



Twitter Report: Staying safe and informed on Twitter during COVID-19

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Executive Summary

As the global community faces the COVID-19 pandemic together, Twitter is helping people find reliable information, connect with others, follow what's happening in real time, and commit to safe behaviours, from washing hands to wearing a mask. Twitter has an important role to play as a place for good faith public debate and discussion around critical public health matters.

A year since coronavirus swept the world as we know it off its feet, and billions of conversations related to the pandemic have taken place on Twitter. From conversations that connected people to valuable information and resources, to people coming together to share their experiences, Twitter has become one of the largest repositories of public data to understand context, perceptions, and the evolution of discussions around COVID-19.

Throughout these unprecedented times, Twitter has continued to adapt and update our policies and enforcement, as well as increase transparency and share more data to ensure experts and the public can better analyse how discussion around COVID-19 continues to evolve. We have kept an updated blog with all relevant information on Twitter's efforts [covid19.twitter.com](https://twitter.com/covid19) and to date, **over 160 million people have visited the COVID-19 curated page, over two billion times.**

Below is an overview of the measures we have taken to protect the health of the public conversation while ensuring we are a collaborative and open partner in endeavours to address the challenging and changing online and offline issues society is facing.

May updates

- We challenged¹ 1,743 accounts, **suspended 185 accounts**, and **removed 5,147 pieces of content globally** in the month of May.²
- **745 Promoted Tweets violated our COVID-19 advertising policy.** They were halted and **removed from promotion** according to our policy. It is estimated that about 96% of the violating content was detected by our automated systems, and approximately 4% was brought into human review and rejected for policy violations.
- In partnership with the International Federation of the Red Cross we launched a campaign to celebrate **World Red Cross and Red Crescent Day** and express gratitude to the Red Cross volunteers and staff who since last year are on the frontline responding to the growing needs of communities affected by the COVID-19 pandemic all around the world.
- During **European Mental Health Week**, we participated in the positive mental health campaign led by our partner and Trust and Safety Council's member Mental Health Europe, which we also supported with an Ads for Good grant. Among other activities, we hosted a [Twitter conversation](#).

¹ We use "anti-spam challenges" to confirm whether a human is in control of an account we suspect is engaging in platform manipulation. For example, we may require the account holder to verify a phone number or email address, or complete a reCAPTCHA test.

² The figures above are raw data, and will be subject to change as they are reviewed for publication in our biannual Transparency Report. We have provided this information well ahead of time as we are committed to providing more transparency on our actions throughout this reporting period.



- We are in the process of **updating the COVID-19 search prompts to include official information on COVID-19 vaccines**, as it is already the case in Denmark, Spain, Ireland and Italy. We will continue this work in partnership with the relevant and willing public health organisations.

Ongoing updates

- Since introducing our COVID-19 guidance last year, we have challenged 11.7 million accounts, suspended 1,340 accounts, and removed over 37,900 Tweets worldwide.
- Our dedicated COVID-19 search prompt feature **has been expanded to over 80 countries worldwide, including 17 EU Member States, and is currently available in 29 languages**. This helps people who search for COVID-19 info find credible, authoritative content at the very top of their search page.
- We currently have **273 prompts active in 99 countries worldwide**, including EU Member States, covering 12 issue areas.
- In over 30 countries, we launched '[Twitter Events Pages](#)' that bring together the latest Tweets from a number of authoritative and trustworthy government, media and civil society sources in local languages. We regularly update these pages to ensure that people are met with credible information on Twitter.
- Every week, we serve around 300 million impressions of content in the [COVID-19 explore tab](#) to over 14 million customers.
- Following the update to our COVID-19 misleading information policy regarding misleading information about vaccines, we will label or place a warning on Tweets that advance unsubstantiated rumors, disputed claims, as well as incomplete or out-of-context information about vaccines. Tweets which advance harmful false or misleading narratives about COVID-19 vaccinations will continue to be removed.
- Throughout the pandemic **we have granted 238 Ads for Good grants**, i.e. pro-bono advertising credit, to nonprofits worldwide.
- Over 100 researchers and developer teams representing 30 different countries were granted access to the [COVID-19 API stream endpoint](#). More than half of them focused on studying disinformation and misinformation around COVID-19, others examined public perceptions, sentiment, and the evolution of people's attitudes about the pandemic over time.

This report contains information on policies, products, philanthropy activities and actions undertaken from 1 to 31 May 2021. Via the following links you can consult the reports submitted in [July](#), [August](#), [September](#), [October](#), [November](#) and [December](#) 2020 as well as in [January](#), [February](#), [March](#) and [April](#) 2021.

Helping people find reliable information

As countries all over Europe are facing a new surge of COVID-19 cases, we continue our efforts to protect the public conversation, elevate sources of reliable information, and build partnerships with governments and non-profit organisations.

In January 2020, before the official designation of the virus and in partnership with national public health agencies and the WHO, we launched a dedicated search prompt feature so that when somebody searches for COVID-19 they are met with credible, authoritative content at the very top of their search



experience. We constantly monitor the conversation on the service to ensure that any keywords, including misspellings, generate the quality search results.

