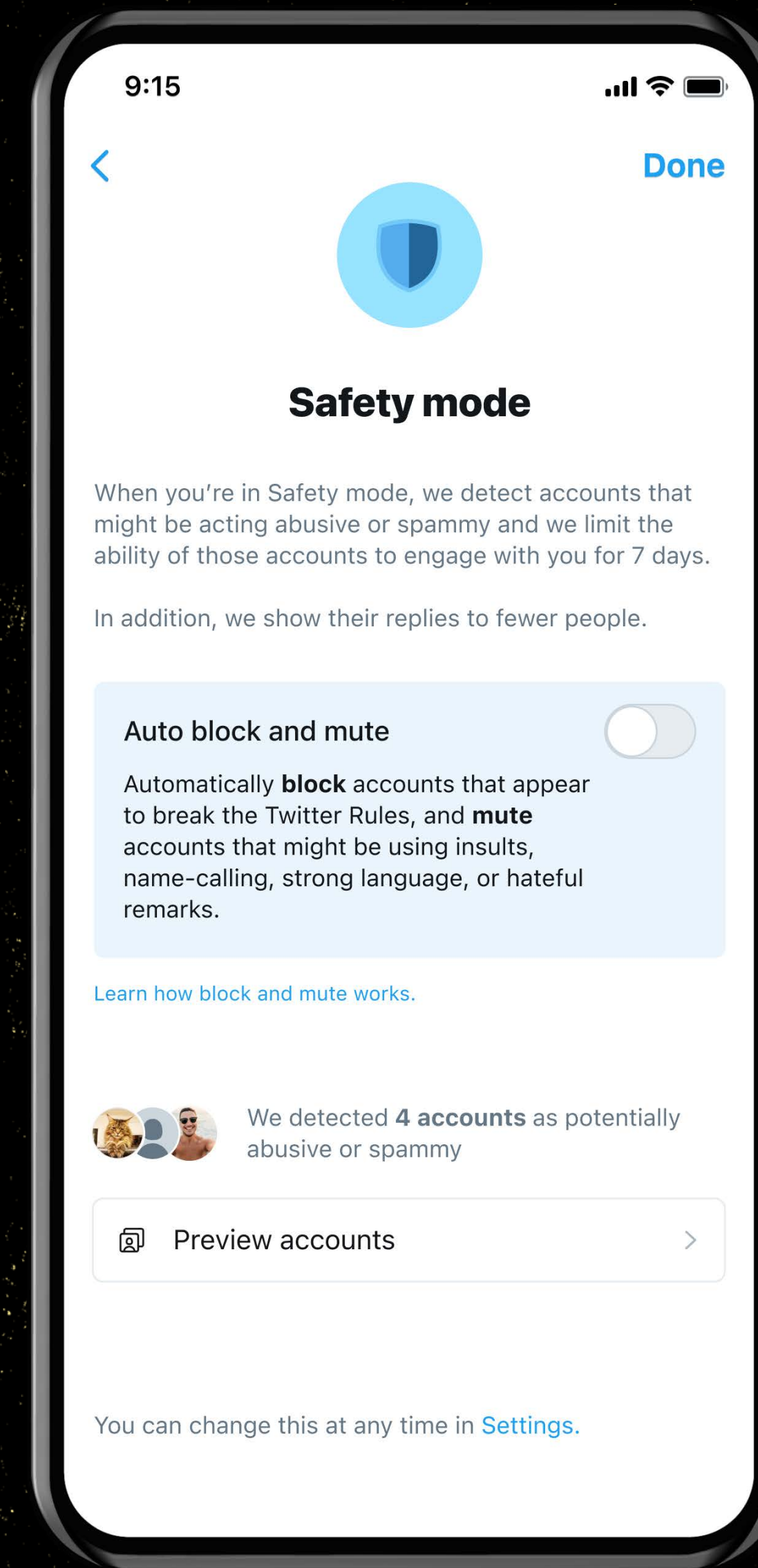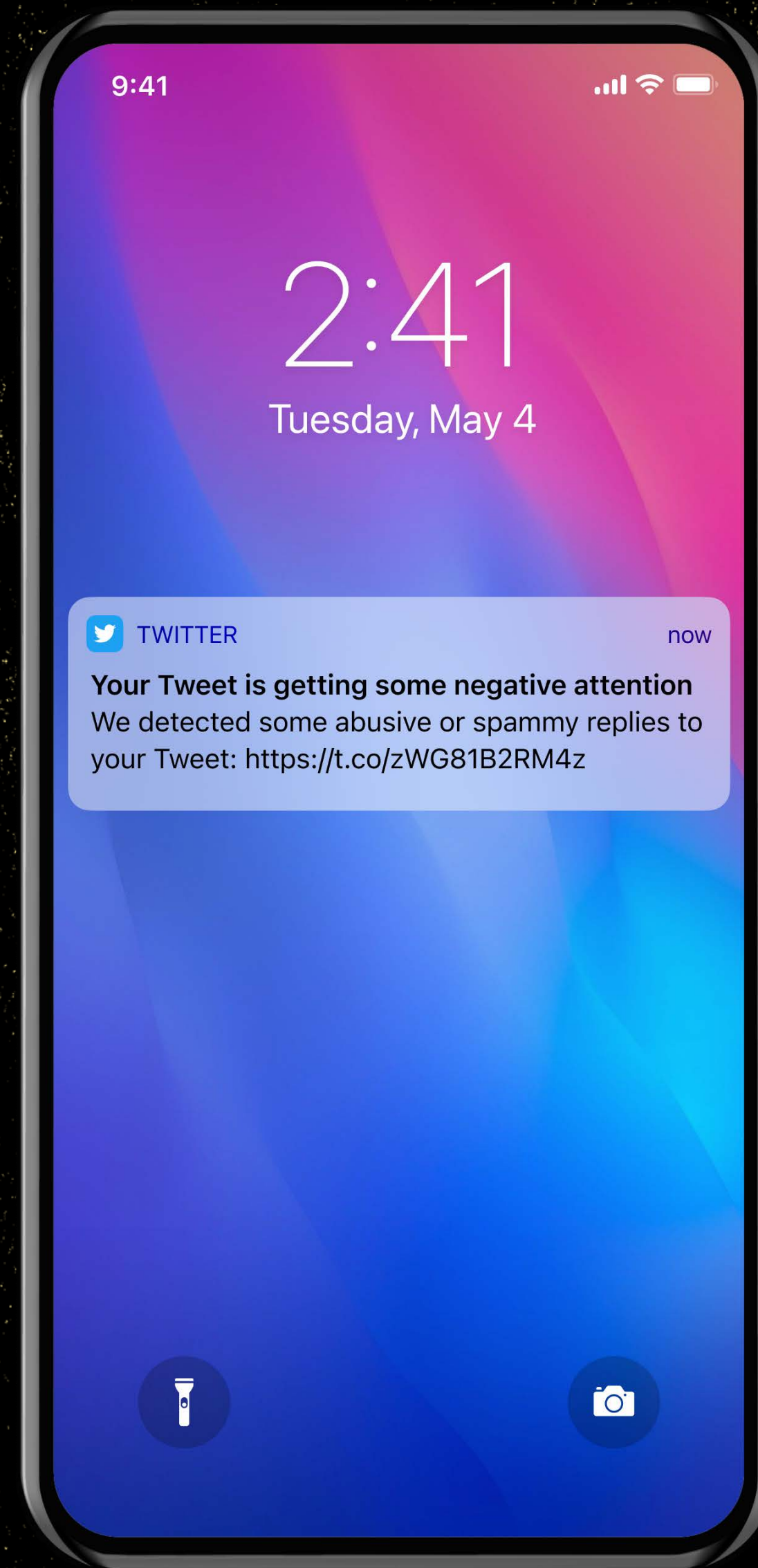
WHAT'S NEXT

BIRDWATCH

We're exploring community-driven assessment of misleading information with Birdwatch. This will take our enforcement to a new level, providing a scalable, Wikipedia-like model where we can decentralize moderation.

twitter.com/birdwatch

Birdwatch

Public log

Your notes

Download data

About

Tweet with notes

Kian @naturelvr49 · 1h
Whales are not real! They're robots funded by the government to watch us!!!

♡ 3

All notes

⬆ Currently rated helpful

@catsule92 Feb 15, 2021 · 02:13 PM PT · ID 4353436346

Misinformed, or potentially misleading

In short, marine mammals have evolved modifications to their kidneys allowing them to excrete more salt + reclaim more water than humans can.

@amorpelanature · Jan 15, 2021 · 02:13 PM PT · ID 4353436346

Misinformed, or potentially misleading

Sea mammals are in fact real. Marine mammals are able to "stay hydrated" because their kidneys have evolved to excrete more salt + reclaim more water than humans and many other mammals can. This is widely documented in many scientific journals.

Is this note helpful?

Yes   ○

No   ○

WHAT'S NEXT

IDENTITY

We're expanding our taxonomy of account types on Twitter: People, Bots (automated accounts) and Businesses. Each of these accounts will have different attributes and capabilities.
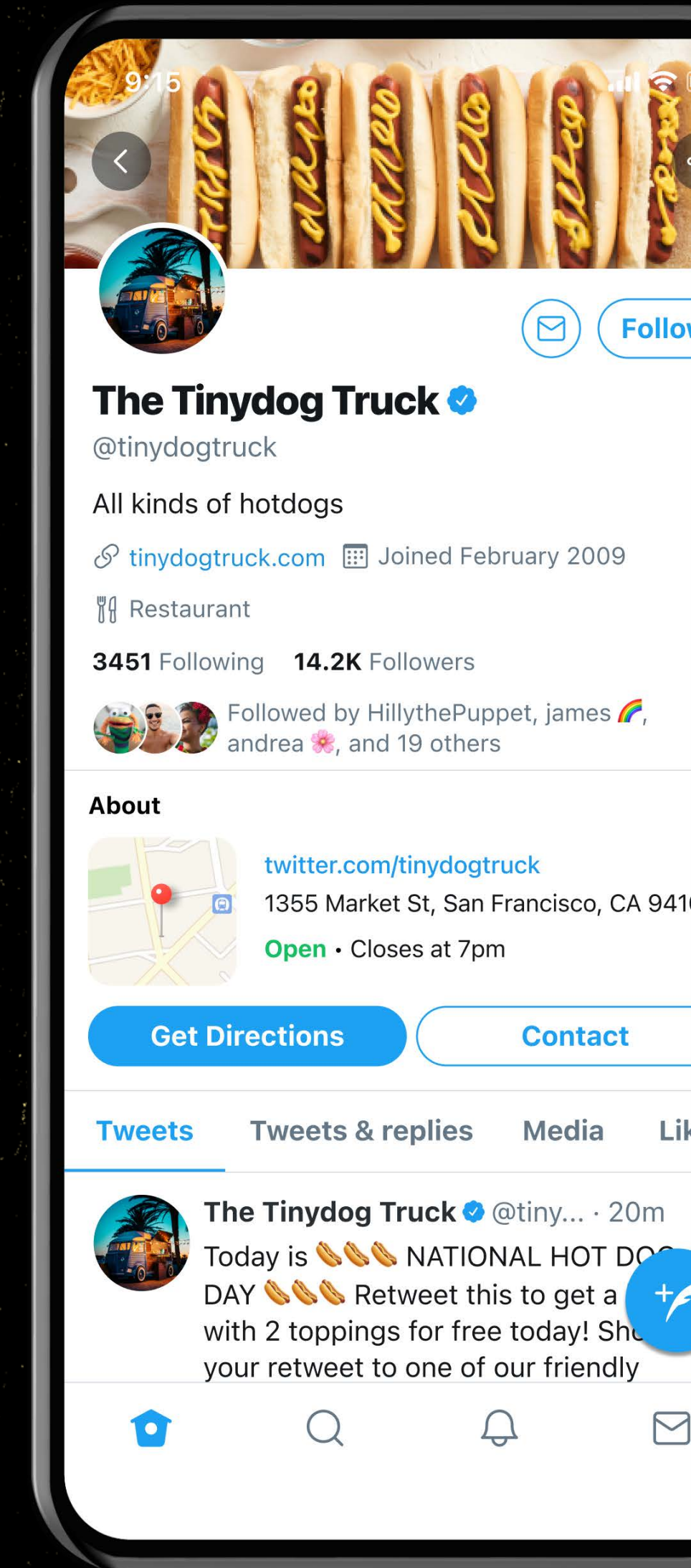
Connecting you to what matters most — faster and easier

We know that one of the main reasons people come to Twitter is to stay informed about their interests. Despite being such a fundamental reason for why people use Twitter over the last decade, it's been historically quite difficult to do this on Twitter. Solving this is critical.

