Twitter Is

UK

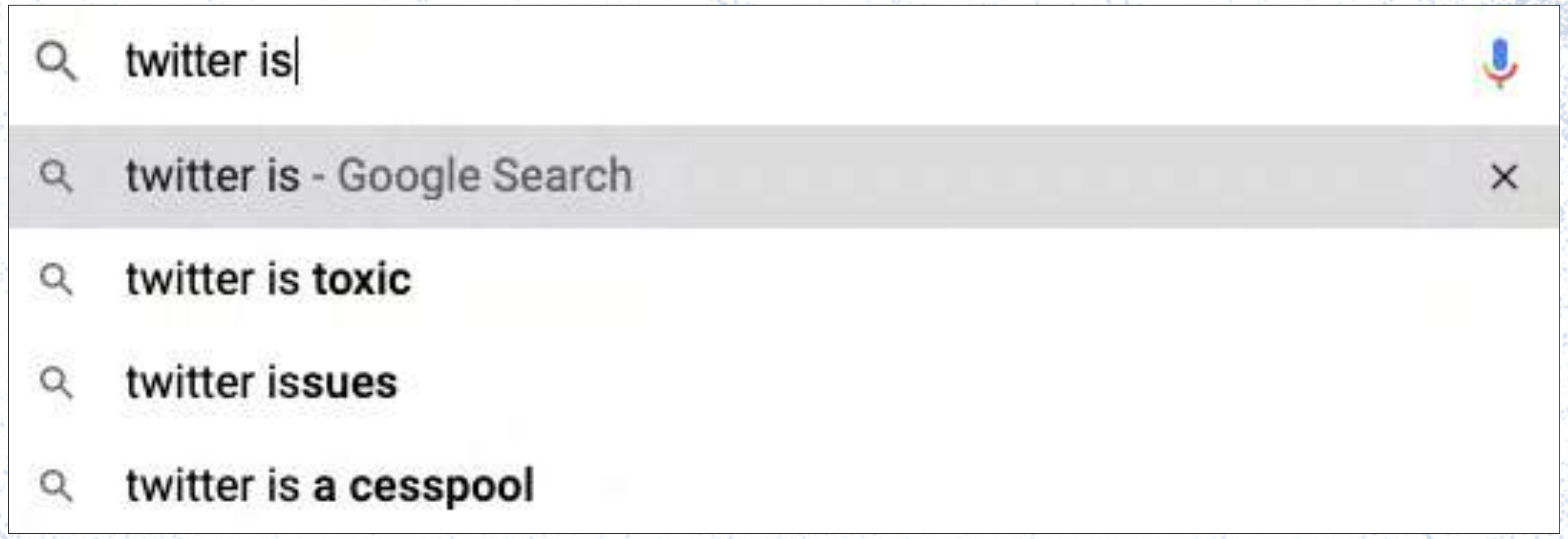
1. Introduction
2. Approach
3. Topline Results
4. Themes
5. Summary

1. Introduction

Twitter is what’s happening and what people are talking about right now.

Perceptions of Twitter are highly subjective.

They're influenced by which accounts a person follows, who and what content they engage with, and what is said about Twitter in the media and elsewhere.



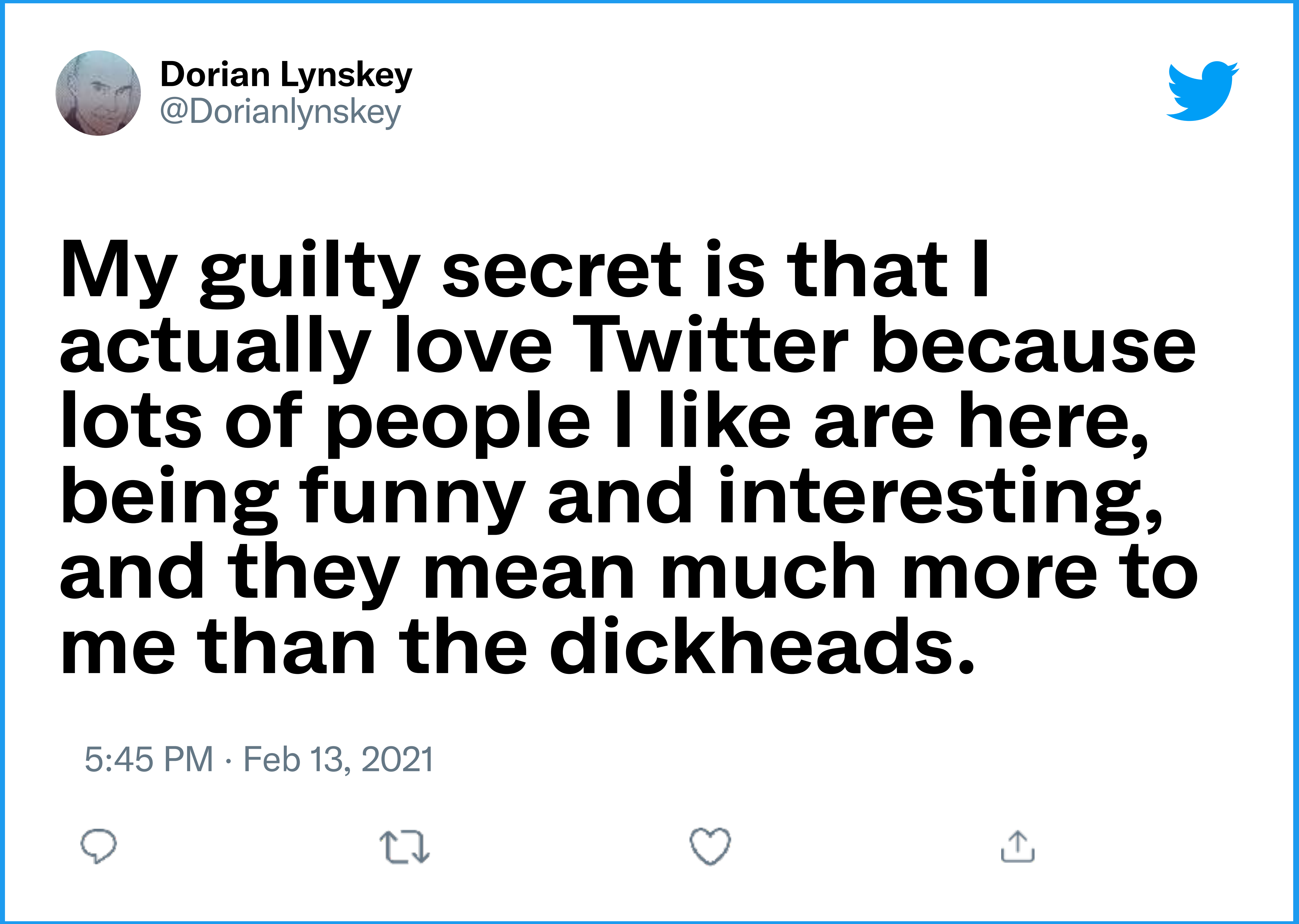
twitter is

twitter is - Google Search

twitter is toxic

twitter issues

twitter is a cesspool



Dorian Lynskey
@Dorianlynskey

My guilty secret is that I actually love Twitter because lots of people I like are here, being funny and interesting, and they mean much more to me than the dickheads.

5:45 PM · Feb 13, 2021

So how can we zoom out and get a more objective view of what Twitter is?

2. Approach

We did some research to help you (and us) get a better understanding of what **Twitter is.**

To do this, we looked at the different Experiences that happen on Twitter.

What do we mean by “Experiences”?

Experiences are what you see, think, and feel when you go on Twitter.

They’re not interests

They’re not topics or conversations

They’re not content

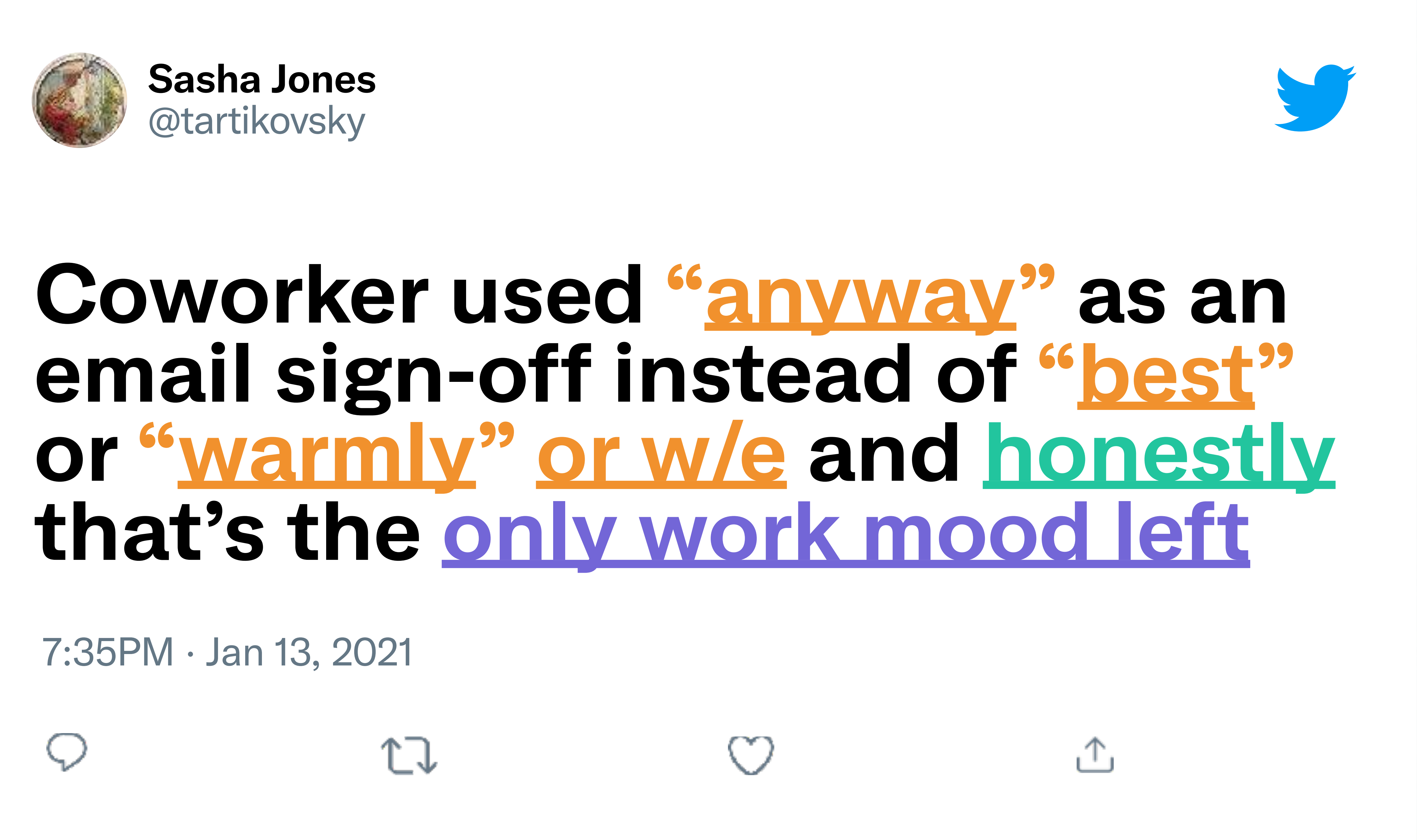
They’re not engagement

We identified the Experiences using Semiotics

Semiotics analyses how we communicate with each other by studying words, images, stories, behaviours, tone, and context.

We worked with research agency OI on the semiotic analysis of Tweets

Tone is spontaneous and informal, giving a sense of authenticity and honesty



Sasha Jones
@tartikovsky

Coworker used "anyway" as an email sign-off instead of "best" or "warmly" or w/e and honestly that's the only work mood left

7:35PM · Jan 13, 2021

Almost no punctuation and no capitalisation except to "quote" typical email language - even abbreviation of 'w/e'.

'Honestly' means what it says - it's gallows humour

The small story which leads to a big realisation, and brings us into the solidarity of realising 'yeah, this is where we all are right now'.

Source: Twitter & OI, Twitter Is semiotics analysis, 2021, UK

Then we worked with Quilt.AI to scale the analysis using machine learning

800k tweets

4 markets

4 time periods

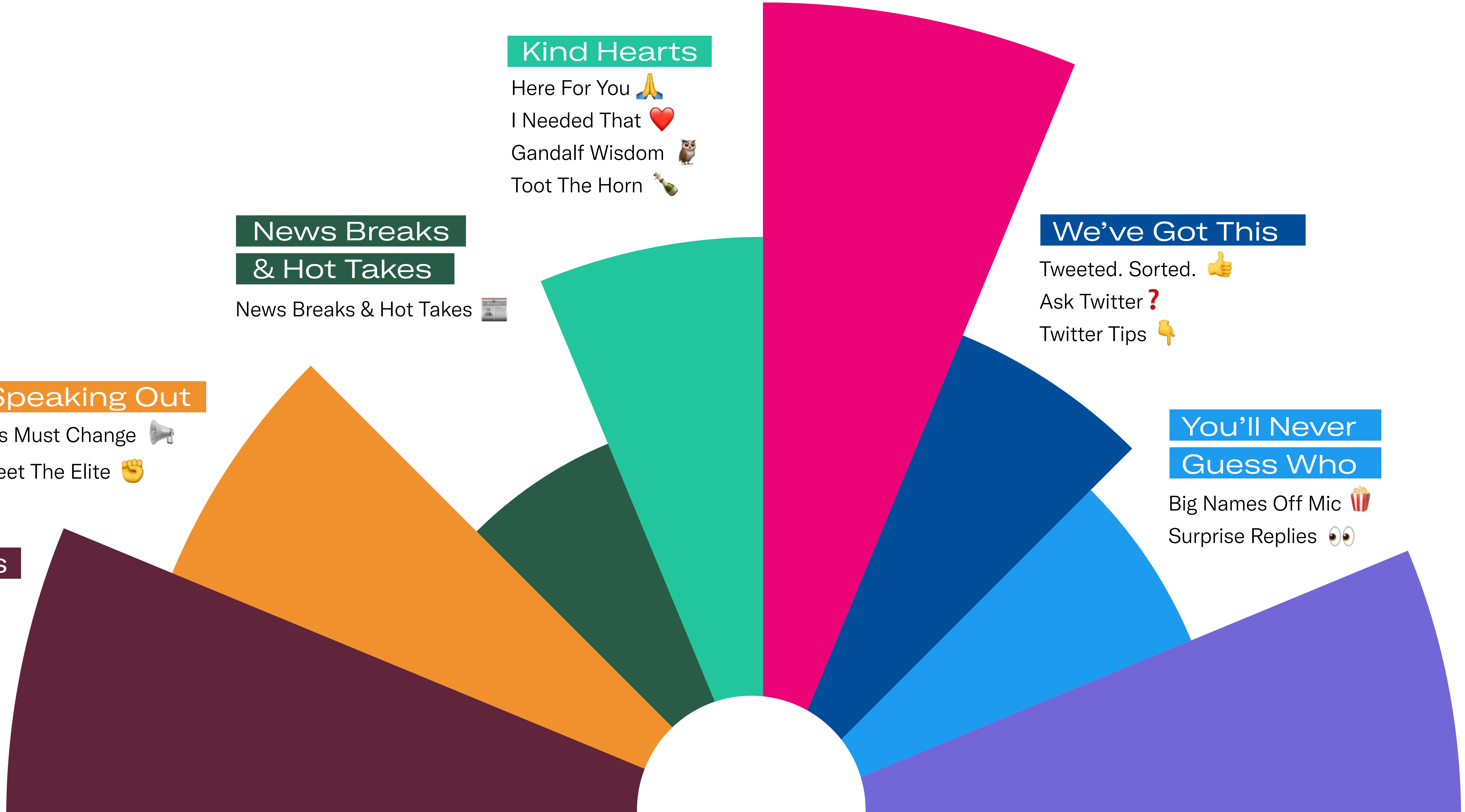
Source: Twitter & Quilt.AI, Twitter Is data analysis, 2021, UK

What did you find?

23 experiences
8 themes

3. Topline Results

Twitter Is



This Is Us

This Is Us 🐶

Speaking Out

This Must Change 📢

Tweet The Elite ✊

News Breaks & Hot Takes

News Breaks & Hot Takes 📰

Kind Hearts

Here For You 🙏

I Needed That ❤️

Gandalf Wisdom 🦉

Toot The Horn 🍾

What We're Into

Hot Right Now 🎧

Tweet Advisor 👌

Geeking Out 🤓

Watching The Same Thing 🛋️

We Stan 😍

We've Got This

Tweeted. Sorted. 👍

Ask Twitter ❓

Twitter Tips 👇

You'll Never Guess Who

Big Names Off Mic 🍿

Surprise Replies 👀

Lolz

Titter 😂

Threadtime Stories 📖

Mindblown 🤯

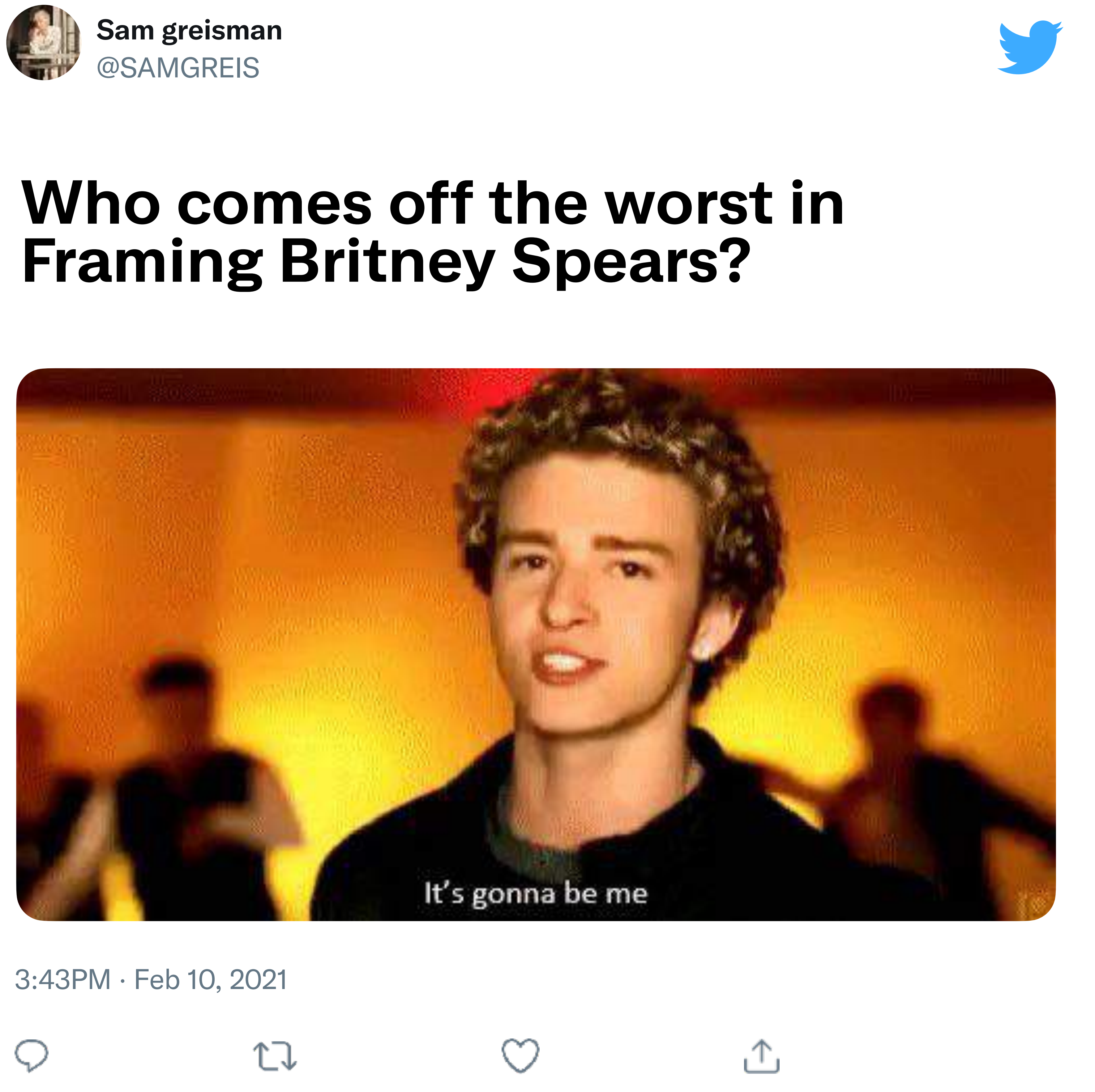
Tweeting It Real 😜

Long Memory 💾

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is What We’re Into

Hot Right Now 🎧



Sam greisman
@SAMGREIS

Who comes off the worst in Framing Britney Spears?

It’s gonna be me

3:43PM · Feb 10, 2021

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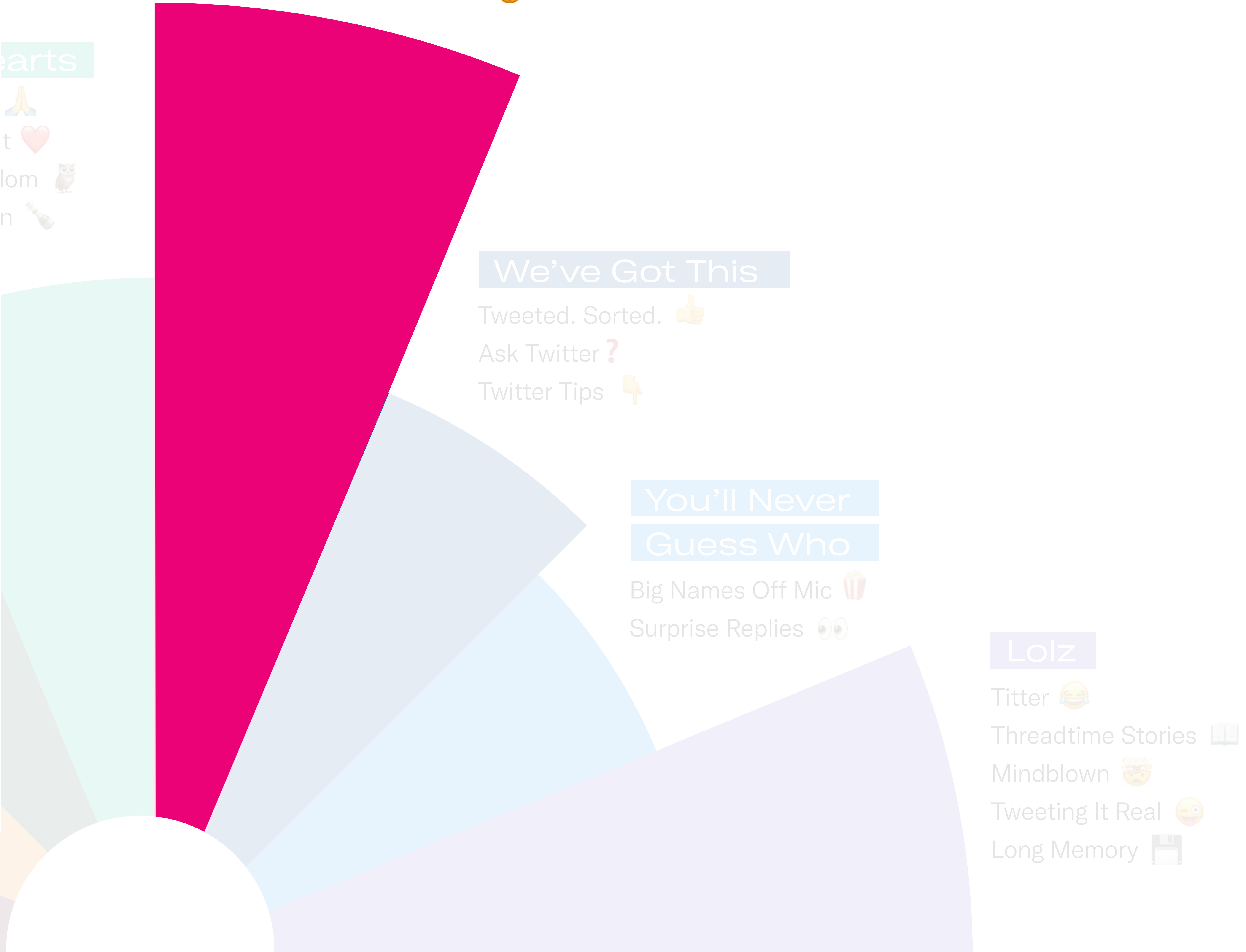
- Geeking Out 🤓
- Watching The Same Thing 🛋️
- We Stan 😍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Long Memory 💾

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is **This Is Us**

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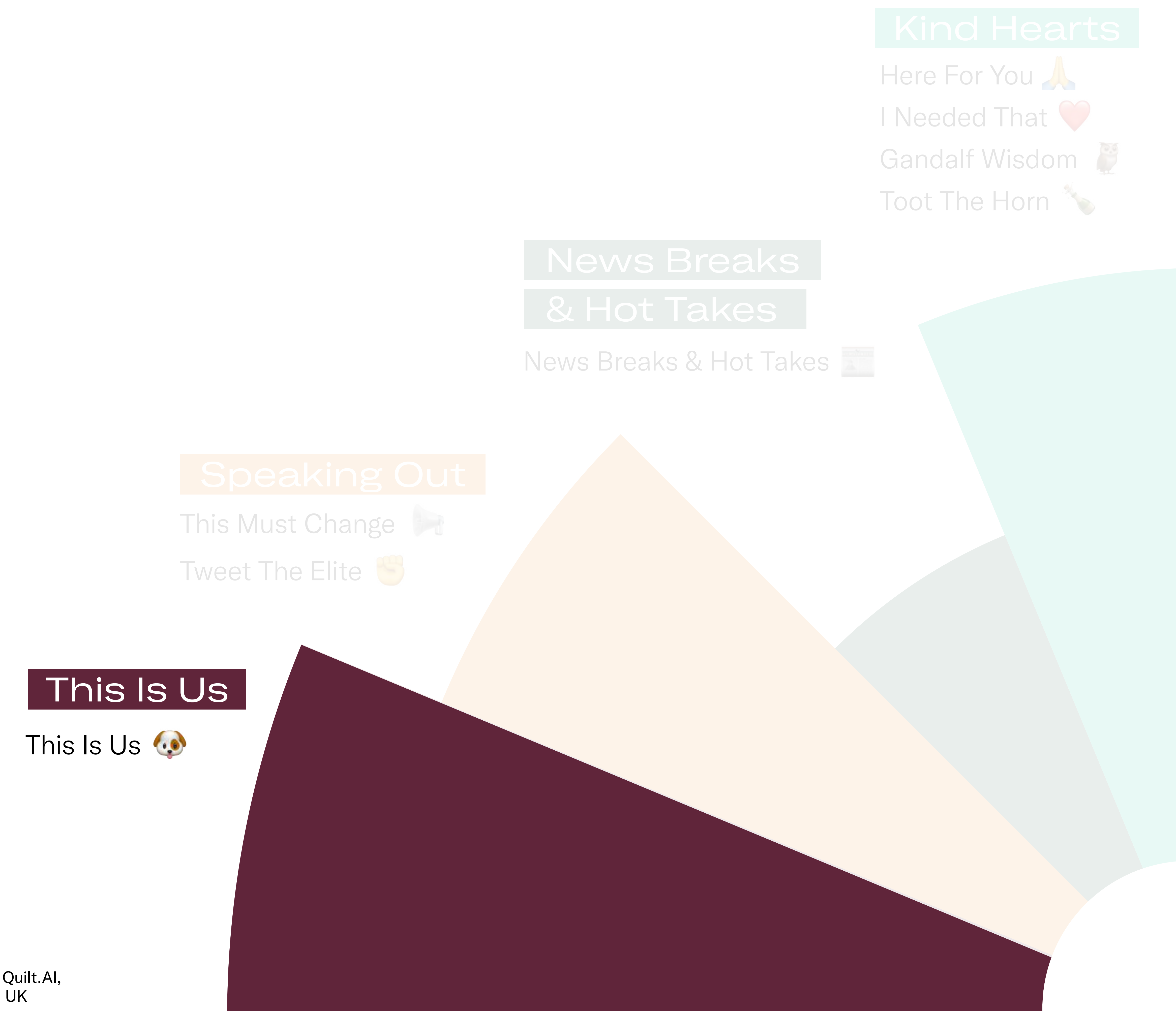
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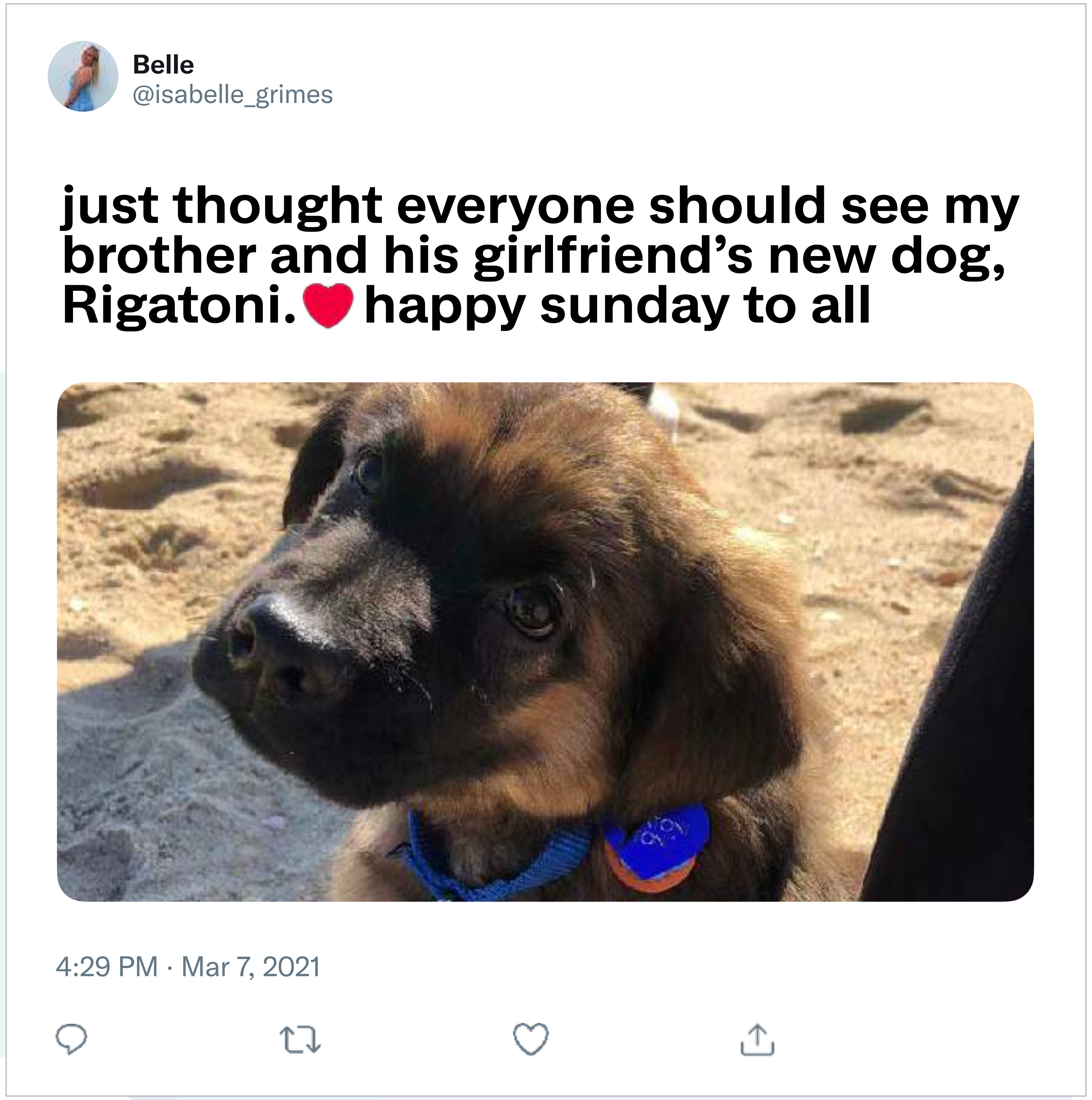

Belle
@isabelle_grimes

just thought everyone should see my brother and his girlfriend's new dog, Rigatoni.❤️ happy sunday to all

4:29 PM · Mar 7, 2021

Lolz

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Threadtime Stories 📖
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Source:
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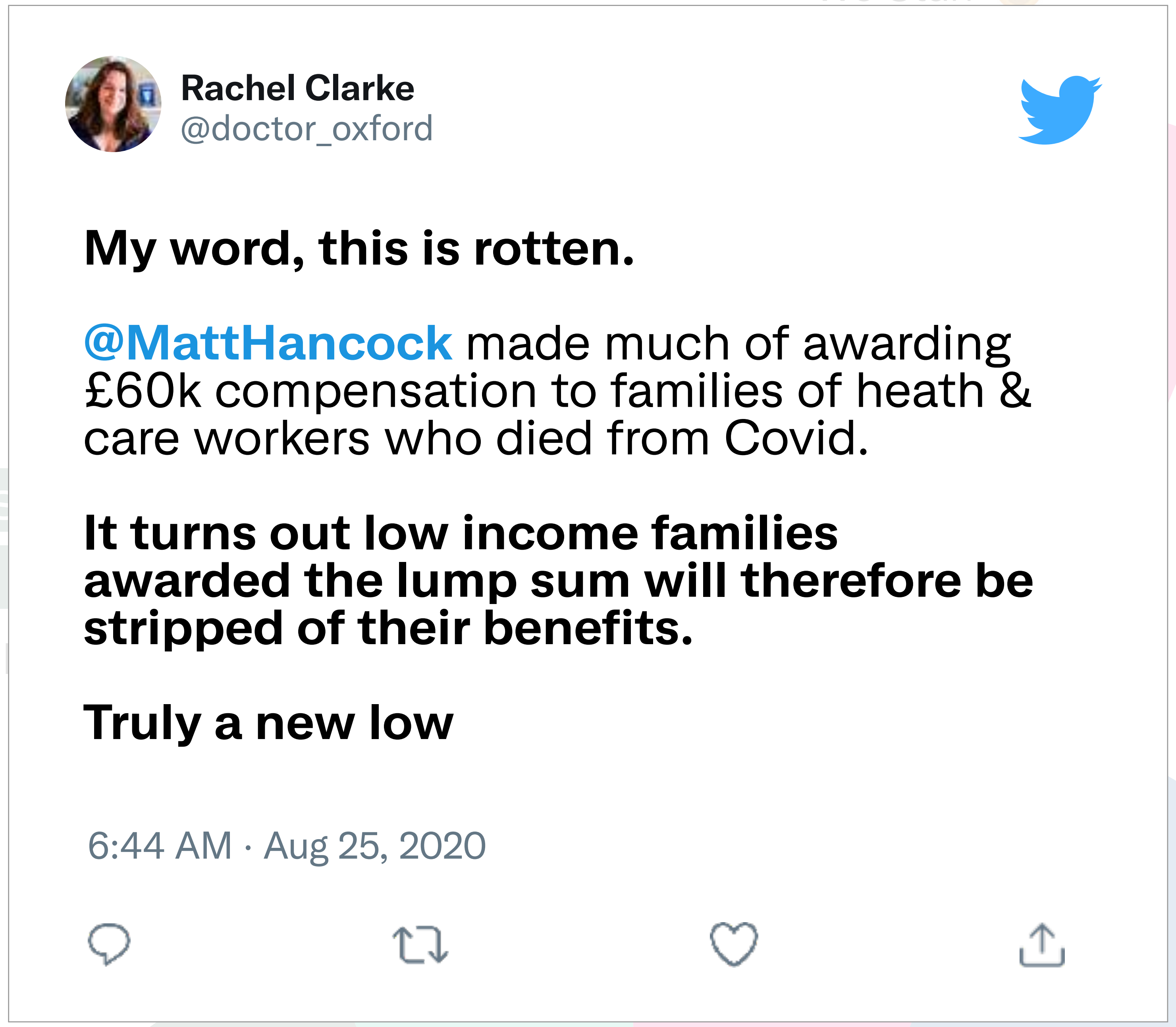


Rachel Clarke
@doctor_oxford

My word, this is rotten.

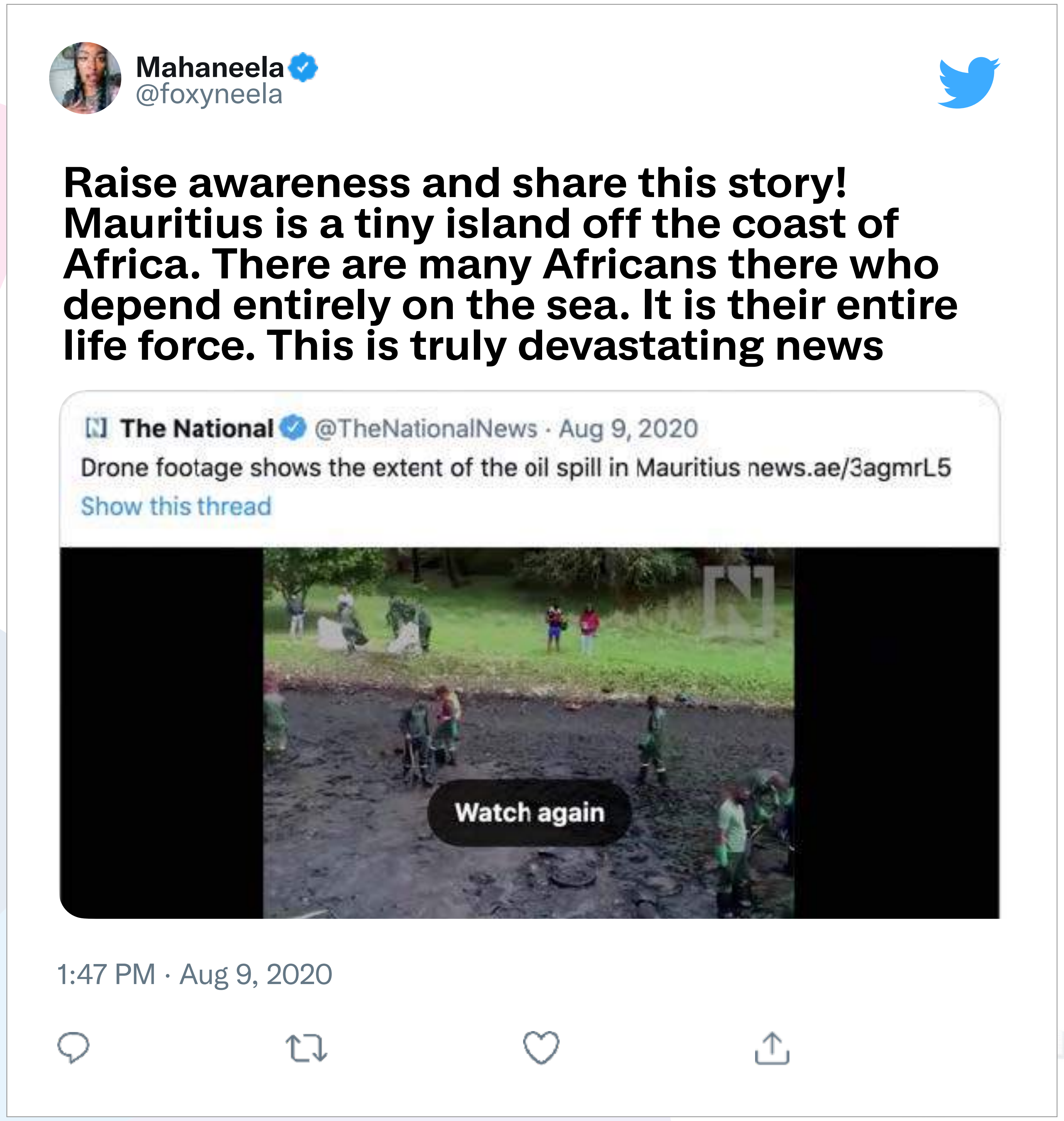
@MattHancock made much of awarding £60k compensation to families of heath & care workers who died from Covid.

It turns out low income families awarded the lump sum will therefore be stripped of their benefits.

Truly a new low

6:44 AM · Aug 25, 2020

This Must Change 📢



Mahaneela
@foxyneela

Raise awareness and share this story! Mauritius is a tiny island off the coast of Africa. There are many Africans there who depend entirely on the sea. It is their entire life force. This is truly devastating news

The National @TheNationalNews · Aug 9, 2020
Drone footage shows the extent of the oil spill in Mauritius news.ae/3agmrL5
Show this thread

1:47 PM · Aug 9, 2020

News Breaks
& Hot Takes

News Breaks & Hot Ta

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Long Memory 💾

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is Lolz

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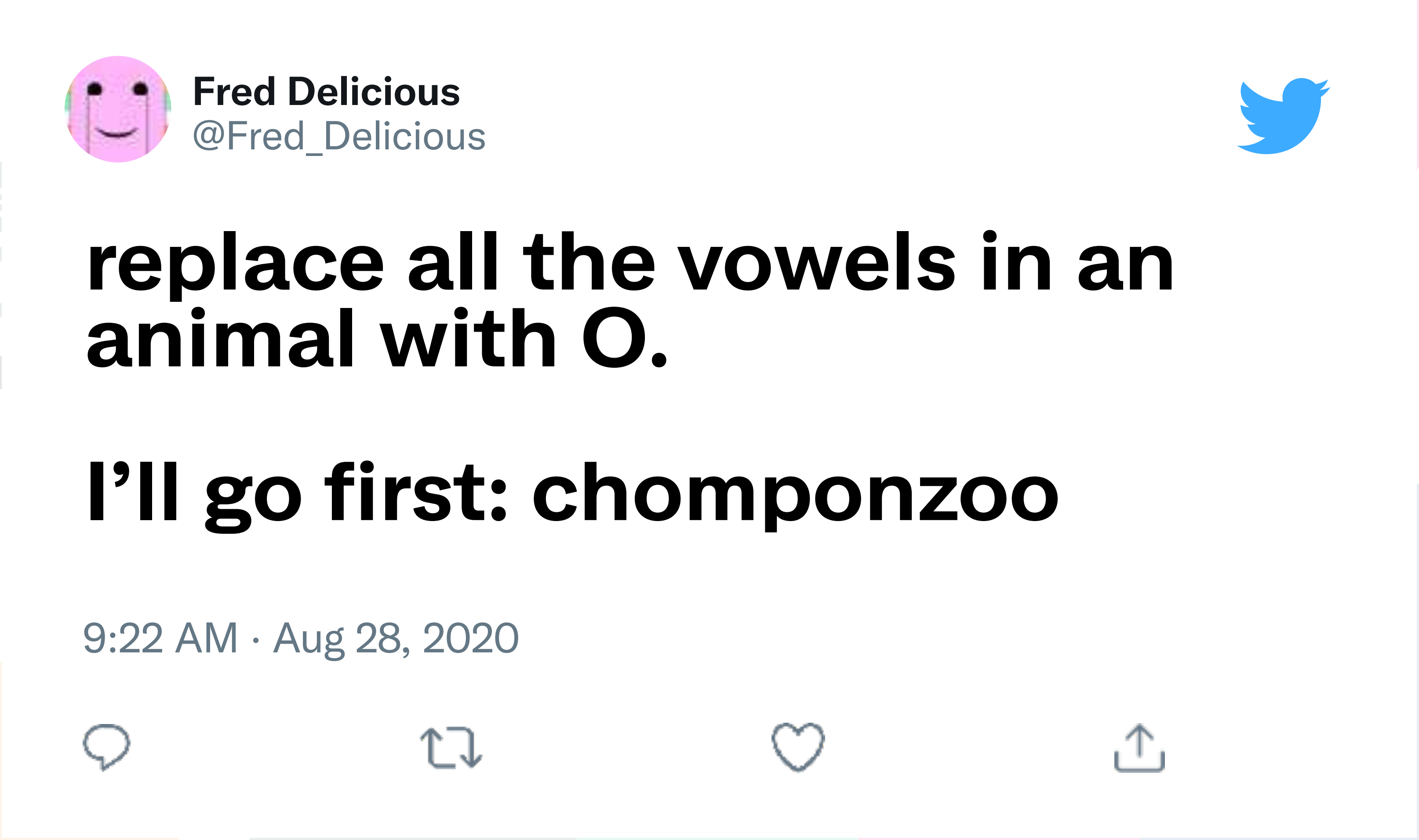

Fred Delicious
@Fred_Delicious

replace all the vowels in an animal with O.

I'll go first: chomponzoo

9:22 AM · Aug 28, 2020

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is Kind Hearts

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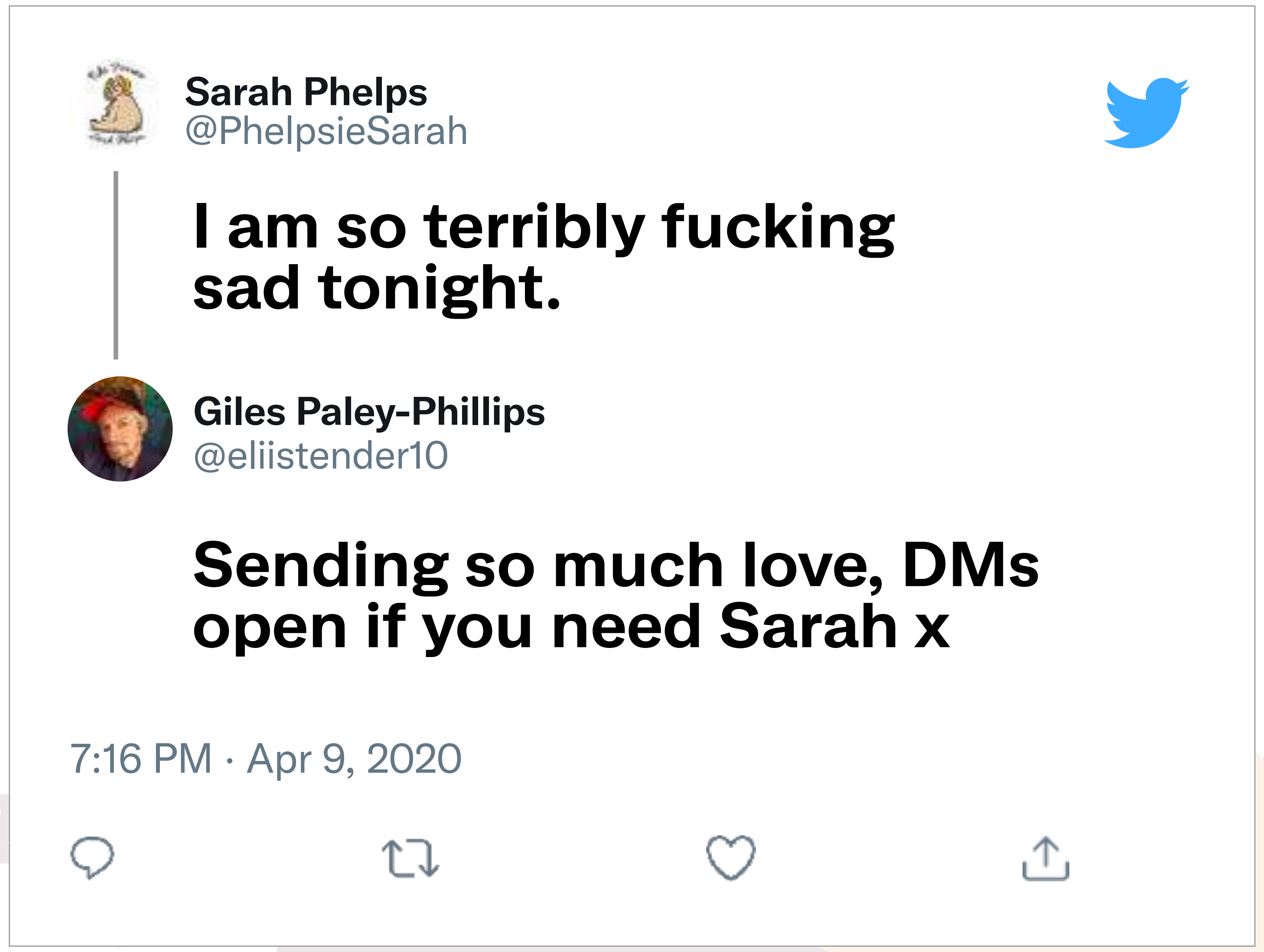


Sarah Phelps @PhelpsieSarah

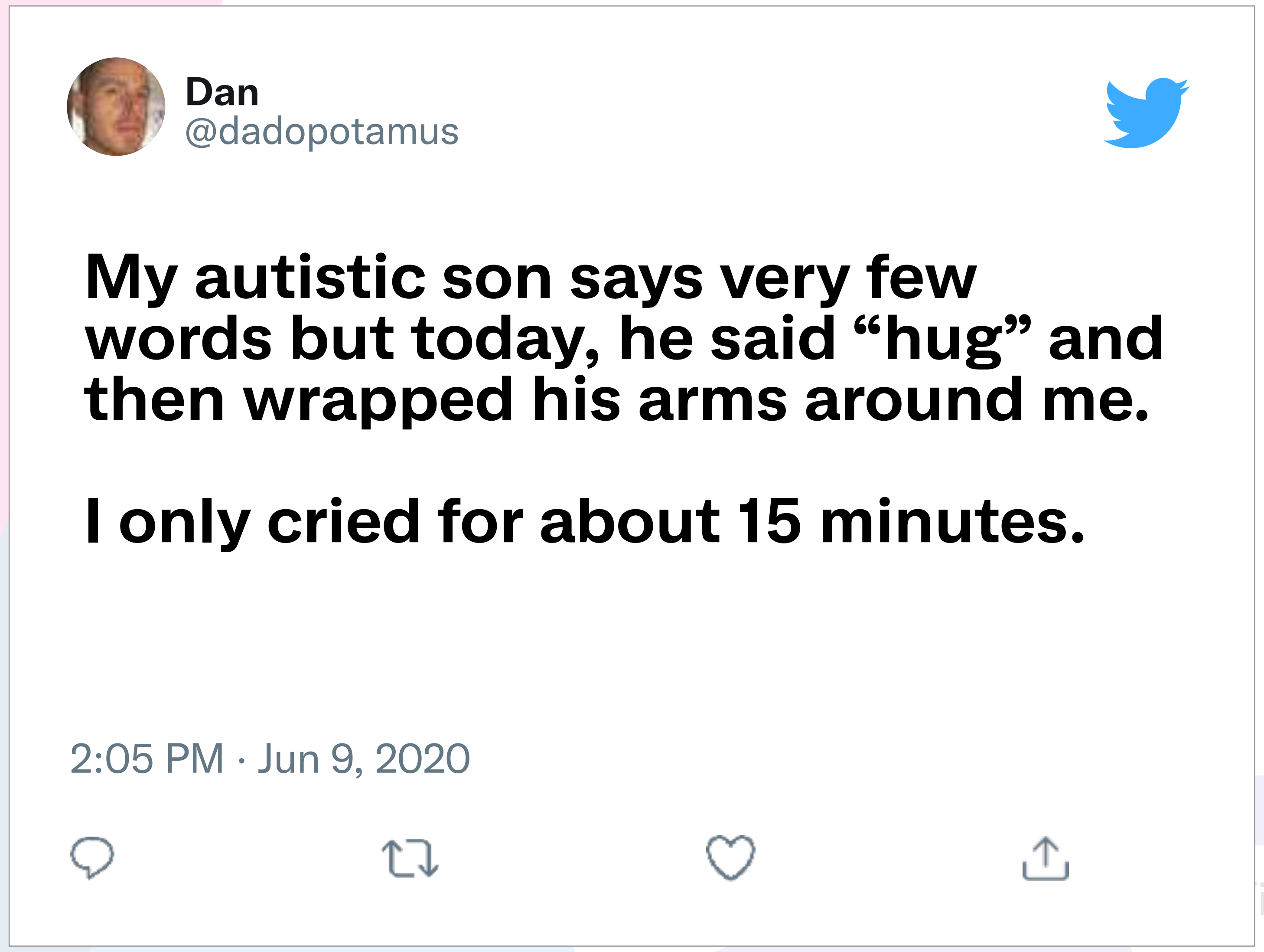
I am so terribly fucking sad tonight.

Giles Paley-Phillips @eliistender10

Sending so much love, DMs open if you need Sarah x

7:16 PM · Apr 9, 2020

I Needed That ❤️



Dan @dadopotamus

My autistic son says very few words but today, he said “hug” and then wrapped his arms around me.

I only cried for about 15 minutes.

2:05 PM · Jun 9, 2020

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Lolz
itter 😂
Threadtime Stories 📖
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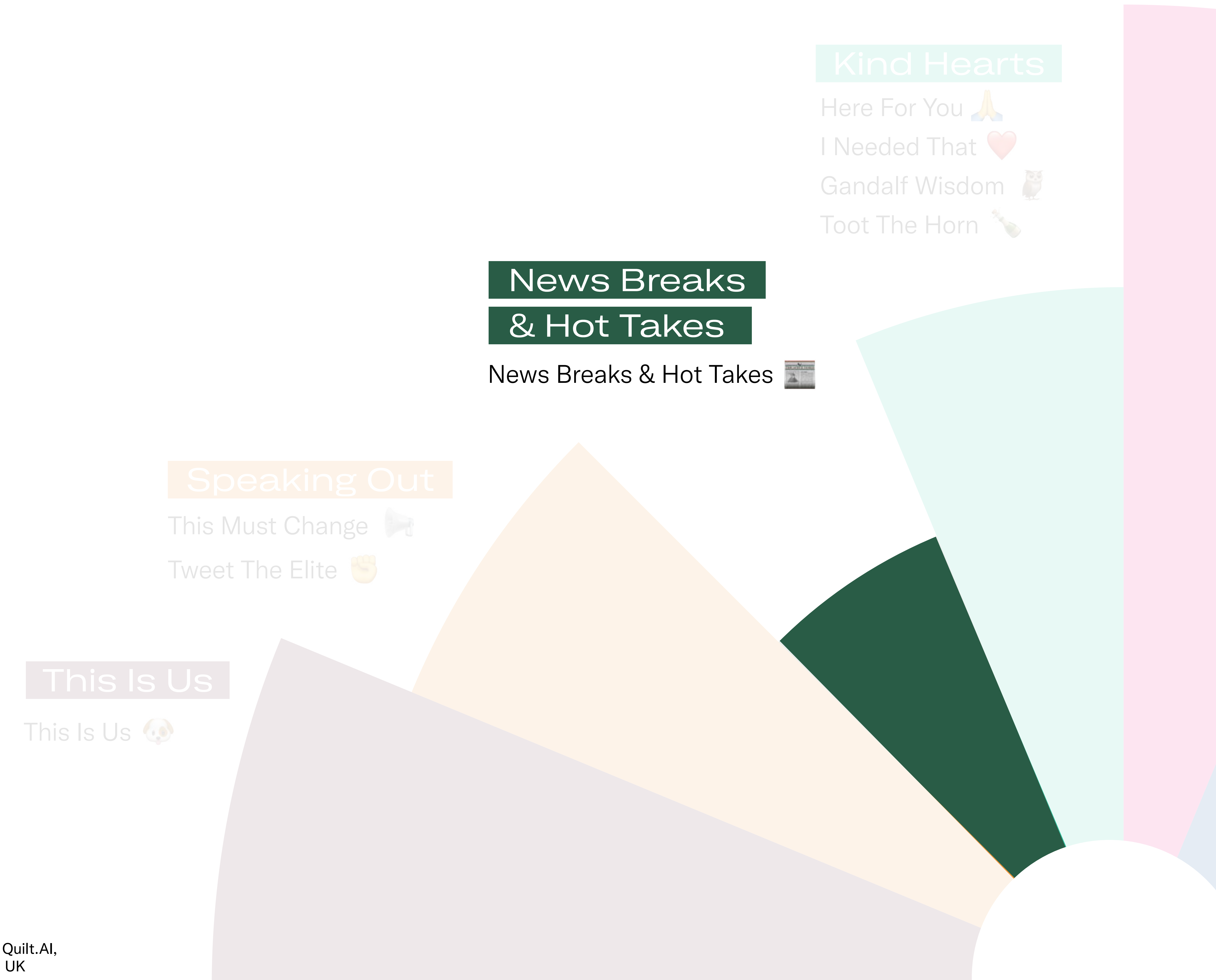
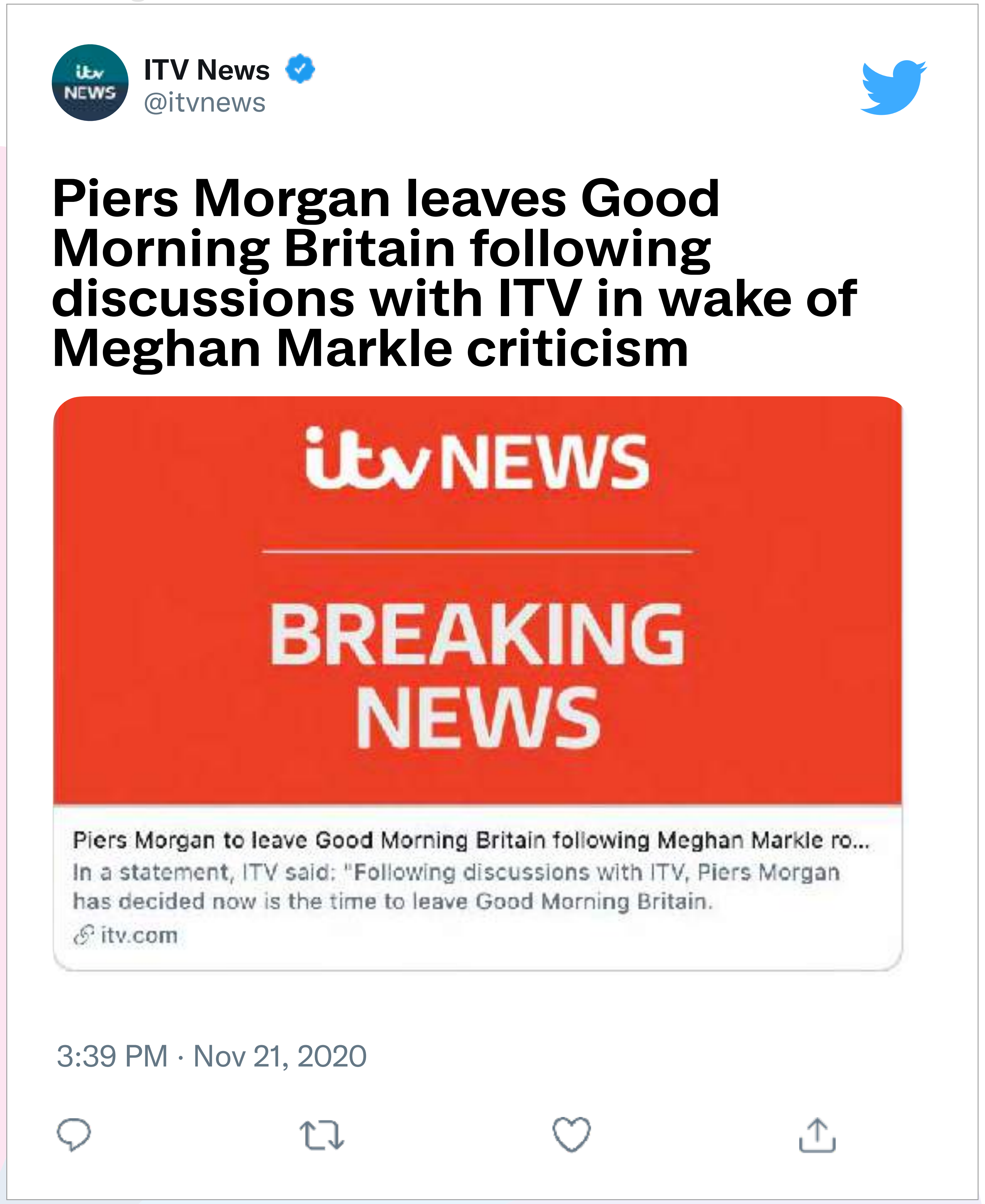
Long Memory 💾

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is News Breaks & Hot Takes




ITV News @itvnews

Piers Morgan leaves Good Morning Britain following discussions with ITV in wake of Meghan Markle criticism

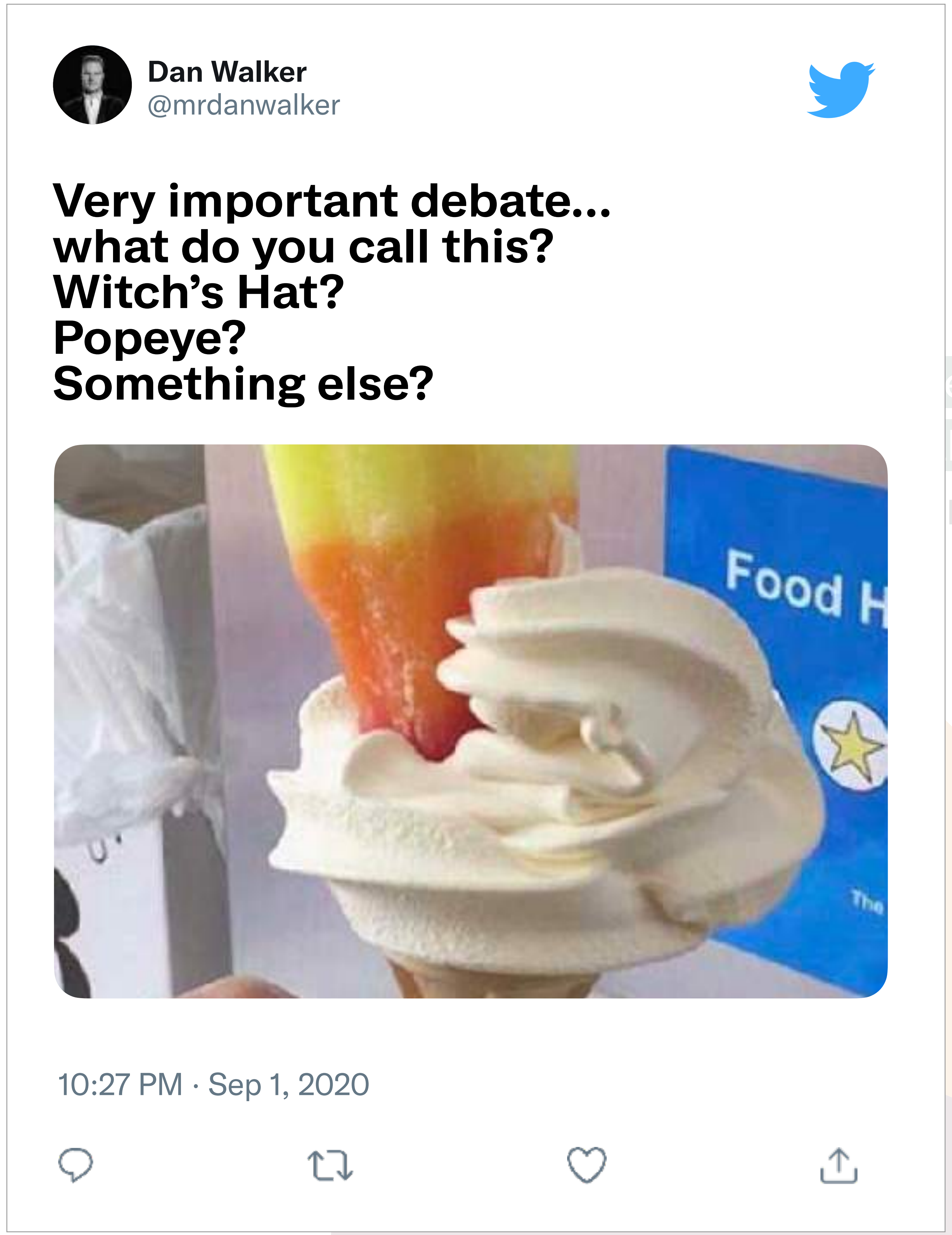
Piers Morgan to leave Good Morning Britain following Meghan Markle ro...
In a statement, ITV said: "Following discussions with ITV, Piers Morgan has decided now is the time to leave Good Morning Britain.
itv.com

3:39 PM · Nov 21, 2020

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is We’ve Got This

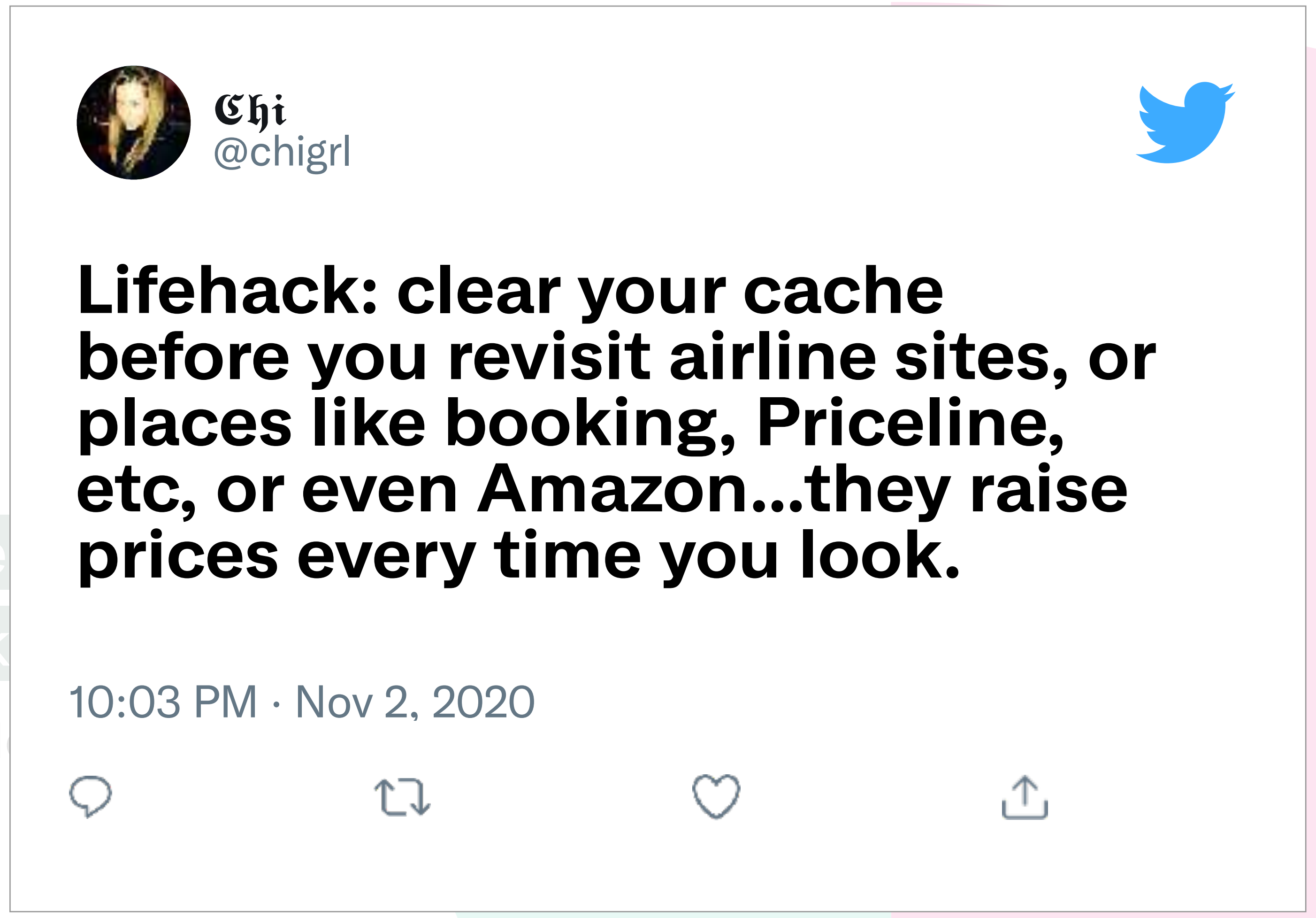
Ask Twitter ❓


Dan Walker
@mrdanwalker

Very important debate...
what do you call this?
Witch’s Hat?
Popeye?
Something else?