Prompts have been expanded to over 80 countries worldwide and available in 29 languages. In the EU, the prompt is active in: Austria, Belgium, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Netherlands, Poland, Portugal, Spain, Sweden. In Belgium and Finland, a bilingual prompt was created. It is also available in the United Kingdom.

All countries in the EU were contacted and offered the opportunity to launch the prompt. This opportunity still stands.

In over 30 countries, we launched '[Twitter Events Pages](#)' that bring together the latest Tweets from a number of authoritative and trustworthy government, media and civil society sources in local languages.

We continued to elevate the conversation addressing safety and effectiveness of mask wearing with a series of [Twitter Moments](#) in English, Spanish and Portuguese and [marketing campaigns](#) and a [customised emoji](#) that can be activated with the hashtag #WearAMask, which was translated into 20 languages.

Every week, we serve around 300 million impressions of content in the [COVID-19 explore tab](#) to over 14 million people on Twitter. Each of these impressions is an opportunity to keep people better protected and healthy as they navigate rapidly changing circumstances during COVID-19. The [COVID-19 explore tab](#) was recently refreshed with three new features to further help people find accurate and reliable information around COVID-19: PSA Carousel, Topics and Lists.

Public Service Announcement (PSA) Carousel

This feature makes it easier to find reliable information on the safety and efficacy of vaccines as well as on how they work. It allows for multiple Public Service Announcements to be grouped together. People can scroll through them to select one.

COVID-19 Vaccines: Know the facts



Why vaccines are safe



How COVID-19 vaccines are effective



How COVID-19 vaccines work

COVID-19 Topics

We are regularly updating our topics. Those related to COVID-19 include COVID-19 news, COVID-19 government and public officials, COVID-19 experts.



COVID-19: government & public officials



Ursula von der Leyen @vonderleyen · 6h

Today, we are taking measures to speed up approval of adapted #COVID19 vaccines that tackle new variants of the virus.

Faster approval = more vaccines in circulation, and more Europeans protected from the virus.

#HERA Incubator

261 244 1K

COVID-19 Lists

Twitter Lists allow people to customise, organise and prioritise the Tweets they see in their timeline. By clicking on a List, users will be shown a stream of Tweets from only the selected accounts on that List (e.g. health and science organisations, reporters).

Lists about COVID-19, vaccines and more

Follow these lists to discover more voices on some of the key issues during the pandemic



COVID-19: Health news

Here is a collection of health and science media organizations

Twitter Moments @TwitterMoments

Follow



COVID-19: Reporters

A collection of reporters covering the COVID-19 pandemic around the world.

Twitter Moments @TwitterMoments

Follow

COVID-19 Vaccines

Elevating authoritative information on COVID-19 vaccines

To ensure we are surfacing credible public health information on the COVID-19 vaccine, we are working in partnership with EU Member States to update and expand the COVID-19 prompts to provide not only information on COVID-19, but also credible information on COVID-19 vaccines. People looking for terms related to Coronavirus and vaccines will be directed to the dedicated pages on the relevant national public health agency’s website. We’re committed to protecting the health of the public conversation on Twitter — ensuring individuals can find information from authoritative sources is a key part of that mission.

This option can be selected by the national or federal public health agency in every country and has already been implemented in Denmark, Spain, Ireland and Italy.



Ministero della Salute 
@MinisteroSalute

Siamo lieti di continuare la collaborazione con Twitter per aiutare i cittadini in  a trovare informazioni accurate e tempestive su [#COVID19](#) e i [#vaccini](#). Quando si cercano termini relativi a questi argomenti appare il nuovo prompt che li indirizza alle nostre pagine dedicate

[Translate Tweet](#)



TwitterGov

3:58 PM · Apr 9, 2021 · Twitter Web App

47 Retweets 2 Quote Tweets 182 Likes

Stephen Donnelly 
@DonnellyStephen

It's really good to see social media companies ensuring people are directed to accurate information online. [@Twitter](#) [@TwitterDublin](#) search prompt is now live

[irishtimes.com/news/health/tw...](https://www.irishtimes.com/news/health/tw...)



HSE Ireland and 5 others

7:50 PM · Feb 12, 2021 · Twitter Web App

14 Retweets 3 Quote Tweets 146 Likes

Updates to our work on COVID-19 vaccine misinformation

As the distribution of COVID-19 vaccines expands, people continue to turn to Twitter to discuss what's happening and find the latest authoritative public health information.

In previous reports, we shared our [approach](#) around the conversation surrounding COVID-19 on Twitter as well as misleading [information around COVID-19 vaccines](#). We prioritize the removal of the most harmful misleading information and we will label Tweets that contain potentially misleading information about the vaccines.

In the context of a global pandemic, vaccine misinformation presents a significant and growing public health challenge. We are focused on mitigating misleading information that presents the biggest potential harm to people's health and wellbeing.

Twitter has an important role to play as a place for good faith public debate and discussion around critical public health issues.

Under our COVID-19 misinformation policy, [we already required the removal](#) of Tweets that include false or misleading information about:

- The nature of the virus, such as how it spreads within communities;
- The efficacy and/or safety of preventative measures, treatments, or other precautions to mitigate or treat the disease;
- Official regulations, restrictions, or exemptions pertaining to health advisories; and
- The prevalence or risk of infection or death.



