



# **#TwitterForGood**

## 2017 Global Report

### Twitter Public Policy



Twitter Public Policy – **#TwitterForGood** 2017 Global Report













Welcome,

Twitter's corporate philanthropy mission is to reflect and augment the positive power of our platform through active civic engagement, employee volunteerism, charitable contributions, and in-kind donations. In these ways, Twitter seeks to foster greater understanding, equality, and opportunity in the communities where we operate.

Twitter's co-founder @Biz Stone began Twitter's activities in corporate philanthropy as part of a successful drive to instill it into early company culture. Almost a decade ago, proceeds from "Fledgling" wine, created by Twitter volunteers at a Northern California vineyard, went to a local San Francisco-based charity called "Room to Read," which focuses on literacy and gender equality in education.

We've made significant strides since our earliest corporate philanthropy efforts and we now work with dozens of charities and NGOs in countries across the globe. And while #TwitterForGood is an initiative implemented and guided by the Public Policy team, hundreds of Twitter employees participate and support our efforts and others to help bring people together and improve our world.

Today, our corporate philanthropy efforts are focused in the following 5 areas:

1. Internet Safety & Education – We seek to educate users, and especially youth, about healthy digital citizenship, online safety, and media literacy.
2. Freedom of Expression & Civil Liberties – We support initiatives that defend and respect the user's voice by promoting free expression and defending civil liberties.
3. Equality – We support equality and universal acceptance for all people. As part of this commitment we work with organizations to ensure equal opportunities in STEM and computer science programs for women and underrepresented minorities of all ages.
4. Universal Access & Adoption – We seek to overcome the digital divide by supporting technological literacy and access initiatives in the countries we serve.
5. Emergency Response and Disaster Relief – When emergencies or natural disasters strike, we offer tools and programs to assist first responders and relief organizations in saving lives.

I am delighted to share the Public Policy team's first global #TwitterForGood End of Year Report. I am especially pleased it captures the many impactful initiatives and special moments we shared through Twitter over the last year. We look forward to driving even greater impact in 2018.

A handwritten signature in dark ink that reads "Colin Crowell".

**Colin Crowell**

VP, Global Public Policy & Philanthropy

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# Executive Summary

## #TwitterForGood

Our #TwitterForGood initiatives in 2017 broke new ground in many areas. To advance our philanthropic goals, we utilized the power of the Twitter platform, harnessed insights from Twitter data, and tapped the talents and interests of our employees to drive meaningful impact in the communities in which we operate.

### Using the Twitter Platform for Philanthropy

We fueled philanthropic efforts globally through support to charities and NGOs in utilizing the Twitter platform. Some key 2017 milestones:

- **Launch of the Twitter NGO Handbook.** Our Dublin team spearheaded the creation of this handbook, which provides charities and NGOs with strategies, best practices, and other insights to be effective on the Twitter platform. The Handbook has been translated into 6 languages and is available on our [website](#).
- **Best Practices Trainings.** We trained over 242 organizations globally regarding how to utilize Twitter and Periscope in their work. These trainings encompassed "Twitter 101" best practices trainings, safety trainings, Countering Violent Extremism trainings on counter-narratives, and updates for safety organizations and journalism NGOs. Many of the NGOs we trained became eligible for the #AdsForGood program.

### #AdsForGood

We worked with over 150 organizations globally and extended the equivalent of \$1.44 million in pro bono advertising credits. These organizations work across free expression and civil liberties, women and underrepresented minorities in tech, Internet safety and education, and emergency services and disaster relief.

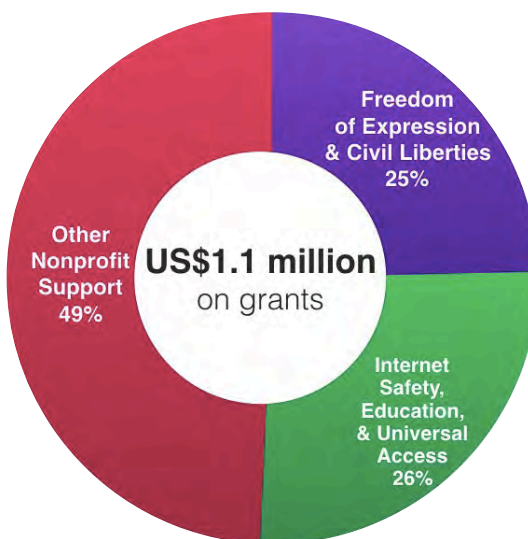


## #DataForGood

In addition to utilizing the Twitter Platform, we also are tapping into Twitter data to bolster humanitarian causes and drive social impact. Along with our data team colleagues, in 2017 we implemented a special #DataForGood relationship with the U.N. Global Pulse Lab. This collaboration taps into Twitter historical data to identify and create analyses to guide policy responses and solutions for the U.N.'s 2020 Sustainable Development Goals. The #DataForGood partnership has also assisted in disaster relief and emergency response projects. The access granted to the U.N. Global Pulse Lab enables access to Tweet data to dive in on specific topics or search terms and also allows live tracking of conversations as specific events unfold, such as a hurricanes, earthquakes, or cyclones.

## Financial Grants

We extended a record number of direct financial grants in 2017 – **over \$1.1 million**. These grants were largely centered around support to community-based organizations working to improve the lives of our neighbors in our HQ home in the Tenderloin and mid-Market area of San Francisco. Globally, our financial support to charities and NGOs advanced important work also with organizations involved in Freedom of Expression and Civil Liberties – with 25% of support going to such initiatives. Another quarter of Twitter's support went to organizations involved in Internet Safety and Education.



## Corporate Volunteerism

Our #FridayForGood volunteer program at HQ is a Twitter tradition when twice yearly our employees at HQ take time out of their daily routines at the office to get out into the community to assist in service projects. Outside of San Francisco, we speak of #TwitterForGood Days of volunteer service that can occur at different times of the year for employees in our offices around the world. This global commitment to serving in the communities in which we operate yields important benefits for both our community partners and Twitter volunteers as we learn from each other and grow together. This year's volunteer activity **also generated over 3,200 Tweets** from our partners and employees for #FridayForGood and #TwitterForGood.



**2,855**  
Volunteers



**3,200 Tweets**  
#FridayForGood  
#TwitterForGood




**9,162**  
Volunteer  
Hours

thank you!





# Regional Highlights: USA & CANADA



"The @NeighborNest, our community learning center, continues to inspire me. A venue for Tweeps to meet real folks and lend a hand."

**Carlos Monje,**

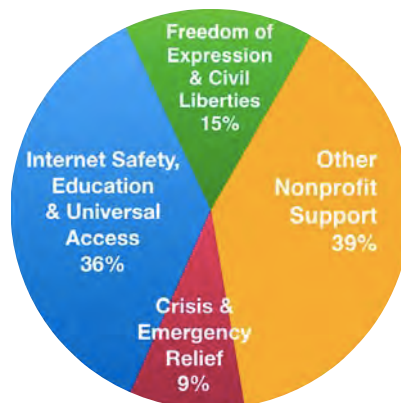
**Director of Public Policy & Philanthropy, USA & Canada**



USA & Canada in numbers

**#AdsForGood:** \$455K to 53 organizations  
**Financial grants:** \$971K to 55+ organizations  
**NGO trainings:** to over 56 organizations  
**Volunteerism:** 575 volunteers & 1,700 hours

## Areas of Focus



## USA

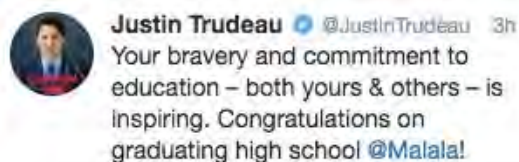
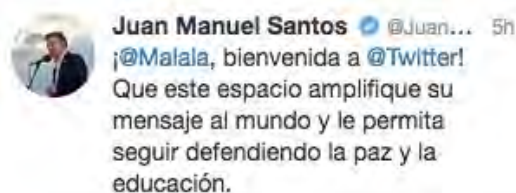
## #TwitterForGood

## Freedom of Expression

- We partnered with [Reporters Without Borders](#), the [Reporters Committee for Freedom of The Press](#), and the [Committee to Protect Journalists](#), to support their work and the journalists they serve.
- We worked with [Malala's team](#) to launch her own Twitter account and ensured that NGOs and political partners around the world welcomed her to Twitter. In less than 7 hours from her first Tweet, [@Malala](#) gained 242K followers. By the end of 2017 she had 1.1M followers.



54K  
270K



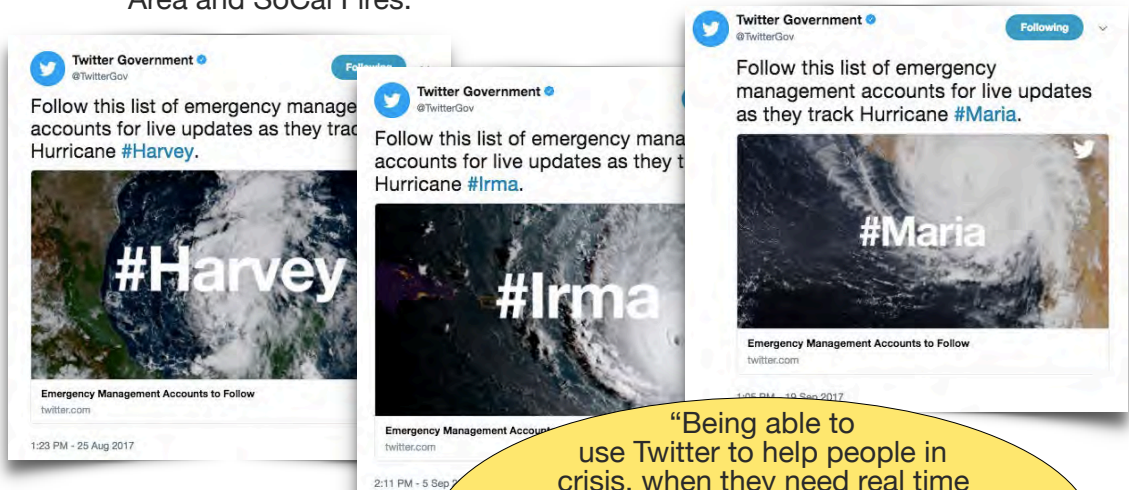


**We hosted:**

- An event for [World Press Freedom Day](#) alongside our local trade association in New York, [Tech:NYC](#). It included over 100 local tech reporters and communications professionals from peer tech companies. During the event we emphasized our support for a free press. We stressed that during this era of misinformation, the work of journalists is more important than ever and their contributions to Twitter are highly valued by us and our users.
- Activists from [Witness.org](#) and the [Freedom of the Press Foundation](#) to discuss security needs with respect to Twitter live video and Periscope.
- Journalists with the [Committee to Protect Journalists](#) and the [Reporters Committee](#) for safety workshops. We walked the audience through best practices and our latest safety developments. The session with Reporters Committee was followed by a panel of journalists who discussed their experiences on Twitter and the need to find a balance between supporting free speech and enforcing our rules with respect to abuse.

**C.R.A.N.E. – Crisis Response And Natural Emergency Task Force**

- In the wake of [Hurricanes Harvey, Irma, Katia, Maria, Nate](#), and [the California wildfires](#) we provided support to government agencies, NGOs, and first responders by:
  - Updating our [emergency management Twitter List](#) with each event.
  - Coordinating with [U.S. Representatives and Senators](#) from the affected areas.
  - Reaching out to [FEMA/DHS](#) to offer social media support.
  - Partnering with the [Red Cross](#) to have a microsite for Tweepers who wanted to donate to support relief efforts.
  - Publishing an additional Twitter List for hyperlocal coverage for the Bay Area and SoCal Fires.



“Being able to use Twitter to help people in crisis, when they need real time information the most, reminds us of how powerful Twitter is and how important #TwitterForGood can be on a global scale.”

**Tom Tarantino,  
Sr. Public Policy Manager**



"#TwitterForGood helped save lives in 2017 by getting critical information to people in crisis or by giving them a way to put out an #SOS when all other options failed. The impact of this work is not only important, but also inspiring."

**Lauren Culbertson,  
Public Policy Manager**

### #AdsForGood

We assigned **\$140K in #AdsForGood grants** to 14 U.S. organizations working on relief efforts around these natural disasters, and provided training on Twitter's best practices and Ads campaign management.

- We supported the organizers of the [One America Appeal](#) concert, an effort focused on relief for the U.S. states and territories impacted by the hurricanes. We onboarded them to Twitter and Periscope Producer and worked with the White House and former presidents to Tweet the live stream link. The event trended nationally on Twitter.
- We attended the [International Association of Emergency Managers](#) conference where we conducted a plenary session on social media in a crisis.
- We held a CRANE Emergency Services training with [New York City's key emergency management and law enforcement groups](#). We covered best practices from other emergency events around the world where government/emergency management response on Twitter was critical to disseminating key information.

"This was the first natural disaster with a massive social media rescue operation. Twitter was the fastest and best way to gather SOS requests. Your support and amplification helped us let the nation/world know about our work. You saved lives."

**@HarveyRescue  
re: #HurricaneHarvey**

### Equality

- We supported the [@WomensMarch](#) by onboarding them to Periscope Producer. They broadcasted live throughout the Women's March in Washington, D.C. garnering 1.3M+ viewers, 1.1M of which tuned in live.
- Along with [@TwitterWomen](#), we supported [50/50 day](#) in May, to discuss what it would take to achieve gender balance across all sectors of society. [@TwitterNYC](#) and [@TwitterSF](#) hosted screenings of the 20-minute documentary called "50/50" that sparked this movement. The documentary gives a 10,000 year history of women and power from setbacks and uprisings to the larger context of where we are today.





- We participated in a [#WomenInTechBreakfast](#) event hosted by [General Assembly](#) in Washington, DC. where we discussed women working in tech, politics, and policy.

“#TwitterForGood is so much more than community service. It's a recognition that Twitter is part of local communities, and that we have the responsibility and privilege of supporting those communities and the NGOs that help them every day.”  
**Emily Horne, Policy Associate  
 Communications Director**



### Safety Outreach



We held meetings with current and potential safety partners and members of our Trust and Safety Council to update them on our safety tools and policies, and on Twitter's Transparency Report. Whenever possible, we hosted them for best practices and safety trainings for their staff, stakeholders, and the communities they serve. Moreover, we maintained discussions about our work tackling hate speech,

harassment and non-consensual nudity, fostering cyber-security, and counter-narratives. In 2017, we were privileged to work with:

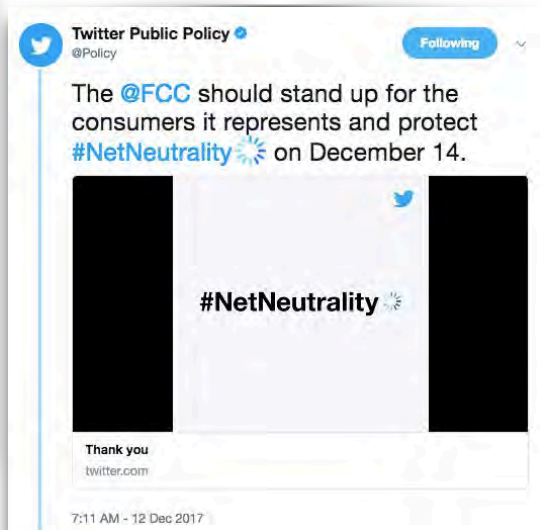
- [Amnesty International](#).
- [Center for Democracy and Technology](#).
- [Department Of Justice](#) and the [University of Maryland Law School](#) – we participated on their 'Cybercrime Symposium 2017: When Cybercrime Turns Violent and Abusive'.
- [Family Online Safety Institute](#) – we assisted in the planning of their annual conference, which we attended and participated on several panels.
- [GLAAD](#).
- [National Center for Victims of Crime](#).
- [National Cyber-Security Alliance](#) – we collaborated in creating a security guide for the Lock Down Your Login campaign.
- [Tyler Clementi Foundation](#).
- [World Jewish Congress](#) – we provided safety and capacity building training.