10:27 PM · Sep 1, 2020

Twitter Tips 👇


𝕮𝖍𝖎
@chigrl

Lifehack: clear your cache before you revisit airline sites, or places like booking, Priceline, etc, or even Amazon...they raise prices every time you look.

10:03 PM · Nov 2, 2020

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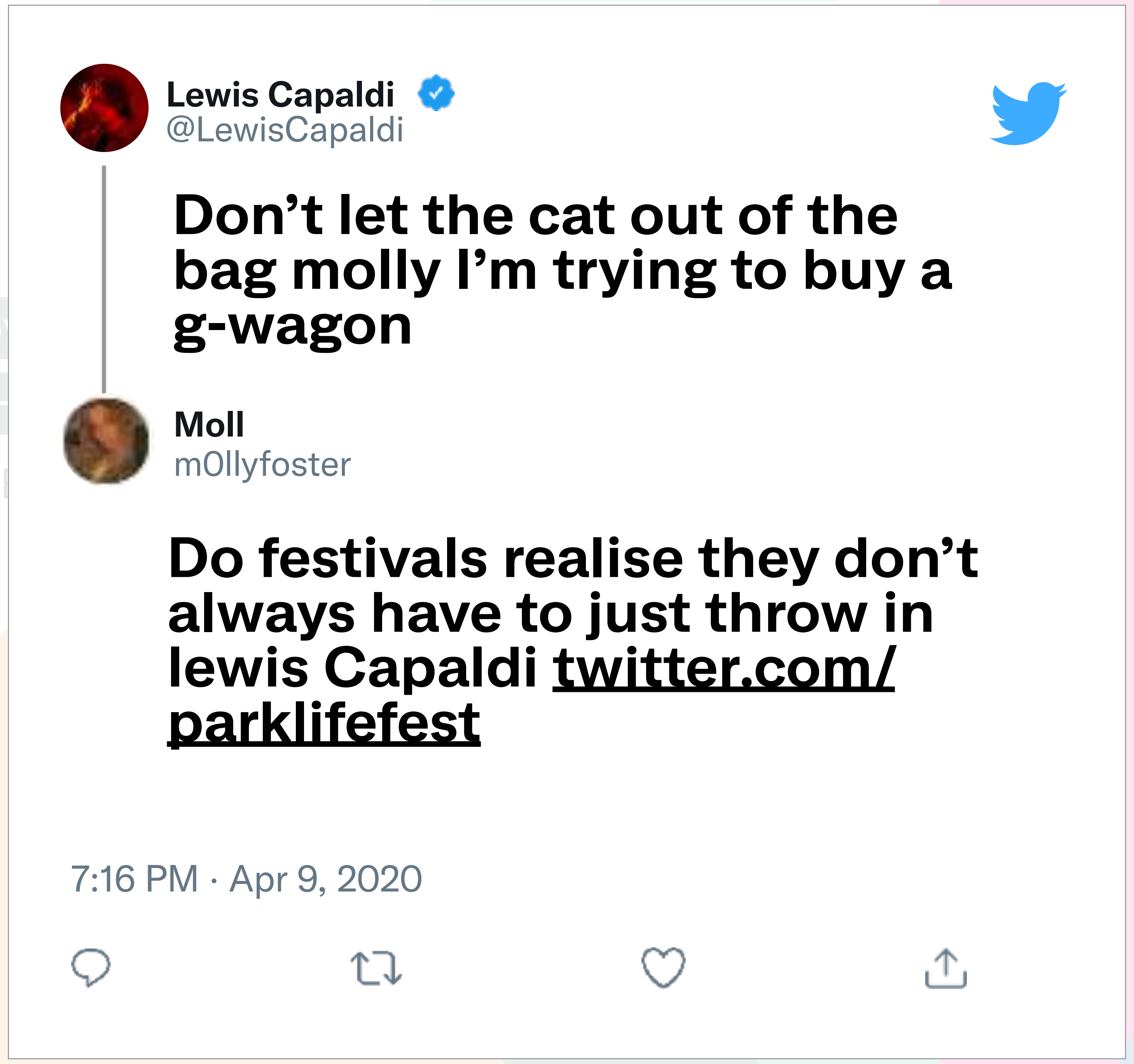
Twitter Is You'll Never Guess Who

Surprise Replies 👀



Lewis Capaldi @LewisCapaldi

Don't let the cat out of the bag molly I'm trying to buy a g-wagon

Moll m0llyfoster

Do festivals realise they don't always have to just throw in lewis Capaldi twitter.com/parklifefest

7:16 PM · Apr 9, 2020

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Lolz

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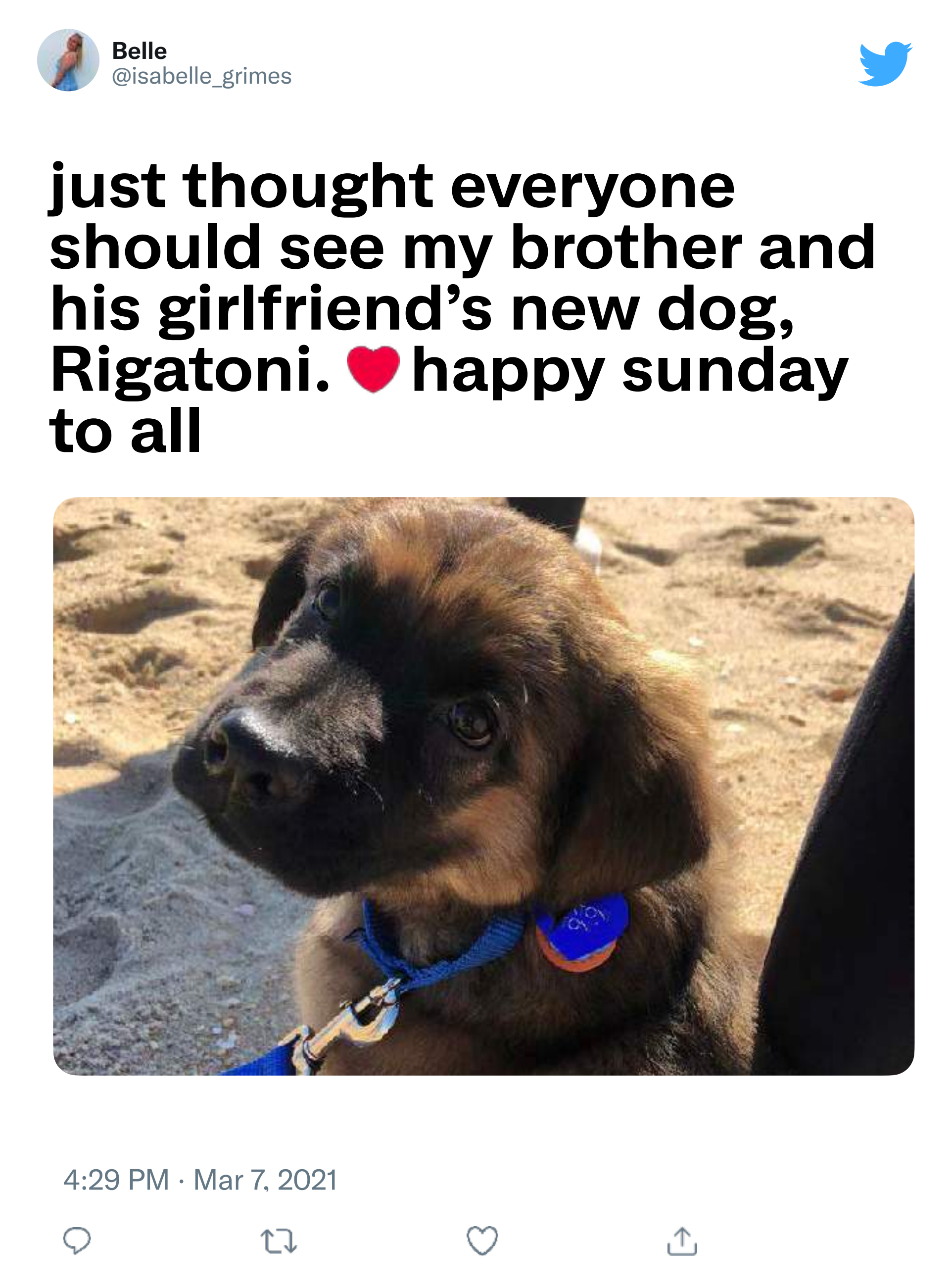
Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

So which Experiences are most prominent?

This Is Us
(Most volume)

🐶



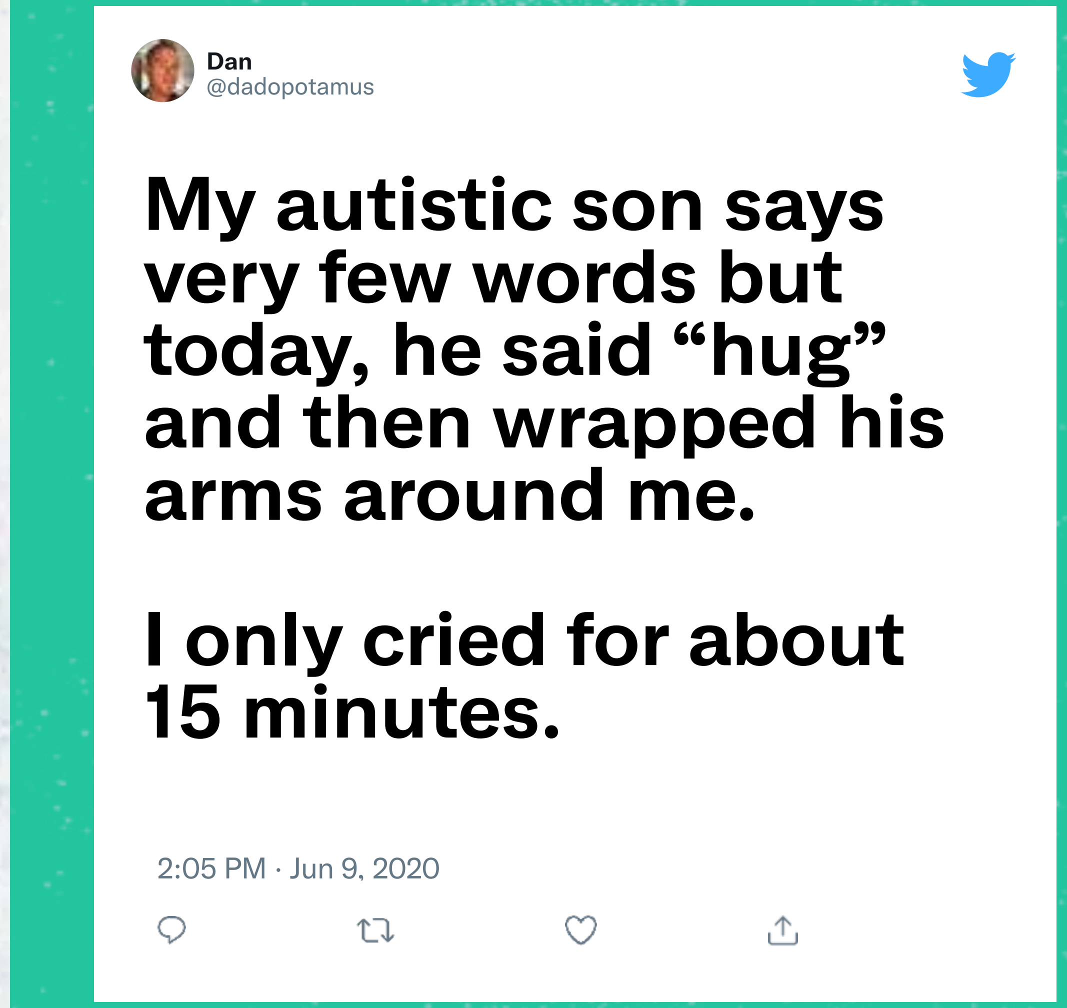
Belle
@isabelle_grimes

just thought everyone should see my brother and his girlfriend’s new dog, Rigatoni. ❤️ happy sunday to all

4:29 PM · Mar 7, 2021

I Needed That
(Most engagement)

❤️



Dan
@dadopotamus

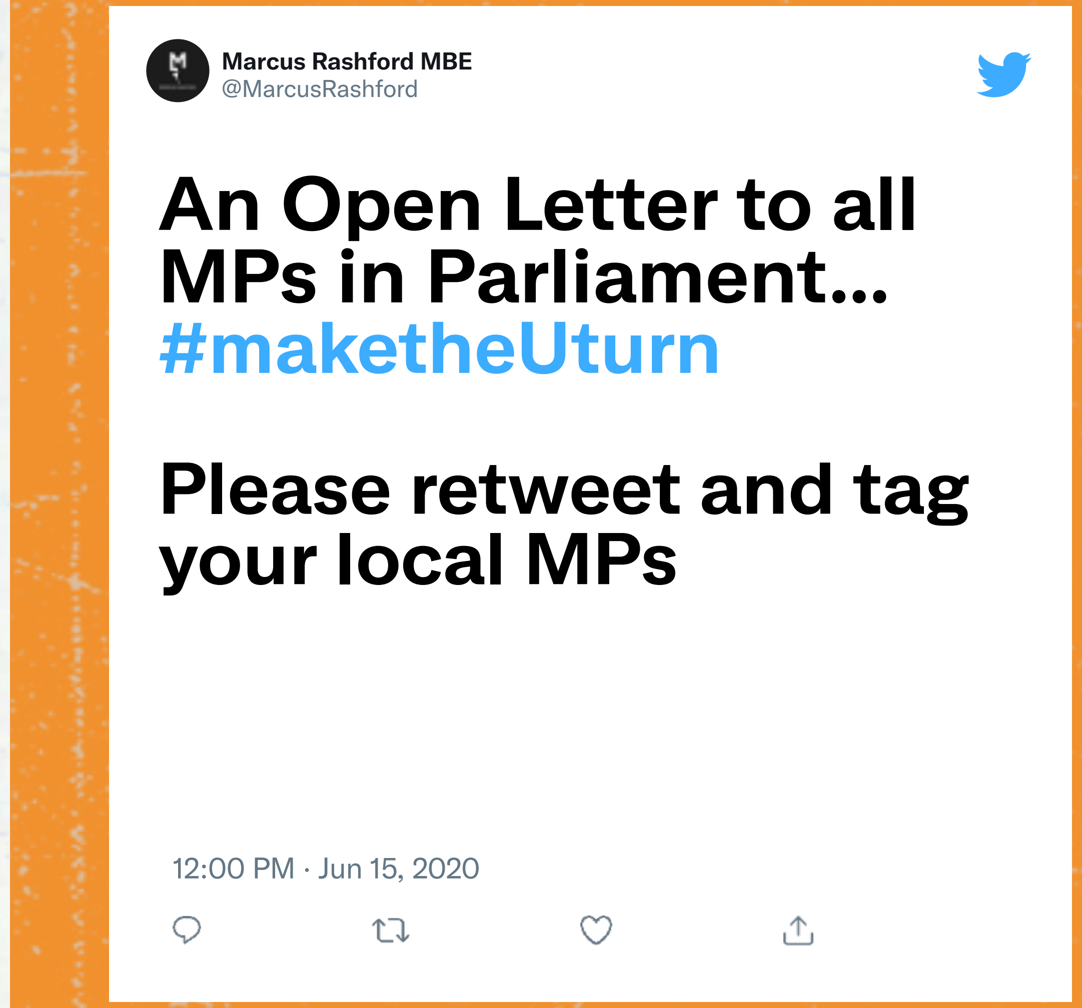
My autistic son says very few words but today, he said “hug” and then wrapped his arms around me.

I only cried for about 15 minutes.

2:05 PM · Jun 9, 2020

This Must Change
(Most retweets)

📢



Marcus Rashford MBE
@MarcusRashford

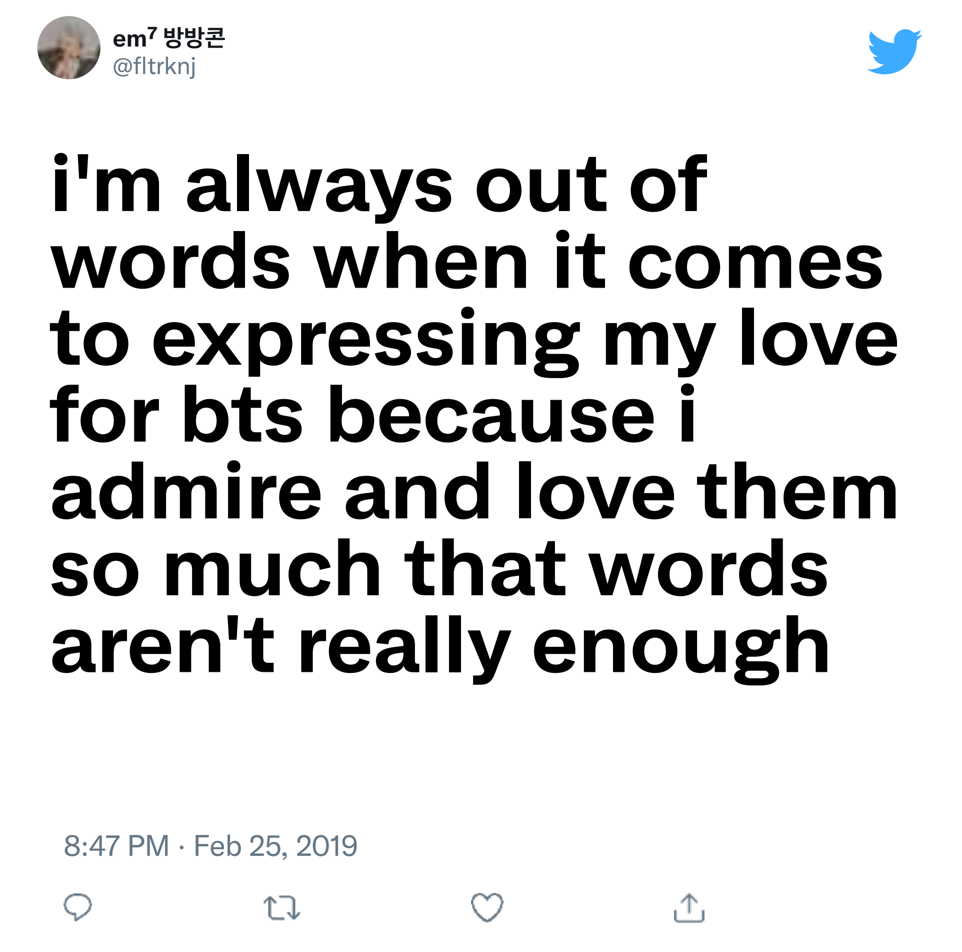
An Open Letter to all MPs in Parliament... #maketheUturn

Please retweet and tag your local MPs

12:00 PM · Jun 15, 2020

We Stan
(Most positive)

😍



em^{7} 방방콘
@fltrknj

i'm always out of words when it comes to expressing my love for bts because i admire and love them so much that words aren't really enough

8:47 PM · Feb 25, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

We created a ranking to measure the prominence of different Experiences on Twitter

The Prominence Ranking combines multiple metrics into one, including:

- Tweet volume
- Follower counts
- Retweets

4. Themes

What We're Into

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Geeking Out 🤓

Watching The Same Thing 🛋️

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Surprise Replies 👀

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

What We're Into

Prominence Ranking

1st

Net Sentiment

+33%

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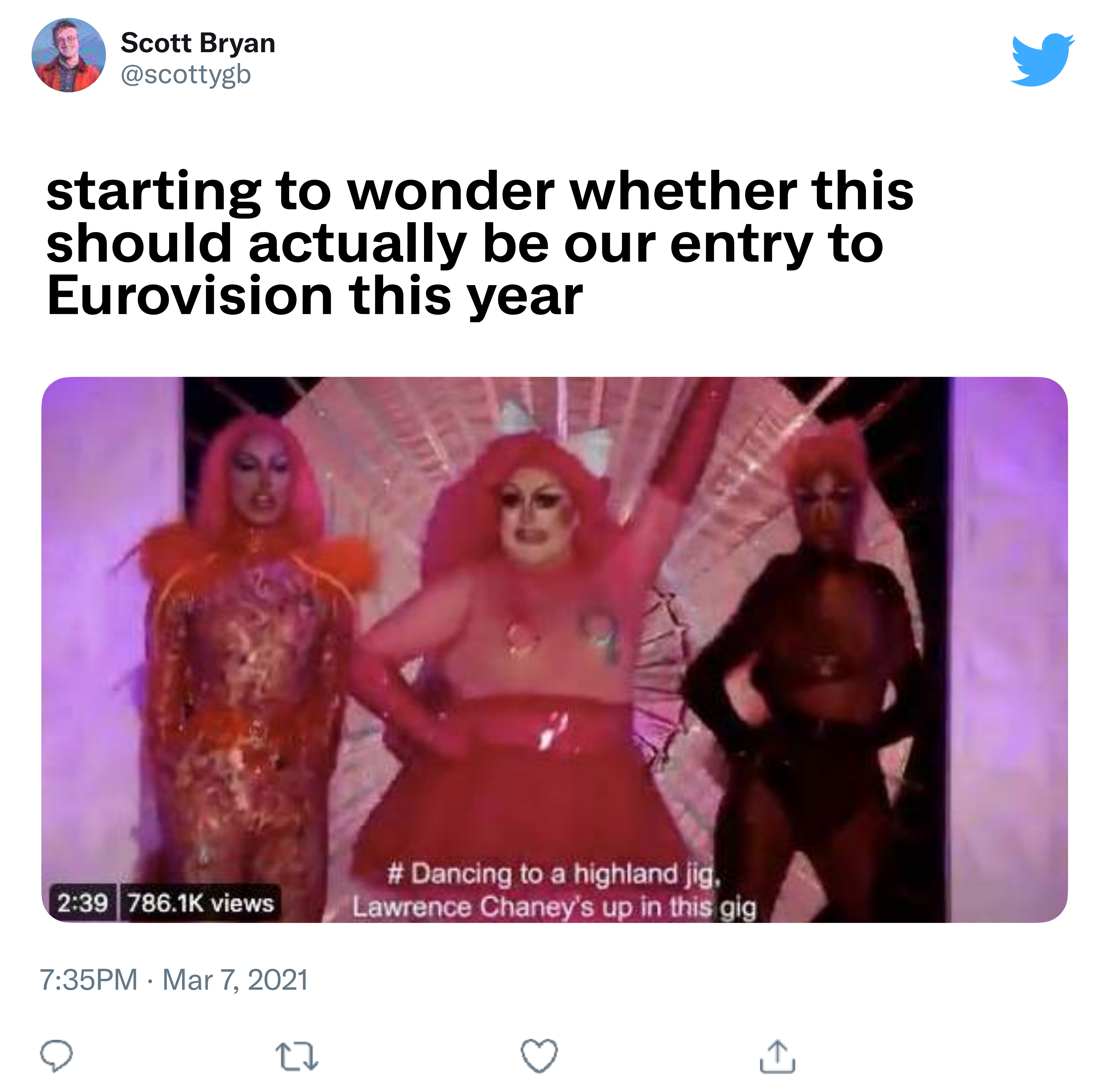
Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

Hot Right Now 🎧

Songs, shows, prose, clothes, screens, scenes, the stars, the arts, the darts. Pop culture comes mirror-balling at us like Times Square on steroids. If you want to tap into it or tap out your thoughts on it, Twitter's where it's at.

Hot Right Now

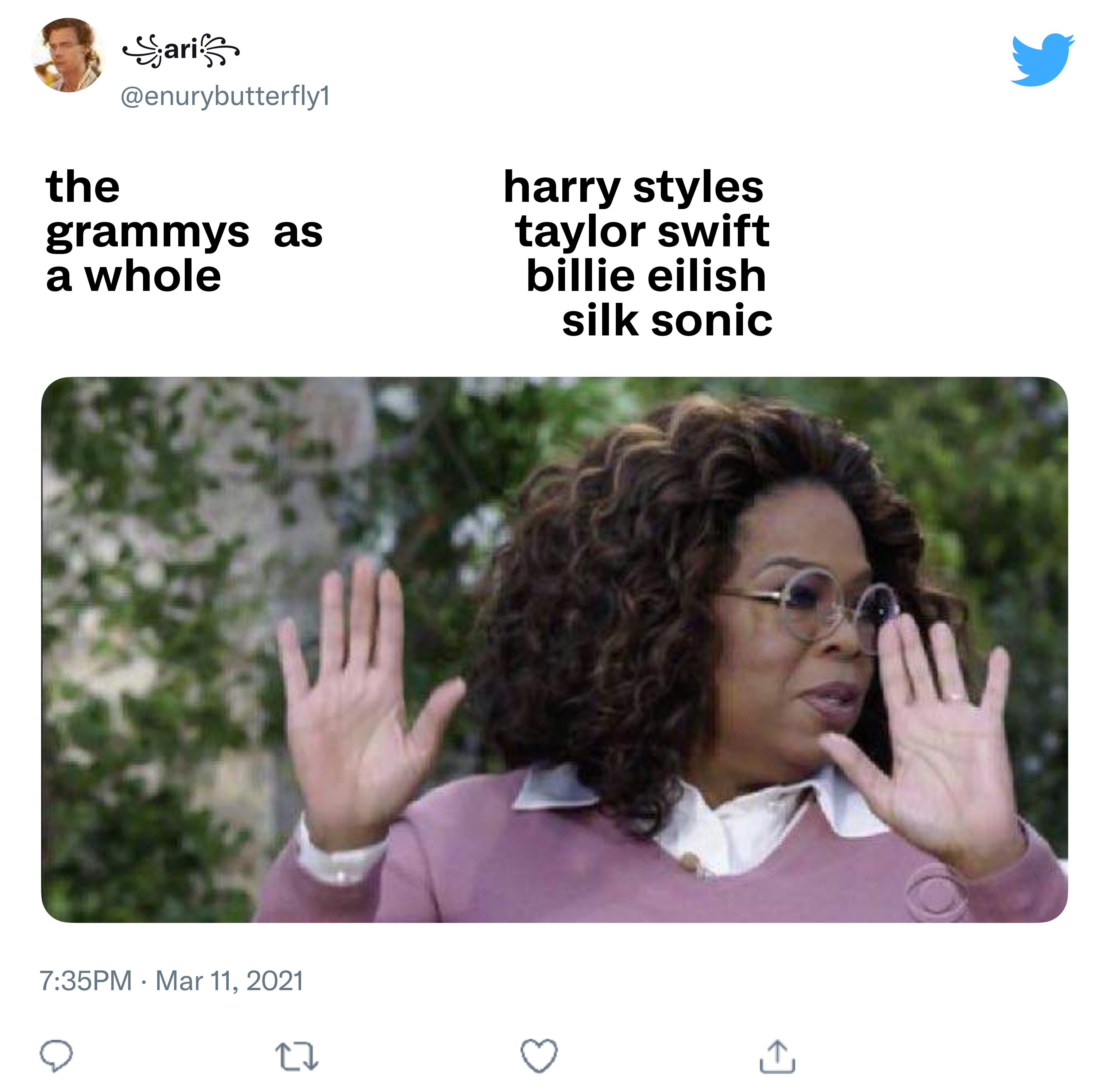


Scott Bryan
@scottygb

starting to wonder whether this should actually be our entry to Eurovision this year

2:39
786.1K views
# Dancing to a highland jig,
Lawrence Chaney's up in this gig

7:35PM · Mar 7, 2021



ari
@enurybutterfly1

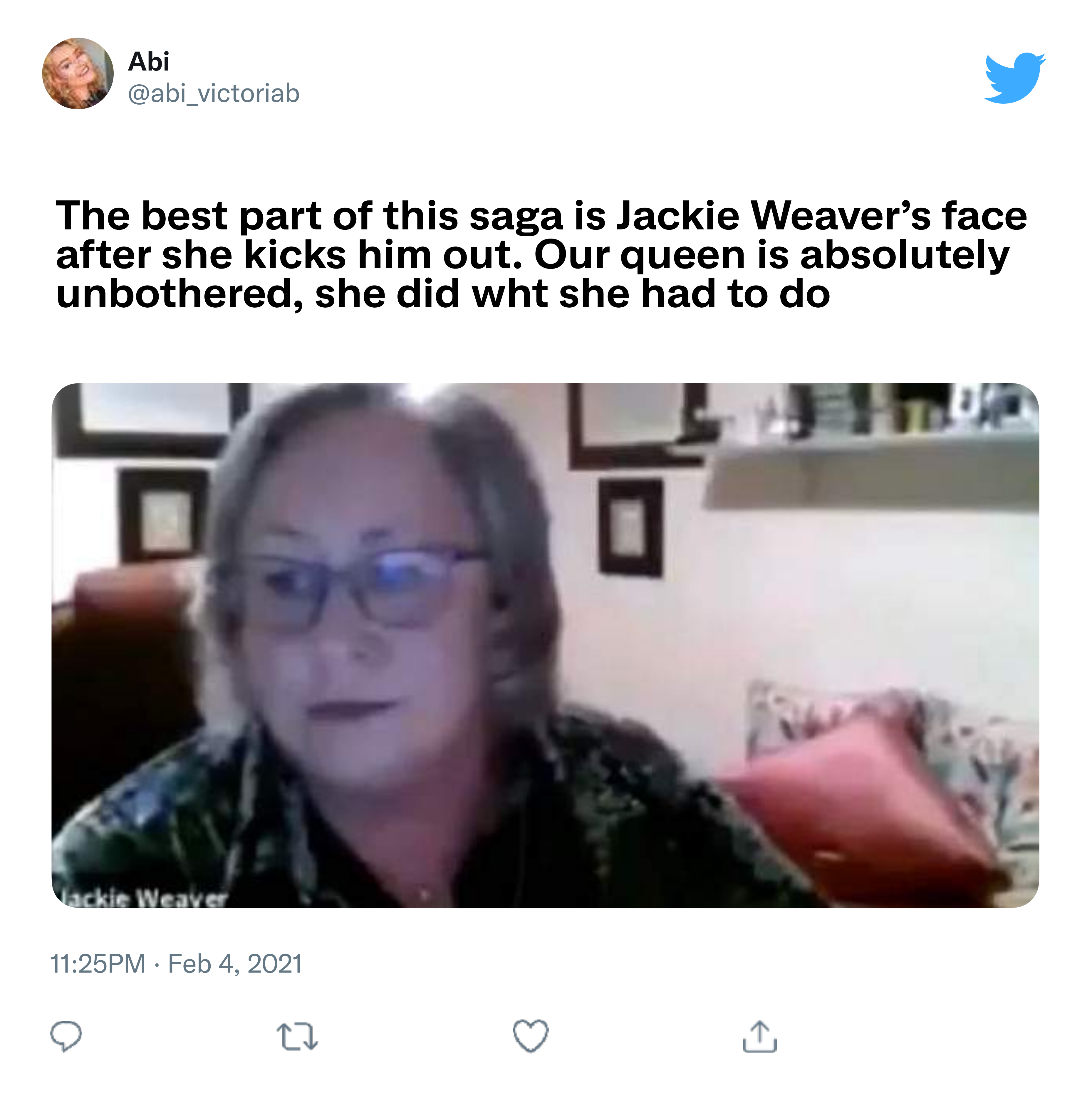
the grammys as a whole

harry styles
taylor swift
billie eilish
silk sonic

7:35PM · Mar 11, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

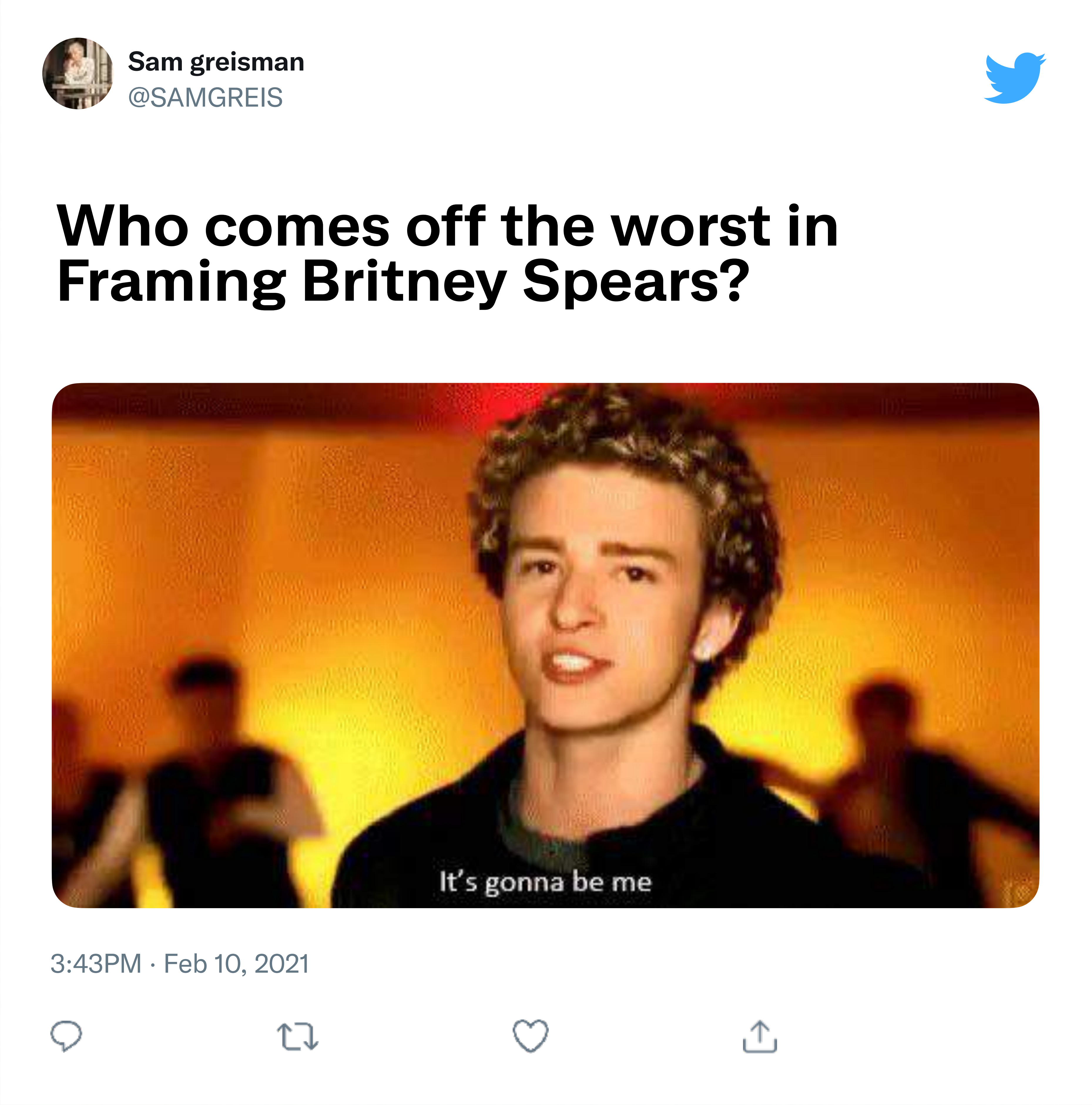
Hot Right Now 🎧



Abi
@abi_victoriab

The best part of this saga is Jackie Weaver's face after she kicks him out. Our queen is absolutely unbothered, she did wht she had to do

11:25PM · Feb 4, 2021



Sam greisman
@SAMGREIS

Who comes off the worst in Framing Britney Spears?

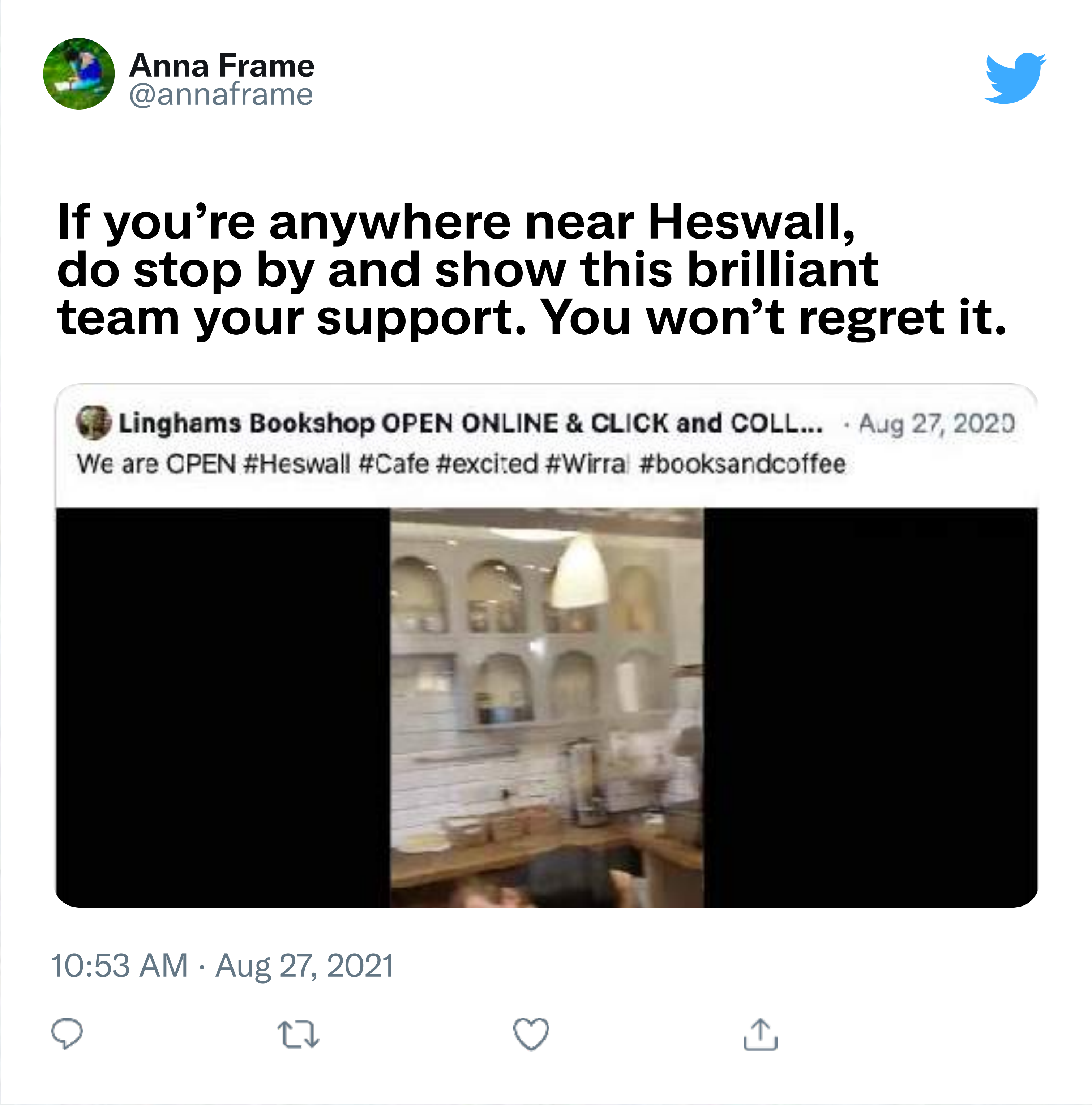
3:43PM · Feb 10, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Tweet Advisor 👌

Tried, tested, tasted, trusted. Slated, hated, overrated. Tweeters give a thumbs up or thumbs down to things they've bought, watched and tried.

Tweet Advisor 👌

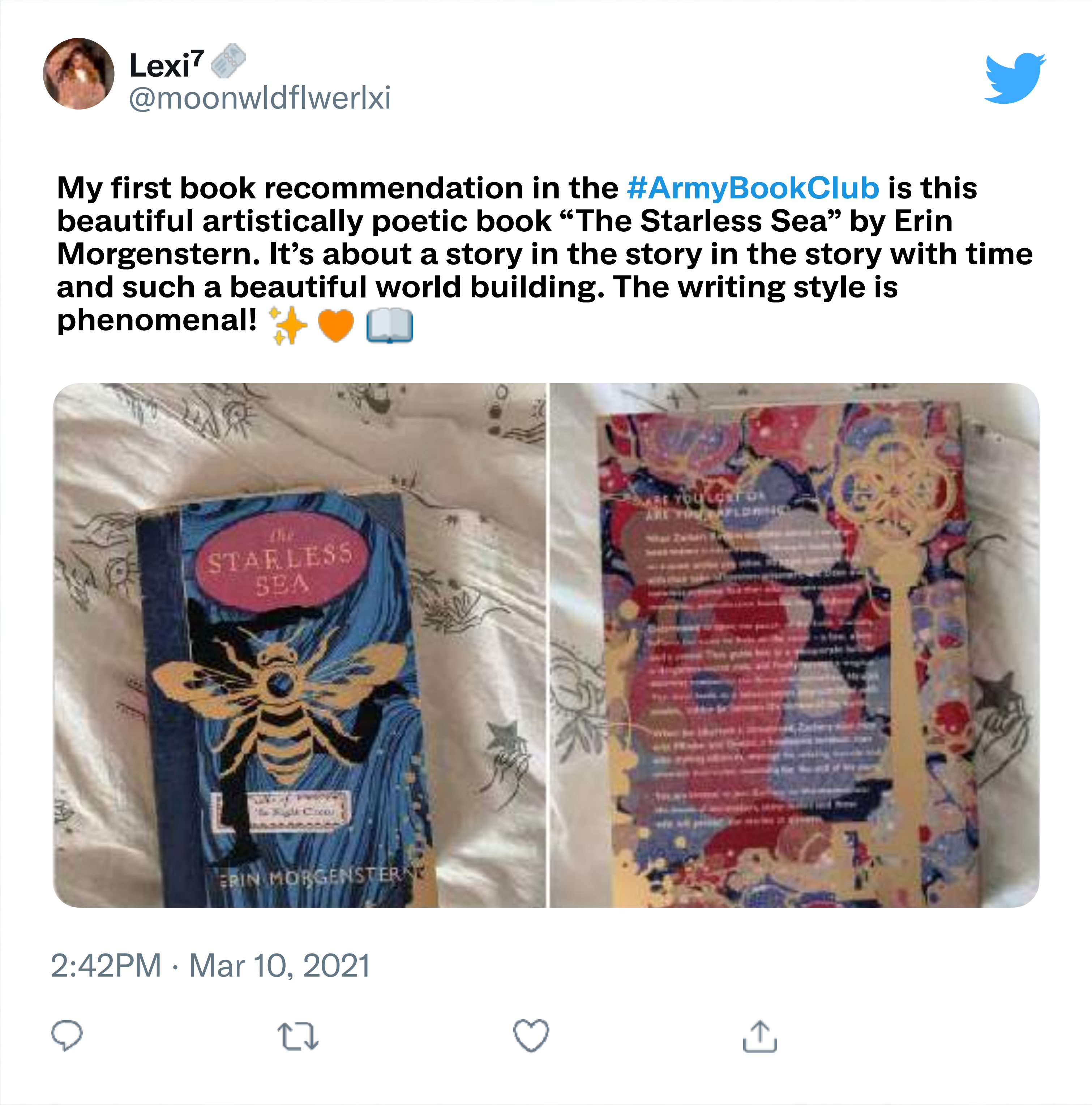


Anna Frame
@annaframe

If you're anywhere near Heswall, do stop by and show this brilliant team your support. You won't regret it.

Linghams Bookshop OPEN ONLINE & CLICK and COLL... · Aug 27, 2020
We are OPEN #Heswall #Cafe #excited #Wirral #booksandcoffee

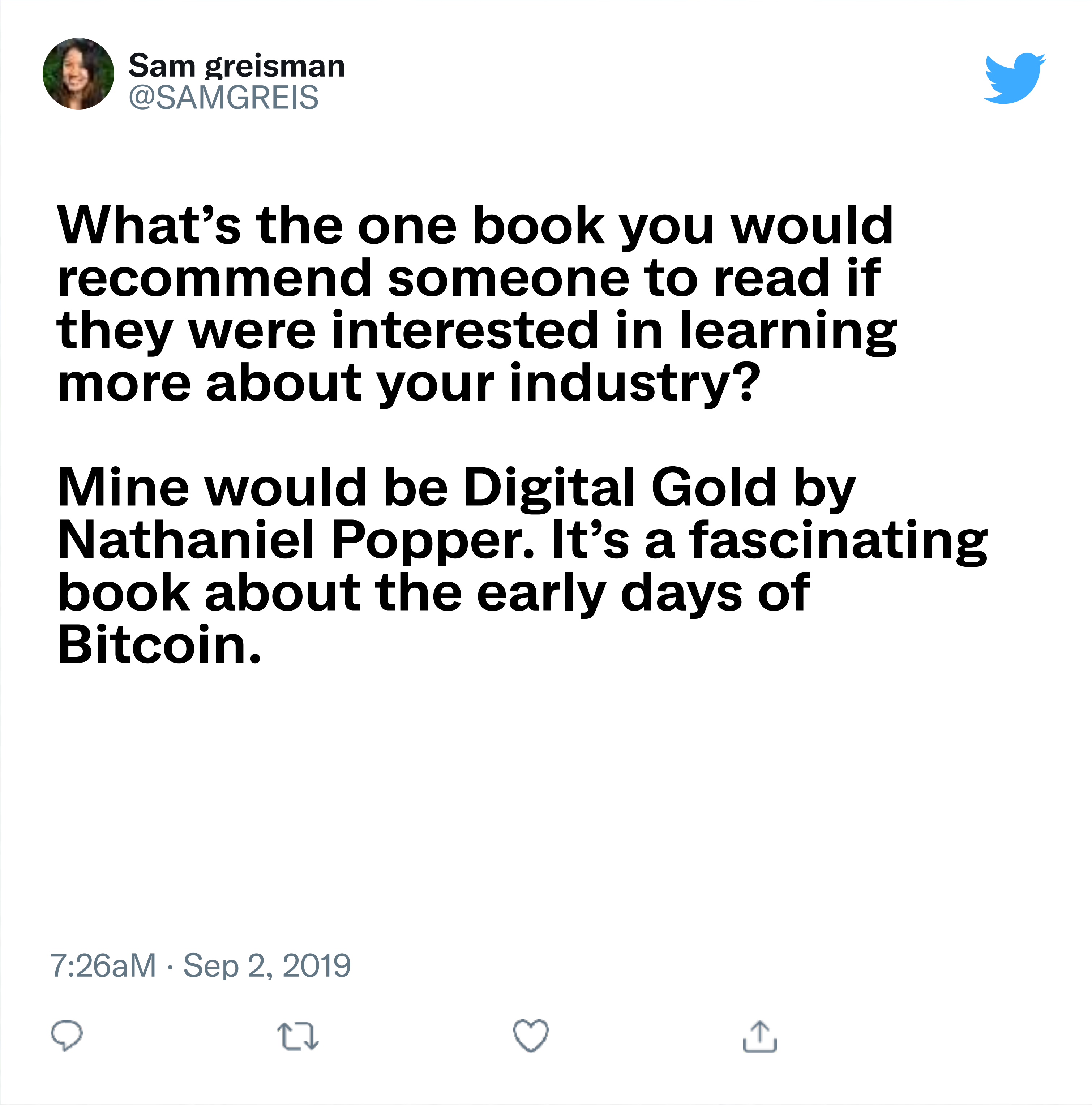
10:53 AM · Aug 27, 2021



Lexi^7
@moonwldflwerlxi

My first book recommendation in the #ArmyBookClub is this beautiful artistically poetic book "The Starless Sea" by Erin Morgenstern. It's about a story in the story in the story with time and such a beautiful world building. The writing style is phenomenal! ✨🧡📖

2:42PM · Mar 10, 2021



Sam greisman
@SAMGREIS

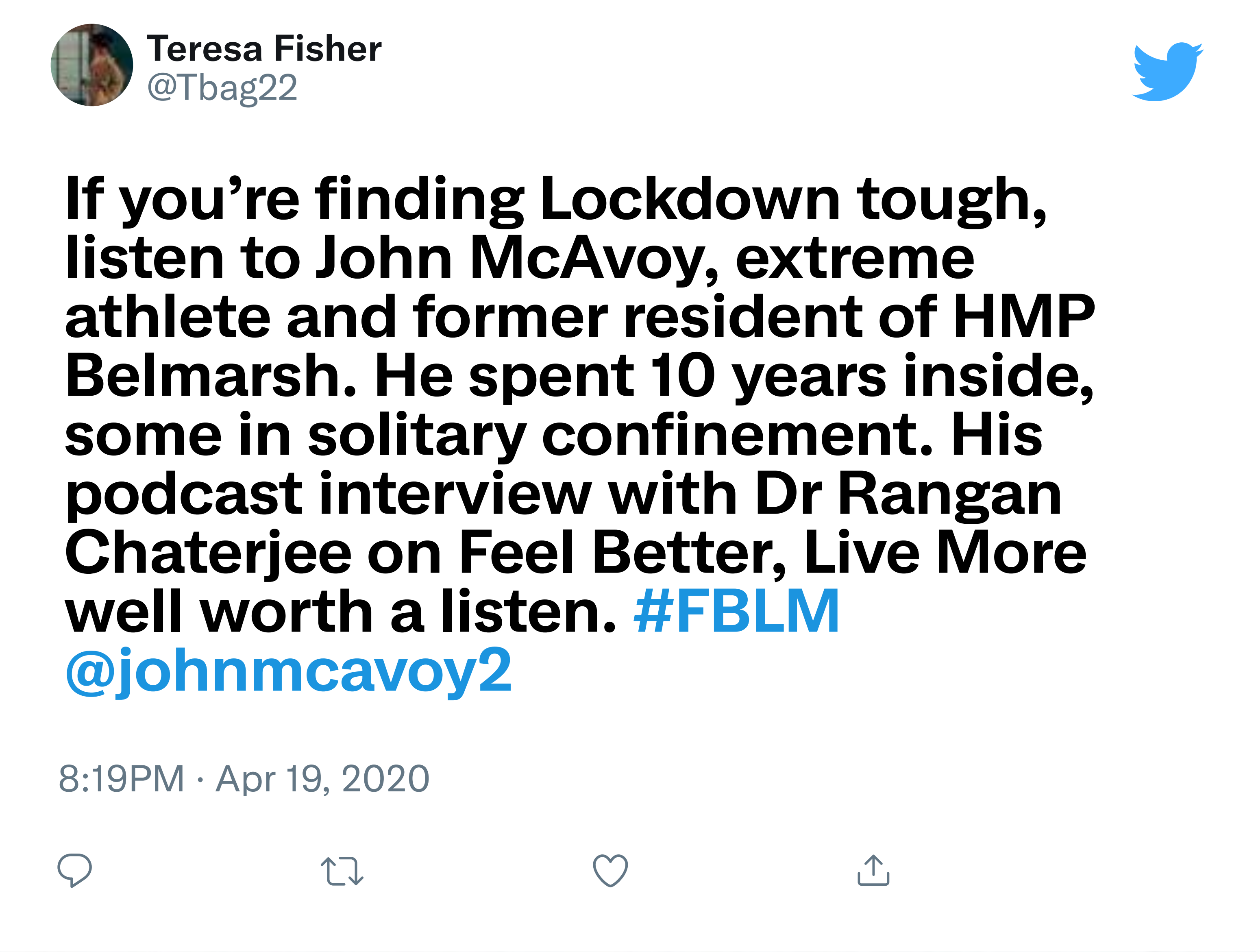
What's the one book you would recommend someone to read if they were interested in learning more about your industry?

Mine would be Digital Gold by Nathaniel Popper. It's a fascinating book about the early days of Bitcoin.

7:26aM · Sep 2, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

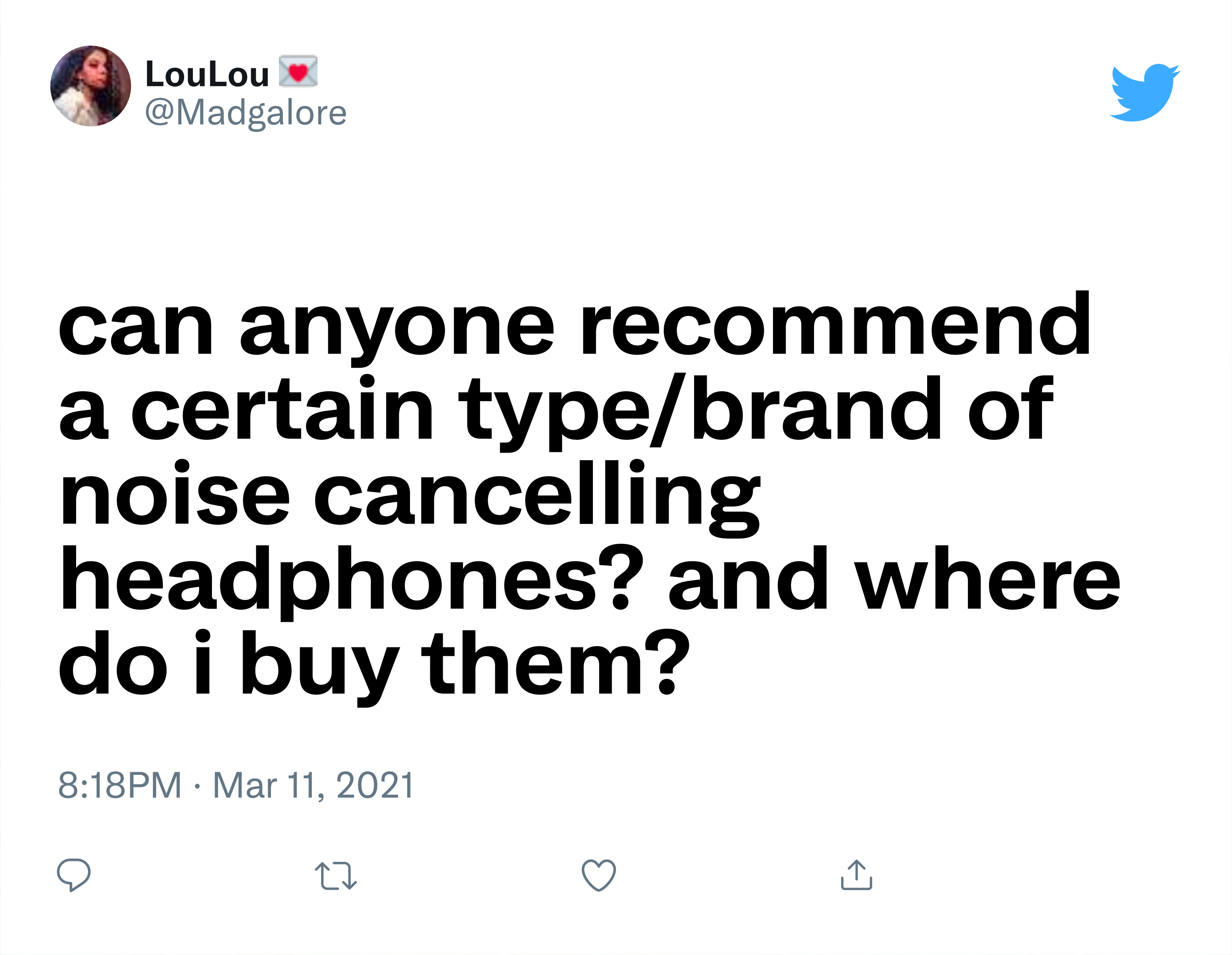
Tweet Advisor 👌



Teresa Fisher
@Tbag22

If you're finding Lockdown tough, listen to John McAvoy, extreme athlete and former resident of HMP Belmarsh. He spent 10 years inside, some in solitary confinement. His podcast interview with Dr Rangan Chaterjee on Feel Better, Live More well worth a listen. #FBLM @johnmcavoy2

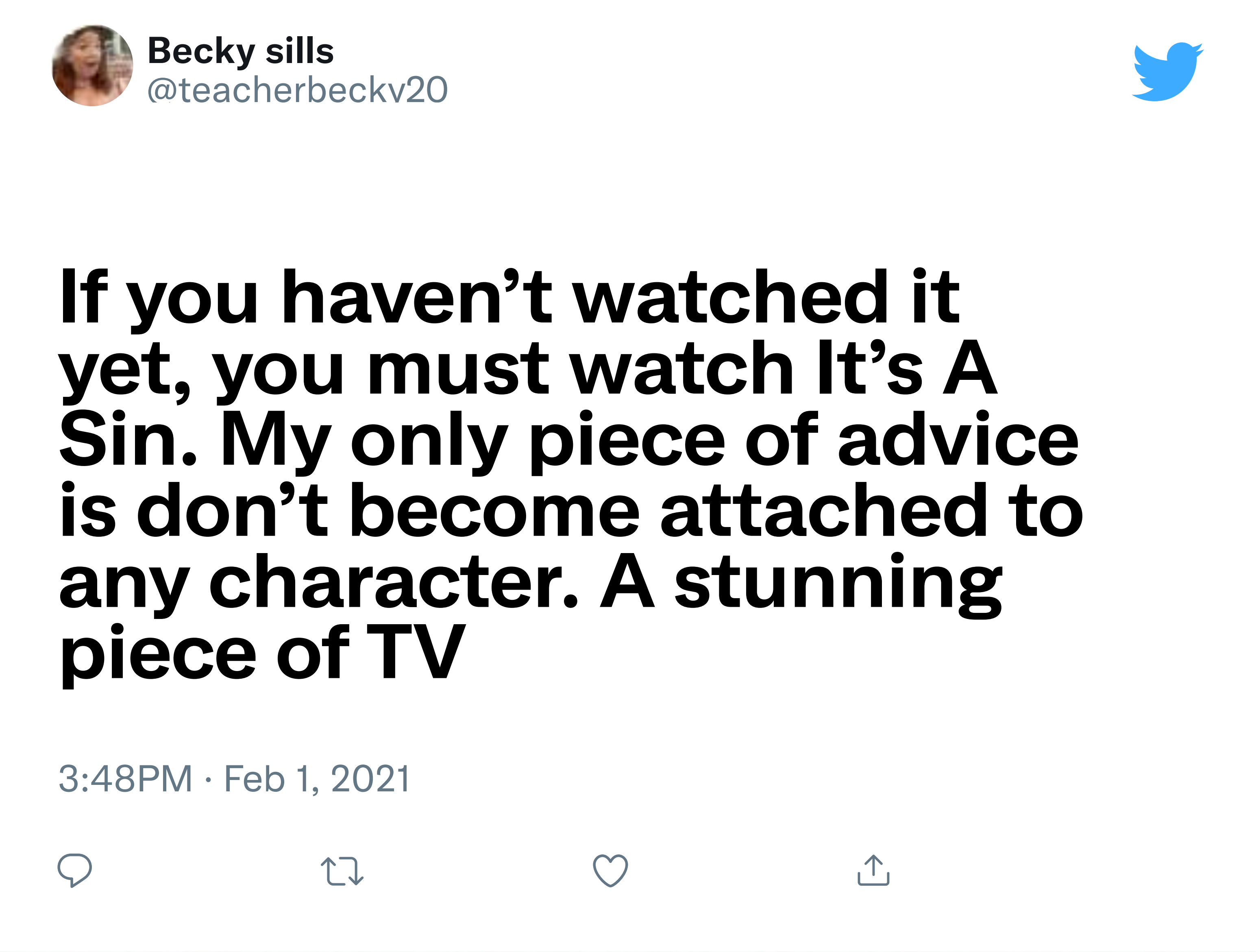
8:19PM · Apr 19, 2020



LouLou 💌
@Madgalore

can anyone recommend a certain type/brand of noise cancelling headphones? and where do i buy them?

8:18PM · Mar 11, 2021



Becky sills
@teacherbeckv20

If you haven't watched it yet, you must watch It's A Sin. My only piece of advice is don't become attached to any character. A stunning piece of TV

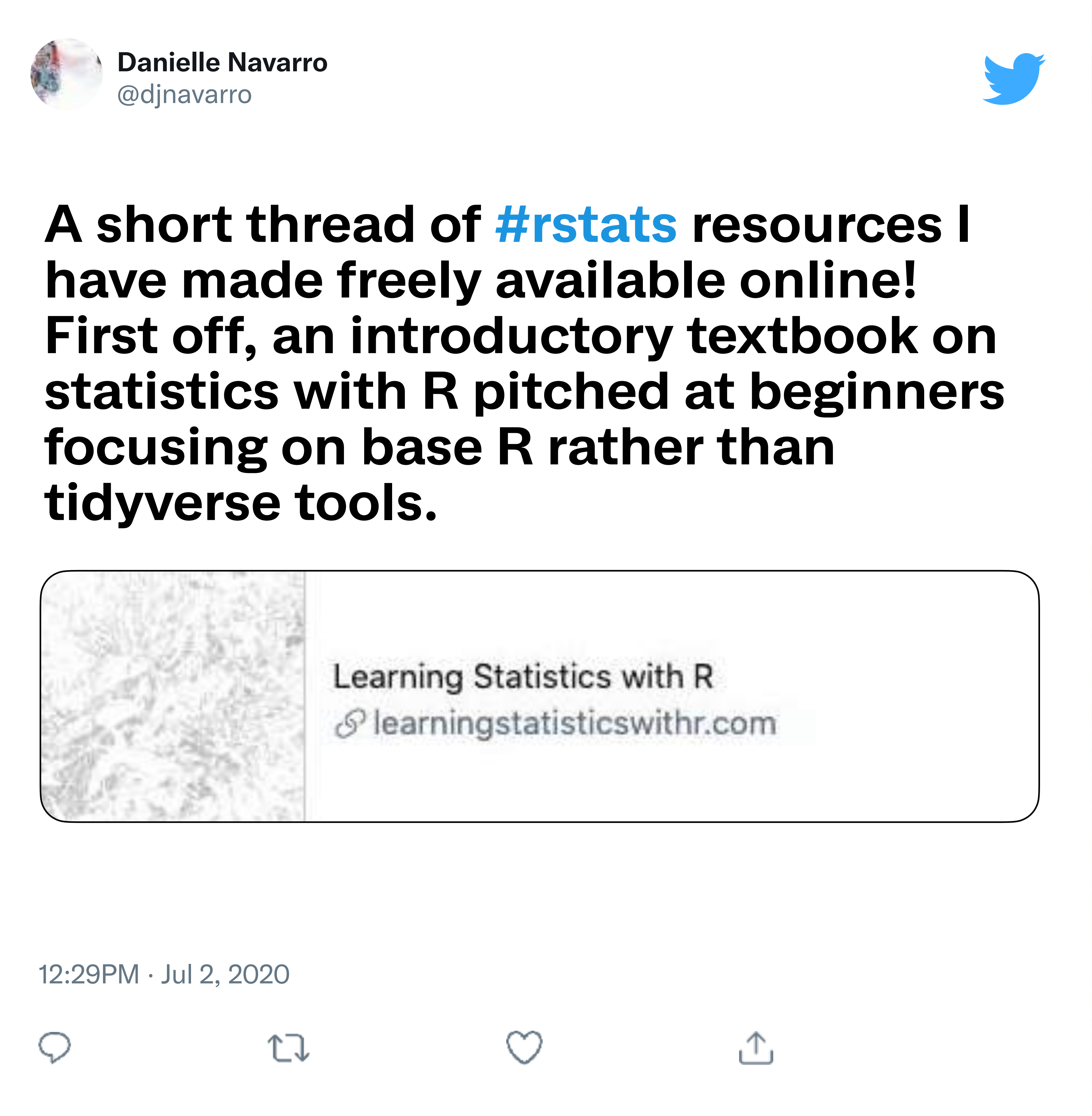
3:48PM · Feb 1, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Geeking Out 🤓

If you're really, **really** into something and you want to go deeper with like-minded people, Twitter's the perfect tool for chatting, learning and sharing resources.

Geeking Out 🤓

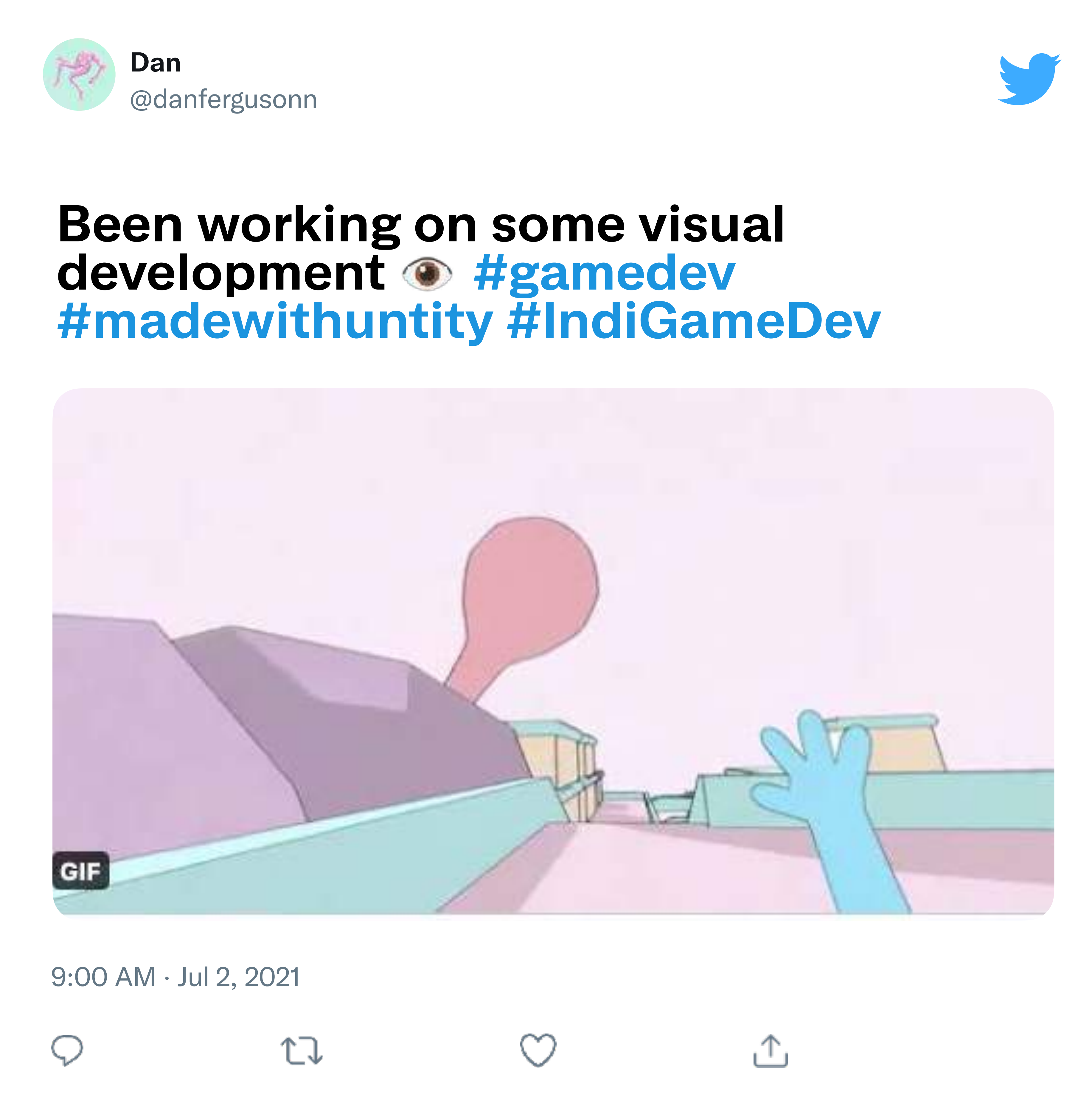


Danielle Navarro
@djnavarro

A short thread of #rstats resources I have made freely available online! First off, an introductory textbook on statistics with R pitched at beginners focusing on base R rather than tidyverse tools.