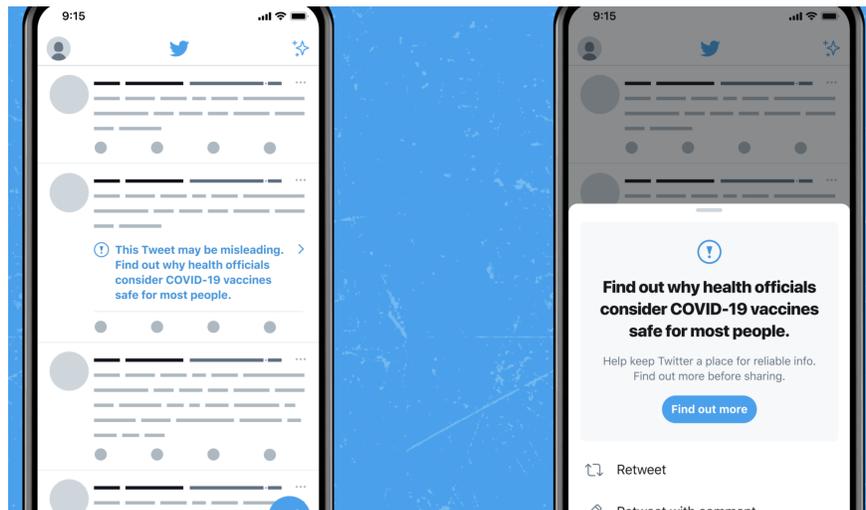
Following the expansion of this policy we will require people to remove Tweets which advance harmful false or misleading narratives about COVID-19 vaccinations, including:

- False claims that suggest immunizations and vaccines are used to intentionally cause harm to or control populations, including statements about vaccines that invoke a deliberate conspiracy;
- False claims which have been widely debunked about the adverse impacts or effects of receiving vaccinations; or
- False claims that COVID-19 is not real or not serious, and therefore that vaccinations are unnecessary.

As of 1 March 2021, we apply labels to Tweets that may contain misleading information about COVID-19 vaccines, in addition to our continued efforts to remove the most harmful COVID-19 misleading information from the service.

We also introduced a strike system that determines when further enforcement action is necessary. We believe the strike system will help to educate the public on our policies and further reduce the spread of potentially harmful and misleading information on Twitter, particularly for repeated moderate and high-severity violations of our rules.

COVID-19 misinformation labels look like this:



Labels will first be applied by our team when they determine content violates our policy. Those assessments will be used to further inform our automated tools and to advance our proactive capacity to identify and label similar content across the service. Our goal is to eventually use both automated and human review to address content that violates our COVID-19 vaccine misinformation rules.

Machine-learning and automated language processing takes time to be effective. As such, we are beginning with English-language content first and use this same process as we work to expand to other languages and cultural contexts over time. (Spanish and Portuguese will follow).



Labels will appear in the set display language and may link to curated content and official public health information or the Twitter Rules. Our goal with these product interventions is to provide people with additional context and authoritative information about COVID-19.

Through the use of the strike system, we hope to educate people on why certain content breaks our rules so they have the opportunity to further consider their behavior and their impact on the public conversation. This strike system is similar to our recent update to the Civic Integrity Policy. Individuals will be notified directly when a label or required Tweet removal results in additional account-level enforcement. Repeated violations of the COVID-19 policy are enforced against on the basis of the number of strikes an account has accrued for violations of the policy.

- One strike: no account-level action
- Two strikes: 12-hour account lock
- Three strikes: 12-hour account lock
- Four strikes: 7-day account lock
- Five or more strikes: permanent suspension

An [appeal](#) mechanism is available.

As health authorities deepen their understanding of COVID-19 and vaccination programs around the world, we will continue to amplify the most current, up-to-date, and authoritative information. We are all in this together, and we will continue to update you on our progress as we strive to play our part to protect the public conversation at this critical time.

COVID-19 Guidance Enforcement

Since introducing our COVID-19 guidance last year, we have challenged 11.7 million accounts, suspended 1,340 accounts, and removed over 37,900 Tweets worldwide.

In the month of May, we challenged³ 1,743 accounts, **suspended 185 accounts**, and **removed 5,147 pieces of content globally**.⁴

Advertising on COVID-19

Twitter has restricted advertising containing implicit or explicit reference to COVID-19. More specifically, advertising containing implicit or explicit reference to COVID-19 is allowed when it refers to adjustments to business practices and/or models in response to COVID-19 and support for customers and employees related to COVID-19, with the following restrictions:

³ We use "anti-spam challenges" to confirm whether a human is in control of an account we suspect is engaging in platform manipulation. For example, we may require the account holder to verify a phone number or email address, or complete a reCAPTCHA test.

⁴ The figures above are raw data, and will be subject to change as they are reviewed for publication in our biannual Transparency Report. We have provided this information well ahead of time as we are committed to providing more transparency on our actions throughout this reporting period.



- distasteful references to COVID-19 (or variations) are prohibited
- content may not be sensational or likely to incite panic
- prices of products related to COVID-19 may not be inflated
- the promotion of certain products related to COVID-19 may be prohibited
 - We currently prohibit the advertising of medical face masks and alcohol hand sanitisers (with or without reference to COVID). Other products may be added to this list and enforcement can be retroactive.
- the mention of vaccines, treatments and test kits is permitted, only in the form of information, from news publishers which have been exempted under the Political Ads Content policy.