Making Twitter **better at connecting you to your interests will be a fundamental unlock for our growth**. We expect it will significantly **increase retention among both existing accounts and people who are newer to the service**—and it will meaningfully improve our advertising capabilities over time due to us having a better understanding of people's interests.

WHAT WE'VE DONE

WHAT WE'VE DONE

TIMELINE SORTING

We made it easier for customers to toggle between seeing the latest Tweets in reverse chronological order or letting Twitter show them the most relevant Tweets.
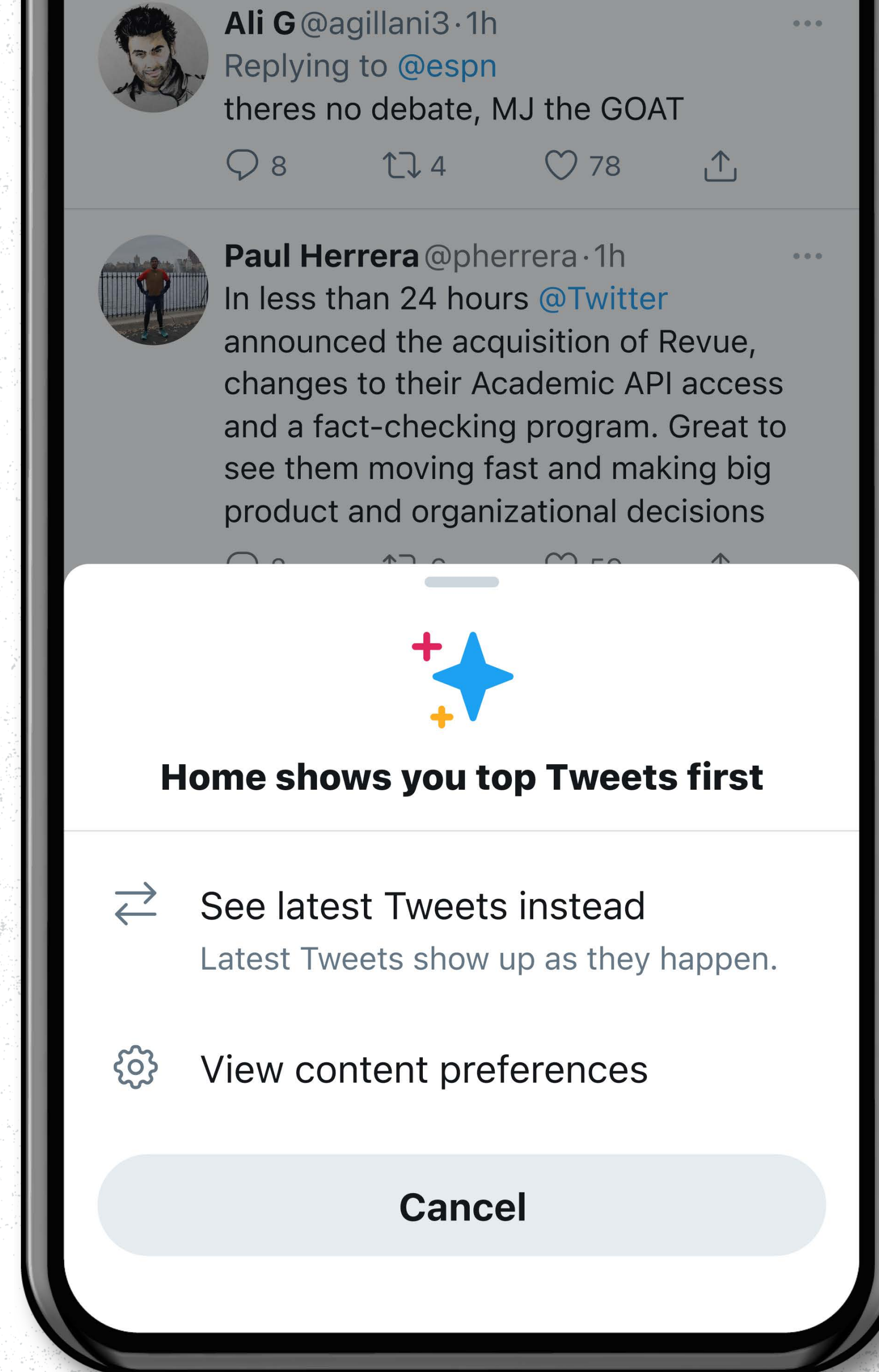
WHAT WE'VE DONE

ENHANCED LISTS

We bolstered the "Lists" feature, allowing people to more easily create a customized List, share them, and pin them to the top of their Home.
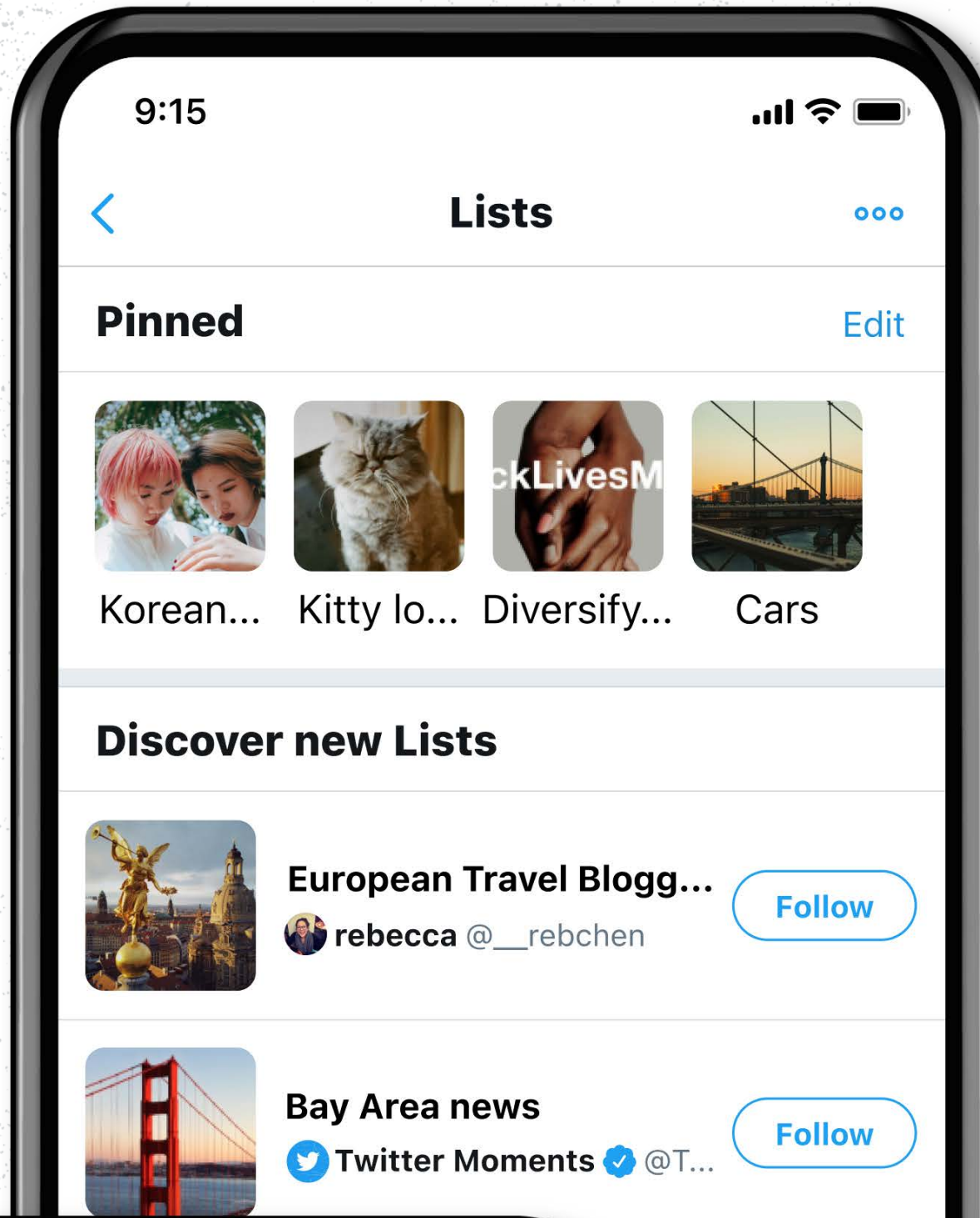
2X

