



twitter

By Corey and Hadley

INTRODUCTION AND HISTORY

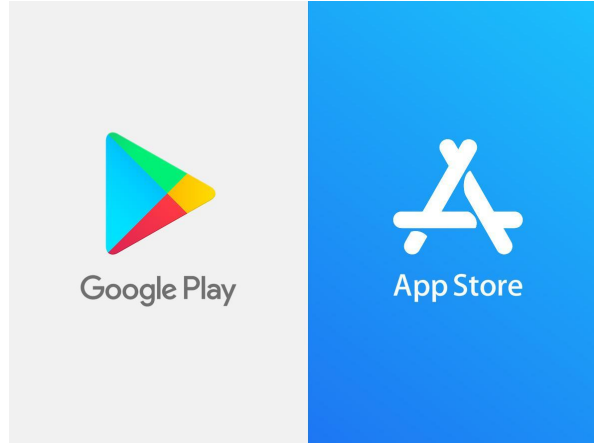
Twitter was founded on 21st march 2006, a social media platform where you can easily express opinions to the world straight from your keyboard. Twitter started off with a 140 word limit based on the original SMS text messages. Over the years this has progressed to 280 characters. In 2010 twitter added the ability to add photos and videos in 2018, to add more even more context to tweets. Also, in 2013, direct messages were added where you can send texts privately to each other. Twitter can be seen as a place where everyone can share each other's opinions with the retweet feature.



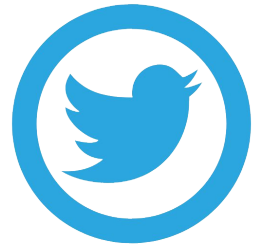
WHERE TO ACCESS THE TWITTER:

The Twitter is found within:

- **App Store**
- **Website Browsers**
- **Play store**



It Also can be found within other social medias, with screenshots of captions or quotes or even original content which is saved and put on places such as Instagram and Snapchat.

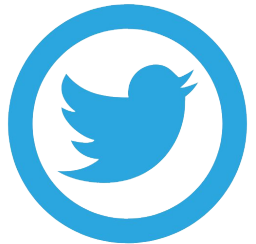


CONTENT TWITTER HOSTS:

The Twitter hosts many variations of content such as;

- **Written Content**
- **Videography**
- **Photography**

However Twitter has evolved over the years as it only started with written content at 140 characters to 280 characters per tweet. Which left the page looking bland and full of writing rather than the very interactive platform it is today.



WHAT IS UNIQUE ABOUT THIS PLATFORM?

The Twitters' USP is that you can Type your mind and view your opinions in a way that other apps cannot, Its ability to show off opinions of others and showcase your own Mind means you can have full conversations with random people who share the same views or have a different view which gets you engaged in a conversation, this cannot really be done for other apps, especially one that is so Popular.

Twitter also has its own notification sound which is distinct and can be easily identified by the little bird tweet when someone has interacted with your content.

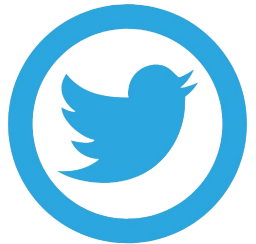
The Notification sound:

<https://www.youtube.com/watch?v=qgwJKaL5Pul>



WHAT ARE THE LIMITS ON THIS PLATFORM?

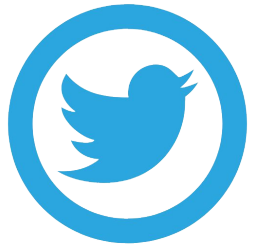
As previously mentioned the amount of characters you could add on twitter were limited to the small amount of 140, now 280. There is a limit on the length of videos you can upload, this goes up to 2 minutes 20, but you have the ability to add links to a tweet if you want to promote any videos or longer pieces of writing, for example reports.



TARGET AUDIENCE

“As of April 2021, Twitter’s Global audience was composed of 38.5 percent of users aged between 25 and 34 years old. The second-largest age group demographic on the platform was represented by users aged between 35 and 49 years old, with a share of almost 21 percent”- Statista, January 2022

Using secondary Information we can view that Twitter largely has a millennial audience, this is likely due to millennials growing up with twitter as a main social media site, it has become a place they are familiar with and can easily use it due to plenty of practice



<https://www.youtube.com/watch?v=UKftOH54iNU>