





@sofia



@alex



@gresshaa



@johnathan



@jing

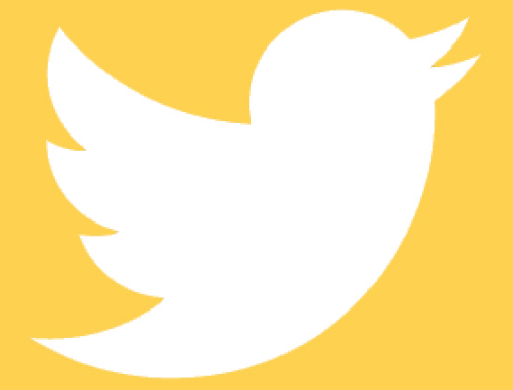


Meet the team

Give everyone the power to create and share ideas and information easily, without barriers.



We believe in free expression and think every voice has the power to impact the world.



Share without barriers
Free expression
Every voice has a power



**How can we create culture
and conversation using
Instagram?**



facebook 

294 posts

2.9m followers

8 following

Facebook Give people the power to build community and bring the world closer together. www.facebook.com



linkedin 

501 posts

238k followers

25 following

LinkedIn Finding the right job begins with your connections. Get started on LinkedIn. #TheWayIn



Competitive Landscape



twitter

75 posts

307k followers

0 following

Twitter See what's happening in the world and what people are talking about right now. Join the conversation, on Twitter. [twtr.com/WhatsHappening](https://twitter.com/WhatsHappening)



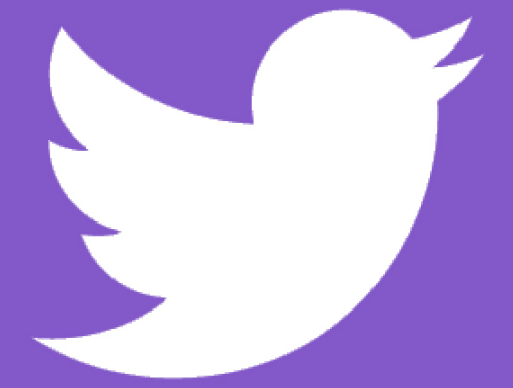
twitter

120 posts

900k followers

0 following

Twitter See what's happening in the world and what people are talking about right now. Join the conversation, on Twitter. [twtr.com/WhatsHappening](https://twitter.com/WhatsHappening)



Now & the Future



twitter

75 posts

307k followers

0 following

Twitter See what's happening in the world and what people are talking about right now. Join the conversation, on Twitter. [twtr.com/WhatsHappening](https://twitter.com/WhatsHappening)