Public Service Announcements related to COVID-19 from governments and supranational entities (for example, World Health Organisation), as well as trusted partners approved by the Public Policy team are permitted. Also allowed is news related to COVID-19 from media publishers who have been exempted under the Political Ads Content policy.

For complete information about Twitter's Ads Policies, visit [Twitter.com/adspolicy](https://twitter.com/adspolicy) and [Twitter Ads Policy update log](#).

Twitter released [guidelines](#) on [brand communication in times of crisis](#) in order to help brands communicate with their customers, employees, and the broader ecosystem during the pandemic.

Violations of COVID-19 advertising policy

Our advertising policy on COVID-19 is very strict so violations of that policy do not in any way imply misinformation or disinformation.

From 1 May 2021 to 31 May 2021, 745 Promoted Tweets violated our COVID-19 advertising policy. They were halted and removed from promotion according to our policy.

- We reviewed a random sample of 100 ads from that cohort and did not find any which contained misinformation.
- We estimate that about **96%** of the violating content during that time was detected by our automated systems, and approximately **4%** was brought into human review and rejected for policy violations.

Political content advertising on Twitter

In addition to the above mentioned restrictions, we want to stress that Twitter prohibited the promotion of political content in 2019. We define [political content](#) as content that references a candidate, political party, elected or appointed government official, election, referendum, ballot measure, legislation, regulation, directive, or judicial outcome. Ads that contain references to political content, including appeals for votes, solicitations of financial support, and advocacy for or against any of the above-listed types of political content, are prohibited under our [political advertising policy](#). We also do not allow ads of any type by candidates, political parties, or elected or appointed government officials. Consistent with our belief that political reach should be earned and not bought, paid political content is prohibited globally.



News publishers who meet our exemption criteria may run ads that reference political content and/or prohibited advertisers under our political content policy, but may not include advocacy for or against those topics or advertisers.

We recognise that [cause-based advertising](#) can facilitate public conversation around important topics. Twitter restricts the promotion of, and requires advertiser certification for, ads that educate, raise awareness, and/or call for people to take action in connection with civic engagement, economic growth, environmental stewardship, or social equity causes.

In addition to complying with all other [Twitter Ads Policies](#), including our Political Content Policy, all advertisers must complete our advertiser certification process and abide by the targeting and other restrictions illustrated [here](#).

Ads for Good grants and other pro bono products to support nonprofits

Through our Ads for Good grants, i.e. pro-bono advertising credit, we continue to partner with nonprofits and NGOs across the EU and around the world to elevate authoritative information on COVID-19. Throughout the pandemic **we've granted 238 Ads for Good grants to nonprofits across 55 countries**. In addition, we have donated premium advertising products, including Promoted Trend, Spotlight, and First View products, to elevate critical public health information.

In the month of May, a [pro bono Promoted Trend and Spotlight](#) was donated to [correctiv.org](#) a fakt-checking.org in Germany, to support their campaign aimed to highlight the value of in-depth research within journalism that publishers across the world have been working on. Featured articles include pieces about COVID-19.

Für dich COVID-19 Trends News Sport Unterhaltung



Covid-19 · LIVE
Neuigkeiten zur Covid-19 Situation in Deutschland



CORRECTIV @correctiv_org · May 11

Immer mehr erwachsene Menschen werden zum ersten Mal geimpft. Aber während immer mehr Erwachsene geschützt sind, breitet sich das Virus unter Kinder und Jugendlichen aus. Die @morgenpost zeigt interaktiv die Altersunterschiede. #BestOfJournalism

Corona-Inzidenz nach Alter – aktuell und im Zeitverlauf
Wie stark infizieren sich Kinder im Vergleich zu Alten? Welche Altersgruppe hat die höchste Inzidenz? Die Corona-Gefahr nach Alter ...
interaktiv.morgenpost.de



Trends: Deutschland

#BestOfJournalism

Entdecke die besten Stories

 Gesponsert von CORRECTIV

Overall, there were 8.3 million impressions and 23k interactions.

In parallel, we continue to support nonprofit organisations campaigning on issues ranging from equality to Internet safety, from freedom of expression to sustainability, thus contributing to addressing the wider impact of COVID-19.

Nonprofit organisations in Europe supported through Ads for Good in the month of May include (but are no limited to):

- Mental Health Europe @MHESME (Europe). Campaign details below.
- International Federation of the Red Cross @ifrc (global). Campaign details below.
- International Federation of the Red Cross Europe @IFRC_Europe (Europe). Campaign details below.
- Deutschland Sicher im Netz @sicherimnetz (Germany), helping people deal safely and confidently with the digital world.
- Institut Pasteur @institutpasteur (France), a leading global biomedical research institute that among other things focuses on COVID-19.
- Royal Society for Public Health @R_S_P_H (UK), an independent charity dedicated to the promotion and protection of collective human health and wellbeing.

Campaigns

World Red Cross and Red Crescent Day

8 May is Red Cross and Red Crescent Day, where the Red Cross and Red Crescent network celebrates its work in communities around the world.