LIST USAGE IN THE PAST YEAR

~25M

CUSTOMERS SUBSCRIBED TO LISTS IN 2020

WHAT WE'VE DONE

GROWTH
OF TOPICS

Topics is a critical and fundamental shift to the product. We are confident that Topics will be a meaningful & durable driver of mDAU growth.
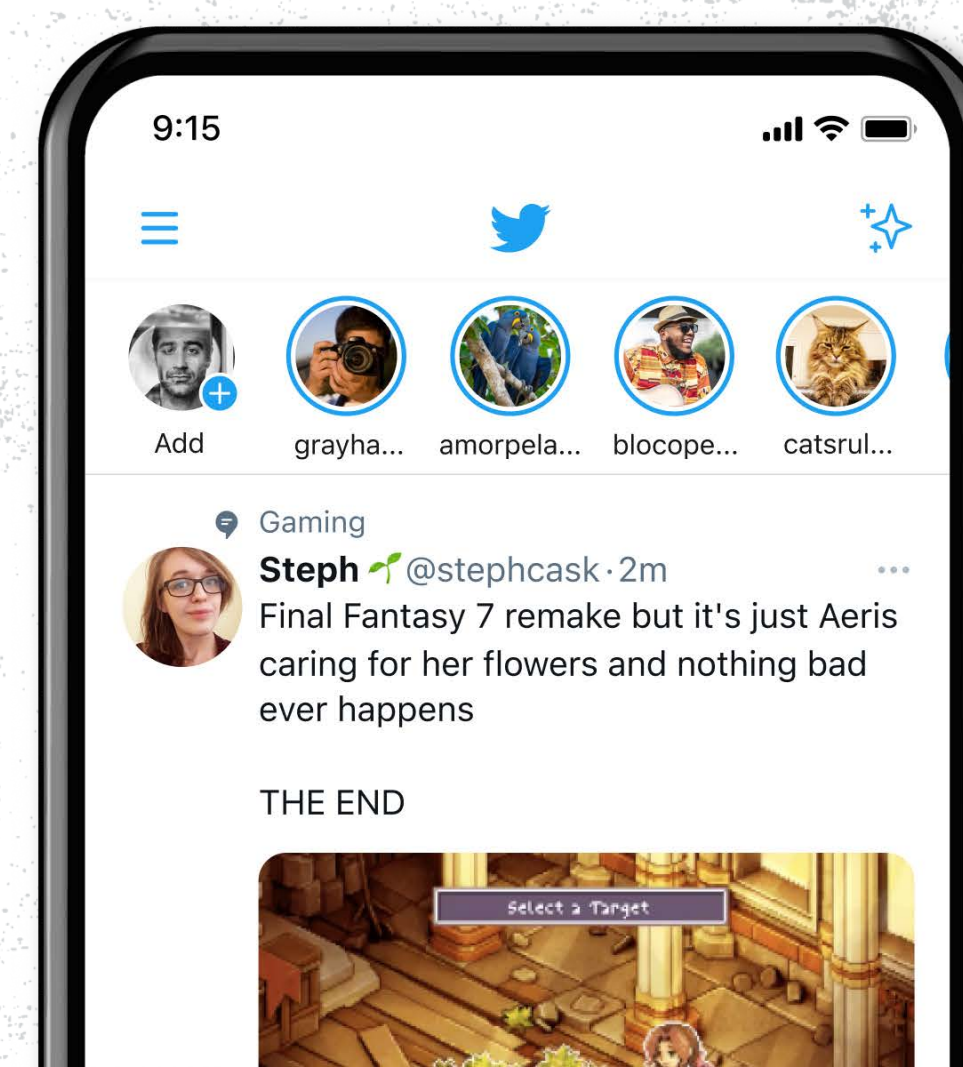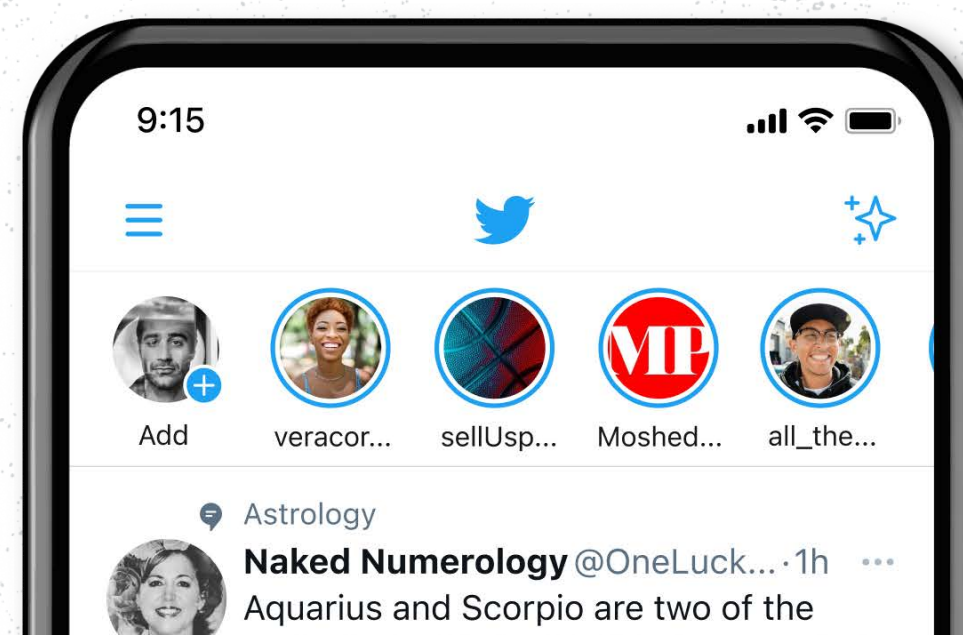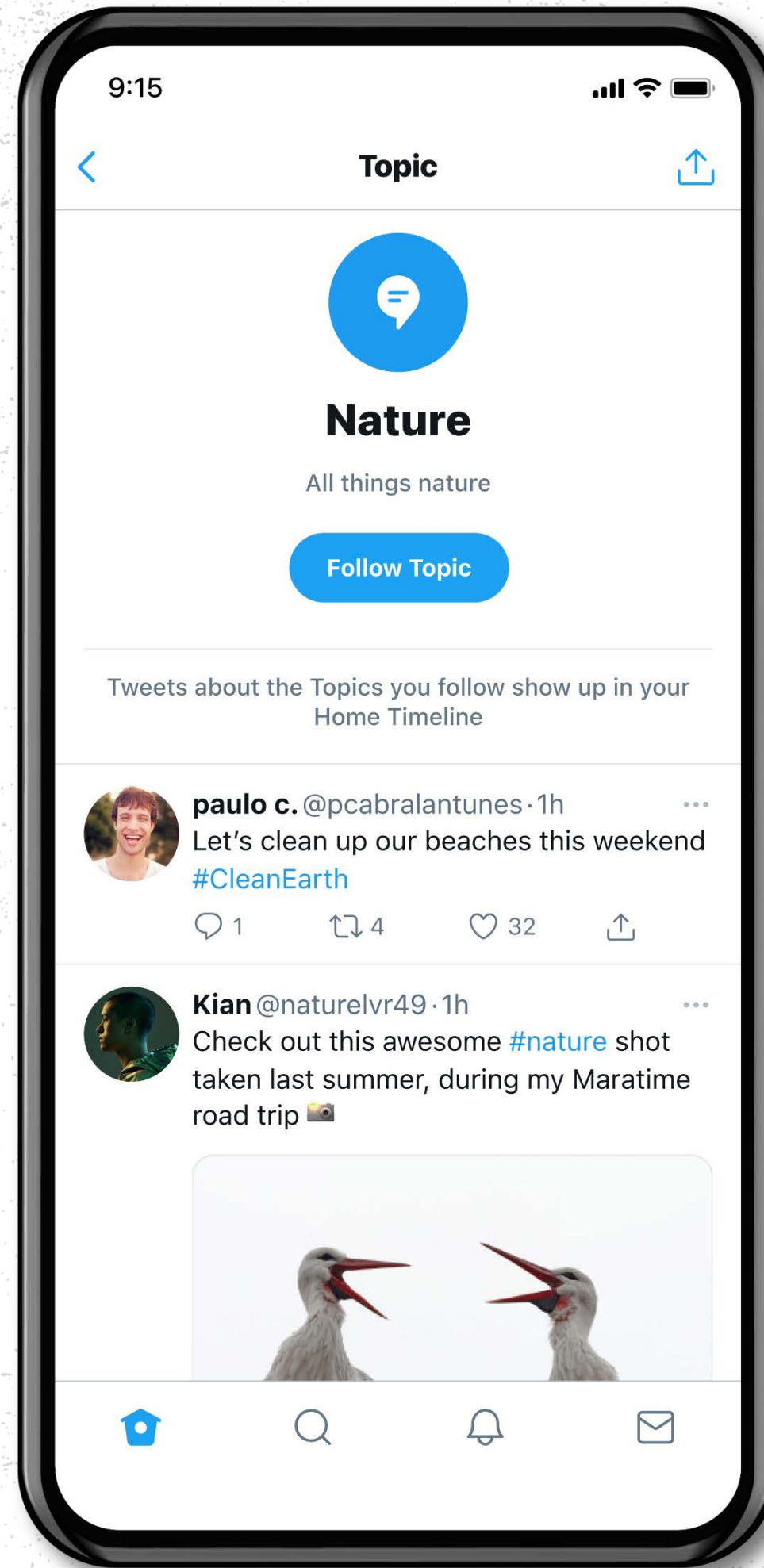
WHAT WE'VE DONE

INVESTING IN TOPICS

6K+
TOTAL TOPICS AVAILABLE IN Q4 2020

3.8%
ENGAGEMENT RATE ON ACCOUNT-BASED TWEETS*

8.2%
ENGAGEMENT RATE ON TOPIC-BASED TWEETS*

*This is as of 1/6/21 and consistent with Q4'20 data.