## #NetNeutrality 🌟

To defend free expression and innovation on the open Internet, we:

- Participated in two [Net Neutrality Days of Action](#) in July and December. We launched an emoji, blog post, promoted trend, Moment, and conversational video card to drive awareness and conversation on Twitter. We also worked with grassroots partners to use our storytelling tools. These activations drove over 53M trend impressions and 15.9M Tweet Impressions in December alone.
- Filed formal comments in the [Federal Communications Commission's](#) Net Neutrality proceeding to defend the open Internet as a vital vehicle for innovation and free expression.
- Engaged in several working groups on Net Neutrality advocacy. Fellow participants included: [Internet Association](#), [Engine Advocacy](#), [Public Knowledge](#), [Free Press](#), [New America Foundation's Open Technology Institute](#), [INCOMPAS](#), and the [National Association of Realtors](#).
- Participated in meetings organized by [Engine Advocacy](#) and attended by tech startups from across the country with Republican Members of Congress and senior staff to advocate for strong Net Neutrality rules.



## #DataForGood

- We met with the [United Nation's Global Pulse Lab](#) to discuss projects and goals supporting sustainable development goals.
- We worked with Legal and Data Product Sales to prepare a path forward for the next stage of our data donation to the [Library of Congress](#).

"#TwitterForGood connects people to our product in a way that enriches their lives, from disaster response like delivering a list of accounts with life-saving information around #HurricaneHarvey to watching a live community event for relief aid like the One @AmericaAppeal concert."

**Bridget Coyne,**  
Sr. Public Policy Manager





## Media Literacy



- Joined the [National Media Literacy Association](#) annual conference in Chicago where we launched our [new resource for educators](#), a guide on how to use Twitter in the classroom and how to connect with a wide range of educators through the platform to discuss media literacy and digital citizenship. We discussed ways to support academics at the [Urban Institute](#) to expand their reach on Twitter.

## #HumanRightsDay 🧡👏

We released a special emoji to help unify and increase the overall conversation volume around Human Rights Day. Globally, there were over 800K Tweets with human rights hashtags, making it a top worldwide trending topic. We also collaborated with key partners to amplify their messages, including:

- [Access Now](#)
- [Committee for the Protection of Journalists](#)
- [Freedom House](#)
- [Freedom of the Press Foundation](#)
- [Human Rights Foundation](#)
- [Human Rights Watch](#)
- [Witness.org](#)

“#HumanRightsDay allowed us to showcase Twitter’s commitment to providing a platform for advancing human rights and supporting key human rights organizations. The sheer success of the #HumanRightsDay campaign is in huge thanks to partners across the globe who helped lift up the voices in this vital conversation.”

**Jared Benoff,**  
**Public Policy Associate**





# #LoveTwitter

## NGO Partnerships & Trainings

- We hosted @UNICEF's digital team for a "Twitter 301" training @TwitterNYC and discussed their campaigns for World Children's Day and Day of the Girl.
- We worked with a coalition of eight NGOs, including Mercy Corps on a famine relief campaign for South Sudan #WithRefugees.
- We sponsored and attended the largest annual event for the [Congressional Black Caucus Foundation #CBCALC17](#). The DC Public Policy team attended several panels surrounding social media and civic engagement such as #BringBackOurGirls and Social Justice and Digital Activism.
- We attended and provided the keynote address at [New York on Tech's](#) fundraiser. This non-profit endeavors to create pathways for students in technology and innovation. We spoke about the intersection of technology and policy and to encourage the children in the program to pursue careers in STEM.

"Together, we did so much good. #TwitterForGood provided a natural sense of accomplishment, meaning and appreciation in 2017 — both given and received. #TwitterForGood was feeling good because you were helping others, and allowing others to feel good because they're getting help."

**Tina Pant,**  
Public Policy Program Manager

We offered non-profit capacity building training to:

- [@ResilientCoders](#) at @TwitterBoston.



"#TwitterForGood is a demonstration that the work we do doesn't stop on the platform, we also have a responsibility to serve the community offline."

**Fredd Wilson,**  
Public Policy Fellow





- Organizations working around the subject of [immigration and immigrant rights](#) @TwitterDC.
- Diverse student groups through our partners [Henry Street Settlement](#) and [After-School All-Stars](#) for:
  - Career panels.
  - Mock interviews.
  - Resume feedback.
  - Trainings on how to effectively engage on our platform.
  - Social Media Mindfulness trainings.



“#TwitterForGood gets employees closer to the community and vice versa. It allows people to see what the company really cares and stands for, and us to see how we could serve them better.”

**Andrea Pereira,**  
Public Policy Fellow



- Non-profits working with the Hispanic community in DC. This was an all-Spanish “Safety and Best Practices” training. We also shared our Spanish NGO handbook.
- We hosted our first “Twitter 201 for DC Nonprofits” @TwitterDC.



# THANK YOU!

♥, Twitter



## Community Outreach

- **#HispanicHeritage:** We hosted panel @TwitterDC featuring @ChefJoseAndres, @JanRodriguezTV, and @1MarcoLopez for an inspiring discussion about immigration, news, and culture.
- **#WomenTalkTechPolicy:** We hosted @TheBridgeWork and @WomensHighTech for the first of their “Women Talk Tech” policy series. We had a lively discussion with @KateBlackDC, @JessicaNGrounds, and @lculbs.



- **#BlackHistoryMonth:** We hosted a panel @TwitterDC #ForTheCulture, featuring NBC News' @PerryBaconJr, The Atlantic's policy and politics writer @fivefifths, and social justice advocate @JamiraBurley.



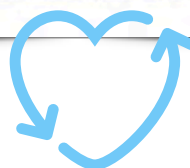
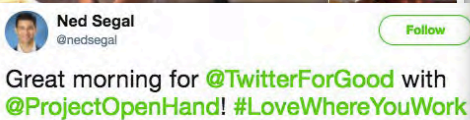
- **Digital Diplomacy:** We hosted a lively discussion between @IanBremmer and @MargBrennan, moderated by @ColinCrowell @TwitterDC on “Foreign Policy in the New Administration.” We had a full room of guests that included other industry peers, State Department officials, Congressional staffers, as well as other policy influencers from Washington.





## #TwitterForGood Volunteer Days

- Our volunteer activities ranged from training high school children on social media mindfulness, to volunteering at local homeless shelters, public spaces, and soup kitchens.



# San Francisco – HQ

## @NeighborNest

The philanthropic efforts of our Twitter employees around the globe help cultivate understanding, equality, and opportunity in our communities. At HQ, we have a commitment to creating meaningful impact in our neighborhood and deepening our ties to the community.

The Twitter NeighborNest is our family-friendly learning center with the mission of creating new possibilities by cultivating technological literacy and showcasing our #TwitterForGood initiatives with the community. It is a diverse community where Twitter volunteers, partner organizations, and their clients can learn, connect, and grow.

At the NeighborNest in 2017, Twitter volunteers had the opportunity to lead trainings and meetings with community organizations for capacity building. We also provided English and Spanish weekly programming for the communities these organizations serve including: coding workshops, open computer lab, parenting groups, community events, and housing search, digital citizenship and media literacy workshops.

## The @NeighborNest's Impact:

**257**

Volunteers

**1,506**

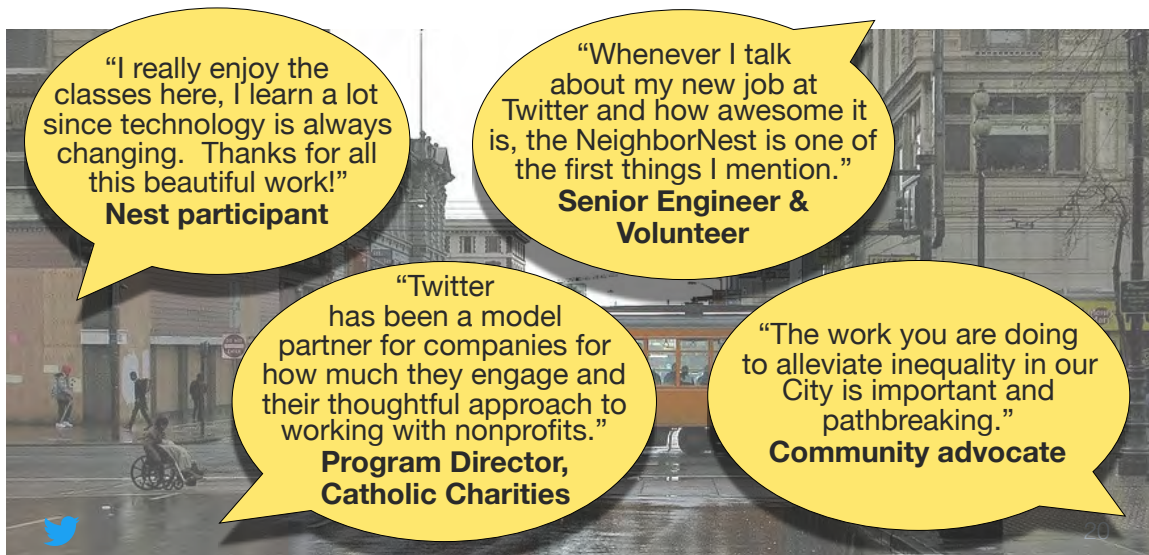
Programming hours

**395**

Volunteer hours

**170** Adults trained in digital literacy**4,934**

People impacted

**90** People trained in coding workshops



In 2017, we partnered with:

- At the Crossroads
- Bessie Carmichael
- Boys and Girls Club
- Catholic Charities
- Code Tenderloin
- Common Sense Media
- Community Technology Network
- Compass Family Services
- Consular Corps College
- Edgewood Center for Children and Families
- Global Girl Media
- Larkin Street Youth Services
- Mission Economic Development Agency



"The @NeighborNest brings together and celebrates people from all walks of life, whether a resident of the neighborhood, nonprofit professional, or Twitter employee. It is a diverse and resilient community, built at the intersection of technology and empathy."  
**London Lee,**  
**Public Policy Coordinator**



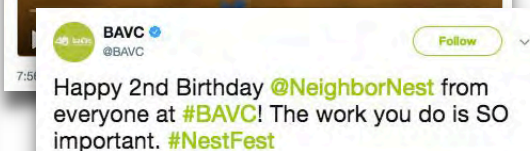


- One Degree
- Project Open Hand
- Q Foundation
- SelfHelp for the Elderly
- SF Tech Council
- Sierra Club
- SPUR Tech Council
- Raphael House
- TechSF
- Tenderloin Community Business District
- Treehouse Coding Lab
- United Playaz





We marked our **2 years** anniversary by bringing the #NestFest celebration on Twitter with our volunteers and the community.



12:55 PM - 18 May 2017

11:02 AM - 18 May 2017



## Safety Outreach



We held meetings at @TwitterHQ with current and potential safety partners and members of our Trust and Safety Council to discuss our safety tools, policies, and our transparency report. We also sought to continue conversations and get their feedback on our work tackling hate speech, harassment, and non-consensual nudity, and fostering cyber-security. We met with:

- [Anti-Defamation League](#).
  - [Article 19](#).
  - [Australia's e-Safety Commissioner](#).
  - [Carla Franklin](#) – cyber-bullying expert.
  - [Common Sense Media](#).
  - [Electronic Frontier Foundation](#).
  - [Family Online Safety Institute](#).
  - [Get Cyber Safe Canada](#).
  - [Human Rights Foundation](#) – we collaborated at their fundraiser.
  - [Human Rights First](#).
  - [@ICanHelp](#).
  - [IE School of Law](#).
  - [Interpol's Child Protection Unit](#) – they praised the work of the team and referred to it as industry leading.
  - [Lifeline](#).
  - [National Association for Media Literacy Education \(NAMLE\)](#).
  - [National Cyber Security Alliance](#).
  - [National Network to End Domestic Violence](#).
  - [Online SOS](#).
  - [Tech Coalition](#) – we hosted a Child Safety Hackathon and led a session on negative press attention and how to shift industry's narrative.
  - [Thorn](#) – we supported them through #AdsForGood.
  - [Trevor Project](#).
  - [UC Berkeley's Center for Long-Term Cyber Security \(CLTC\)](#).
  - [Wikimedia Foundation](#).
  - [Witness.org](#).
  - [Women, Action and the Media](#).
  - [Youth Adults Survivors & Kin In Need](#).
- We also partnered with several organizations tackling bullying to grant them #AdsForGood for their anti-bullying campaigns, collaborate on the launch of an anti-bullying emoji, and feature them on a Moment: "Here's what some of our partners have been up to during National Bullying Prevention Month." Our partners were:
- [Diana Award/Anti-Bullying Pro](#) (UK).
  - [Project Rock It](#) (Australia).
  - [Tyler Clementi Foundation](#) (US).
  - [Heartmob/Hollaback](#) (US).
  - [Amanda Todd Legacy](#) (Canada).



# #BeStrong





## Community Outreach

We participated in over 115 events throughout the year, collaborating with the following organizations:

- [At the Crossroads](#) – we participated in their annual #SummerSunDay hike.
- [Code 2040](#).
- [Code Tenderloin](#).
- [Common Sense Media Teacher Institute](#) – we hosted their annual conference.
- [Community Housing Partnership](#).
- [CTN's Digital Tech Awards](#).
- [Curry Senior Center](#).
- [DrawBridge](#).
- [Eviction Defense Collaborative, Girls Who Code](#).
- [GLIDE SF](#) – to celebrate Black History Month.
- [Hamilton Families](#).
- [Oasis for Girls](#).
- [Office of Economic Workforce Development](#) – we hosted a #TechSF breakfast.
- [Tenderloin Walking Tours](#) – we got Tweepers out to learn about our neighborhood.

**Twitter for Good**  [@TwitterForGood](#) Following

Best part of our day @TwitterSF? Time w Del [@TLWalkingTours](#) who brought out history, connections, community and the sunshine. [#gratitude](#)



**Twitter for Good**  [@TwitterForGood](#) Following

No better way to spend #SummerSunDay than supporting [@ATCSF](#) [#HikeForGood](#)



“Around the world, Twitter volunteers work to bridge the digital divide and make technology more accessible to communities in need by teaching kids coding, providing career advice and training charities on ways to amplify their work.”

**Caroline Barlerin,**  
Sr. Public Policy Manager



## Media Literacy



- The [Common Sense Media Institute](#), our top partner for Media Literacy, brought together teachers from all around the world to discuss their use of technology in the classroom including Twitter.
- With [Community Technology Network](#) and Twitter volunteers at the NeighborNest, we concluded a 5-part digital literacy workshop series in Spanish. We also piloted a one-day course focused on the cloud, and a 4-part “Beyond the Basics” digital literacy workshop series in English.
- We hosted or partner [NAMLE](#) for [Media Literacy Week](#). The event included programming from partners [California Film Institute](#), [Common Sense Education](#), [#ICanHelp](#), [KQED](#), [San Francisco Public Library](#) and [United Playaz](#), delivered to 70+ educators and students.





