



#Twitter ForGood

2018 Global Report



**Twitter Public Policy
#TwitterForGood
2018 Global Report**





Welcome,

Twitter's second #TwitterForGood Annual Report reflects the growing and compelling impact that Twitter and our global network of community partners had in 2018. Our corporate philanthropy mission is to reflect and augment the positive power of our platform. We perform our philanthropic work through active civic engagement, employee volunteerism, charitable contributions, and in-kind donations, such as through our #DataForGood and #AdsForGood programs. In these ways, Twitter seeks to foster greater understanding, equality, and opportunity in the communities where we operate.

Employee Charity Matching Program

This past year, we broke new ground by implementing our Employee Charity Matching Program. This program avails Twitter employees of the opportunity to support our #TwitterForGood work by matching donations they make to our charity partners around the world. After it was launched in August 2018, Twitter employees donated US\$195K to 189 charities around the world. We look forward to expanding this new program in 2019 by garnering greater employee participation and including additional eligible charities.

@NeighborNest

This year, our signature philanthropic initiative – our community tech lab called the [@NeighborNest](#) – was recognized by the Mutual of America Foundation. The Foundation awarded Twitter and Compass Family Services, one of our local community partners, with the [2018 Community Partnership Award](#). This is one of the top philanthropic awards in the U.S., recognizing community impact by an NGO/private sector partnership.

Since opening in 2015, we've conducted over 4,000 hours of programming and welcomed over 15,000 visits from the community. This was made possible in partnership with over 10 key nonprofit partners, nearly 900 unique visits from Twitter volunteers, and over 1,400 hours of volunteer service.

A cousin of the [@NeighborNest](#) operates [@TwitterDublin](#). The [#ImpactNest](#) was set up by a group of Twitter employees to support local start-ups engaged in social entrepreneurship. The [#ImpactNest](#)'s initiatives and events grew over the last year and we aim to continue and expand its activities in 2019.

I am delighted to share the Public Policy team's second 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 2019.



Colin Crowell

[@ColinCrowell](#)

VP, Global Public Policy & Philanthropy



#TwitterForGood 2018 Annual Report

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Executive Summary

#TwitterForGood

To advance our philanthropic goals, we utilize the power of the Twitter platform, harness insights from Twitter data, and tap the talents and interests of our employees to drive meaningful impact in the communities in which we operate.

Our corporate philanthropy efforts are focused where we can have direct impact on issues of importance to our communities and people who use Twitter. Our areas of focus are:

1. **Online Safety and Health** – We seek to educate users, and especially youth, about healthy digital citizenship, online safety, and **media literacy**. We have been working on programs aimed at empowering our users to build their critical thinking and connecting them to resources in order to give them control over their online experience.
2. **Freedom of Expression and Civil Liberties** – We support initiatives that defend and respect the user’s voice, promote free expression and defend 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. **Internet Access and 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.

Besides these, we also fuel philanthropic efforts globally by **working with our communities**. We work with charities and NGOs to help them utilize the Twitter platform effectively, support them through our #AdsForGood program, connect them to our volunteers, and much more.



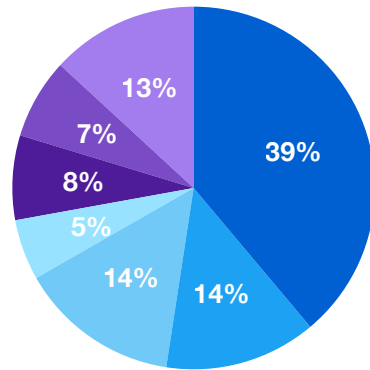
#AdsForGood

#AdsForGood is #TwitterForGood’s *pro bono* advertising program. We provide free advertising credits to qualifying charity partners working in our philanthropic focus areas.

In 2018, we worked with over 200 organizations globally and extended the equivalent of US \$2.6 million in *pro bono* advertising credits. This includes USD \$900K granted through our new #CampaignsForChange program.

The #CampaignsForChange program is a new collaboration in 2018 among internal Twitter teams and provides higher *pro bono* grant amounts for larger philanthropic initiatives that seek to maximize their reach and impact.

