



May 1, 2020

Twitter Int. Company

1 Cumberland Place
Fenian Street
Dublin
Ireland

Dear Dr. Bodnar,

I hope this finds you well.

Further to your letter, I would like to take this opportunity to outline Twitter's commitment towards enhancing the health of public conversation on our service and our recent progress towards that objective in regard to COVID-19.

Surfacing Authoritative Information

Twitter aims to surface credible information from authoritative sources on COVID-19 for every user. This is why we have launched [proactive prompts](#) which appear when users search for COVID-19-related trigger terms. The prompt directs users to information from Ministries and health organisations. They are now actively deployed in more than 70 countries.

We are currently exploring additional ways of elevating this information through new product features.

Tackling Misinformation

We have updated the [Twitter Rules](#) to address misinformation around COVID-19 and to prevent [platform manipulation](#).

We have broadened our definition of harm to address content such as misinformation that goes directly against guidance from authoritative sources of global and local public health information. We will enforce this in close coordination with trusted partners, including public health authorities and governments. Content that violates the policy could include one or more of the following:

- Denial of global or local health authority recommendations and/or denial of established scientific facts about transmission during the incubation period.
- Description of treatments or protective measures which are harmful or not immediately harmful but are known to be ineffective.
- Specific claims around COVID-19 information intended to manipulate people into certain behavior for the gain of a third party.
- Specific and unverified claims made by people impersonating a government or health official or organisation and/or incite people to take action and cause widespread panic.
- Propagating false or misleading information around COVID-19 diagnostic criteria or procedures or on how to differentiate between COVID-19 and a different disease.
- Claims that specific groups, nationalities are never or more susceptible to COVID-19.
- Unverified claims in regard to COVID-19 that have the potential to incite people to action, could lead to the destruction or damage of critical infrastructure such as 5G, or cause widespread panic/social unrest may be considered a violation of our policies.

Since introducing our updated policies on March 18, we've removed over 2,230 Tweets containing misleading and potentially harmful content. Our automated systems have challenged more than 3.4 million accounts targeting manipulative discussions around COVID-19. We will continue to use both technology and our teams to help us identify and stop spammy behavior and accounts.

We'll continue to prioritise removing content when it contains a call to action that could directly pose a risk to people's health or well-being, but we want to make it clear that we will not be able to take enforcement action on every Tweet that contains incomplete or disputed information about COVID-19.

We may also apply the [public interest notice](#) in cases where [world leaders](#) violate the COVID-19 guidelines.

Reporting Misinformation

We are engaging our partners around the world to escalate harmful content and promote credible information. We are ensuring escalation paths remain open and urgent cases can be brought to our attention, including COVID-19 cases of abuse. If you wish to report content that violates our policies, please feel free to flag it to me, and I will send it to our teams for review.

We have instituted a global content severity triage system so we are prioritising potential rule violations that present the biggest risk of harm and reducing the burden on people to report them. Moreover, we execute daily quality assurance checks on our content enforcement processes to ensure we're agile in responding to this rapidly evolving, global issue.

However, if entities reported an account or Tweet to us, it will take longer than normal for us to get back to you at this time. We appreciate your patience as we continue to make adjustments.

Use of Automated Technology

We have increased our use of machine learning and automation to take a wide range of actions on potentially abusive and manipulative content. We want to be clear: while we work to ensure our systems are consistent, they can sometimes lack the context that our teams bring, and this may result in us making mistakes. As a result, we will not permanently suspend any accounts based solely on our automated enforcement systems. Instead, we will continue to look for opportunities to build in human review checks where they will be most impactful. We appreciate your patience as we work to get it right — this is a necessary step to scale our work to protect the conversation on Twitter.

Advertising on COVID-19

Based on our [Inappropriate Content Policy](#), we will halt any attempt by advertisers to opportunistically use the COVID-19 outbreak to target inappropriate ads. Government entities that want to disseminate public health information will be permitted to promote ads on COVID-19. Due to the unprecedented circumstances, we have made the exception of granting free advertising to governments through our Ads For Good programme which is typically only open to nonprofit organisations and charities.

In response to the shifting advertising landscape, and in order to support helpful causes during this time, we are now allowing managed clients and partners to advertise content containing implicit or explicit reference to COVID-19 in the following use cases, with restrictions: adjustments to business practices and/or models in response to COVID-19 and/or support for customers and employees related to COVID-19.

External Partnerships

Twitter continues to work with partners across the world such as the WHO, national health authorities and NGOs to provide support that positively impacts the health of the conversation on Twitter such as:

- **Campaigns:** We've promoted global partner campaigns that provide factual information and keep our users safe, including the WHO's recent #WashYourHandsCampaign.
- **#AdsForGood:** We offer free advertising support to nonprofit organisations on the platform to build campaigns to fact-check COVID-19 content and provide reputable health information to the widest possible audiences.
- **Account Verifications:** While Twitter's verification process remains on pause, we are working with global public health authorities to identify and verify experts that are providing credible information around COVID-19. Over the past weeks, Twitter has verified hundreds of public health and scientific experts.
- **Research:** As a uniquely open service, our data is being used in research every day and our [researchers hub](#) is publicly available.
- **Donation:** Twitter has donated \$1 million evenly distributed between the Committee to Protect Journalists and the International Women's Media Foundation. We've also set up a dedicated internal COVID-19 campaign page through our employee donation matching program to support humanitarian response and relief efforts around the world.

We have a blog post that we keep updated on a rolling basis:

[Coronavirus: Staying safe and informed on Twitter](#)

The several challenges we face during the COVID-19 health crisis are complex, constantly evolving, and without precedent. Industry and Twitter cannot address issues such as misinformation alone. Nor is our industry monolithic in its approach to this issue – each of us has different services, varying business models, and often complementary but distinct principles that guide the respective countermeasures to this pressing issue. This should be recognised as we continue our engagement and navigate through this complex issue well beyond the pandemic. We all need and deserve a thoughtful approach and long-term perspective in this discussion, and Twitter welcomes the opportunity to engage with every stakeholder, including the Polish government.

Sincerely,

Ronan Costello

Sr. Public Policy Manager – Europe, the Middle East and Africa