# CANADA

## #TwitterForGood

### Media Literacy



- We continued to work closely with our safety partner [Media Smarts](#) in Ottawa. We sponsored the opening of their [Media Literacy Week](#) conference, presented our guide for educators, and an update on our safety developments. We also supported their annual opening event at [Lisgar Collegiate Institute](#), where over 100 high school students participated in a number of hands-on workshops including one on Twitter and online empowerment.
- We gave an #AdsForGood grant to our media literacy partners network, and provided them with the [Twitter Guide for Educators](#), including the translated version in French.

### Safety Outreach



We held meetings to discuss our safety tools, policies, and updates, as well as to obtain feedback from our safety experts, including:

- [Andrew Cohen](#) – author and professor of journalism.
- [Ladies Learning Code](#).
- [Public Policy Forum](#).
- [York University's Global Digital Citizenship Lab](#).

### #TwitterForGood Day



# Regional Highlights: EMEA



"A standout moment for me was after the Dublin #ImpactNest training for people returning to work or starting businesses. Our partner from Trinity College spoke of the warmth that participants felt from Twitter with one saying she felt like Twitter had wrapped its arms around her."

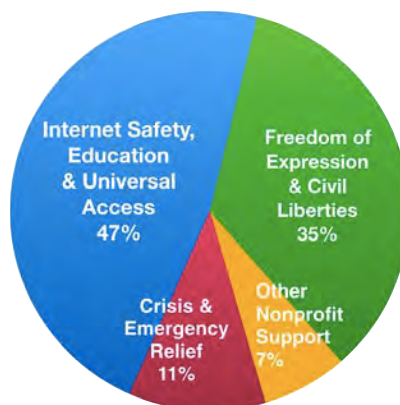
**Sinead McSweeney,**  
**VP of Public Policy & Philanthropy for**  
**EMEA**





EMEA in numbers

**#AdsForGood:** \$525K to 70 organizations }  
**Financial grants:** \$41K  
**NGO trainings:** to over 113 organizations  
**Volunteerism:** 254 volunteers & 762 hours

**Areas  
of  
Focus****BELGIUM**

#TwitterForGood

**Freedom of Expression**

We sponsored and participated in a number of events in 2017 to defend freedom of expression, including:

- [#RightsCon Annual Conference](#).
- [Internet Governance Forum #IGF2017](#).
- [Committee for the Protection of Journalists Event](#).
- [Center for Democracy & Technology Free Expression Project](#).
- [Allied for Startups](#).
- [European Parliament's](#) roundtable with MEP Marietje Schaake and UN rapporteur of free expression, David Kaye on protecting human rights and freedom of expression online.

**#NoPlaceForHate**

- As an active member of the EU high level group on combating racism, xenophobia and other forms of intolerance, we participated in a monitoring exercise as part of the [EU Code of Conduct](#) on tackling hate speech online. We also held meetings to discuss the results and expectations for next steps.
- We met with the [European Parliament Anti-Racism and Diversity Intergroup \(ARDI\)](#) to discuss the work we are doing to address abuse and hateful conduct on Twitter, and to coordinate on how we can further highlight positive messages and counter-narratives.
- We participated in an event in the [European Parliament](#) on the start of [#JointAction Day](#), focusing on action against anti-Semitism and anti-Muslim hatred and discrimination.





- We continued to support [CEJI @CEJloffice](#) with an #AdsForGood grant in support of their Facing Facts online course on hate speech monitoring.



"Whether addressing challenges such as hateful conduct or extremism, helping to empower NGOs and experts working on the biggest societal challenges illustrates the strength of Twitter to connect, engage, and inspire."

**Stephen Turner,**  
Public Policy Manager

- We presented at the Estonian Presidency CVE Spotlight event on counter narratives and supporting civil society.



## #HumanRightsDay 🧡👏

We released a special emoji to help unify and increase the overall conversation volume around Human Rights Day. Globally, there were over 800K Tweets with human rights hashtags, making it a top worldwide trending topic. We also collaborated with key partners to amplify their messages, including:

- [Amnesty International.](#)
- [Civil Rights Defenders.](#)
- [Reporters Without Borders.](#)
- [Social Media Exchange.](#)



## Safety Outreach



We reached out and met with a number of Civil Society Organizations across the EU to get them up to speed on our safety guidelines, policies, and tools, as well as to train them on Twitter's best practices. Partners included:

- [European Network Against Racism General Assembly](#).
- [Radicalization Awareness Network's \(RAN\) Civil Society Empowerment Program](#).
- [UNIA \(Interfederal Centre For Equal Opportunities\)](#).
- [CEJI \(A Jewish Contribution to an Inclusive Europe\)](#).
- [Missing Children EU](#).
- [Industry Coalition on Child Protection](#).
- [European Commission](#) and members of the European Parliament.



## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

Met with [Emergency Response Authorities](#) to gather insight into their initiatives and feedback on Twitter's support. We also presented Twitter's C.R.A.N.E. efforts and how such entities can better prepare themselves for a crisis situation. We met with:

- [Belgian Crisis Centre](#).
- [Belgian Minister Alexander De Croo](#).
- [Council Working Group on Civil Protection](#).
- [Crisis Communicators' Network](#).
- [European Emergency Number Association](#).



# FRANCE

## #TwitterForGood

### #PositionOfStrength

#PositionOfStrength is a women's safety and empowerment program developed by Twitter in partnership with inspiring women's organizations across the globe. It is a movement that engages and empowers women online while educating them on how to use Twitter as a platform to have a voice and communicate from a position of strength. This year in France we presented this program at the:

- Digital Women's Day.
- Elle Active Forum – organized by Elle magazine.
- High Council for Gender Equality.



"The #AdsForGood program allows NGOs to emphasize their efforts by communicating their message to a wider audience. The role we see Twitter playing in the world is therefore extraordinary!"

**Arlen Pereira,**  
Legal Policy Specialist

### Safety Outreach



We briefed partners on our work on hateful conduct and the full breadth of our safety changes. We gathered their suggestions around countering hate speech and employing "counter narrative" tactics. We met with:

- CRIF, Conseil Représentatif des Institutions Juives de France.
- Organisation e-Enfance – we provided a training on best practices and supported their National Day Against Bullying campaign with an #AdsForGood grant.
- LICRA, the International League against Racism and Anti-Semitism.
- DILCRAH, Interministerial Delegation to the Fight Against Racism, Anti-Semitism, and Anti-LGBT Hate.





## Freedom of Expression

- We attended a hearing by the [Observatoire des Libertés et du Numérique](#) (Observatory of Freedom and Digital), [Amnesty International](#), [La Quadrature du Net](#), and [Human Rights League](#) on content removal and defense of the user's voice. It was an interesting discussion with key freedom of expression stakeholders on censorship and platform liabilities.
- We hosted a special Twitter “Blue Room” session with [Reporters Without Borders](#) (@rsf\_inter), allowing users to ask questions about freedom of the press around the world.



## NGO Outreach

We provided best practices and safety trainings to share our resources, tips, and recommendations to maximize the use of Twitter for:

- [Doctors Without Borders France](#).
- [Association des Journalistes lesbiennes, Gays, Bi-e-s, Trans](#) – we gave them #AdsForGood and financed a giant hashtag for their first ceremony on LGBT visibility.
- [Fondation France](#) – we granted #AdsForGood for their [Solidarité Nationale pour les Antilles](#) campaign.
- [C40 Cities Climate](#) – we supported their events in Paris around [CityLab](#).
- [Protection of Children Online](#) – we collaborated in preparing for the 2018 Forum.



## #TwitterForGood Volunteer Days

We worked with [Reporters Without Borders](#):

- On logistics for the release of the new photo album for [Press Freedom Day](#) in May. This gave us the opportunity to discuss our common work on freedom of speech.
- To support their fundraising campaign in the Fall by participating in a phone drive for subscription renewals and street collection for donations and new members.
- To support the launch of their project to promote justice on crimes against journalists by giving them an [#AdsForGood](#) grant.



“#TwitterForGood Days help remind us all of the true commitment of the platform and its impact for NGOs like Reporters Without Borders, which are fighting for free and global conversation worldwide.

**Audrey Herblin-Stoop,**  
Sr. Public Policy Manager





# GERMANY

## #TwitterForGood

### Safety Outreach



- We met with [Jugendschutz](#), [SNV](#), and attended the Taskforce Meeting to [Combat Illegal Hate Speech Online](#).
- We met with the [European Foundation for Democracy](#) to discuss their joint project with [Muslim Forum Germany](#) to run a counter speech campaign.
- We collaborated with key civil society organizations, governmental stakeholders, and associations about the legislation referred to as “[NETzDG](#).” These included: [Amadeu Antonio Stiftung \(AAS\)](#), [Jugendschutz](#), [Freiheit.org](#), and [Reporters Without Borders](#).
- We attended the [Insafe Training Meeting](#) in Berlin, a gathering of Safer Internet Centres from across Europe. Updated the group on policy and product improvements made during the AE, and delivered a “Campaign Best Practices” training session. This gave us the opportunity to announce the NGO Handbook.





# IRELAND – INTERNATIONAL HQ

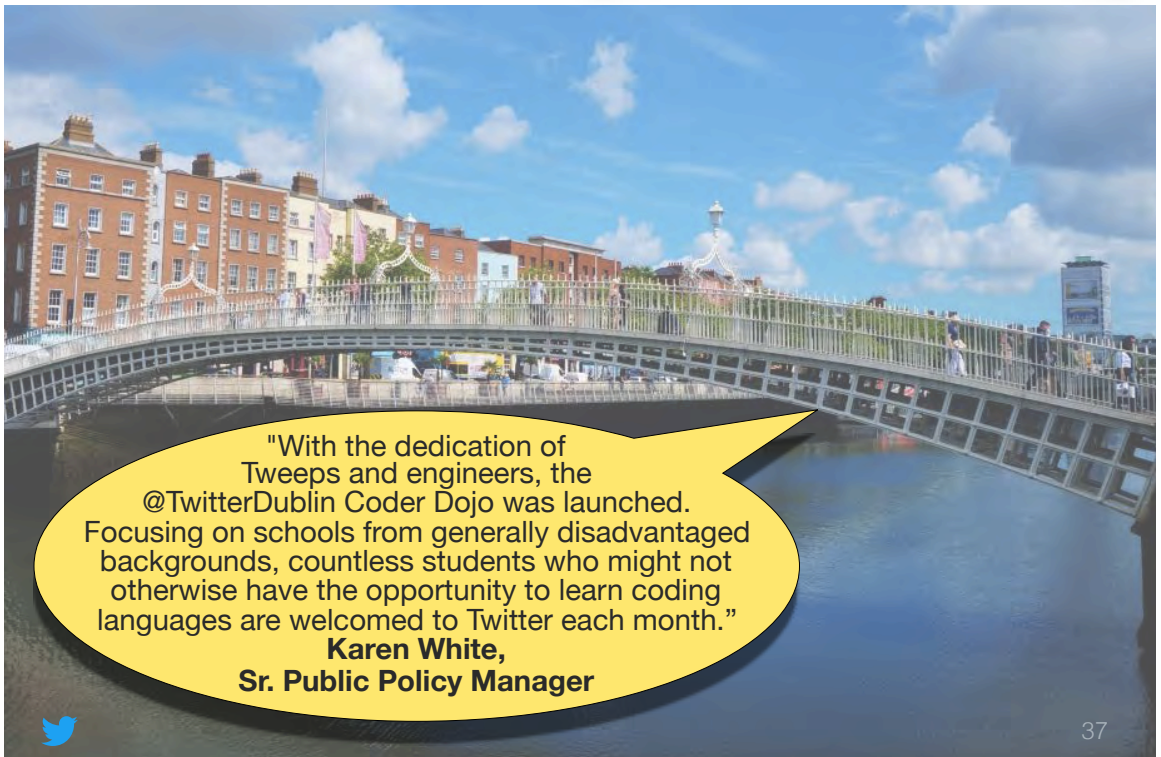
## #TwitterForGood

### Safety Outreach



- On [Safer Internet Day](#) in February, we hosted a panel discussion with four high-profile guest speakers, experts in the matter – two broadcasters/journalists, a leader of a digital youth group, and a director of an advocacy group.

- We engaged with [Samaritans](#) to exchange information on policy and product updates and obtain their perspective on the issue of self-harm and suicide promotion online.
- We kicked-off our [safety industry group](#). Participants included Google, Facebook, and PayPal. The aim of the group is to use it as a forum to share best practices and information on emerging trends, as well as discuss approaches to various policy and legislative developments in Ireland and Europe more generally.



## Equality

We discussed Twitter's approach to diversity and inclusion and explored further partnership opportunities with:

- [United Nations' High Commissioner for Human Rights](#) – we discussed their [Gender Digital Divide Report](#). They were eager to feature our [#PositionOfStrength](#) campaign in it.
- [National Women's Council of Ireland](#).
- [Accenture](#) – we participated on a panel to share workplace experiences on [#InternationalWomensDay](#).



"The [#AdsForGood](#) program empowers our civil society partners. It enables them to amplify their voice and their message, and to reach people that may have otherwise been unreachable. In times of crisis and emergency, such as the storms we saw worldwide in 2017, it helps to distribute vital information to those who need it most."

**Ronan Costello,  
Sr. Public Policy Associate**

- [Norwegian Embassy](#) and the [National Women's Council of Ireland](#) – we participated at their [#GettingWomenOnBoards](#) event.
- [Women For Election](#) – we hosted the launch event for the [#MoreWomen](#) fundraising campaign to support the training of female candidates.





## Media Literacy



We held meetings to explore new and further collaborations on media literacy matters with:

- [Broadcasting Authority of Ireland's Media Literacy Forum](#).
- [NewsBrands Ireland](#) – we contributed content on journalism, savvy news consumption, and a classroom guidebook and lesson plan for their Press Pass initiative.



- [UNICEF Ireland](#) – we hosted 50 high school students for a special all-day event focused on digital literacy and active citizenship. Students were taught how to verify information sources, safeguard their online reputation, and break down digital divides.







## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We provided support to governments, NGOs, and first responders in the wake of [Hurricane Ophelia](#). We also created an emergency management Twitter List and a Moment to keep citizens up to date and liaised with partners on tools that would help them to distribute information to the broadest audience possible.



## @TwitterFaith

- A broad range of religious leaders, including [Pope Francis](#) and the [Dalai Lama](#), were featured in the [#MakeFriends](#) video, which was launched in early June. Twitter's involvement was coordinated from Dublin.



## Community Outreach

- We joined @TwitterDublin colleagues to celebrate [Dublin Pride](#) this year.
- We partnered with the [Peter McVerry Trust](#) (@PMVTrust) in the aftermath of Storms Ophelia and Brian, to provide vital supplies and packed them into care kits for the communities they serve.



- The global Public Policy Team met @TwitterDublin, and volunteered with @FocusIreland, a nonprofit that serves homeless families.

## Freedom of Expression

- We attended the annual [Frontline Defenders Awards](#) #FLDAwards and met with a range of activists and human rights organizations.



“Through partnerships with the startup ecosystem, the Twitter for Good #ImpactNest supports Irish entrepreneurs across four key pillars: idea stage, unwaged, series A, and social entrepreneurs. The ethos of #TwitterForGood continues to underpin this cross-functional initiative.”

**Ian Plunkett, Sr. Policy Communications Manager**



## NGO Outreach

- We partnered with [CoderDojo](#) to offer monthly classes on tech literacy, education, and universal access and adoption, to underprivileged communities. Our first cycle ended in June with a visit to [Marian College](#), the most steadfast partner of the program. We also supported [CoderDojo's](#) annual [Coolest Projects](#) event.



