

Twitter & UNESCO

Media & Information Literacy
Digital Citizenship



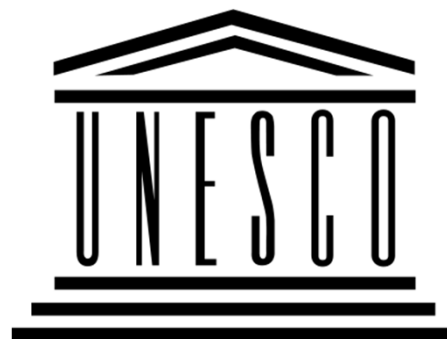


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Why



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.

📍 Twitter 🗓️ Born on 1 March 📅 Joined June 2010

396 Following 3.3M Followers



Following



Twitter Public Policy ✓

@Policy

The voice of Twitter's global public policy team

📅 Joined November 2010

73 Following 304.3K Followers



Following

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



Event

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



 Rules &
Enforcement

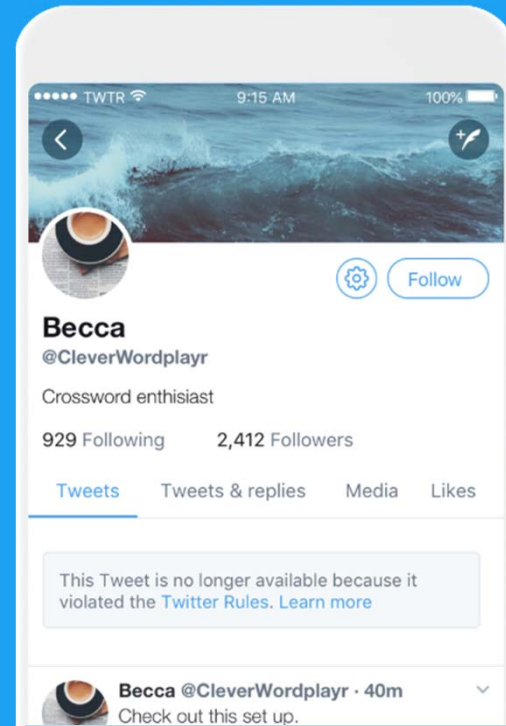
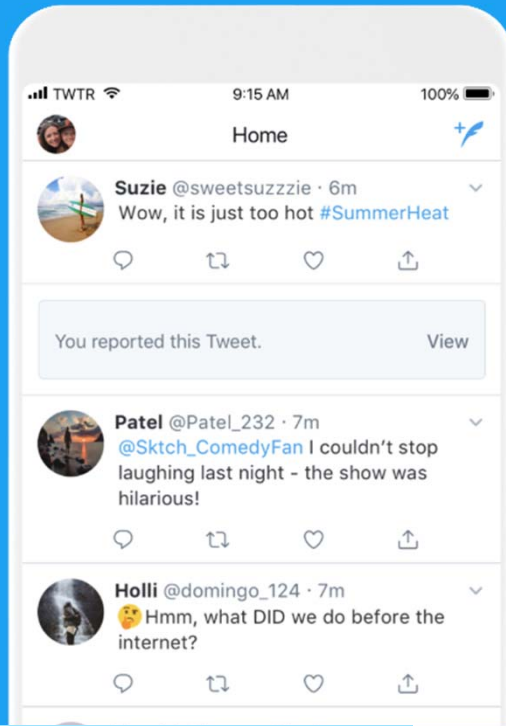
The icon for Rules & Enforcement, featuring a white shield with a blue checkmark and a blue eye, is located to the left of the text.

↑ 3x enforcement
on violators

The text is displayed in a large, white, sans-serif font. The '3x' is significantly larger than the other elements, and the '↑' is positioned to the left of the '3x'.