Learning Statistics with R
learningstatisticswithr.com

12:29PM · Jul 2, 2020



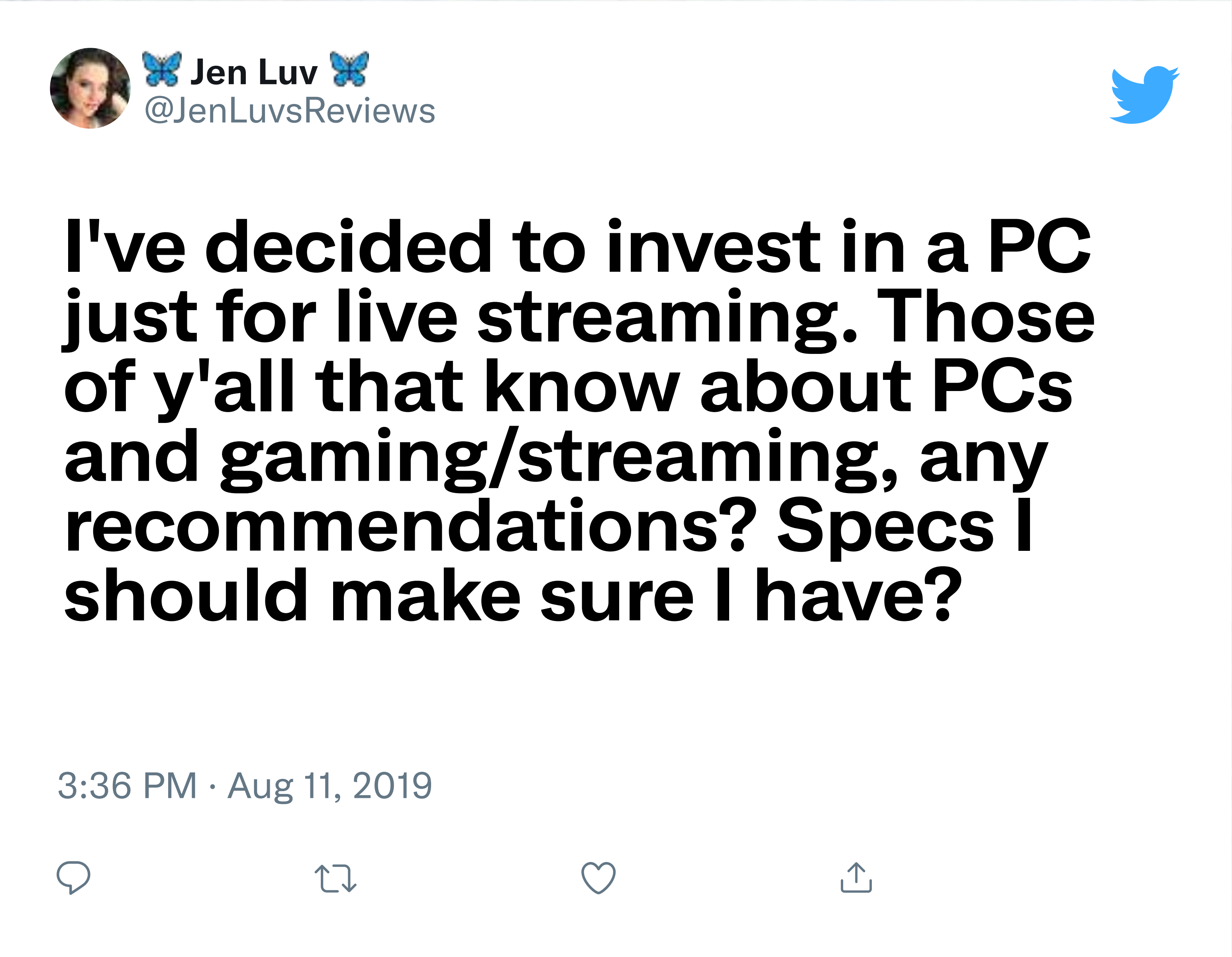
Dan
@danfergusonn

Been working on some visual development 👁 #gamedev #madewithuntity #IndiGameDev

9:00 AM · Jul 2, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

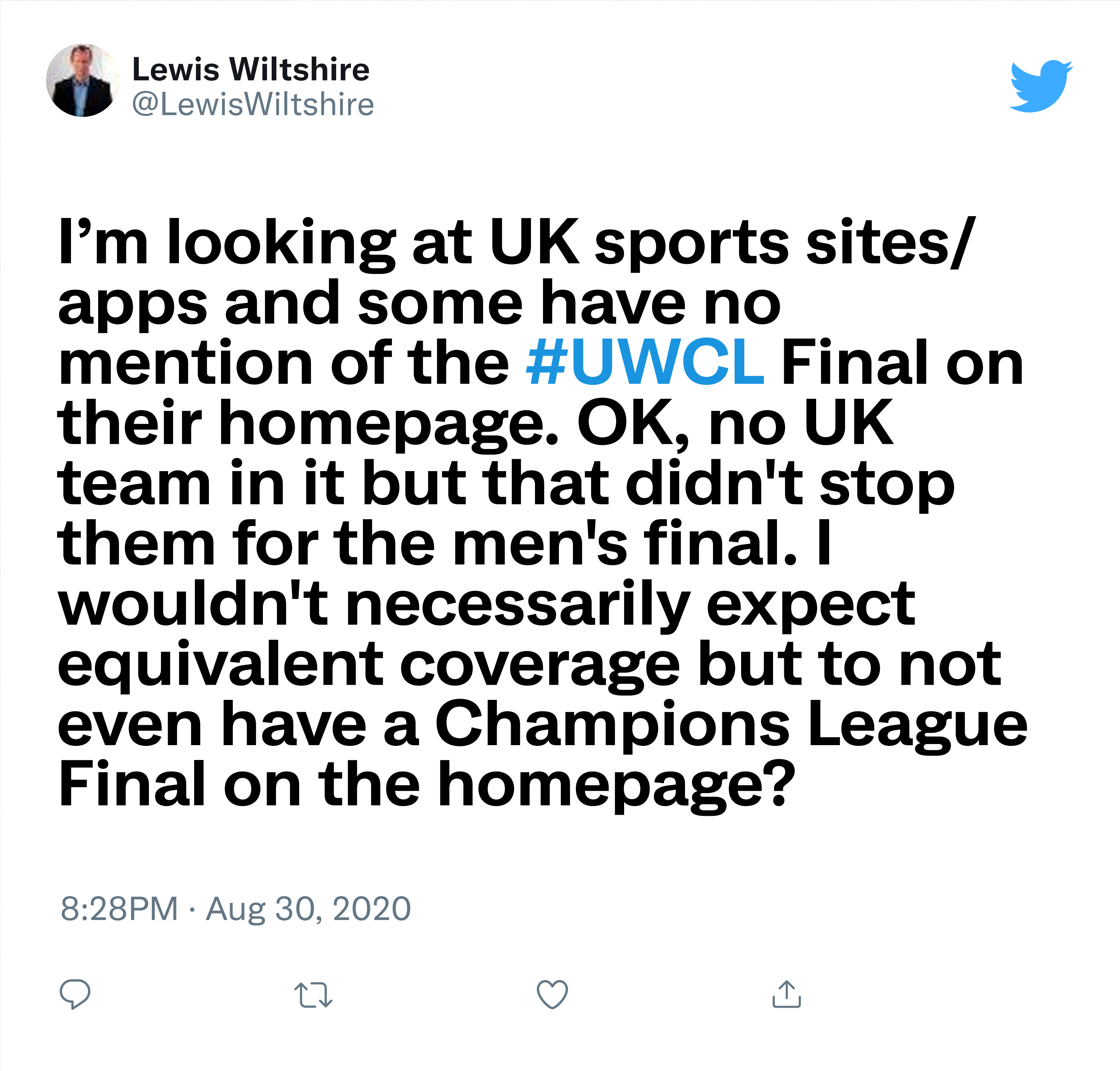
Geeking Out 🤓



🦋 Jen Luv 🦋
@JenLuvsReviews

I've decided to invest in a PC just for live streaming. Those of y'all that know about PCs and gaming/streaming, any recommendations? Specs I should make sure I have?

3:36 PM · Aug 11, 2019



Lewis Wiltshire
@LewisWiltshire

I'm looking at UK sports sites/apps and some have no mention of the #UWCL Final on their homepage. OK, no UK team in it but that didn't stop them for the men's final. I wouldn't necessarily expect equivalent coverage but to not even have a Champions League Final on the homepage?

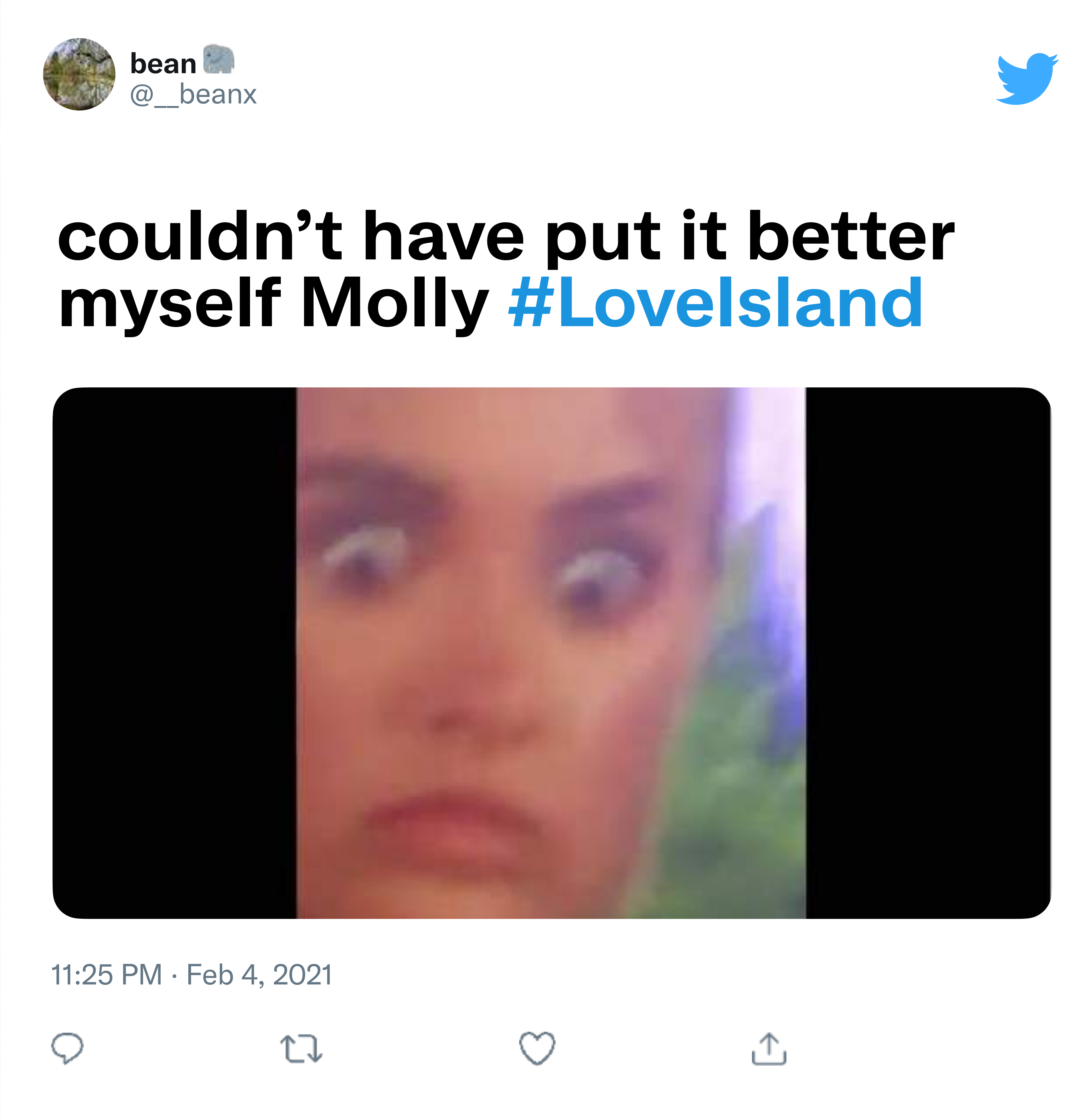
8:28PM · Aug 30, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Watching The Same Thing 🛋️

It’s nice to watch stuff with friends even if you can’t be together. Twitter’s like a great big sofa with enough space for everyone to scooch up, hang out and enjoy the show in real time.

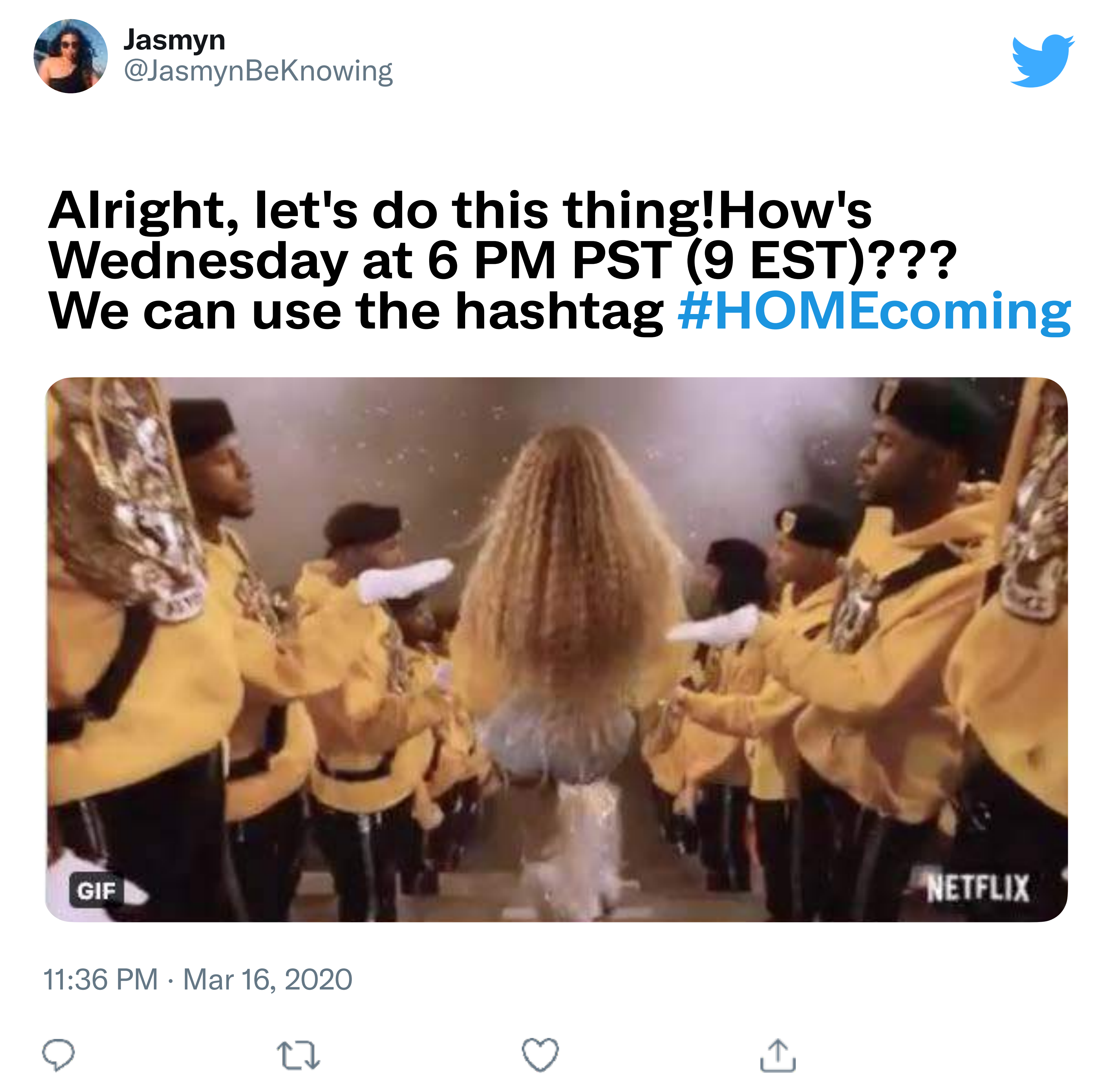
Watching The Same Thing



bean
@__beanx

couldn't have put it better myself Molly #LoveIsland

11:25 PM · Feb 4, 2021



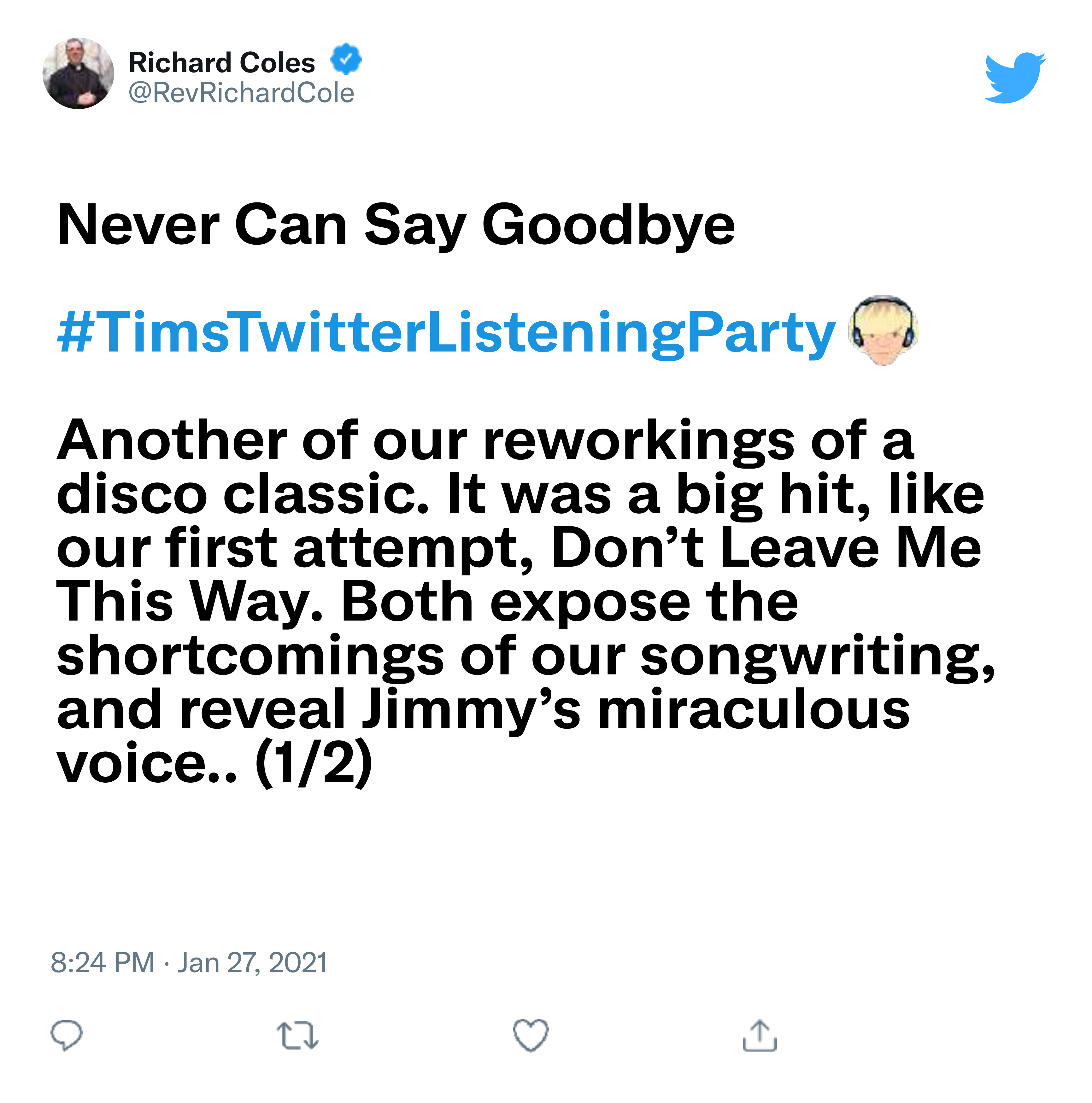
Jasmyn
@JasmynBeKnowing

Alright, let's do this thing!How's Wednesday at 6 PM PST (9 EST)??? We can use the hashtag #HOMEcoming

11:36 PM · Mar 16, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Watching The Same Thing 🛋️



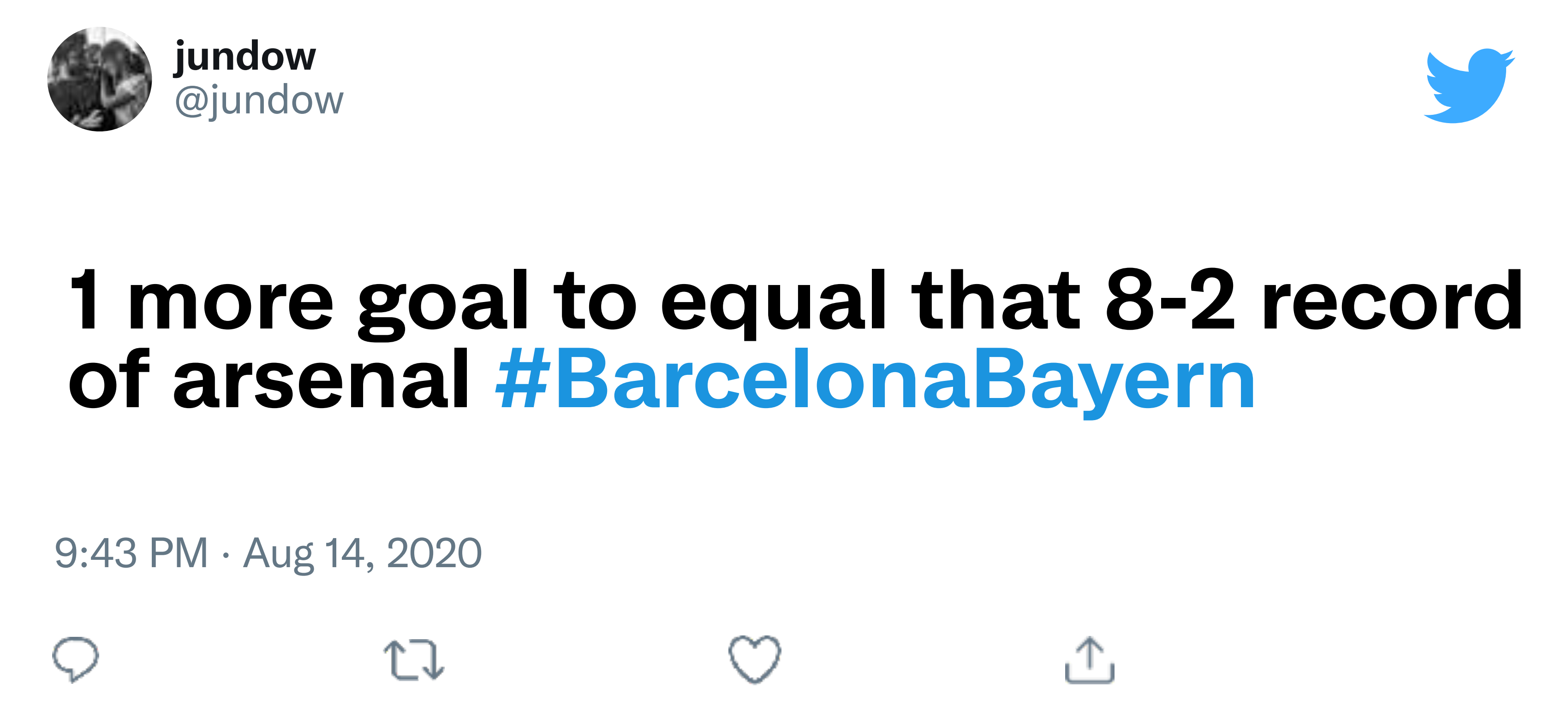
Richard Coles
@RevRichardCole

Never Can Say Goodbye

#TimsTwitterListeningParty

Another of our reworkings of a disco classic. It was a big hit, like our first attempt, Don't Leave Me This Way. Both expose the shortcomings of our songwriting, and reveal Jimmy's miraculous voice.. (1/2)

8:24 PM · Jan 27, 2021



jundow
@jundow

1 more goal to equal that 8-2 record of arsenal #BarcelonaBayern

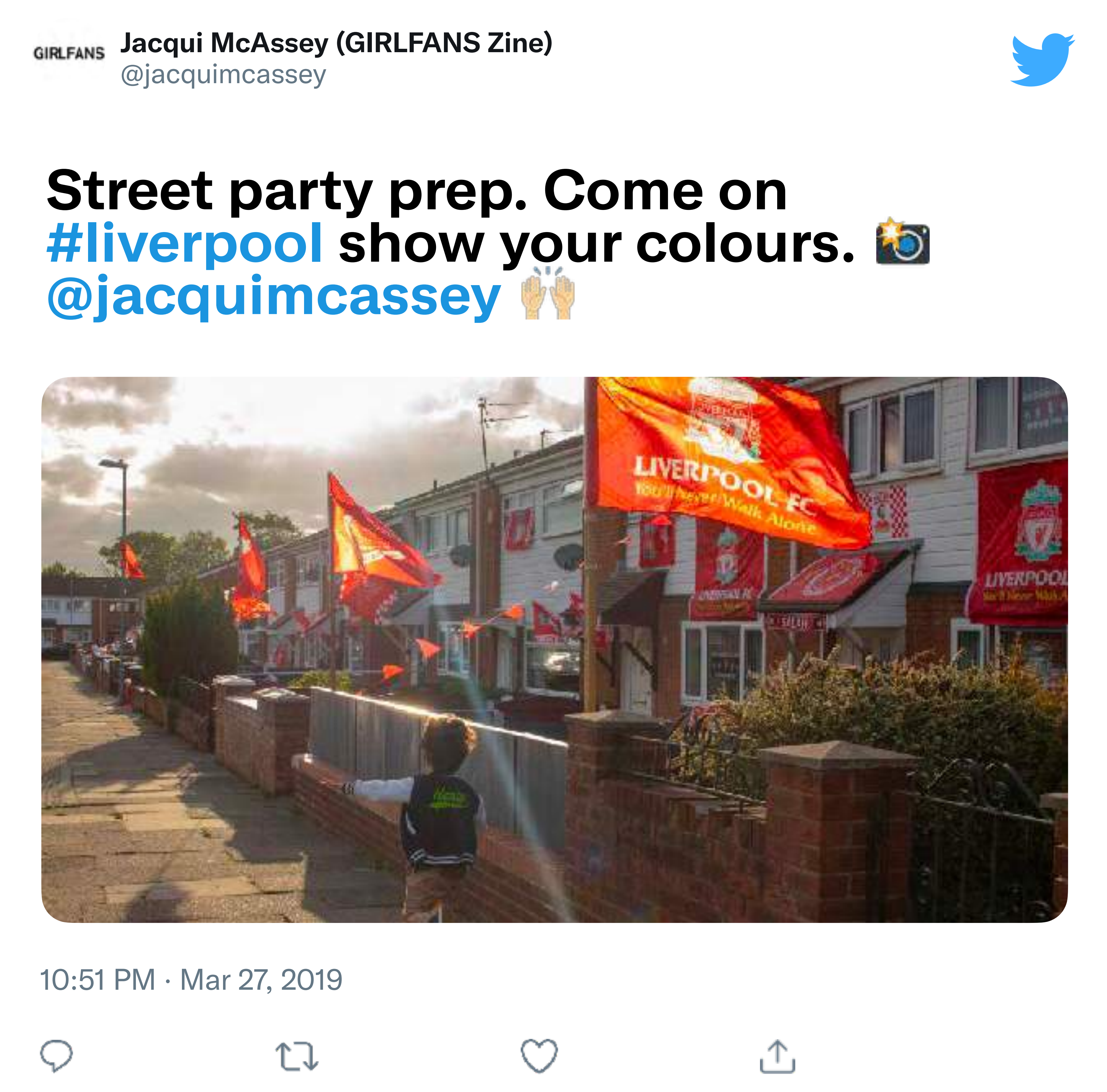
9:43 PM · Aug 14, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

We Stan 😍

When we stan together, there's nothing we can't do for the legends we love

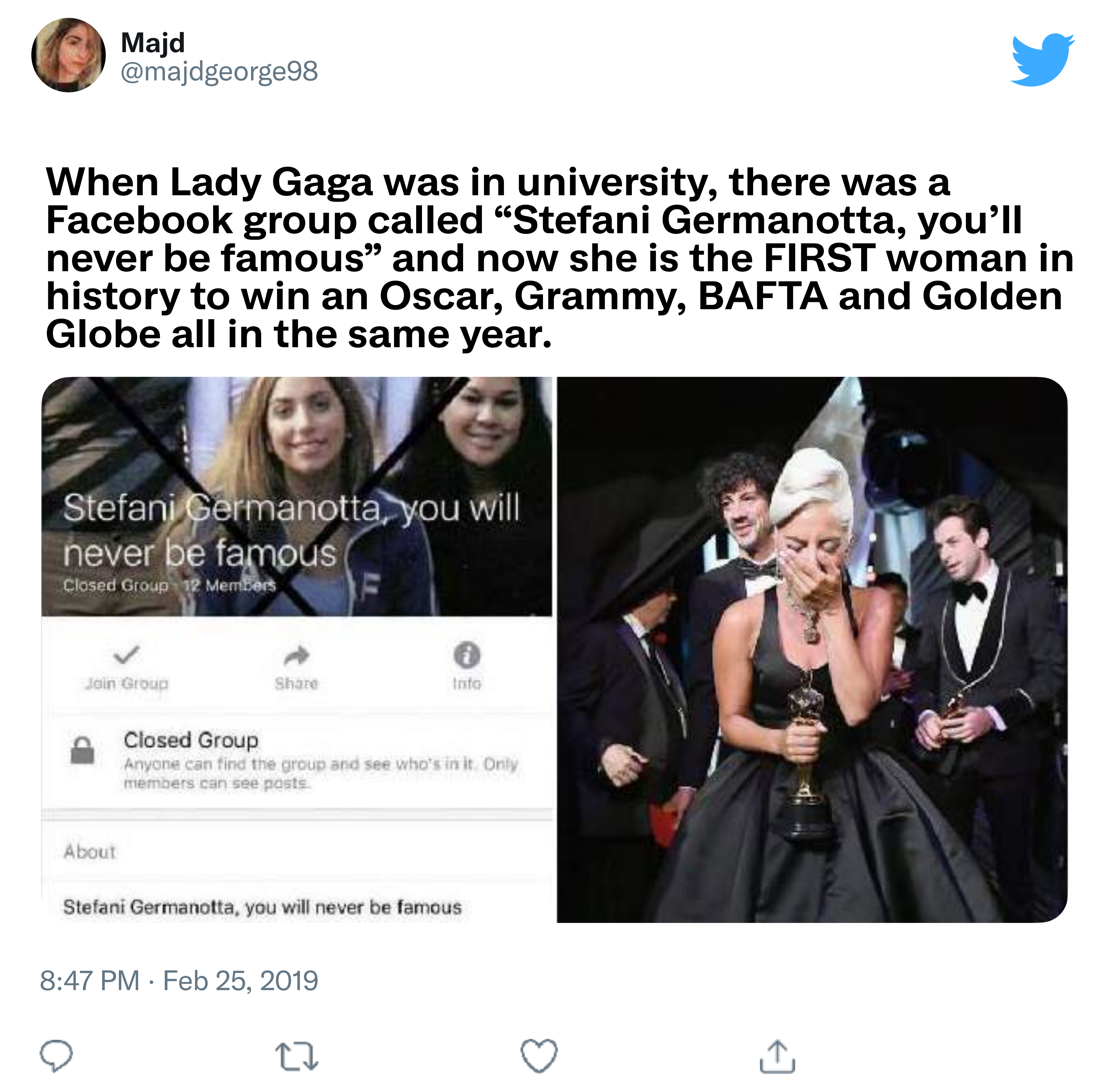
We Stan 😍



GIRLFANS **Jacqui McAssey (GIRLFANS Zine)**
@jacquimcassey

Street party prep. Come on #liverpool show your colours. 📸 @jacquimcassey 🙌

10:51 PM · Mar 27, 2019



Majd
@majdgeorge98

When Lady Gaga was in university, there was a Facebook group called “Stefani Germanotta, you’ll never be famous” and now she is the FIRST woman in history to win an Oscar, Grammy, BAFTA and Golden Globe all in the same year.

Stefani Germanotta, you will never be famous
Closed Group · 12 Members

Closed Group
Anyone can find the group and see who's in it. Only members can see posts.

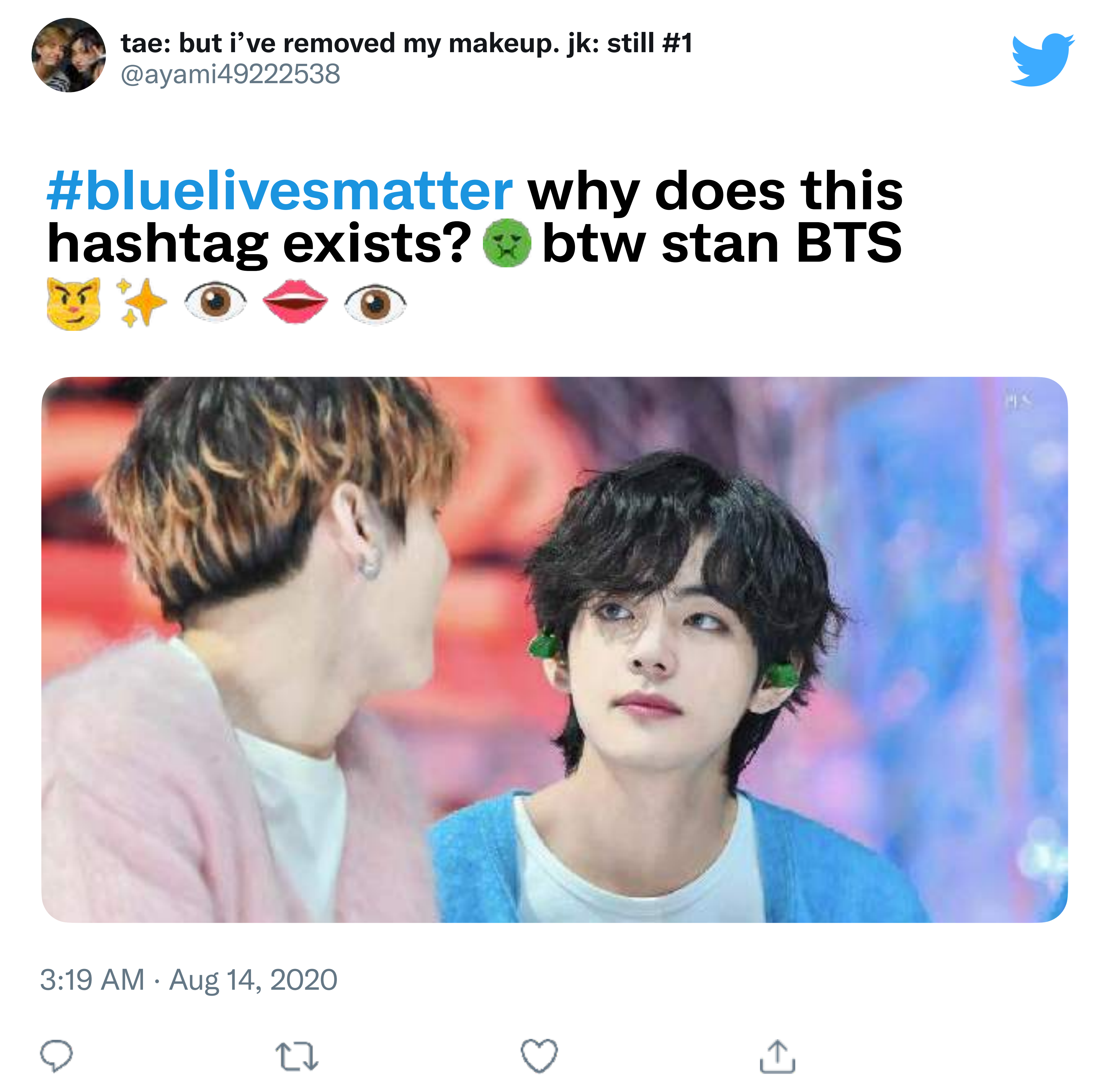
About

Stefani Germanotta, you will never be famous

8:47 PM · Feb 25, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

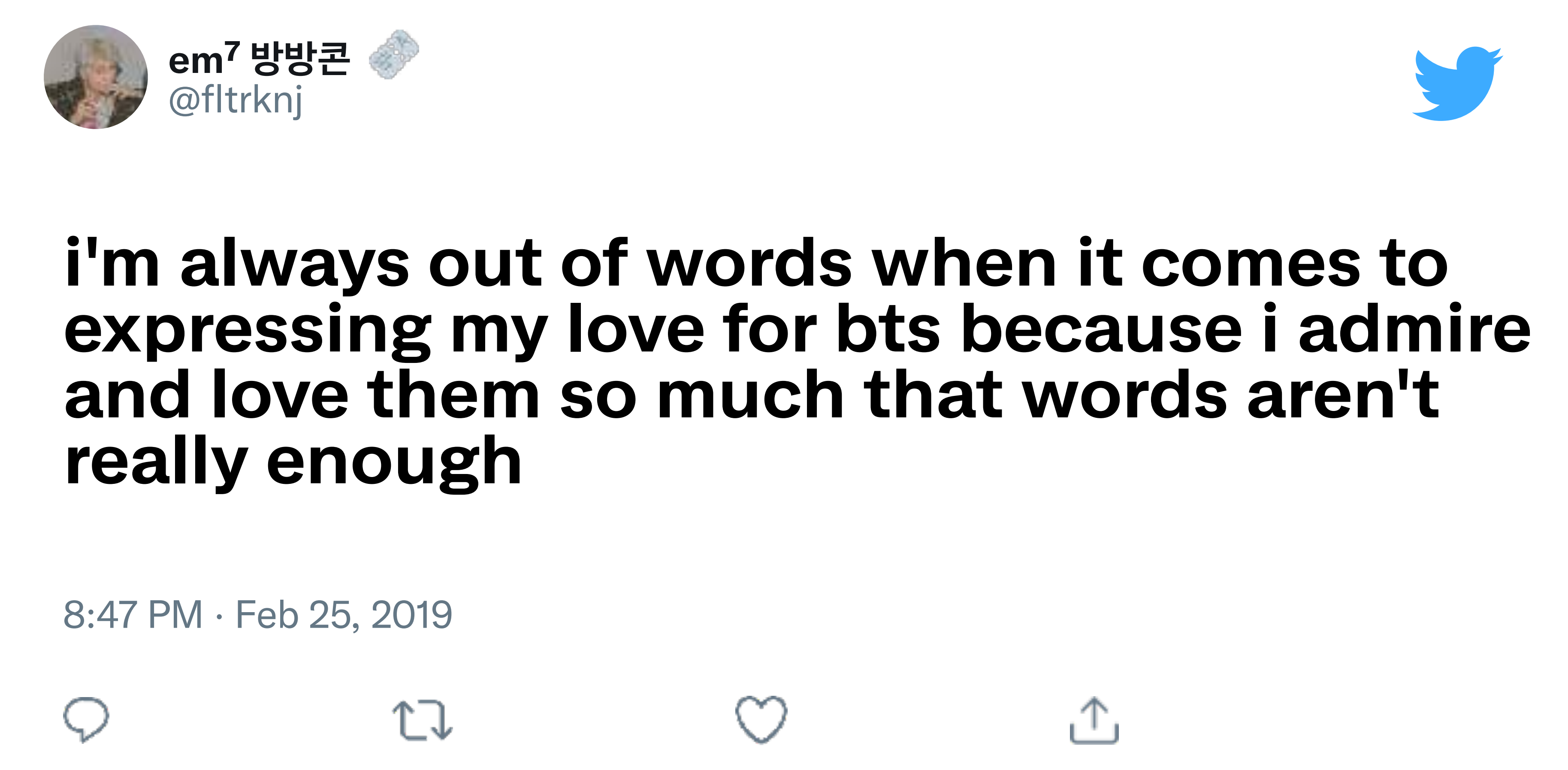
We Stan 😍



tae: but i’ve removed my makeup. jk: still #1
@ayami49222538

#bluelivesmatter why does this hashtag exists? 🤢 btw stan BTS
😼 ✨ 👁 👄 👁

3:19 AM · Aug 14, 2020



em^7 방방콘
@fltrknj

i'm always out of words when it comes to expressing my love for bts because i admire and love them so much that words aren't really enough

8:47 PM · Feb 25, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

This Is Us

Prominence Ranking

2nd

Net Sentiment

+14%

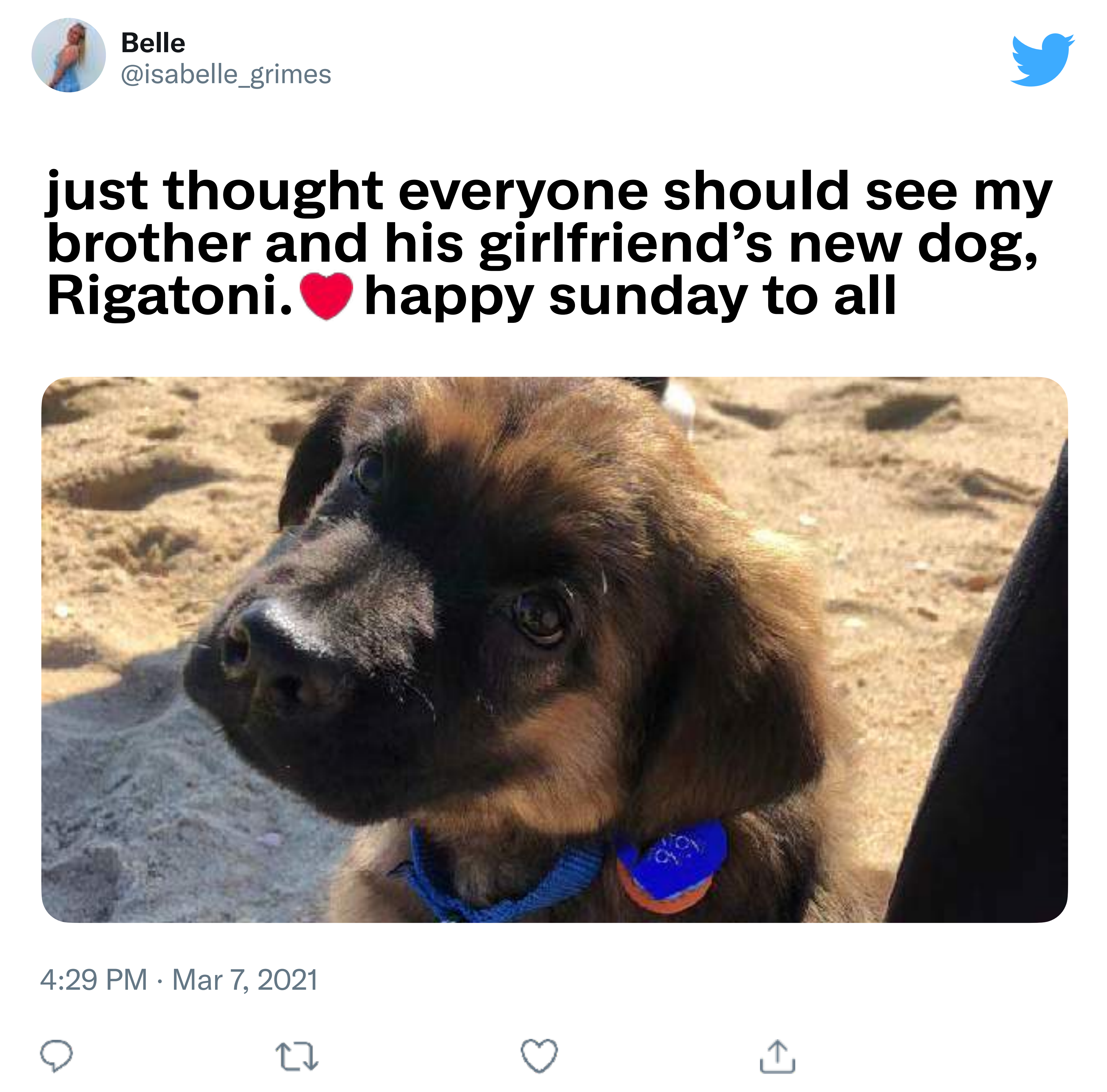
Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

This Is Us 🐶

What we do is who we are. Twitter’s a great way to share that with the rest of the planet.

We feel a real human connection when even our most mundane experiences can spark a conversation.

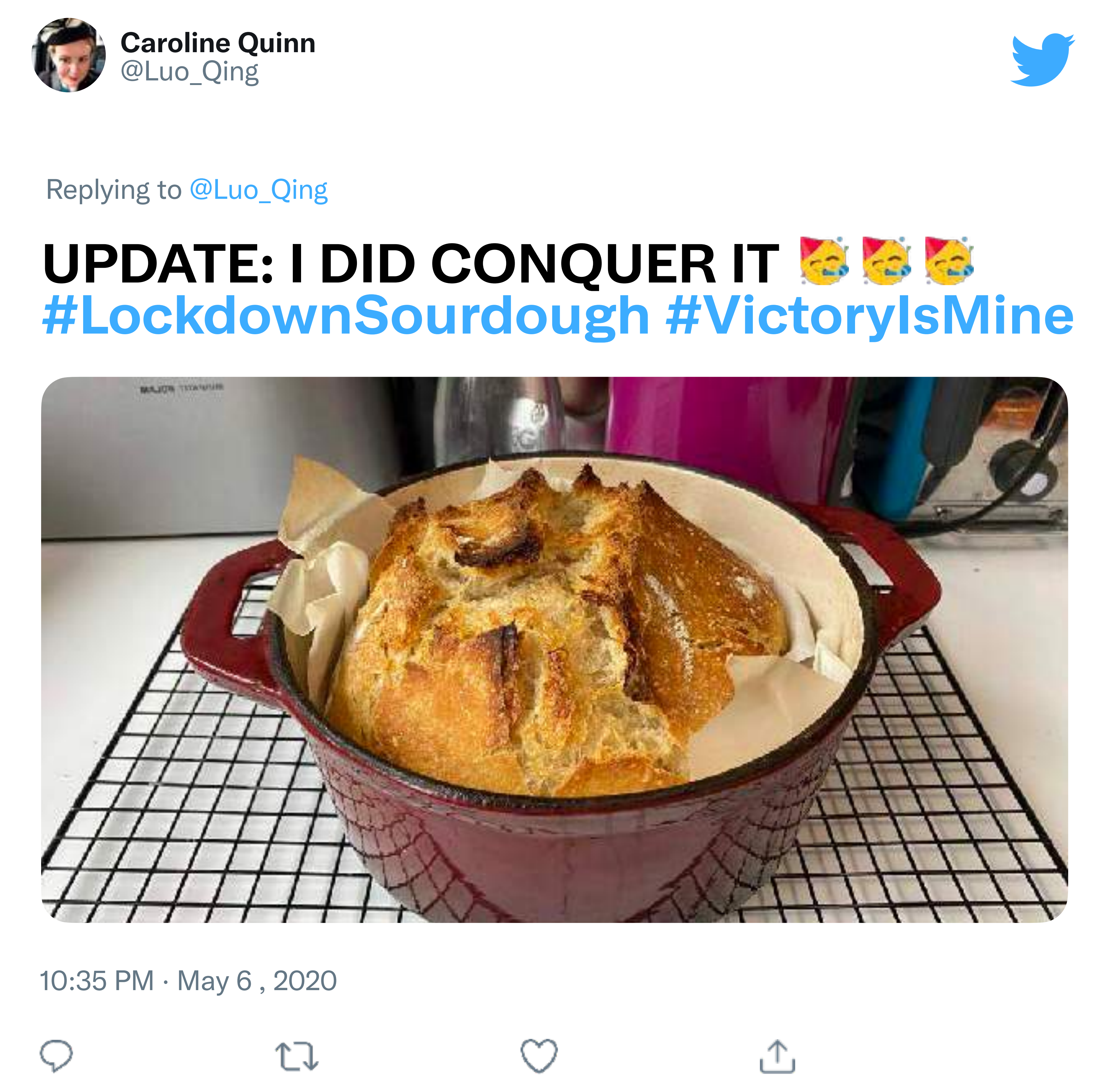
This Is Us 🐶



Belle
@isabelle_grimes

just thought everyone should see my brother and his girlfriend’s new dog, Rigatoni.❤️ happy sunday to all

4:29 PM · Mar 7, 2021



Caroline Quinn
@Luo_Qing

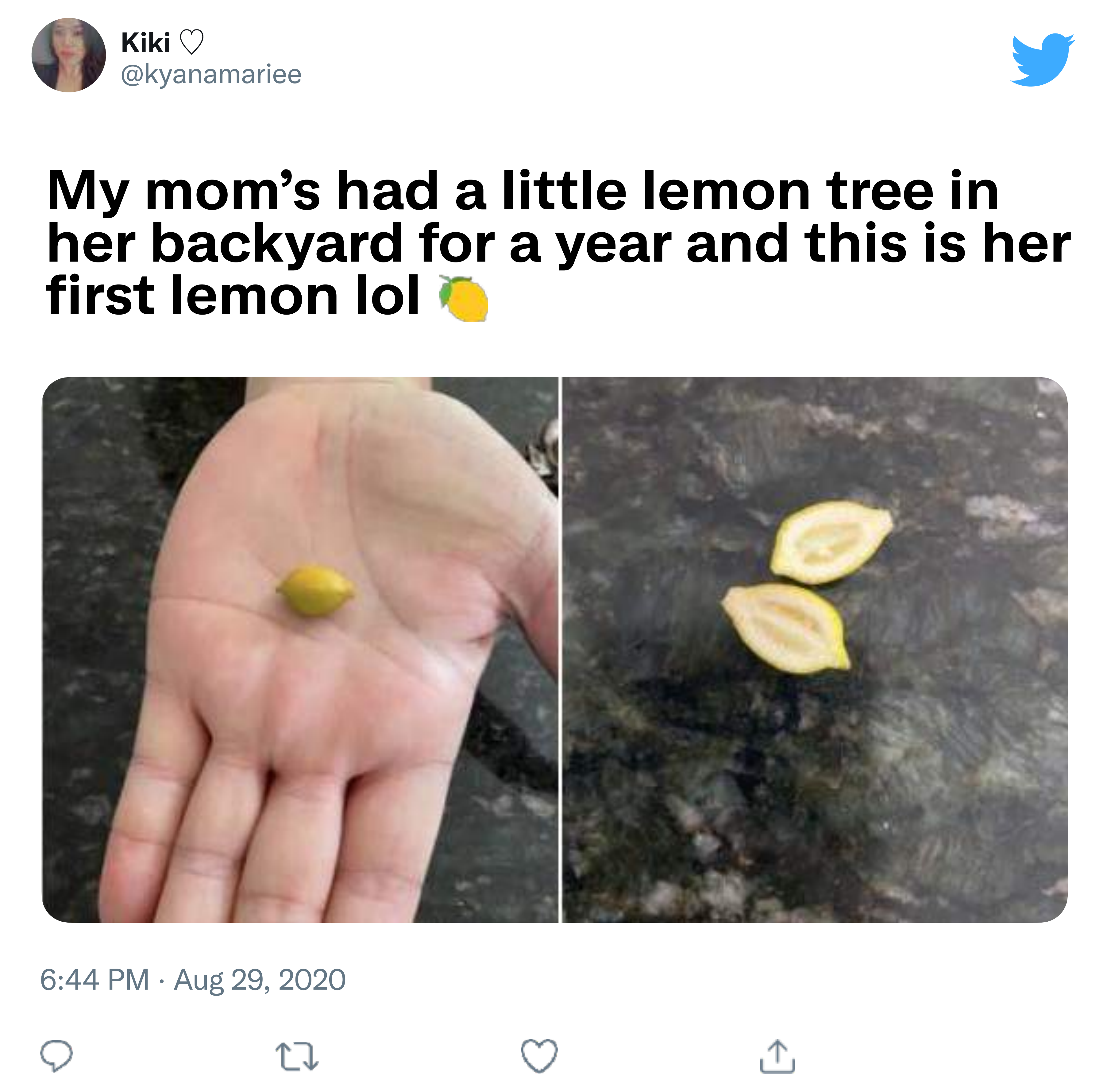
Replying to @Luo_Qing

UPDATE: I DID CONQUER IT 🥳🥳🥳 #LockdownSourdough #VictoryIsMine

10:35 PM · May 6 , 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

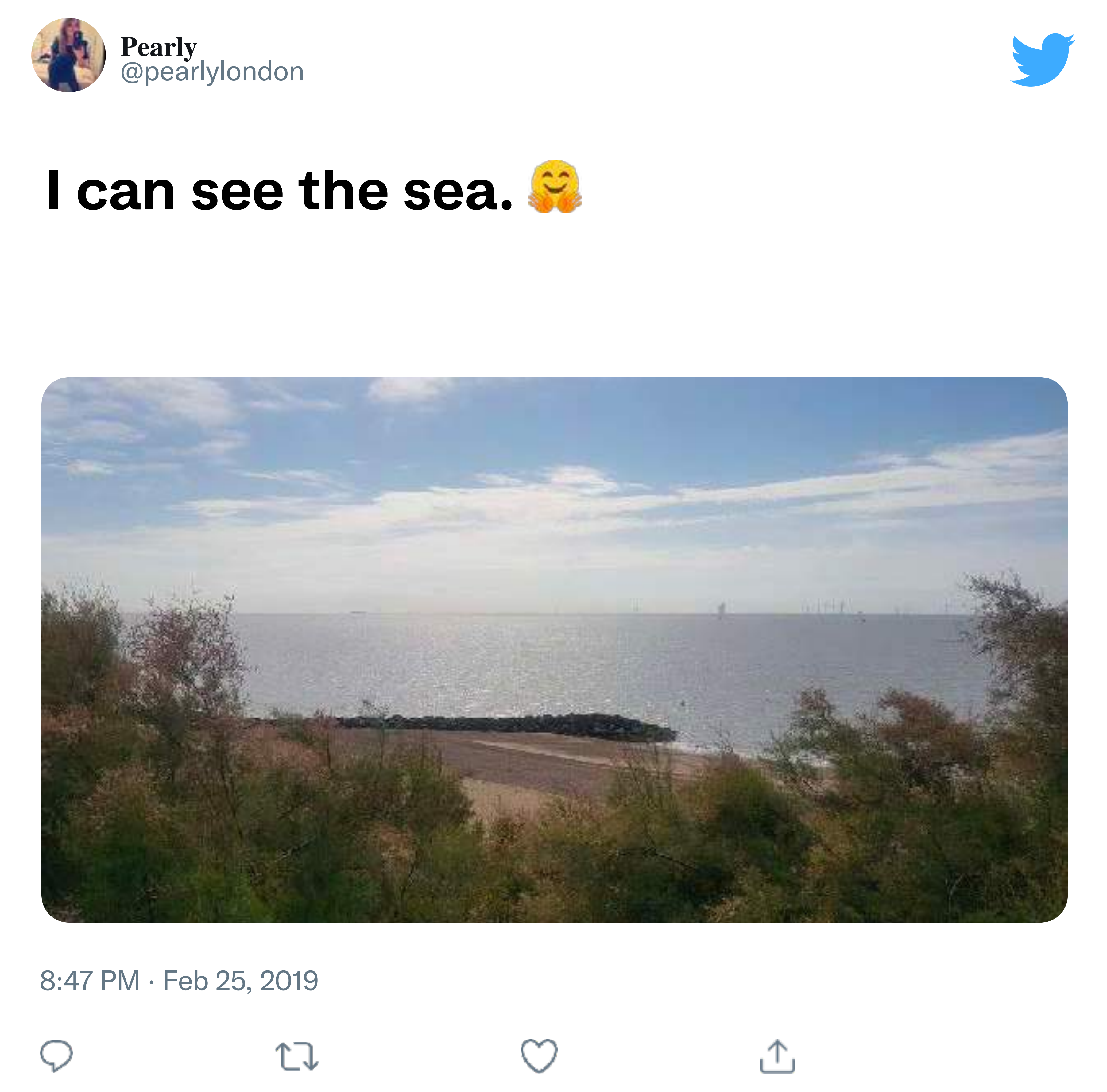
This Is Us 🐶



Kiki ♡
@kyanamariee

My mom's had a little lemon tree in her backyard for a year and this is her first lemon lol 🍋

6:44 PM · Aug 29, 2020



Pearly
@pearlylondon

I can see the sea. 🤗

8:47 PM · Feb 25, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Speaking Out

Prominence Ranking

3rd

Net Sentiment

-22%

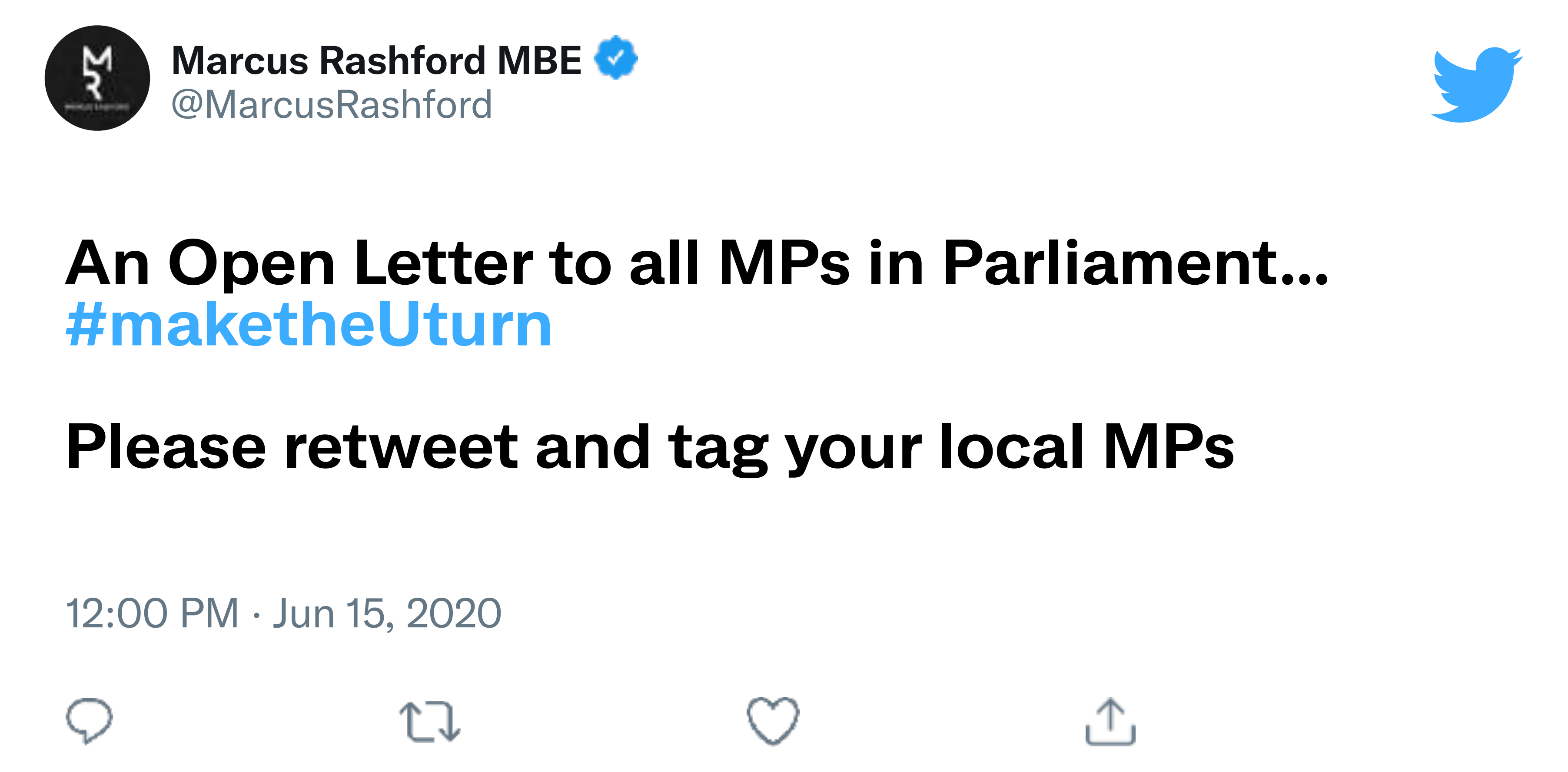
This Must Change
Tweet The Elite

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

This Must Change 📢

Twitter can be a bit like Speaker's Corner in Hyde Park. It gives anyone a stage and a megaphone to rally people to their cause when something in the world needs putting right.