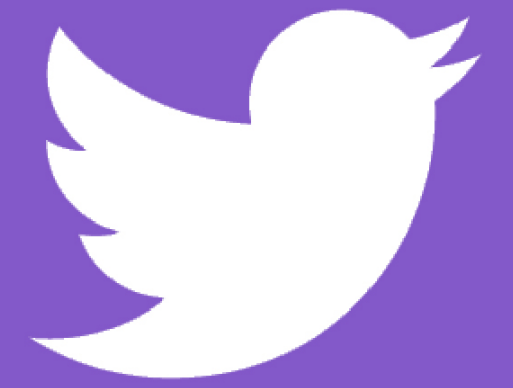
twitter

120 posts

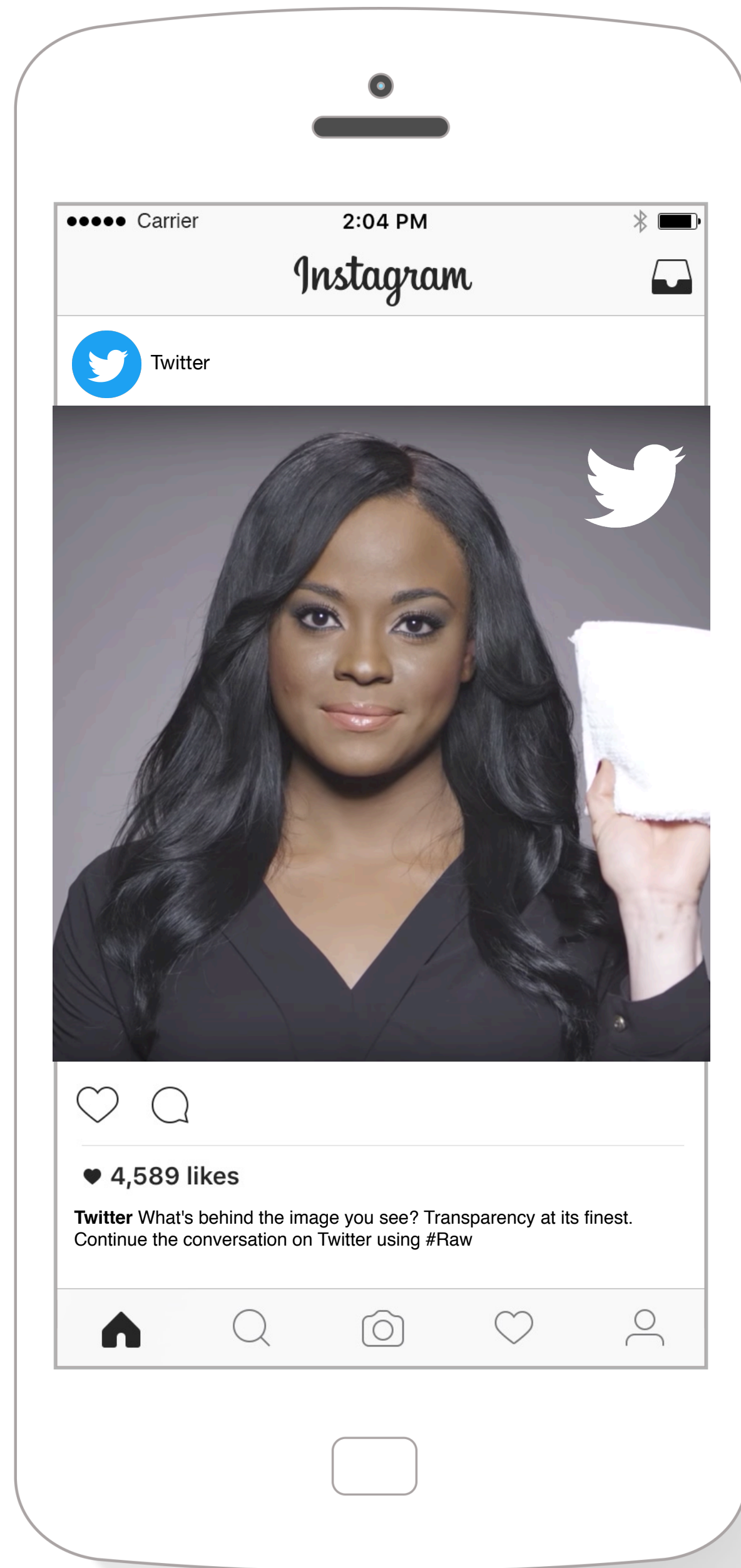
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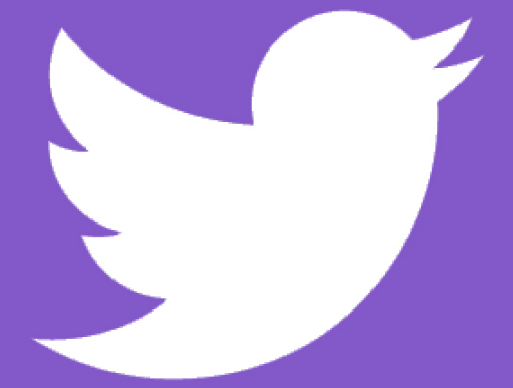


Now & the Future



Goal: To create a culture of inclusion and acceptance of diverse people and their views.