WHAT'S NEXT

EASIER WAYS TO ENGAGE WITH THE CONTENT YOU CARE ABOUT

WHAT'S NEXT

6K+ TO 100K+ TOPICS

We expect to grow to over 100K Topics over the next few years. The Topics we recommend to each customer will also become more relevant through the use of machine learning.
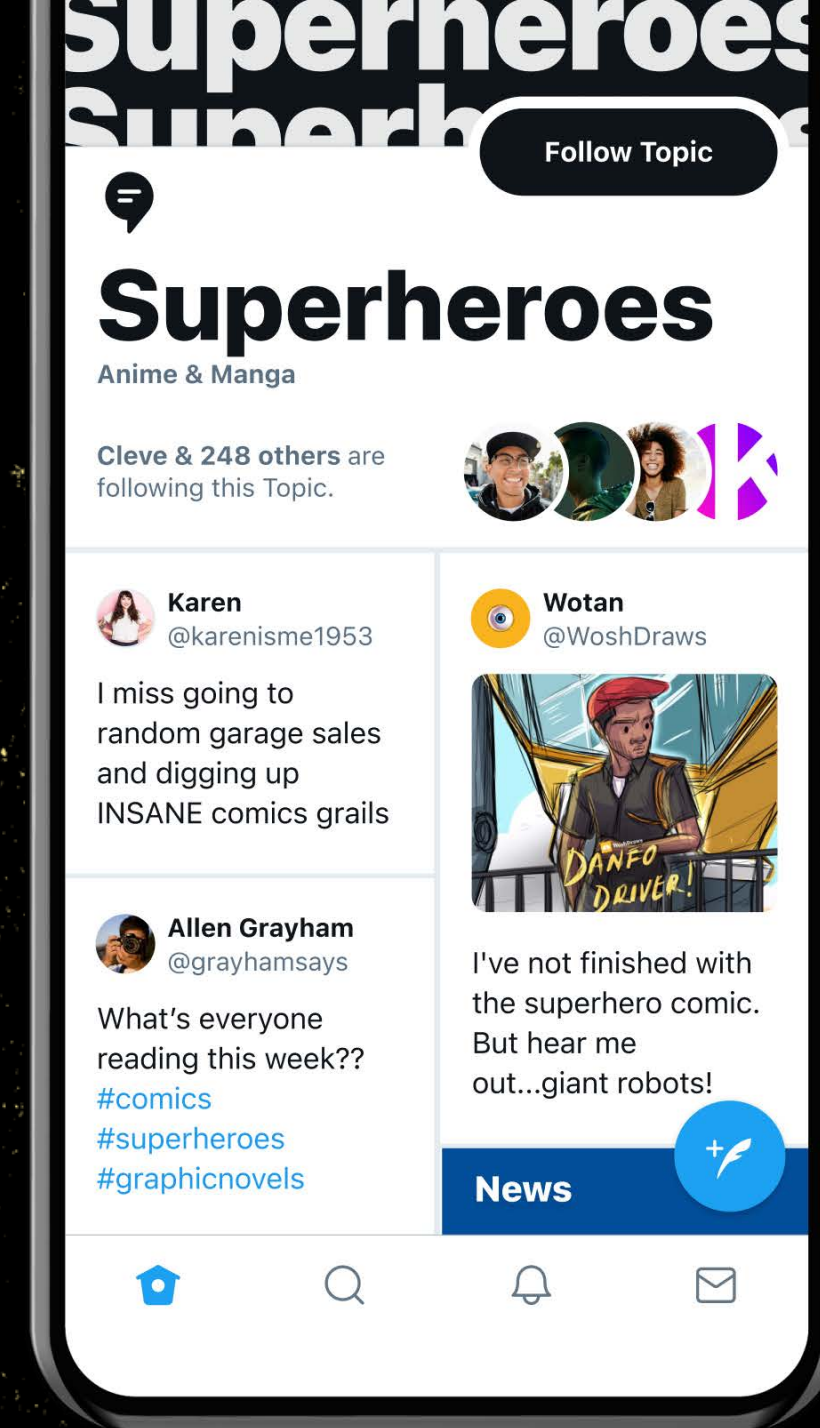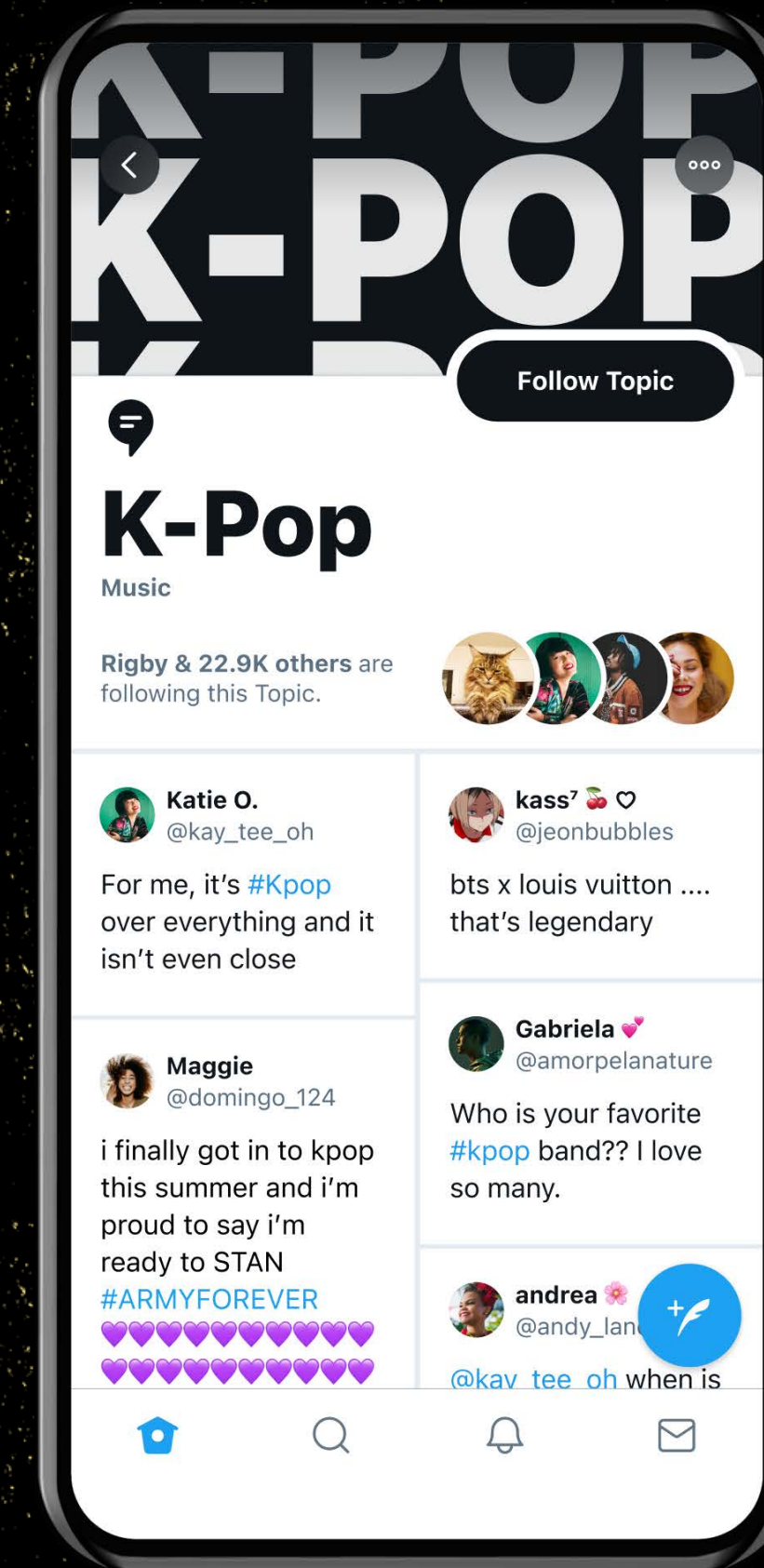
WHAT'S NEXT

MORE CONTROL OVER TOPICS

We're continuing to evolve Topics with more controls, like allowing people to fine-tune the volume of each Topic in their timeline.
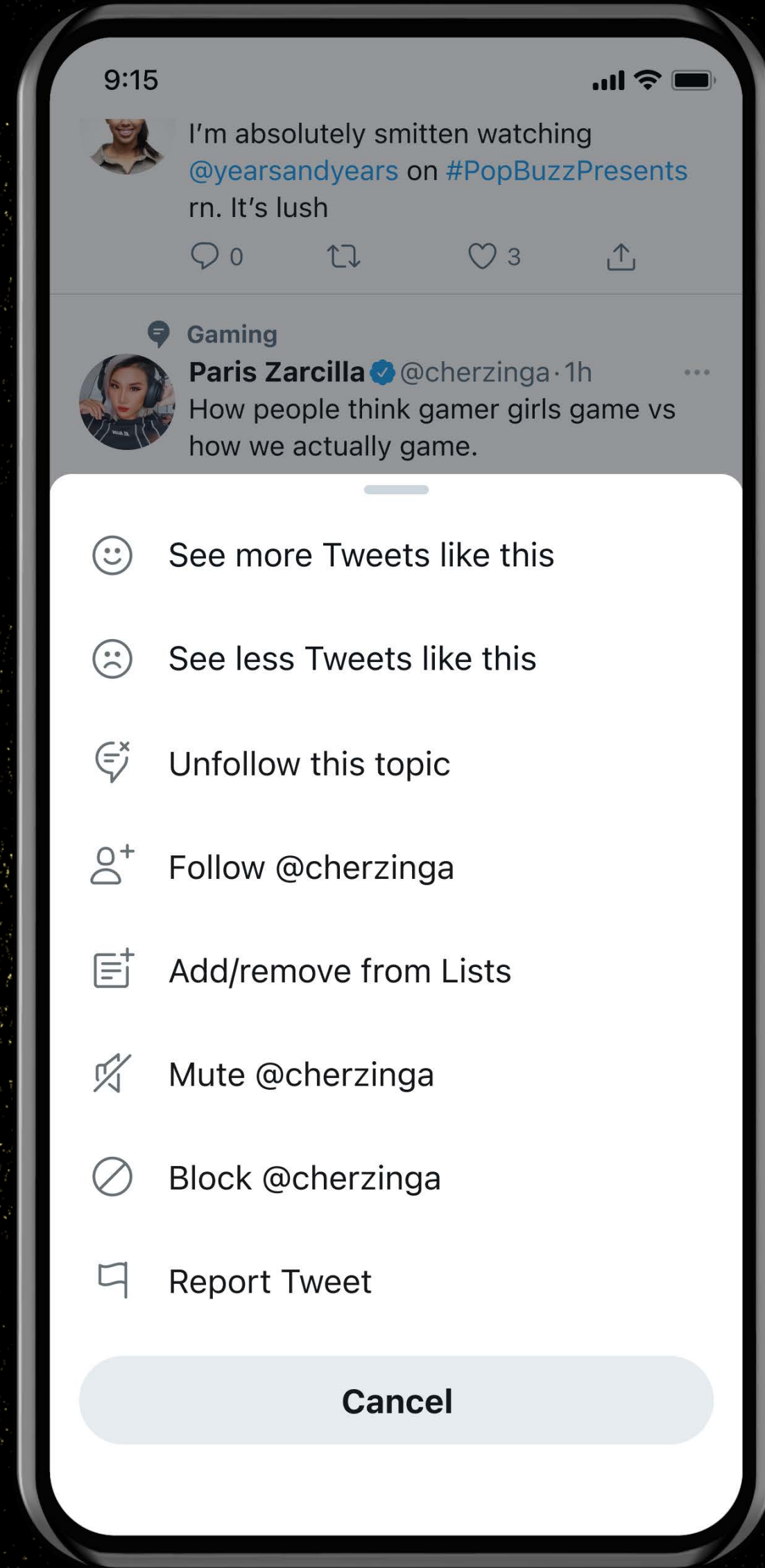
WHAT'S NEXT

COMMUNITIES

We're working to create a product experience that makes it easier for people to form, discover, and participate in conversations that are more targeted to the relevant communities or geographies they're interested in.

More ways to engage in the public conversation

The goal of our Conversations strategy is focused on two specific things: **enabling new use cases for conversations** on the service and **rethinking the incentives** of the service.