- We hosted representatives from different organizations to discuss counter-narratives, their role as a news source, and campaigning best practices on Twitter. We delivered a session on Twitter's power as a campaign, communications and networking tool.

- [UN Migration Agency](#).
- A group of senior [NGO leaders](#).
- [International Committee of the Red Cross](#).



In 2017, we released our **NGO Handbook** and **Educator's Guide**. Localized resources were distributed globally to relevant partners through launch events in various markets.





## #TwitterForGood Volunteer Days

- We partnered with [Brain Tumour Ireland](#) for a high-profile fundraiser entitled [#WearAHatDay](#) in the Spring. We supported [Peter McVerry Trust](#) and [Barretstown](#) by packing care kits for the children they serve.
- Also held an NGO training event, volunteered at the [Dublin Society for the Prevention of Cruelty to Animals](#), hosted mindfulness classes for employees, donated blood, and offered clothes to a homelessness charity.
- We launched the [Impact Nest](#) to offer resources and support Ireland's startup community all year around.



"#TwitterForGood Day is probably one of the best days in the company. This year alone we partnered with one main charity to raise much needed funds, trained NGOs on Twitter use, worked with UNICEF for teens, did a local blood drive, a clothes drive, and care packages for homelessness to name a few."

**Laura Duffy,**  
Public Policy Executive Assistant

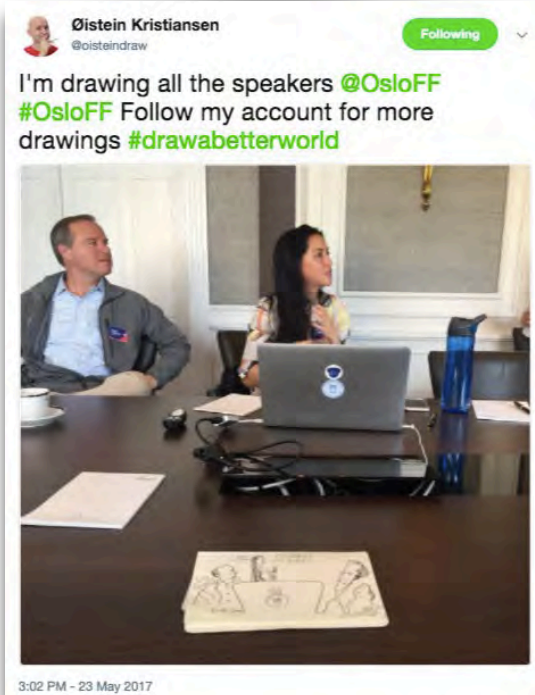


# NORDICS

## #TwitterForGood

### Norway

- We attended the [Oslo Freedom Forum](#) to solidify already existing relationships and to make new contacts within the human rights community. We focused our outreach with the activists, journalists, and organizations on the front line of human rights around the world. We also presented trainings in the [Tech Lab](#) and met activists from around the world; relationships we'll continue to build on.



### Denmark

- C.R.A.N.E. – Crisis Response And Natural Emergency Task Force
- We engaged with the [Danish Emergency Management Agency](#) to discuss our C.R.A.N.E. program, their [Nordic Conference on Crisis Communication](#), and ways for us to support them.



# SPAIN

## #TwitterForGood

### #PositionOfStrength – #FuerzaEnMiVoz

#PositionOfStrength is a women's safety and empowerment program developed by Twitter, in partnership with inspiring women's organizations across the globe. It is a movement that engages and empowers women online while educating them on how to use Twitter as a platform to have a voice and communicate from a position of strength.

Utilizing the localized hashtag, [#FuerzaEnMiVoz](#), the launch event took place in Spain with the participation of civil society, government, and Twitter with a frank and constructive discussion on strengthening women's voices.

The event coincided with [Pantallas Amigas'](#) online campaign to stop gender-based abuse for which we provided [#AdsForGood](#). The [Ministry of Health](#) also supported this effort which was well received by numerous stakeholders.



### C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We provided support to the Catalan government, NGOs, and first responders following the Barcelona attacks. The first responders were praised for their use of Twitter to provide prompt and factual information to citizens.
- We met with officials from the [Ministry of Interior](#) and [Law Enforcement](#) to provide advice and training on using Twitter in a crisis.





## Safety Outreach



We collaborated with the following partners on different initiatives, briefed them on our safety work, recent updates, policies and reporting procedures:

- [Observatorio Español del Racismo y la Xenofobia](#) – we onboarded them as a Spanish Trusted Reporter.
- [Fundación Secretariado Gitano \(FSG\)](#).
- [Pantallas Amigas](#) – we granted #AdsForGood to support their Twitter campaign to fight hate speech, promote gender equality, and raise awareness about non-consensual nudity.
- [National Institute of Cybersecurity of Spain, @INCIBE](#) – provided a safety training.
- [Barcelona City Council](#) – we attended their [#BCNvsODI Conference](#) where we spoke about the importance of tackling hateful conduct while also ensuring freedom of expression is respected.
- [Federación Estatal de Lesbianas, Gays, Transexuales y Bisexuales \(FELGTB\)](#).

## Media Literacy



- We formalized a partnership with [#DigCitSummitES](#) which will be Spain's first media literacy summit. The event will be held in January 2018.

## #TwitterForGood Volunteer Days

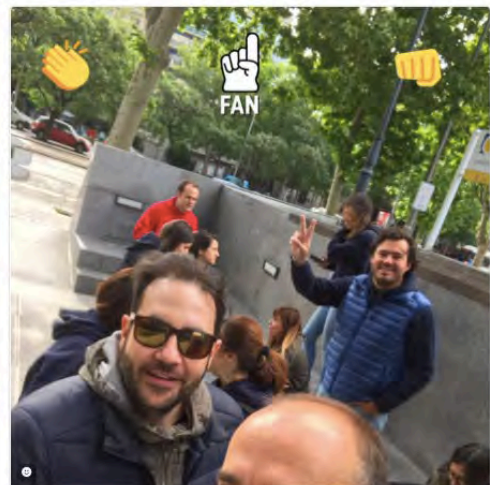
- The @TwitterEspana team volunteered at a local soup kitchen in a day-long effort in the Spring, and held a gardening initiative at the local community in the Fall.



**Pepe López de Ayala**  
@RealPepeAyala

[#TwitterForGood](#) @TwitterEspana preparados para ayudar a nuestra Comunidad / ready to serve our Community

Translate from Spanish



12:52 AM - 12 May 2017

**JOAQUIN**  
@Joaquin\_Vela

Follow

Otro gran [#Twitter4Good](#) 🌲 🌲 🌲 🌲 🌲  
[#LoveTwitter](#) ❤️



6:02 AM - 3 Nov 2017



# TURKEY

## #TwitterForGood

### Safety Outreach



- We participated in the [BTK's \(Information and Communication Technologies Authority\) Safer Internet Day](#). We hosted an informational kiosk and shared safety materials as well as demonstrated Periscope 360.

### NGO Outreach

- We provided #AdsForGood credit to the [Turkish Red Crescent](#) for [World Refugee Day](#); we felt this was particularly important given the 2.5 million Syrian refugees currently residing in Turkey.



### C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- With [MEF University](#) we hosted a C.R.A.N.E. workshop aimed at training government and civil society on using Twitter for crisis communications. The event included participation from [AFAD, Turkey's disaster relief agency](#), the [Red Crescent](#) and numerous other government and civil society organizations. We concluded with an earthquake simulation exercise.

### Freedom of Expression

- We collaborated with [@140journos](#) organizing a series of educational workshops across Turkey, which were designed to teach university students about the basics of citizen journalism and online safety. @140journos developed a custom curriculum that included: Turkey and social media usage; how to use Twitter 101, keeping up with the conversation in Turkey through Twitter; best-practice journalism on social media; public opinion formation; and keeping communication safe on Twitter.



# UNITED KINGDOM

## #TwitterForGood

### Safety Outreach



We held meetings with partners and stakeholders to discuss our safety tools, policies, and updates. We briefed them on how Twitter empowers people's voices and our approach to privacy, free expression, and fostering positive behavior online. Meetings included:

- [5Rights Commission](#).
- [All Party Parliamentary Group](#).
- [Anti-Bullying Alliance](#) – we collaborated on a hackathon to develop campaign ideas for Anti-Bullying Week.
- [Beat](#).
- [Childnet's Digital Leaders Network](#) – we participated in a webinar covering Twitter's safety work as well as best practices for teachers and schools.
- [Committee on Standards in Public Life](#).
- [Internet Matters](#) – we provided a safety training.
- [Internet Watch Foundation](#).
- [Mayor of London's Office for Policing and Crime](#).
- [National Police Chief's Council Conference](#).
- [National Society for the Prevention of Cruelty to Children](#).
- [#No2LGBTHate Campaign](#).
- [No Hate Speech UK](#) – we provided a training on safety and alternative narratives.
- [Privacy International](#).
- [Royal Foundation on Cyber Bullying](#) – we created a special emoji, granted #AdsForGood, and provided organic support for their #StopSpeakSupport campaign.
- [Samaritans](#).
- [Secretary of State for Culture, Media and Sport's Internet Safety Strategy roundtable](#).
- [Secretary of State for Health's roundtable](#).
- [Shadow Home Secretary, Dianne Abbott](#).
- [Stonewall](#).
- [Suzy Lamplugh Trust](#).
- [UK Council on Children's Internet Safety](#).
- [UK Youth Parliament](#).
- [Women's Aid](#).

### Media Literacy



- We collaborated with [Demos](#) for a technology policy focused edition of their journal, which was published in October.





## #HeForShe

- We hosted the launch of [#HeForShe Arts Week](#) at our London office in partnership with [UN Women](#). The event featured a panel about how we can work to lift women up to higher positions in arts and media and a live Periscope talk between [James McVey](#) and [Chris Hemmings](#) about how society's views of masculinity are damaging to both men and women.



## Community Outreach

We supported different initiatives in our community, including:

- An [interfaith coding class](#) bringing four school groups of young women, both Shia and Sunni Muslims, for a day of coding.
- The [Heads Together](#) campaign at the [London Marathon](#) helping them gather content on the Twitter Mirror, and amplifying the emoji and Moment.
- The [Prince's Trust Mosaic Enterprise Challenge](#), which sees children from more than 2,000 schools in deprived areas compete to come up with a social enterprise business plan. We provided a judge for their national finals and welcomed the winners for lunch in the office.

## NGO trainings

We held training sessions with:

- [Internet Matters](#).
- [National Citizen Service](#).
- [Team London](#) – the Mayor of London's volunteering project for 40 charities and 50 NGOs from across London.
- [Access Work Placements](#) – we held a career event with 70+ young participants.
- [Media Diversity Initiative](#) – we hosted two days of their week long sessions for 20+ activists from across Europe.
- Representatives from the nonprofit sector for a large training in Edinburgh.

"The girls who first took this course are still talking about their day at Twitter two years later! They tell year 7 pupils to sign up. It's simply the best way I know to encourage them to select computer science classes."  
**Joel Feller, IT teacher re: Twitter's inter-faith coding classes.**



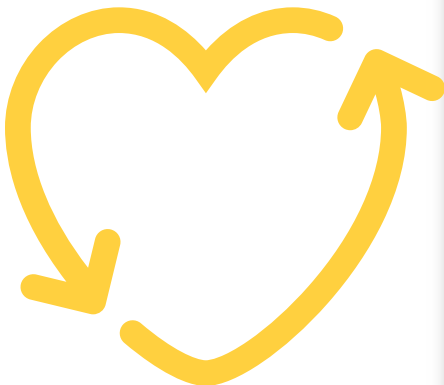
## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We attended a planning exercise with the [Metropolitan Police](#) to support their ongoing work around the use Twitter in the event of a major security incident.



## #TwitterForGood Volunteer Days

- We partnered with [Yes! Futures](#), and met with well-performing 14th year students coming from difficult home situations and poverty.
- We did a [Bake Sale](#) for [Grenfell Towers](#) to raise money for the victims of Grenfell Tower.
- We welcomed a group of pensioners from [Age UK](#) and partnered with them again at the end of the year to wrap gifts for local seniors attending a Christmas lunch.
- We hosted a group from the [Westminster Borough](#) community, which has one of the highest incidents of loneliness.
- Hosted [Tender](#) for a safety training.





# MIDDLE EAST & AFRICA

## #TwitterForGood

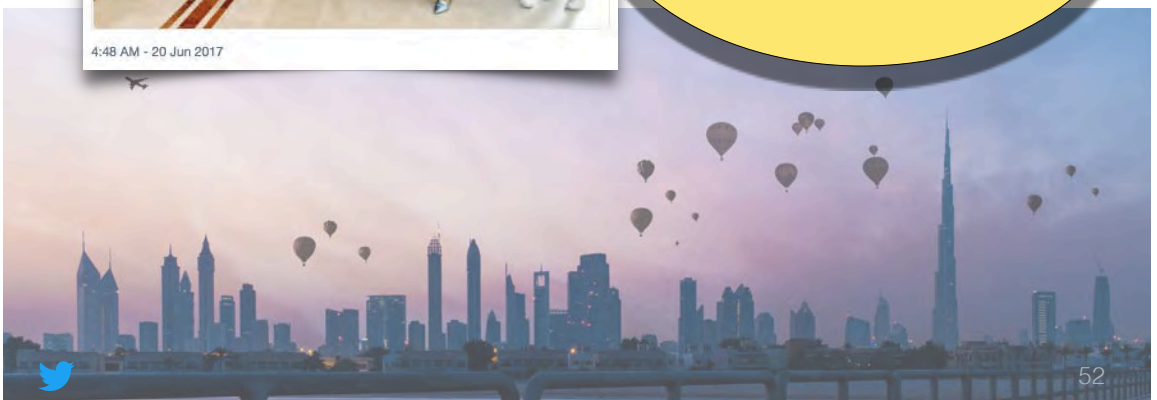
### #TwitterForGood Days

- We partnered with [Dubai Cares](#) to volunteer in assembling 50,000 school backpacks and pencil cases which were distributed to Syrian refugee children in a “Back to School Initiative.”
- We participated in [Dubai Health Care Authority](#) and [Dubai Internet City](#) blood donation campaign.



“@TwitterMENA visited @DubaiCares to volunteer for the 'Back to School' initiative on the occasion of #WorldRefugeeDay. During #TwitterForGood, Tweepers drew a smile on the faces of young Syrian refugees.”

**George Salama,**  
Sr. Public Policy Manager



## NGO Outreach

- In partnership with the [United Nations High Commissioner for Refugees \(UNHCR\)](#) we launched a special emoji on the occasion of the [World Refugees Day](#). The emoji was active on 10 different hashtags in 6 languages.
- We supported [Alwaleed Philanthropies](#) with a workshop at Twitter Dubai to educate the philanthropy team about best strategies for our platform as well as our safety updates.
- We delivered a “Best Practices” training session for NGOs in Nairobi, in partnership with the [Humanitarian Leadership Academy](#).



## Safety Outreach



- We collaborated with the [Kingdom of Saudi Arabia](#) and [United Arab Emirates' Regulatory Authority](#) and [CERTs \(Computer Emergency Response Team\)](#) to highlight their regional activities on [Safer Internet Day](#).

