



TWITTER



PARTICIPATE IN THE
GLOBAL INTERACTION IN
REAL TIME

FOUNDED BY: JACK
DORSEY, EVAN WILLIAMS,
BIZ STONE, AND NOAH
GLASS IN 2006

HASHTAG
DEBUTED IN
AUGUST

2007

R
e
v
e
n
u
e



LARGEST USER
DEMOGRAPHICS:
UNDER 50, COLLEGE
EDUCATED, NON-WHITE



TEXT

2010: Promoted tweets,
promoted trends, and
promoted accounts
launched



PHOTO

2013: Twitter launched
Vine and announced IPO
filing



VIDEO



LIVE STREAM

Global trending topics spark
conversation, slacktivism, and often
outrage among individuals, groups,
and organizations.