WHAT WE'VE DONE

WHAT WE'VE DONE

FLEETS

We launched Fleets as a way for people to share their fleeting thoughts. They serve as a way for more people to feel comfortable talking in public.
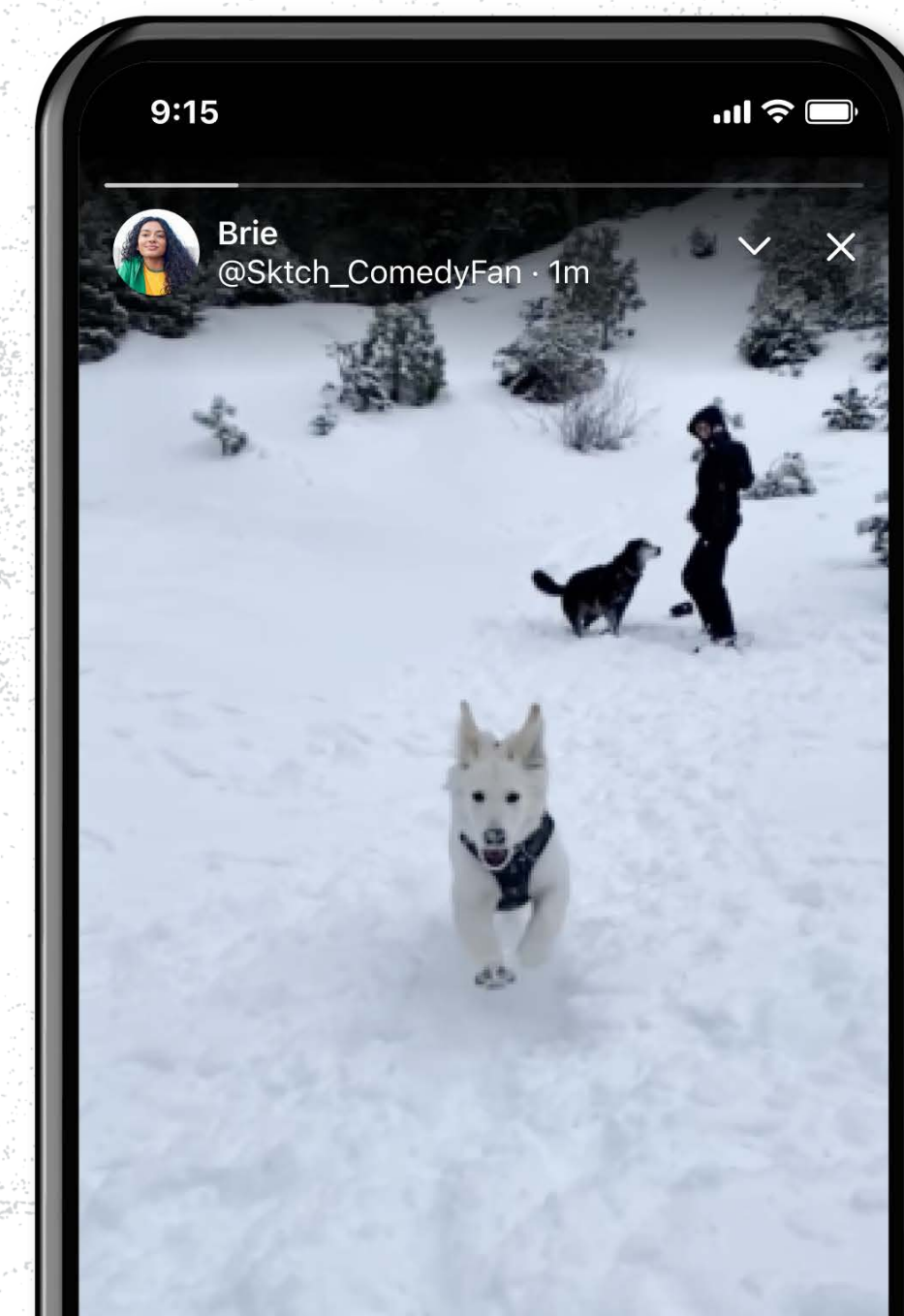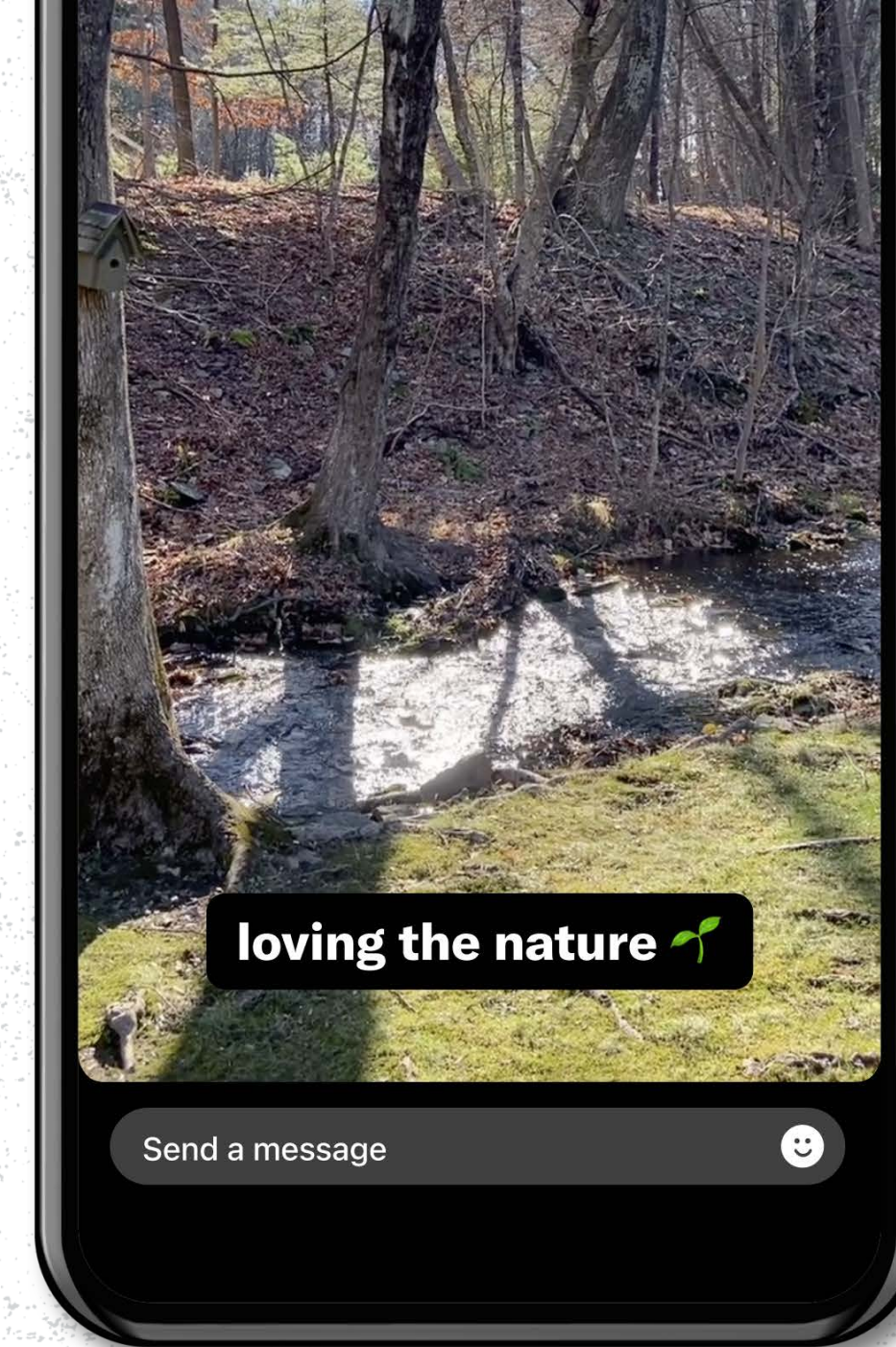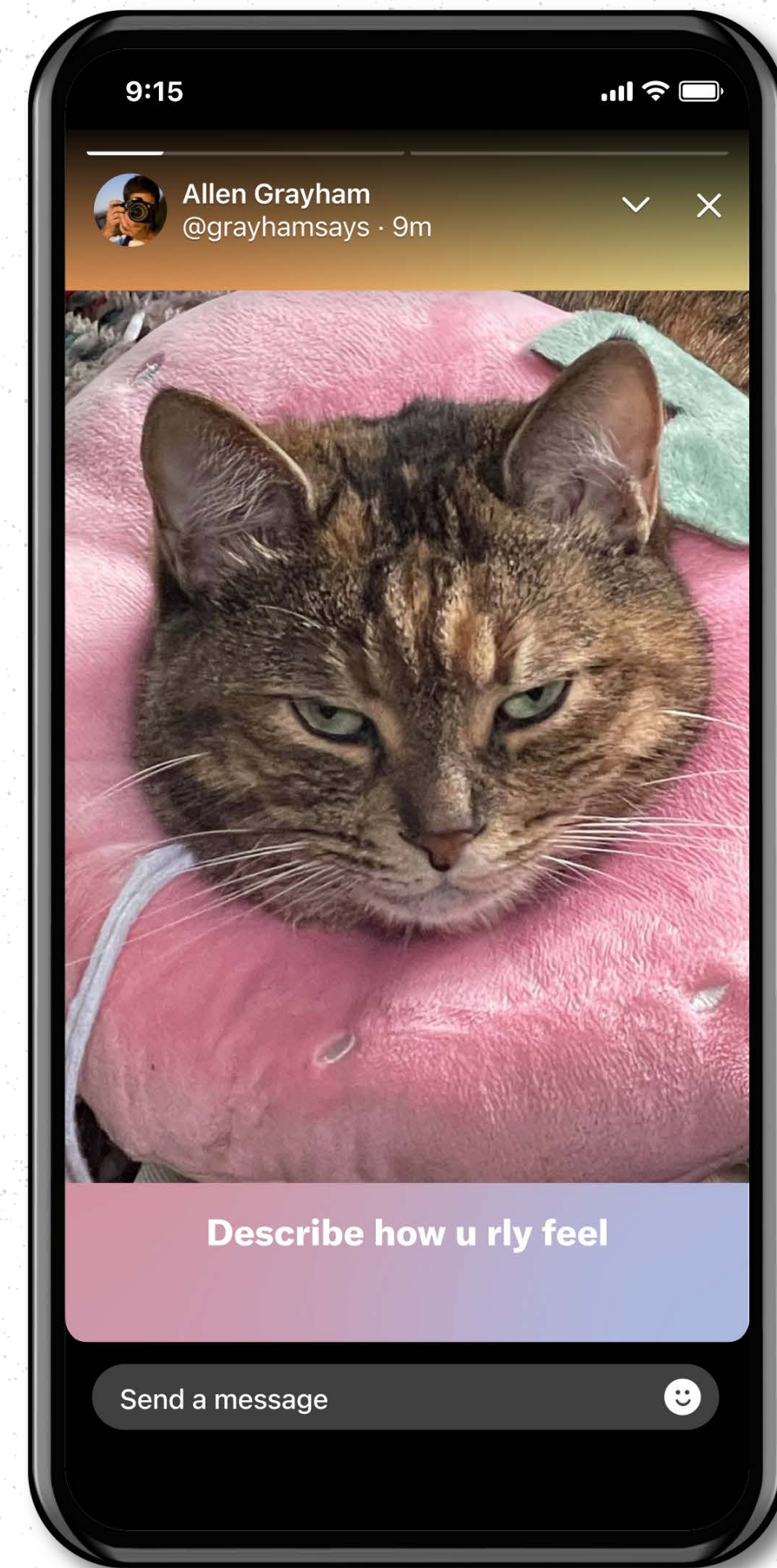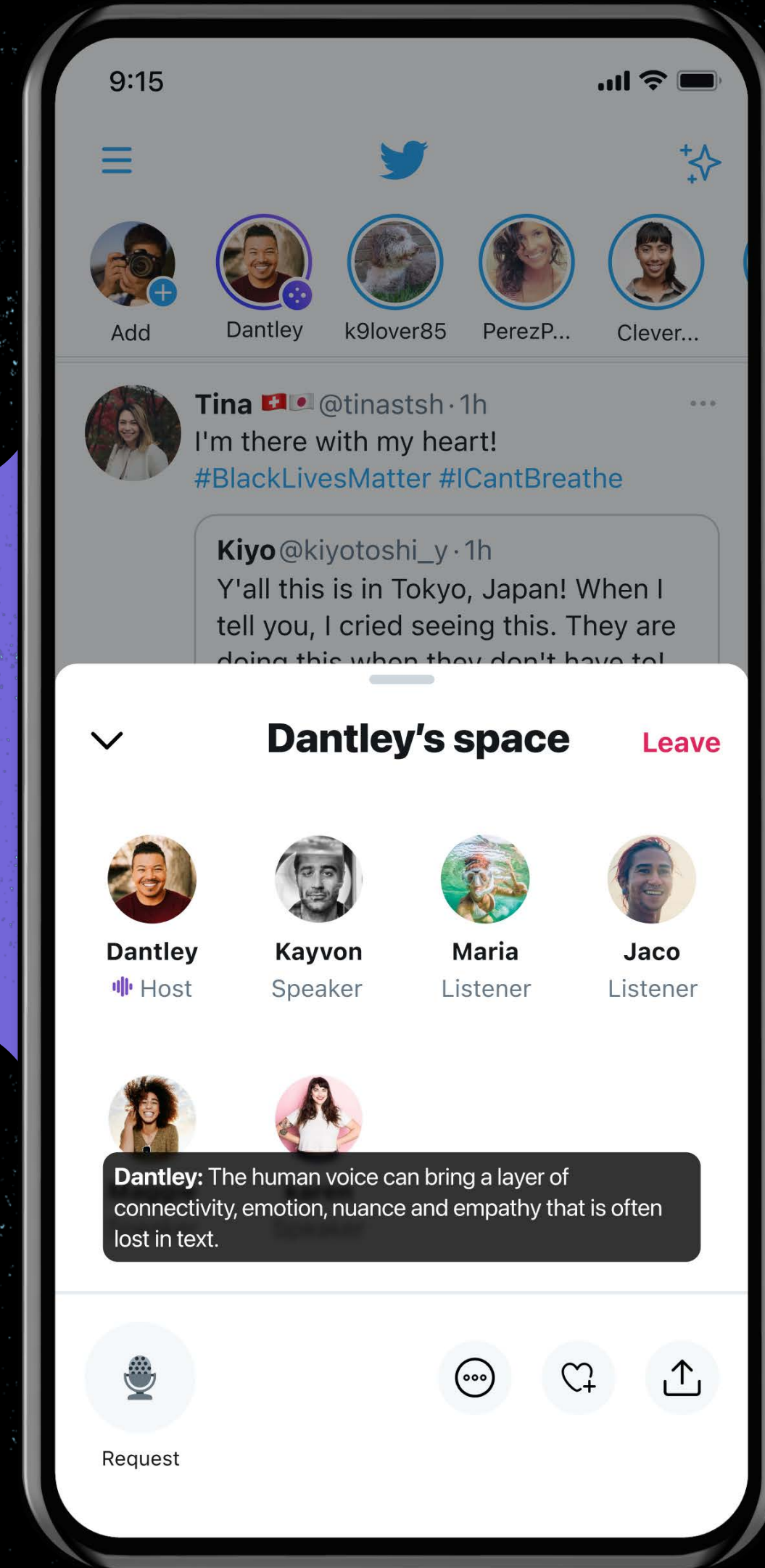

