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Why?

Twitter’s mission is to serve the public conversation.

Twitter’s priority is to improve the health of conversation on the platform.

Media & information literacy and fostering digital citizenship are global challenges.

Together, Twitter and UNESCO can create and amplify resources that improve media & information literacy and encourage digital citizenship.
What we’re doing

- Announcement of partnership
- Emojis to encourage conversation
- Ads for Good
- Amplification through Twitter
- Co-authoring: 'Teaching & Learning with Twitter’
#MILCities

#ThinkBeforeSharing
Ads for Good

Distribution of $5,000 advertising grants to UNESCO global network of nonprofit partners
Amplification

Twitter Nonprofits
@Nonprofits
Highlighting great uses of @Twitter in the foundation & non-profit communities. For press inquiries, please contact press@twitter.com.

396 Following 3.3M Followers

Twitter Public Policy
@Policy
The voice of Twitter’s global public policy team
Joined November 2010
73 Following 304.3K Followers
Teaching and Learning with Twitter

For who
• Teachers
• Educators
• Parents

Contents
• Global Citizenship
• Media & Information Literacy
• Digital Literacy
• Digital Citizenship
• Online Safety
• Classroom Exercises
• Case Studies
Twitter’s offices are generally located in #MILCities. We are open to hosting and participating in events that promote media and information literacy.
What are we doing about conversational health?
Rules & Enforcement
3x enforcement on violators
Conversational Health
Quality Filter

50% Reduction in abuse
Conversational Health

Advanced filters
@TaylorLorenz

Mute notifications from people:
- You don't follow
- Who don't follow you
- With a new account
- Who have a default profile photo
- Who haven't confirmed their email
- Who haven't confirmed their phone number

These filters will not affect notifications from people you follow.

Taylor Lorenz @TaylorLorenz
Pro tip
2:01 PM - Sep 1, 2018
389 75 people are talking about this
Conversational Health

Search Ranking

↓ 10%

Spam reports
Reply Ranking

↓ 5%

Abuse reports from replies (English)
We are excited to announce that Twitter has selected two partner groups to measure the health of the public conversation.

After thoroughly reviewing all 230+ @Twitter Health proposals, we narrowed down to the final five. We will be following up with these groups for more information and will provide our selections in the weeks ahead.
9.9M accounts challenged per week

214% increased enforcement year-over-year
Decline in daily spam reports

↓ 32%
Concepts We’re Exploring
Public Feedback
Twitter Trust and Safety Council

- Spunout.ie
- PantallasAmigas
- European Schoolnet
- Anti-Bullying
- Childnet International
- INHOPE
- International Association of Internet Hotlines
- INACH
- Samaritans
- IWF
- e-Enfance

Twitter – Commercially Confidential
OFFICIAL SENSITIVE
#ThankYou

@Policy | @Nonprofits