This Must Change 📢

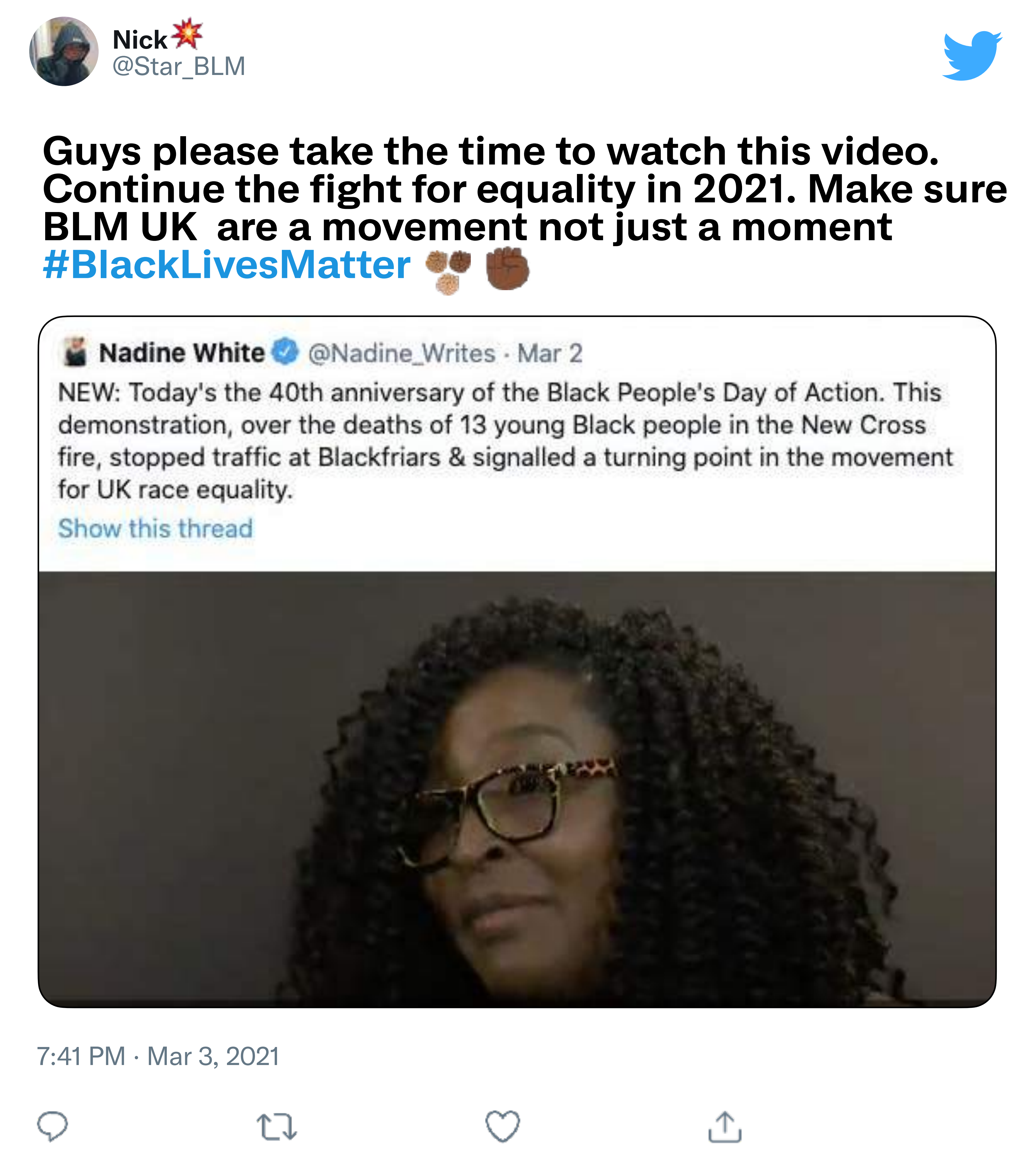


Marcus Rashford MBE ✓
@MarcusRashford

An Open Letter to all MPs in Parliament... #maketheUturn

Please retweet and tag your local MPs

12:00 PM · Jun 15, 2020



Nick💥
@Star_BLM

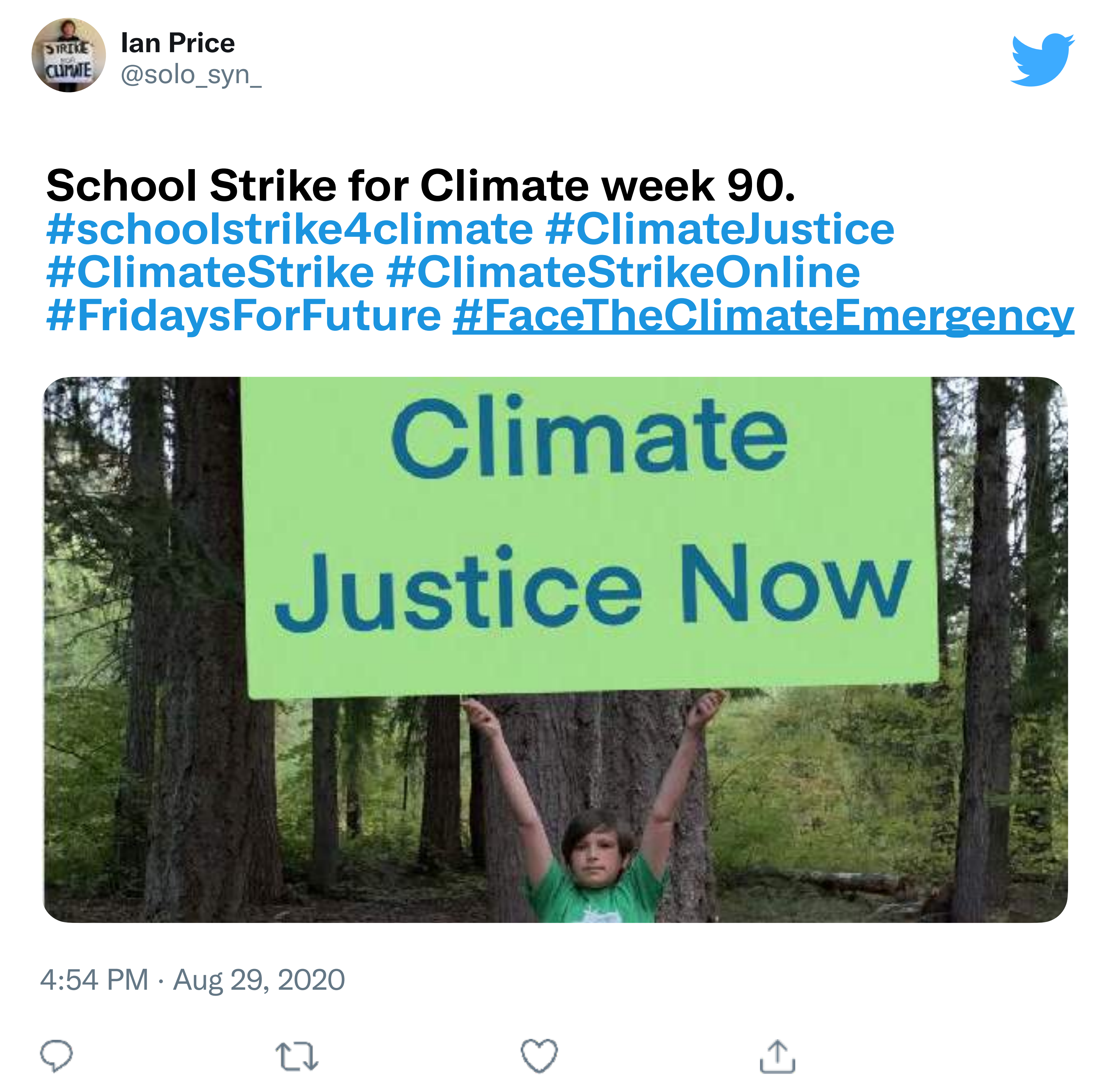
Guys please take the time to watch this video. Continue the fight for equality in 2021. Make sure BLM UK are a movement not just a moment #BlackLivesMatter 👊🏾 ✊🏾

Nadine White ✓ @Nadine_Writes · Mar 2
NEW: Today's the 40th anniversary of the Black People's Day of Action. This demonstration, over the deaths of 13 young Black people in the New Cross fire, stopped traffic at Blackfriars & signalled a turning point in the movement for UK race equality.
Show this thread

7:41 PM · Mar 3, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

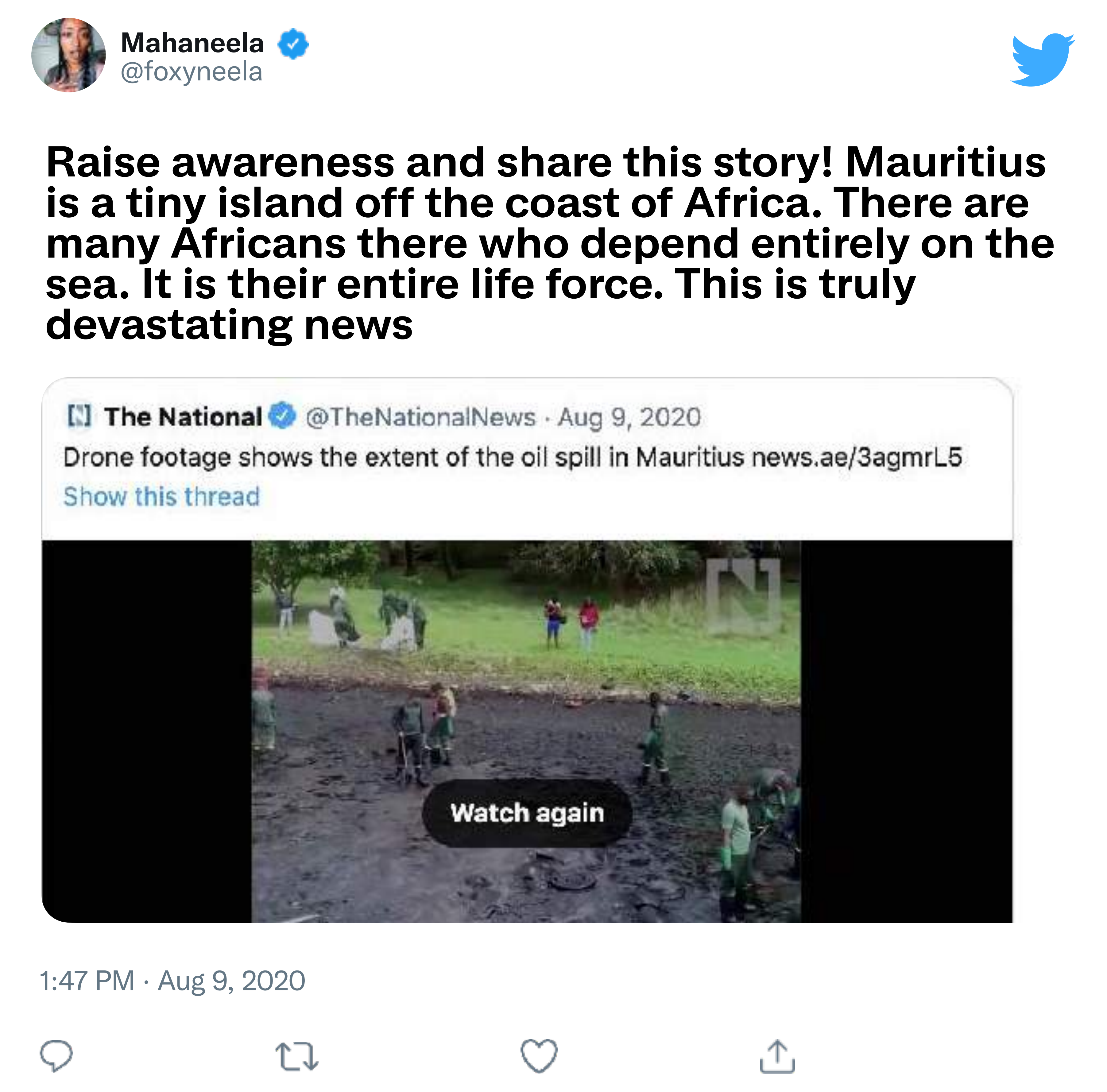
This Must Change 📢



Ian Price
@solo_syn_

School Strike for Climate week 90.
#schoolstrike4climate #ClimateJustice #ClimateStrike #ClimateStrikeOnline #FridaysForFuture #FaceTheClimateEmergency

4:54 PM · Aug 29, 2020



Mahaneela
@foxyneela

Raise awareness and share this story! Mauritius is a tiny island off the coast of Africa. There are many Africans there who depend entirely on the sea. It is their entire life force. This is truly devastating news

The National @TheNationalNews · Aug 9, 2020
Drone footage shows the extent of the oil spill in Mauritius news.ae/3agmrL5
Show this thread

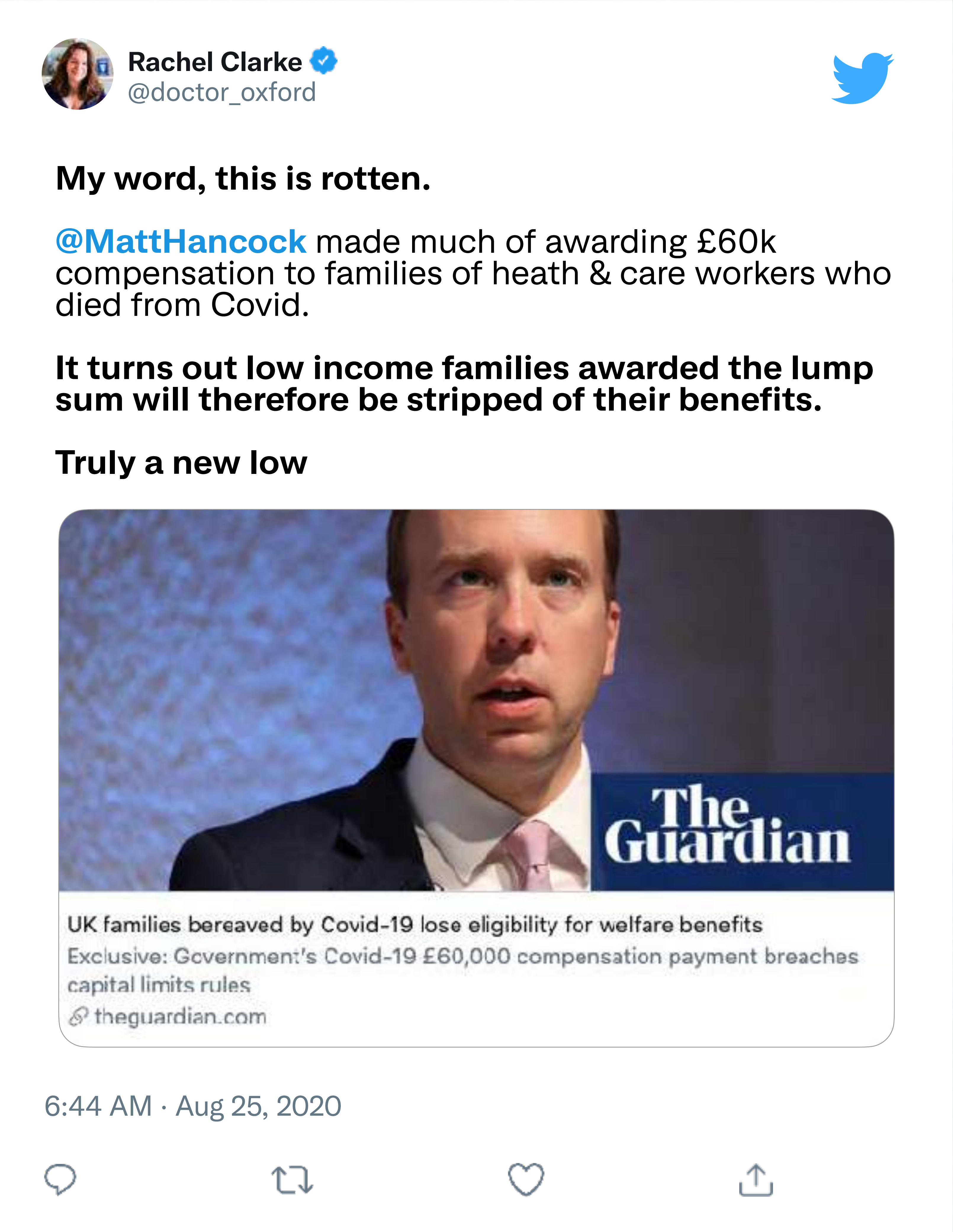
1:47 PM · Aug 9, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Tweet The Elite ✊

Twitter gives you a platform to speak your mind directly to anybody. No matter how powerful or influential they are, we all get 280 characters and the ability to @ someone.

Tweet The Elite ✊



Rachel Clarke @doctor_oxford

My word, this is rotten.

@MattHancock made much of awarding £60k compensation to families of heath & care workers who died from Covid.

It turns out low income families awarded the lump sum will therefore be stripped of their benefits.

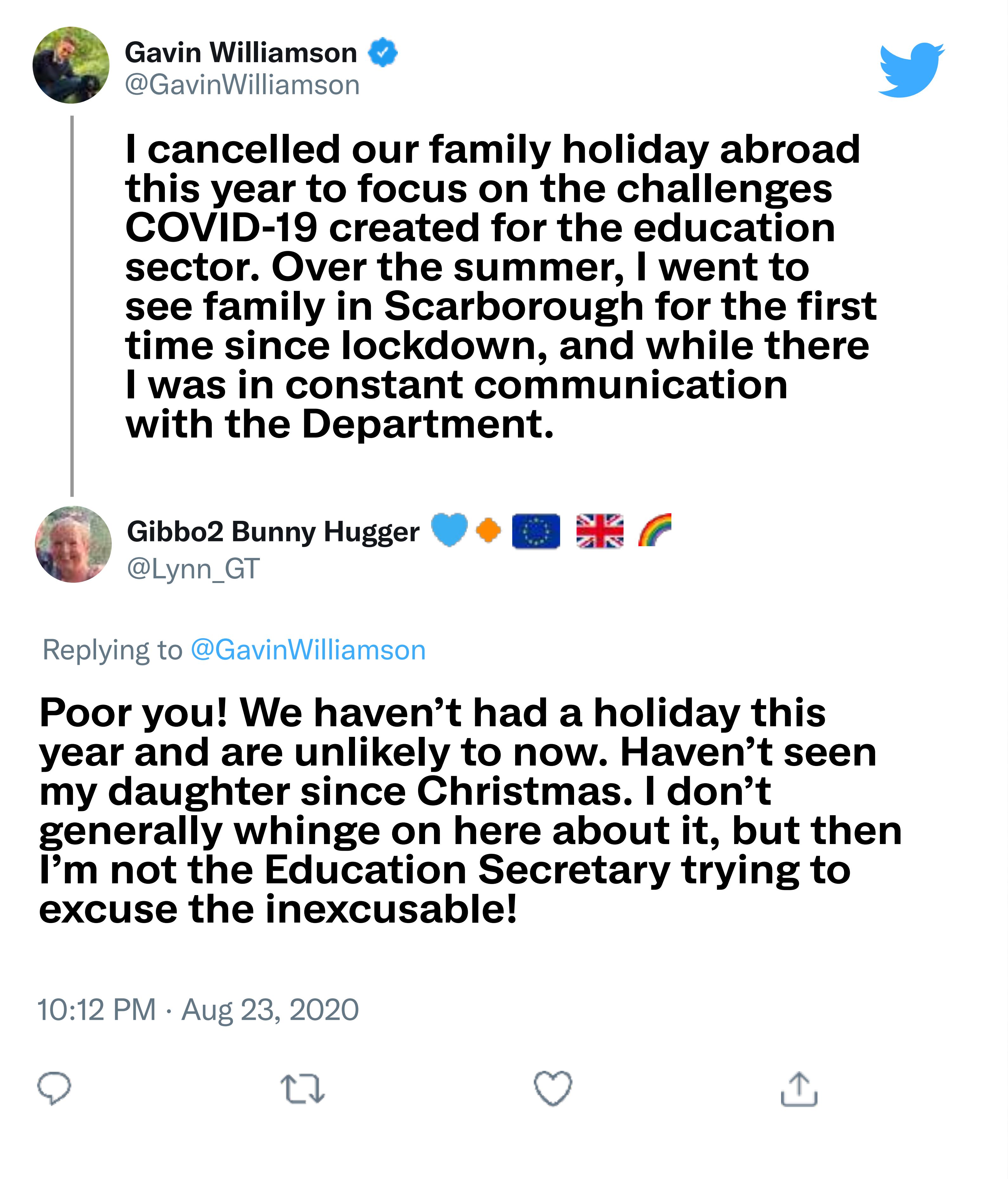
Truly a new low

UK families bereaved by Covid-19 lose eligibility for welfare benefits

Exclusive: Government's Covid-19 £60,000 compensation payment breaches capital limits rules

theguardian.com

6:44 AM · Aug 25, 2020



Gavin Williamson @GavinWilliamson

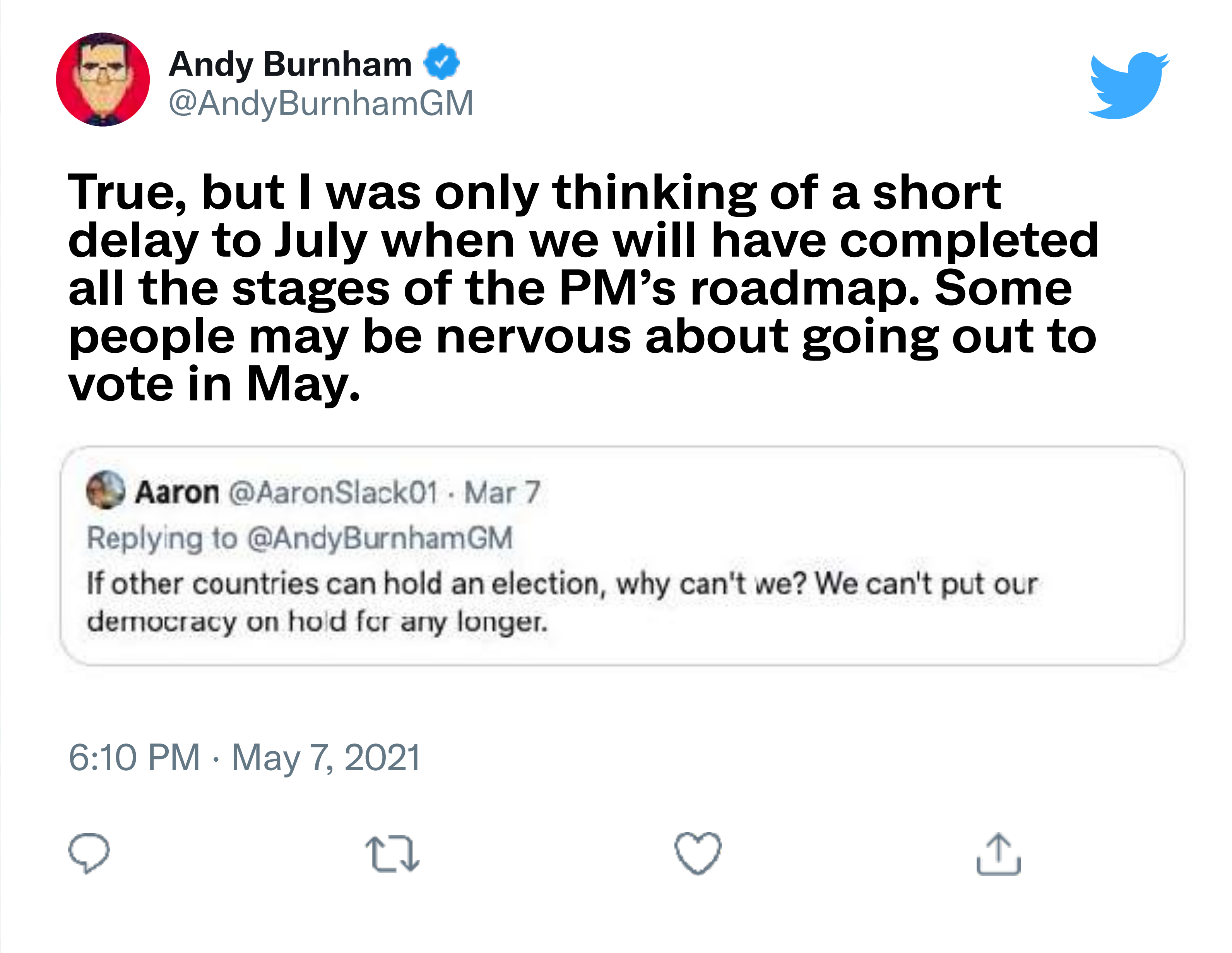
I cancelled our family holiday abroad this year to focus on the challenges COVID-19 created for the education sector. Over the summer, I went to see family in Scarborough for the first time since lockdown, and while there I was in constant communication with the Department.

Gibbo2 Bunny Hugger 💙🔶🇪🇺🇬🇧🌈 @Lynn_GT

Replying to @GavinWilliamson

Poor you! We haven't had a holiday this year and are unlikely to now. Haven't seen my daughter since Christmas. I don't generally whinge on here about it, but then I'm not the Education Secretary trying to excuse the inexcusable!

10:12 PM · Aug 23, 2020



Andy Burnham @AndyBurnhamGM

True, but I was only thinking of a short delay to July when we will have completed all the stages of the PM's roadmap. Some people may be nervous about going out to vote in May.

Aaron @AaronSlack01 · Mar 7

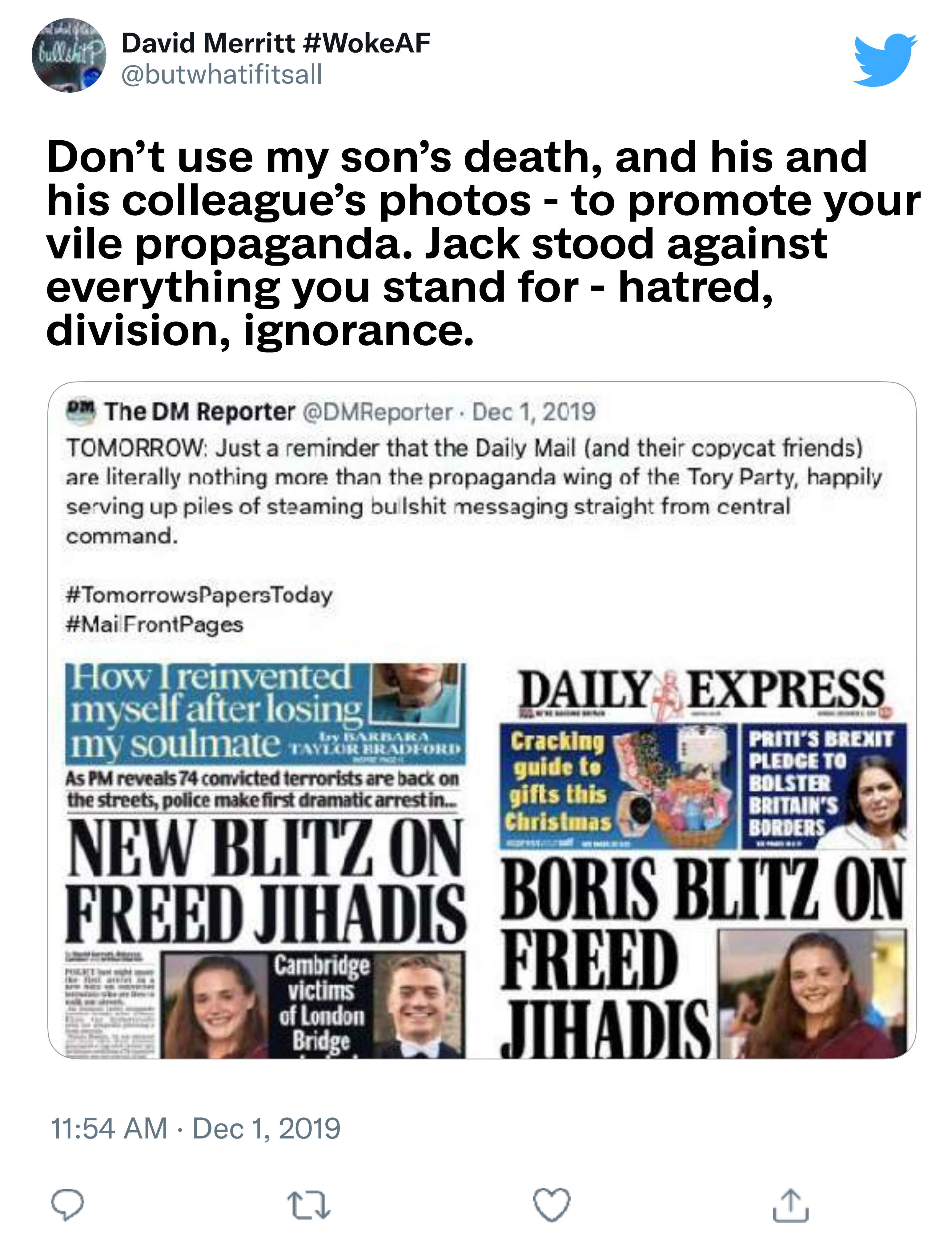
Replying to @AndyBurnhamGM

If other countries can hold an election, why can't we? We can't put our democracy on hold for any longer.

6:10 PM · May 7, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Tweet The Elite ✊



David Merritt #WokeAF
@butwhatifitsall

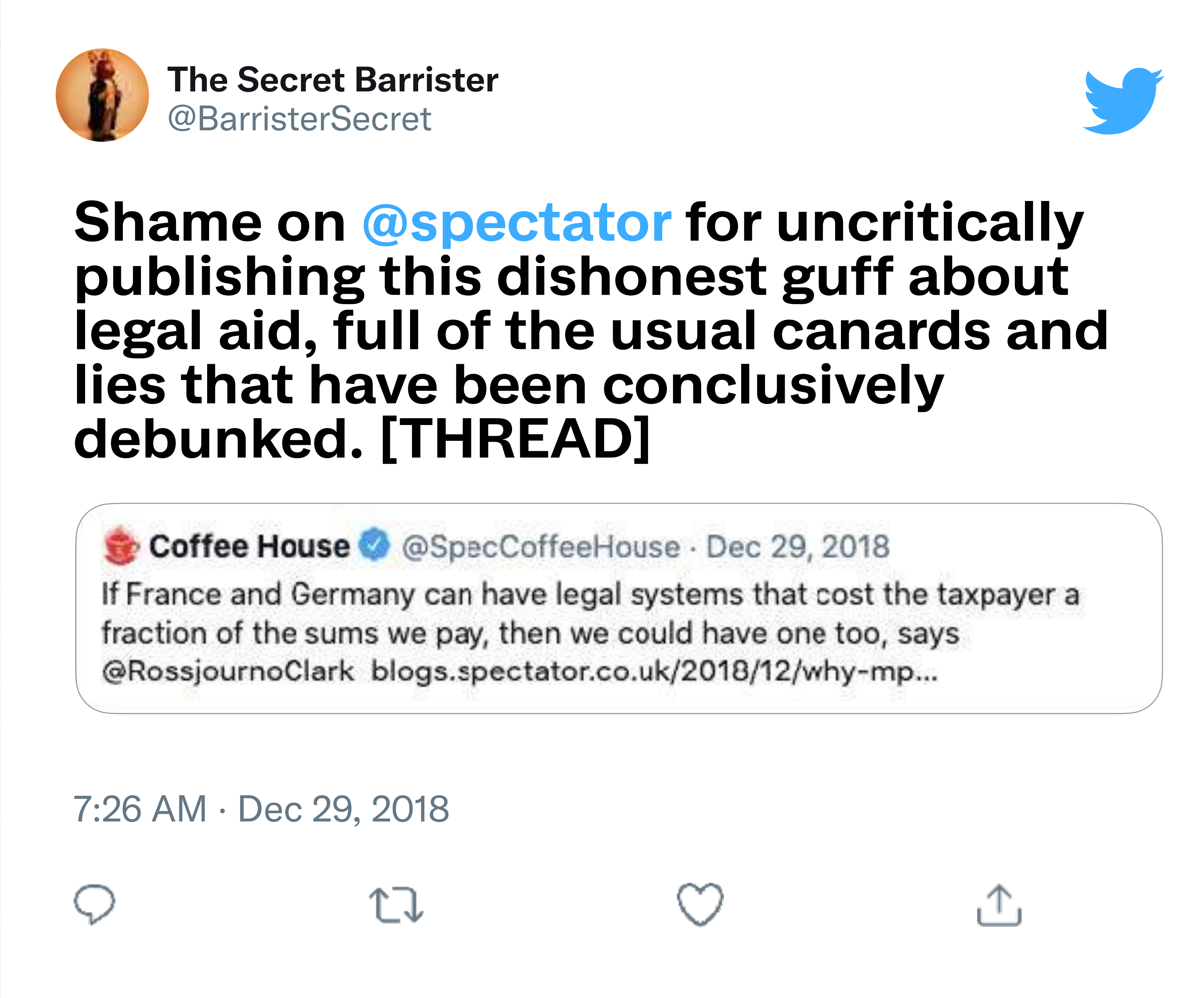
Don’t use my son’s death, and his and his colleague’s photos - to promote your vile propaganda. Jack stood against everything you stand for - hatred, division, ignorance.

The DM Reporter @DMReporter · Dec 1, 2019
TOMORROW: Just a reminder that the Daily Mail (and their copycat friends) are literally nothing more than the propaganda wing of the Tory Party, happily serving up piles of steaming bullshit messaging straight from central command.

#TomorrowsPapersToday
#MailFrontPages

How I reinvented myself after losing my soulmate
As PM reveals 74 convicted terrorists are back on the streets, police make first dramatic arrest in...
NEW BLITZ ON FREED JIHADIS
Cambridge victims of London Bridge
DAILY EXPRESS
Cracking guide to gifts this Christmas
PRITI'S BREXIT PLEDGE TO BOLSTER BRITAIN'S BORDERS
BORIS BLITZ ON FREED JIHADIS

11:54 AM · Dec 1, 2019



The Secret Barrister
@BarristerSecret

Shame on @spectator for uncritically publishing this dishonest guff about legal aid, full of the usual canards and lies that have been conclusively debunked. [THREAD]

Coffee House @SpecCoffeeHouse · Dec 29, 2018
If France and Germany can have legal systems that cost the taxpayer a fraction of the sums we pay, then we could have one too, says @RossjournoClark blogs.spectator.co.uk/2018/12/why-mp...

7:26 AM · Dec 29, 2018

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Lolz

Prominence Ranking

4th

Net Sentiment

-13%

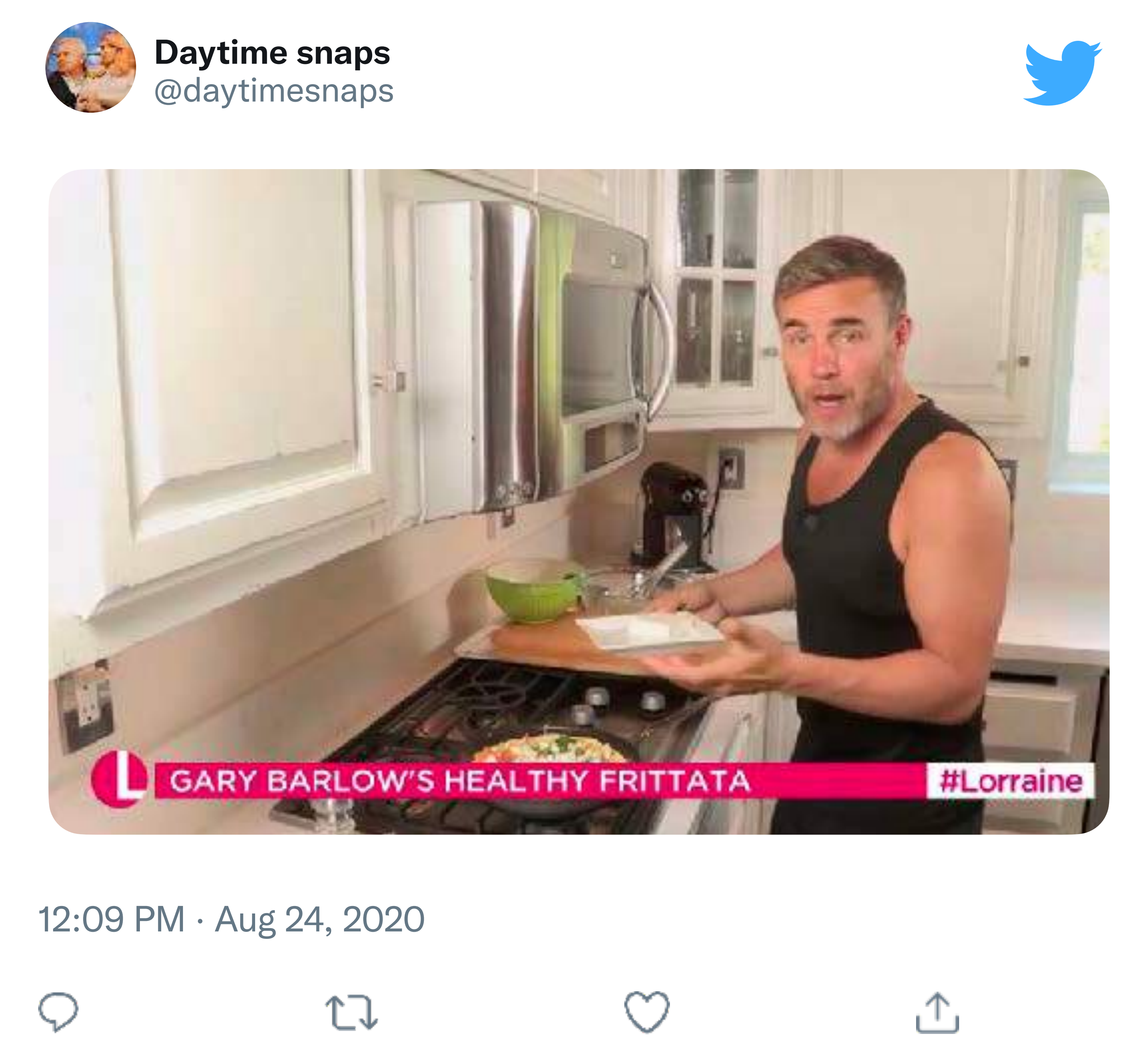
Titter
Threadtime Stories
Mindblown
Tweeting It Real
Long Memory

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

Titter 😂

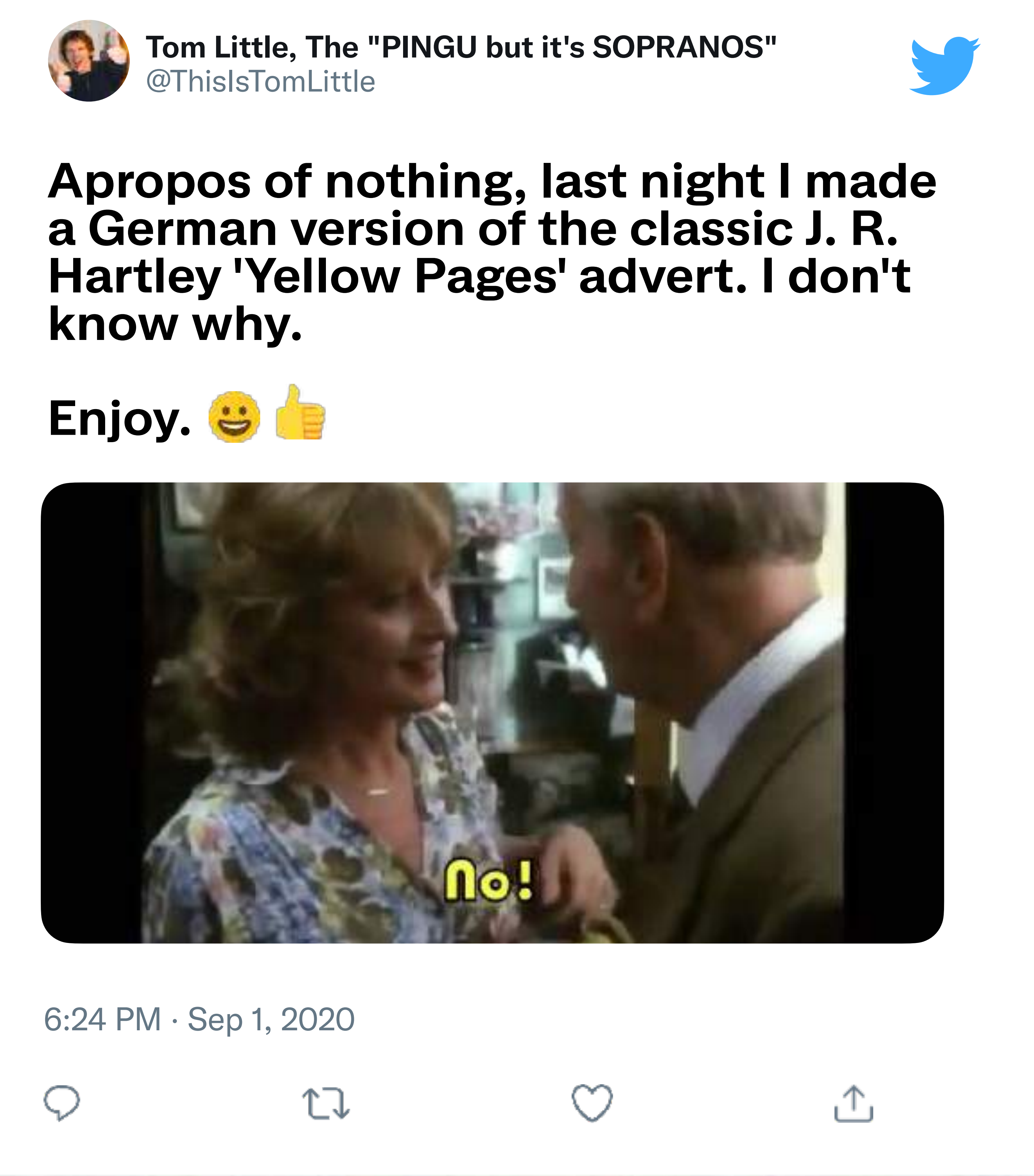
Twitter’s like a 24/7 live comedy show with an audience of millions where anyone, at any moment, can join in and be the comedian. It’s the antidote to work.

Titter 😂



Daytime snaps
@daytimesnaps

12:09 PM · Aug 24, 2020

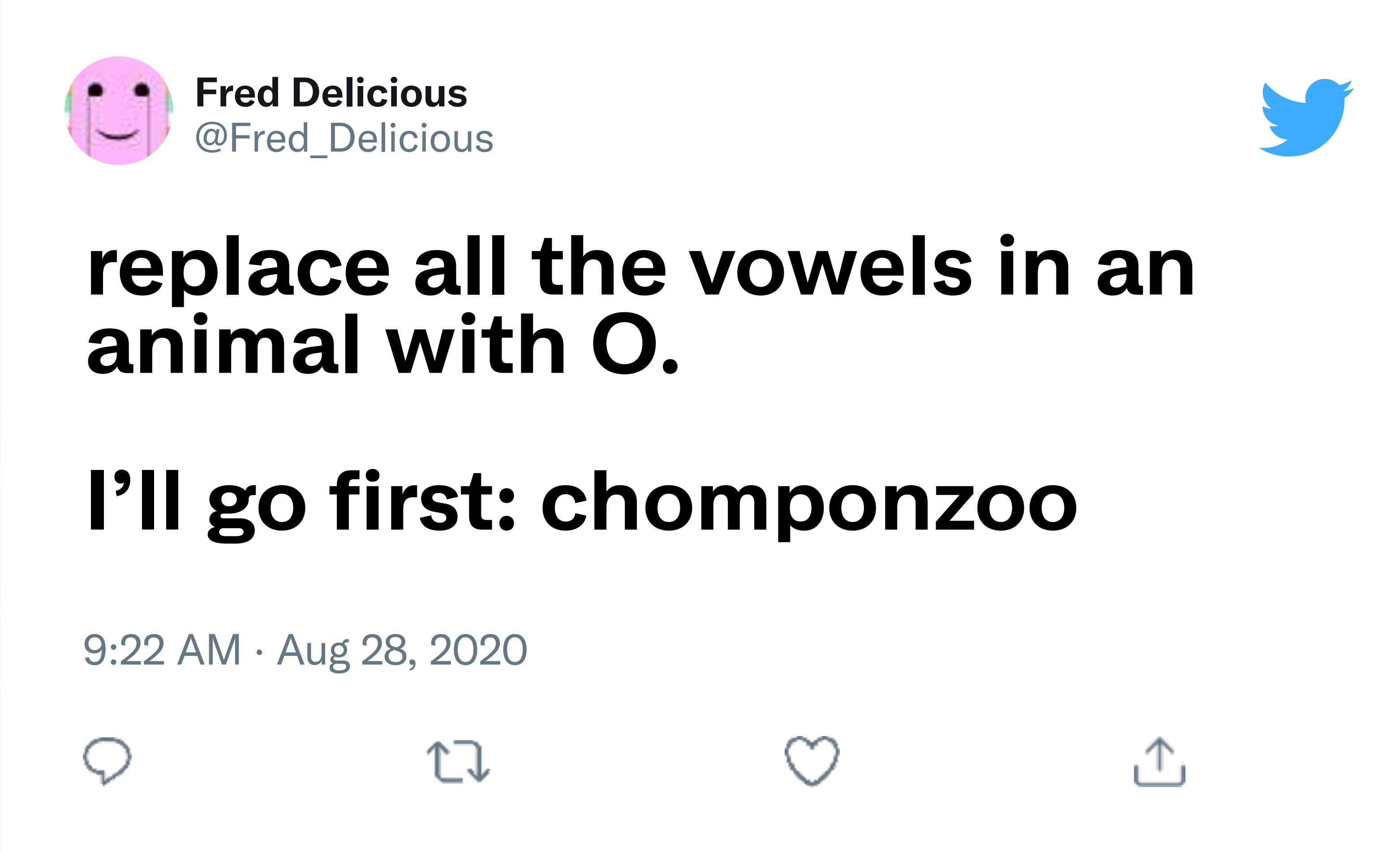


Tom Little, The "PINGU but it's SOPRANOS"
@ThisIsTomLittle

Apropos of nothing, last night I made a German version of the classic J. R. Hartley 'Yellow Pages' advert. I don't know why.

Enjoy. 😀👍

6:24 PM · Sep 1, 2020



Fred Delicious
@Fred_Delicious

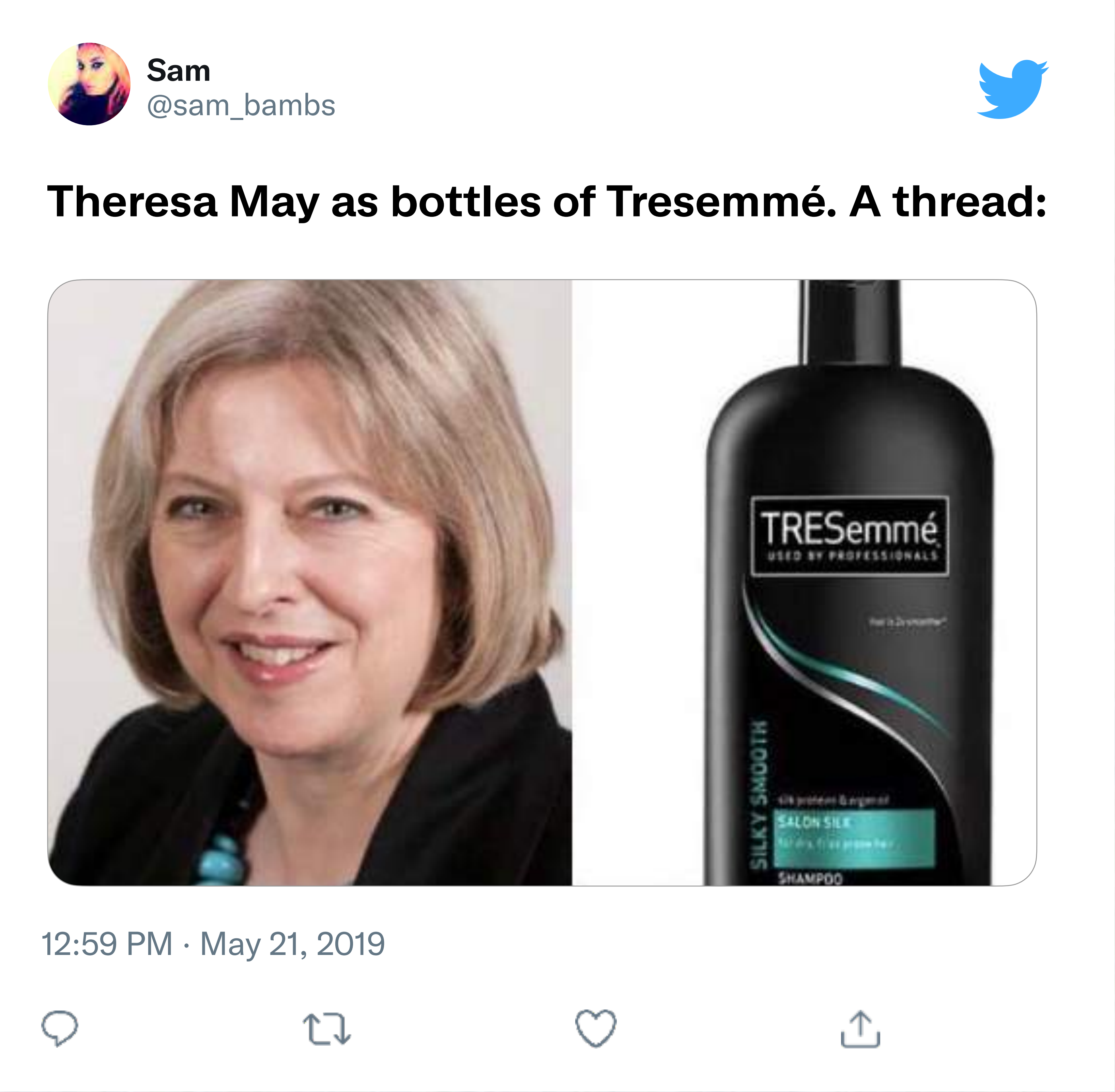
replace all the vowels in an animal with O.

I'll go first: chomponzoo

9:22 AM · Aug 28, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Titter 😂

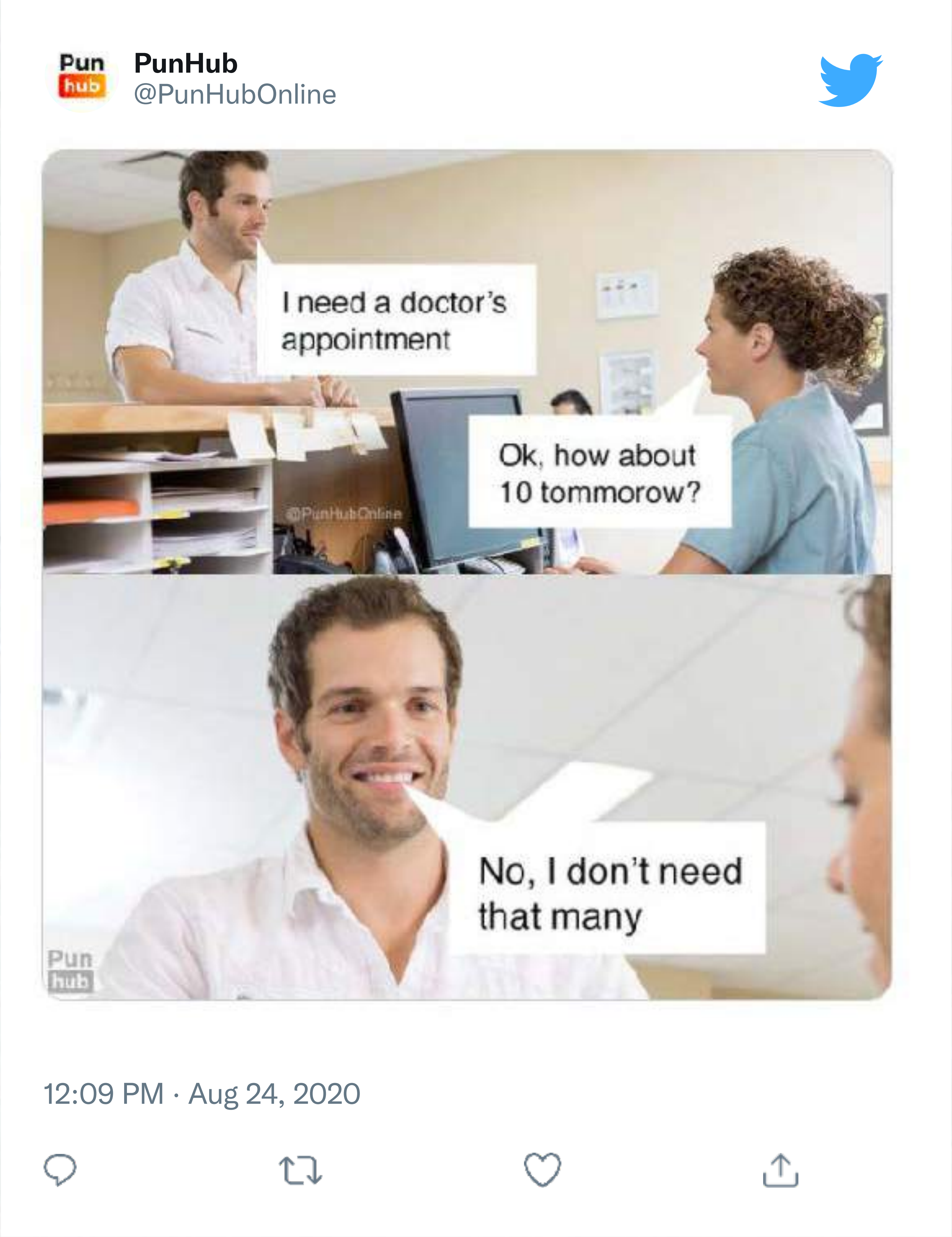


Sam
@sam_bambs

Theresa May as bottles of Tresemmé. A thread:

TRESemmé
SILKY SMOOTH
SALON SILK
SHAMPOO

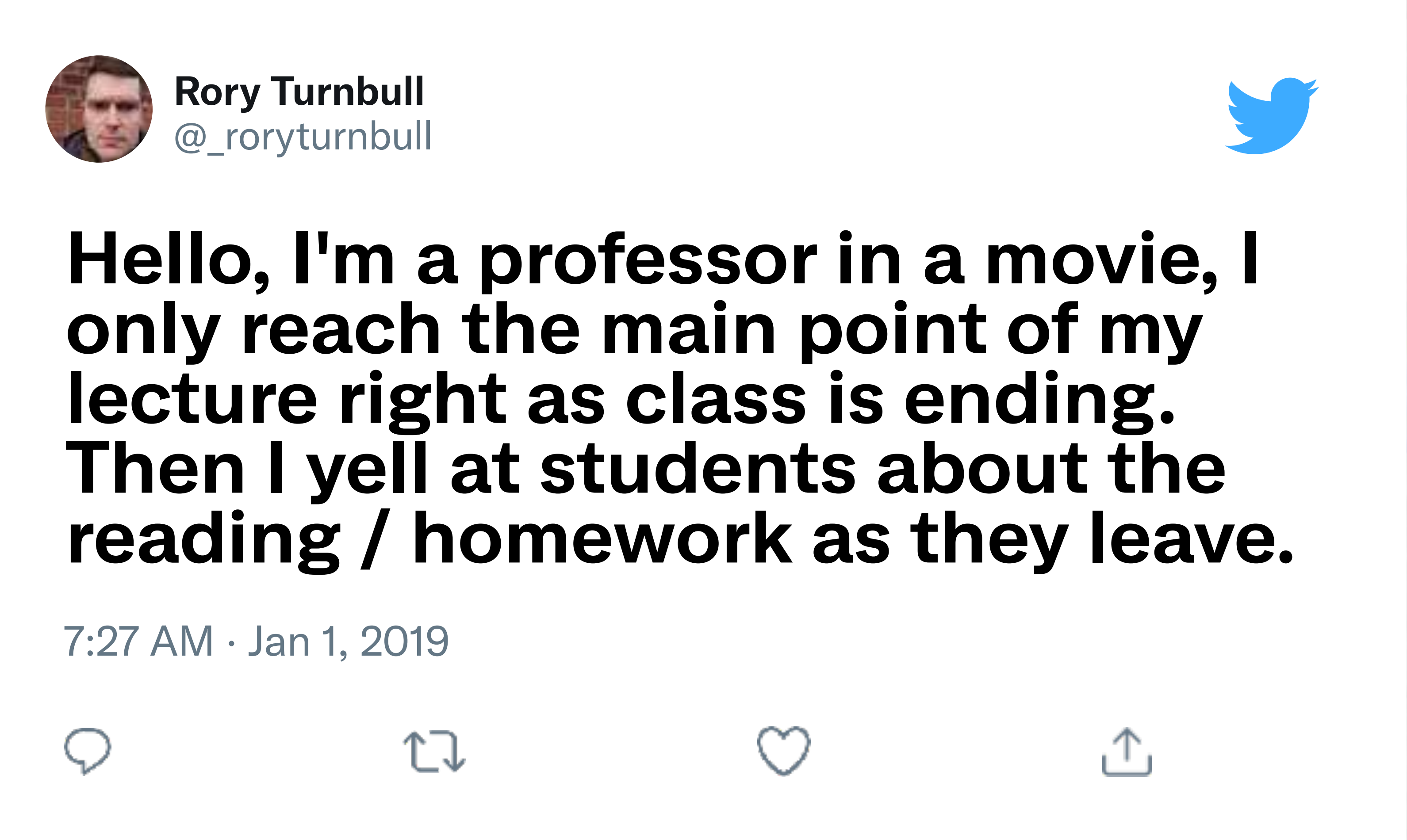
12:59 PM · May 21, 2019



PunHub
@PunHubOnline

I need a doctor's appointment
Ok, how about 10 tommorow?
No, I don't need that many
Pun hub

12:09 PM · Aug 24, 2020



Rory Turnbull
@_roryturnbull

Hello, I'm a professor in a movie, I only reach the main point of my lecture right as class is ending. Then I yell at students about the reading / homework as they leave.

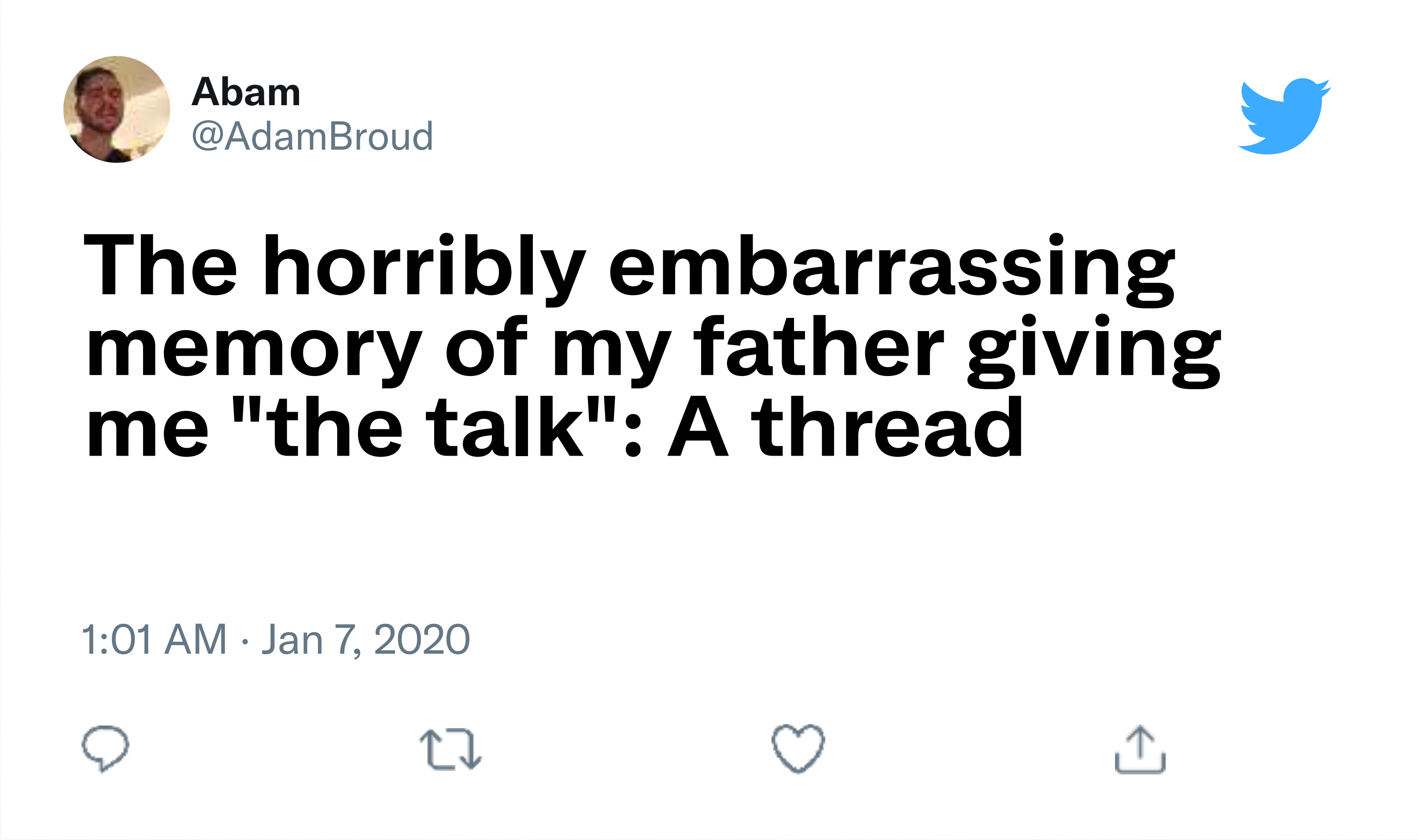
7:27 AM · Jan 1, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Threadtime Stories 📖

Starting a story thread gets everyone wondering what’s going to happen next.

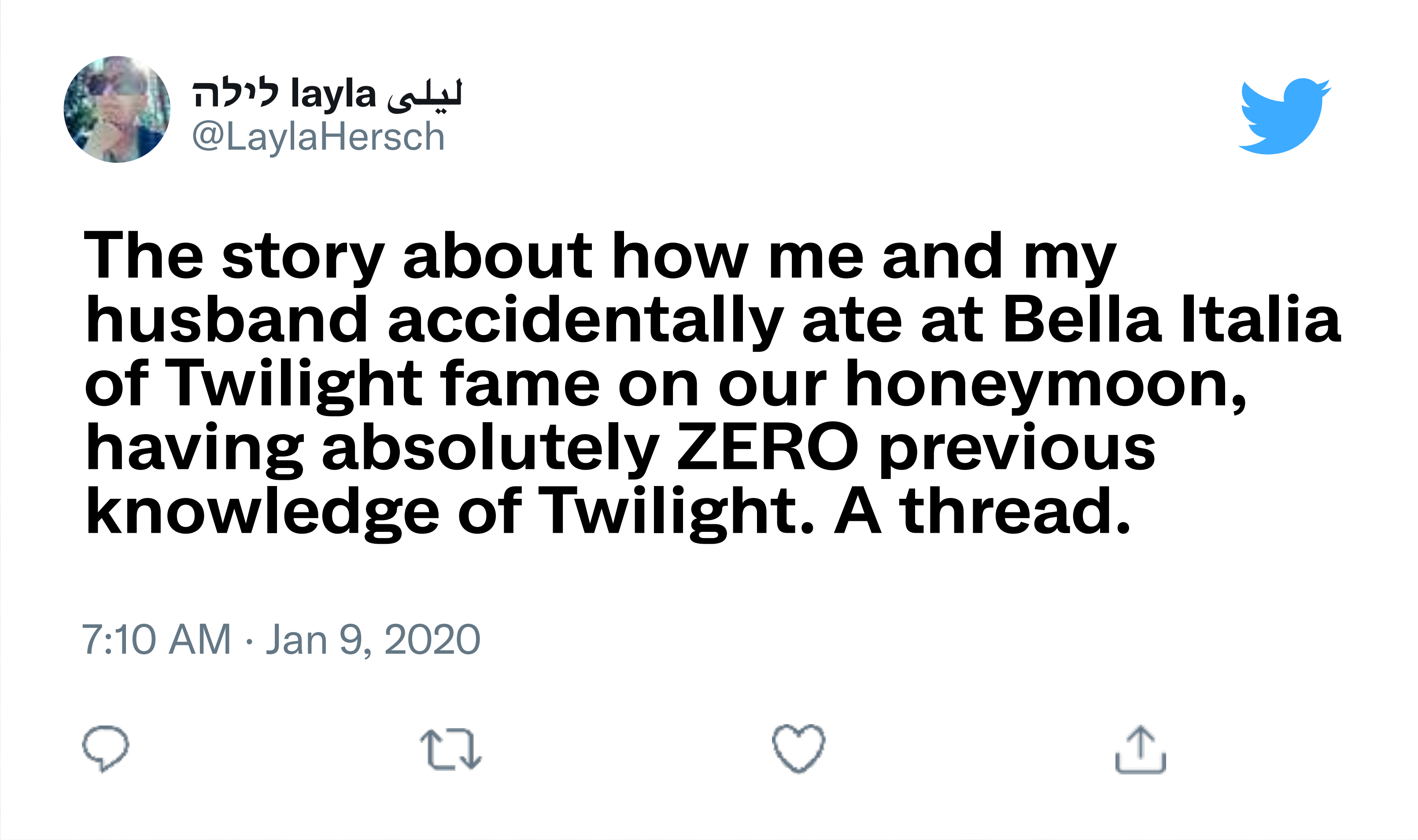
Threadtime Stories 📖



Abam
@AdamBroud

The horribly embarrassing memory of my father giving me "the talk": A thread

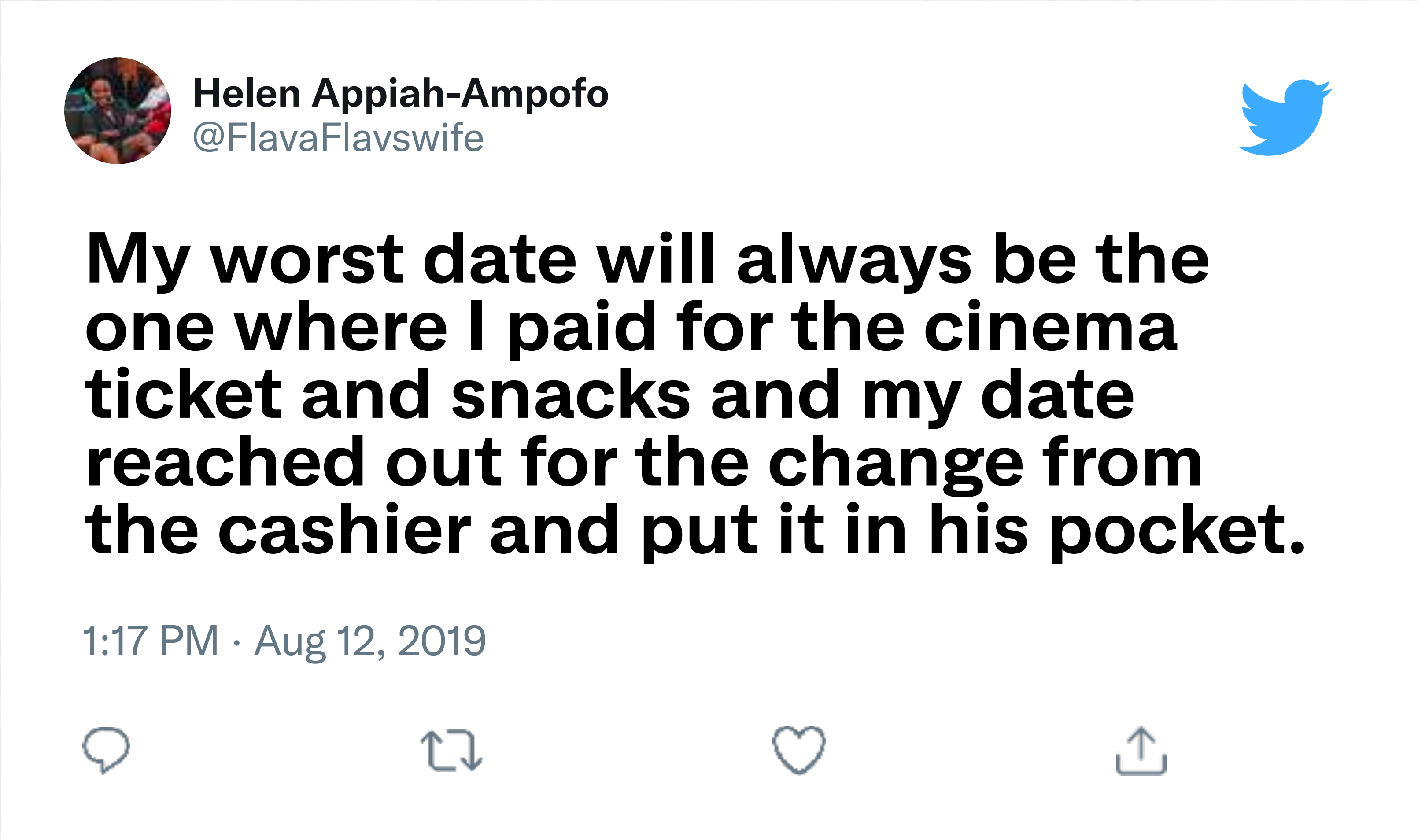
1:01 AM · Jan 7, 2020



לילה layla ليلى
@LaylaHersch

The story about how me and my husband accidentally ate at Bella Italia of Twilight fame on our honeymoon, having absolutely ZERO previous knowledge of Twilight. A thread.

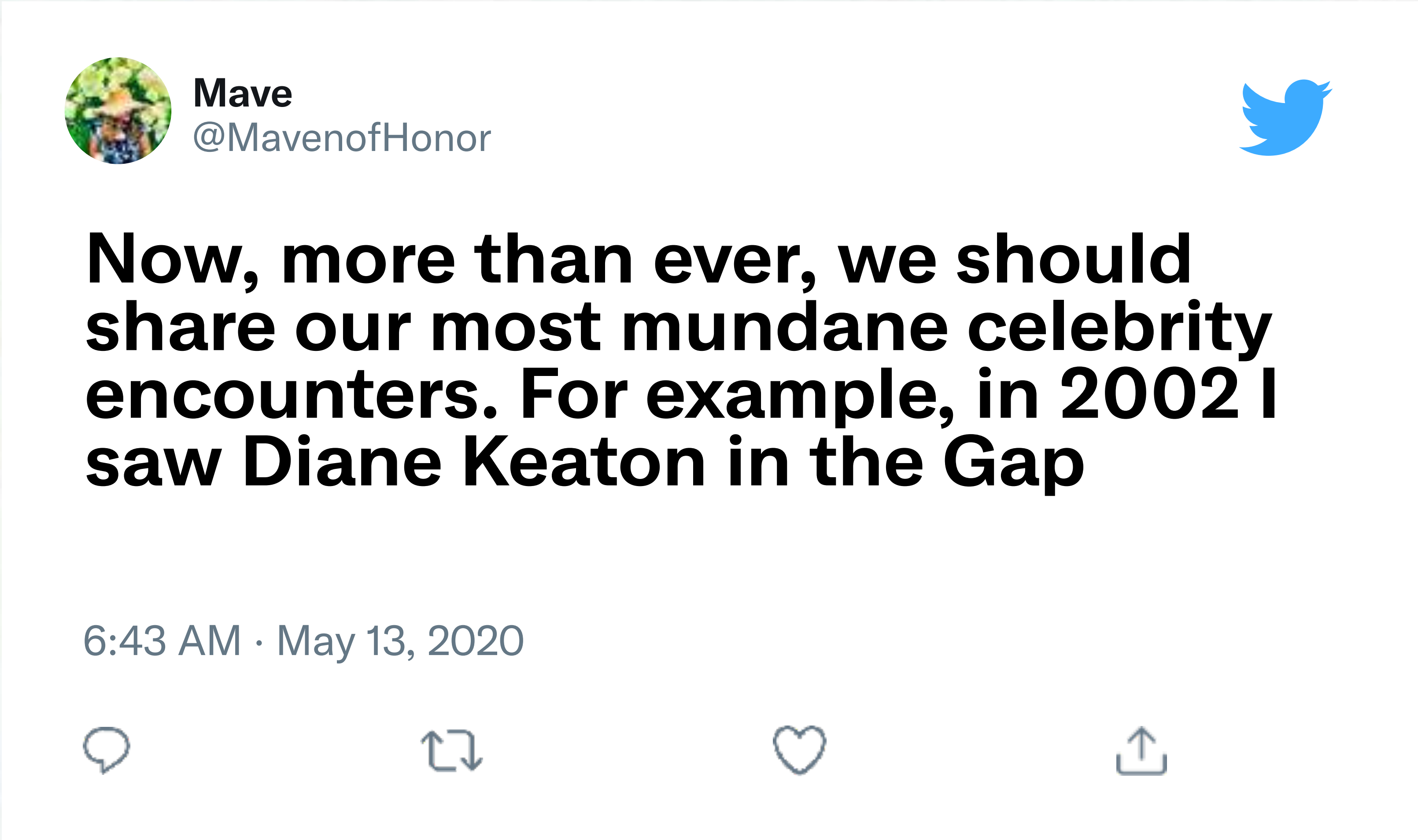
7:10 AM · Jan 9, 2020



Helen Appiah-Ampofo
@FlavaFlavswife

My worst date will always be the one where I paid for the cinema ticket and snacks and my date reached out for the change from the cashier and put it in his pocket.