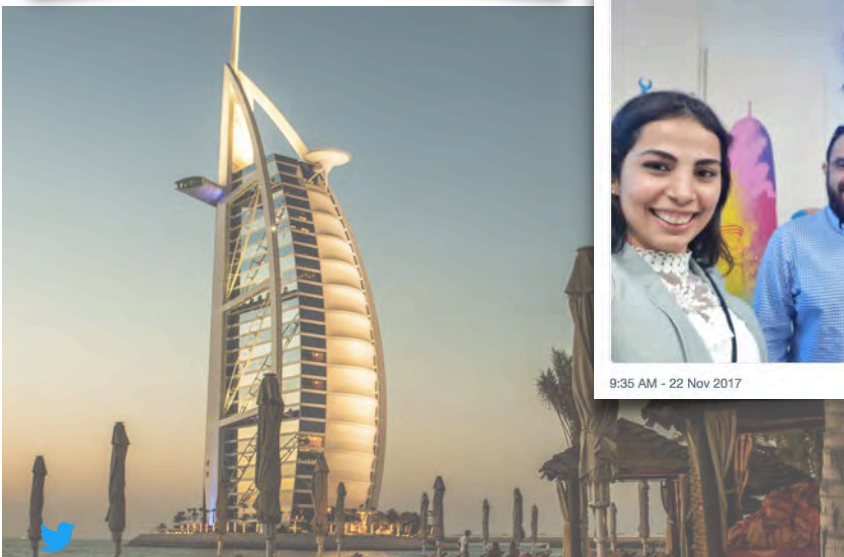




- We participated at [UNAOC Spread No Hate Symposium](#), where we presented Twitter's latest Safety updates and measures on hateful conduct.
- In partnership with the [Dubai Foundation of Women and Children](#), we provided a workshop that covered Twitter's efforts on counting child sexual exploitation.



- We met with [Adyan Foundation](#) at our office in Twitter Dubai to explore new partnerships with the foundation in 2018.







## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We reviewed and updated the C.R.A.N.E. Playbooks for UAE and Egypt, adding our newly established connection with the [GCC Police](#).


## Media Literacy



- We engaged with [Media Monitoring Africa](#) on their approach to digital literacy and misinformation in South Africa. We discussed an [#AdsForGood](#) opportunity arising out of a planned hackathon, as well as support for an in-classroom campaign.
- In partnership with the [UAE Youth Office](#) from the [Prime Minister's Office](#), we participated in the Arab Youth Center initiative to train 100 Arab Youth. Under the heading 'Receive-Process-Review-Stay Safe'. At the event, we:
  - Delivered content for educational workshops.
  - Developed, designed, and moderated debates.
  - Trained members of the Arab Youth media initiative.
  - Invited Senior Management as guest of honors for lectures and seminars related to the Arab Youth Media Initiative.
  - Provided exposure to the Twitter platform.



# Regional Highlights: **APAC**



“Goosebumps  
seeing #TwitterForGood  
partners & first responders working  
with urgency and immediacy that only  
happens on Twitter – Aussie fires, Korean  
geo gurus, Indonesian crisis mappers,  
tireless Filipino disaster response teams  
harnessing #DataForGood and saving lives.”

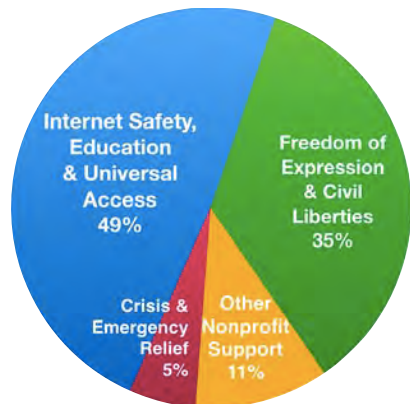
**Kathleen Reen,**  
**Director of Public Policy &  
Philanthropy  
for APAC**





APAC in numbers

**#AdsForGood:** \$215K to 30 organizations }  
**Financial grants:** \$66K  
**NGO trainings:** to over 25 organizations  
**Volunteerism:** 213 volunteer hours

Areas  
of  
Focus

## AUSTRALIA & NEW ZEALAND

### #TwitterForGood

#### Safety Outreach



- **PROJECT ROCKIT** – we provided safety training and #AdsForGood grants to help promote **PROJECT ROCKIT's** online program to combat cyberbullying, and their **#GirlTakeOver** efforts on **Safer Internet Day**.
- **ReachOut Australia** – we conducted trainings and collaborated on the creation of six new resources for young Australians to equip them with the skills and tools needed to cope with difficult or distressing events. These resources are:
  - Dealing with Bad World News.
  - Understanding Terrorism.
  - What's the deal with political correctness?
  - Why cultural appropriation isn't cool?
  - What is racism and how to spot it?
  - 5 seemingly harmless things that are actually sexist.
- We attended the **APAC Financial Coalition Against Child Pornography (FCACP) roundtable**.
- We participated and spoke at the **On the Edge Online Safety Conference** hosted by the **Australian Office of the eSafety Commissioner** and **Netsafe NZ**.



**PROJECT ROCKIT** @projectrockit

Follow

Are you aged between 13-20 and wanna lead change? APPLY NOW to join PROJECT ROCKIT's youth brains trust: [goo.gl/mSZeYa](https://goo.gl/mSZeYa) #youthweek



**Lucy Thomas** @lucylockit

Follow

Australia's eSafety Commissioner lines herself up for the most epic Ellen selfie ever at #girltakeover #SID2017 📸



3:46 PM - 6 Feb 2017 from Melbourne, Victoria







- We announced our partnership with [@BlackRainbow](#) to help promote mental health awareness for Aboriginal LGBTI youth. We assisted Black Rainbow in increasing their awareness through #AdsForGood and Twitter trainings and fundraising through [InterTechAU](#).



- We provided training and support to our safety partner [RUOK?](#), who launched a national roadshow in August and September across 30 cities in Australia. As part of their travels, they hosted mobile #BlueRooms for Twitter Q&As in each city. We also hosted RUOK Day Ambassador [Dan Conn](#) in [@TwitterAU](#)'s #BlueRoom for a live Q&A on mental health.
- [@TwitterAU](#), [@Lifeline](#), and [@HuffPostAU](#) teamed up to launch the first annual #StopSuicide Summit. We participated at the roundtable of influencers to help brainstorm ways in which different industries can cross-collaborate on mental health issues.

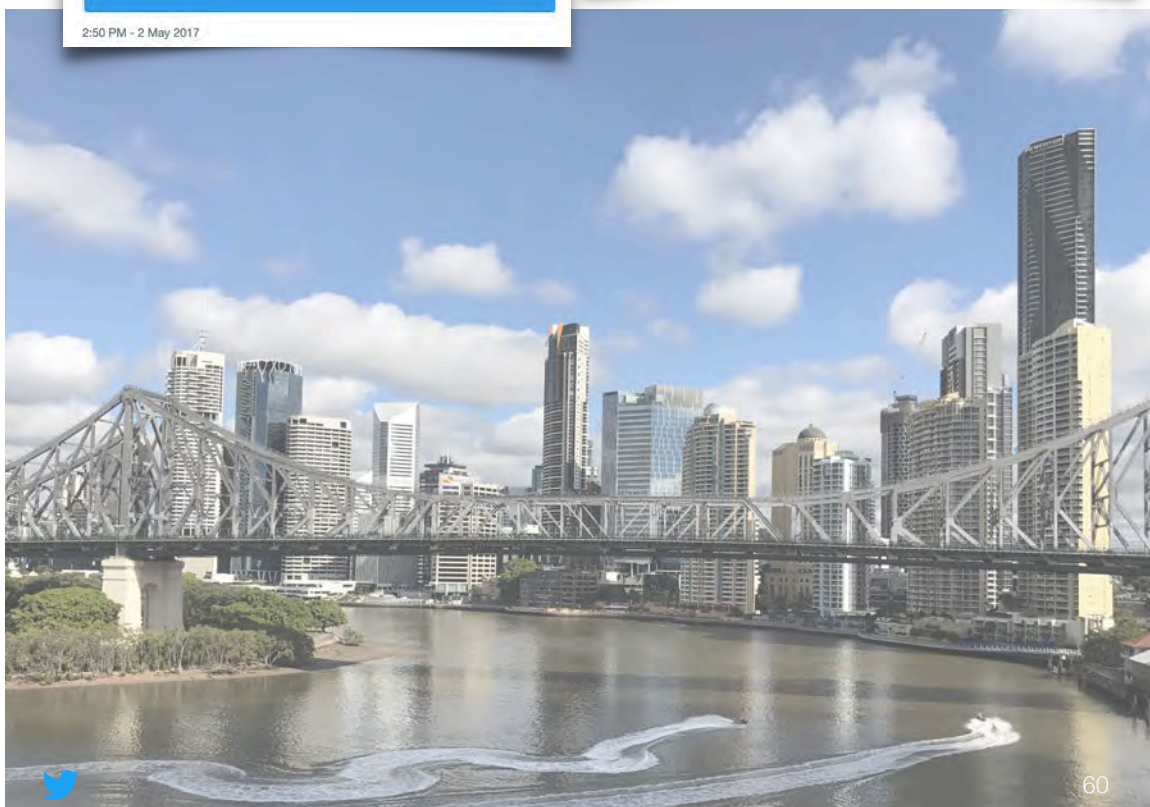


- We gave an #AdsForGood grant and developed a guide with [@NetsafeNZ](#) to help promote their Safer Internet Day activities and content on Twitter.



## Freedom of Expression

- For [World Press Freedom Day](#) we hosted a live Twitter Q&A in the #BlueRoom with [@PeterGreste](#), a former Al Jazeera reporter who was incarcerated for 400 days after being accused of reporting news that threatened Egypt's national security. Through his Q&A, he raised significant awareness of [#WPFD2017](#) and the challenges journalists face around the world.





## Equality

- We gave an #AdsForGood grant to the [Sydney Gay and Lesbian Mardi Gras Parade \(@sydneymardigras\)](#) organizers for the annual Fair Day and Mardi Gras parade in 2017.
- We provided trainings in partnership with [Chief Executive Women](#) in Sydney and Melbourne. We hosted female executives and directors of the top 100 companies in Australia at the @TwitterAU offices to teach them the basics of Twitter and how to be safe while having a strong voice on the platform. We also featured a panel with [U.S. Consul General Valerie Fowler](#), [Non-executive Director Ming Long](#), and [Mission Australia CEO Catherine Yeomans](#).



- We supported the release of the [Workplace Gender Equality Agency](#) 'Gender Pay Gap' report, and hosted [Director Libby Lyons](#) for a live Q&A in our #BlueRoom.





- We participated in the [University of Sydney Warren Centre Inclusion Project](#) luncheon with the founder of [SheEO](#), a global initiative to radically transform how we support, finance, and celebrate female innovators.
- We hosted a Twitter Q&A at our @TwitterAU #BlueRoom with [NSW MP Alex Greenwich](#) and the [Australian Voice 2016](#) winner [Alfie Acuri](#) to discuss marriage equality and the mental health impact of the debate on Australia's LGBTIQ youth. It was promoted through [Sydney Mardi Gras](#)' Twitter account.

## Marriage Equality

- Early in the year, we hosted a panel in partnership with [Australian Marriage Equality](#) to make the conservative case for marriage equality at the @TwitterAU office. Our panel featured former [Human Rights Commissioner](#) and [Liberal MP Tim Wilson](#), [City of Sydney Councillor Christine Forster](#), and [UK Conservative MP Nick Herber](#).
- From August 1, 2017 when the Australian marriage equality postal survey campaign began, #MarriageEquality was the most discussed political issue on Twitter in Australia. We worked with our partners [PROJECT ROCKIT](#), [Minus 18](#), [Black Rainbow](#), and [Reachout](#). We granted #AdsForGood and shared best practices assets to promote Twitter's safety features and support mental health wellness for the LGBTI community during the course of the survey.



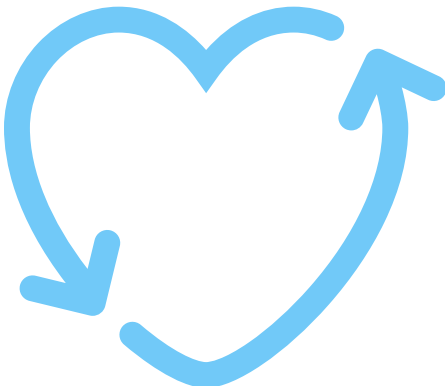
- In the second half of the year, we continued our partnership with [Australian Marriage Equality \(@AMEquality\)](#) to launch a YES emoji, which ran until marriage equality legislation was passed in Parliament on December 7, 2017.



## #TwitterForGood Volunteer Days

We partnered with:

- [@PCYCCityofSyd](#) to travel to their inner-city facility to complete a working bee and gardening project.
- [Barnardos Australia](#) to put together overnight packs for women and children escaping domestic violence situations, as well as sponsored and escorted a group of kids on an after-school excursion to the [Sydney Centrepont Tower](#).





## NGO Outreach

We provided Twitter training to:

- [CanTeen Australia](#) – we gave an #AdsForGood grant for their [National Bandana Day](#).
- [The Channel Giving Circle](#) – we gave them #AdsForGood to promote donation drives.

## Media Literacy



- We supported our partner the [Alannah & Madeline Foundation \(AMF\)](#) to update and relaunch their new [eSmart Digital License](#) program.
- We worked with [Trend Micro ANZ](#) to promote their annual “What’s Your Story?” competition for kids designing campaigns to promote Internet safety and digital literacy on Twitter. We also acted as judges on their competition panel.



## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We responded to [Cyclone Debbie](#) in Northern Queensland and [Cyclone Cook](#) in New Zealand by disseminating relevant emergency response information and curating Twitter Lists for public updates and storm warnings. We also gave an #AdsForGood grant to [@RedCrossAU](#) to help with their disaster response campaign around the cyclones and the 100 bushfires that occurred throughout NSW.
- We met with [Victorian Country Fire Authority \(@CFA\)](#) regarding their use of social media in emergency response situations.
- We met with [NSW Rural Fire Service \(@NSWRFS\)](#) regarding their use of social media. They use Twitter to crowdsource information about fires as they spread.





## Indigenous Affairs

In 2017 we launched our first large indigenous rights, representation, and voices program on our platform. This marked the beginning of a series of efforts and plans around the world that reflect our increased commitment to supporting diverse, minority, and vulnerable voices. This included:

- Supporting the [GO Foundation](#) through:
  - #AdsForGood grants to help boost their profile and reach on Twitter.
  - Support at their [#BigLunch](#) fundraiser where we did vox pop interviews and also utilized Twitter Mirrors.
  - In-stadium digital integrations, Moments, and live-Tweeting at the [@SydneySwans](#) game for the AFL Indigenous Round.
  - Collaboration for their [#TogethernessDay](#) workshop which was hosted at @TwitterAU. We gave a “Twitter 101” to GO Scholars, and with partners [AIME](#) and [Yarn](#), offered career advice and history sessions about their Indigenous culture. GO’s co-founders and AFL legends [Adam Goodes](#) and [Mick O’Loughlin](#) did a Q&A at our #BlueRoom to kick off the day.
  - Amplification of their [#GOFurther](#) Donation Drive with a promoted trend and a promoted first-view video campaign on Twitter.



- Conducting a Twitter training with the coordinator for the Indigenous Affairs faculty at Macquarie University Professor, [Dr. Bronwyn Carlson](#) and her team. They use Twitter data to study Indigenous communities and how they communicate. The training was live streamed on Periscope and shared with other universities, including [CQ](#).
- Supporting [Australia's annual NAIDOC Week](#) by creating a Moment focused on Indigenous languages and the [#OurLanguagesMatter](#) hashtag. We pulled the best content on Twitter and packaged it for our partners to organically promote it through their official accounts. This was the highest performing Moment of that week in the Australian market.



