



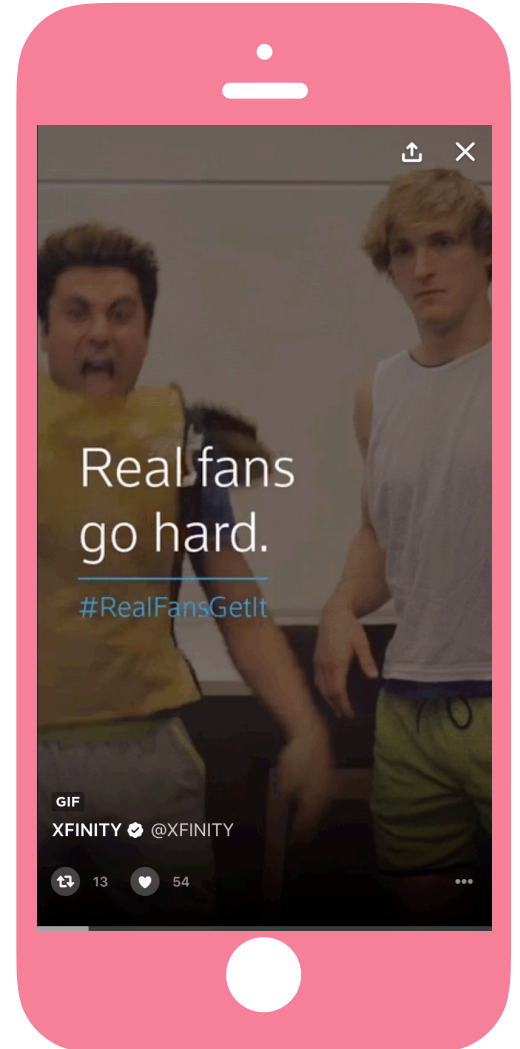
# Moments for All

## Overview

We're opening up Moments to everyone around the globe, and now anyone can make Moments. With this new way to Tweet, it's easier than ever to be digital storyteller, creator or citizen journalist.

## Introducing Moments for All

- Moments provides a new way to tell stories. Stories on Twitter don't always happen in just 140 characters, they often unfold across multiple Tweets and from various points of view. By opening Moments up to everyone, any person can now collect, curate and share full and rich stories.
- It's the most real-time and live storytelling platform. When things happen in the world, they happen on Twitter first. Through the Moments product you can send Tweets directly into a Moment so it grows as the story does, instantly.
- It empowers diverse of perspectives through access to the global community. Unlike other platforms, Twitter offers perspectives from around the world. By opening Moments creation up, now anyone can collect those voices and Tweets to tell a fuller story and share a 360 point of view.



## An Immersive Storytelling Canvas for Brands

- With Moments for All, brands can connect more deeply with people with the best of Twitter by creating cohesive, visual-forward narratives to integrate into both their organic, always-on content strategies as well as paid campaign strategies.
- All Moment URLs render to a media-forward card that displays the cover page image, title and description of your Moment. Share your Moment via Promoted Tweets to a specific audience.