1:17 PM · Aug 12, 2019



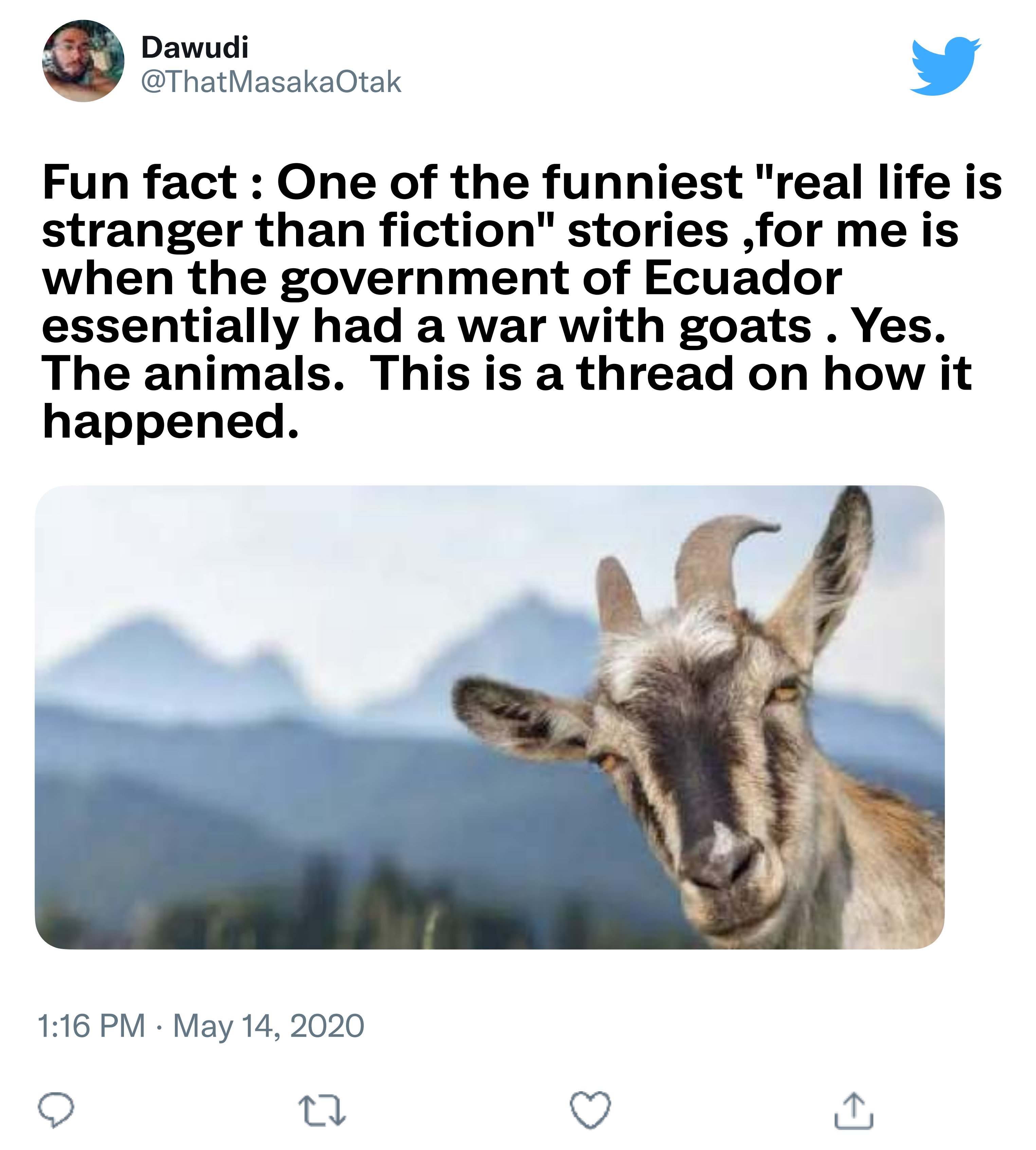
Mave
@MavenofHonor

Now, more than ever, we should share our most mundane celebrity encounters. For example, in 2002 I saw Diane Keaton in the Gap

6:43 AM · May 13, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

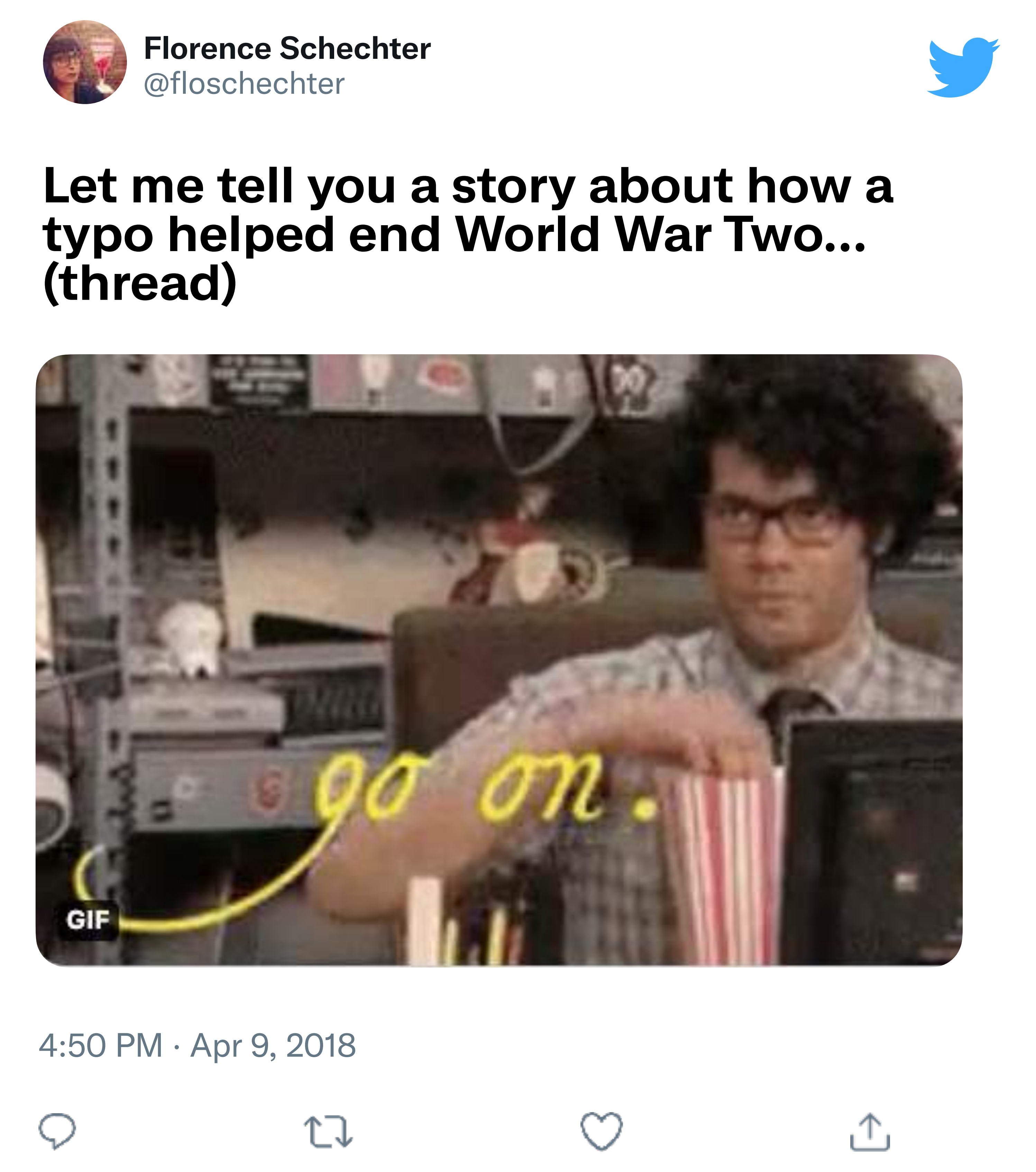
Threadtime Stories 📖



Dawudi
@ThatMasakaOtak

Fun fact : One of the funniest "real life is stranger than fiction" stories ,for me is when the government of Ecuador essentially had a war with goats . Yes. The animals. This is a thread on how it happened.

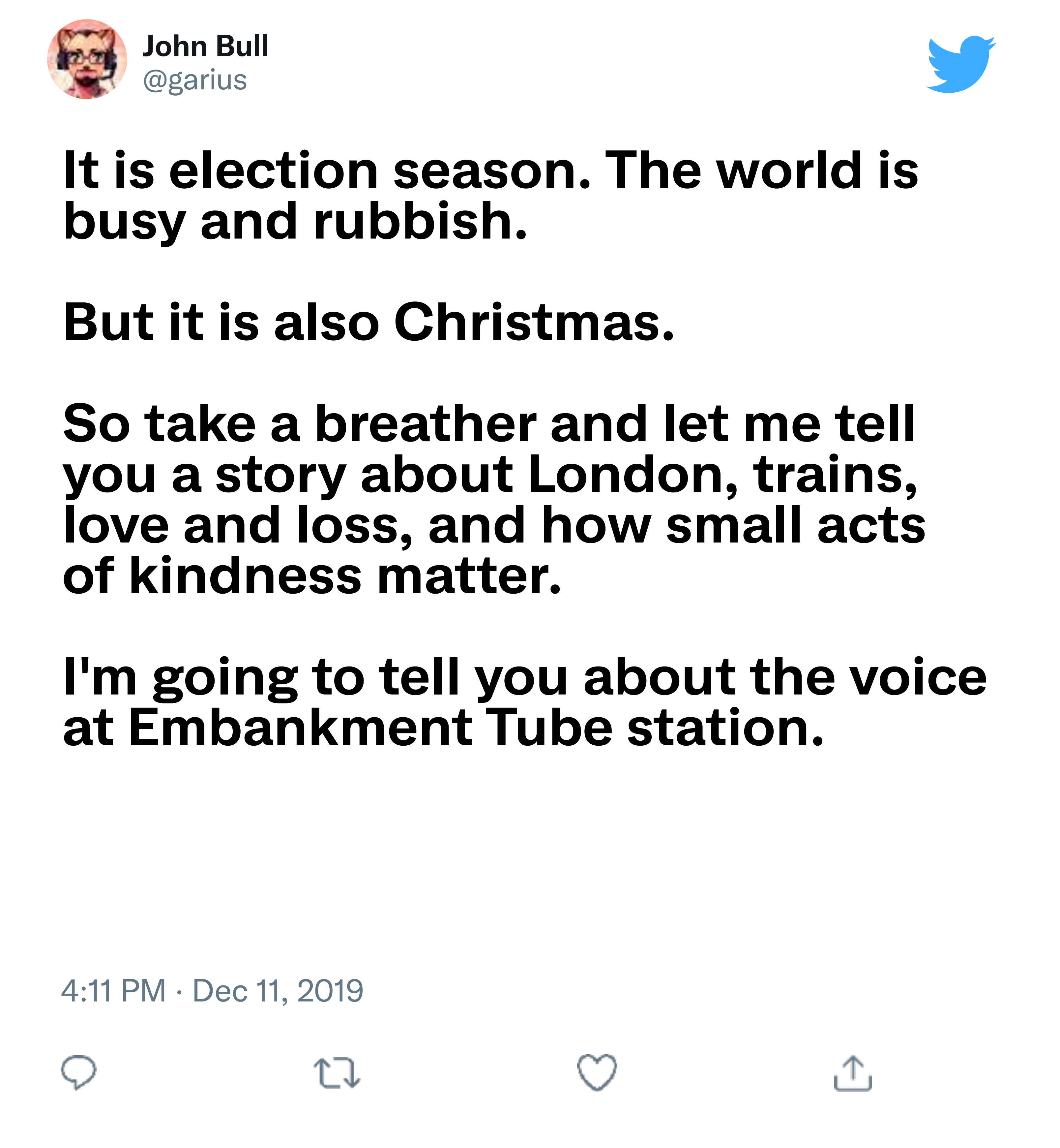
1:16 PM · May 14, 2020



Florence Schechter
@floschechter

Let me tell you a story about how a typo helped end World War Two... (thread)

4:50 PM · Apr 9, 2018



John Bull
@garius

It is election season. The world is busy and rubbish.

But it is also Christmas.

So take a breather and let me tell you a story about London, trains, love and loss, and how small acts of kindness matter.

I'm going to tell you about the voice at Embankment Tube station.

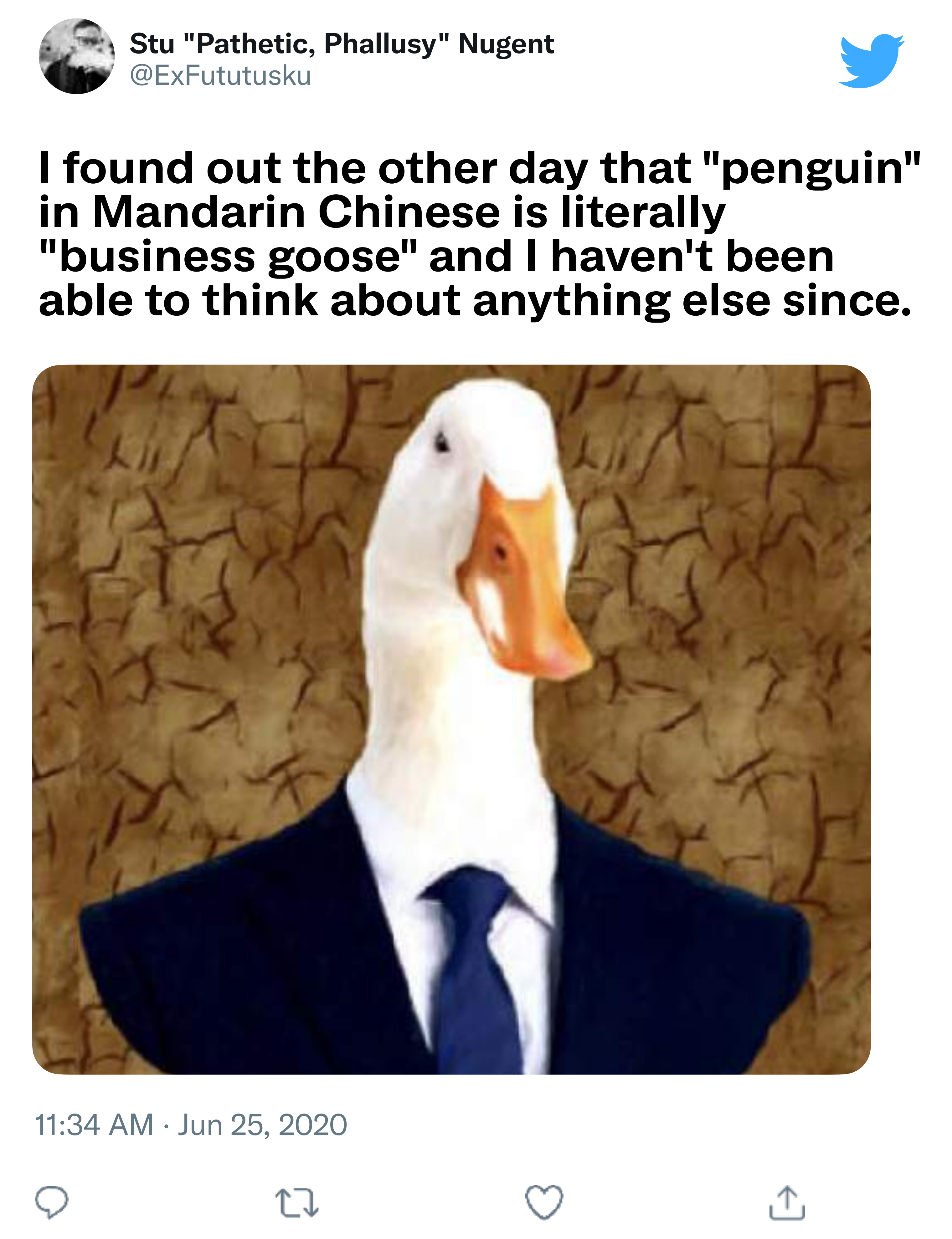
4:11 PM · Dec 11, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Mindblown 🤯

There you are, scrolling through your Twitter feed when boom! Something stops your thumb and blows your mind.

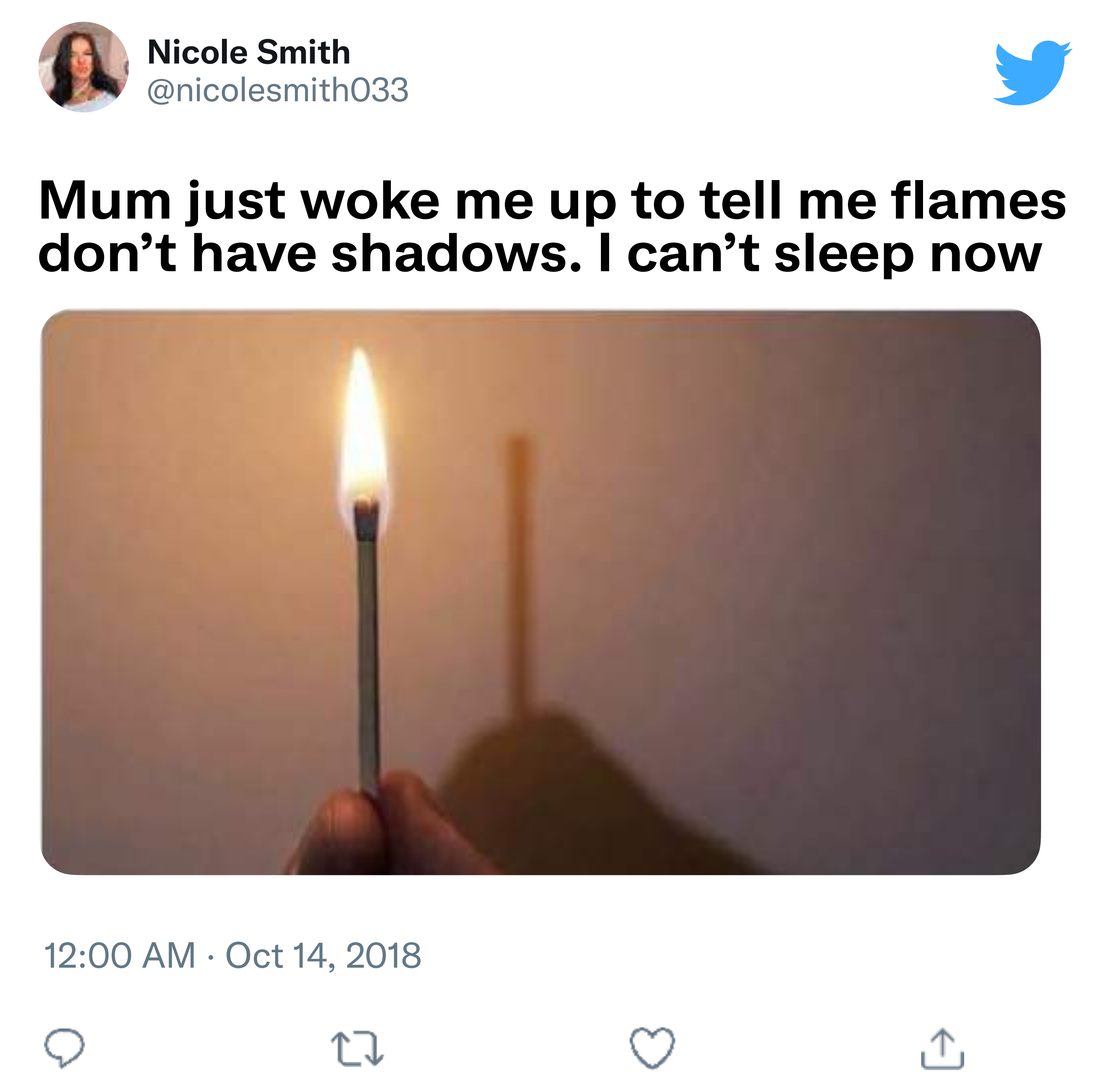
MindBlown 🤯



Stu "Pathetic, Phallusy" Nugent
@ExFututusku

I found out the other day that "penguin" in Mandarin Chinese is literally "business goose" and I haven't been able to think about anything else since.

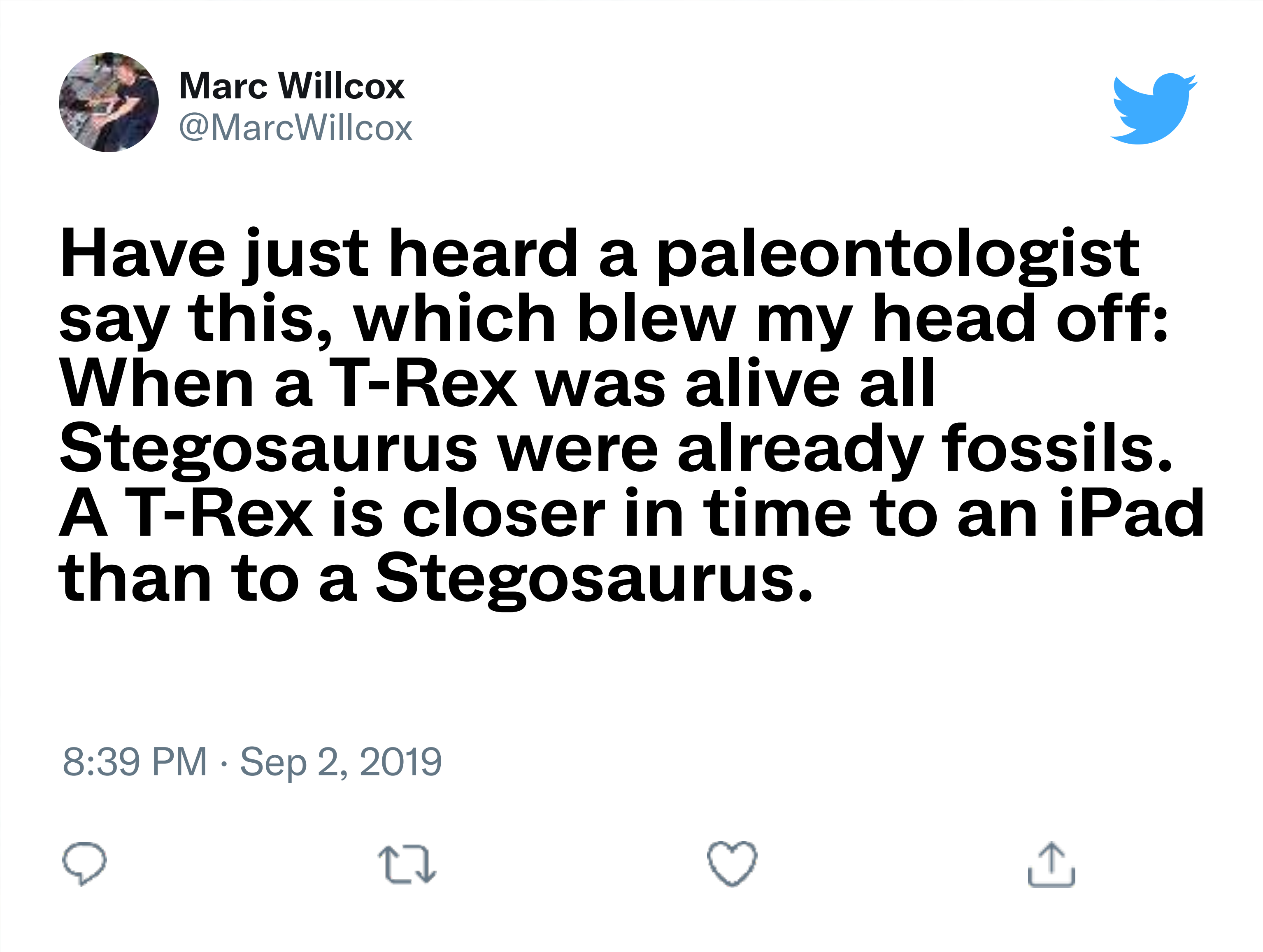
11:34 AM · Jun 25, 2020



Nicole Smith
@nicolesmith033

Mum just woke me up to tell me flames don’t have shadows. I can’t sleep now

12:00 AM · Oct 14, 2018



Marc Willcox
@MarcWillcox

Have just heard a paleontologist say this, which blew my head off: When a T-Rex was alive all Stegosaurus were already fossils. A T-Rex is closer in time to an iPad than to a Stegosaurus.

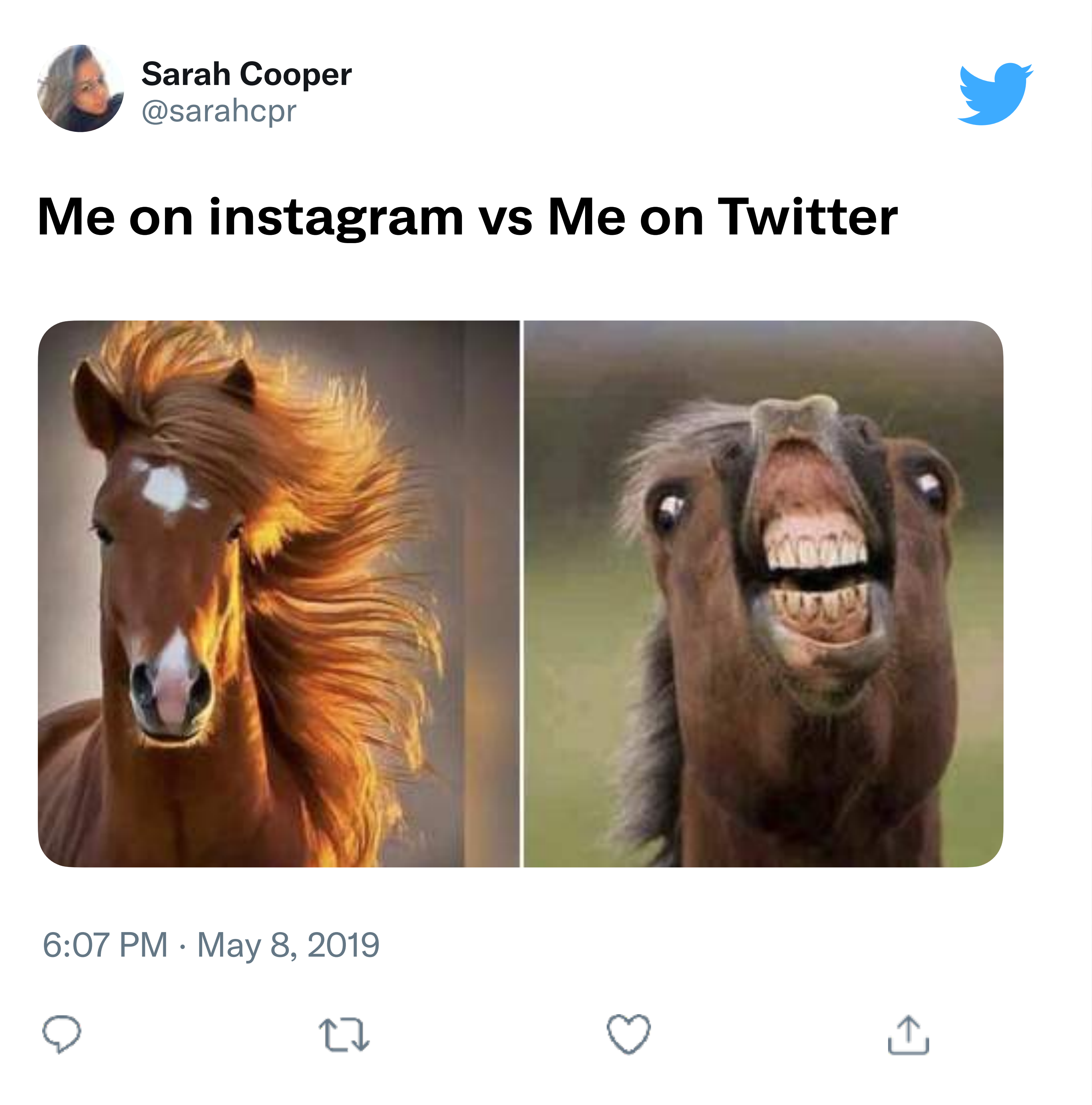
8:39 PM · Sep 2, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Tweeting 😜 It Real

People on Twitter are unfiltered and don’t take themselves too seriously. Twitter is the best place on the internet to be who you really are and knock the pompous off their perches.

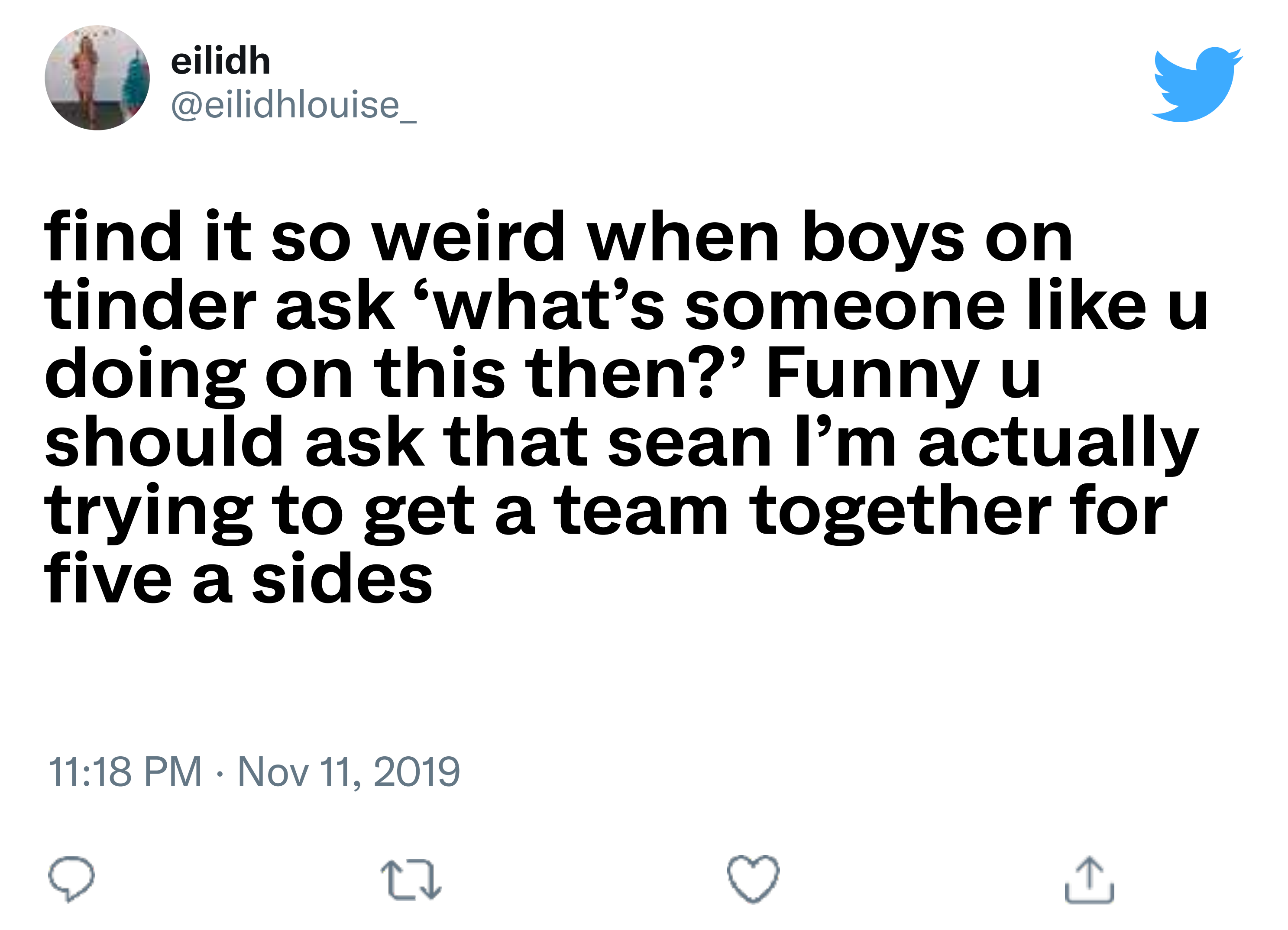
Tweeting It Real 😜



Sarah Cooper
@sarahcpr

Me on instagram vs Me on Twitter

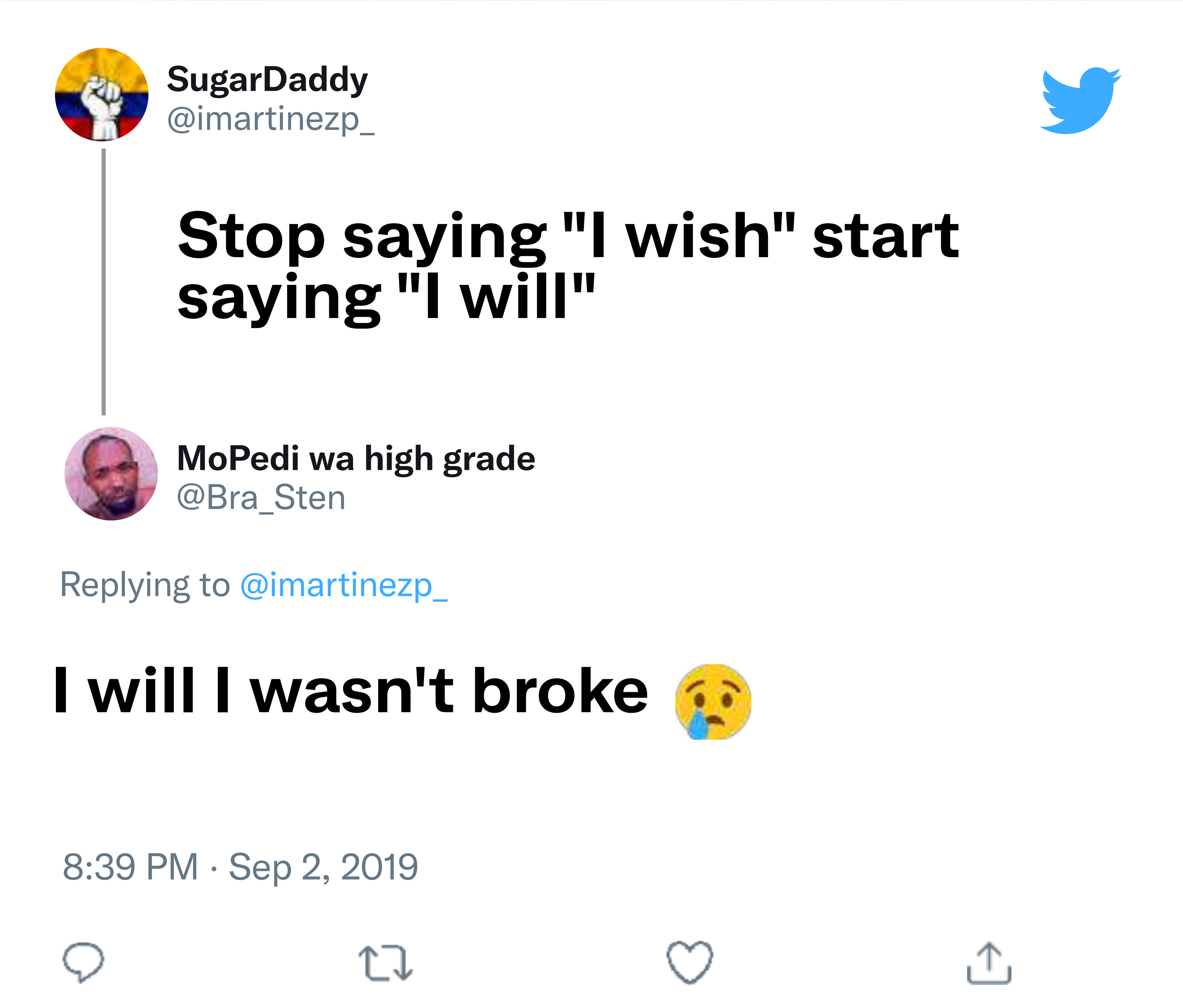
6:07 PM · May 8, 2019



eilidh
@eilidhlouise_

find it so weird when boys on tinder ask 'what's someone like u doing on this then?' Funny u should ask that sean I'm actually trying to get a team together for five a sides

11:18 PM · Nov 11, 2019



SugarDaddy
@imartinezp_

Stop saying "I wish" start saying "I will"

MoPedi wa high grade
@Bra_Sten

Replying to @imartinezp_

I will I wasn't broke 😢

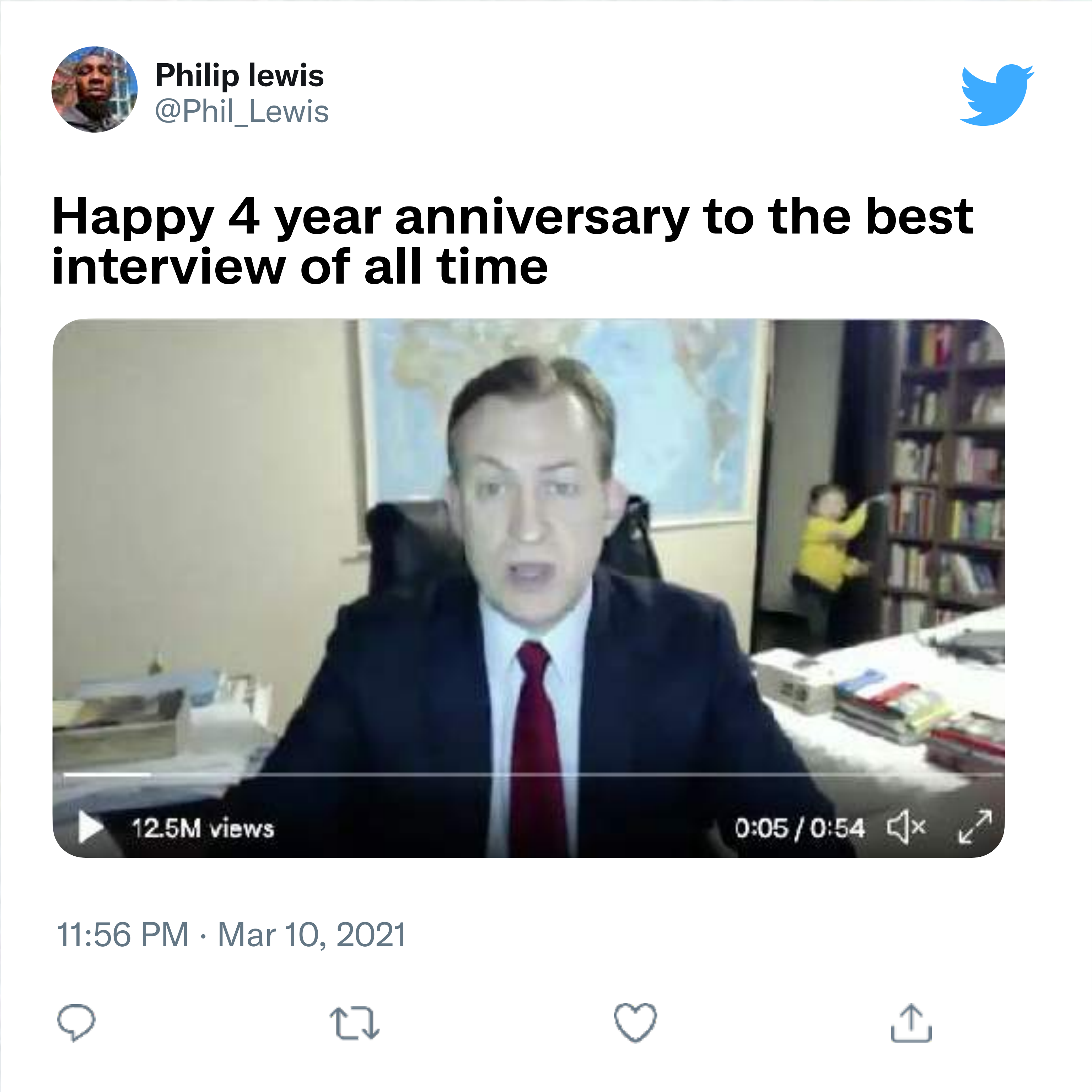
8:39 PM · Sep 2, 2019

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Long Memory 💾

Twitter's like that friend who remembers everything you've ever loved, hated or Tweeted and brings it up again in conversation when you're least expecting it. On Twitter the past is never totally in the past.

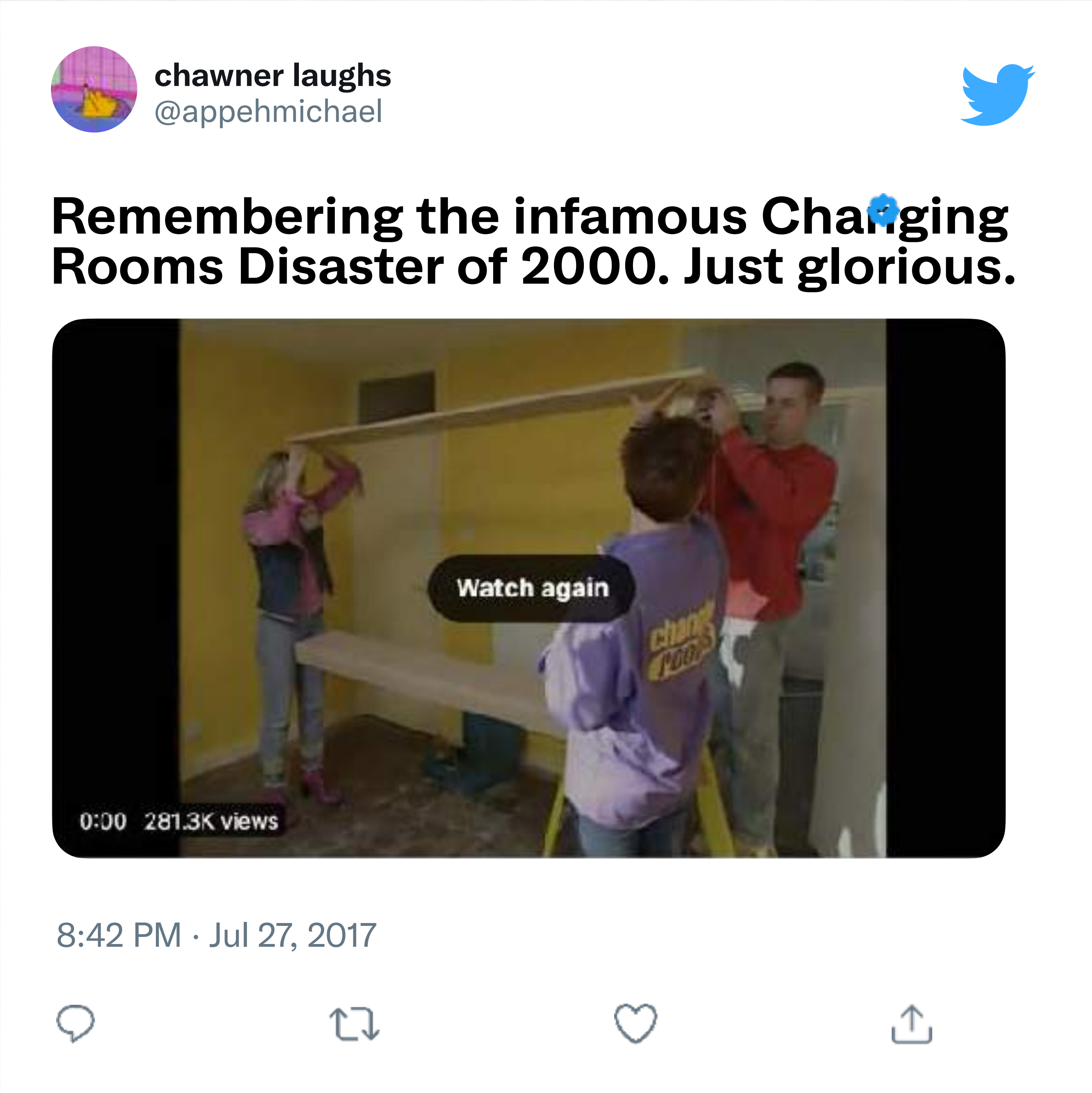
Long Memory 💾



Philip lewis
@Phil_Lewis

Happy 4 year anniversary to the best interview of all time

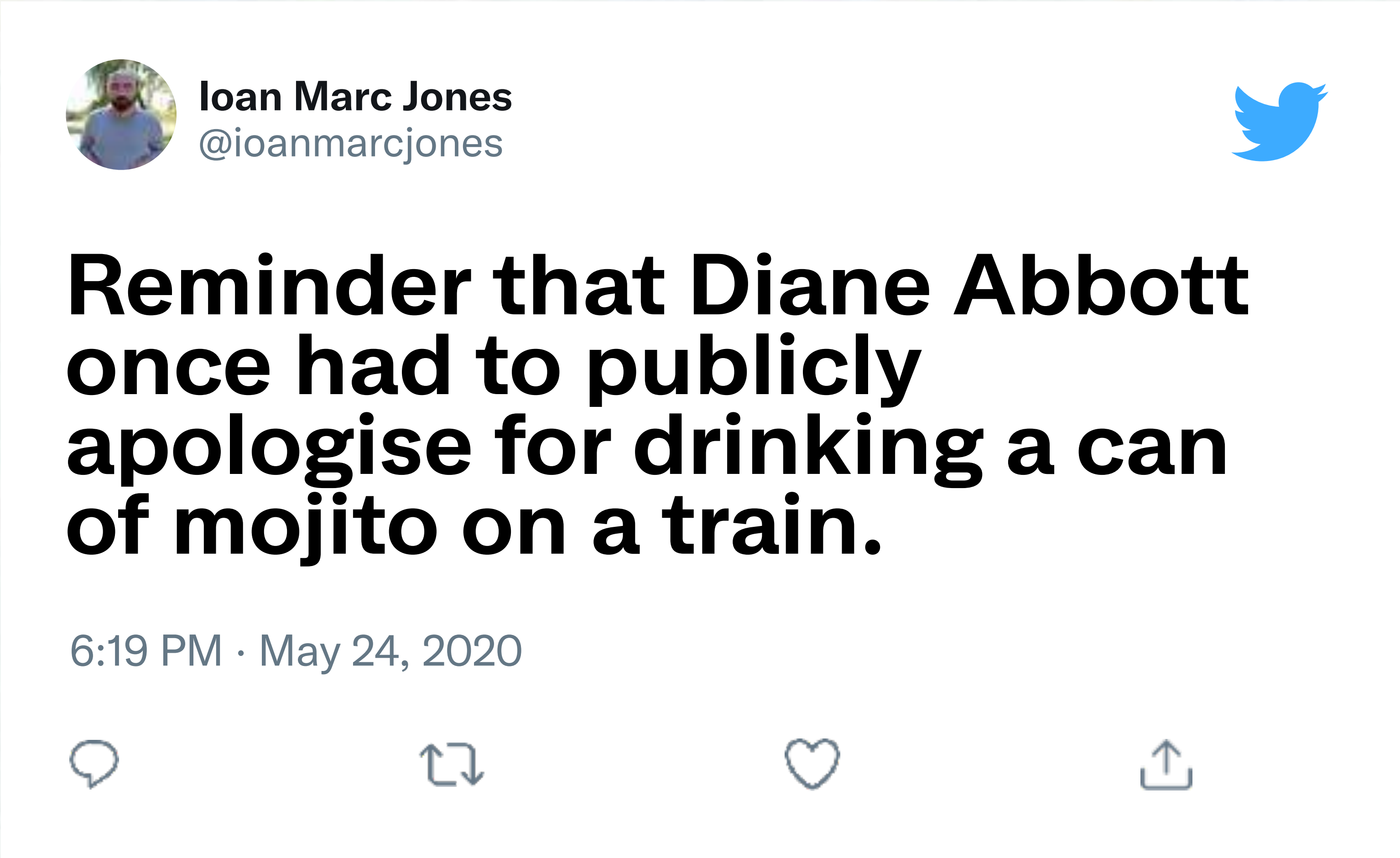
11:56 PM · Mar 10, 2021



chawner laughs
@appehmichael

Remembering the infamous Changing Rooms Disaster of 2000. Just glorious.

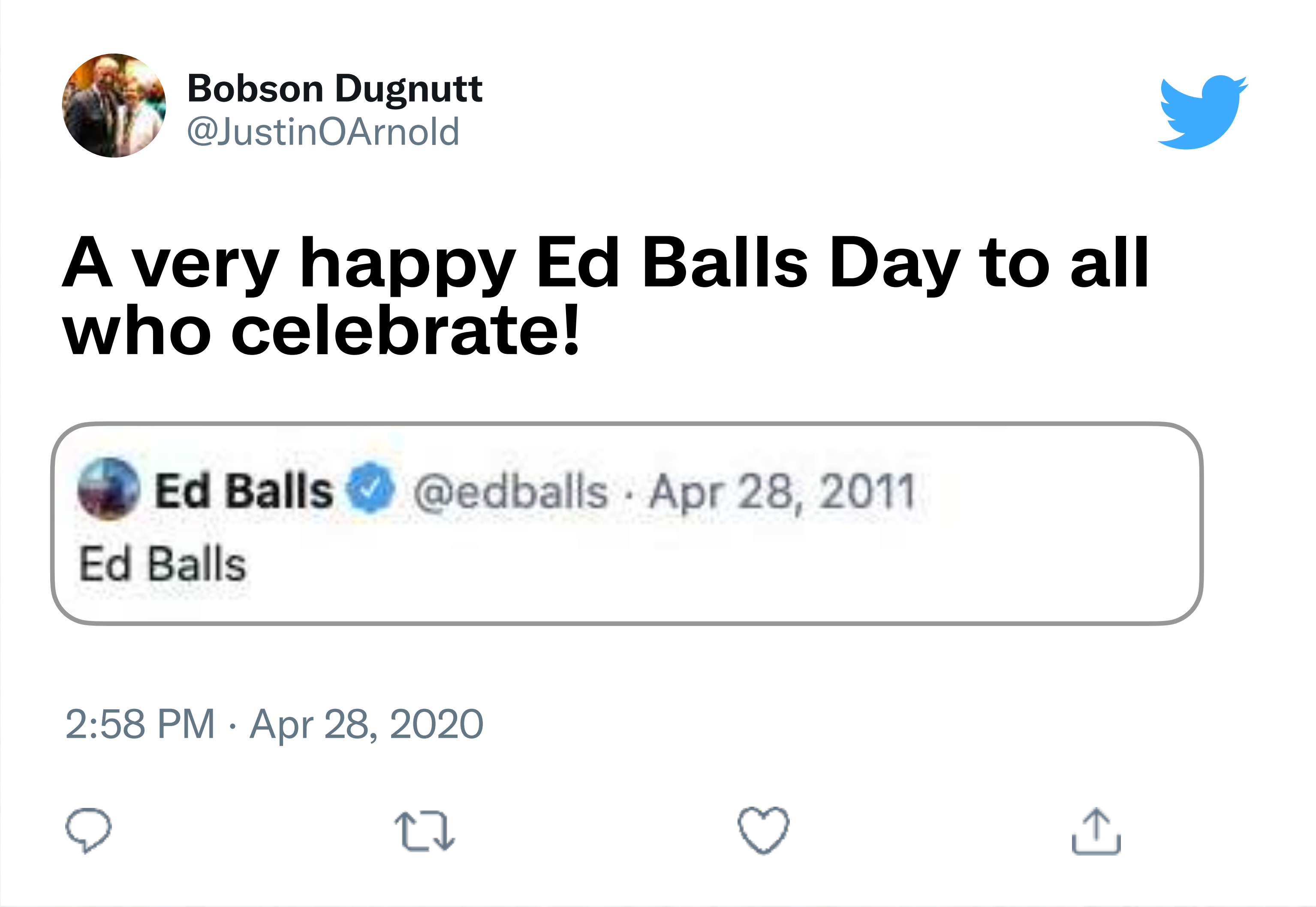
8:42 PM · Jul 27, 2017



Ioan Marc Jones
@ioanmarcjones

Reminder that Diane Abbott once had to publicly apologise for drinking a can of mojito on a train.

6:19 PM · May 24, 2020



Bobson Dugnutt
@JustinOArnold

A very happy Ed Balls Day to all who celebrate!

Ed Balls @edballs · Apr 28, 2011
Ed Balls

2:58 PM · Apr 28, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Kind Hearts

Prominence Ranking

5th

Net Sentiment

+21%

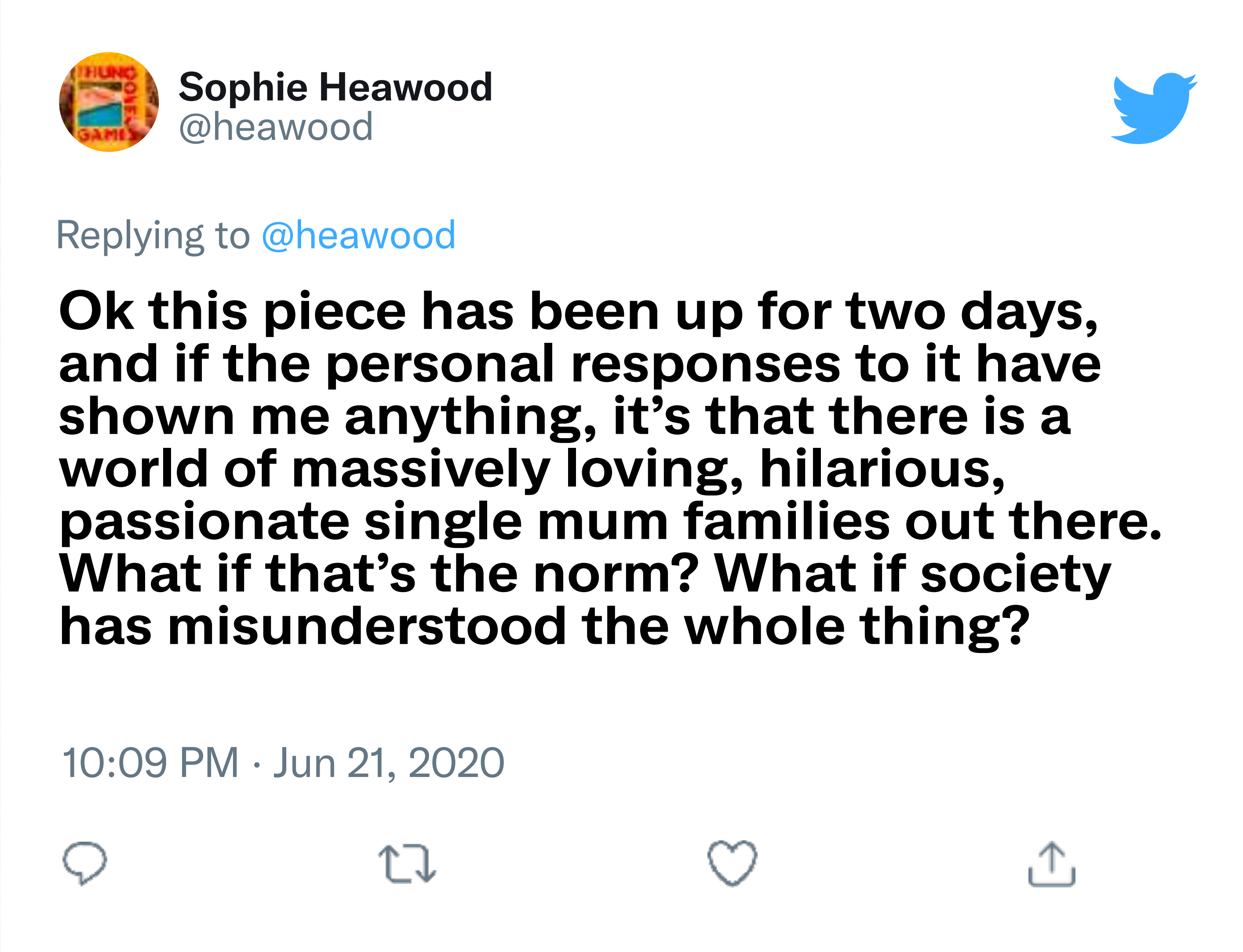
Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

Here for You
I Needed That
Gandalf Wisdom
Toot The Horn

Here for You 🙏

Whatever's happening in your life you can bet it's happened to other people too. So whether you're lost, sad, stuck or stymied, Twitter will offer support.

Here For You 🙏

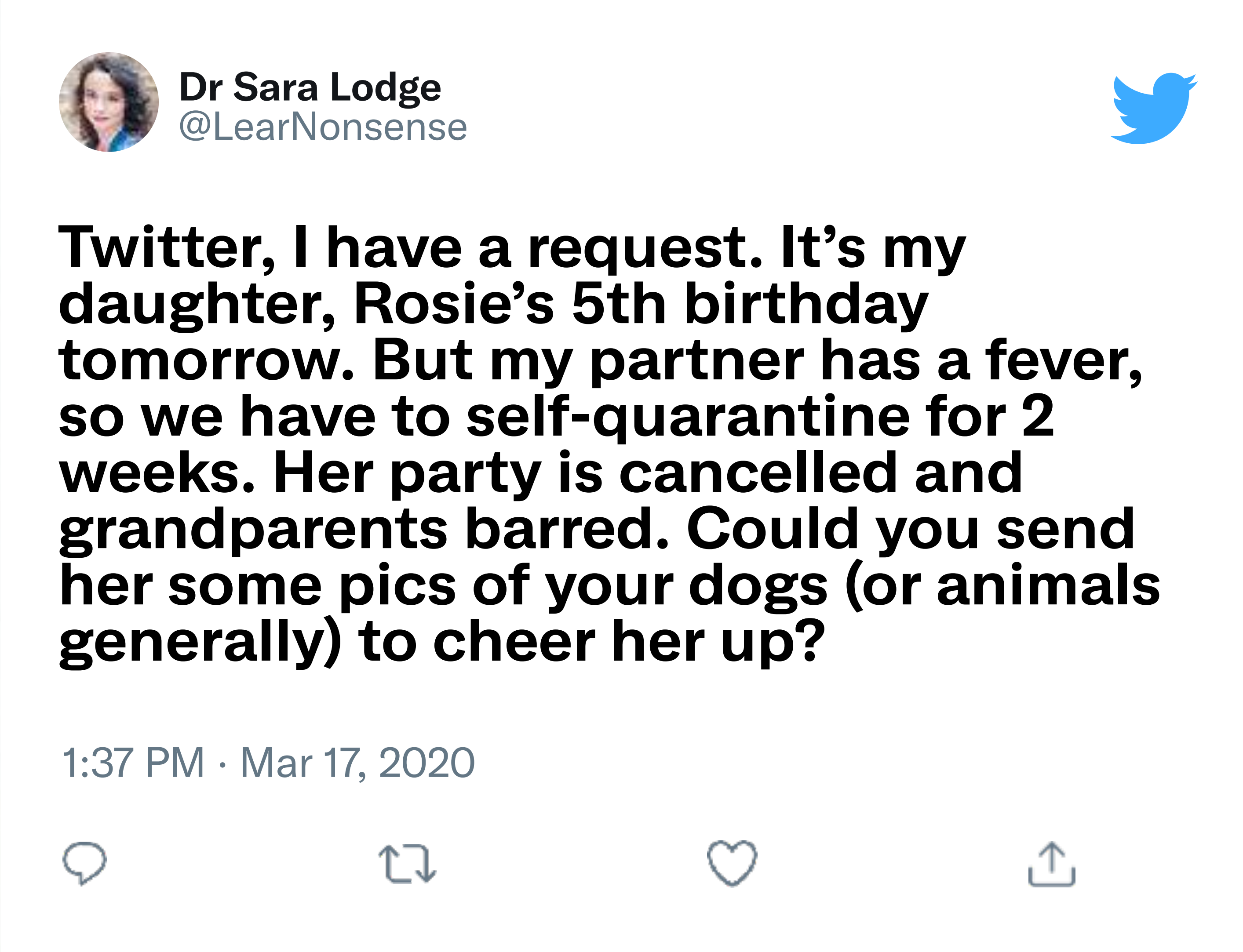


Sophie Heawood
@heawood

Replying to @heawood

Ok this piece has been up for two days, and if the personal responses to it have shown me anything, it's that there is a world of massively loving, hilarious, passionate single mum families out there. What if that's the norm? What if society has misunderstood the whole thing?

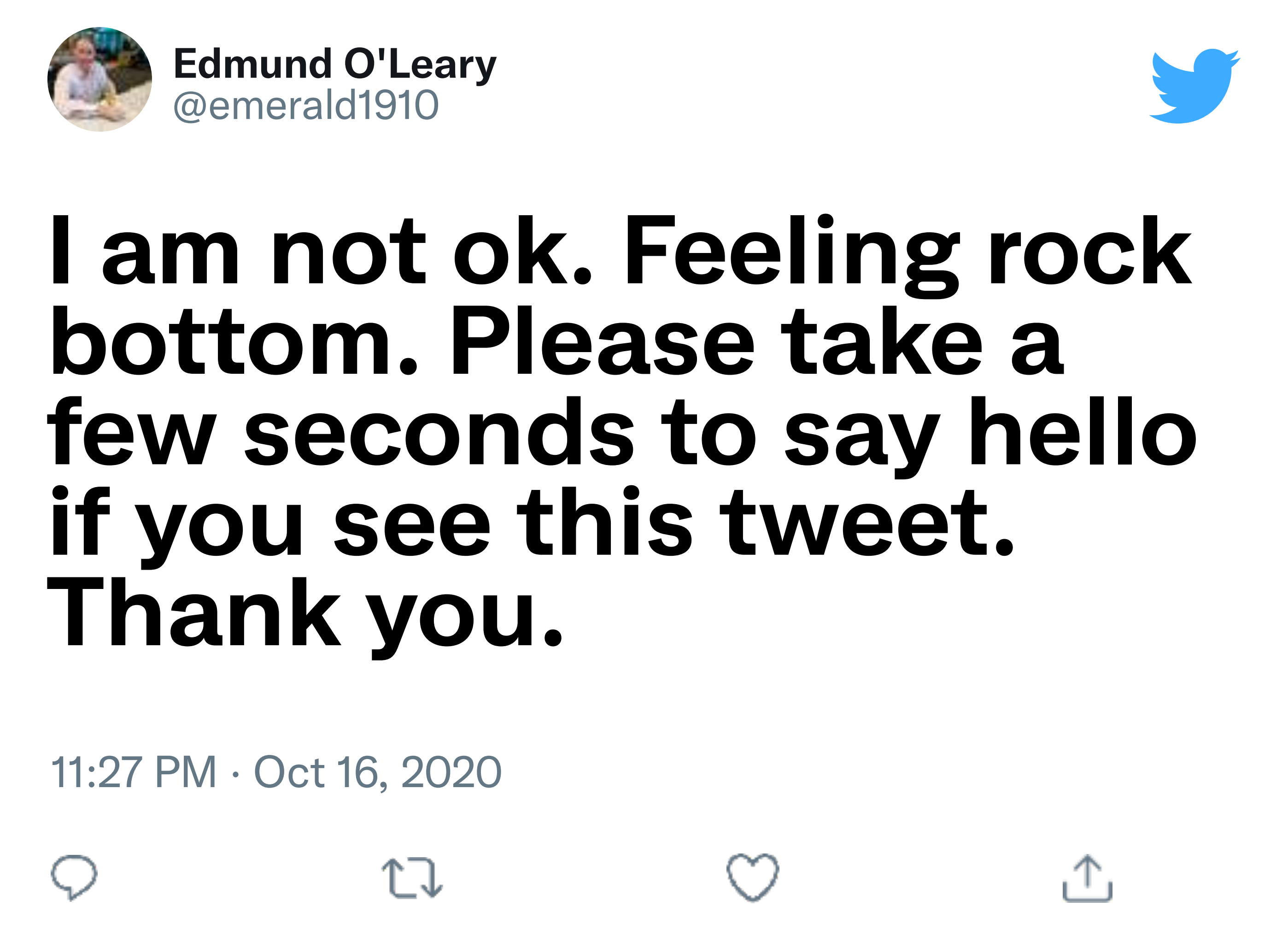
10:09 PM · Jun 21, 2020



Dr Sara Lodge
@LearNonsense

Twitter, I have a request. It's my daughter, Rosie's 5th birthday tomorrow. But my partner has a fever, so we have to self-quarantine for 2 weeks. Her party is cancelled and grandparents barred. Could you send her some pics of your dogs (or animals generally) to cheer her up?

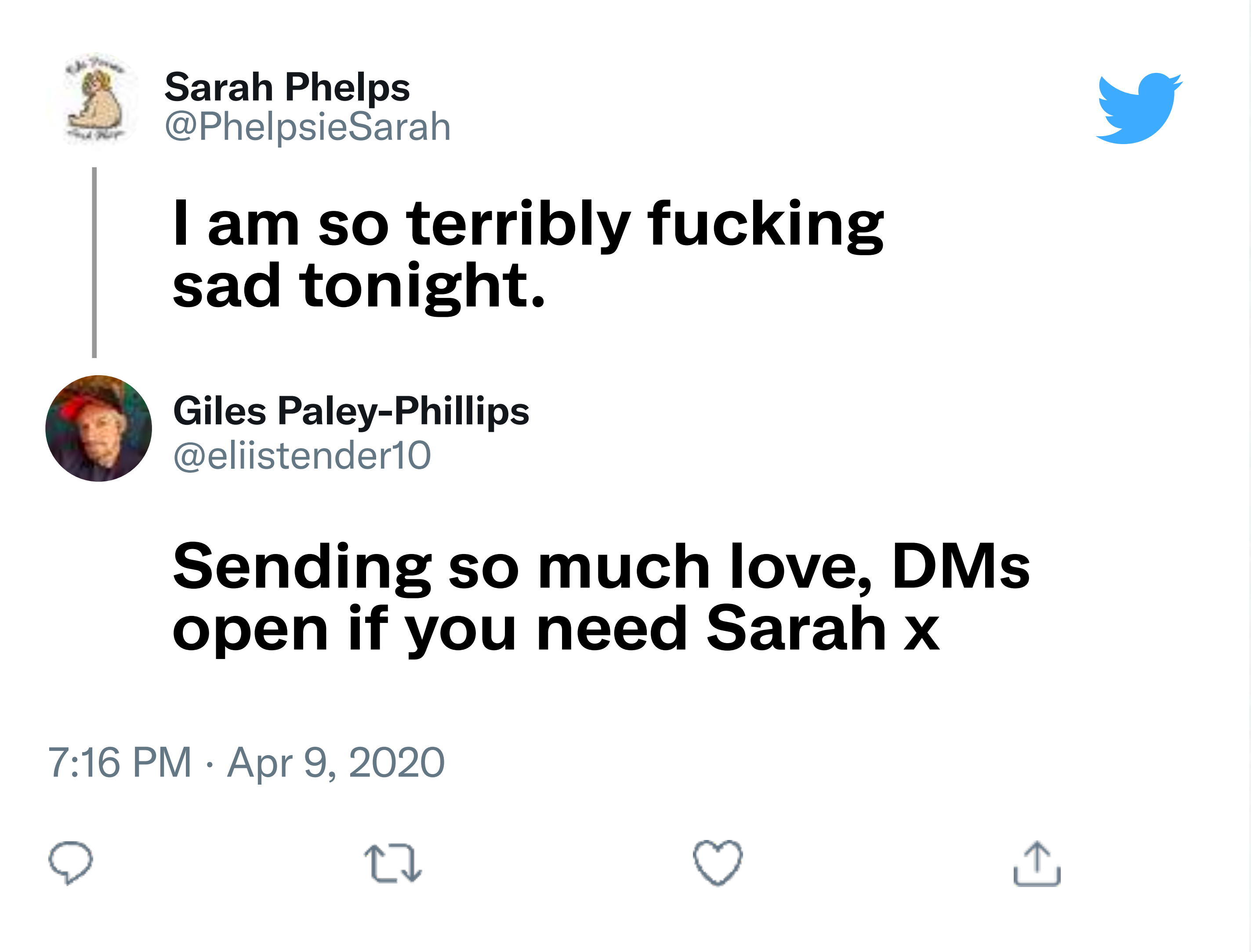
1:37 PM · Mar 17, 2020



Edmund O'Leary
@emerald1910

I am not ok. Feeling rock bottom. Please take a few seconds to say hello if you see this tweet. Thank you.