85%

OF FLEETS ARE
PHOTOS OR VIDEOS

WHAT'S NEXT

NEW CAPABILITIES AND INCENTIVES FOR CONTENT CREATION

WHAT'S NEXT

SPACES

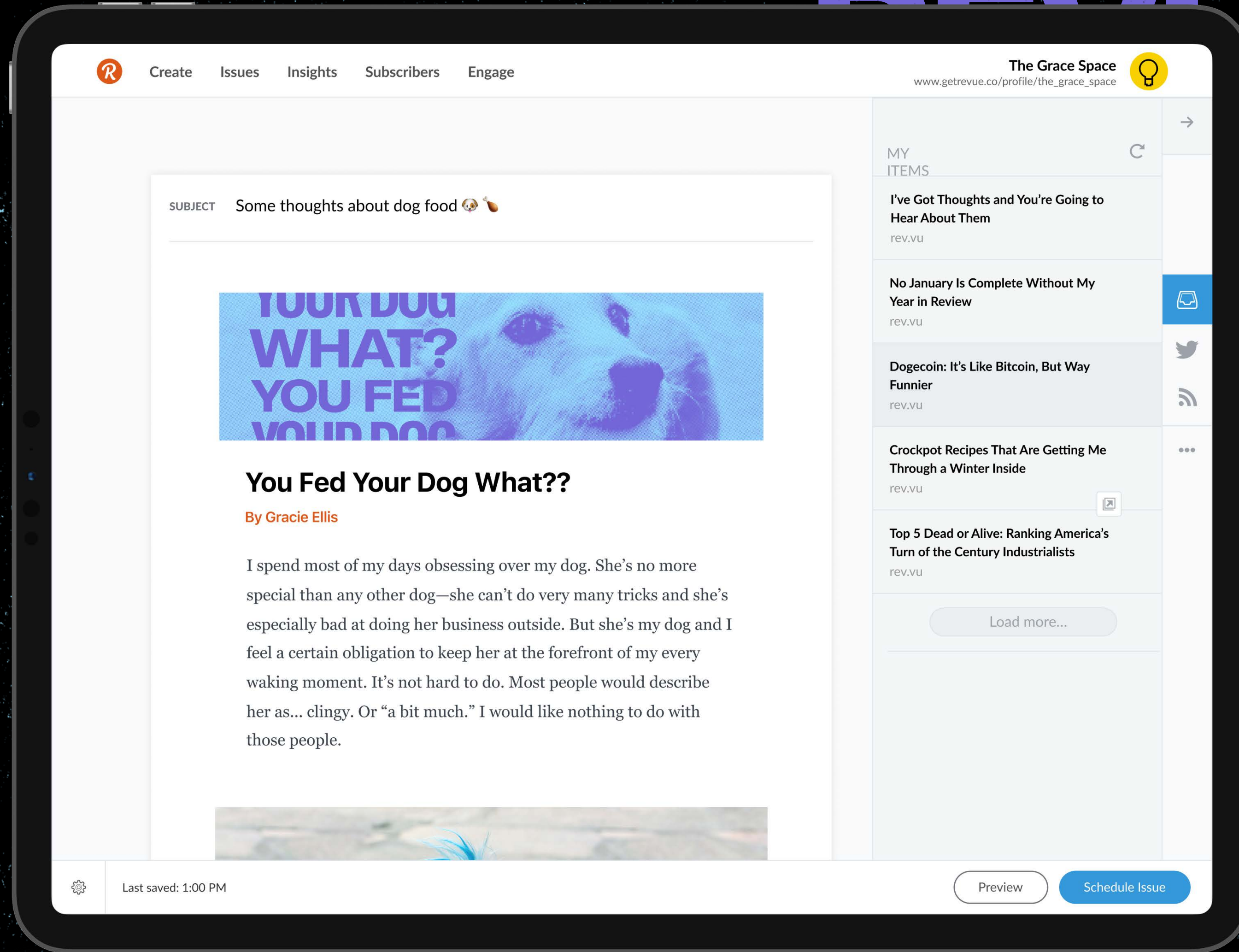With Spaces, we provide people with a new way to connect directly in an intimate conversation space using their voice.
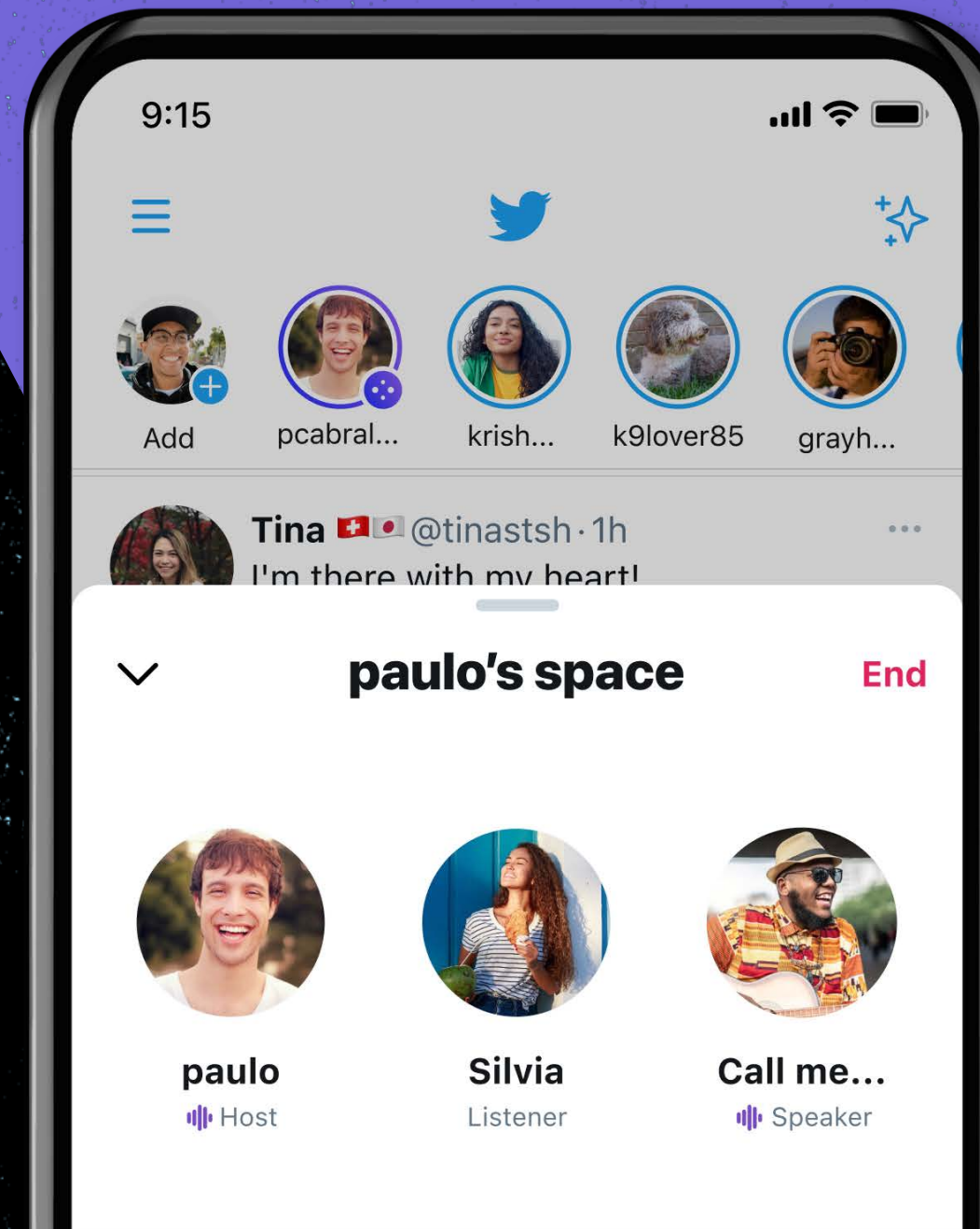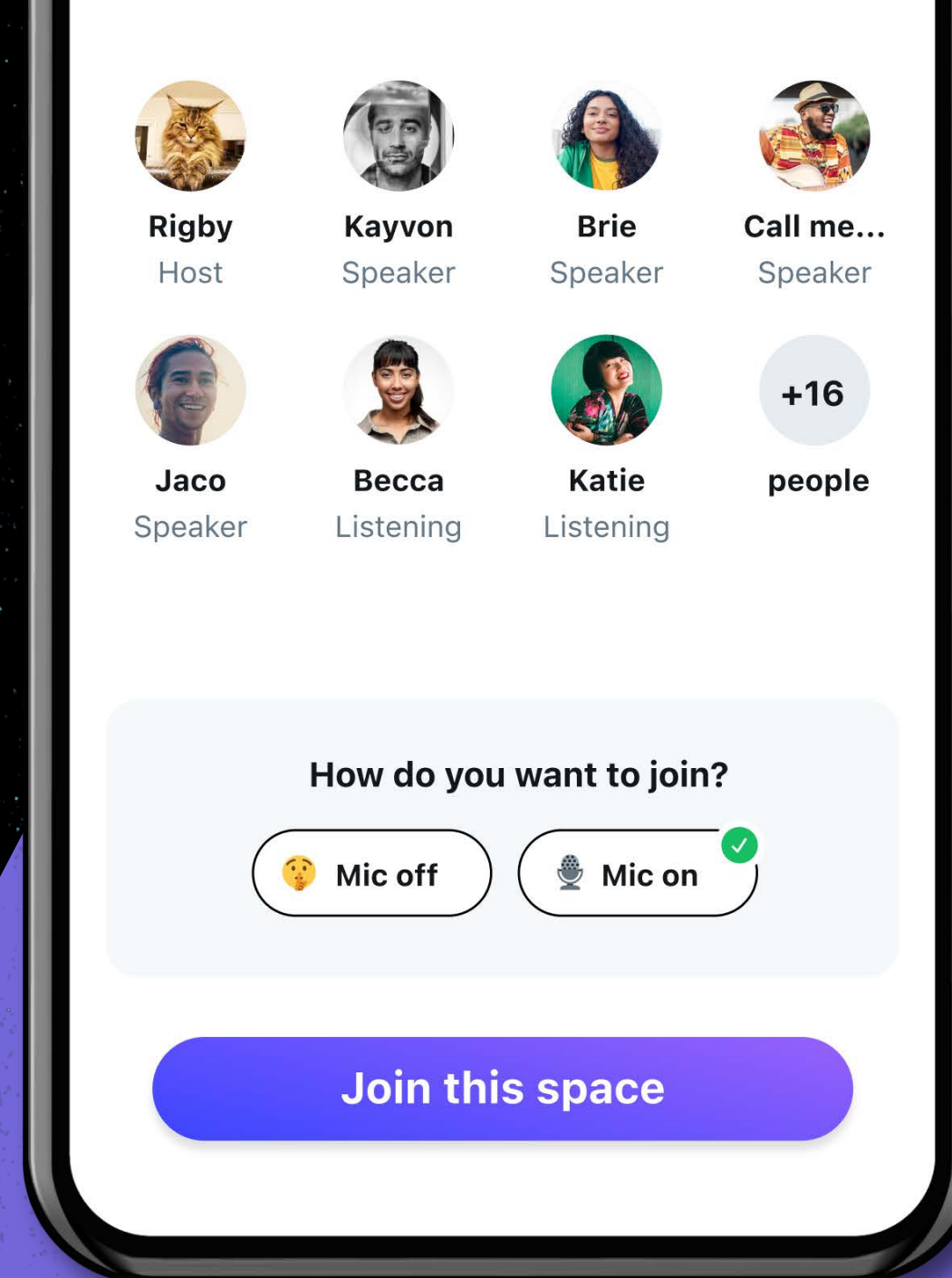
WHAT'S NEXT

