Healthy Participation: Consumer Product Priorities

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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.

mDAU YoY in Q4 2018: +11M
mDAU YoY in Q4 2019: +26M
mDAU YoY in Q4 2020: +40M
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.
“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.

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 strict threat and glorification of violence policies.

Terrorism/Extremist. 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 invite 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, color, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. Learn more.

Sensitivities. Including graphic violence and adult content. You may not post media that is excessively gory or shows explicit or adult content within live videos or in profile or header images. Media depicting sexual violence and/or sexual 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 purposes 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

Privacy information. You may not publish or post other people’s private information (such as home phone numbers and addresses) 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 manipulate or disrupt people’s experiences on Twitter. Learn more.

Fake accounts. 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 misled people about what, when, or how to participate in a civic process. Learn more.

Immateriality. You may not impersonate individuals, groups, or organizations in a manner that is intended to confuse, confound, or defraud 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.

+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.

-85%

ESTIMATED REDUCTION IN ABUSIVE REPLIES

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

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

Tweet with notes

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

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.
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.

#SocialJustice
We are stronger together. Organize, strategize, plan, and march. This is where we unite and work to make real change in the world.
300K Members, 28 people you know

Crazy for Cats
Great cats or the greatest cats? Let’s get together and share our love for the little furballs in our lives.
1.8K Members, 8 people you know

Plant Parents
We all love our little green babies lol. We’re here to trade tips and tricks and offer up support when things go a little less than perfectly.
978 Members, 3 people you know

Surf Gurlz
From dawn patrols, to late night surf sessions, and all the waves in between, we’re here to help each other catch the next big one.
2.6K Members, 8 people you know
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.
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.

Some thoughts about dog food 😊

You Fed Your Dog What??

By Gracie Ellis

I spend most of my days obsessing over my dog. She’s no more special than any other dog—she can’t do very many tricks and she’s especially bad at doing her business outside. But she’s my dog and I feel a certain obligation to keep her at the forefront of my every waking moment. It’s not hard to do. Most people would describe her as... clingy. Or “a bit much.” I would like nothing to do with those people.
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
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.