This year, to express gratitude to Red Cross volunteers and staff who since last year are on the frontline responding to the growing needs of communities affected by the COVID-19 pandemic all around the world as well as inspire others to get involved and do what they can to help their communities, we launched a campaign in partnership with the International Federation of the Red Cross.

A dedicated emoji, representing the unstoppable 14 million Red Cross and Red Crescent volunteers present in 192 countries worldwide, was activated from 3 to 9 May with the use of the hashtags #WorldRedCrossDay #WorldCrescentDay #RedCross #RedCrescent and their translations in 16 languages.



The Tweets from the International Federation of the Red Cross, that we promoted through Ads for Good, received 7 million views and 320K engagements during the week. 151 local Red Cross and Red Crescent organisations joined the [campaign](#).

Croix-Rouge fr @CroixRouge

Bonne #JournéeMondialeDeLaCroixRouge ! Rejoignez-nous pour remercier notre personnel et nos volontaires qui ont été #Inarretable cette année. #unstoppable

Translate Tweet

2021 JOURNÉE DE LA CROIX-ROUGE

ENSEMBLE NOUS SOMMES #INARRETABLES

croix-rouge française

10:12 AM · May 8, 2021 · Facelift-Cloud

23 Retweets 66 Likes

Irish Red Cross @Irishredcross

It's Red Cross and Red Crescent Day! This past year has been an unparalleled year for our staff and volunteers. We're #unstoppable.

#worldredcrossday #worldredcrescentday #redcrossday #redcrescentday

10:00 AM · May 8, 2021 · Sprout Social

4 Retweets 15 Likes

Ministero della Salute @MinisteroSalute

Generosità, coraggio e dedizione. Le operatrici e gli operatori della Croce Rossa sono da sempre in prima linea. Nella pandemia, come in tutte le emergenze quotidiane di chi ha bisogno di aiuto.

Grazie a tutti voi, insieme siete #inarrestabili #GiornataMondialeCroceRossa

Translate Tweet

Croce Rossa Italiana and Giovani della Croce Rossa Italiana

11:11 AM · May 8, 2021 · Twitter Web App

Croix-Rouge de Belgique @CroixRougeBE

C'est la journée du Mouvement de la Croix-Rouge et du Croissant-Rouge 🇧🇪 L'année dernière a été une année sans précédent pour nos 14 millions de volontaires issus du monde entier. Ensemble, nous sommes inarrêtables #Unstoppable

Translate Tweet

Dans les jours les plus difficiles, 0:17 / 1:16

167 views

10:07 AM · May 8, 2021 · Sprout Social



During this week we engaged in the following activities:

We posted a [thread](#) with multilingual guides on using Twitter for Crisis Response Communications developed in partnership with the IFRC and available in English, Spanish, French, Arabic, Italian and Portuguese.

Twitter Nonprofits @Nonprofits · May 5

What are the 3 key sentiments to convey in your Tweets during an emergency?

- ✓ We know.
- ✓ We do.
- ✓ We care.

With #RedCrossDay coming up, we teamed up with @ifrc for this guide on using Twitter for Crisis Response Communications.



Crisis Response Communications
Twitter
[view.highspot.com](#)

2 47 98

Twitter Nonprofits @Nonprofits · May 5

Twitter es la forma más rápida de compartir información con la mayor cantidad de personas en el menor tiempo posible.

Conoce cómo utilizarlo de forma efectiva para responder a momentos de crisis con esta guía.



Comunicación en Tiempos de Crisis IFRC:Twitter (...)
Twitter
[view.highspot.com](#)

2 6 13

Twitter Nonprofits @Nonprofits · May 5

En situation d'urgence, Twitter est un moyen rapide et puissant pour relayer des informations et messages importants au plus grand nombre en un minimum de temps.

Découvrez comment utiliser au mieux la plateforme pour répondre aux crises.

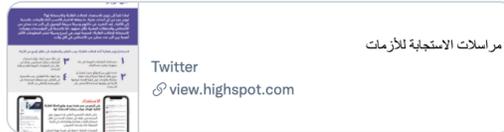


Communications en Cas de Crise
Twitter
[view.highspot.com](#)

2 4 7

Twitter Nonprofits @Nonprofits · May 5

منصة تويتر هي أسرع وسيلة لنشر المعلومات الأكثر أهمية لأكثر عدد من الأشخاص في أقصر وقت ممكن. تعرف على كيفية استخدام المنصة للاستجابة للأزمات في هذا الدليل.



مراسلات الاستجابة للأزمات
Twitter
[view.highspot.com](#)

1 4

Twitter Nonprofits @Nonprofits · May 5

O Twitter é a maneira mais rápida de divulgar informações importantes para o maior número de pessoas no menor tempo possível. Aprenda como usá-lo da melhor forma para responder a crises neste guia.



COMUNICAÇÕES DE RESPOSTA A CRISES
Twitter
[view.highspot.com](#)

1 4

Twitter Nonprofits @Nonprofits · May 5

Twitter è lo strumento più veloce per disseminare informazioni di cruciale importanza verso numero più ampio di persone nel più breve tempo possibile. Impara come usarlo al meglio per rispondere alle crisi in questa guida.



