

SPOTLIGHT



TWITTER

Broadview, Illinois

Twitter is a social media site, and its primary purpose is to connect people and allow people to share their thoughts with a big audience. The social networking site is undoubtedly one of the most popular social media platforms available today, with 100

million daily active users and 500 million tweets sent daily. Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and was launched in 2006. Twitter began as an SMS-based platform and grew to become a web platform. The user can post 140-character status updates, otherwise known as "tweets", that can be seen by their followers. Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends. ¹

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¹ <https://blog.hubspot.com/marketing/what-is-twitter>