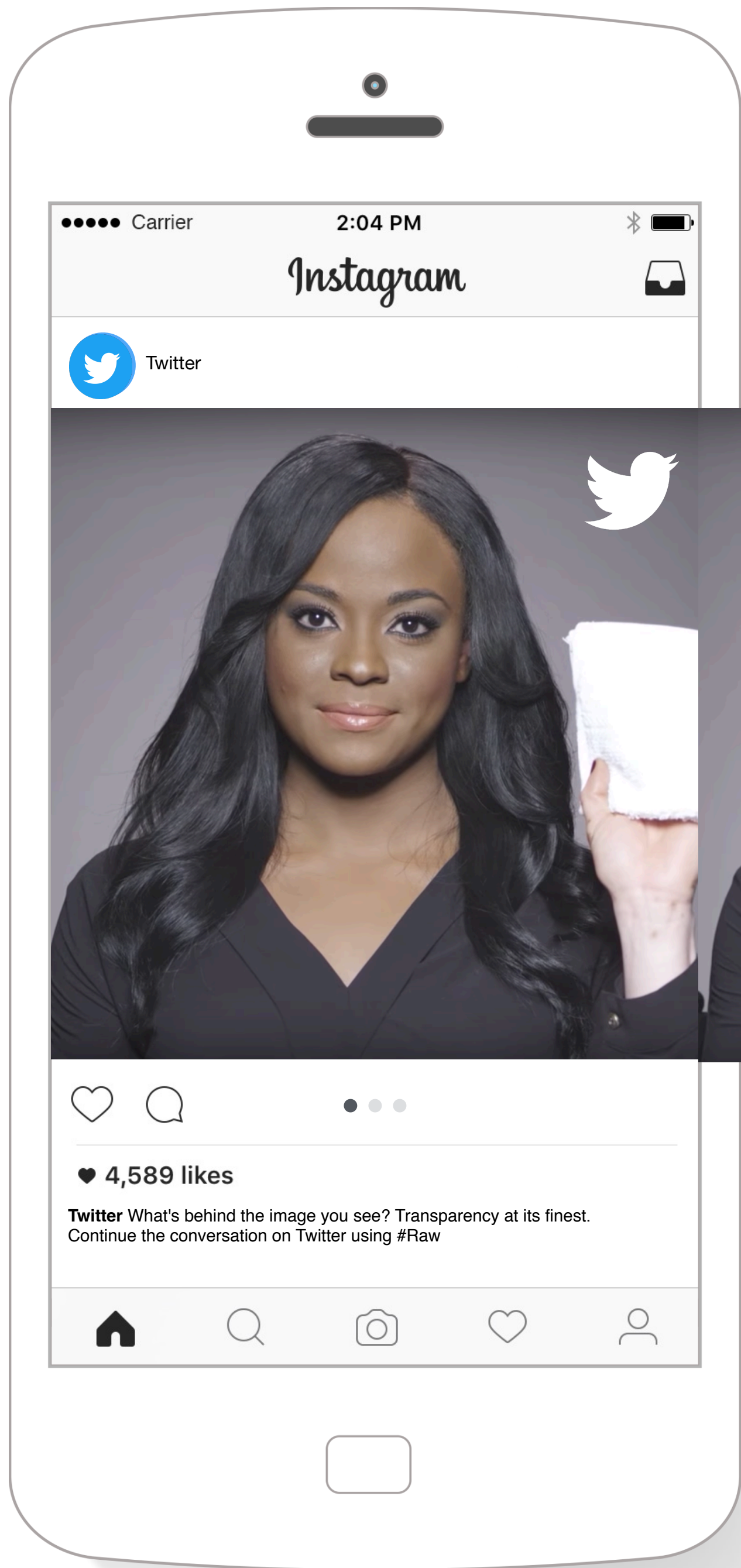
Ripple: Will prompt users to post the real version of themselves, empowering others as well as themselves.



