Twitter

Value Proposition: Participate in the global conversation in real time.

Founder(s) and Start Date: Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass, 2006

Historical Milestones:

- First sketch of Twitter completed in March 2006
- First tweet sent March 21, 2006
- Hashtag debuted in August 2007
- Promoted tweets, promoted trends, and promoted accounts launched in 2010
- Twitter launched Vine in January 2013
- Twitter announced IPO filing in September 2013

Source of Income:

85% of Twitter's revenue comes from advertising on site

- Advertising is offered in three ways: Promoting a tweet, Promoting a trend, or Promoting an account

Data Licensing is Twitter's second highest source of revenue

- Twitter refers to its public data as the "fire hose" and sells about 500 million tweets a day

User-Generated Content: Users are able to post text, photo, video, and live streams.

Benefits for Users: Over 316 million people are able to interact with friends, family, celebrities, politicians, and peers across the globe in real time. Global trending topics spark conversation, slacktivism, and often outrage among individuals, groups, and organizations.

Largest User Demographics: under 50, college educated, non-white

Analytics: Twitter has an Analytics site that any user or organization can access. Tweet success is measured in *impressions*, or the number of unique viewers who were exposed to your tweet. Engagement, link clicks, retweets, likes, and replies are all able to be measured in detail.

Further Reading:

- About Twitter
- Twitter Stock Fluctuations
- Twitter Investor Relations
- Pew Research Social Media Update (2013)
- How Does Twitter Make Money?