11:27 PM · Oct 16, 2020



Sarah Phelps
@PhelpsieSarah

I am so terribly fucking sad tonight.

Giles Paley-Phillips
@eliistender10

Sending so much love, DMs open if you need Sarah x

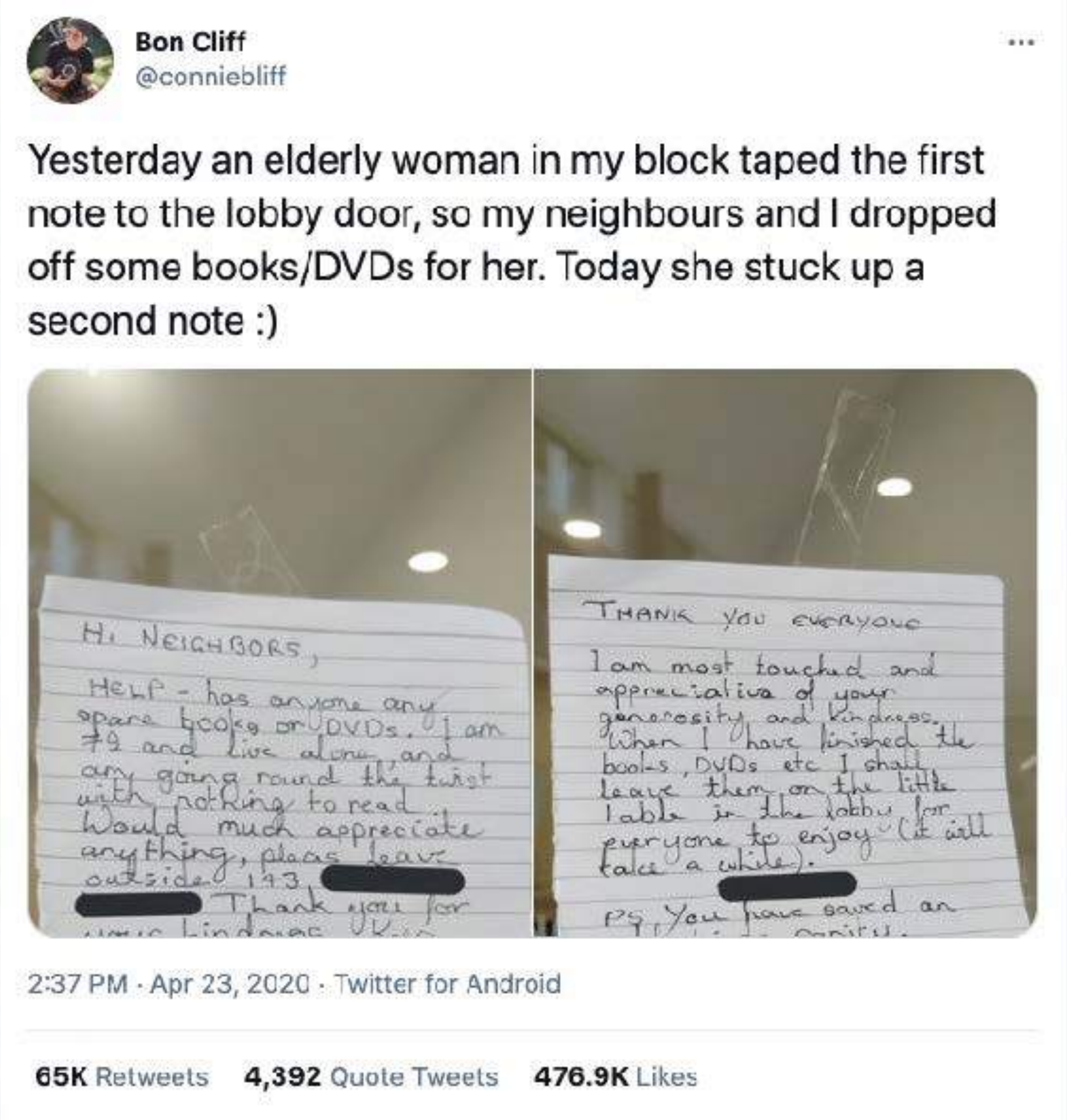
7:16 PM · Apr 9, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

I Needed That ❤️

Like that person who gives you a giggle or a cuddle or asks if you fancy a cuppa, Twitter has the happy knack of providing uplifting moments, straight out the blue, just when you needed it most.

I Needed That ❤️



Bon Cliff
@conniebliff

Yesterday an elderly woman in my block taped the first note to the lobby door, so my neighbours and I dropped off some books/DVDs for her. Today she stuck up a second note :)

Hi NEIGHBORS,

HELP - has anyone any spare books or DVDs. I am 79 and live alone and am going round the twist with nothing to read. Would much appreciate anything, pleas leave outside 143, [redacted]

[redacted] Thank you for

THANK YOU EVERYONE

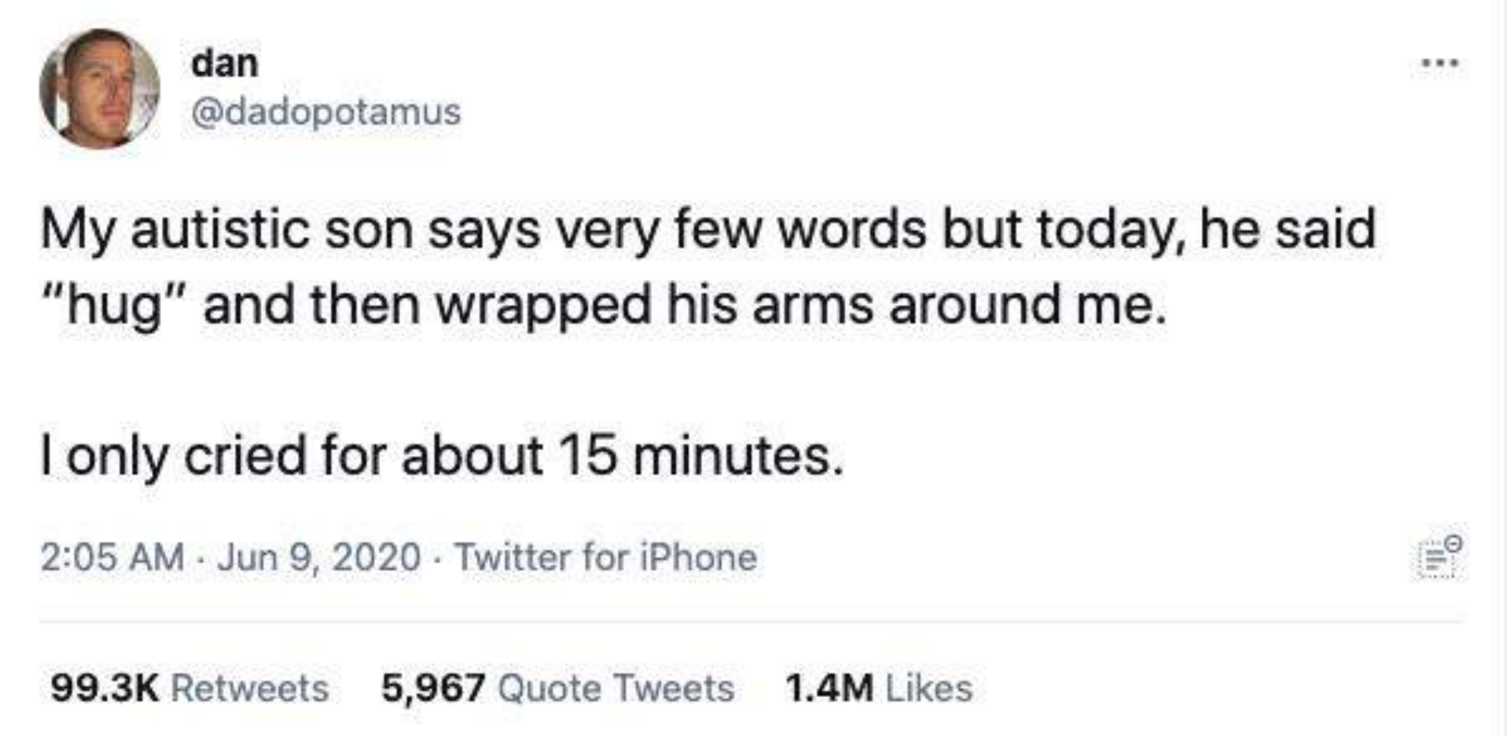
I am most touched and appreciative of your generosity and kindness. When I have finished the books, DVDs etc I shall leave them on the little table in the lobby for everyone to enjoy (it will take a while).

[redacted]

PS You have saved an

2:37 PM · Apr 23, 2020 · Twitter for Android

65K Retweets **4,392** Quote Tweets **476.9K** Likes



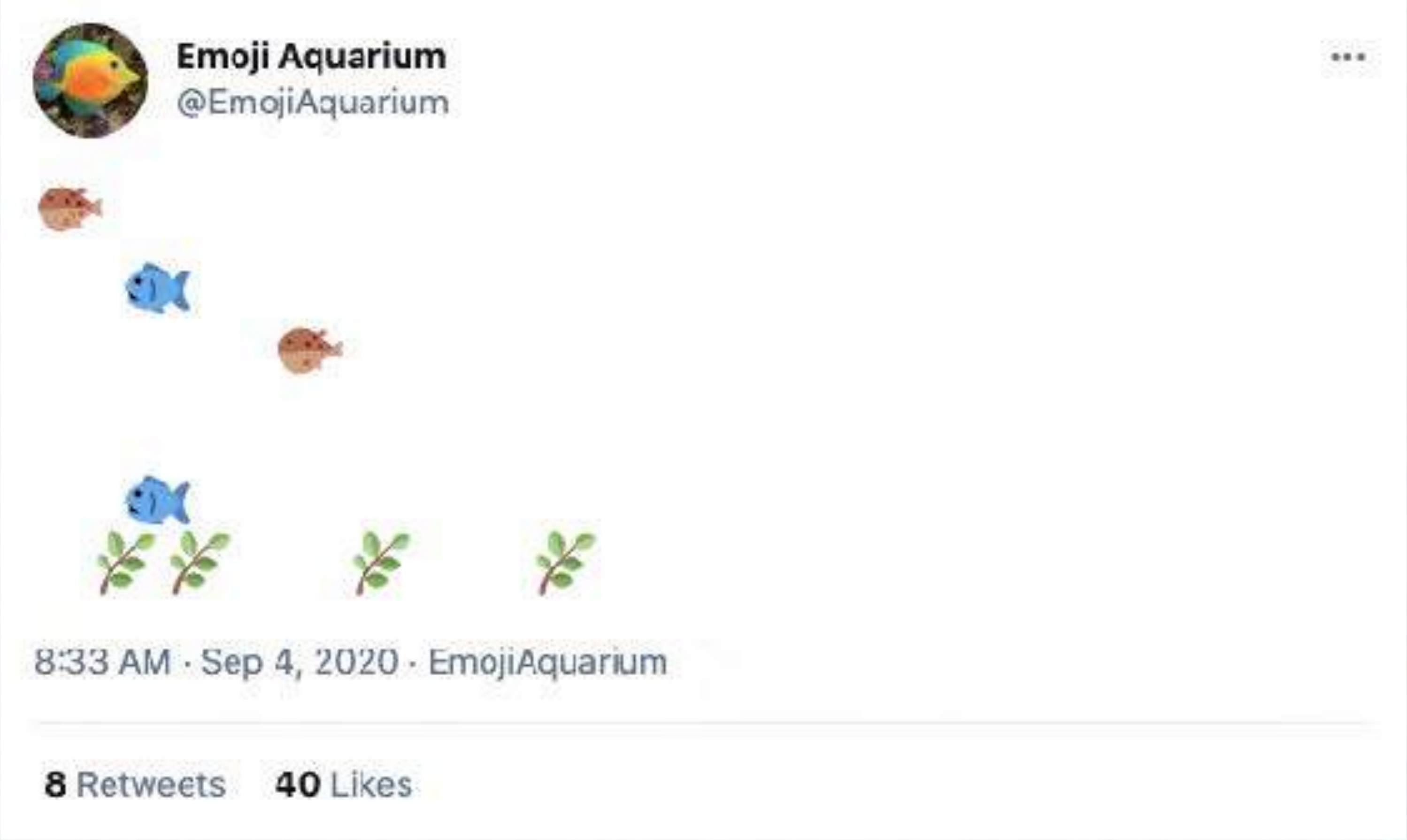
dan
@dadopotamus

My autistic son says very few words but today, he said "hug" and then wrapped his arms around me.

I only cried for about 15 minutes.

2:05 AM · Jun 9, 2020 · Twitter for iPhone

99.3K Retweets **5,967** Quote Tweets **1.4M** Likes

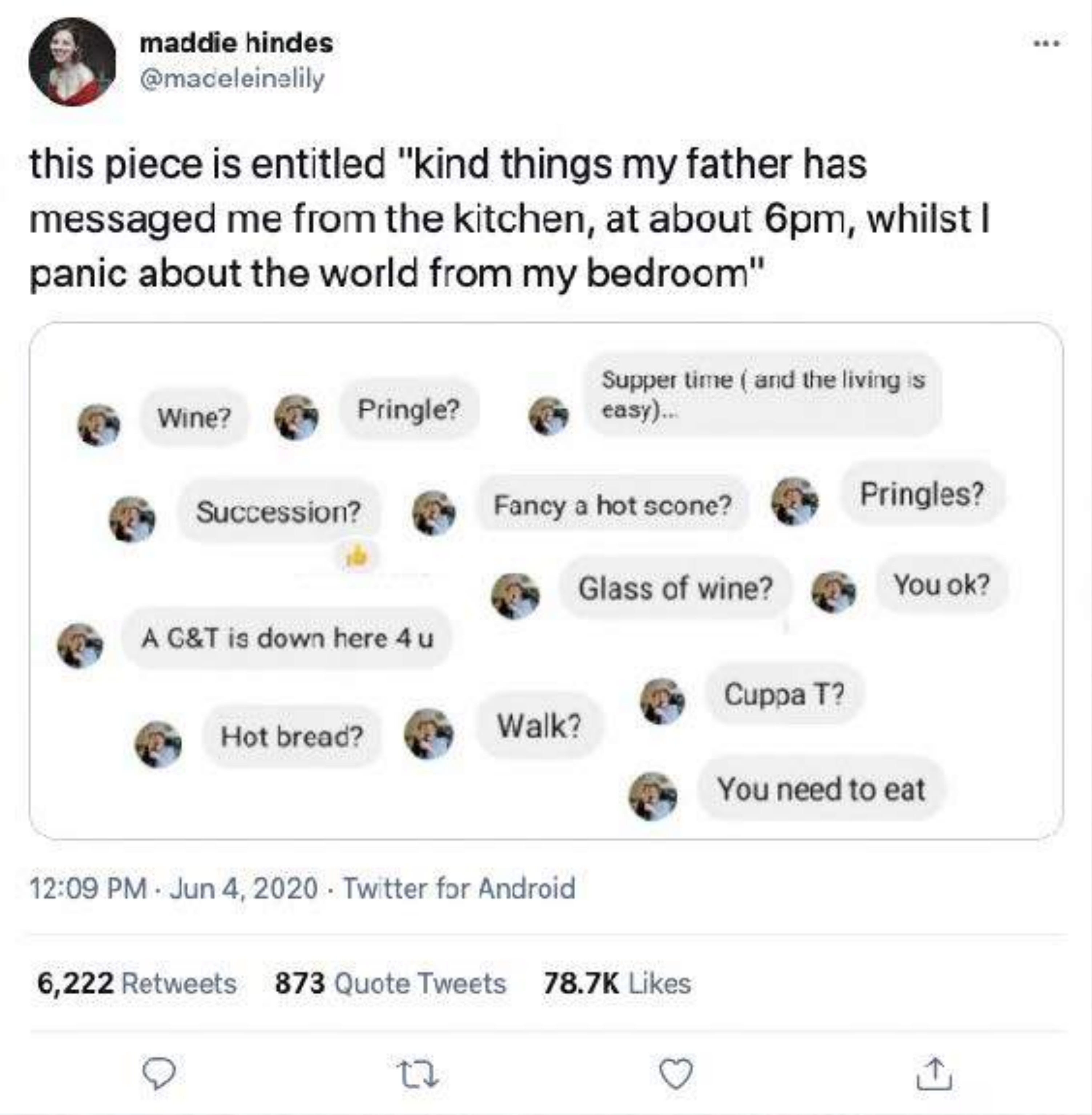


Emoji Aquarium
@EmojiAquarium

🐡
🐟
🐡
🐟
🌿🌿 🌿 🌿

8:33 AM · Sep 4, 2020 · EmojiAquarium

8 Retweets **40** Likes



maddie hindes
@madeleinelily

this piece is entitled "kind things my father has messaged me from the kitchen, at about 6pm, whilst I panic about the world from my bedroom"

Wine?
Pringle?
Supper time (and the living is easy)...
Succession?
Fancy a hot scone?
Pringles?
Glass of wine?
You ok?
A G&T is down here 4 u
Cuppa T?
Hot bread?
Walk?
You need to eat

12:09 PM · Jun 4, 2020 · Twitter for Android

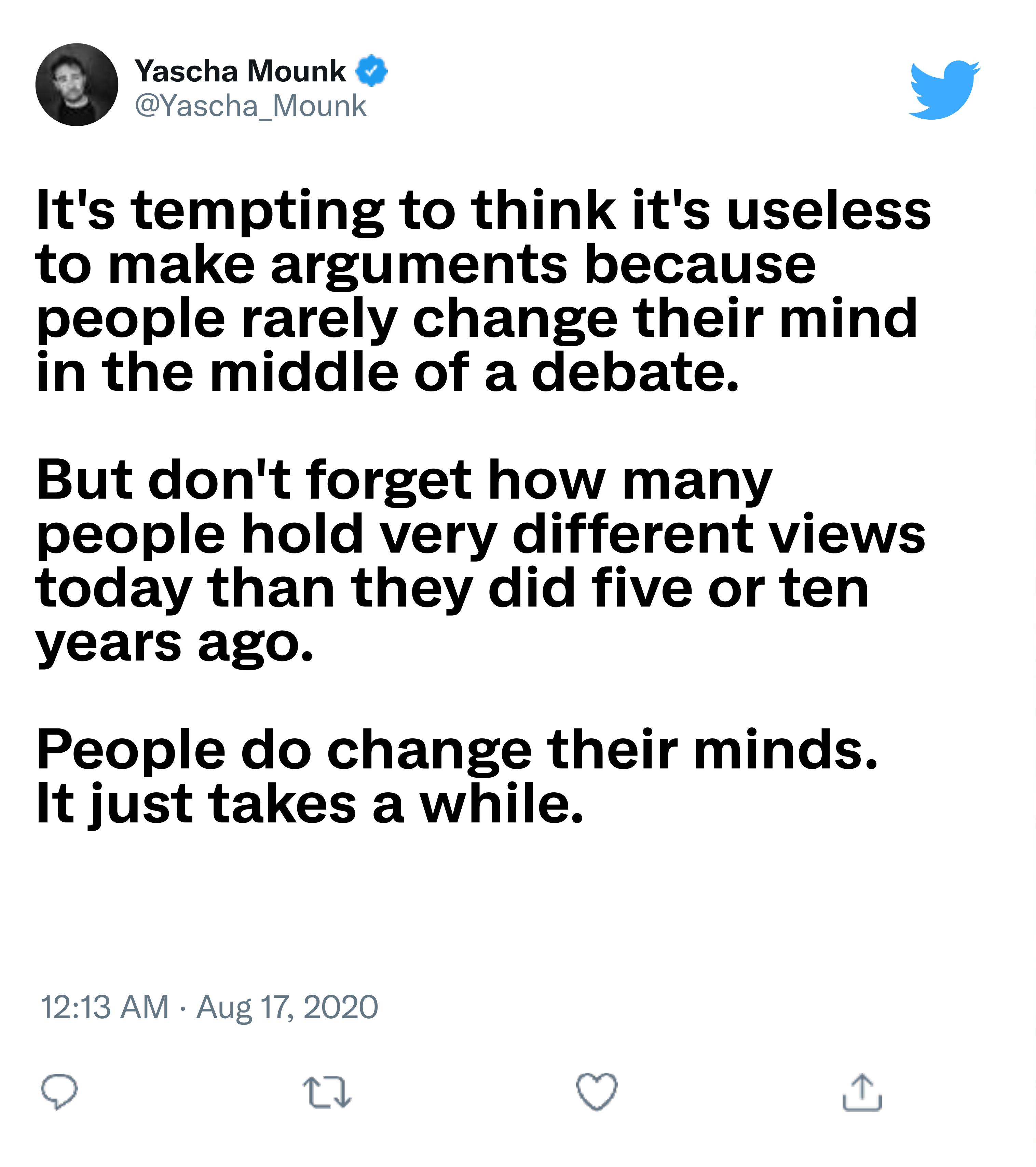
6,222 Retweets **873** Quote Tweets **78.7K** Likes

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Gandalf Wisdom 🦉

Life's not just about looking good on the outside. It's about feeling good on the inside. So when you're searching for some wise words or warm vibes, Twitter's a great place to start.

Gandalf Wisdom 🦉



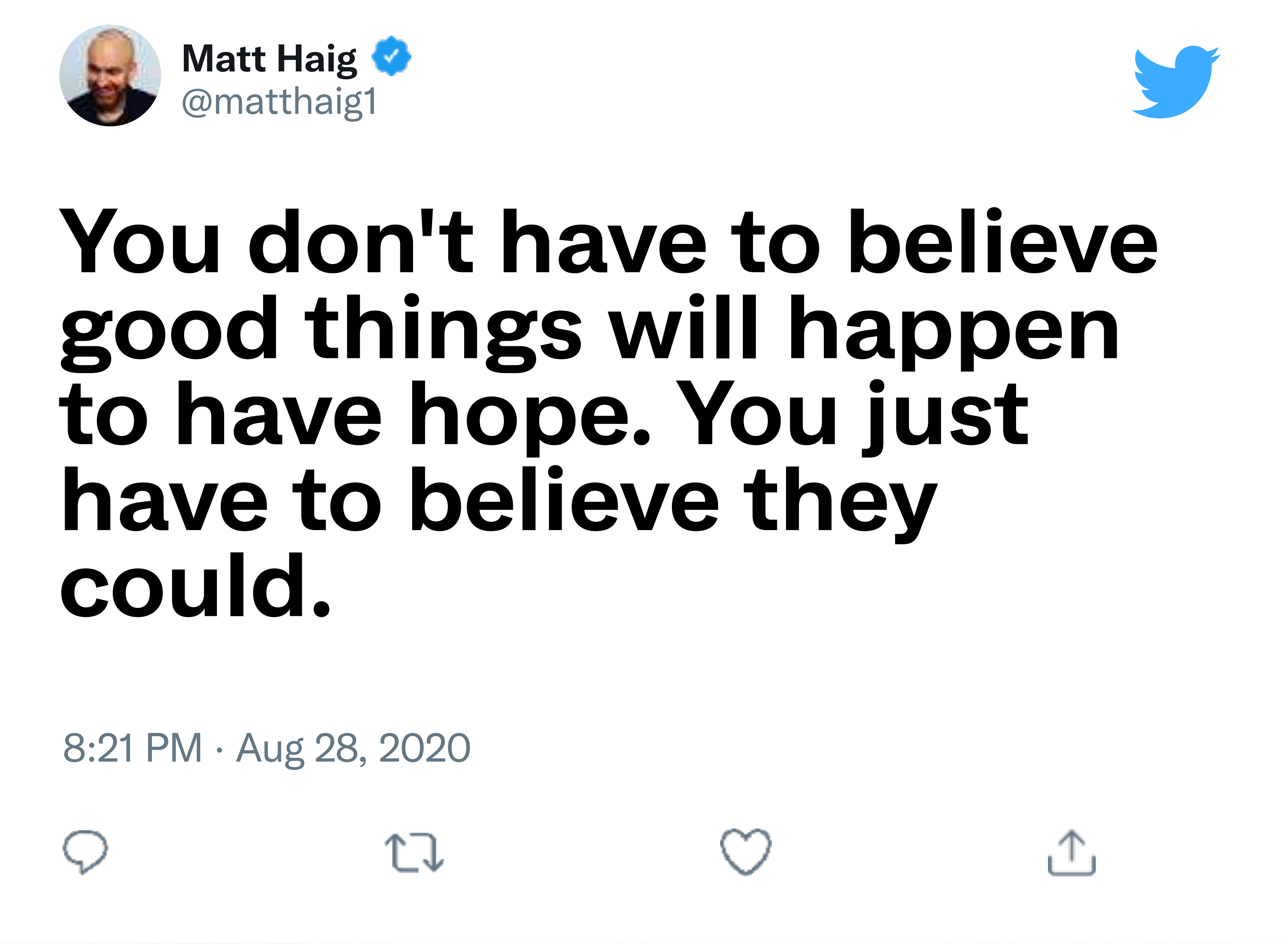
Yascha Mounk
@Yascha_Mounk

It's tempting to think it's useless to make arguments because people rarely change their mind in the middle of a debate.

But don't forget how many people hold very different views today than they did five or ten years ago.

People do change their minds. It just takes a while.

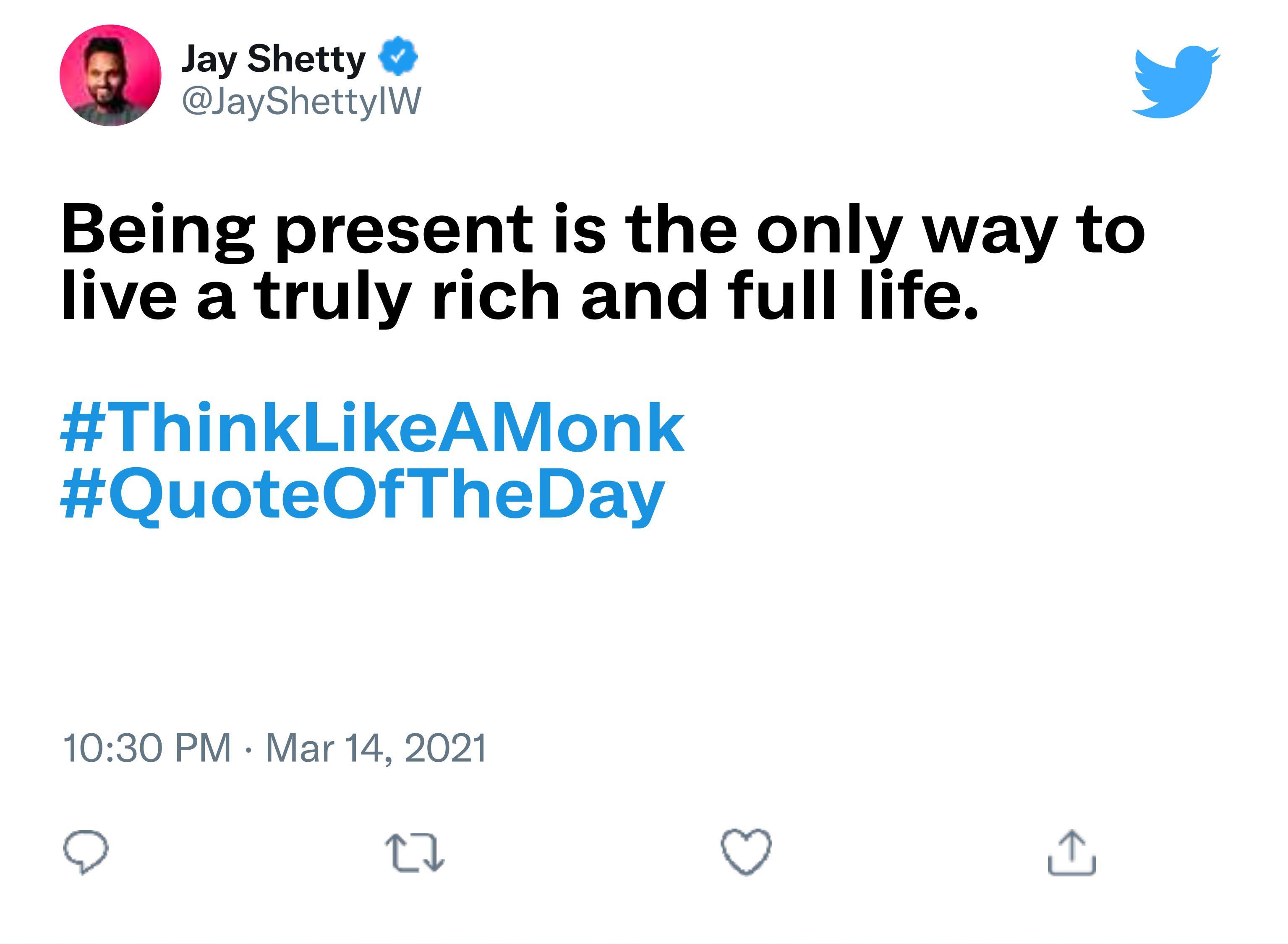
12:13 AM · Aug 17, 2020



Matt Haig
@matthaig1

You don't have to believe good things will happen to have hope. You just have to believe they could.

8:21 PM · Aug 28, 2020



Jay Shetty
@JayShettyIW

Being present is the only way to live a truly rich and full life.

#ThinkLikeAMonk
#QuoteOfTheDay

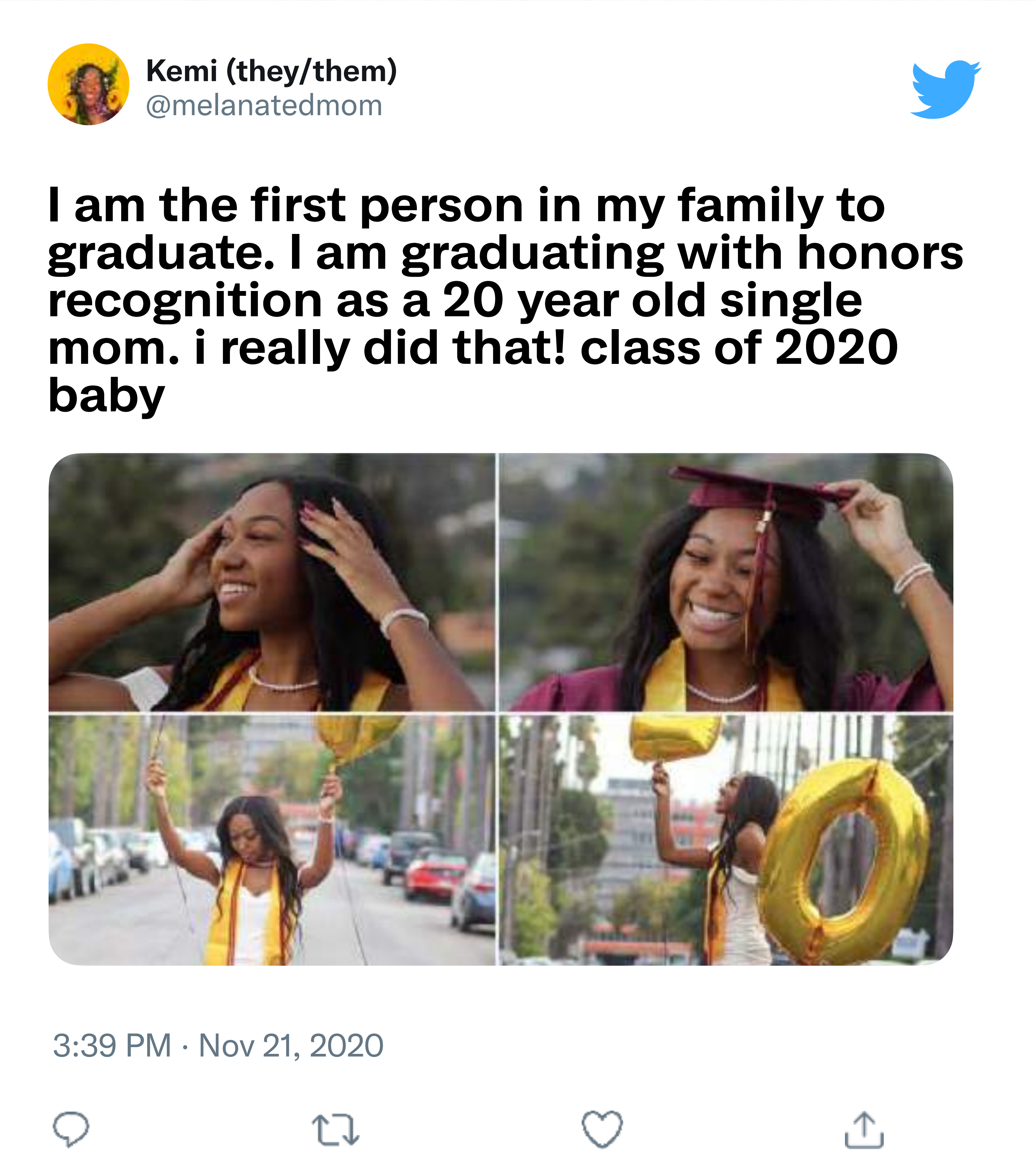
10:30 PM · Mar 14, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Toot The Horn 🍾

Some days we knock it out the park and we just **have** to tell someone. Twitter's the perfect place to toot your own horn without blowing it. Because if a story's worth hearing, it's worth sharing.

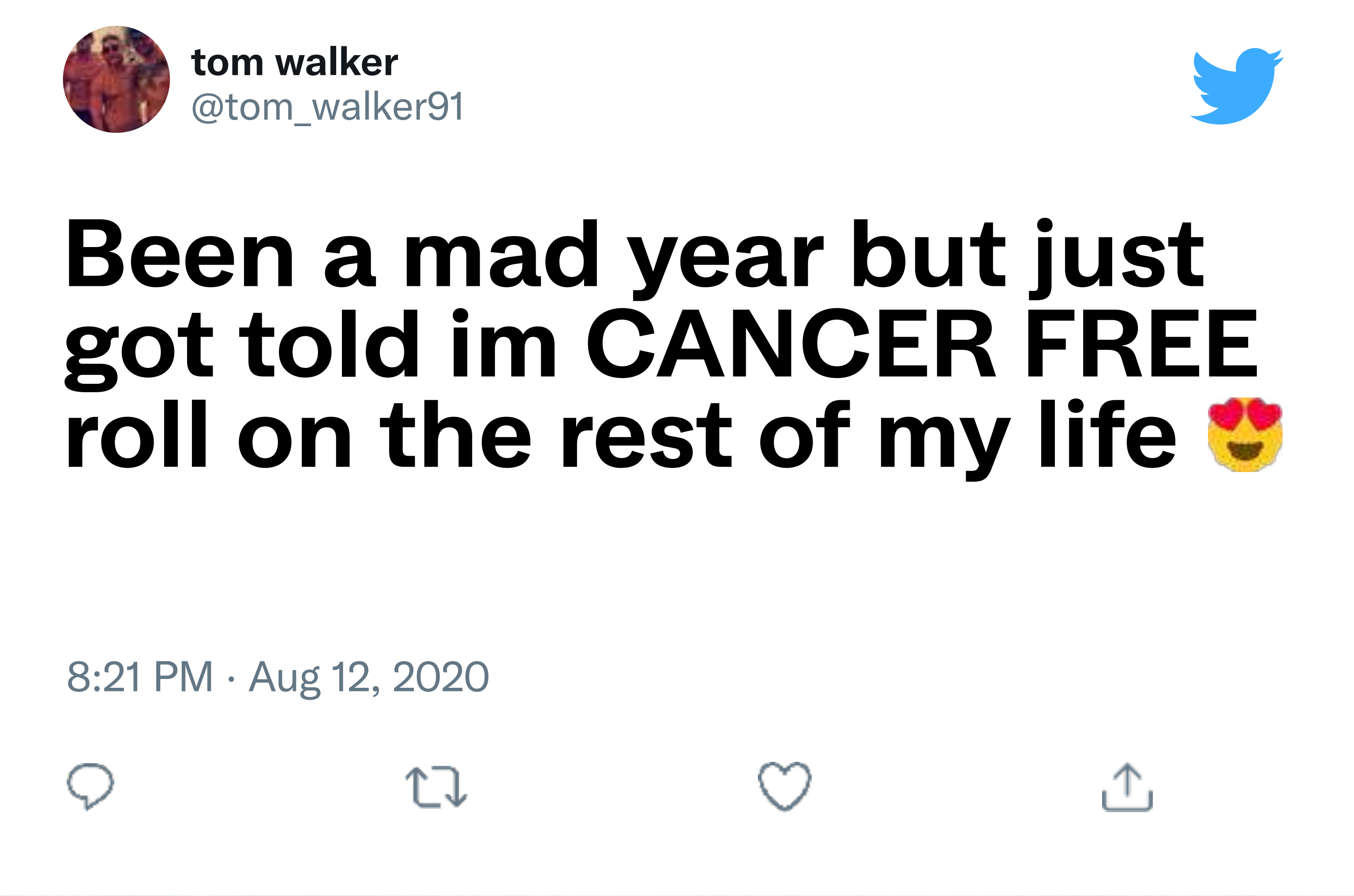
Toot The Horn 🍾



Kemi (they/them)
@melanatedmom

I am the first person in my family to graduate. I am graduating with honors recognition as a 20 year old single mom. i really did that! class of 2020 baby

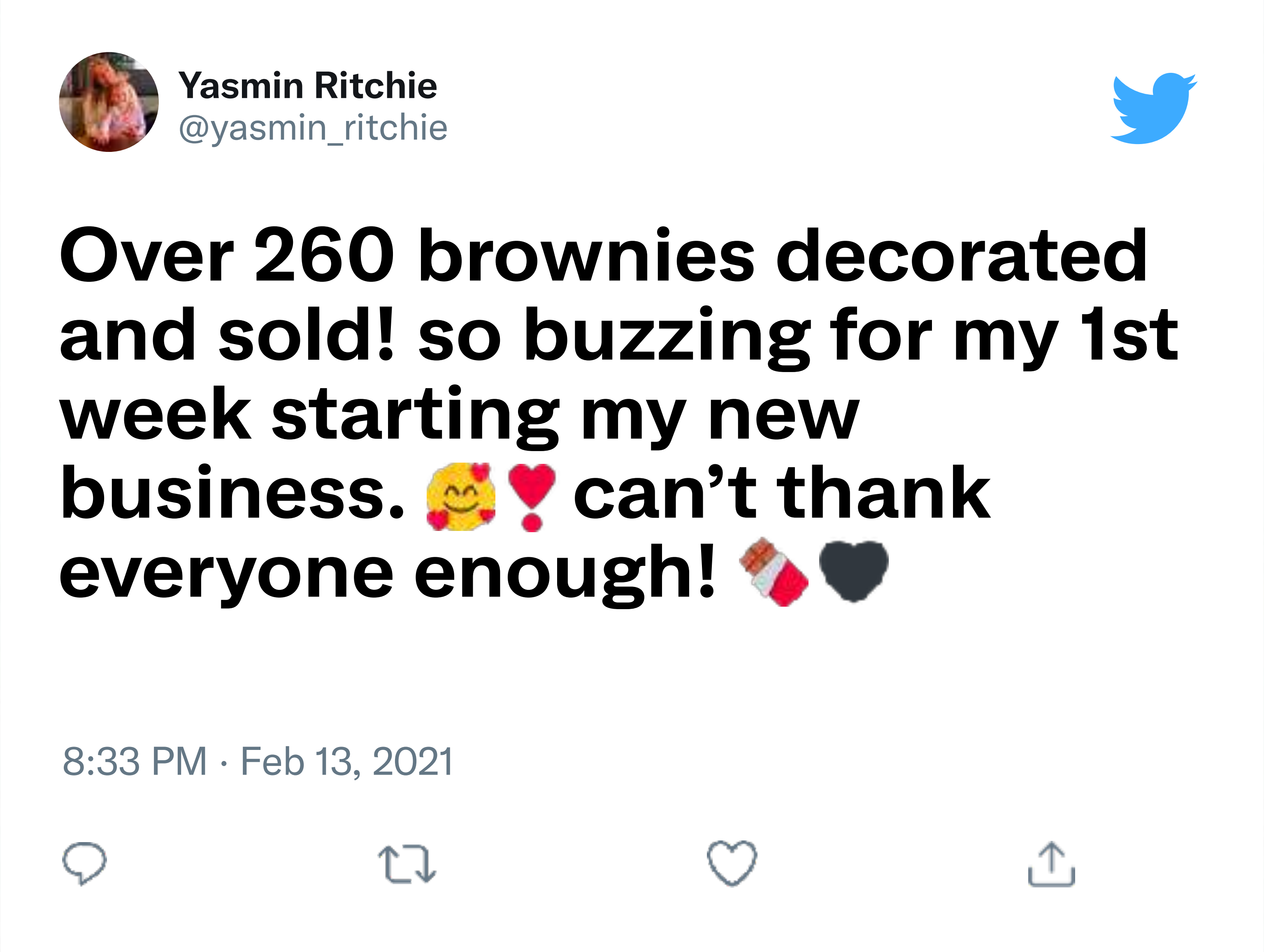
3:39 PM · Nov 21, 2020



tom walker
@tom_walker91

Been a mad year but just got told im CANCER FREE roll on the rest of my life 😍

8:21 PM · Aug 12, 2020



Yasmin Ritchie
@yasmin_ritchie

Over 260 brownies decorated and sold! so buzzing for my 1st week starting my new business. 🤗❣️ can’t thank everyone enough! 🍫🖤

8:33 PM · Feb 13, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

News Breaks & Hot Takes

Prominence Ranking

6th

Net Sentiment

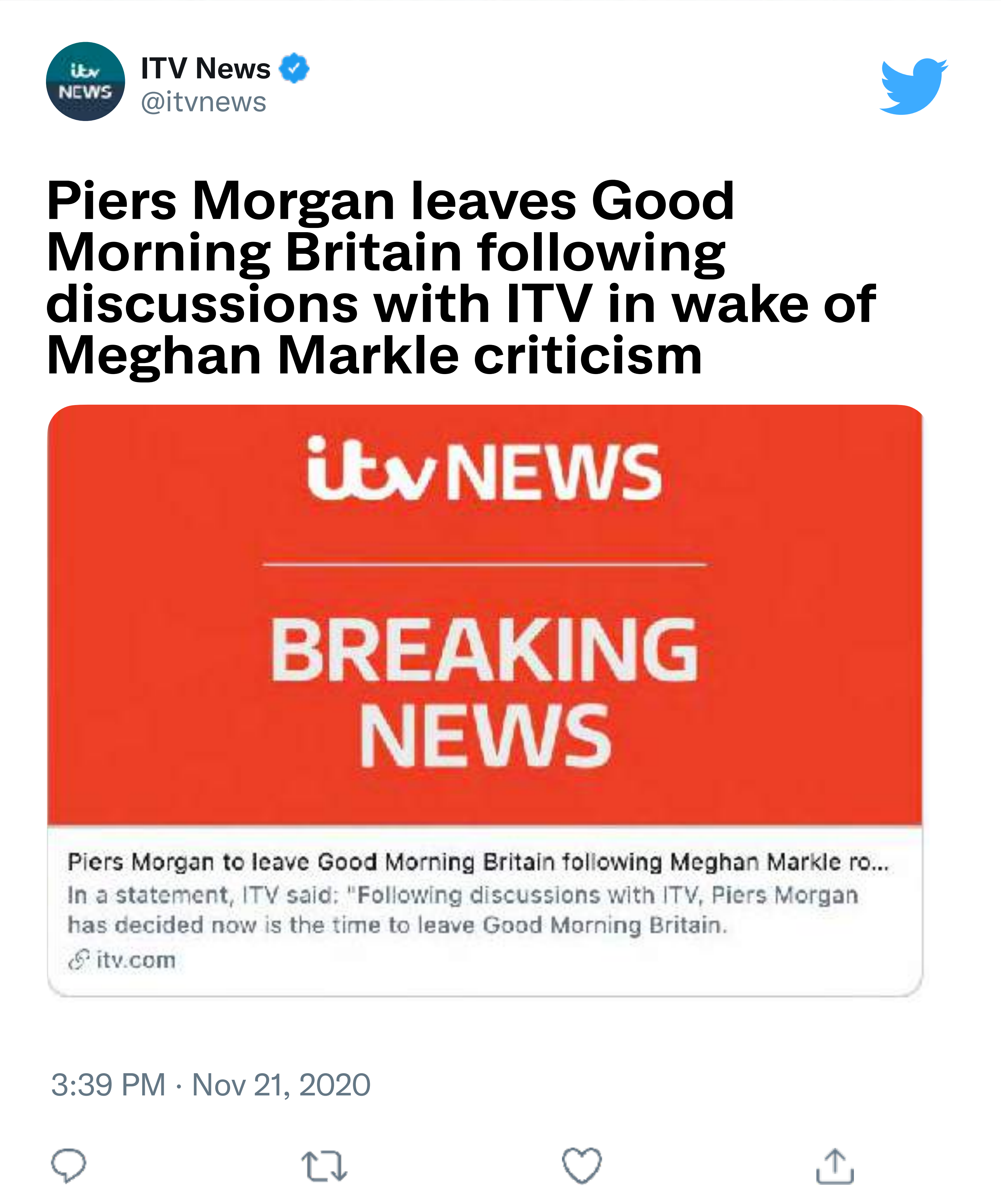
-39%

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

News Breaks & Hot Takes 📰

What’s breaking? What’s trending? What’s pending? Who did it? Who said it? Who spread it? Who led it? Twitter’s the go-to tickertape for anyone needs to know what’s happening now and wants to add their view or give their take.

News Breaks & Hot Takes

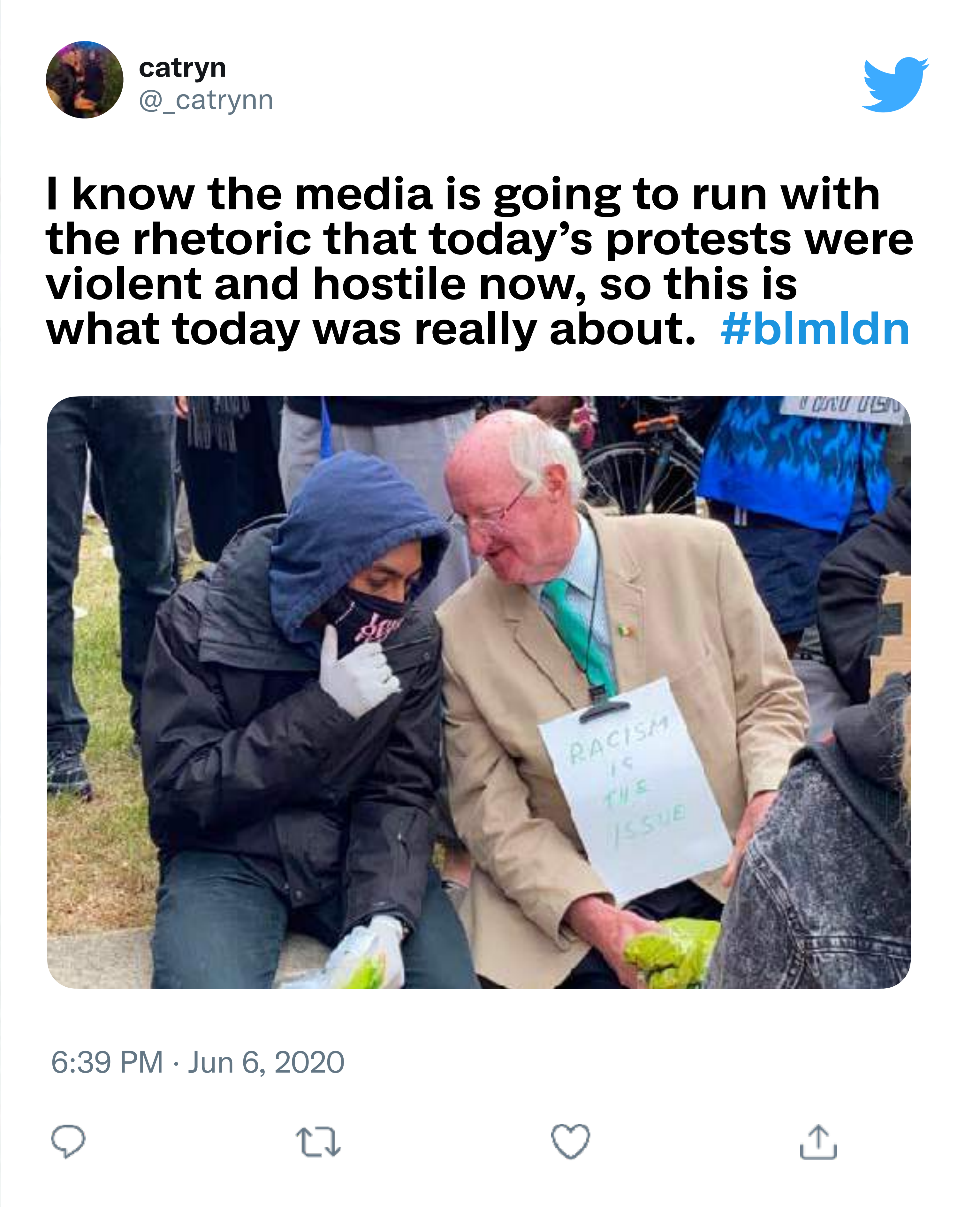


ITV News
@itvnews

Piers Morgan leaves Good Morning Britain following discussions with ITV in wake of Meghan Markle criticism

Piers Morgan to leave Good Morning Britain following Meghan Markle ro...
In a statement, ITV said: "Following discussions with ITV, Piers Morgan has decided now is the time to leave Good Morning Britain.
itv.com

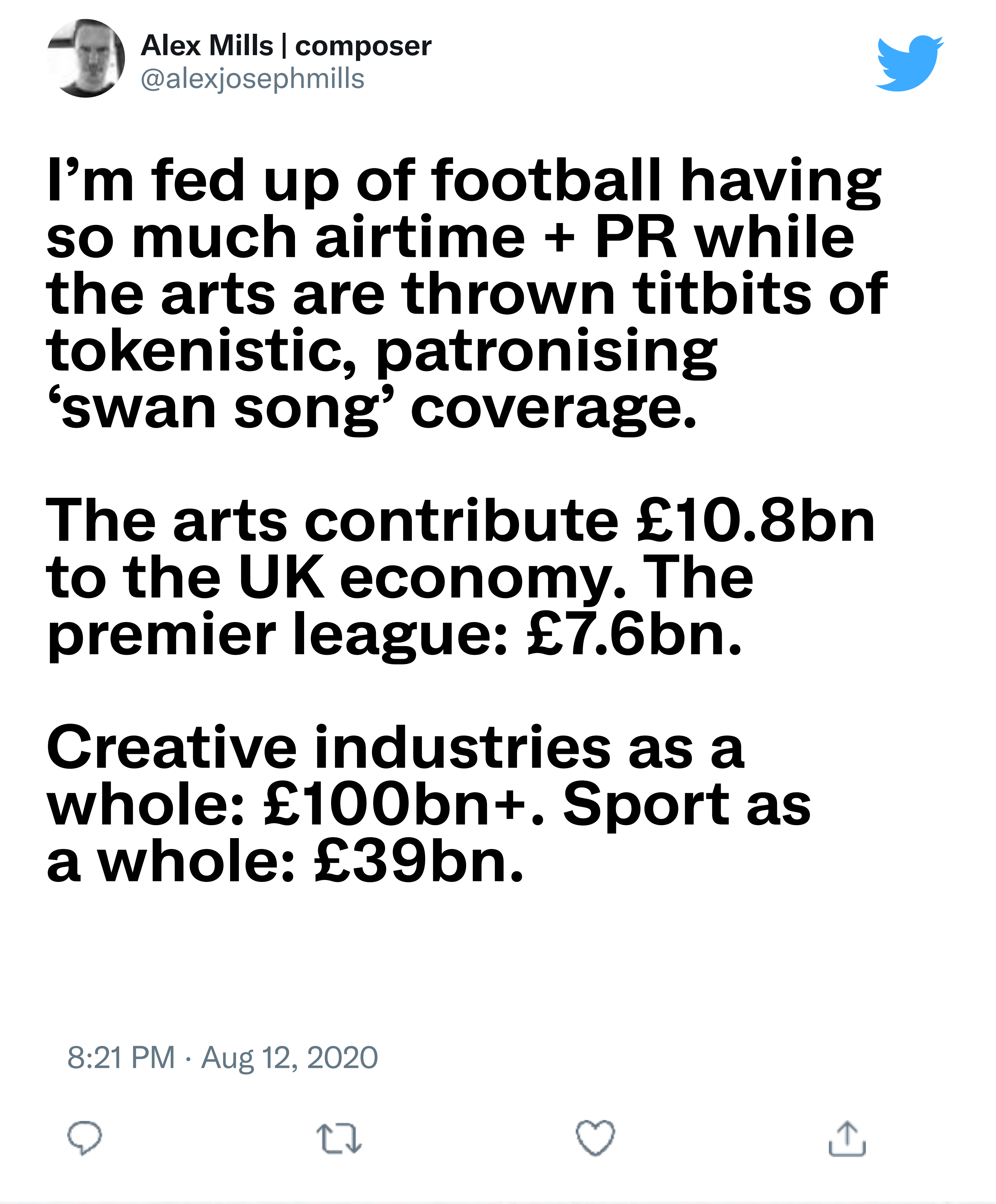
3:39 PM · Nov 21, 2020



catryn
@_catrynn

I know the media is going to run with the rhetoric that today's protests were violent and hostile now, so this is what today was really about. #blmldn

6:39 PM · Jun 6, 2020



Alex Mills | composer
@alexjosephmills

I'm fed up of football having so much airtime + PR while the arts are thrown titbits of tokenistic, patronising 'swan song' coverage.

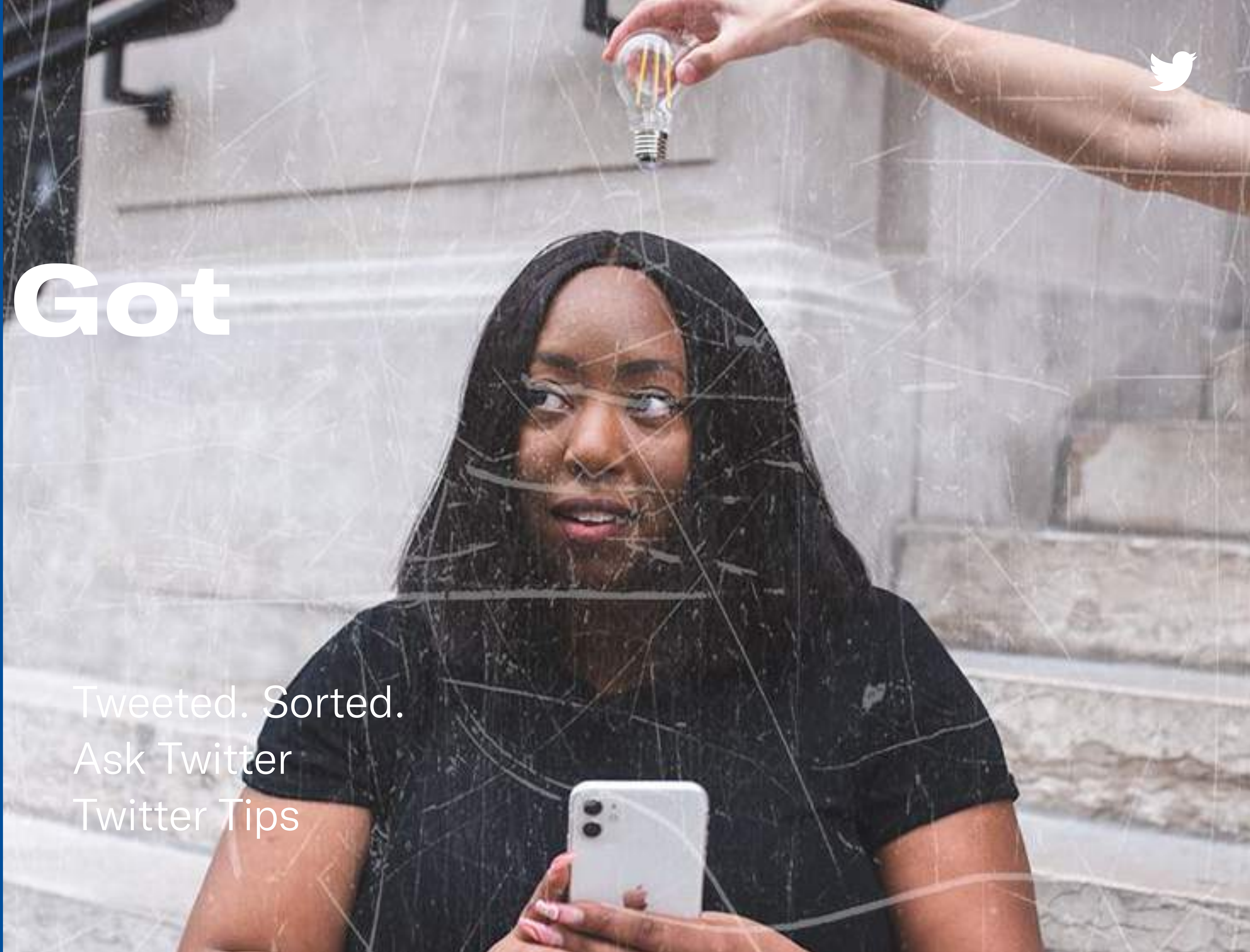
The arts contribute £10.8bn to the UK economy. The premier league: £7.6bn.

Creative industries as a whole: £100bn+. Sport as a whole: £39bn.

8:21 PM · Aug 12, 2020

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

We’ve Got This



Prominence Ranking

7th

Net Sentiment

-2%

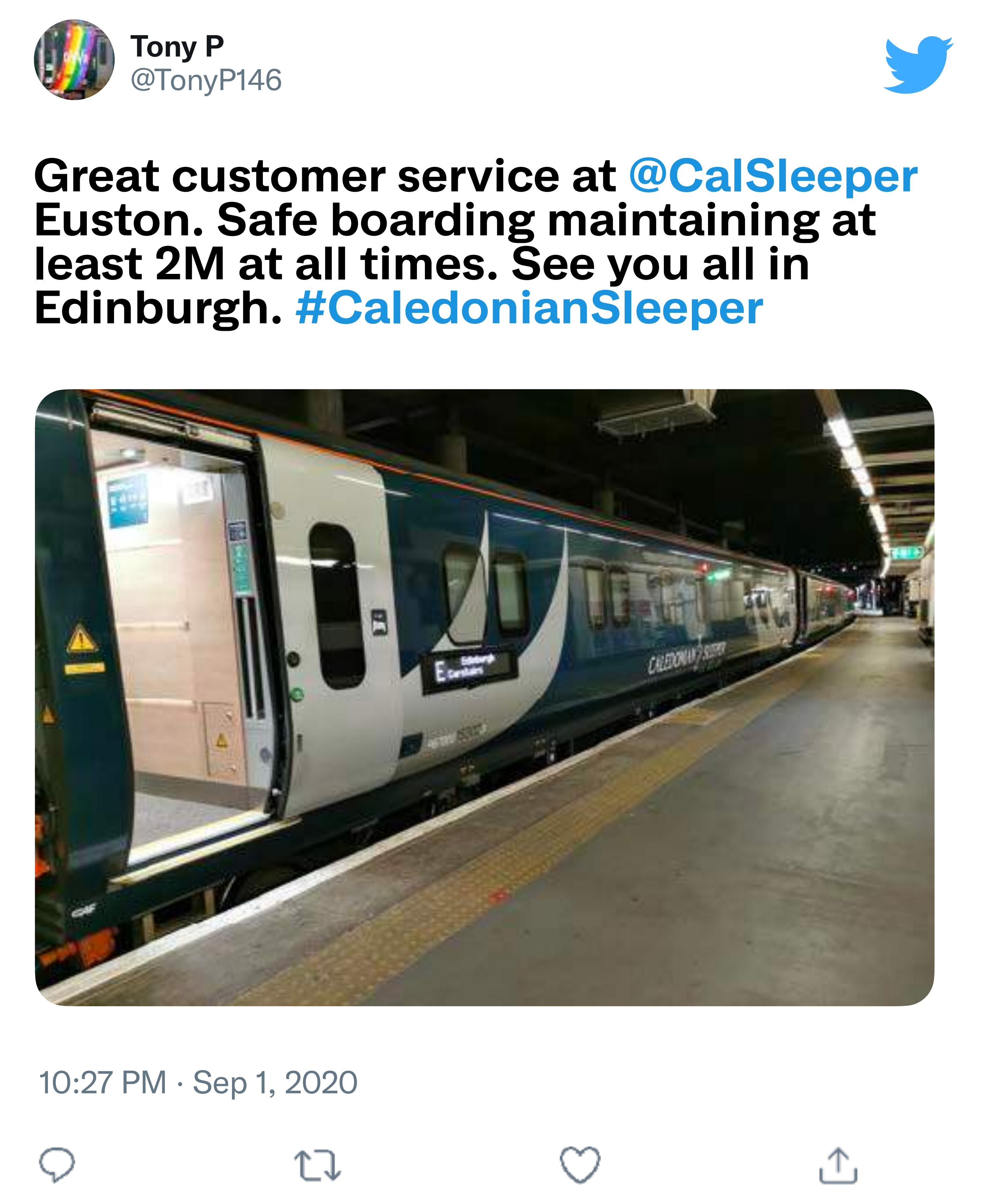
Tweeted. Sorted.
Ask Twitter
Twitter Tips

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

Tweeted. Sorted. 👍

Nothing beats a Tweet for getting customer service to sort you out fast..