COMUNICAZIONE DI RISPOSTA ALLE CRISE
Twitter
[view.highspot.com](#)

4 6

We hosted a [Twitter conversation](#) (via conversation controls) between Twitter Nonprofits and the International Federation of the Red Cross covering among other things their work during the COVID-19 pandemic and beyond and the value of Twitter for emergency response organisations.

Twitter Nonprofits @Nonprofits

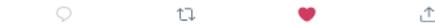
Hello @ifrc

#WorldRedCrossDay is coming up! We are grateful to chat and showcase your vital work — now more than ever.

What does this day represent for you?

3:00 PM · May 6, 2021 · Twitter Web App

40 Retweets 9 Quote Tweets 139 Likes



Who can reply? People @Nonprofits mentioned can reply.

IFRC @ifrc · May 6 Replying to @Nonprofits

Hi @Nonprofits! On May 8 we celebrate World #RedCrossDay and #RedCrescentDay - a day that represents the #unstoppable work our 14 million volunteers and colleagues do! This past year we've reached 6x as many people than we usually do with our services



From IFRC

1 reply 6 retweets 18 likes

Twitter Nonprofits @Nonprofits · May 6 The work you have been doing in the last year has been incredible.

It will be hard to pick, but what were the highlights from all around the world?

1 reply 2 retweets 7 likes

IFRC @ifrc · May 6 Capturing all the emotions felt during last year would be an impossible task!

In this video we try to show just a glimpse of the power of humanity.

Side by side, we remain stronger together. We remain #unstoppable



From IFRC

1 reply 1 retweet 6 likes

Twitter Nonprofits @Nonprofits · May 6 What would you like to say to all the #RedCross and #RedCrescent volunteers all around the world?

1 reply 2 retweets 8 likes

IFRC @ifrc · May 6 Dear #RedCross and #RedCrescent volunteers:

We are proud of you. We can't thank you enough. Together, we are #unstoppable



IFRC Asia Pacific and 4 others

1 reply 11 retweets 27 likes

Twitter Nonprofits @Nonprofits · May 6 How can people outside the #RedCross help?

1 reply 2 retweets 5 likes

IFRC @ifrc · May 6 It's never late to join our network! If you ever feel the call to volunteer, reach out to the #RedCross or #RedCrescent closest to your home. Oh, and feel free to follow us to get updates on our work around the world!



Become a volunteer - International Federation of Red Cross and Red ... You can make a difference! Each National Society works with and through its volunteers in a variety of service areas, depending on the ... media.ifrc.org

1 reply 1 retweet 6 likes

Twitter Nonprofits @Nonprofits · May 6 It's been lovely chatting with you!

Thank you so much to all of you for your amazing work! You truly are #unstoppable

1 reply 1 retweet 7 likes

We participated in a Twitter Spaces hosted by the International Federation of the Red Cross where volunteers from all around the world talked about their experience during the pandemic.



We reiterated our commitment to continue to support Red Cross and Red Crescent organisations, as we've been doing during the pandemic and beyond through donations, Ads for Good, training and emergency response prompts, as shown in this [thread](#).





European Mental Health Week

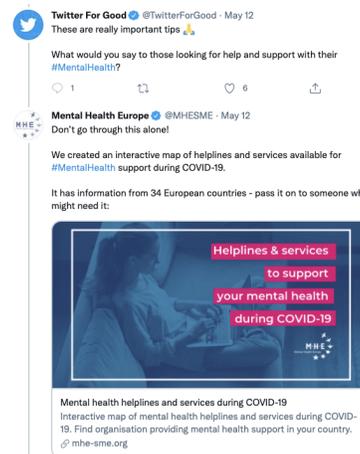
European Mental Health Week took place from 10-16 May and Twitter supported our partner and Trust and Safety Council member Mental Health Europe (MHE) through joint activities and Ads for Good the positive mental health [campaign](#), and a joint workshop on how to effectively campaign on Twitter for 30 European mental health organisations in partnership with Mental Health Europe.

We launched a dedicated emoji that could be activated throughout the month of May with the use of the hashtags #MentalHealthMatters, #MentalHealth and #EuropeanMentalHealthWeek and their translations in 36 languages with the purpose of encouraging and normalising honest discussions around mental health and ending the stigma associated with it. This is particularly relevant in the current context, still dominated by the COVID-19 pandemic, that makes it extremely important to raise awareness and share experiences and tips on how to cope with mental health related challenges.



Between 10 to 16 May, the hashtags #MentalHealth, #MentalHealthMatters and #EuropeanMentalHealthWeek were used 101,619 times combined (in English only); Mental Health Europe was among the top 5 most mentioned handles and COVID-19 resulted to be the most co-mentioned topics to mental health.

As part of European Mental Health Week, we hosted a [Twitter conversation](#) (via conversation controls) from our @TwitterForGood account that touched upon [recommendations](#) to help people cope with certainty, isolation and loss, notably in the context of the pandemic, children wellbeing, work-life balance and burnout prevention and highlighted [services available](#) for people looking for help.





Transparency

Transparency is core to everything Twitter does. We are open about the challenges we are facing and the measures we're putting in place to serve the public conversation at this critical time.

Data Access

Twitter firmly believes in open data access to study, analyse, and contribute to the public conversation; which is why we continue to maintain a broad public API. Researchers use Twitter data to provide valuable feedback on how the online conversations and interactions evolve on and off Twitter. We continue to provide more accessible ways to make data and information publicly available to researchers.