REVUE

Revue enables writers to publish paid or free newsletters to their audience, enabling these creators to use longform writing to grow and monetize their followings.
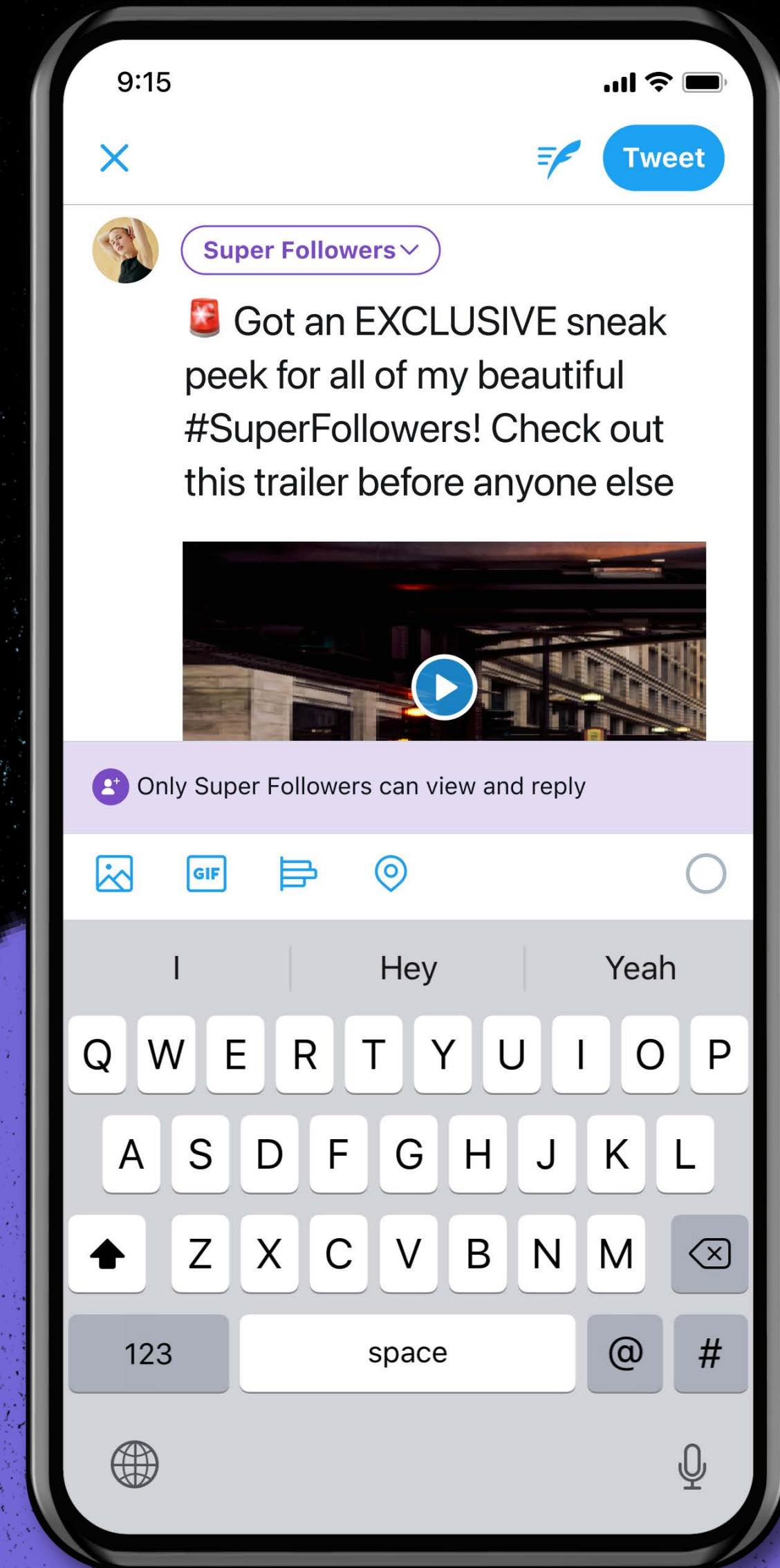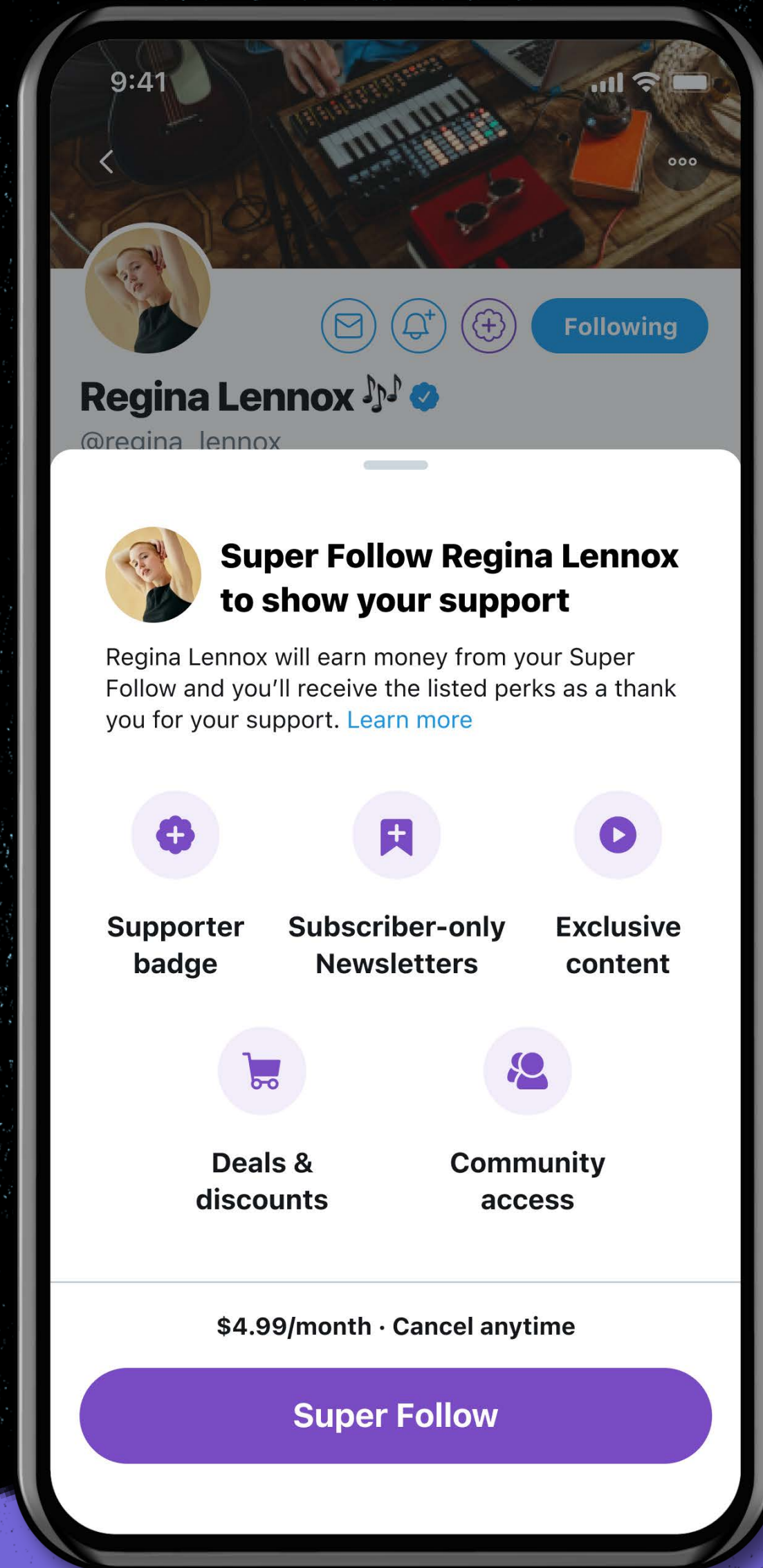
WHAT'S NEXT

SUPER FOLLOWS

We're rethinking incentives and exploring solutions to provide monetary incentive models for Creators and Publishers to be directly supported by their audience.

We won't be venturing on this journey alone

We'll also partner with third-party developers who will also contribute to the creativity and functionality on our platform. Some of the most impactful features on Twitter came from a very passionate developer community.