Rules & Enforcement



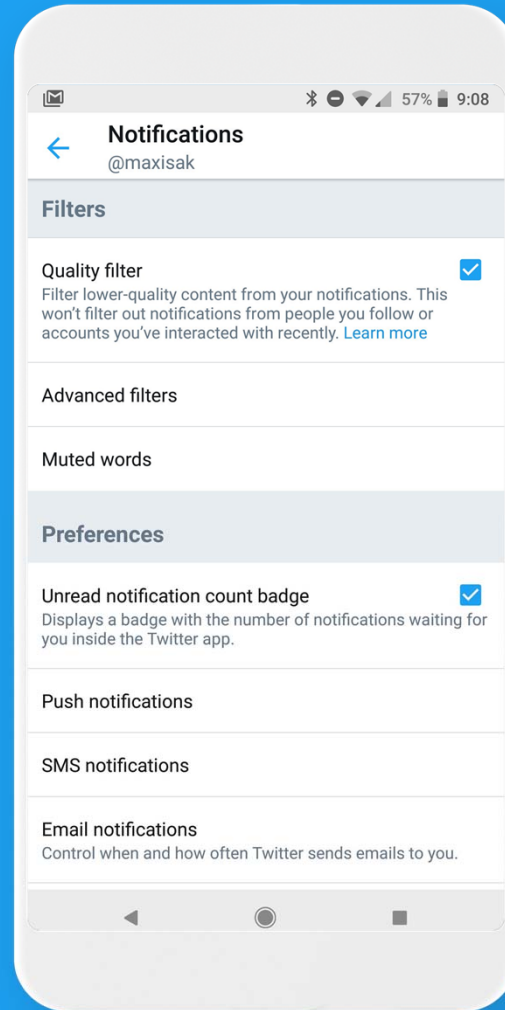


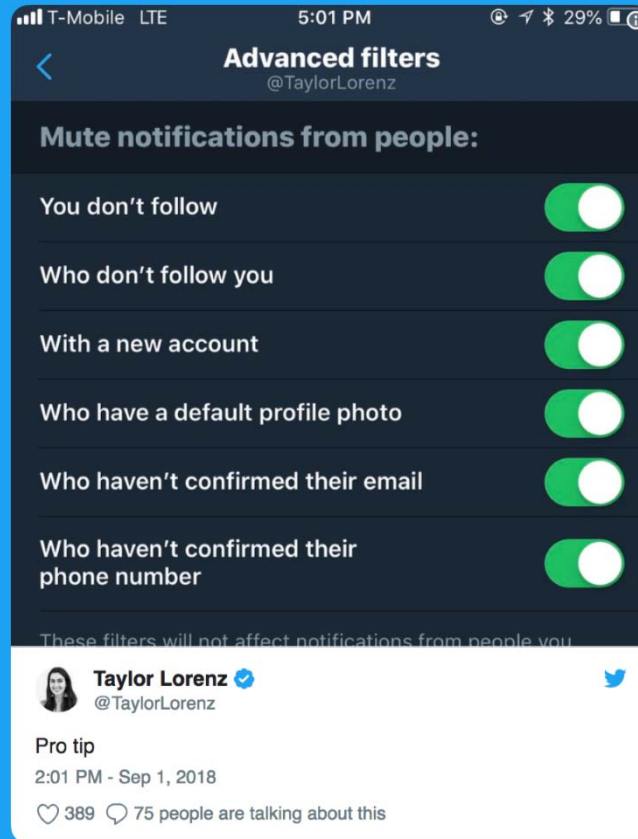
Conversational Health



Conversational
Health

Quality Filter
↓ 50%
Reduction in abuse







Conversational
Health

Search Ranking
↓ 10%
Spam reports

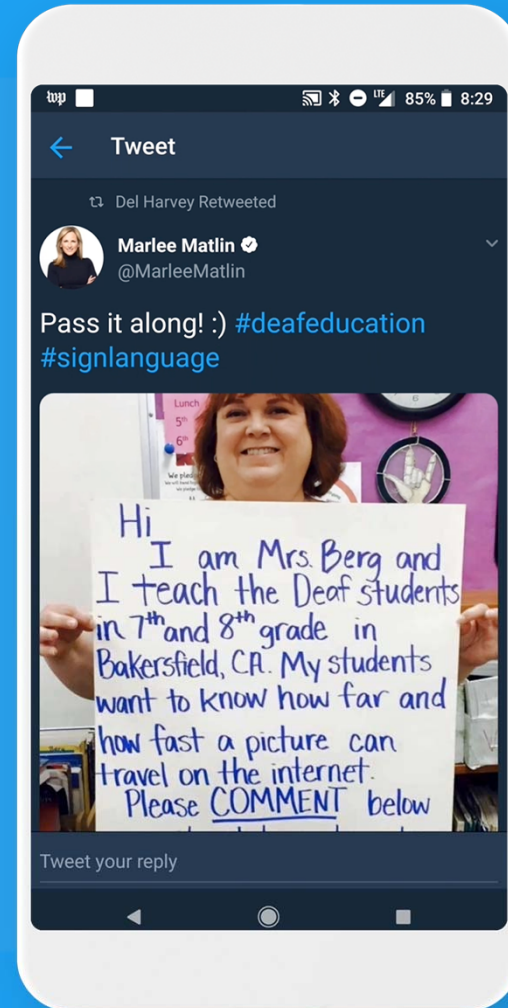




Reply Ranking

↓ 5%

Abuse reports from replies (English)





Gasca 🔥🦉
@gasca



We are excited to announce that Twitter has selected two partner groups to measure the health of the public conversation
1/

Gasca 🔥🦉 @gasca