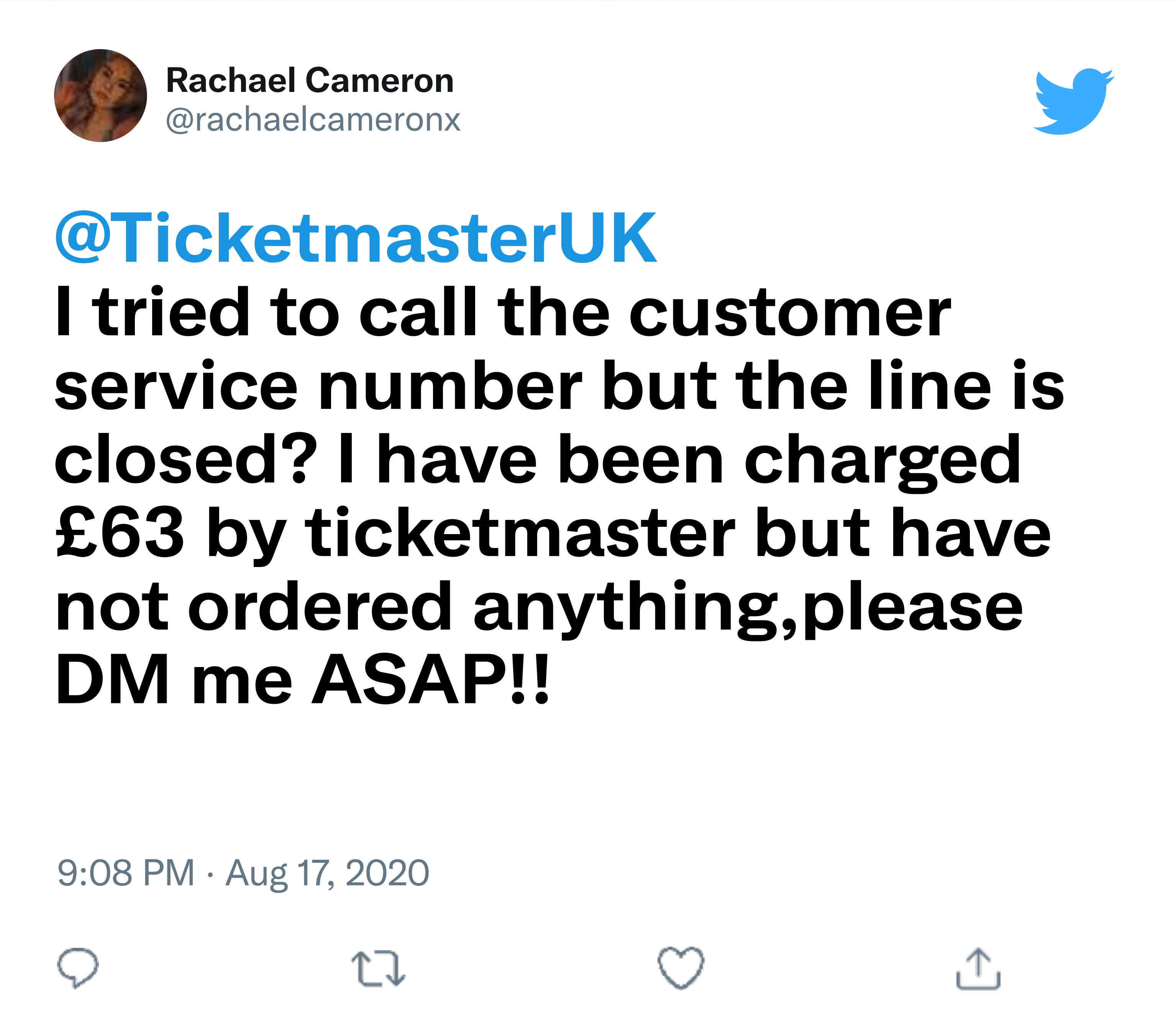
Tweeted. Sorted. 👍



Tony P
@TonyP146

Great customer service at @CalSleeper Euston. Safe boarding maintaining at least 2M at all times. See you all in Edinburgh. #CaledonianSleeper

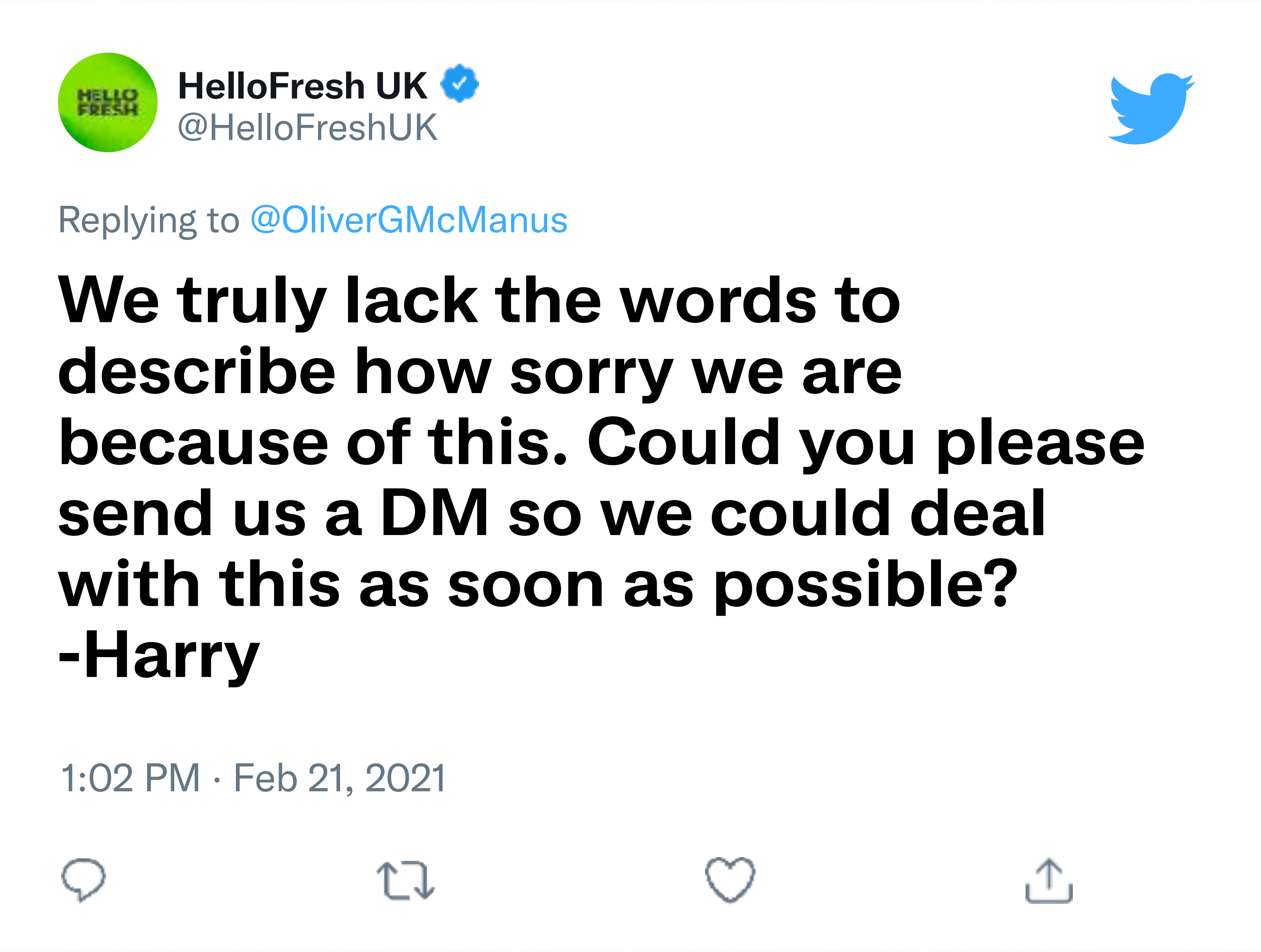
10:27 PM · Sep 1, 2020



Rachael Cameron
@rachaelcameronx

@TicketmasterUK
I tried to call the customer service number but the line is closed? I have been charged £63 by ticketmaster but have not ordered anything,please DM me ASAP!!

9:08 PM · Aug 17, 2020



HelloFresh UK
@HelloFreshUK

Replying to @OliverGMcManus

We truly lack the words to describe how sorry we are because of this. Could you please send us a DM so we could deal with this as soon as possible?
-Harry

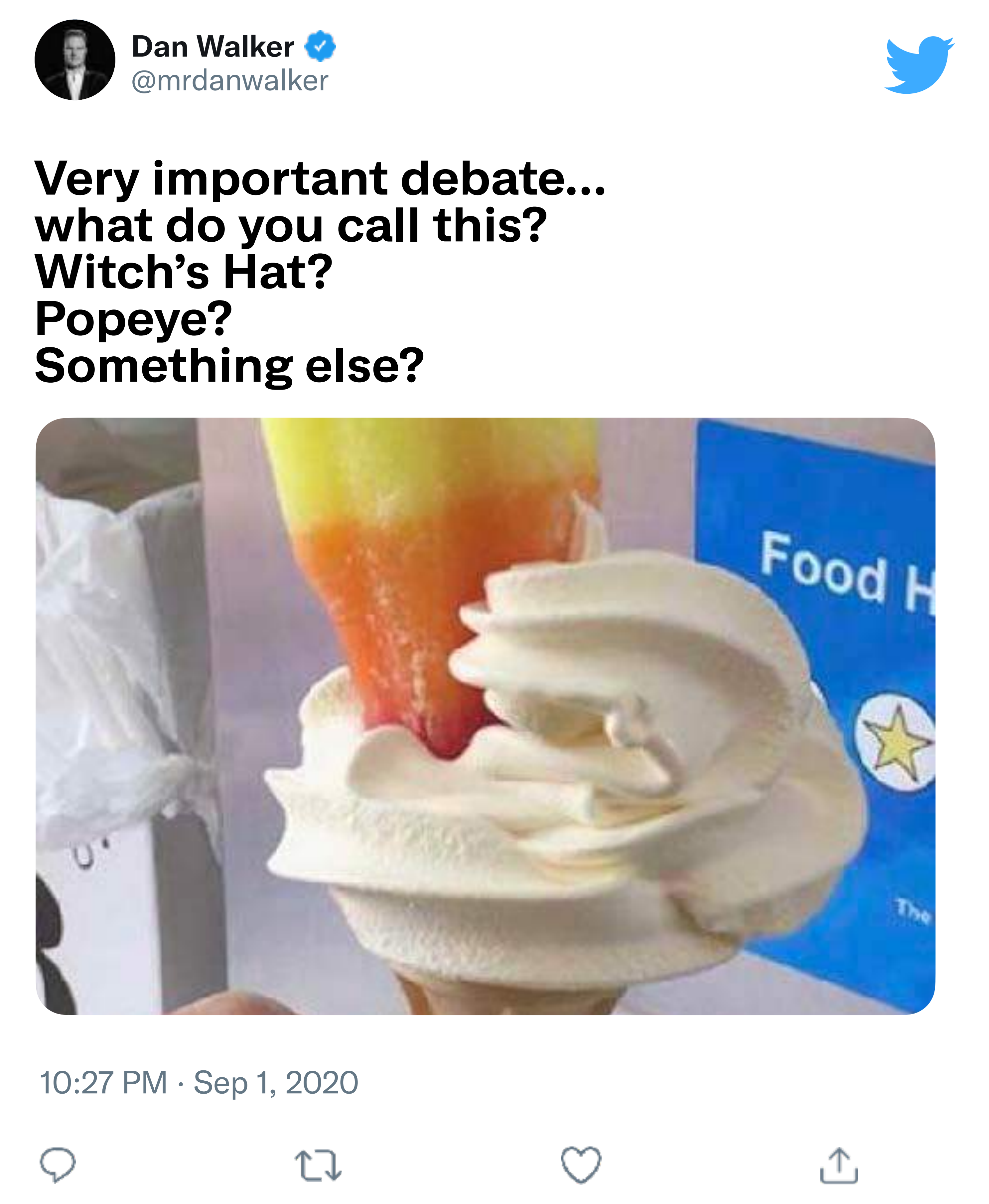
1:02 PM · Feb 21, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Ask Twitter❓

Somewhere out in Twitterland there’s someone who can solve your problem or answer your question.

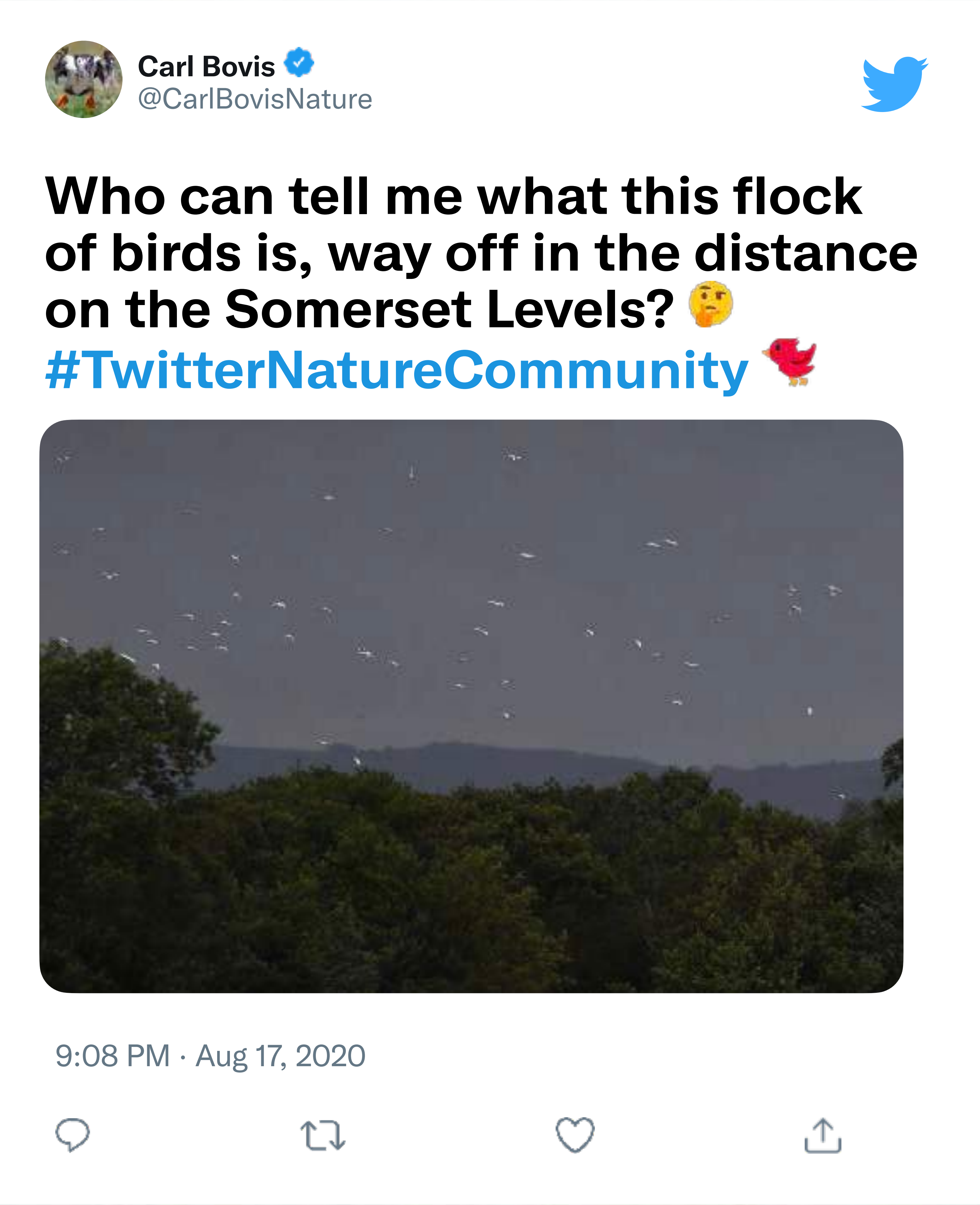
Ask Twitter ?



Dan Walker
@mrdanwalker

Very important debate...
what do you call this?
Witch's Hat?
Popeye?
Something else?

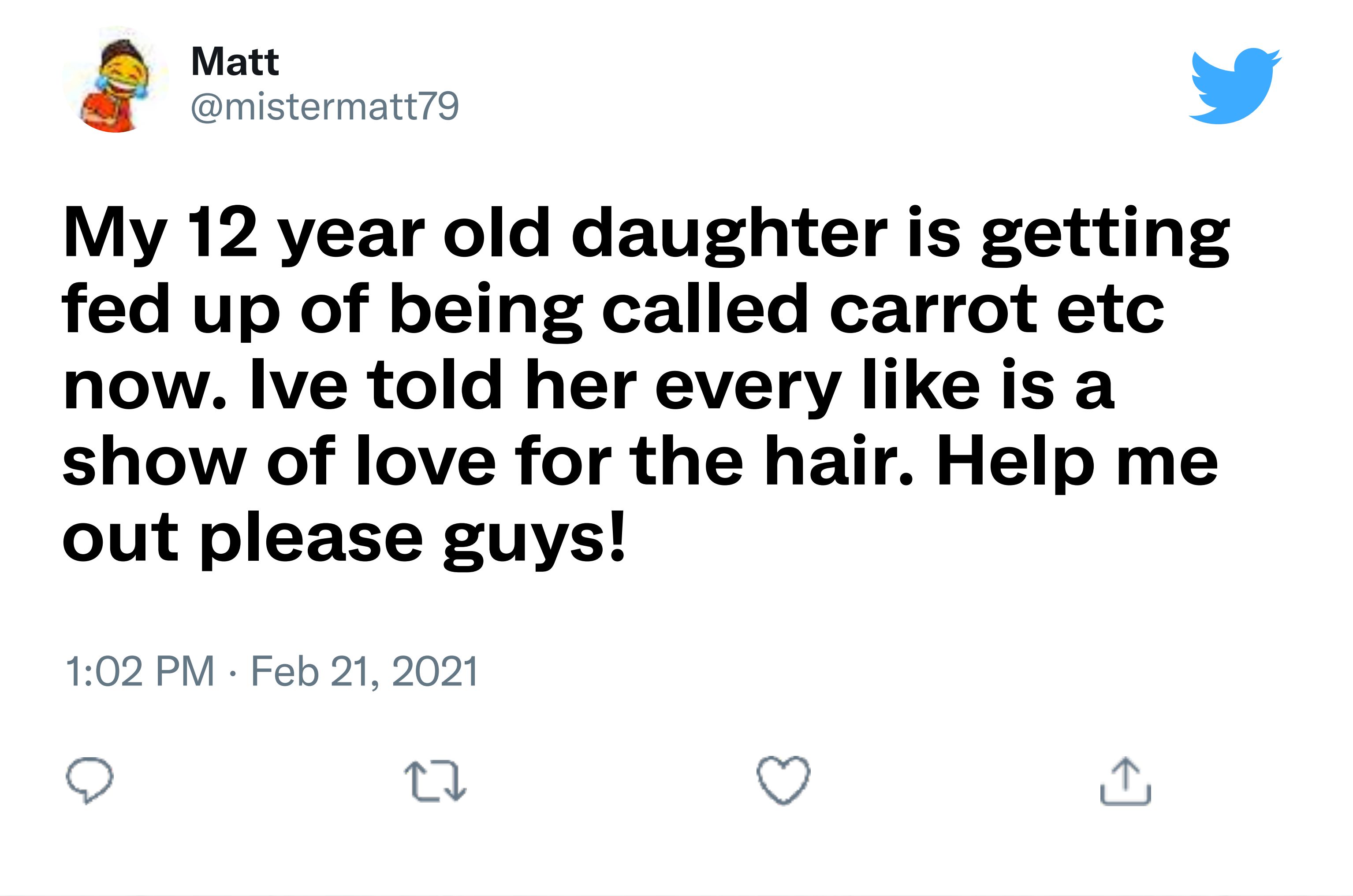
10:27 PM · Sep 1, 2020



Carl Bovis
@CarlBovisNature

Who can tell me what this flock of birds is, way off in the distance on the Somerset Levels? 🤔 #TwitterNatureCommunity 🐦

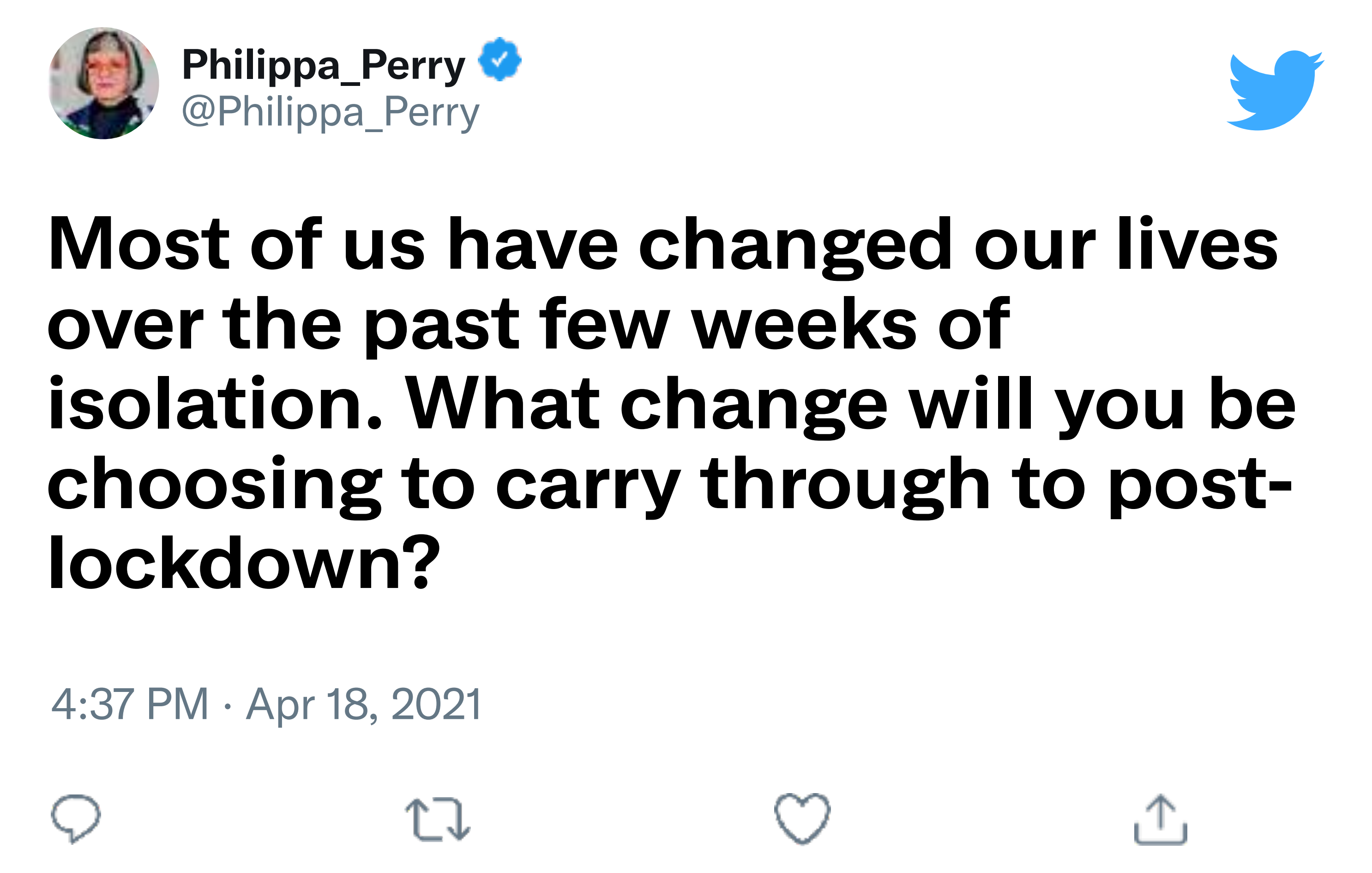
9:08 PM · Aug 17, 2020



Matt
@mistermatt79

My 12 year old daughter is getting fed up of being called carrot etc now. Ive told her every like is a show of love for the hair. Help me out please guys!

1:02 PM · Feb 21, 2021



Philippa_Perry
@Philippa_Perry

Most of us have changed our lives over the past few weeks of isolation. What change will you be choosing to carry through to post-lockdown?

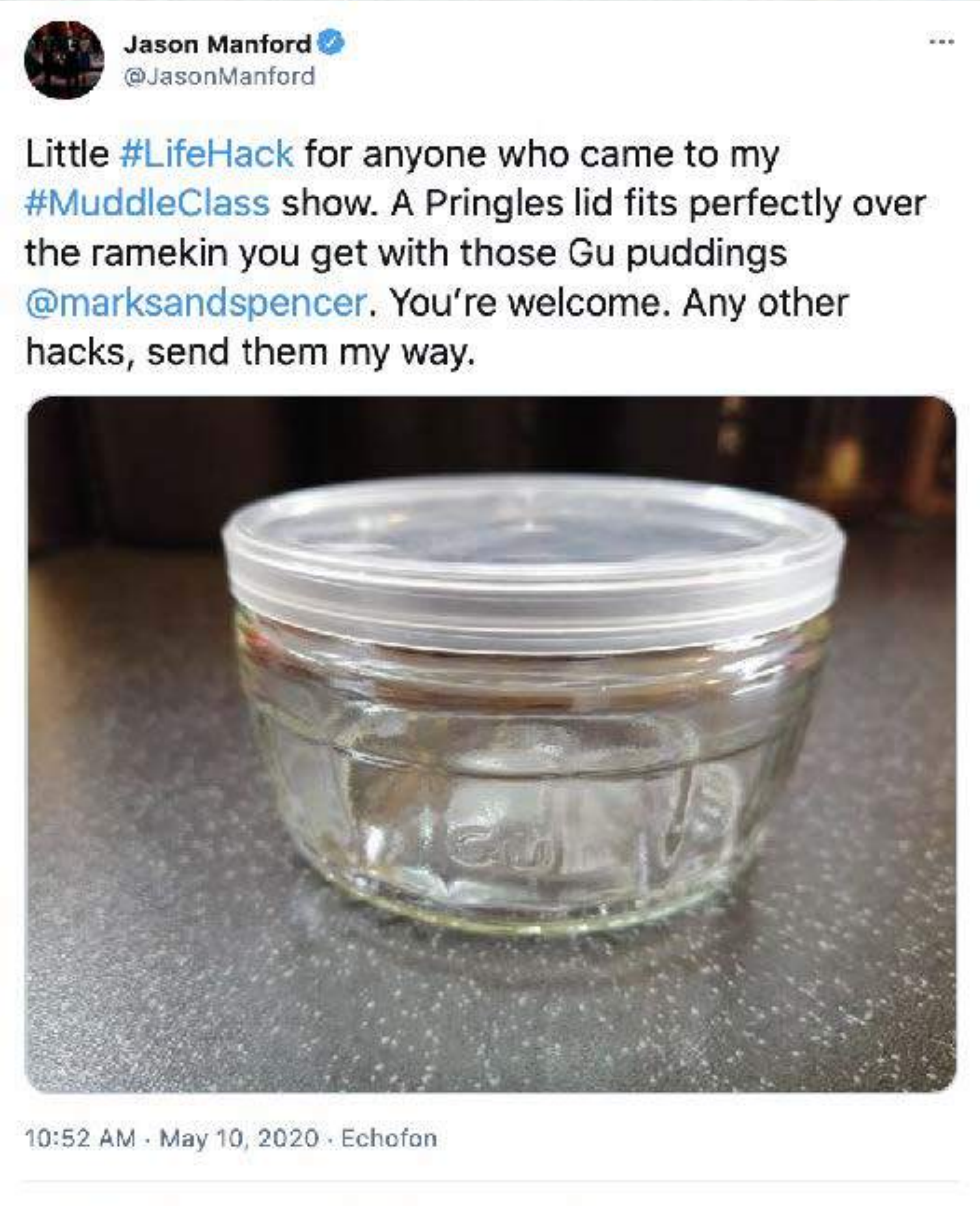
4:37 PM · Apr 18, 2021

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Twitter Tips 👇

Tweeters have got each other's backs. If there's a quicker, easier way to do something tricky or time-consuming, they'll share it with you.

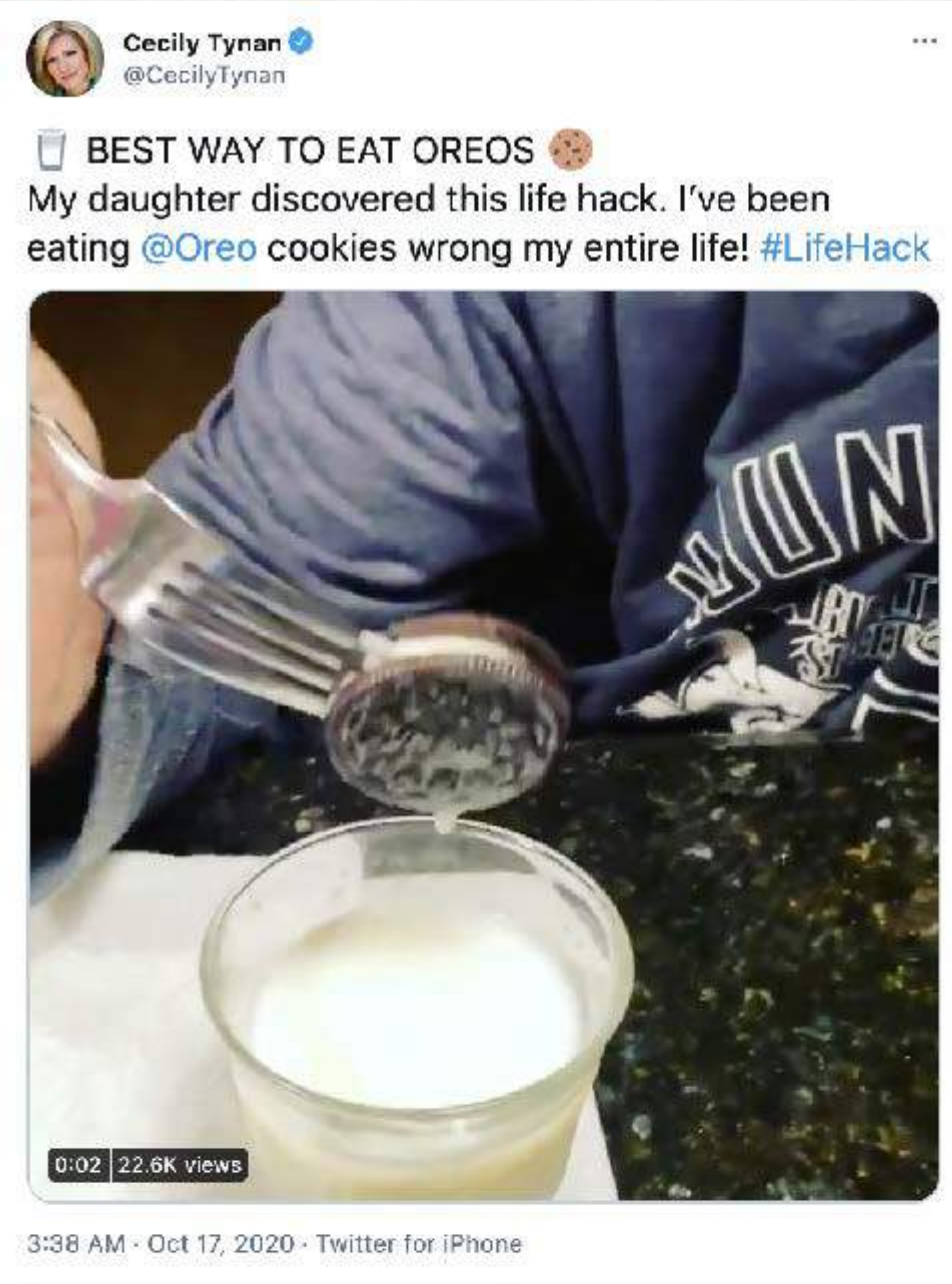
Twitter Tips 👇



Jason Manford @JasonManford

Little #LifeHack for anyone who came to my #MuddleClass show. A Pringles lid fits perfectly over the ramekin you get with those Gu puddings @marksandspencer. You're welcome. Any other hacks, send them my way.

10:52 AM · May 10, 2020 · Echofon

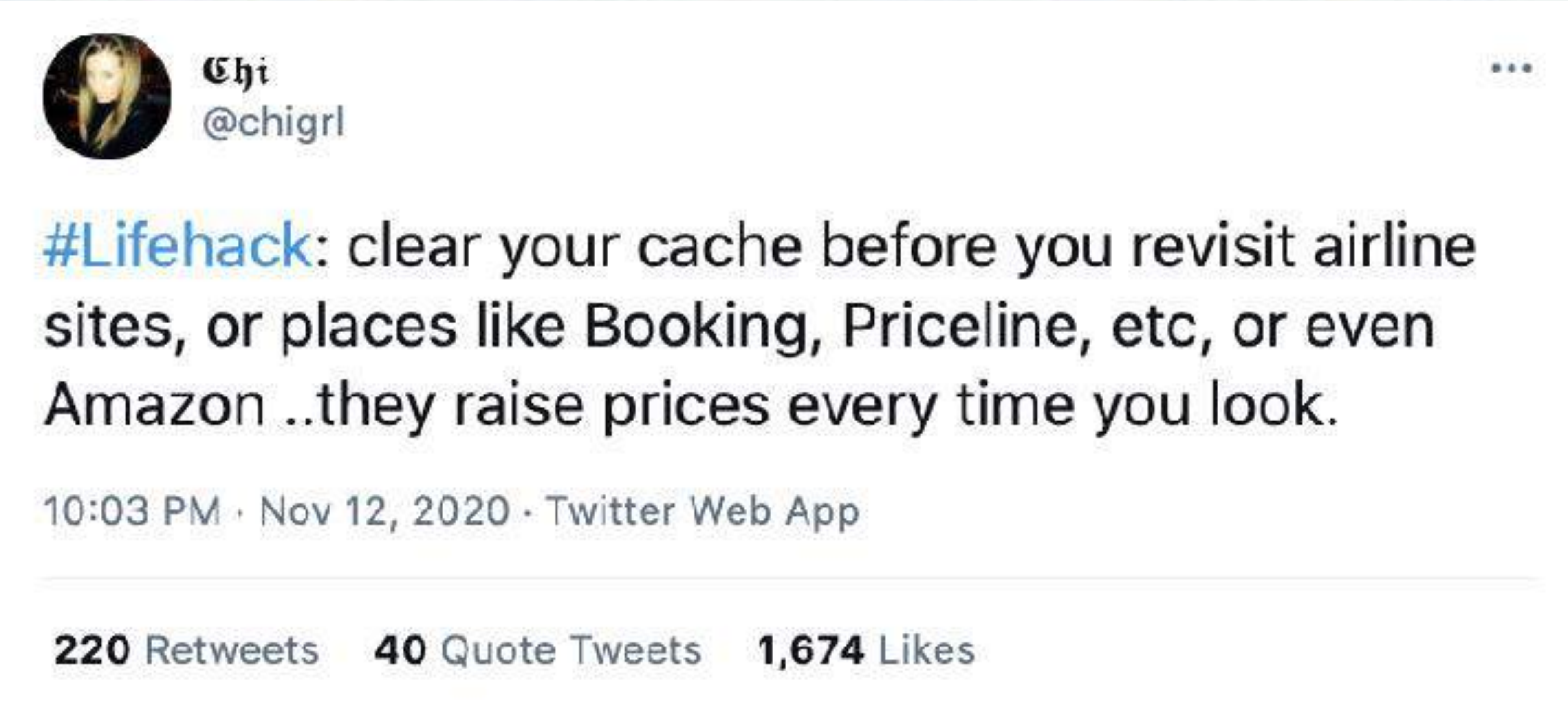


Cecily Tynan @CecilyTynan

🥛 BEST WAY TO EAT OREOS 🍪
My daughter discovered this life hack. I've been eating @Oreo cookies wrong my entire life! #LifeHack

0:02 22.6K views

3:38 AM · Oct 17, 2020 · Twitter for iPhone



Chi @chigrl

#Lifehack: clear your cache before you revisit airline sites, or places like Booking, Priceline, etc, or even Amazon ..they raise prices every time you look.

10:03 PM · Nov 12, 2020 · Twitter Web App

220 Retweets **40** Quote Tweets **1,674** Likes

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

You'll Never Guess Who

Prominence Ranking

N/A

Net Sentiment

N/A

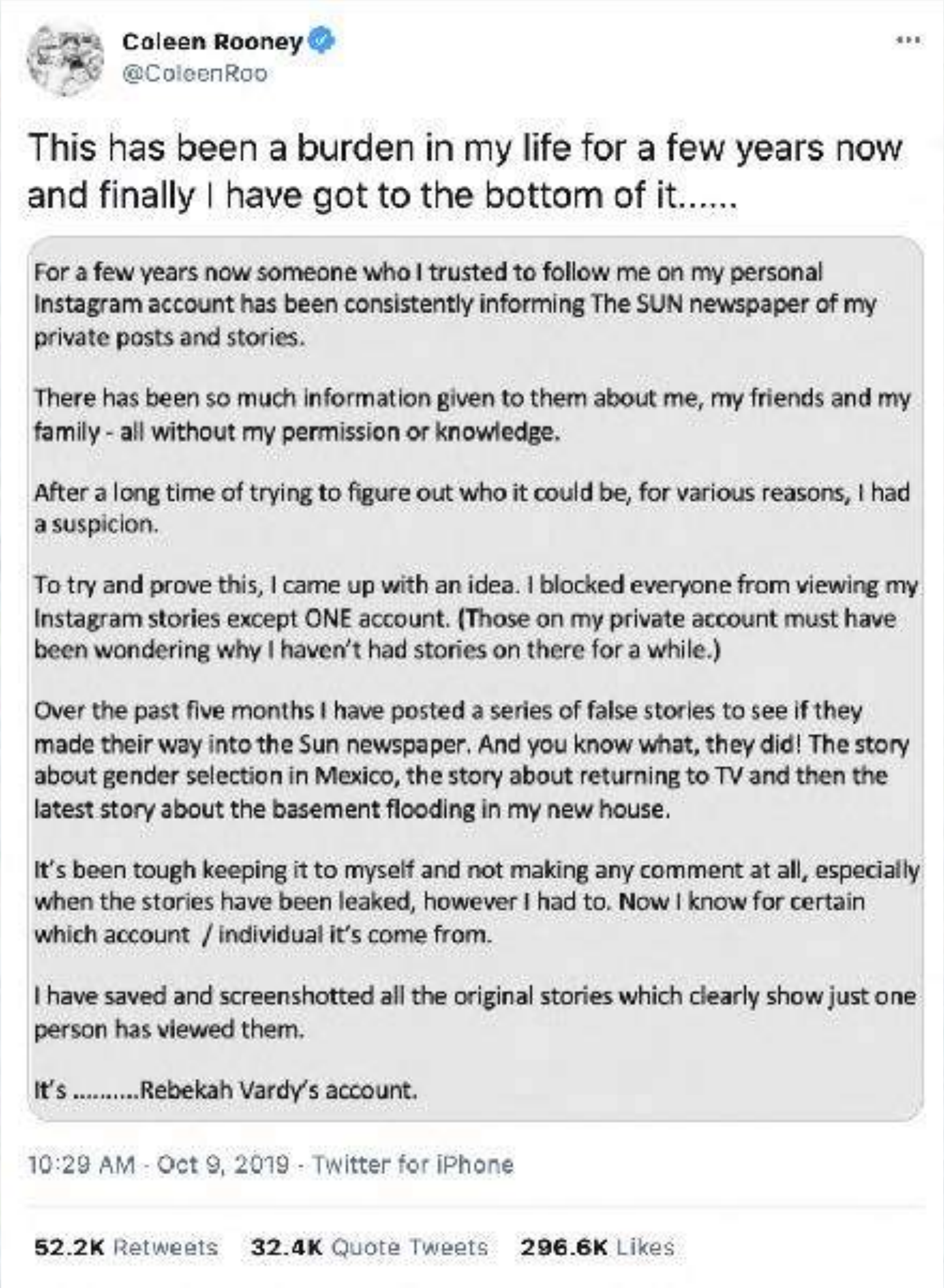
Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Net Sentiment is calculated as the percentage of positive sentiment minus the percentage of negative sentiment.

Big Names Off Mic
Surprise Replies

Big Names Off Mic 🍿

Twitter’s the place for refreshingly frank opinions, unfiltered insights and stripped-back chat from some of the biggest names on the planet.

Big Names Off Mic 🍿



Coleen Rooney @ColeenRoo

This has been a burden in my life for a few years now and finally I have got to the bottom of it......

For a few years now someone who I trusted to follow me on my personal Instagram account has been consistently informing The SUN newspaper of my private posts and stories.

There has been so much information given to them about me, my friends and my family - all without my permission or knowledge.

After a long time of trying to figure out who it could be, for various reasons, I had a suspicion.

To try and prove this, I came up with an idea. I blocked everyone from viewing my Instagram stories except ONE account. (Those on my private account must have been wondering why I haven't had stories on there for a while.)

Over the past five months I have posted a series of false stories to see if they made their way into the Sun newspaper. And you know what, they did! The story about gender selection in Mexico, the story about returning to TV and then the latest story about the basement flooding in my new house.

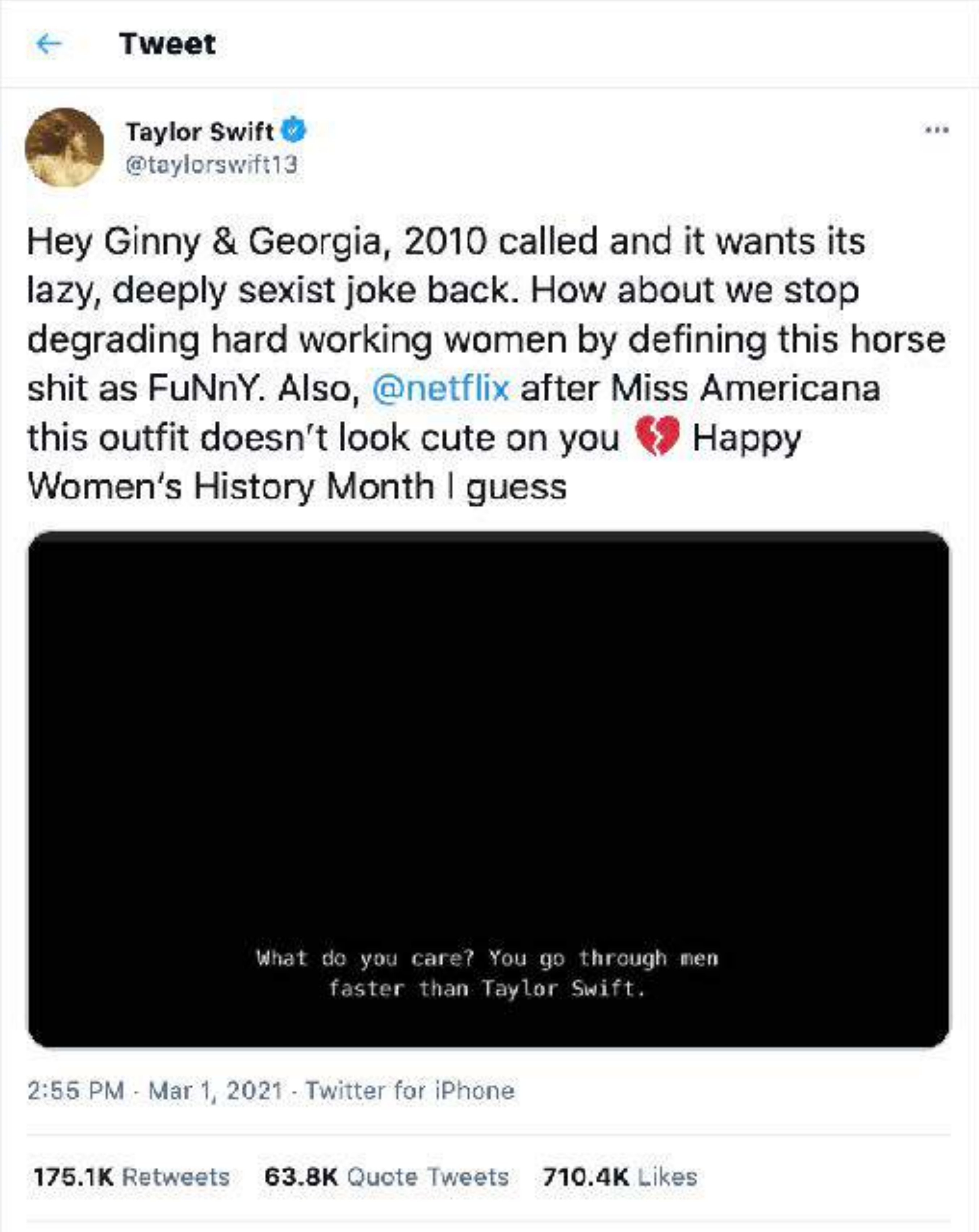
It's been tough keeping it to myself and not making any comment at all, especially when the stories have been leaked, however I had to. Now I know for certain which account / individual it's come from.

I have saved and screenshotted all the original stories which clearly show just one person has viewed them.

It's ....Rebekah Vardy's account.

10:29 AM · Oct 9, 2019 · Twitter for iPhone

52.2K Retweets **32.4K** Quote Tweets **296.6K** Likes



Tweet

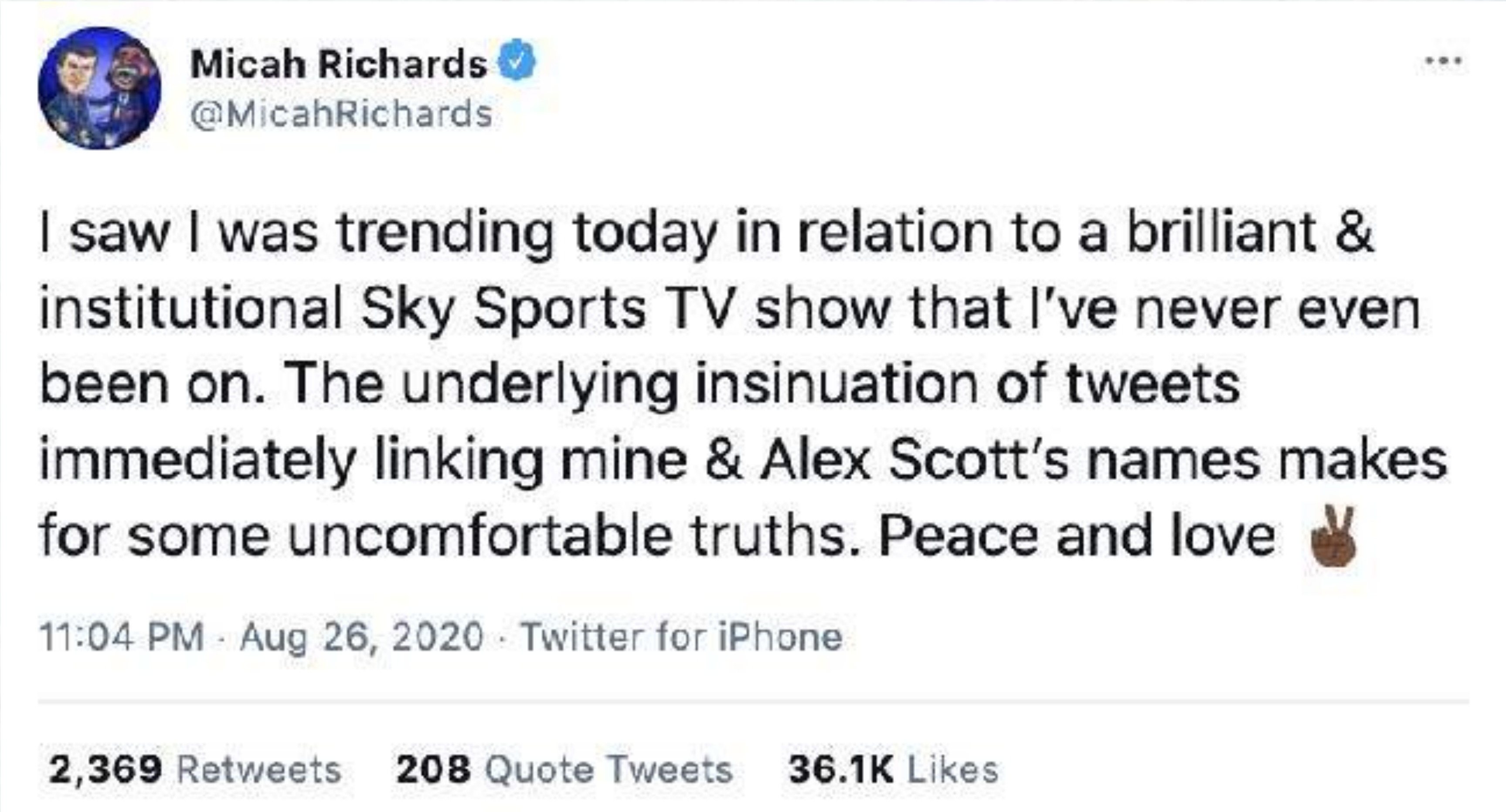
Taylor Swift @taylorswift13

Hey Ginny & Georgia, 2010 called and it wants its lazy, deeply sexist joke back. How about we stop degrading hard working women by defining this horse shit as FuNnY. Also, @netflix after Miss Americana this outfit doesn't look cute on you 💔 Happy Women's History Month I guess

What do you care? You go through men faster than Taylor Swift.

2:55 PM · Mar 1, 2021 · Twitter for iPhone

175.1K Retweets **63.8K** Quote Tweets **710.4K** Likes



Micah Richards @MicahRichards

I saw I was trending today in relation to a brilliant & institutional Sky Sports TV show that I've never even been on. The underlying insinuation of tweets immediately linking mine & Alex Scott's names makes for some uncomfortable truths. Peace and love ✌🏿

11:04 PM · Aug 26, 2020 · Twitter for iPhone

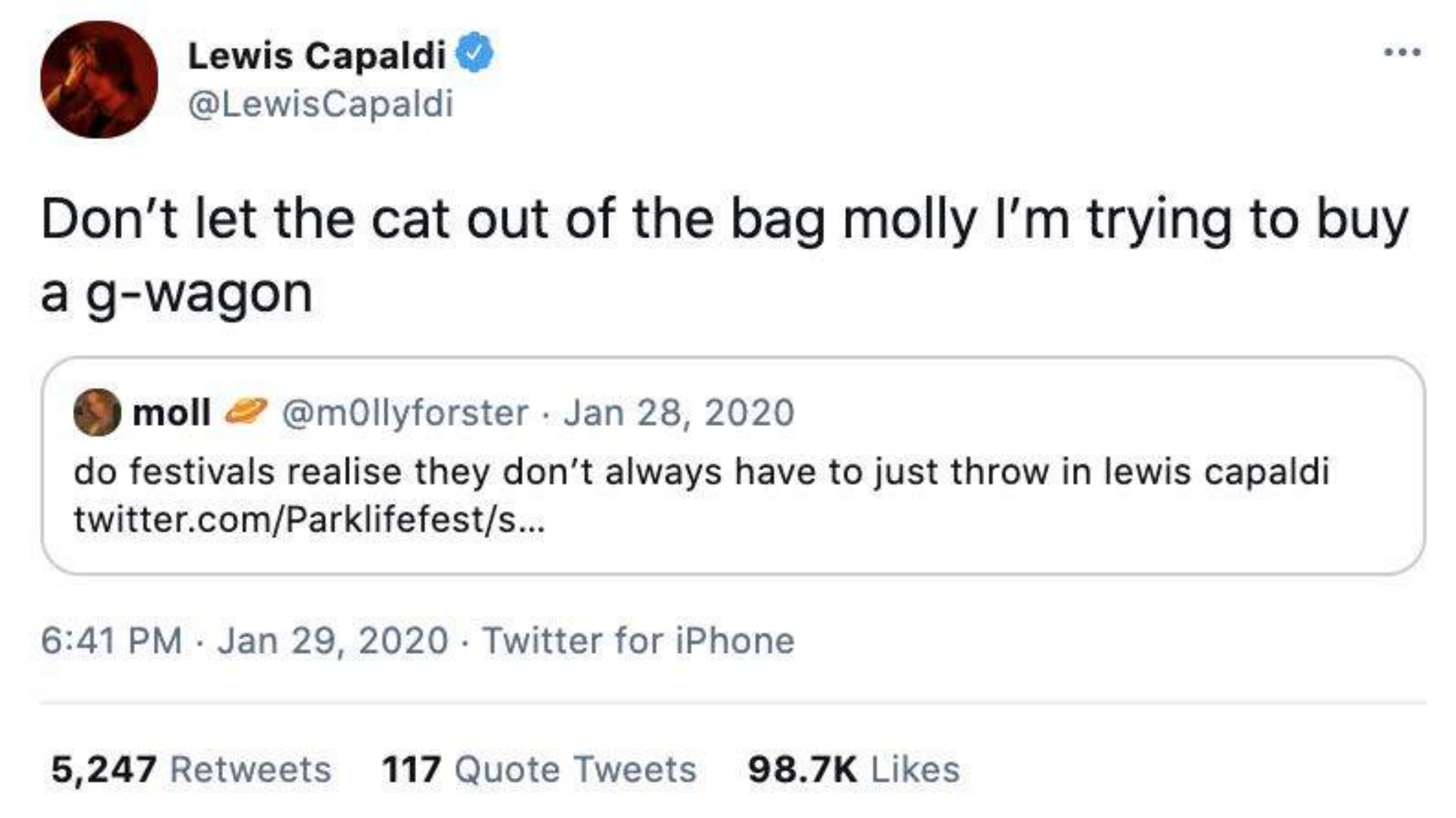
2,369 Retweets **208** Quote Tweets **36.1K** Likes

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

Surprise Replies 👀

That undeniable electric jolt you get when a big name, big brand or big organisation jumps into your Twitter chat in a way that’s surprisingly frank. Or frankly surprising.

Surprise Replies 👀



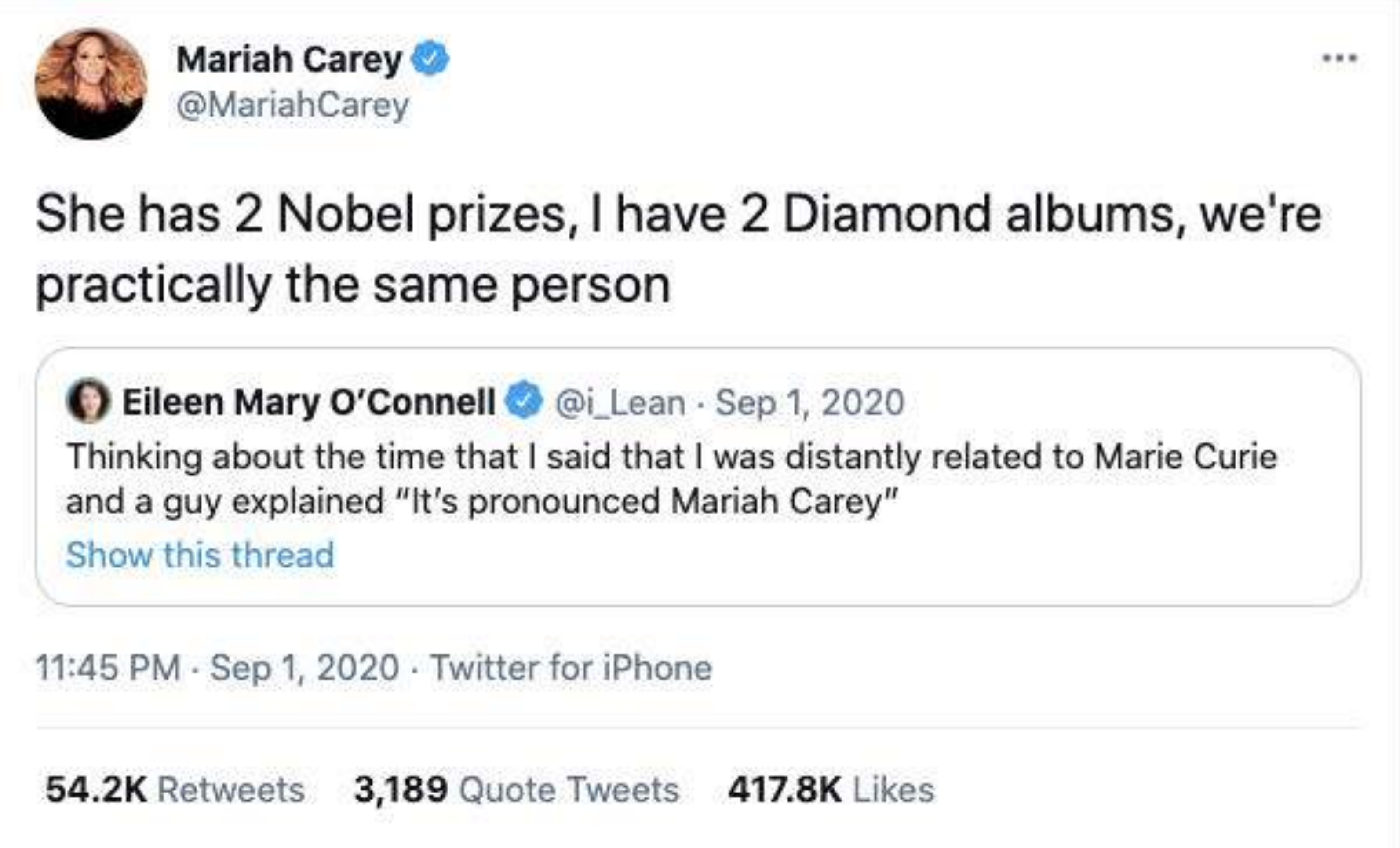
Lewis Capaldi @LewisCapaldi

Don't let the cat out of the bag molly I'm trying to buy a g-wagon

moll 🪐 @m0llyforster · Jan 28, 2020
do festivals realise they don't always have to just throw in lewis capaldi twitter.com/Parklifefest/s...

6:41 PM · Jan 29, 2020 · Twitter for iPhone

5,247 Retweets **117** Quote Tweets **98.7K** Likes



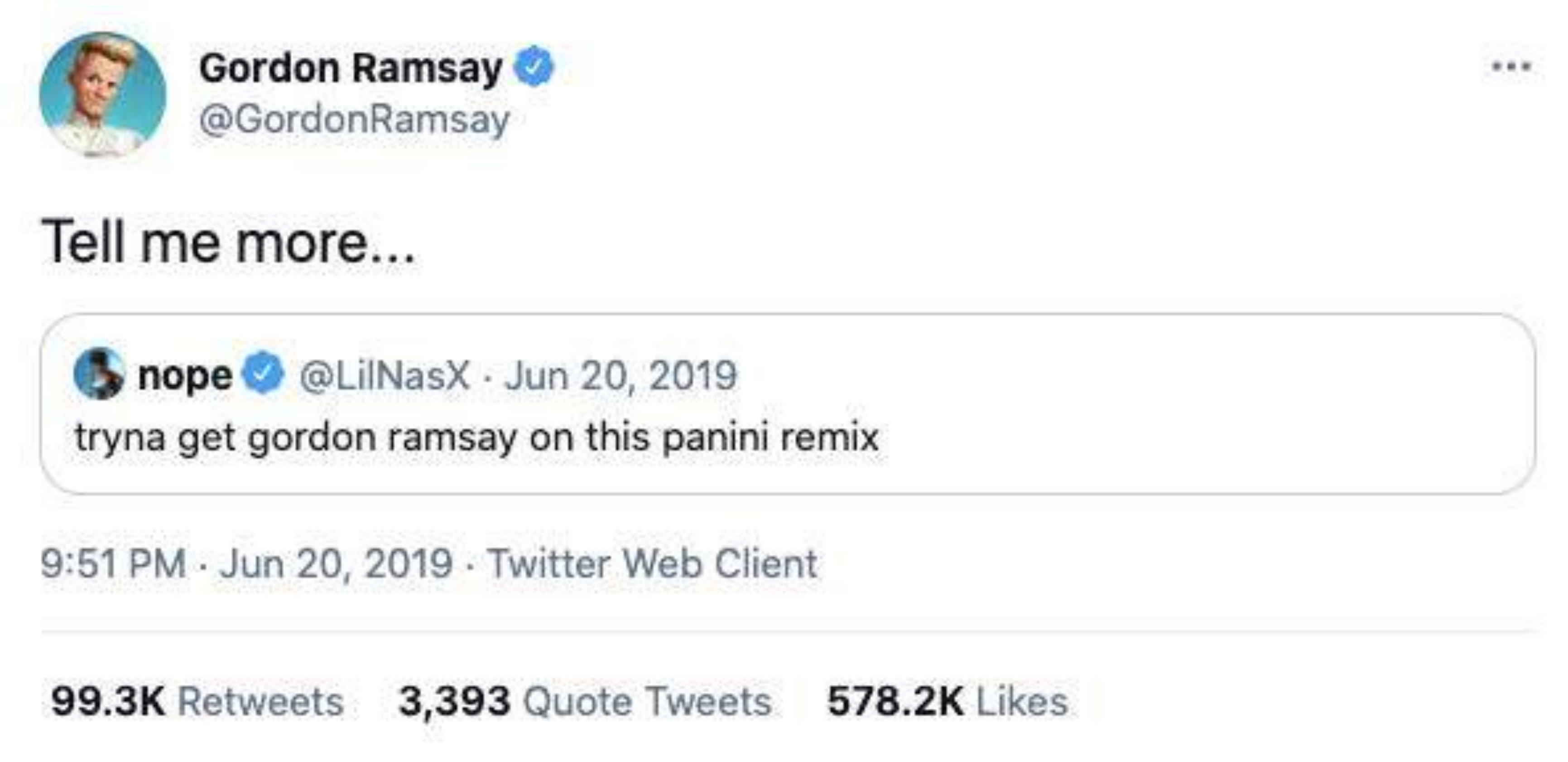
Mariah Carey @MariahCarey

She has 2 Nobel prizes, I have 2 Diamond albums, we're practically the same person

Eileen Mary O'Connell @i_Lean · Sep 1, 2020
Thinking about the time that I said that I was distantly related to Marie Curie and a guy explained "It's pronounced Mariah Carey"
Show this thread

11:45 PM · Sep 1, 2020 · Twitter for iPhone

54.2K Retweets **3,189** Quote Tweets **417.8K** Likes



Gordon Ramsay @GordonRamsay

Tell me more...

nope @LilNasX · Jun 20, 2019
tryna get gordon ramsay on this panini remix

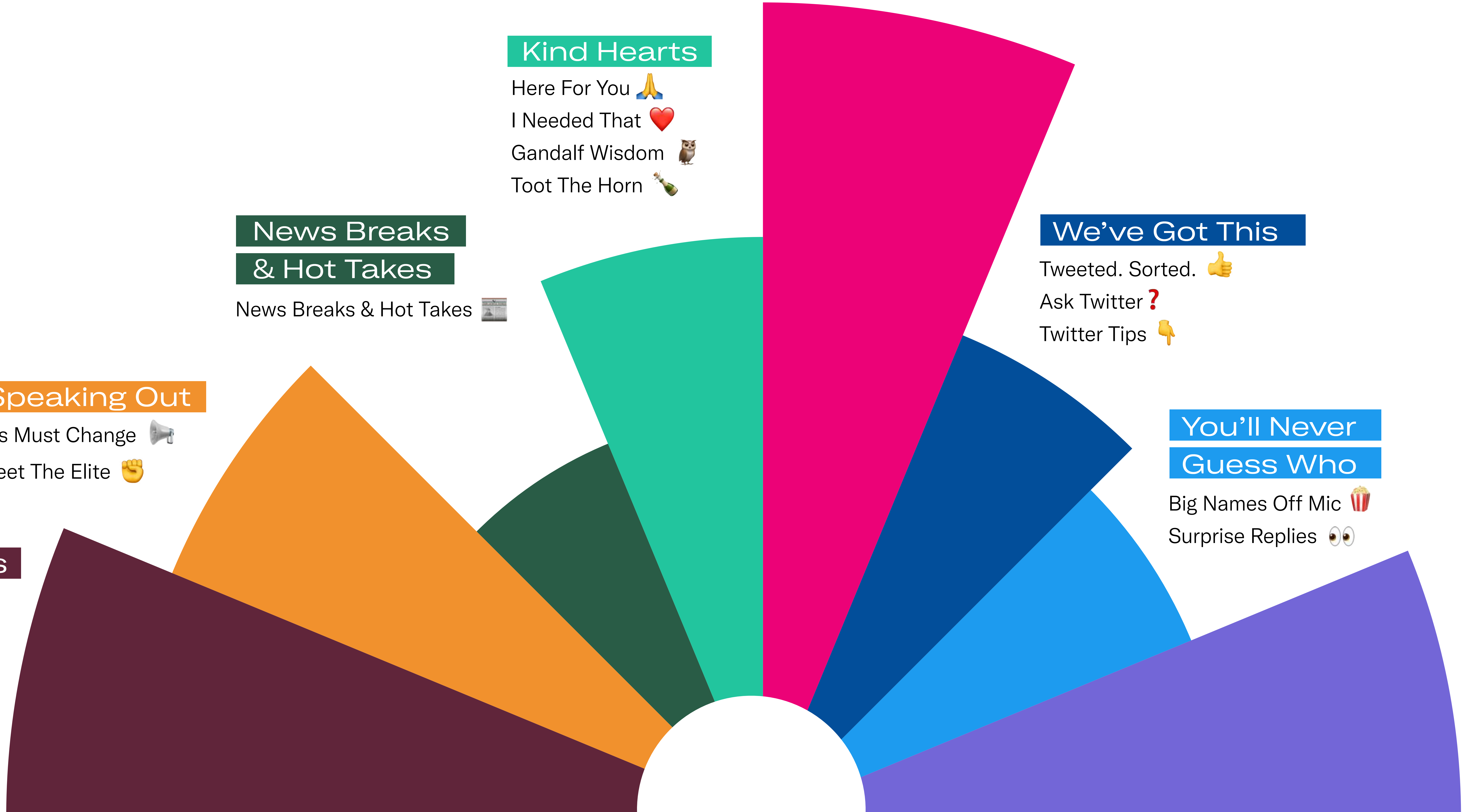
9:51 PM · Jun 20, 2019 · Twitter Web Client

99.3K Retweets **3,393** Quote Tweets **578.2K** Likes

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK

5. Summary

Twitter Is



This Is Us

This Is Us 🐶

Speaking Out

This Must Change 📢

Tweet The Elite ✊

News Breaks & Hot Takes

News Breaks & Hot Takes 📰

Kind Hearts

Here For You 🙏

I Needed That ❤️

Gandalf Wisdom 🦉

Toot The Horn 🍾

What We're Into

Hot Right Now 🎧

Tweet Advisor 👌

Geeking Out 🤓

Watching The Same Thing 🛋️

We Stan 😍

We've Got This

Tweeted. Sorted. 👍

Ask Twitter ❓

Twitter Tips 👇

You'll Never Guess Who

Big Names Off Mic 🍿

Surprise Replies 👀

Lolz

Titter 😂

Threadtime Stories 📖

Mindblown 🤯

Tweeting It Real 😜

Long Memory 💾

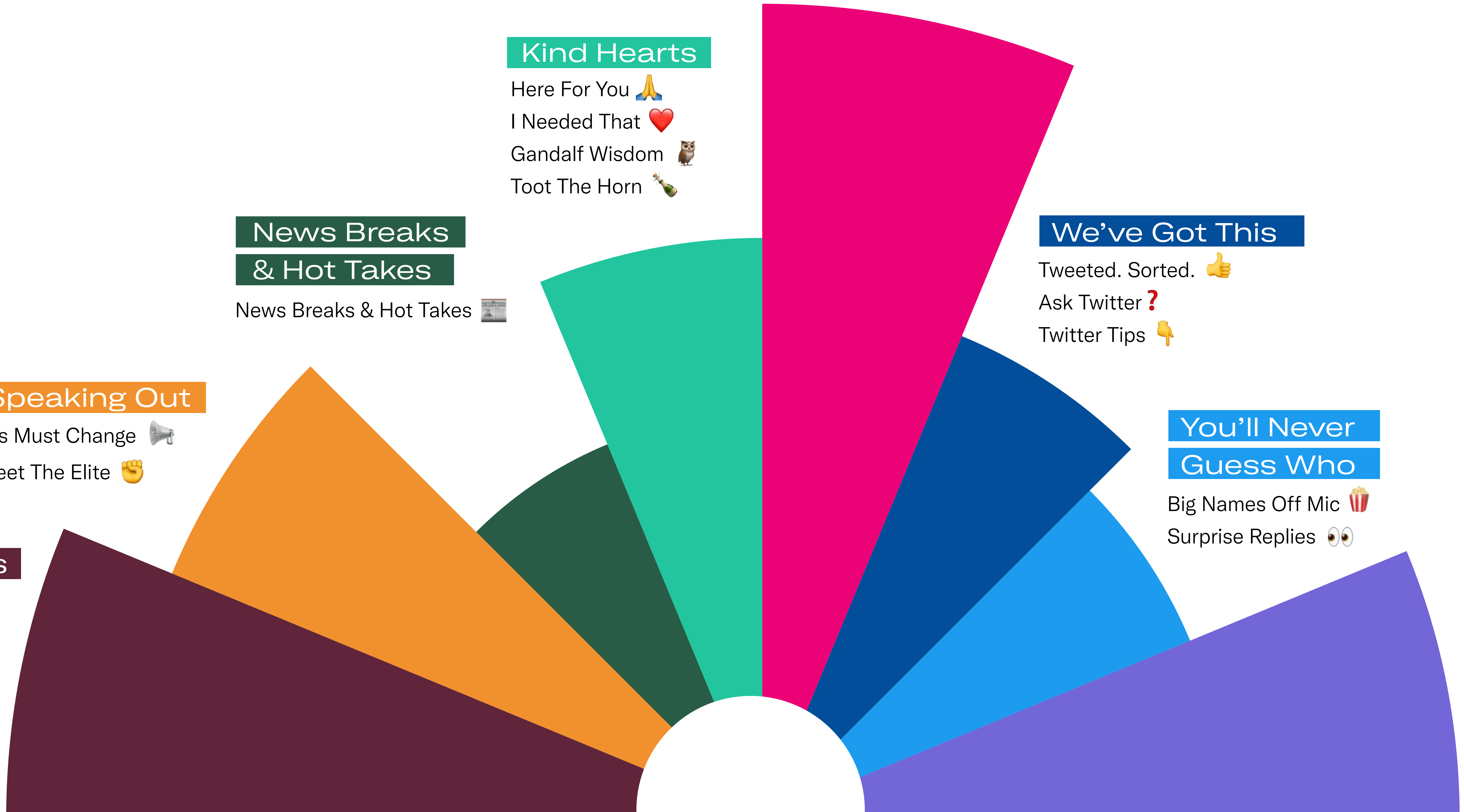
Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Thank You

Appendix

What about brands?