As we evolve our platform, you'll see developers introduce everything from new tools for moderation to expressive creative formats.
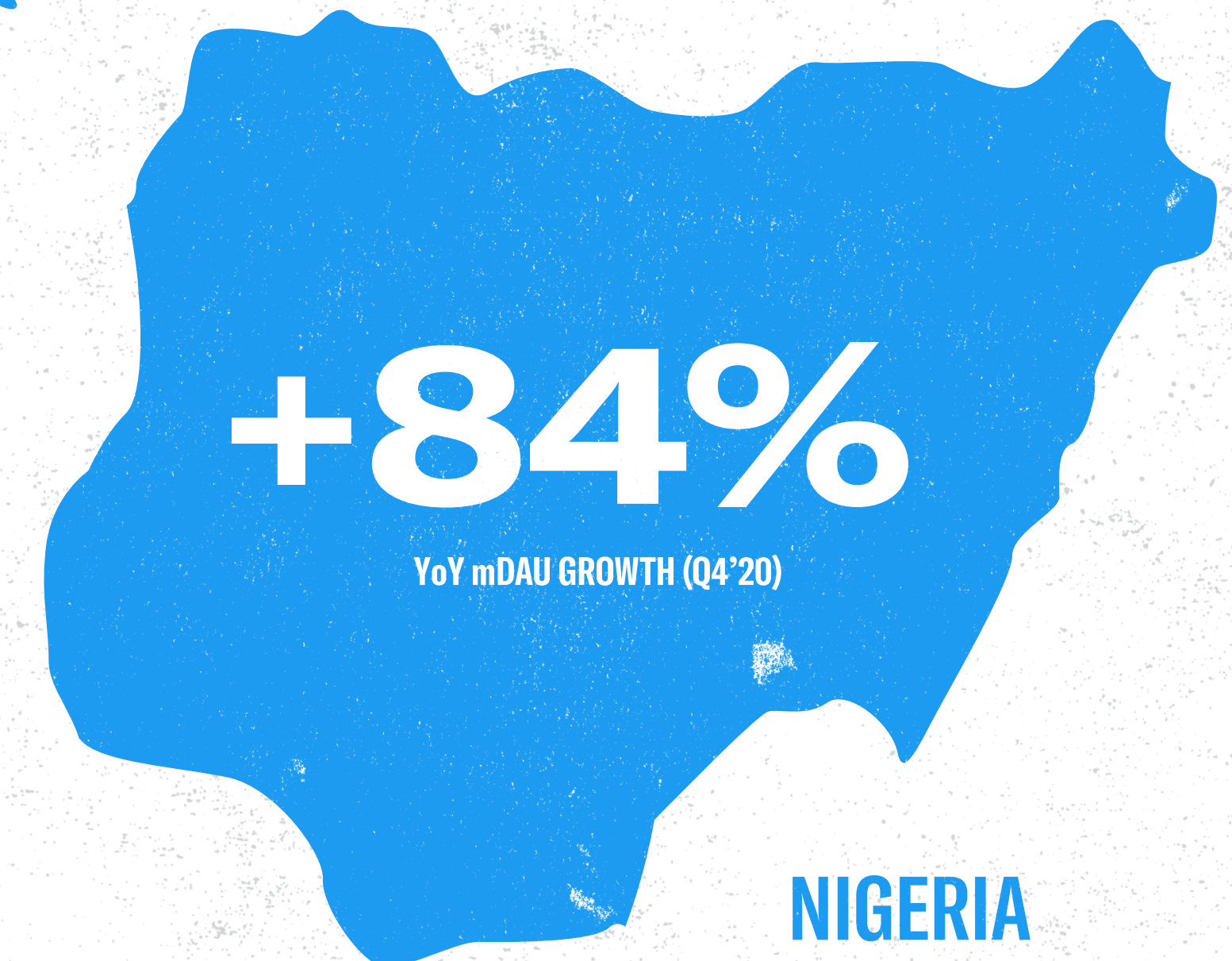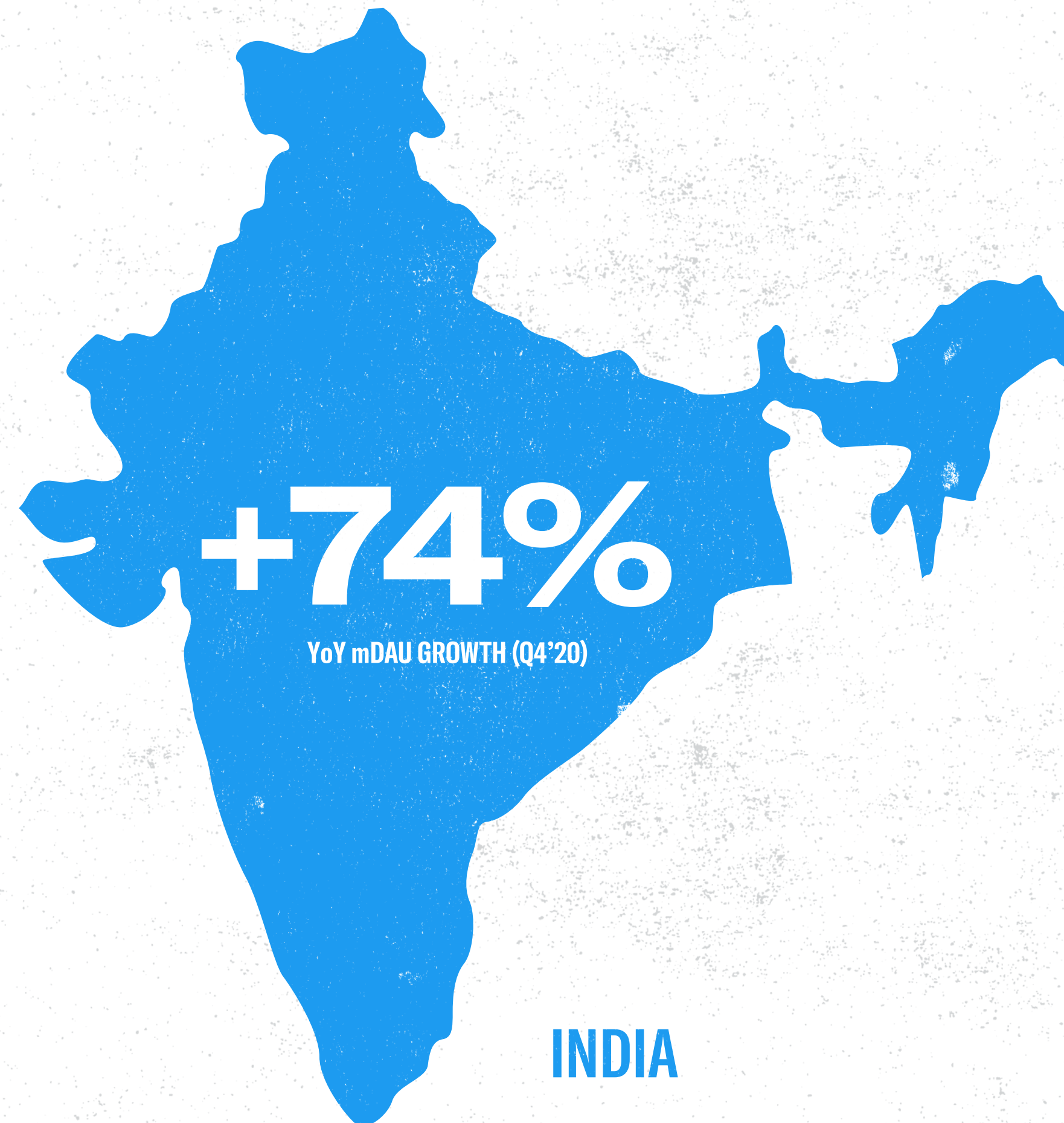
GETTING TO SUCCESS

NEW MARKETS

In order to achieve our ambitions, we need to grow Twitter in developing markets. Regions like India and Nigeria are great examples where we see very promising growth rates.

RECENT HIGHLIGHTS

+74%
YoY mDAU GROWTH (Q4'20)

INDIA

+84%
YoY mDAU GROWTH (Q4'20)

NIGERIA

OUR GOAL

315M
OR MORE mDAU IN
Q4 OF 2023

~20%
CAGR FROM BASE OF 152M
mDAU IN Q4'19

The 2023 mDAU goals presented here are based on our current roadmap and are contingent upon many factors, including our own execution and various market conditions. These goals illustrate our current thinking on these objectives and are subject to various risks and uncertainties. Over time, we may also modify our goals or pursue alternative objectives and strategies.

HOW WE'LL GET THERE

Improve our product experience
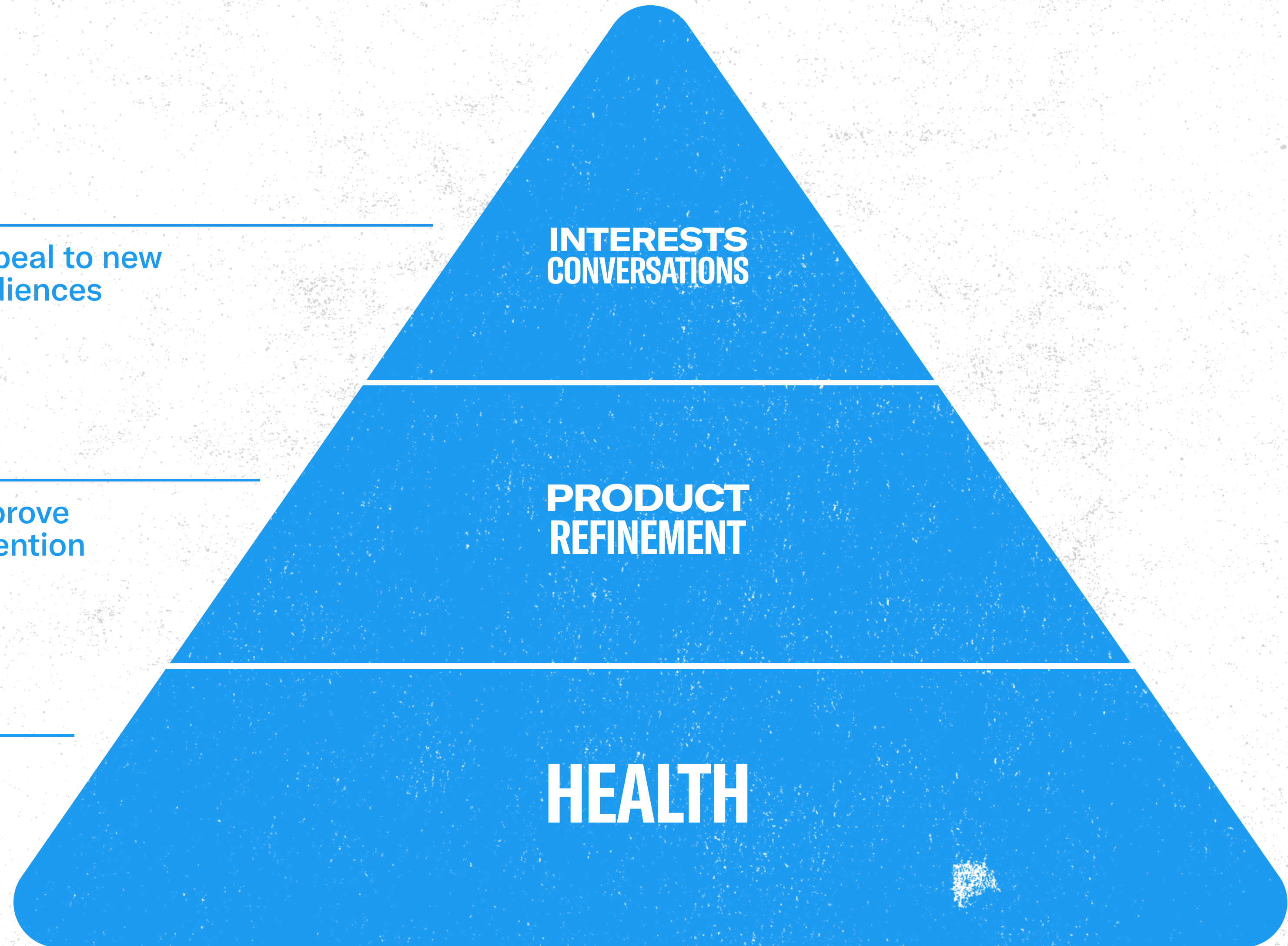
Appeal to new audiences

Increase top of funnel

Improve retention

Keep consumers safe to participate in the public conversation

INTERESTS
CONVERSATIONS

PRODUCT
REFINEMENT

HEALTH

INCREASING OUR PACE

Over these last couple years, we've been evolving the product in more transformational ways, solving bigger problems for our customers, and moving way faster than we have before.

Q1 2018   Q2 2018   Q3 2018   Q4 2018   Q1 2019   Q2 2019   Q3 2019   Q4 2019   Q1 2020   Q2 2020   Q3 2020   Q4 2020