“Through #TwitterforGood, we supported Indigenous Australians by becoming the first online platform to feature the Aboriginal and Torres Strait Islander flags as emojis, which marked the 50th Anniversary of the 1967 Referendum that formally recognized Aboriginal Australians in determinations of population.”  
**Kara Hinesley,**  
**Public Policy Manager**

## Indigenous Emoji

- We launched a global first with a special emoji featuring both the Australian Aboriginal and the Torres Strait Islander flags to commemorate:
  - The 50th anniversary of the landmark [1967 referendum](#).
  - The 25th anniversary of the [Mabo decision](#).
  - The [National Reconciliation Week](#) and [National Sorry Day](#).
  - The beginning of the Indigenous round in the [Australian Football League \(AFL\)](#).
- We collaborated with a number of our Indigenous partners to support the launch of the emoji, including the [@GOFoundationAU](#), [@AFL](#), [@RecogniseAU](#), [@IndigenousX](#), and [@RecAustralia](#).



# INDONESIA

## #TwitterForGood

### NGO Outreach

We met with several NGOs to provide “Best Practices” training on Twitter, learn more about their work, and support them and the communities they serve. We met and collaborated with:

- [Greenpeace](#) – at the [Urban Research Campaign](#), where they discussed how Twitter can benefit nonprofit organizations and local initiatives.
- [Tempo Institute](#) – we led a session of the workshop “Working with Media” organized in partnership with [Knowledge Sector Initiative \(KSI Indonesia\)](#).
- [Lakpesdam NU](#) – we presented at their Social Media Workshop and assisted them on their social media strategy, management, and campaigns program.
- [Gusdurians Network](#) and [Akademi Berbagi](#) – we shared best practices and tips to address negative social media content in our platform.

### Other Outreach

In addition to NGOs, we also collaborated with international organizations and academic entities, including:

- [UN PulseLab Jakarta](#) – we presented at their [International Conference on Data Revolution for Policy Makers 2017](#), organized in collaboration with [Knowledge Sector Initiative](#).
- [University of Indonesia Computer Science Faculty](#) – for the continuation and follow up activities of [#Twitter4Wanitek](#) scholarship. In the last 3 years, we have supported 30 female students in obtaining access to tech education.





## #DataForGood

We are working with the [United Nations Global Pulse \(@UNGlobalPulse\)](#) to support its efforts to achieve the Sustainable Development Goals through the use of Twitter data. During 2017, we collaborated with the UN Global Pulse on the following projects:

- Inferring Commuting Statistics in Jakarta.
- Nowcasting of Food Prices in Indonesia.
- Haze Gazer – Analysis of Regional Haze Crises.
- CYCLOMON – Regional Cyclone Monitoring.

We also published a #TwitterForGood guest blogpost from the UN Pulse Lab Jakarta on how it successfully utilized Twitter Data. The information on the movements of commuters served to better inform public officials on daily commuter patterns so as to optimize public transport.

### Guest blogpost: Inferring Jakarta Commuting Statistics from Twitter Data

By @dervalausher

Friday, 22 September 2017

Twitter Facebook LinkedIn



Photo credit: Seika

"In partnership with @UNGlobalPulse, we have made meaningful impact with #DataForGood, be it through better traffic management in Jakarta, early detection and response management systems for cyclones and regional haze, or informing policy with nowcasting of commodity prices."

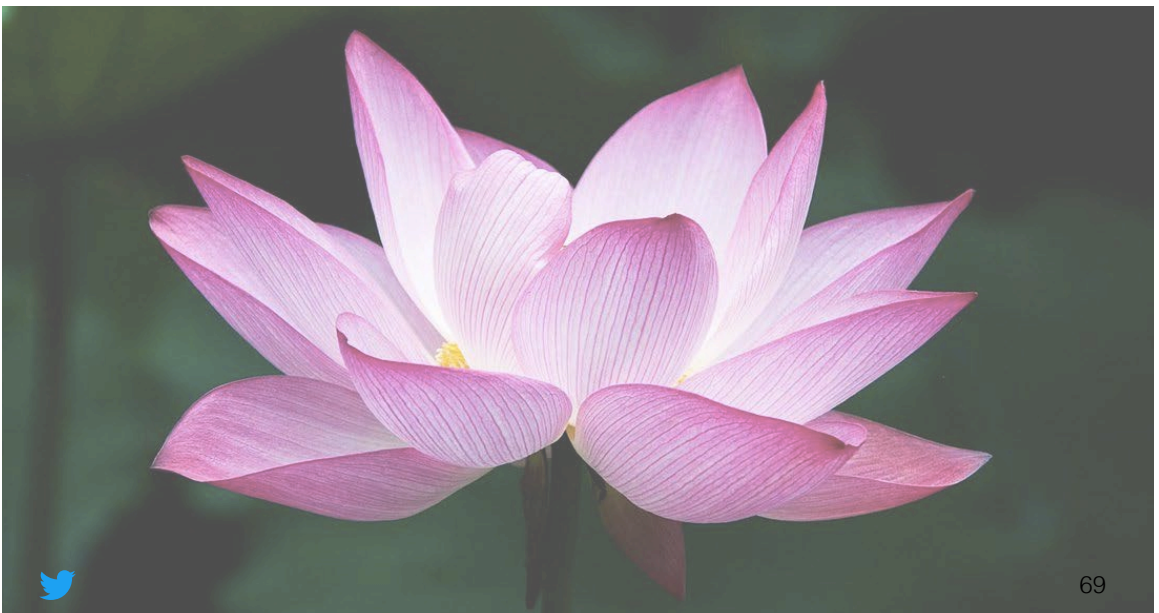
**Philip Chua,**  
Public Policy Manager

## Safety Outreach



We met with current and potential safety partners to discuss our safety tools, policies and updates. We held “Safety and Best Practices” trainings, shared our Guidelines for Law Enforcement, and tips on handling misinformation. Our partners included:

- [Akademi Berbagi](#).
- [ASEAN](#) – we spoke in two sessions at its [Literary Festival 2017](#). One session was about how technology can benefit writers and literary enthusiasts, the use our safety tools, and using Twitter as platform to promote their work. The second one was a session for students called “Your Tweet is your CV” in which we shared Twitter safety tools and the “think before you share” approach.
- [Center for Law Enforcement Cooperation \(JCLEC\)](#) – we participated at their Regional Law Enforcement Training Workshop.
- [Cyber Crimes Unit of Indonesian National Police \(INP\)](#).
- [ECPAT Indonesia](#).
- [GDI Lab](#) – we participated at one of their “Chief Sharing” sessions.
- [ICT WATCH](#).
- [Indonesia AntiHoax Community \(MAFI\)](#) – we held a training session for their activists and offered #AdsForGood to support their campaigns.
- [Indonesia Technology Forum](#).
- [Institute for Policy Research and Advocacy \(ELSAM\)](#).
- [Ministry of Communication and Information Technology \(Kominfo\)](#).
- [National Commission of Children Protection](#) and the [Ministry of Research, Technology and Higher Education](#) – for a seminar on online bullying at [Bina Nusantara University](#).
- [Siberkreasi](#) – we shared Twitter's Educators Guide for further distribution.
- [YCAB Foundation](#).





# #position♀strength

**#PositionOfStrength** is a women's safety and empowerment program developed by Twitter, in partnership with inspiring women's organizations across the globe. It is a movement that engages and empowers women online while educating them on how to use Twitter as a platform to have a voice and communicate from a position of strength.

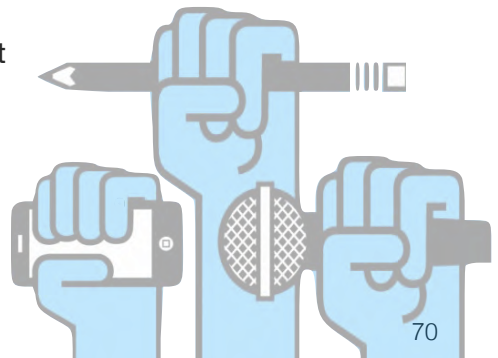
In 2017, in Indonesia, we launched this program through a partnership with the [Nahdlatul Ulama Student Association \(IPPNU\)](#). We gathered 100+ women from all over the country as part of their youth social media event. We shared Twitter's safety policy and tools, as well as best practices and tips on how to be safe while using Twitter and get the best out of the platform for good causes, including self-expression.

## Freedom of Expression

For the [World Press Freedom Day](#) and other initiatives, we worked closely with:

- [Alliance of Independent Journalist \(AJI\) @AJIIndonesia](#) – attended and presented at their Media Festival
- [European Commission](#) – spoke at their debate session.
- [National Indonesia Cyber Media Association \(AMSI\)](#) – presented at the launch and spoke at their talk show “Professionalism of Online Media Amid Rising Hoaxes.”
- [National Press Council \(@dewanpers\)](#).

We also organized a one-day workshop for a network of Jakarta-based NGOs, and granted them [#AdsForGood](#) for their campaigns on freedom of expression.





## #TwitterForGood Volunteer Days

- We partnered with [Tempo Institute](#) (@TempoInstitute) to lead a session for [Jagat Arsy International School](#) students on how to use and stay safe on Twitter. The activity was part of a roadshow held by Tempo Institute to raise awareness about how to be better Internet users.



- We teamed up with [Matahati](#) (@csrmatahati) for a knowledge sharing session with parents and volunteers of people with disabilities on how they can find and connect with other interest groups using Twitter and its tools.



# JAPAN

## #TwitterForGood

### Safety Outreach



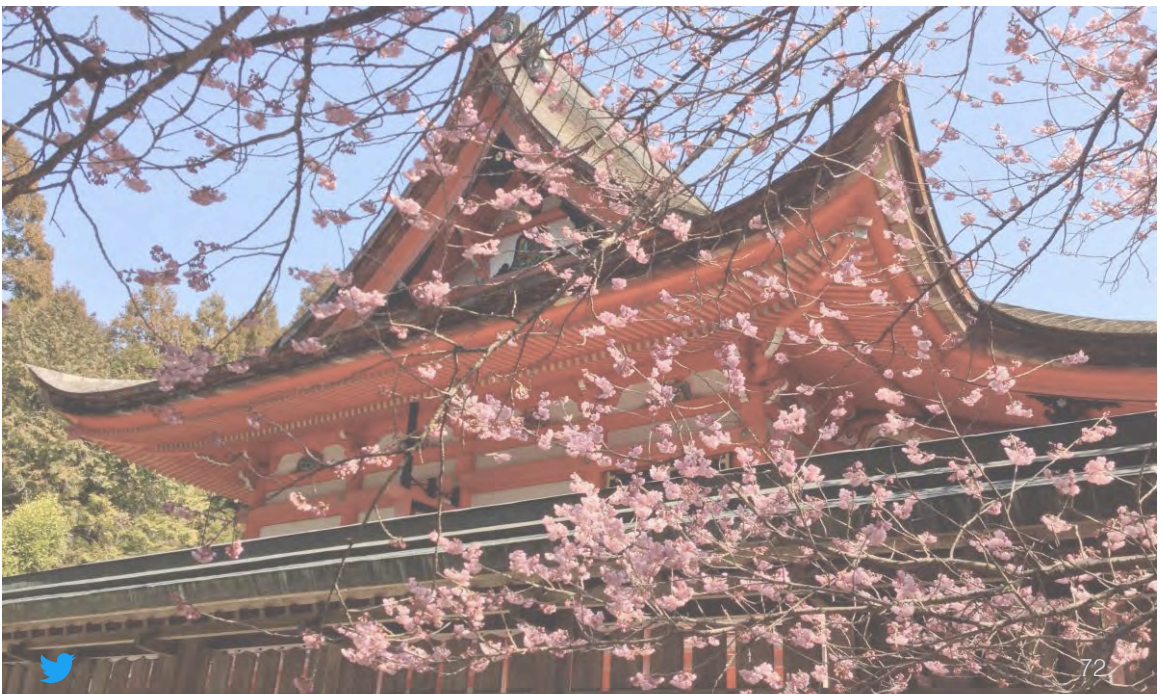
We met with current and potential safety partners across Japan to update them on our safety tools and policies, introduce them to our new team, and plan for new, or extended, Ad campaigns and trainings. Our partners:

- [Befrienders International](#) – we granted #AdsForGood in preparation for [Suicide Prevention Month](#).
- [Japan Internet Safety Promotion Association \(JISPA\)](#) – we became an official high level sponsor of their [High School ICT Conference](#).
- [Miyazaki Suicide Prevention Center](#) – we granted #AdsForGood in preparation for [Suicide Prevention Month](#).
- [Three Keys](#) – we granted #AdsForGood in preparation for [Suicide Prevention Month](#).

We also attended the first meeting of the tech industry initiative ‘[The Council for the Development of a Safer Internet Environment for Young People](#)’ which was established in mid-2017. This Council collaborates closely with Government entities and Law Enforcement including the [National Police \(NPA\)](#), the [Ministry of Communication \(MIC\)](#) and the [Ministry of Economy Trade and Industry \(METI\)](#).

### Community Outreach

- We connected with the [Japan Institute of Law and Information Systems \(JILIS\)](#) to explore a partnership to advance practical usable research in tech and tech policy issues.





# REPUBLIC OF KOREA

## #TwitterForGood

### Safety Outreach



We conducted trainings on safety policies, report mechanisms, and effective usage of Twitter, as well as collaborated on different initiatives with:

- [Dasi Hamkke Counseling Center](#).
- [Foundation for Preventing Youth Violence](#) – we granted them #AdsForGood.
- [Korea Suicide Prevention Center](#) – we onboarded the nonprofits they work with, providing #AdsForGood grants and establishing strong partnerships.
- [Korea Women's Hotline](#).
- [Life](#).
- [Medicins Sans Frontiers, Korea](#).
- [OpenNet Korea](#) – we provided trainings and support for women, minorities, and vulnerable groups online. Also granted #AdsForGood to help promote their annual [Conference on Freedom of Online Expression](#), as well as their movie contest that encourages creative and analytical assessments of IT policies for free, open, and shared Internet.
- [Suicide Prevention Action Forum Life](#) – we granted #AdsForGood.



### C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- In response to November's 5.5 earthquake in Korea, we activated our national C.R.A.N.E. Taskforce to engage with external partners, including the [Korean Meteorological Administration](#) and the [Ministry of Interior and Safety](#) to help them disseminate information:
  - We created a Twitter List of reliable government agency accounts and news media outlets, and encouraged followers to subscribe for mobile updates.
  - We created and shared a Twitter Moment of safety guidelines and the government's Periscope briefings ([KTV](#)), rescue efforts, and users' reports.





## NGO Outreach

We collaborated with our NGO partners to conduct “Twitter 101” trainings as well as to showcase NGOs’ best practices and campaign tips on Twitter. Our partners included:

- Junior Achievement Korea
- @TeensVoteKorea
- Government @seoulmania Fair
- YMCA

“Twitter is making impact in Korea – from mentoring middle school students, delivering lunch boxes to elderly, empowering local NGOs through grants, to amplifying earthquake information, Twitter continues to be a force for good.”

**Myungeun Lee,**  
Public Policy Fellow



## #TwitterForGood Volunteer Days

We partnered with:

- Yangjae Education Support Center to mentor 20 middle school students on career development, Twitter usage, and Internet safety.
- Woomyung Social Welfare Center to deliver lunches to 140 households serving the region’s elderly, disabled persons, and single-family households.