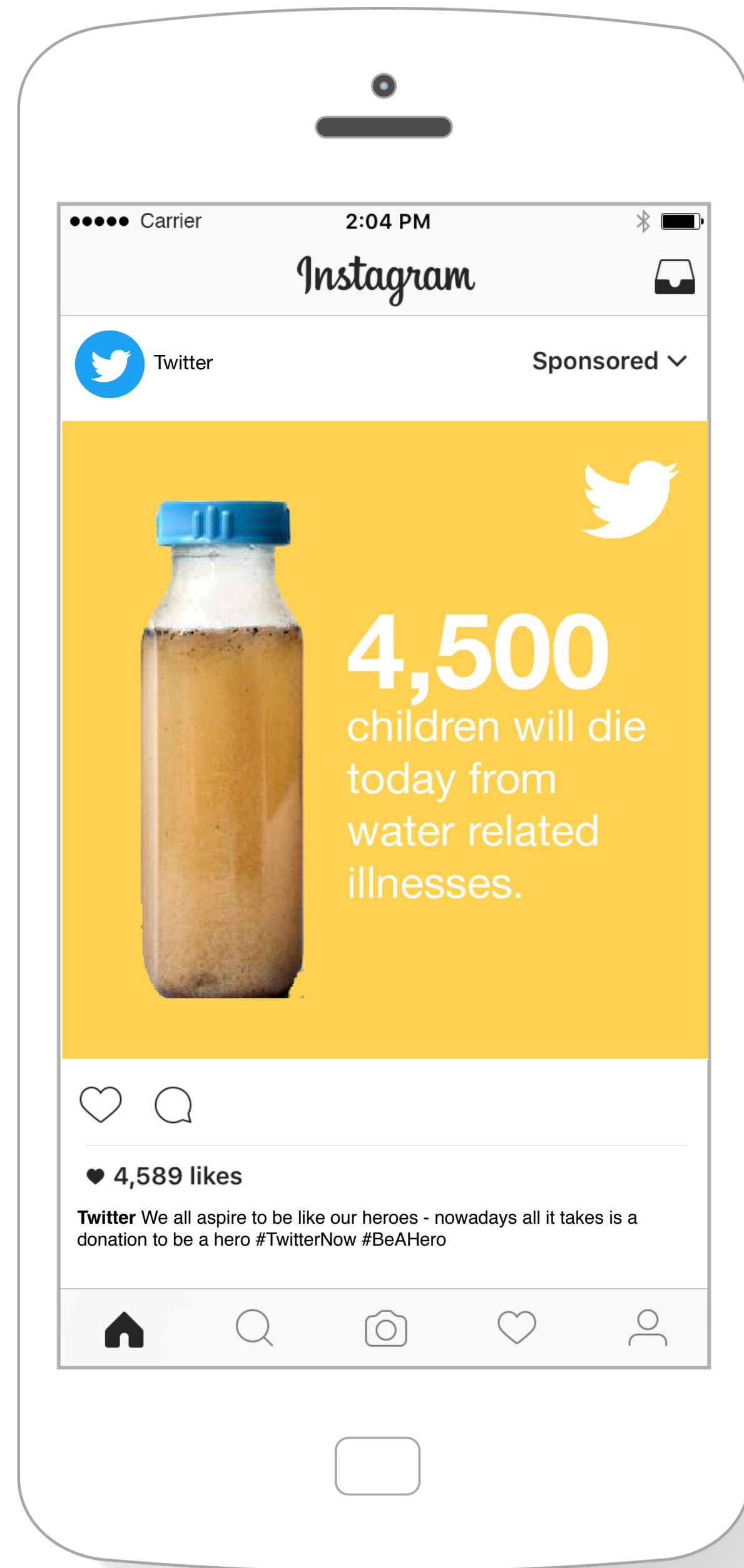
#TwitterRaw

transparent, genuine, unscripted





#Raw



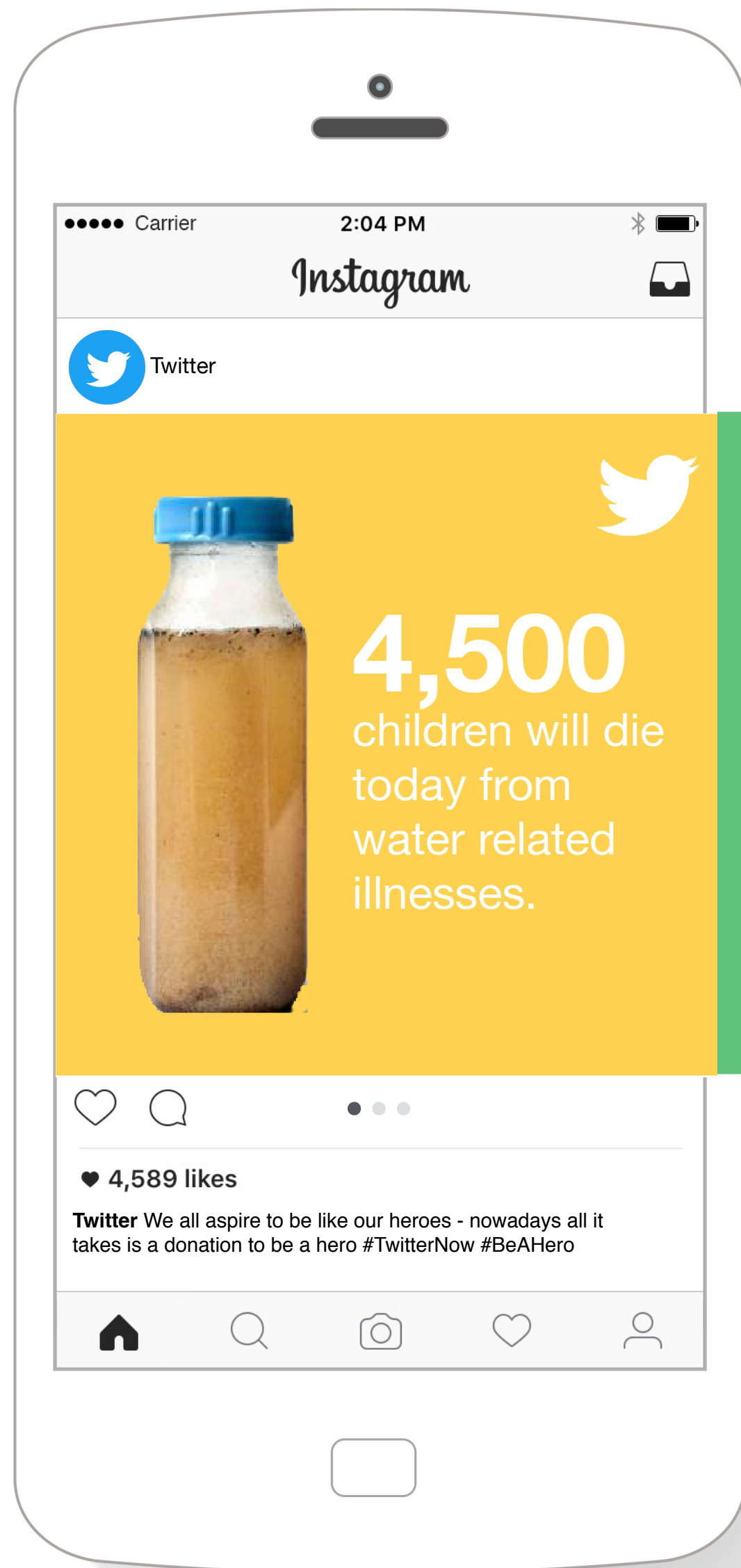
Goal: To enable users to help those in need and show how easy it is to be a hero.

Ripple: Will empower people to talk about causes they care about.



#TwitterNow

emotional, uplifting, empowering



Carrier 2:04 PM Instagram



4,500
children will die today from water related illnesses.