Since 2006, [Twitter's APIs](#) have given researchers and developers the opportunity to tap into what's happening in the world. Twitter's APIs are a unique data source for academics and are used around the world in a wide range of fields, from disaster management to political science, every day. Every major social science conference likely features multiple papers based wholly or largely on Twitter data. **Our service is the largest source of real-time social media data, and we make this data available to the public for free through our public API.** No other major service does this. You can find out more [here](#).

Free COVID-19 API Endpoint

To further support our ongoing efforts to protect the public conversation, and help people find authoritative health information around COVID-19, Twitter released a [specific COVID-19 API endpoint](#) into Twitter Developer Labs to enable approved developers and researchers to study the public conversation about COVID-19 in real-time.

This is a unique dataset that covers many tens of millions of Tweets daily and offers insight into the evolving global public conversation surrounding an unprecedented crisis. Making this access available for free is one of the most unique and valuable things Twitter can do as the world comes together to protect our communities and seek answers to pressing challenges.

As a uniquely public and open service, we have seen developers build tools on top of Twitter to address the needs of citizens in this crisis in real-time. We want to empower these developers to build solutions as quickly and effortlessly as they can, and encourage them to [apply for access to the Twitter API](#). Should academics or researchers want to study Tweets related to COVID-19 in real-time or historically, we can enable this via our [Academic Research track](#) on the Twitter API.

Academic Research product track on the new Twitter API

Since the Twitter API was introduced, academic researchers have used data from the public conversation to study topics as diverse as the conversation on Twitter itself - from [state-backed efforts to disrupt the public conversation](#) to [floods and climate change](#), from [attitudes and perceptions about COVID-19](#) to [efforts to promote healthy conversation online](#). Today, academic researchers are one of the largest groups of people using the Twitter API.

For over a decade, academic researchers have used Twitter data for discoveries and innovations that help make the world a better place. Over the past couple of years, we have taken iterative steps to



improve the experience for researchers, like when we launched a webpage dedicated to [Academic Research](#), and [updated our Twitter Developer Policy](#) to make it easier to validate or reproduce others' research using Twitter data. We have also made improvements to help academic researchers use Twitter data to advance their disciplines, answer urgent questions during crises, and even help us improve Twitter. An example is the launch in April 2020 of the [COVID-19 stream endpoint](#), the first free, topic-based stream built solely for researchers to use data from the global conversation for the public good.

Over two years ago, we started our own extensive research to better understand the needs, constraints and challenges that researchers have when studying the public conversation. In October 2020, we tested this product track in a private beta program where we gathered additional feedback. This gave us a glimpse into some of the important work that the free Academic Research product track we launched in January 2021.

With the new **Academic Research product track**, **qualified researchers have access to all v2 endpoints released to date**, as well as:

- Free access to the full history of public conversation via the full-archive search endpoint, which was previously limited to paid premium or enterprise customers
- Higher levels of access to the Twitter developer platform for free, including a significantly higher monthly Tweet volume cap of 10 million (20x higher than what's available on the Standard product track today)
- More precise filtering capabilities across all v2 endpoints to limit data collection to what is relevant for your study and minimize data cleaning requirements
- New [technical and methodological guides](#) to maximize the success of your studies

The release of the Academic Research product track is just a starting point. This initial solution is intended to address the most requested, biggest challenges faced when conducting research on the platform. We are excited to enable even more research that can create a positive impact on the world, and on Twitter, in the future.

Further information in this [blogpost](#) and in this [thread](#).

How researchers studied COVID-19 on Twitter

A year since coronavirus swept the world as we know it off its feet, billions of conversations related to the pandemic have taken place on Twitter. From conversations that connected people to valuable information and resources, to people coming together to share their experiences, Twitter has become one of the largest repositories of public data to understand context, perceptions, and the evolution of discussions around COVID-19. Below, we're spotlighting a few stories of how researchers are using Twitter data to study the public conversation around COVID-19.

Over 100 researchers and developer teams were granted access to the COVID-19 stream after a review process. All applications were manually reviewed for four things: 1) Does the application demonstrate familiarity with the Twitter API and the computational resources required to handle the consumption of a high volume of unstructured data in realtime? 2) Does this project require this level of data access, and it's otherwise not possible to accomplish with the standard v1.1 API? 3) Does the applicant understand



the sensitivity of this data and have a clear plan of how to handle it in a safe manner compliant with our Developer Policy? 4) Are they planning to use this data to benefit the public good?

Together, those granted access represent 30 different countries, spanning nearly every continent. The majority were using this data for academic research, collectively representing 92 different academic institutions and universities around the world. About 8% of approved uses were for non-academic organisations or independent developers and researchers, who shared similar goals around using this data for good, like building dashboards, apps, tools, and resources free for the public.