Twitter Is



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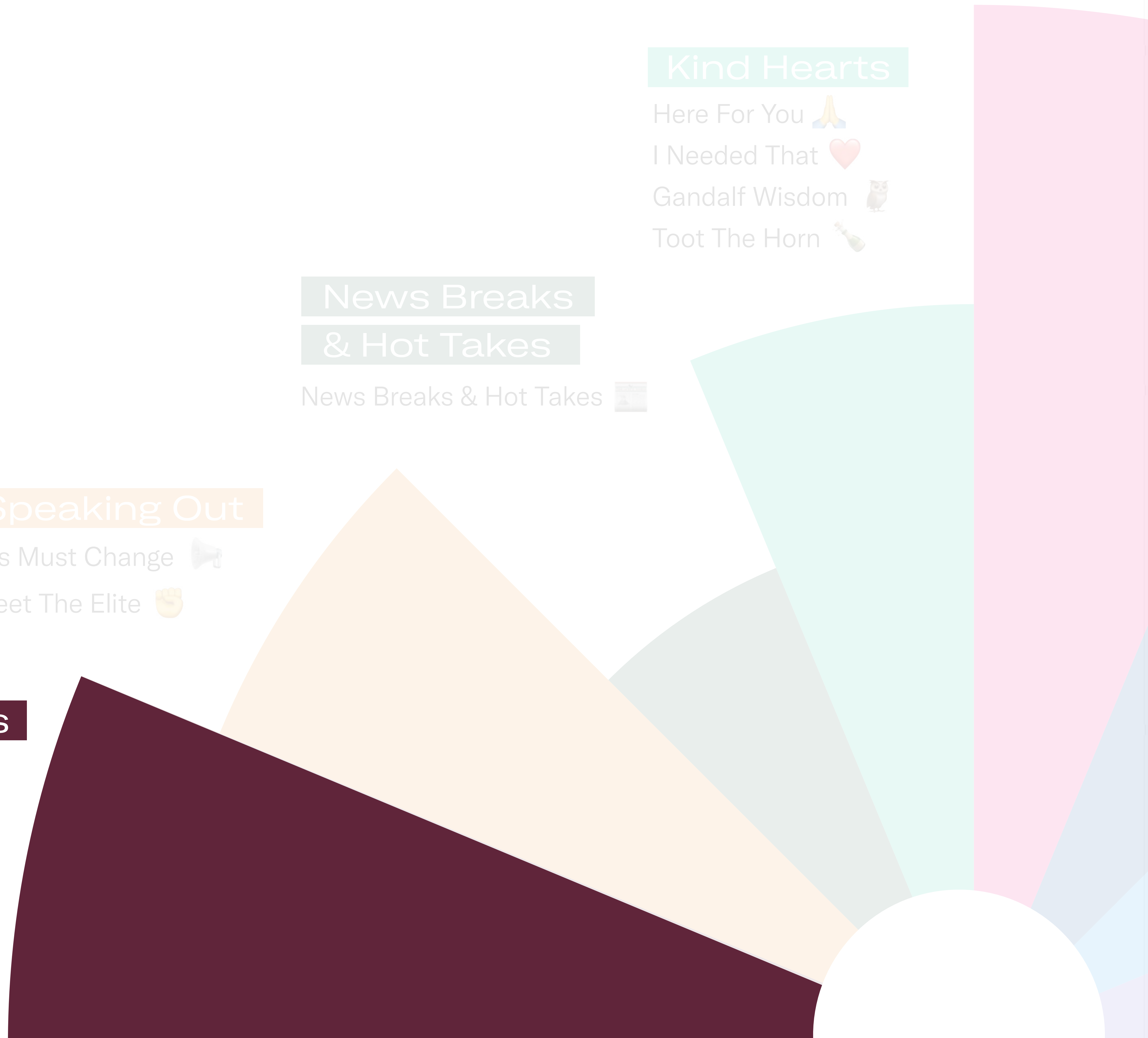
Long Memory 💾

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is **This Is Us**



Kind Hearts

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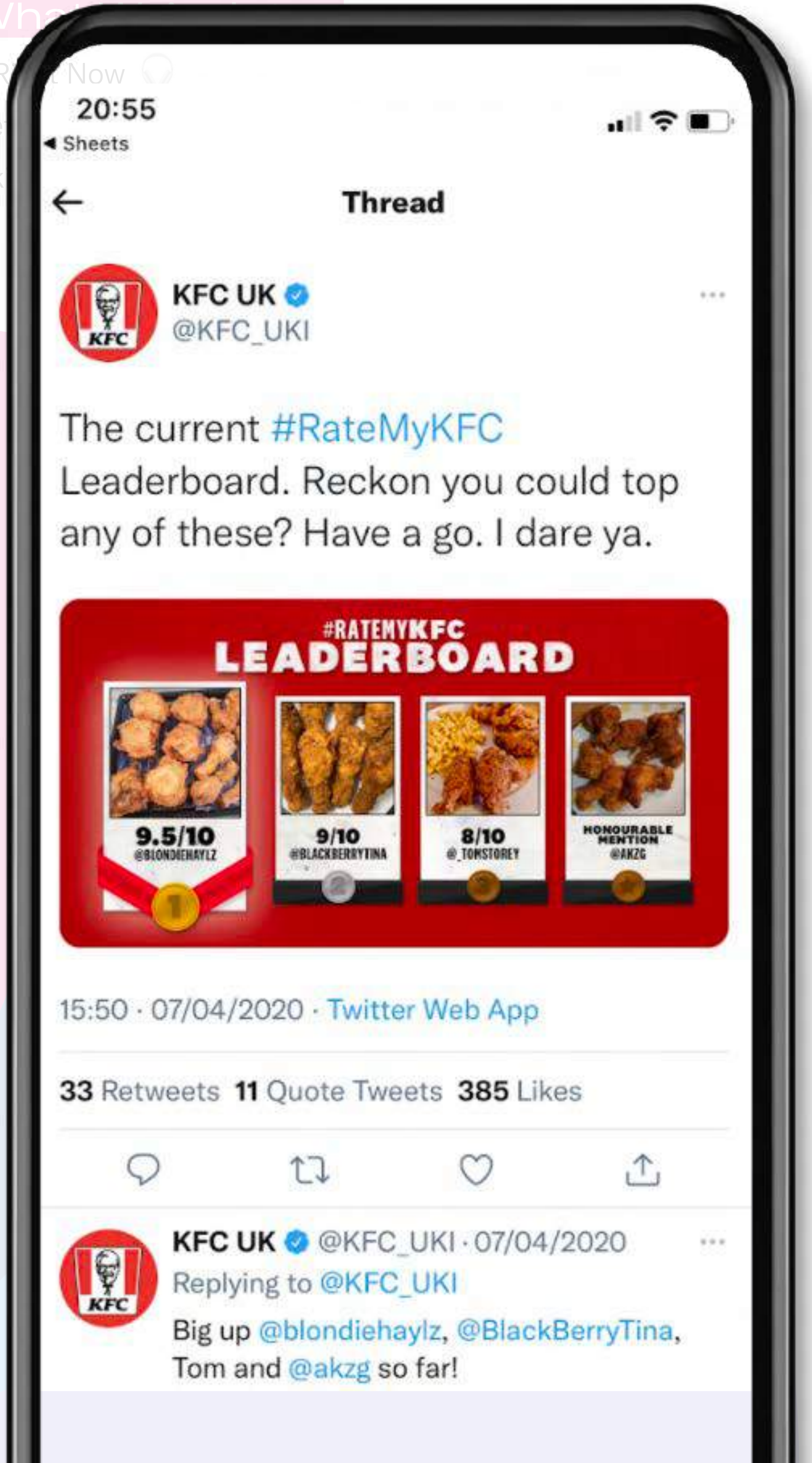


20:55
◂ Sheets

Thread

KFC UK @KFC_UKI

The current #RateMyKFC Leaderboard. Reckon you could top any of these? Have a go. I dare ya.

#RATEMYKFC
LEADERBOARD
9.5/10 @BLONDIEHAYLZ
9/10 @BLACKBERRYTINA
8/10 @_TOMSTOREY
HONOURABLE MENTION @AKZG

15:50 · 07/04/2020 · Twitter Web App

33 Retweets **11** Quote Tweets **385** Likes

KFC UK @KFC_UKI · 07/04/2020
Replying to @KFC_UKI
Big up @blondiehaylz, @BlackBerryTina, Tom and @akzg so far!

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is **Speaking Out**

What We're Into

Hot Right Now

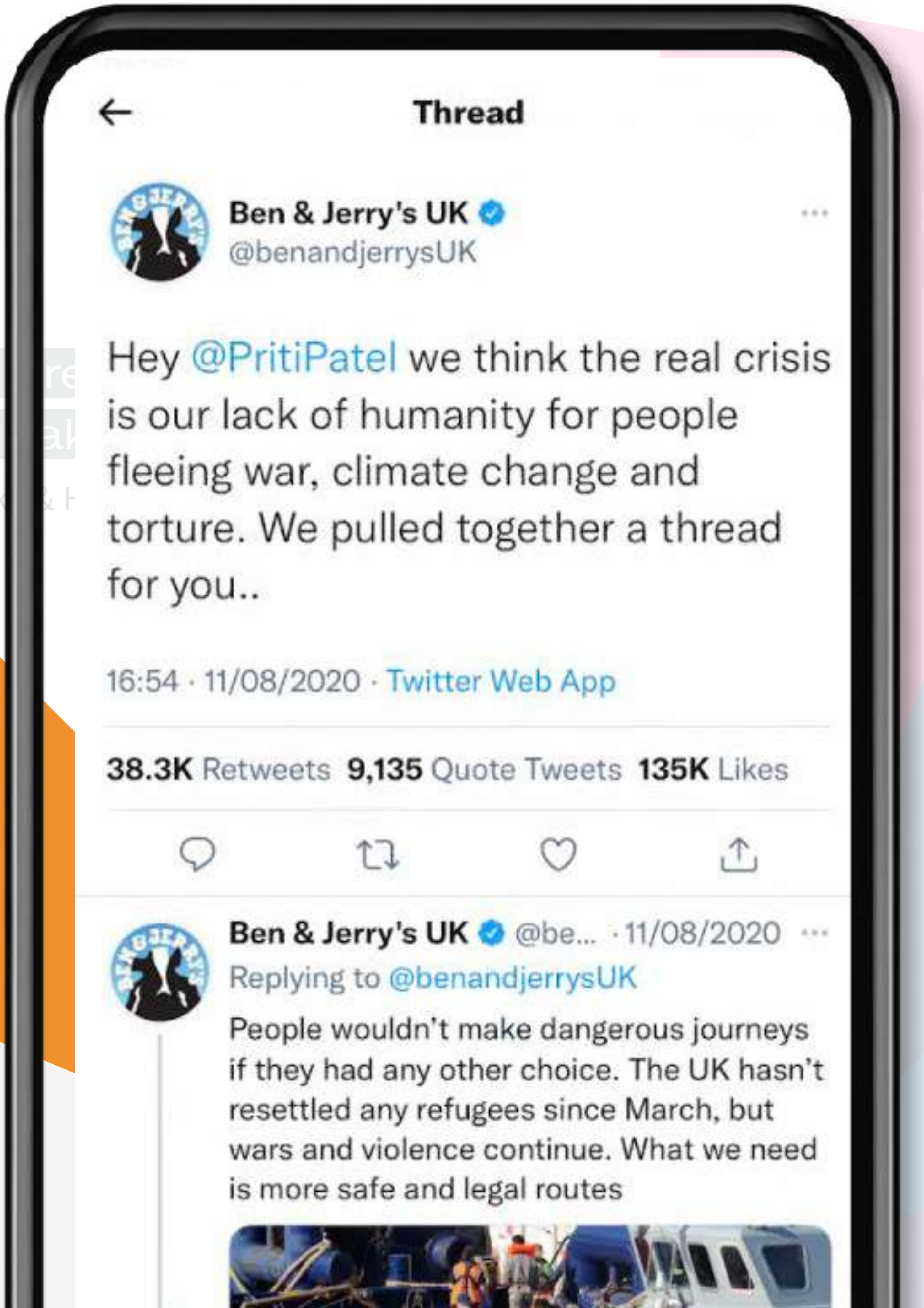
Tweet Advisor 👌

Geeking Out 🤓

Watching The Same Thing

We Stan 😍

Tweet The Elite ✊



Thread

Ben & Jerry's UK @benandjerrysUK

Hey @PritiPatel we think the real crisis is our lack of humanity for people fleeing war, climate change and torture. We pulled together a thread for you..

16:54 · 11/08/2020 · Twitter Web App

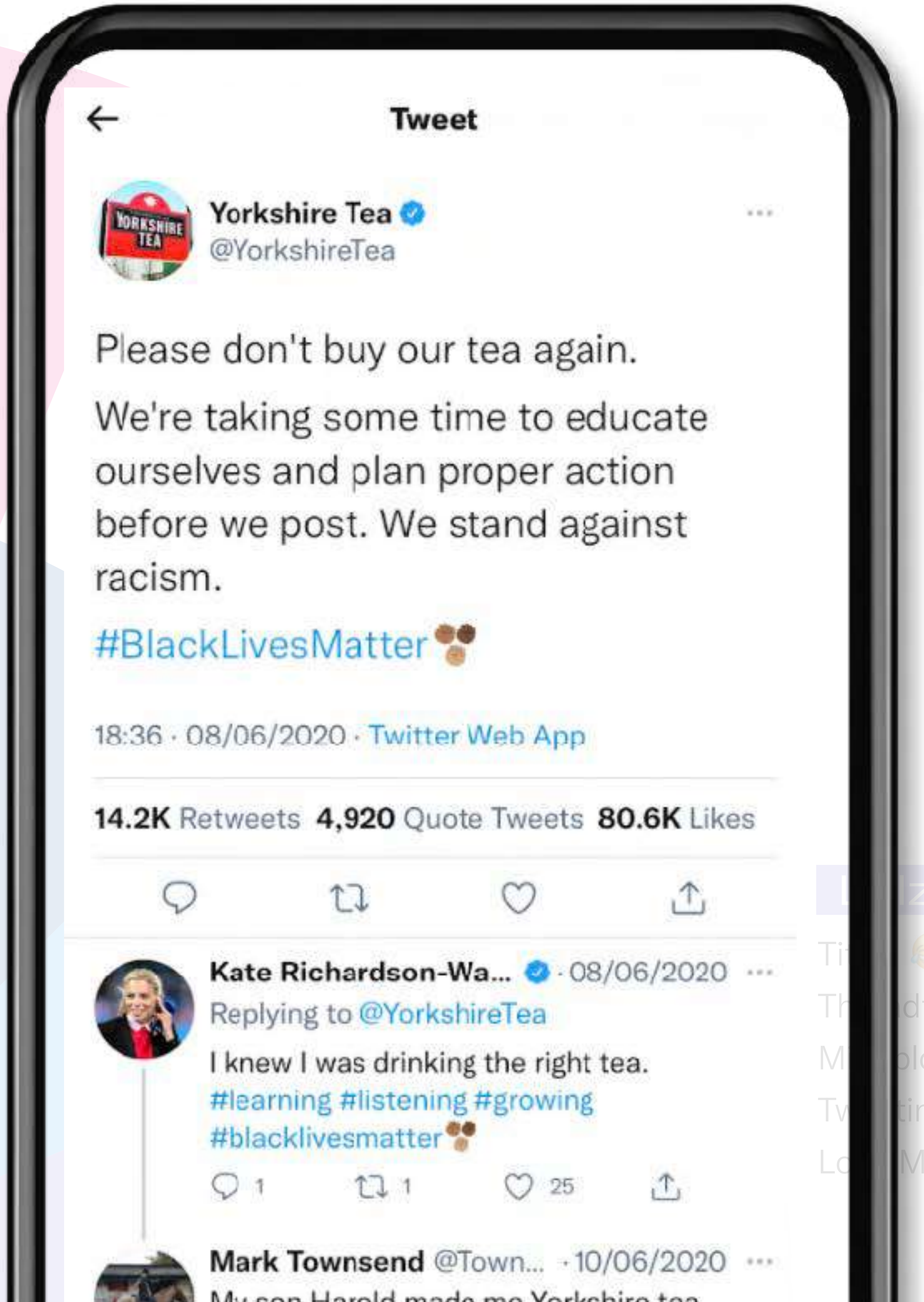
38.3K Retweets **9,135** Quote Tweets **135K** Likes

Ben & Jerry's UK @be... · 11/08/2020

Replying to @benandjerrysUK

People wouldn't make dangerous journeys if they had any other choice. The UK hasn't resettled any refugees since March, but wars and violence continue. What we need is more safe and legal routes

This Must Change 📢



Tweet

Yorkshire Tea @YorkshireTea

Please don't buy our tea again.

We're taking some time to educate ourselves and plan proper action before we post. We stand against racism.

#BlackLivesMatter ✊🏾

18:36 · 08/06/2020 · Twitter Web App

14.2K Retweets **4,920** Quote Tweets **80.6K** Likes

Kate Richardson-Wa... · 08/06/2020

Replying to @YorkshireTea

I knew I was drinking the right tea. #learning #listening #growing #blacklivesmatter ✊🏾

1 1 25

Mark Townsend @Town... · 10/06/2020

Speaking Out

This Must Change 📢

Tweet The Elite ✊

This Is Us

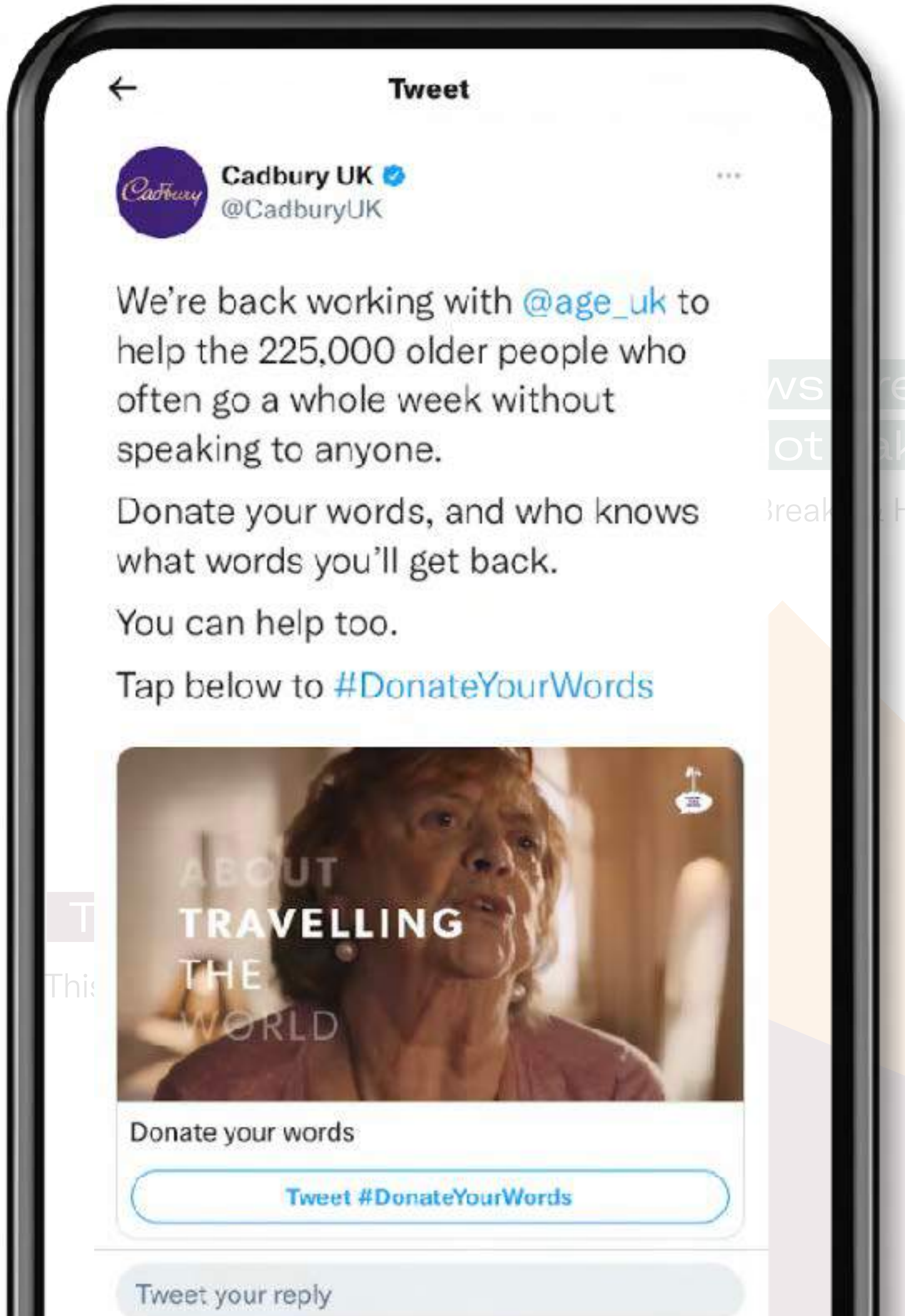
This Is Us

Source:
Twitter, OI, and Quilt.AI,
Twitter Is, 2021, UK

Twitter Is Kind Hearts

What We're Into
Hot Right Now
Tweet Advisor
Geeking Out
Watching The Same Thing
We Stan

Here For You 🙏



Tweet

Cadbury UK @CadburyUK

We're back working with @age_uk to help the 225,000 older people who often go a whole week without speaking to anyone.

Donate your words, and who knows what words you'll get back.

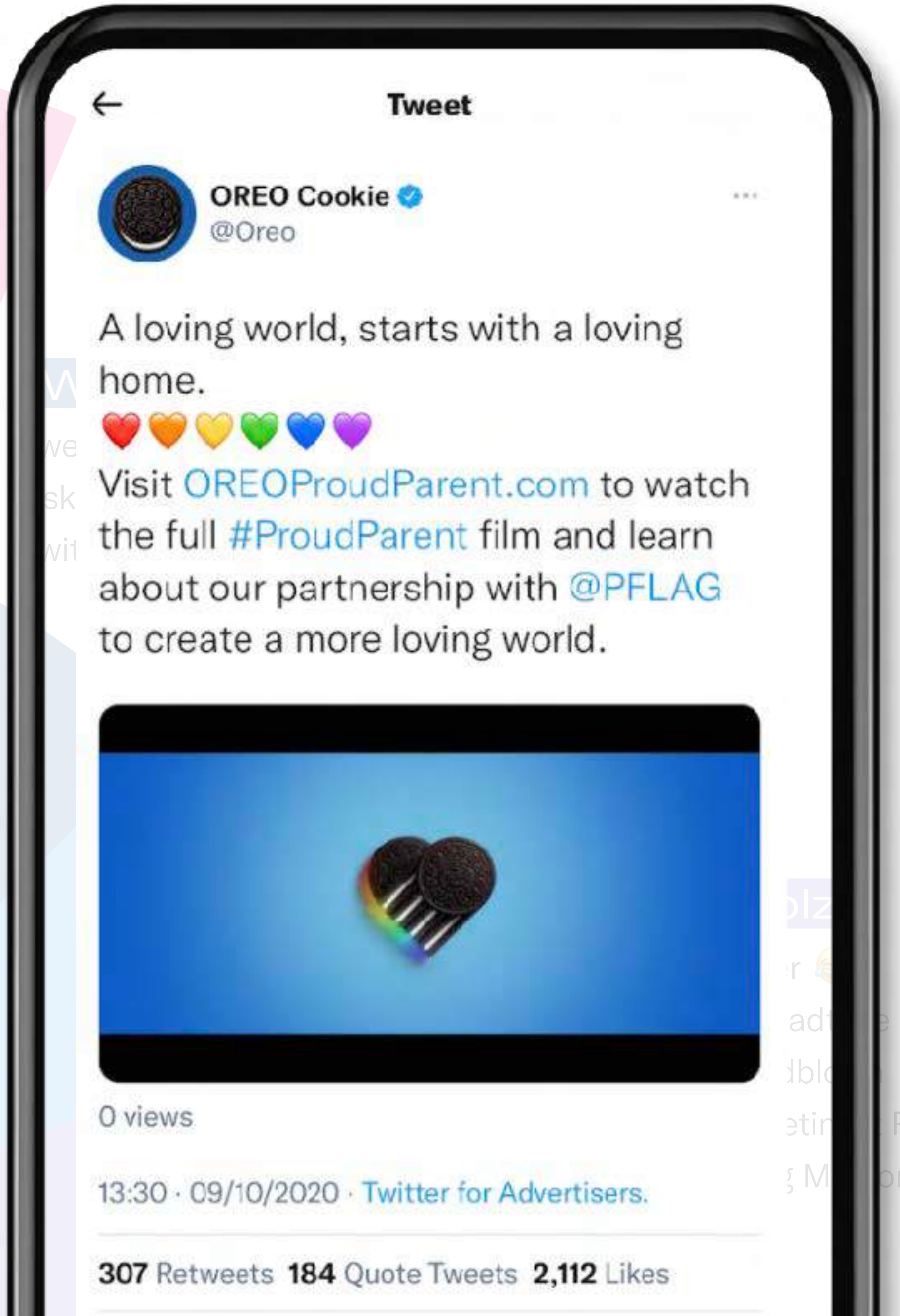
You can help too.

Tap below to #DonateYourWords

Donate your words

Kind Hearts
Here For You 🙏
I Needed That ❤️
Gandalf Wisdom 🦉
Toot The Horn 🍾

I Needed That ❤️



Tweet

OREO Cookie @Oreo

A loving world, starts with a loving home.
❤️🧡💛💚💙💜
Visit OREOProudParent.com to watch the full #ProudParent film and learn about our partnership with @PFLAG to create a more loving world.

0 views

13:30 · 09/10/2020 · Twitter for Advertisers.

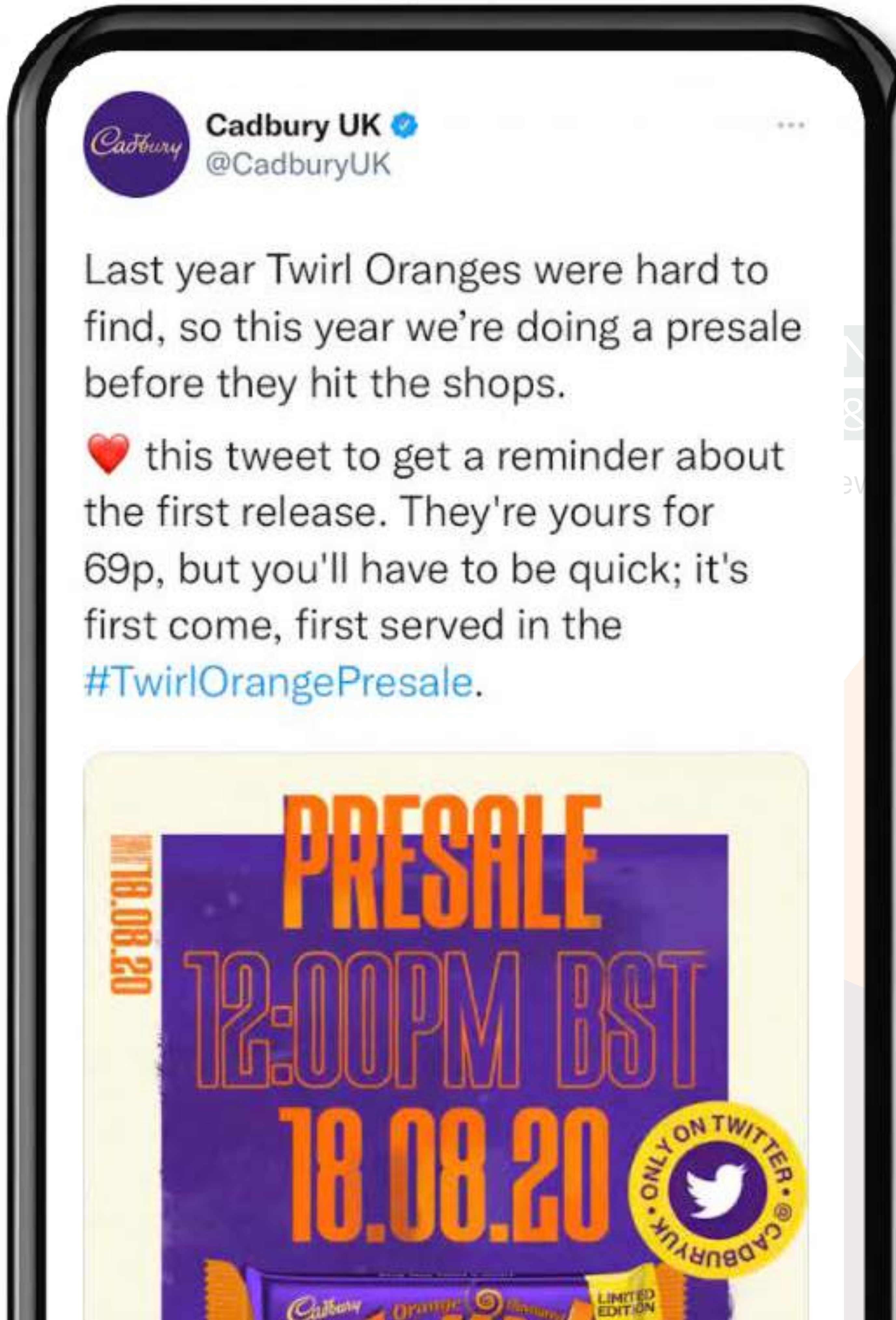
307 Retweets 184 Quote Tweets 2,112 Likes

Twitter Is What We're Into

What We're Into

- Hot Right Now 🎧
- Tweet Advisor 👌
- Geeking Out 🤓
- Watching The Same Thing 🛋️
- We Stan 😍

Hot Right Now 🎧

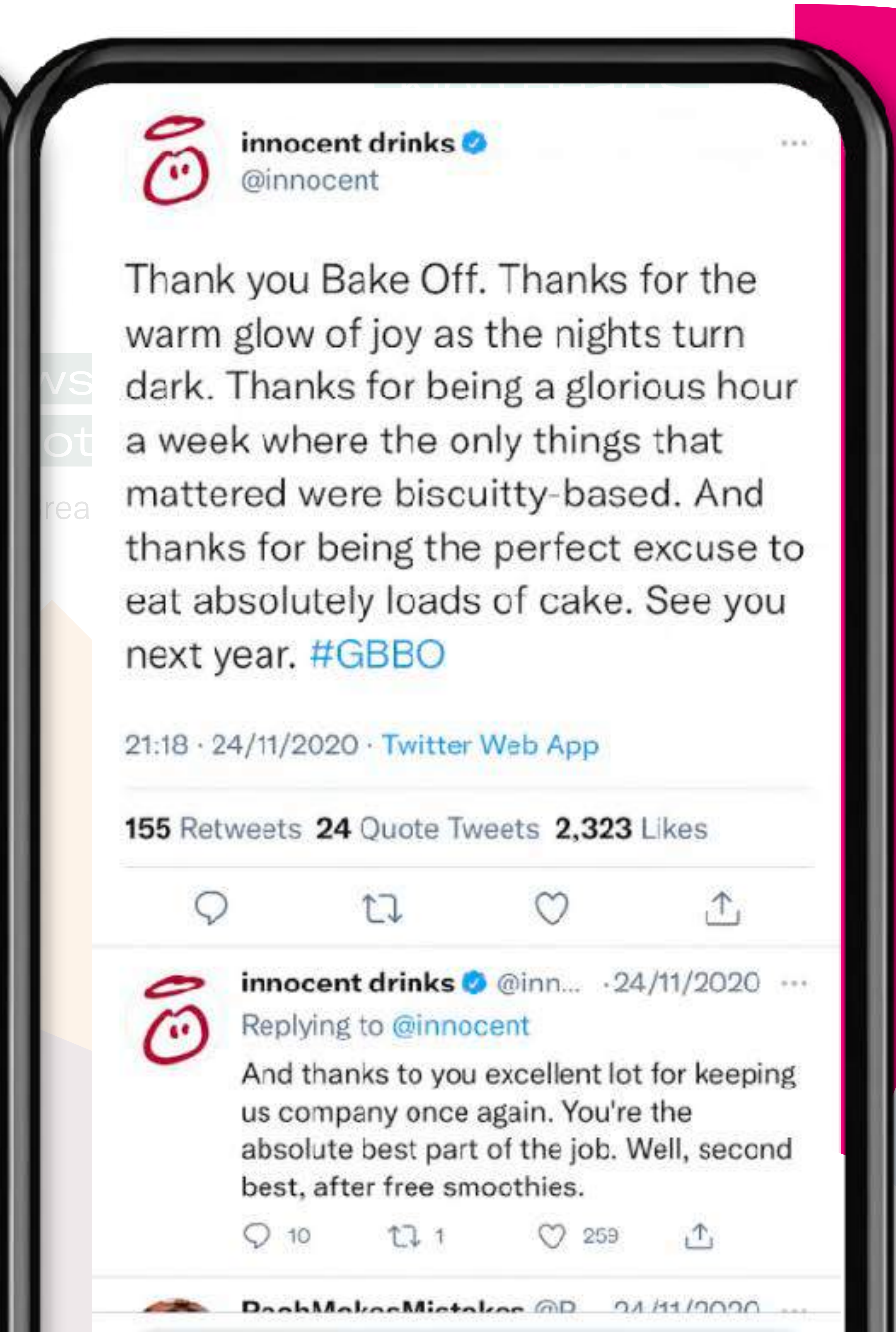


Cadbury UK @CadburyUK

Last year Twirl Oranges were hard to find, so this year we're doing a presale before they hit the shops.

❤️ this tweet to get a reminder about the first release. They're yours for 69p, but you'll have to be quick; it's first come, first served in the #TwirlOrangePresale.

Watching The Same Thing 🛋️



innocent drinks @innocent

Thank you Bake Off. Thanks for the warm glow of joy as the nights turn dark. Thanks for being a glorious hour a week where the only things that mattered were biscuitty-based. And thanks for being the perfect excuse to eat absolutely loads of cake. See you next year. #GBBO

21:18 · 24/11/2020 · Twitter Web App

155 Retweets 24 Quote Tweets 2,323 Likes

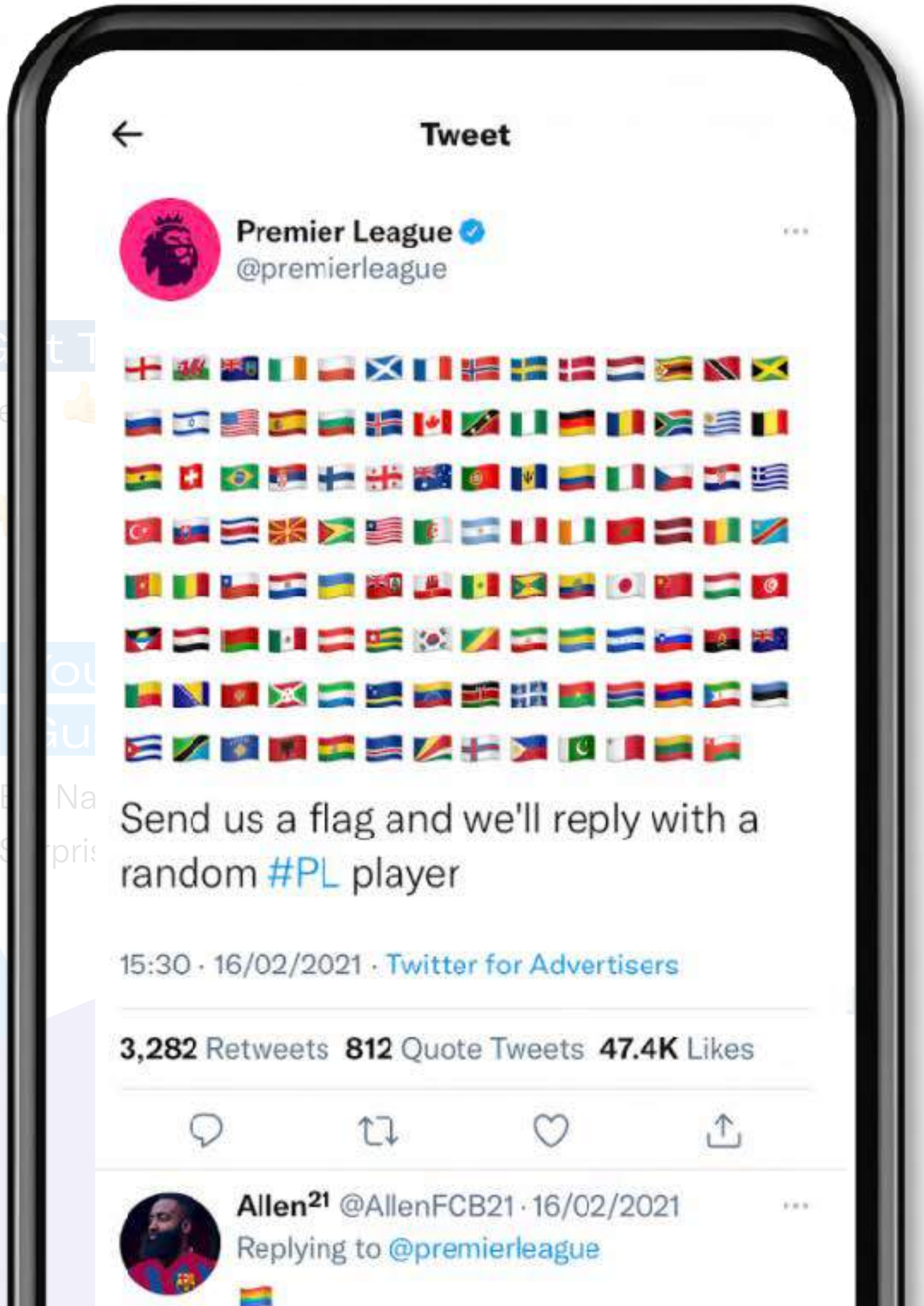
innocent drinks @inn... · 24/11/2020

Replying to @innocent

And thanks to you excellent lot for keeping us company once again. You're the absolute best part of the job. Well, second best, after free smoothies.

10 1 259

Geeking Out 🤓



Tweet

Premier League @premierleague

Send us a flag and we'll reply with a random #PL player

15:30 · 16/02/2021 · Twitter for Advertisers

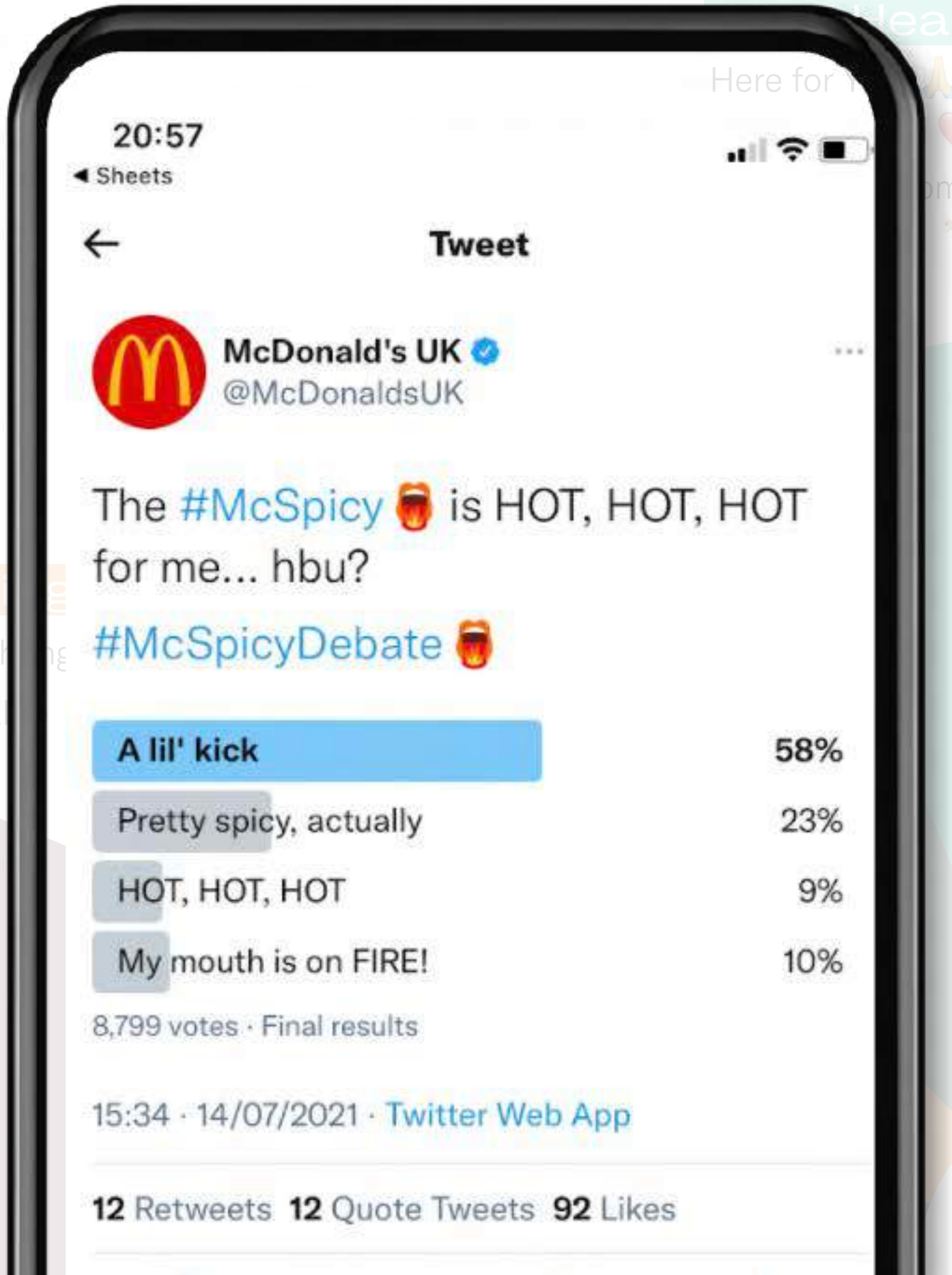
3,282 Retweets 812 Quote Tweets 47.4K Likes

Allen21 @AllenFCB21 · 16/02/2021

Replying to @premierleague

Twitter Is We’ve Got This

Ask Twitter ❓



20:57
◂ Sheets

Tweet

McDonald's UK
@McDonaldsUK

The #McSpicy is HOT, HOT, HOT for me... hbu?

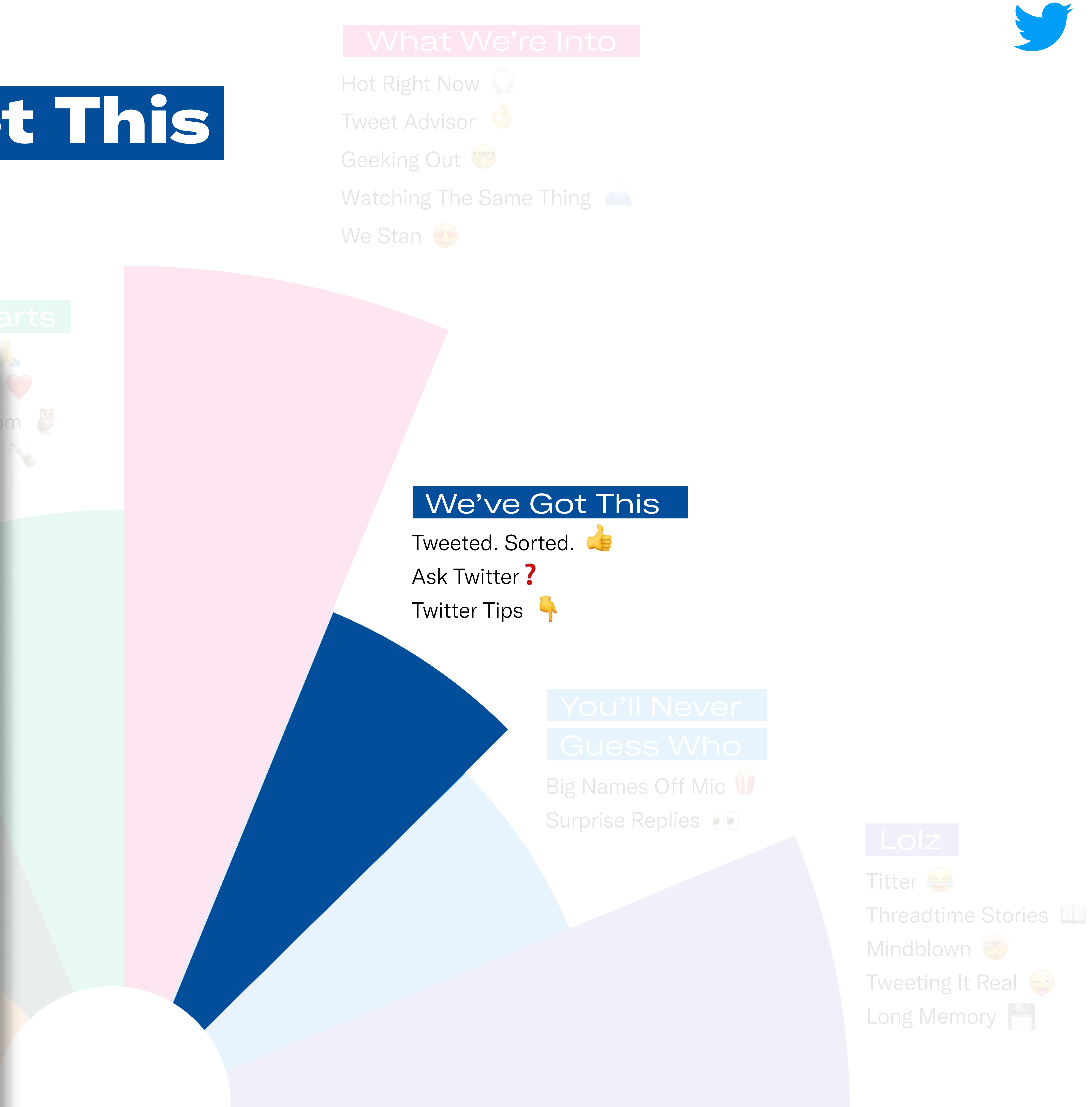
#McSpicyDebate

A lil' kick	58%
Pretty spicy, actually	23%
HOT, HOT, HOT	9%
My mouth is on FIRE!	10%

8,799 votes · Final results

15:34 · 14/07/2021 · Twitter Web App

12 Retweets **12** Quote Tweets **92** Likes



What We’re Into
Hot Right Now
Tweet Advisor
Geeking Out
Watching The Same Thing
We Stan
Hearts
Here for
You’ll Never Guess Who
Big Names Off Mic
Surprise Replies
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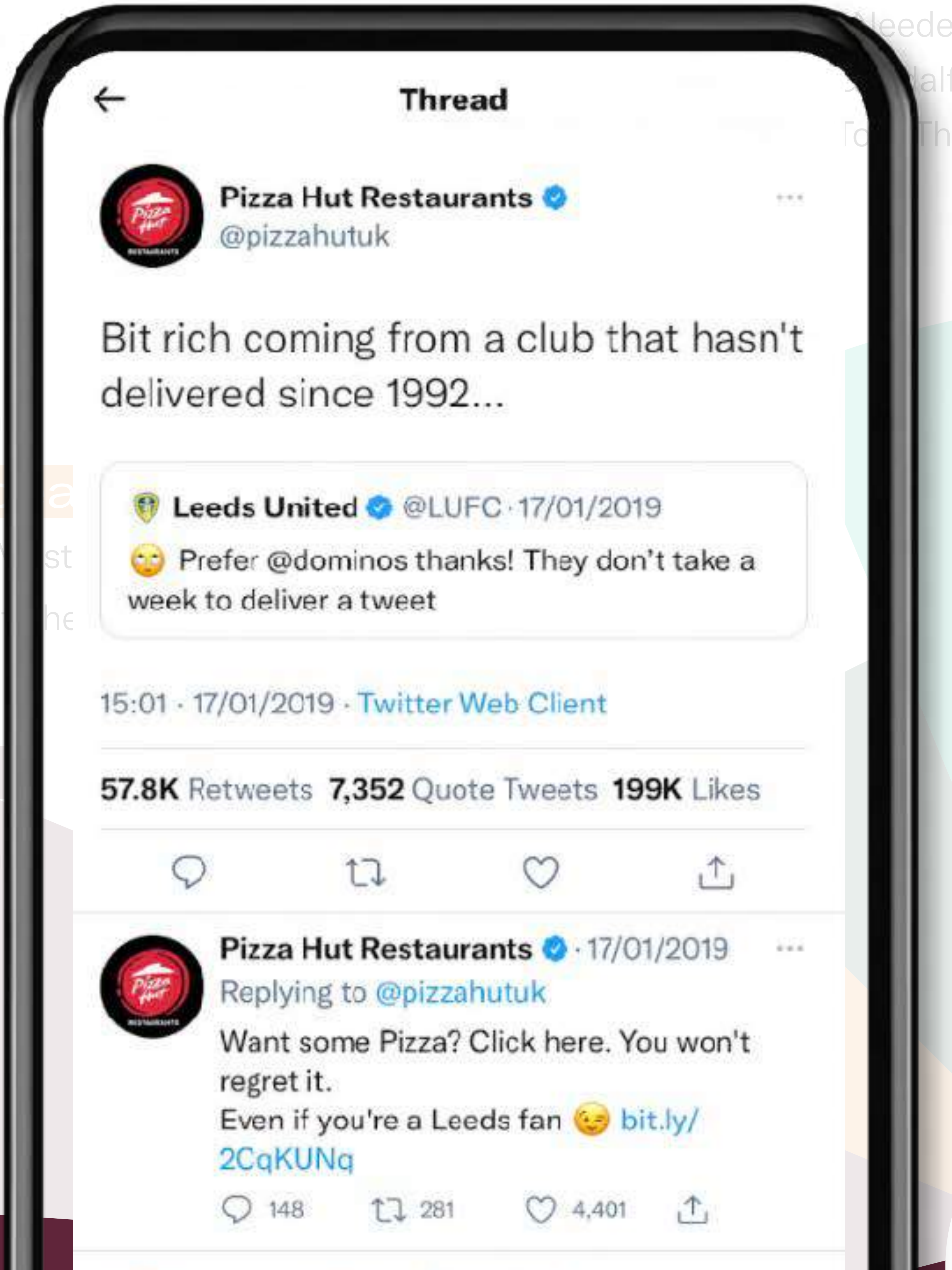
Twitter Is You’ll Never Guess Who

Surprise Replies 👀



Thread

Pizza Hut Restaurants @pizzahutuk

Bit rich coming from a club that hasn't delivered since 1992...

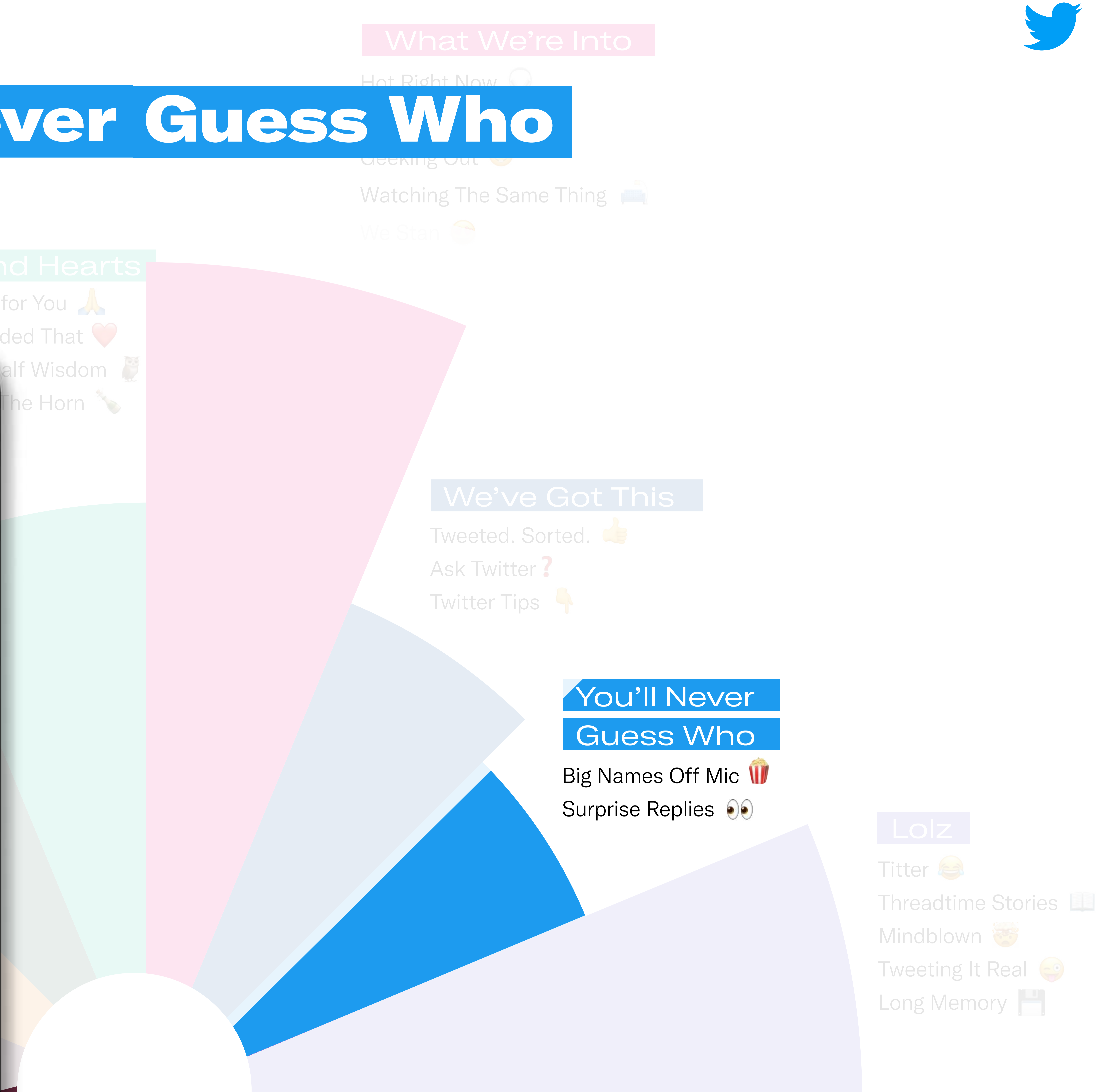
Leeds United @LUFC · 17/01/2019
😏 Prefer @dominos thanks! They don’t take a week to deliver a tweet

15:01 · 17/01/2019 · Twitter Web Client

57.8K Retweets **7,352** Quote Tweets **199K** Likes

Pizza Hut Restaurants · 17/01/2019
Replying to @pizzahutuk
Want some Pizza? Click here. You won't regret it.
Even if you're a Leeds fan 😉 bit.ly/2CqKUNq

148 281 4,401



What We’re Into
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This Is Us
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Twitter Is Lolz

What We're Into

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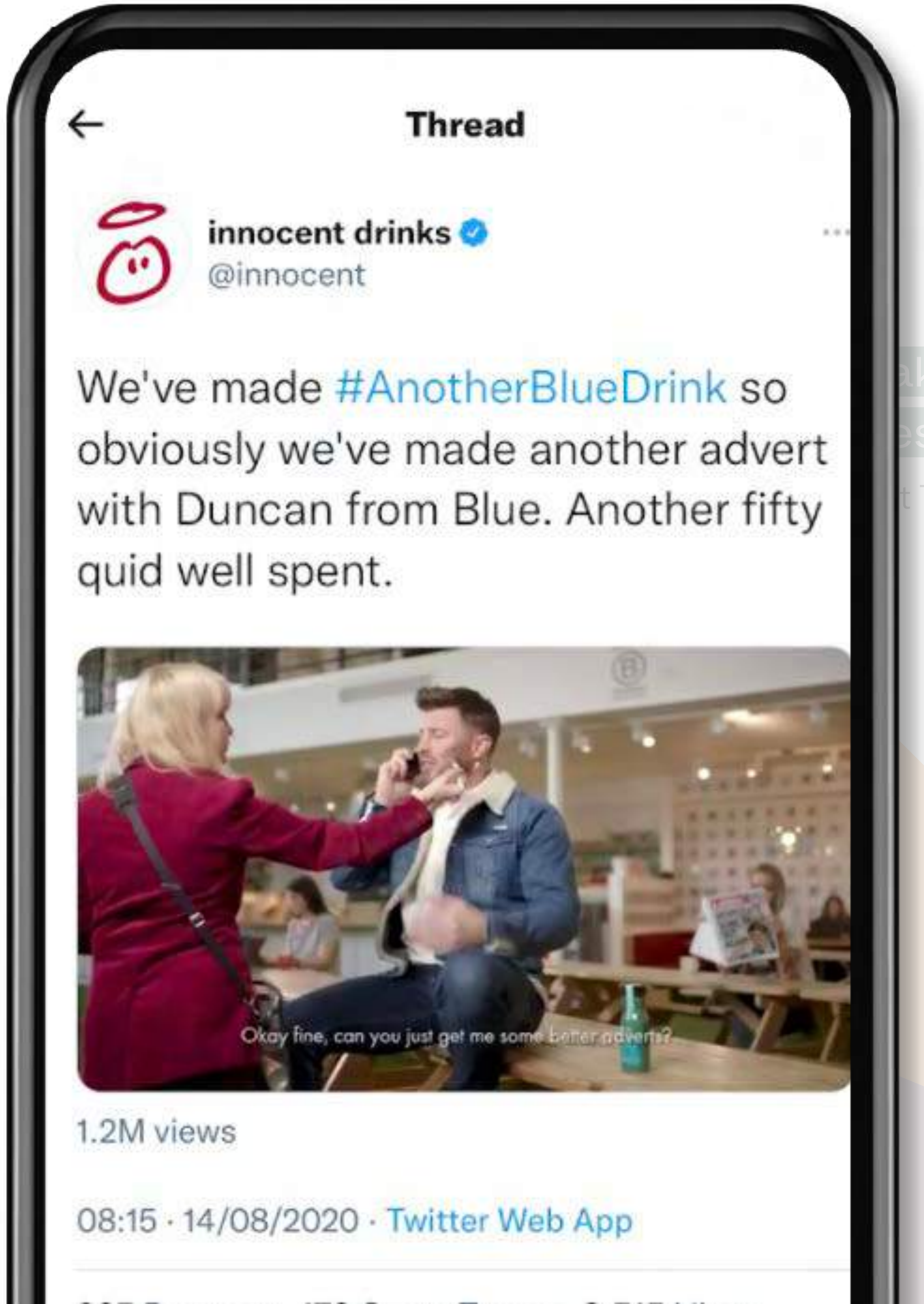

Thread

innocent drinks
@innocent

We've made #AnotherBlueDrink so obviously we've made another advert with Duncan from Blue. Another fifty quid well spent.

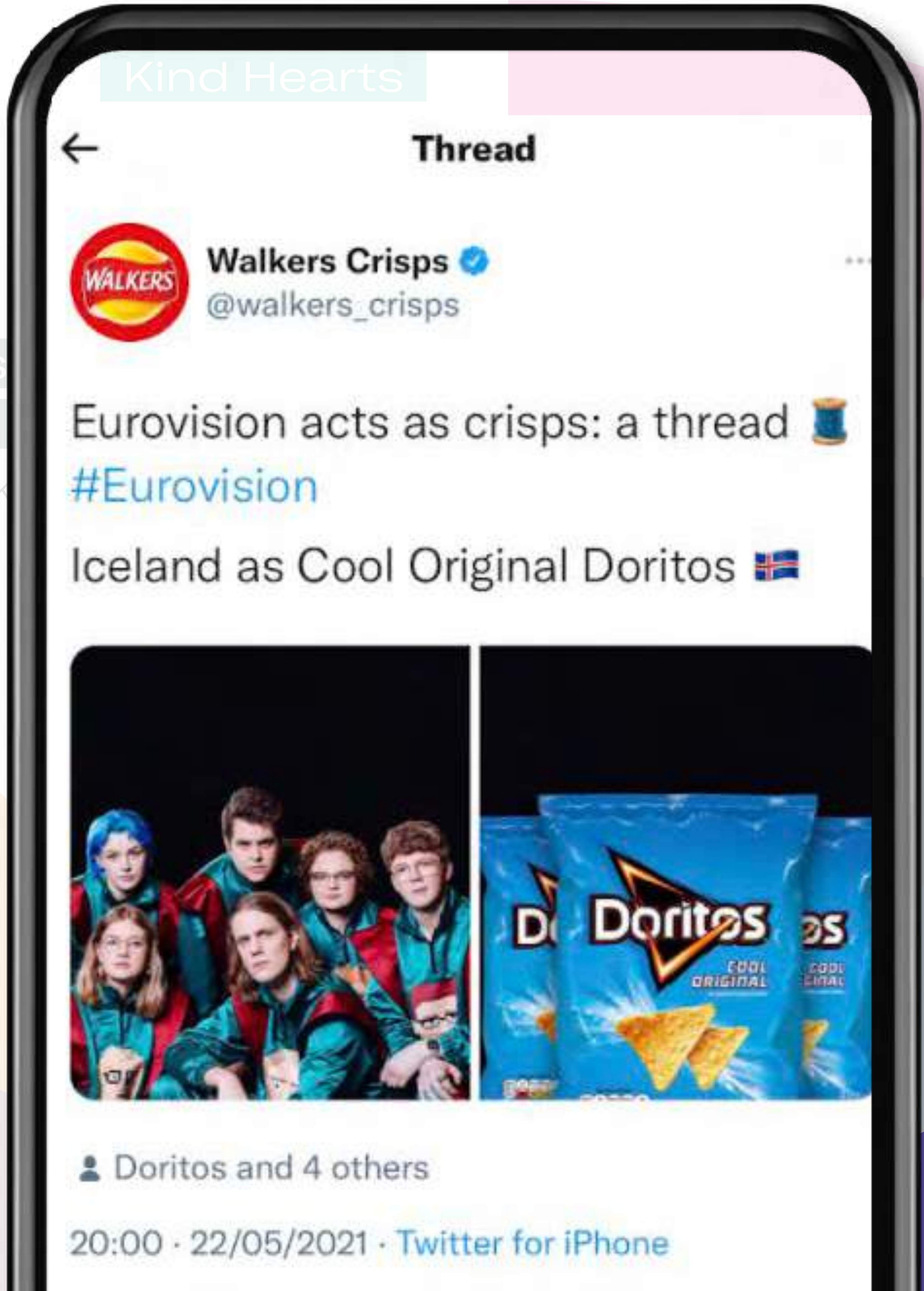
Okay fine, can you just get me some better adverts?

1.2M views

08:15 · 14/08/2020 · Twitter Web App

Titter 😂

Kind Hearts


Thread

Walkers Crisps
@walkers_crisps

Eurovision acts as crisps: a thread 🧵
#Eurovision

Iceland as Cool Original Doritos 🇮🇸

WALKERS
Doritos
COOL ORIGINAL

Doritos and 4 others

20:00 · 22/05/2021 · Twitter for iPhone

We've Got This

Tweeted. Sorted.

Ask Twitter

Twitter Tips

You'll Never Guess Who

Big Names Off Mic

Surprise Replies

Lolz

Titter 😂

Threadtime Stories 📖

Mindblown 🤯

Tweeting It Real 😜

Long Memory 💾

Additional results details

Cross-market comparison

Prominence Ranking

Rank	UK	France	Spain	Germany
1	What We're Into	This Is Us	This Is Us	This Is Us
2	This Is Us	What We're Into	What We're Into	What We're Into
3	Speaking Out	lolz	Speaking Out	Speaking Out
4	lolz	Speaking Out	lolz	lolz
5	Kind Hearts	Kind Hearts	Kind Hearts	Kind Hearts
6	News Breaks & Hot Takes	News Breaks & Hot Takes	News Breaks & Hot Takes	News Breaks & Hot Takes
7	We've Got This	We've Got This	We've Got This	We've Got This
-	You'll Never Guess Who	You'll Never Guess Who	You'll Never Guess Who	You'll Never Guess Who

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK / FR / ES / DE
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Ranking of 1 is highest (i.e. most prominent) and 7 is lowest.
"You'll Never Guess Who" lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

Ranking of Experience themes

UK

	Prominence Ranking	Tweet Volume	Follower Count	Retweets	Net Sentiment
What We're Into	1	3	2	6	33%
This Is Us	2	1	5	7	14%
Speaking Out	3	5	3	1	-22%
lolz	4	2	7	3	-13%
Kind Hearts	5	4	1	2	21%
News Breaks & Hot Takes	6	6	6	4	-39%
We Got This	7	7	4	5	-2%
You'll Never Guess Who	-	-	-	-	-

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Ranking of 1 is highest (i.e. most Tweet Volume, more Retweets, etc) and 7 is lowest (i.e. least Tweet Volume, fewest Retweets, etc).
"You'll Never Guess Who" lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

Ranking of Experience themes

Prominence Ranking

1 What We’re Into

2 This Is Us

3 Speaking Out

4 lolz

5 Kind Hearts

6 News Breaks & Hot Takes

7 We’ve Got This

- You’ll Never Guess Who

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Ranking of 1 is highest (i.e. most Tweet Volume, more Retweets, etc) and 7 is lowest (i.e. least Tweet Volume, fewest Retweets, etc).
“You’ll Never Guess Who” lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

Ranking of Experience themes

Tweet Volume

1 This Is Us

2 lolz

3 What We’re Into

4 Kind Hearts

5 Speaking Out

6 News Breaks & Hot Takes

7 We’ve Got This

- You’ll Never Guess Who

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
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“You’ll Never Guess Who” lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

Ranking of Experience themes

Follower Count

1 Kind Hearts
2 What We're Into
3 Speaking Out
4 We've Got This
5 This Is Us
6 News Breaks & Hot Takes
7 lolz
- You'll Never Guess Who

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Ranking of 1 is highest (i.e. most Tweet Volume, more Retweets, etc) and 7 is lowest (i.e. least Tweet Volume, fewest Retweets, etc).
"You'll Never Guess Who" lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

Ranking of Experience themes

Retweets

1 Speaking Out
2 Kind Hearts
3 lolz
4 News Breaks & Hot Takes
5 We’ve Got This
6 What We’re Into
7 This Is Us
- You’ll Never Guess Who

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Ranking of 1 is highest (i.e. most Tweet Volume, more Retweets, etc) and 7 is lowest (i.e. least Tweet Volume, fewest Retweets, etc).
“You’ll Never Guess Who” lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

Ranking of Experience themes

Net Sentiment

1	What We're Into	33%
2	Kind Hearts	21%
3	This Is Us	14%
4	We've Got This	-2%
5	lolz	-13%
6	Speaking Out	-22%
7	News Breaks & Hot Takes	-39%
-	You'll Never Guess Who	N/A

Source: Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK
Note: Prominence Ranking is calculated using tweet volume, follower counts, and retweets. Ranking of 1 is highest (i.e. most Tweet Volume, more Retweets, etc) and 7 is lowest (i.e. least Tweet Volume, fewest Retweets, etc).
"You'll Never Guess Who" lacks sufficient data compared to other themes so cannot be included in the rankings analysis.

The most prominent individual Experiences on Twitter

1. **This Is Us** 🐶
2. **Tweet The Elite** ✊
3. **Hot Right Now** 🎧
4. **Titter** 😂
5. **Here For You** 🙏

Source:
Twitter, OI, and Quilt.AI, Twitter Is, 2021, UK