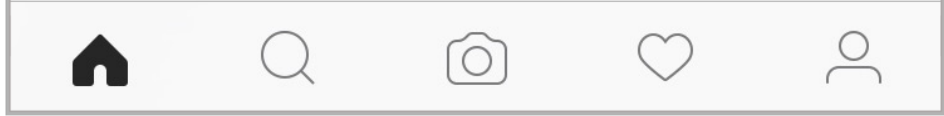
14M
Population of Cambodia

33%
Lack access to clean water

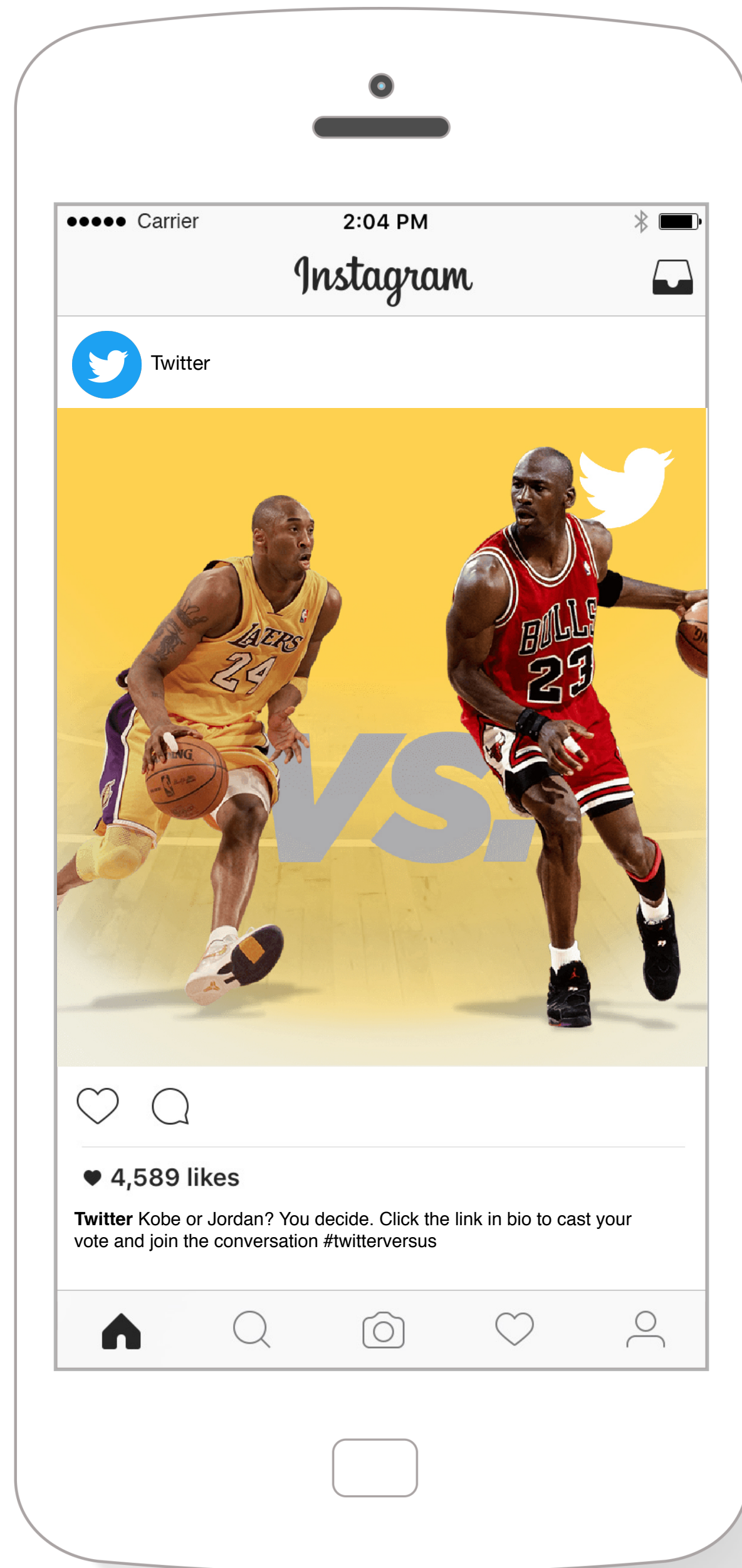
67%
Lack access to sanitation

4,589 likes

Twitter We all aspire to be like our heroes - nowadays all it takes is a donation to be a hero #TwitterNow #BeAHero

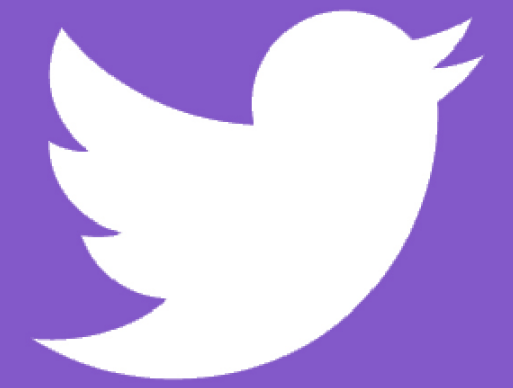


#Now



Goal: To engage users in a fun and conversational way using Twitter polls.

Ripple: Will prompt users to share their opinions openly on hot and exciting topics.



#TwitterVs

engaging, interactive, fun

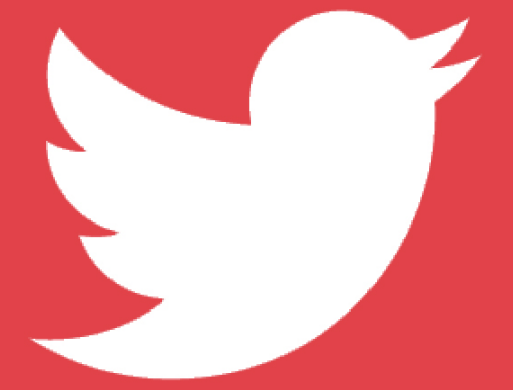
Lightsaber Hashtag

How do YOU celebrate
the new year?