# SINGAPORE – APAC HQ

#TwitterForGood

## Safety Outreach



- We hosted Indonesia’s leading national child safety partners coalition as well as the [General Director of the Indonesian Ministry of Communications and Information \(MICT\)](#) at @TwitterSG. We provided guidance to the newly formed coalition and presented our latest safety policy efforts.
- We hosted a book launch and panel discussion entitled “Survivors: Breaking the Silence on Child Sexual Abuse” at our offices, which was live-streamed on Periscope. “Survivors” was written by [Eirliani Abdul Rahman](#) of [YAKIN](#), our Trust and Safety Council Member, together with the Singapore Institute of Mental Health.
- We presented and spoke on a panel at the [Asia Public Affairs Forum 2017](#) on consumer and user safety, privacy, data retention, universal mobile adoption, and localization.
- We hosted a workshop with the [National Council of Social Services](#) and more than 100 other stakeholder NGOs and volunteer groups in Singapore to discuss safety issues online and improving offline support for at-risk groups.

## Media Literacy



We held meetings to update partners about our Media Literacy initiatives, and explore new and further collaborations with:

- [Pandoo Nation](#) and [Pandoo Foundation](#).
- [Digital Quotient Institute \(@DQInstitute\)](#) – started a new regional, and possibly global partnership to advance digital literacy for youths, educators, and parents. Also provided #AdsForGood grants.
- [Media Literacy Council](#) – we planned, programming through 2018 nationally and regionally, including [2018’s Safer Internet Day](#), in conjunction with Singapore’s [ASEAN Chairmanship](#).
- [Singapore’s technical education institutes](#) – we provided digital literacy and “Twitter 101” trainings to educators and students, and laid the foundation to train the entire 2018 cohort of 13,000 students next year.





## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We presented Twitter’s approach to crisis prevention and emergency response to the [National University of Singapore's Lee Kuan Yew School](#). They also requested Twitter’s advise on the creation of the country’s first Executive Education Program on the issues.
- We presented at the [ASEAN Summit on Disaster Management](#) in Thailand, and spoke about the humanitarian and life-saving uses of Twitter.
- We continued to work with the [National Disaster Risk Reduction and Management Council](#) in the Philippines to share best practices on emergency response for disasters in the Philippines. In tandem, we are working and supporting third-party solutions such as Rappler Philippines’ dashboard to monitor Tweets and guide relief efforts in times of crises.

## NGO Outreach

We met to start and advance collaborations with:

- [AWARE](#) – we conducted “Twitter 101” trainings and onboarded them onto our Q&A App for upcoming activations through 2018 on gender issues and domestic violence.
- [DQ Institute \(@DQInstitute\)](#).
- Embassies and academic organizations in Singapore – we briefed them on misinformation, and safety and hateful conduct policy updates in preparation for [World Press Freedom Day #pressfreedom, #WPF17](#).
- [National University of Singapore](#) – for their social entrepreneurship awards.
- [National Volunteer and Philanthropy Center \(NVPC\)](#) – we launched a partnership that included a 5 months fellowship program on corporate giving and philanthropic leadership. The program showcased Twitter’s role and participation in corporate philanthropy, focusing on tech, and digital literacy.
- [Pink Dot Singapore](#) – we continued outreach, and also onboarded them onto our Q&A App for upcoming activations through 2018 on LGBT issues.
- [Salvation Army, South East Asia](#) – we conducted “Twitter 101” trainings.
- [Trillium consortium](#).

The [NVPC](#) shortlisted Twitter for the national [Champions of Good Awards](#), a recognition on the basis of Twitter’s [@Policy international](#) [#TwitterForGood](#) strategy, and local applications.





## #TwitterForGood Volunteer Days

Our partners:

- [National Youth Council](#) – we shared best practices with over 50 youth leaders in Singapore on brand strategy, trust and safety, and data research for their advocacy campaigns on Twitter.
- [Institute of Mental Health](#) – we hosted a book launch on child sexual abuse.
- [YAKIN and the Institute of Mental Health](#).
- [National Parks Board](#) – natural reserve upkeep.
- [People's Association](#) – donation drive walk.
- [Willing Hearts](#).



## #HumanRightsDay 🙌❤️

We released a special emoji to help unify and increase the overall conversation volume around Human Rights Day. Globally, there were over 800K Tweets with human rights hashtags, making it a top worldwide trending topic. We also collaborated with key partners to amplify their messages.



# Regional Highlights: **INDIA**



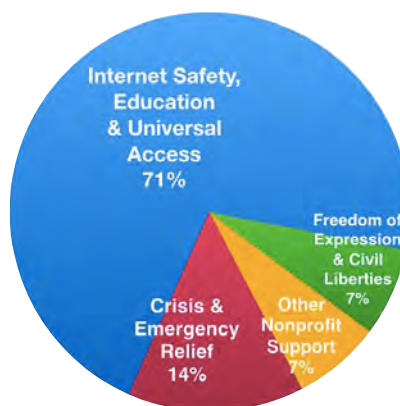
“#TwitterForGood has been crucial for forging and strengthening partnerships with civil society and NGOs. We've launched online safety campaigns like @tweesurfing with the Center for Social Research, and bolstered the disaster relief community through #TweetToTransform, our program with Oxfam India. It has been enriching for Tweepers to participate in our many activities, including our days of volunteering which we really enjoy!”

**Mahima Kaul,**  
**Sr. Public Policy Manager**





**India Areas of Focus**  
for financial and  
#AdsForGood grants



## INDIA

### #TwitterForGood

#### Safety Outreach



We conducted trainings on safety policies, report mechanisms, and effective usage of Twitter, as well as collaborated on different initiatives with:

- [Delhi Commission for Women](#), [US Embassy](#) and [Shakti Vahini](#) – we spoke at their ‘[Women’s Safety Empowerment Conclave](#)’ about ‘Cyber Violence Against Women’.
- [HEAL Foundation \(Help Eradicate Abuse Through Learning\)](#) – we helped bolster their launch, hosted their founder for Q&A at our #BlueRoom in Mumbai, and included Founder Rahul Bose in the online safety campaign @Tweesurfing.
- [Help Eradicate Abuse Through Learning \(HEAL\)](#) – we hosted their founder for a Q&A at our #BlueRoom in Mumbai.
- [Hindustan Times](#) – we participated in their [#LetsTalkAboutTrolls](#) series and contributed with an [op-ed](#).
- [Media Rumble News Conference](#).
- [@SheSaysIndia](#) – we supported the launch of their safety guide to curb online harassment and also supported through #AdsForGood.
- [@SheThePeopleTV](#) – we spoke at their ‘[Online Safety Summit](#)’ on ‘The Social Safety Network’ panel.



**Twitter India** @TwitterIndia

Follow

Happy to support [@SheSaysIndia](#) on their online safety guide to help curb online harassment. Have a look. [@TwitterSafety](#)



**SheSays** @SheSaysIndia

Our Twitter safety guide made with help from @TwitterIndia to curb online harassment is here! [#LetsTalkAboutTrolls](#) [shesays.in/content/1-home...](#)

8:54 PM - 22 Apr 2017



**TweeSurfing** @TweeSurfing

Following

"No [#platform](#) tolerates exploitation of children. If you see any such image don't [#retweet](#) or [#like](#) it. [#Report](#) it immediately!" [@RahulBose1](#)



**Reporting Child Abuse**

Rahul Bose talks about what action to take on Twitter, if you see any image or video exploiting children.

8:40 PM - 13 Sep 2017

- We spoke at [Nasscom Foundation's CSR Leadership Conference](#) on ‘Communications for Good: Effective Storytelling’ in Bangalore.







## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We offered support, explored collaborations, and presented our Task Force at the:
  - ‘Conference on Innovation and Disaster Relief’ in Mumbai, organized by the US Consulate in Mumbai, the Observer Research Foundation and the Center for Strategic and International Studies (CSIS-US).
  - MIT Urban Risk Lab.
  - ‘Social Media and Armed Forces’ Summit.
- We responded to a severe case of flooding due to a cyclone in Sri Lanka by:
  - Hosting a Twitter List of accounts to follow.
  - Creating Moments to capture the most relevant Tweets around relief, rescue, and fundraising.
  - Verifying agencies for easier amplification of their efforts and messages.

### #AssamNeedsHelp -- #AssamFloods2017



@TwitterIndia · July 12, 2017

15 lakh people in Assam affected by floods; use hashtags #AssamNeedsHelp #AssamFloods2017 to spread word about news, relief, rescue and donations!

5 Likes

Like Tweet



Photo via @AnupamKPandey

- Worked with a number of NGOs and Home Ministries offices to highlight [#AssamFloods2017](#) with a Twitter Moment and by verifying some smaller organizations for better visibility on the platform. We also gave an [#AdsForGood](#) grant to [Ketto](#) to help raise money for relief efforts after Manipur and Assam Floods.

### Stand With The People of #Northeast, Follow #NEFloods2017



@TwitterIndia · July 14, 2017

Follow #NEFloods2017 to get the latest on relief, rescue and support for those affected by floods in the North East states of India -- Assam, Manipur and Arunachal Pradesh.

4 Likes

Like Tweet



Photo via @KaranRijju

- We worked with [Oxfam India](#) on a [#TweetToTransform](#) workshop focused on how to leverage Twitter during times of crisis. We hosted the session in Guwahati, Assam. We launched with a special video message from the [Home Minister](#), talking about how extremely useful Twitter has been in times of crisis, including during [#AssamFloods2017](#) and [#NEFloods2017](#). There were presentations from Twitter and Oxfam India, and a panel discussion on the subject of lack of mainstream coverage during the floods and how social media plays an important role.



## Equality

- We worked with our partner [@FeminismInIndia](#) to push the [#YesAllWomen](#) hashtag after an unfortunate incident of mass molestation in Bangalore.
- We held a “Twitter 101” workshop for teachers at [@Akansha\\_India](#) on Women’s Day, discussing how Twitter can be used by educators.
- We coordinated with Indian female Ministers who are on Twitter to participate in the [#ShelInspiresMe](#) campaign around [#WomensDay](#).

## #PositionOfStrength

[#PositionOfStrength](#) is a women’s safety and empowerment program developed by Twitter, in partnership with inspiring women’s organizations across the globe. It is a movement that engages and empowers women online while educating them on how to use Twitter as a platform to have a voice and communicate from a position of strength.

We held a workshop in New Delhi with our safety partners [@INBreakthrough](#). The event was intimate featuring:

- A “Twitter Safety” session.
- A talk from [@DelhiPolice](#) on how they can help with cyber crimes.
- Talks by [@shamwoo](#) and [@aaliznat](#) on how they lives changed after using Twitter.
- Spoken word poetry.
- An open discussion with attendees.



**Mahima Kaul**  
[@misskaul](#)

Follow

The audience shares how they enjoy [#Twitter](#) -- news, reaching celebrities, getting customer care.... real time response [#PositionOfStrength](#)



12:30 AM - 28 Jul 2017



**Breakthrough India**  
[@INBreakthrough](#)

Follow

We are taking questions now. [@misskaul](#) [@Sonalikhan](#) [@aaliznat](#) [#PositionOfStrength](#)



M - 28 Jul 2017





## Tweesurfing

We launched @Tweesurfing in June with our safety partner [Center for Social Research @CSR\\_India](#). This is a public education project on Twitter safety rules and tools. The launch event came after a series of workshops were held across the country and celebrities were roped in to create a web resource.

The launch in Mumbai, was held at our #BlueRoom, where we were joined by 'Tweesurfing Ambassadors' who recorded videos for the website about how to behave on Twitter and their Twitter stories.

We continued this effort in Delhi, hosting an event with two sessions; 'The Twitter Influencer: Making Social Change Happen' and 'Political Twitter: Creating Positive Thought Leadership.' Also hosted a Tweesurfing workshop at the Royal Global University, Assam.

Among the influencers who have participated in the project, by doing interviews about their Twitter journey, defining a healthy behavior online, and explaining Twitter Rules and tools, we've had:

- Rohan Joshi (Stand up comic) @mojorojo
- Sorabh Pant (Comic) @hankypanty
- Kaneez Surka (Comic) @kaneezsarka
- Gaurav Kapoor (TV presenter) @gauravkapur
- Aditi Mittal (Comic) @awryaditi
- Ankur Tewari (Musician) @ankurtewari
- Trisha Shetty (NGO) @TrishaBShetty
- Priyanka Chaturvedi (Congress Party) @priyankac19
- Harish Iyer (Equal Rights Activist) @hiyer
- Anshul Tewari (Youth Ki Awaaz NGO) @anshul\_tewari
- Amit Malviya (BJP IT Head) @malviyamid
- Jay Panda (Member of Parliament) @PandaJay
- Ridhi Dogra (Actor) @iRidhiDogra
- Amrita Puri (Actor) @\_Amrita\_Puri
- Suhel Seth (Marketing Guru) @suhelseth
- Sairee Chahal (Founder, Sheroes) @sairee
- Rahul Verma (Founder @UdayFoundation) @RahulVerma08



- Samir Saran (VP, Observer Research Foundation) @samirsaran
- Trisha Shetty (Founder @SheSaysIndia) @TrishaBShetty
- Temsutula Imsong (Activist) @temsutulaimsong
- Gurmehar Kaur (Student activist) @mehartweets
- Shashi Tharoor (Member of Parliament) @ShashiTharoor
- Harnidh Kaur (Feminist/activist) @pedestrianpeglet
- Atul Kasbekar (Celebrity photographer) @atulkasbekar
- Anupam Kher (actor) @AnupamPkher
- Rahul Bose (actor, activist) @RahulBose1
- Aahana Kumra (actor) @AahanaKumra
- Khurafati Nitin (Radio Jockey) @khurafatinitin
- Stutee Ghose (Radio Jockey) @rjstutee
- Neeti Palta (Stand up Comic) @neetipalta
- Kunal Kamra (Stand up Comic) @kunalkamra88



# TweeSurfing



## Community Outreach

- We collaborated with the [United Nations](#) in India on:
  - Their project ‘[U-Report India](#)’, for which we released an [#AdsForGood](#) grant to [UNICEF India](#).
  - A “Twitter 101” training for nine [UN agencies](#) hosted at the International Labor Organization in Delhi.
  - [UNICEF’s #OnlineSuraksha](#) campaign, supported by [Pratyek](#).
- We hosted “Twitter Best Practices” workshops for NGOs at the Twitter Gurgaon, Bombay, and Bengaluru offices.
- We supported Nobel Laureate [Kailash Satyarthi’s #BharatYatra](#) campaign as he addressed the issue of sexual abuse. This included a Periscope broadcast on ‘Child Safeguarding’.

We also participated in different events around India about the power of social media in education, democracy, and social movements. We spoke at:

- [Democracy, Social Media and Governance](#) – a panel discussion hosted by [Bharat Niti](#).
- [Influence of Social Media in Education](#) – organized by the [School Leaders Network](#) in Mumbai for educators from India and Dubai.
- [#GoSocialForChange NGO workshop](#) – hosted in Mumbai by [@USAndMumbai](#) & [@Creativeland](#).
- [Build Bridges Event](#) – organized by the [US State Department US-India Alumni](#).
- We hosted a “Twitter 101” training for nonprofits in our Bangalore office.



## Freedom of Expression

- We onboarded [@CartoonistsInd](#), [Indian Institute of Cartoonists](#) as a Trusted Partner and gave them [#AdsForGood](#) to promote their work and campaigns during [#WorldPressFreedom Day](#).