More than half of those approved for this stream are **focused on studying disinformation and misinformation around the facts of coronavirus.**

- Researchers from the University of Washington Center for an Informed Public explored what drove [viral misinformation about COVID-19](#), including how influential people politicized scientific facts.
- Researchers from Northeastern, Harvard, Northwestern, and Rutgers used this data to examine how misinformation enters the social media ecosystem, how far it spreads, and the types of Twitter accounts that spread it. [Their study](#) of over 30 million Tweets found that 80 to 90 percent of “fake news” comes from a few tenths of one percent of all accounts sharing information about the virus. In previous studies, they’ve also explored the relationship between groups likely to share misinformation compared to groups likely to believe it, noting that more research is needed to understand if belief in the information predicates sharing.
- Researchers in the Department of Computer Science at University of Southern California explored how to identify unreliable or misleading content, patterns in how this information spreads, emerging trends in misleading content about COVID-19 (see their [research publication](#)), and identifying coordinated disinformation campaigns (see their [research publication](#)).

In most other cases, developers and researchers used this stream to understand public perceptions, sentiment, and the evolution of people’s attitudes about the pandemic over time.

- Dr. Manlio De Domenico, Head of the CoMuNe Lab with the Bruno Kessler Foundation in Italy used this data to create the [COVID-19 Infodemic Observatory](#). This observatory analyzes geolocalized Tweets, aggregated at the country level, to estimate the fraction of automated posts taking place in the public discussion, and to estimate the average sentiment of Tweets and volume of reliable sources of information. Their work seeks to quantify the ‘infodemic risk’ of a particular location, and has also been [recently published](#) in the Nature journal on Human Behavior.
- Researchers at Penn Medicine also used this data to create an in-depth regional map of COVID-19 attitudes and perceptions in the US. The intent of the dashboard is that it can be used to inform potential public policy and health communications. Check out the [case study](#).
- Clarabridge leveraged this data for their [Social Pulse on COVID-19](#), a part of their information center built to assist people in the customer experience industry and the public.
- More recently, we see more researchers shifting from the study of the virus itself (such as a study of reported symptoms), to the study of topics like vaccinations, public safety measures, and economic recovery.

We have observed that at the beginning of the pandemic, much of the work was focused on symptoms, perceptions of the virus, and credibility of new information. Today, much of that conversation has shifted to the societal impacts that this pandemic has had, and perceptions of vaccinations. In all these cases,



the Twitter Developer Platform continues to support developers and researchers who want to use it to improve the future.

Enabling developers to build tools in real-time

Developers in India are building creative tools and apps using the Twitter API to help people source information about medical services, oxygen, medicines, food, and more. We've been working closely with developers to ensure their services are able to have the widest impact, and reach the most people while operating in compliance with Twitter's developer policies.

A couple of examples include [covid19-twitter.in](#) and [covid19solutions.com](#), developed by [Umang Galaiya](#) and [Mashrin Srivastava](#) respectively. These tools, built using the Twitter API, make use of Twitter's Advanced Search functionality by providing easy-to-use filters that help people navigate Tweets about COVID-19 in real-time by applying location filters or other search parameters.

Mashrin Srivastava
@sri_mash

[covid19solutions.com](#)

Built this app to dynamically curate the essential resources from the most helpful/verified posts. I am constantly improving the app based on user interactions.

Don't have enough reach to help a larger population. Please share.

1:52 PM · Apr 24, 2021 from India

1.1K 102 Copy link to Tweet

To surface the most recent Tweets about COVID-19 resources and requests, [Shivam Dhruva](#) and [Mahendra Rathod](#) have developed [CovidTweet](#), which is an interface that lets volunteers see recent, verified requests in one place.

Shivam Dhruva @dhruva_shivam · Apr 29

Checkout this page from @covid_tweet for recent tweets on COVID resources 🚀!

[covidtweet.com](#)

#Oxygen #CovidResources #CovidHelp #Covid19IndiaHelp 🙏
#COVIDEmergency2021 #CovidSOS



CovidTweet - Recent tweets on COVID resources
Find verified sources of covid resources across India through recent tweets. This tool helps you to search for available covid resources.
[covidtweet.com](#)



[Sprinkl](#) has built a comprehensive dashboard to give people a way to see city-specific requests for medicines, oxygen, hospital beds, plasma, and other critical necessities.

[CovidVerified](#), developed by [Shikhar Saxena](#) and [Siddharth Bulia](#) is enabling volunteers on-the-ground to verify the availability and fulfilment of requests related to oxygen, hospital beds and many other essentials.

As an open and public platform, we want to continue to encourage developers to [apply for access to the Twitter API](#). In addition, academics or researchers have the opportunity to study Tweets related to COVID-19 in real-time or historically through our [Academic Research track](#) on the Twitter API.

Twitter's Transparency Report

Meaningful transparency between companies, regulators, civil society, and the general public is fundamental to the work we do at Twitter — this transparency is a key tenet of our efforts to preserve and protect the [Open Internet](#). In line with this philosophy, in August 2020 we launched our new [Twitter Transparency Center](#) to make our data easier to understand and analyse for those who access our biannual Twitter Transparency Report.

Our latest Twitter Transparency Report presents data from January 1, 2020, through June 30, 2020 regarding [enforcement actions](#) under the Twitter Rules, information requests, information operations and removal requests.

The highlights are presented in this [blog post](#).

Appendix

Useful links

- [Coronavirus: Staying safe and informed on Twitter](#)
- [COVID-19: Our approach to misleading vaccine information](#)
- [Updates to our work on COVID-19 vaccine misinformation](#)
- [Twitter Ads Policy](#)
- [Twitter Transparency Report](#)