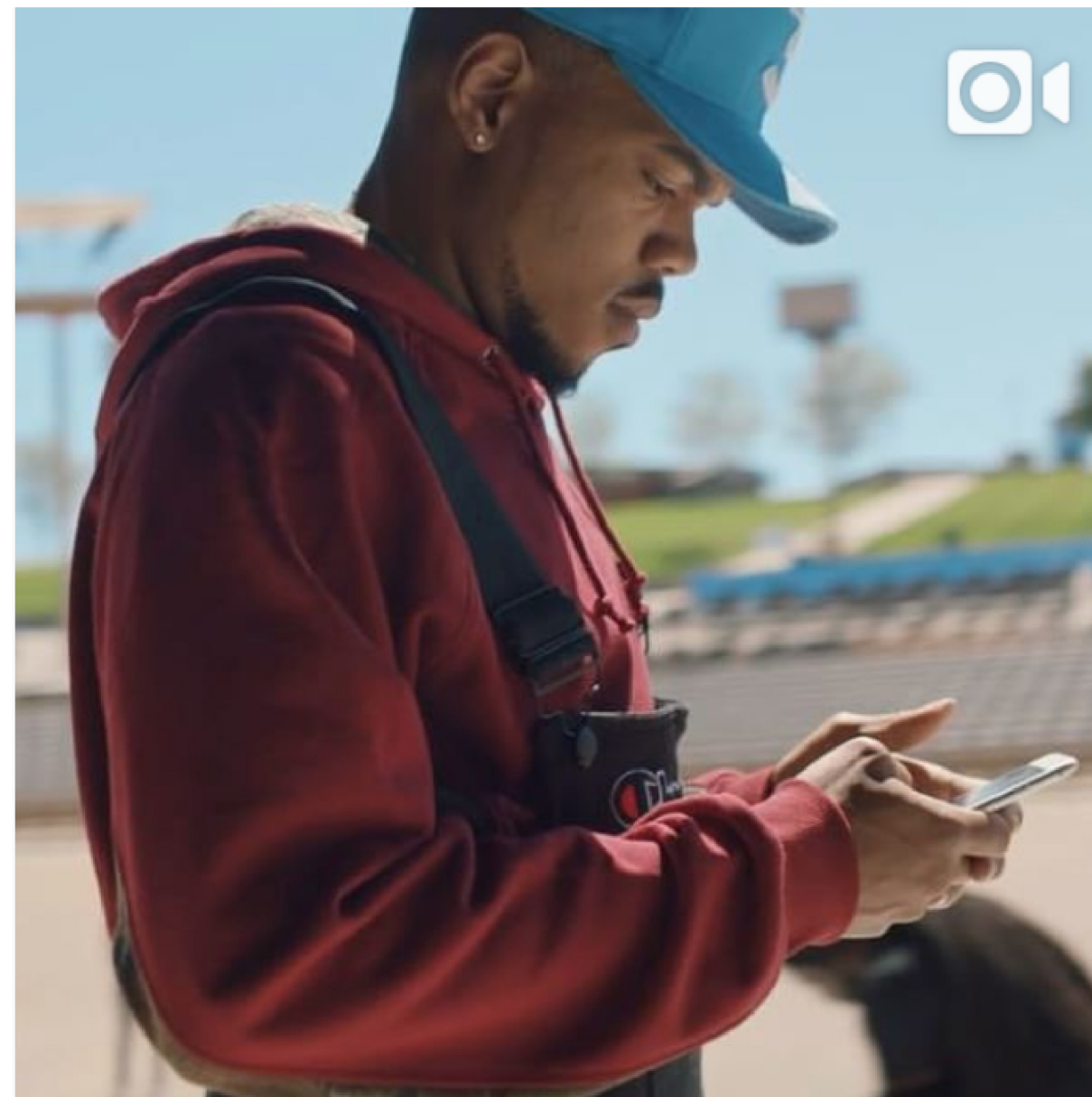


**Future
Opps**

creating conversation in December



Optimize



preview images for videos



Optimize



add sound to videos



Hashtags in captions

Utilizing boomerang

Life at Twitter

Optimize

Create a culture of inclusion by showcasing peoples **raw** side.

Enable the **#BeAHero** movement by allowing users to uplift with a click of a button.

Engage users in a fun and competitive manner using **Twitter Vs.**



Key Takeaways

creating conversation by tapping into authenticity, emotion, and competitiveness.



#questions?