## #HumanRightsDay 🙌❤️

We released a special emoji to help unify and increase the overall conversation volume around Human Rights Day. Globally, there were over 800K Tweets with human rights hashtags, making it a top worldwide trending topic. We also collaborated with key partners to amplify their messages.





## #TwitterForGood Volunteer Days

- We partnered with [Margadarshi](#) in Bangalore.
- We worked with [Mumbai Mobile Creches](#) in Bombay.
- We joined the [#ChildrensDay](#) celebration by collaborating with [@UdayFoundation](#), [@Akanksha\\_India](#), and [Dream Foundation](#).
- We hosted a live Periscope broadcast via [@TwitterIndia](#) with medical experts and community activists to discuss the impact of air pollution on children and the way forward.





# Regional Highlights: **LATAM**

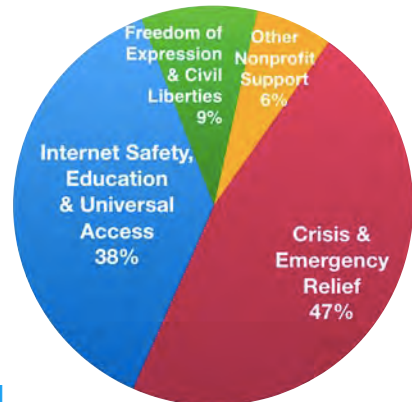


## LATAM in numbers

#AdsForGood: \$165K

NGO trainings: to over 100 organizations

Volunteerism: over 400 volunteer hours

Areas  
of  
Focus

## BRAZIL

## #TwitterForGood

## Safety Outreach



We met with organizations to discuss our safety tools and updates, as well as areas of cooperation. This included:

- [Article XIX](#).
- [Brazilian Association of Psychiatry](#) and the [Brazilian Psychiatry Congress](#) – we provided a Safety training, and #AdsForGood to promote content related to *Setembro Amarelo* (Yellow September), the national month of suicide prevention.
- [Centro de Valorização da Vida \(CVV\)](#) – we listed them in our Safety Center as partners in our reporting flow for self-harm and suicide. We also provided a “Twitter 101” training.
- [InternetLab](#).
- [Ministry of Human Rights](#) – we provided a “Safety and Digital Literacy” training.

[Think Olga](#) [@ThinkOlga](#) [Following](#)

Hoje visitamos a sede do [@Twitter](#) no Brasil para uma conversa sobre segurança na rede. Obrigada pelo convite, [@TwitterBrasil](#)!

[Translate from Portuguese](#)



1:00 PM - 8 Feb 2017



[Follow](#)

#CBP2017 | Palestra do [@TwitterBrasil](#) no XXXV Congresso Brasileiro de Psiquiatria!

[Translate from Portuguese](#)



11:05 AM - 26 Oct 2017

- [@Safernet](#) – we granted #AdsForGood for their #SID2017 campaign on [Safer Internet Day 2017](#).
- [Think Olga](#) – we gave them a training on safety and counter-narrative.





## NGO Outreach

We met with organizations working on different areas of interest for our community to support their presence in our platform and provide “Best Practices” trainings. We met with:

- [Fundação Lemann](#) and teachers attending the [SXSW Festival](#) – we gave them a “Twitter 201” training.
- [Greenpeace Brazil](#).



- Non-profits working on education – we provided “Best Practices and Reputation Management” training.



- [Doctors Without Borders](#).
- [@ABTO, Brazilian Association for Organ Donation](#) – we collaborated on the launch of the #soudoador emoji to celebrate *Setembro Verde*, the national month for organ donation.



- [Não Aceito Corrupção](#).
- [United Nations Brazil](#) – we met with: the [UN Development Program Country Director](#), [UNICEF Brazil](#), and [UN Human Rights Council \(ACNUR\)](#) for a training.





## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

We met with different government agencies and representatives to explain how Twitter can help them in the event of natural disasters and for emergency response. We met with:

- [Ministério da Integração's Senior Digital Staff](#) – we presented our C.R.A.N.E. Task Force and agreed to support them in their social media plan for 2018.
- [Minister of National Integration, Helder Barbalho](#).

## Equality

- We provided a training on Twitter's best practices for [@UNWomen](#), including women journalists and communicators.
- We hosted 10 nonprofits working on the subject of women in tech for a training on Twitter's best practices [@TwitterBrasil](#).



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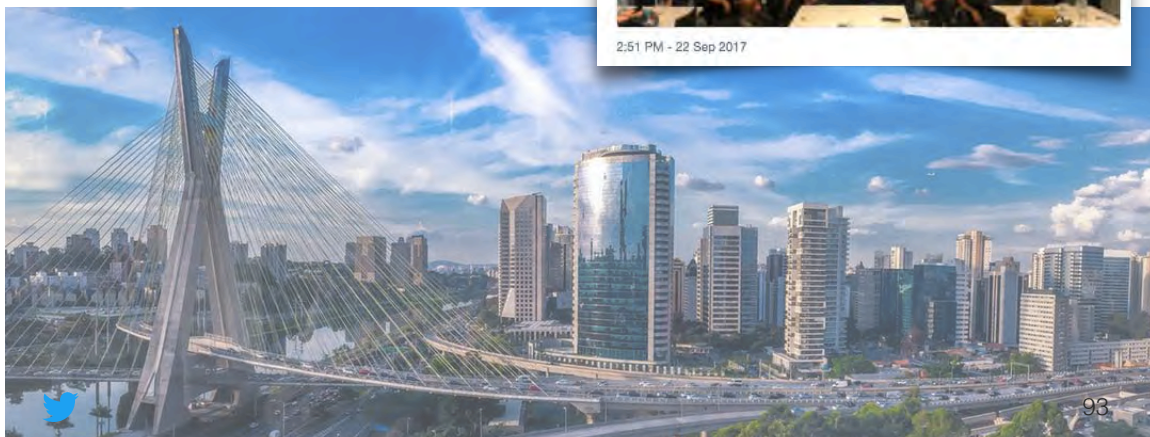


## Media Literacy



We held meetings to update partners about our Media Literacy initiatives, and explore new and further collaborations with:

- [Fundação Gerações](#) – we hosted a group of 35 young leaders from the south of Brazil.
- [Fundação Mauricio Sirotsky Sobrinho](#).
- [Instituto Alana](#) – we hosted them for a “Twitter Best Practices and Reputation Management” training.
- [Porvir](#) – we trained them on Twitter’s best practices and digital literacy.





## #TwitterForGood Volunteer Days

The office participated in different activities, including:

- Visiting to a children's cancer hospital to play with the kids and make their morning more fun while they waited for their chemotherapy treatments.
- Donating clothes and blankets to the [Brazilian Red Cross](#).
- Providing a “Best Practices” training to nine nonprofit partners.
- Donating personal hygiene kits for patients at hospitals.
- Serving food, helping refresh the facilities, and helping with other needs at [Missão Paz](#).



"Whether serving breakfast for refugees, playing with children in a hospital or training NGOs on Twitter's best practices, #TwitterForGood days are a way of giving back to different communities, learning more about our people, and making a positive impact in the place where we live."  
**Fernando Gallo,**  
**Public Policy Manager**

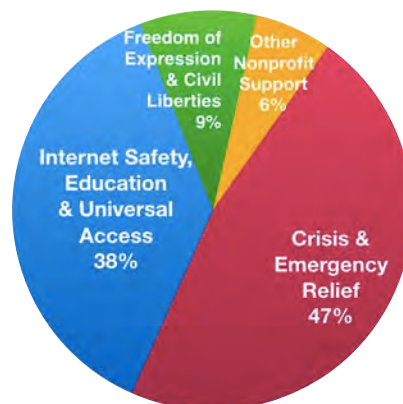


## LATAM in numbers

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Volunteerism: over 400 volunteer hours

Areas  
of  
Focus

## MEXICO

#TwitterForGood



## C.R.A.N.E. – Crisis Response And Natural Emergency Task Force

- We met with [Protección Civil @PcSegob](#) to present our C.R.A.N.E. Task Force, and explain how Twitter can help in the event of natural disasters and for emergency response.





- In light of the two massive [earthquakes](#) to hit the country this year, we:
  - Trained the Emergency Response Agencies.
  - Updated our emergency management Twitter List with each event to help users follow strategic information.
  - Onboarded leading NGOs through our [#AdsForGood](#) Program to help amplify their relief efforts and hosted them for Twitter “Best Practices and Ads” trainings.
  - Partnered with the [Red Cross](#) to have a microsite for Tweepers who wanted to donate to support relief efforts.
  - Launched the especial emoji [#TodosSomosFrida](#) which became a worldwide trending topic and harnessed the attention of the media.
  - Participated on panels and gatherings, alongside industry peers, on the value of the technology platforms during emergencies.



## #HumanRightsDay 🇺🇸🇲🇪

We released a special emoji to help unify and increase the overall conversation volume around Human Rights Day. Globally, there were over 800K Tweets with human rights hashtags, making it a top worldwide trending topic. We also collaborated with key partners to amplify their messages.





## NGO Outreach

- We met with the group of NGOs that attended [#FuerzaEnMiVoz](#) events in Mexico and exchanged updates on our safety features and the ongoing work of the Trust and Safety Council.
- We participated in the [Mexican Philanthropic Society Annual Gathering \(@CEMEFIInforma\)](#) with a presentation on Twitter for NGOs.
- We participated on the [FITS 2017](#) organized by the [Mexican Institute for the Development of Civil Society \(@INDESOL\)](#) and [@DesdeWingu](#), where we provided an NGO workshop and the NGO handbook.



## Media Literacy



- We hosted the graduates of the online course “[How to use Twitter for Educational Purposes](#)” which was created by the [Academica Foundation](#) from the Carlos Slim Group.
- We finalized and launched the Spanish version of the [Educator's Handbook](#) with the help of [@VocacionCentral](#), and [@DerechoInfancia](#).

“By partnering with teachers and children's rights NGOs like [@VocacionCentral](#) and [@Redlamyc](#), Twitter is helping distribute the Twitter Educators Guide which provides timely information to educators who use Twitter as tool in their classrooms all across LatAm.”

**Hugo Rodríguez,  
Public Policy Manager**



## Safety Outreach



We met with government agencies and civil society organizations to discuss our safety tools and updates, as well as areas of cooperation. This included:

- [Anti-Defamation League](#).
- [@article19mex](#) – we trained a group of journalists and received feedback on safety matters to have better context about messages on our platform.
- [@CONAPRED](#) – officially onboarded them as our Safety Partner.
- [@CONAVIM\\_MX](#).
- [@ElConsejoMx](#) – we delivered a “Rules and Tools” workshop for over 100 educators, with the help of this Safety NGO.
- [Internet es Nuestra](#) – we provided an in depth training on safety tools, reporting, and counter narrative efforts to the NGOs members of this coalition.
- [Mexican Senate Unit on Gender Equity @SenadoUGenero](#) – we participated as main speakers on their [Cyber Harassment Forum](#).



- [Government Agency to support NGO Development \(@INDESOL\)](#) – we provided “Twitter 101 and Safety” trainings.





## #TwitterForGood Volunteer Days

We partnered with:

- [Asociación Pro Personas Con Parálisis Cerebral](#) – interacted with the children and teachers of the organization and supported their everyday activities.
- [@YaRespondiste](#) – cooked and delivered over 300 meals to the families of patients waiting for their loved ones on public hospitals around Mexico.





# COLOMBIA

## #TwitterForGood

### Community Outreach

- We trained a group young peace activists in Colombia who are monitoring the implementation of the [Peace Agreement](#).
- We met with a coalition of Civil Society Organizations on the margins of the [Regional Preparatory Meeting for the Internet Governance Forum \(LACIGF\)](#) that took place in August in Panama.
- In collaboration with [Karisma](#), we launched our video for Spanish-speaking LatAm on [#PositionOfStrength](#), and a Twitter safety guide in the context of [Safer Internet Day](#).
- We provided a training on emergency response to police officials, members of the NGO [Te Protejo](#), and other participants from the private sector.
- We supported the [Foundation for Press Freedom \(FLIP\)](#) with an [#AdsForGood](#) grant to promote their online course in partnership with [UNESCO](#) to train judges in the region on freedom of expression issues.

"By supporting @Karisma and @FLIP\_org's work, Twitter promotes freedom of expression in the country on two crucial dimensions: raising women's voice and promoting good practices and awareness to protect public debate."

**Carlos Cortés, Public Policy Consultant**



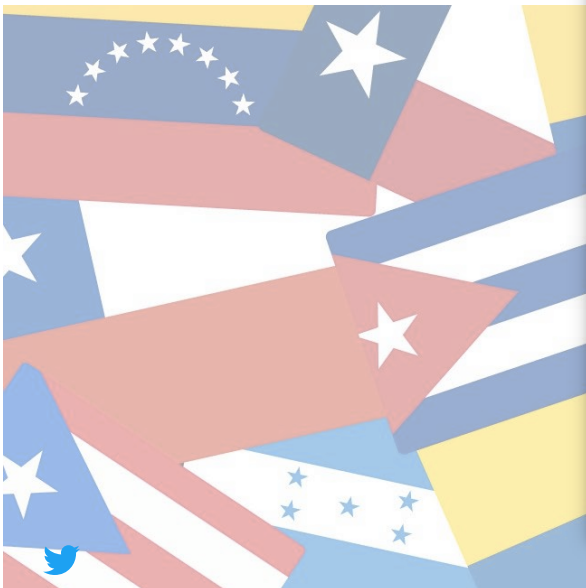
# WIDER LATAM

## #TwitterForGood

### NGO Outreach

We provided trainings and met with:

- **Cruz Verde Venezuela**. The group was in the process of evolving to not only provide emergency response aid, but also work as a regular care provider in low income communities in **Venezuela**.
- Over 40 communication officers from the **World Bank** and relevant Government agencies from **Peru, Bolivia, Ecuador** and **Chile**.
- Social media managers of the Spanish chapter of **UNESCO** in **Uruguay**.
- **Faro Digital** in **Argentina**, and explained our safety narrative and other initiatives such as **#PositionOfStrength** actions.
- The communications team of **Sin Mordaza @Sinmordaza**, a non-profit promoting Human Rights and freedom of expression through arts in **Venezuela**.
- A group of 8 nonprofits in **Venezuela** involved in defending freedom of expression and civil liberties, in collaboration with **@VeroRuizdelVizo** y **@LuisCarlos**. **#TwitterForGood** was trending in Venezuela during the training.



With gratitude to the members of the **Twitter @Policy** team during 2017:

Bridget Coyne, Sinéad McSweeney, Tina Pant, Caroline Barlerin, Karen White, Nick Pickles, Tom Tarantino, Ronan Costello, Audrey Herblin, Kara Hinesley, Mahima Kaul, Agung Yudha, Jared Benoff, George Salama, Laura Duffy, Stephen Turner, Kathleen Reen, Fernando Gallo, Carlos Monje, Hugo Rodríguez, Philip Chua, Lauren Culbertson, Satoshi Hattori, Yuki Hirajo, Murat Balandi, Ian Plunkett, Emily Horne, London Lee, Maryam Mujica, Amanda Faulkner, Patricia Cartes, Emine Etili, Kira O'Connor, Will Carty, Leah Laxamana, Carlos Cortés, Arlen Pereira, Myungeun Lee, Fredd Wilson, Lucia Gamboa, A.B. Obi-Okoye, Ernesto Hawkins, Arionna Lawson, and with special thanks to Andrea Pereira for her work in compiling this report.





Twitter Public Policy – **#TwitterForGood** 2017 Global Report