Replying to @gasca

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... 2/

🤍 134 6:19 AM - Jul 30, 2018

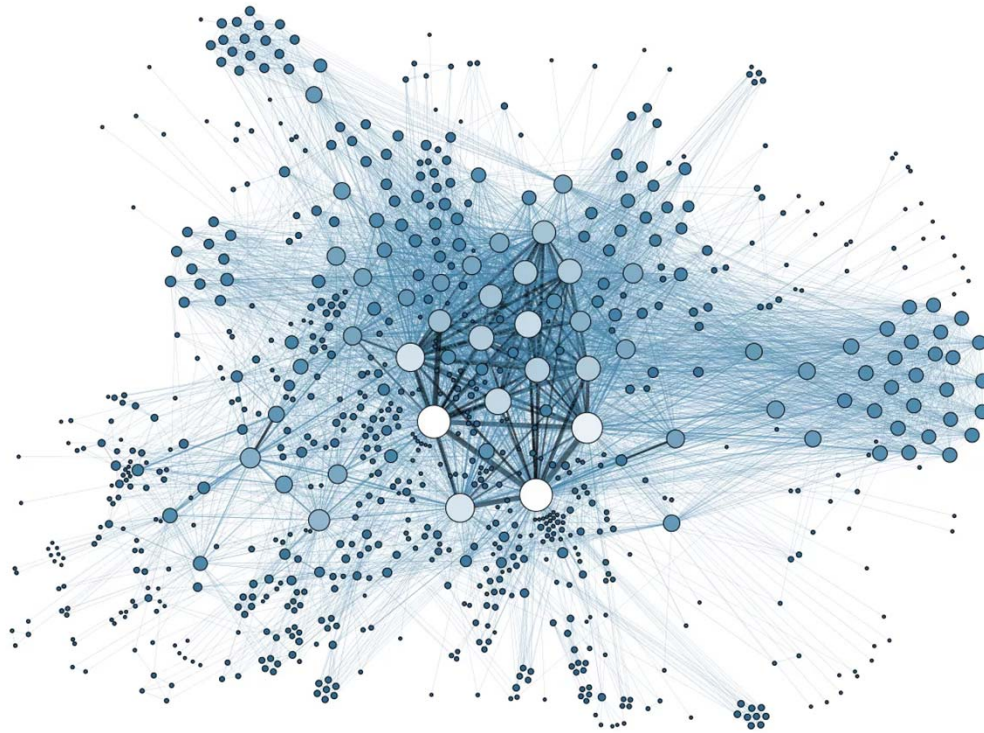




Information Integrity



Informational
Integrity





Information
Integrity



9.9M

accounts challenged
per week

214%

increased enforcement
year-over-year



↓ 32%

Decline in
daily
spam reports



Concepts We're Exploring



Public Feedback





Twitter Trust and Safety Council



Twitter - Commercially Confidential
OFFICIAL SENSITIVE

#ThankYou

@Policy | @Nonprofits