US \$2.6 million in #AdsForGood globally



- Online Safety and Health
- Freedom of Expression and Civil Liberties
- Equality
- Internet Access and Adoption
- Emergency Response and Disaster Relief
- Media and Digital Literacy
- Community Partners

Corporate Volunteerism

Our #TwitterForGood volunteer program is a Twitter tradition when twice yearly our employees 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.

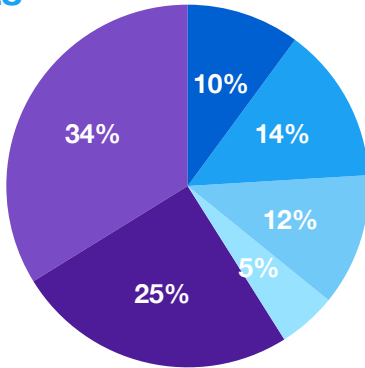
In 2018, each of our global days of service involved projects across 25 offices around the world, over 1,300 Twitter volunteers, and 3,900 hours of service in partnership with over 75 nonprofits. We published a Moment for the Spring and Fall activities from @TwitterForGood, and two blogs: "#TwitterForGood Day Spring 2018" and "#TwitterForGood Day Fall 2018" to recap the day.



Financial Grants

US \$1.3 million globally on direct financial grants

We extended over \$1.3 million on direct financial grants in 2018. These grants were largely centered around support to community-based organizations working to improve the lives of our neighbors in the communities we operate.



- Online Safety and Health
- Freedom of Expression and Civil Liberties
- Equality
- Internet Access and Adoption
- Media and Digital Literacy
- Community Partners

Employee Charity Matching Program

In August 2018, we started our Employee Charity Matching Program. Twitter now matches monetary donations to eligible nonprofits around the world up to \$2,000

US \$195K to 189 charities around the world

USD a year per employee. Eligible nonprofits are those working on the five core areas of our corporate philanthropy. In addition, we also include in this program our charity partners with whom we have ongoing volunteer partnerships for community service, and others whose cause reflect a special need in the local community where we operate.

The @NeighborNest and the #ImpactNest

At our US and international HQ locations, we have our signature philanthropic initiatives the Neighbor Nest and the #ImpactNest. Since 2015, we have approached the Tenderloin community in San Francisco through our tech lab called the @NeighborNest. Its mission is to create new possibilities by cultivating digital literacy and connecting Twitter volunteers, partner organizations, and their clients.

At our international HQ in Dublin, we have a similar program since 2017, the #ImpactNest. The #ImpactNest was set up by a group of Twitter employees with the purpose to inspire and support the new generation of local start-ups engaged in social entrepreneurship.

We hope you enjoy this compilation of our 2018 @TwitterForGood initiatives.

#LoveTwitter ❤️🐦



Regional highlights: North America



USA & Canada in numbers

\$635K AdsForGood

1,650 volunteers

4,800 volunteer hours

United States

#TwitterForGood

Freedom of Expression and Civil Liberties

- We supported Reporters Without Borders (@RSF_en) in preparation for the release of their World Press Freedom Index 2018. RSF hosted an event at the @WashingtonPost's offices which was live-streamed on Twitter, and they used a Twitter Mirror to get quick impressions about the report from the participating panelists Jason Rezaian (@jrezaian), Margaret Talev (@margarettalev), and J. Jesus Esquivel (@JJesusEsquivel).



- We hosted another group of students from around the country who have been affected by gun violence at our @TwitterDC office for a live-streamed discussion led by @TeenVogue. Students were briefed on how to stay safe on Twitter, including instructions for using our mute, block, and reporting features.
- We hosted a group of student activists from Parkland, Florida for a Twitter Q&A at our @TwitterDC office. Additionally, we trained the students on Twitter safety tools, walking them through our mute, block, and reporting features.

- To celebrate #WorldPressFreedomDay 🧢, we hosted over a dozen events at Twitter offices around the globe, including India, Australia, NYC, and the UK. We also supported our partners and leveraged their activations from Twitter channels including @Twitter, @Policy, and @TwitterVideo. The whole conversation was elevated by the launched of a Twitter emoji which was activated with #PressFreedom, #WPF2018, and #ImAJournalistBecause in 9 different languages.



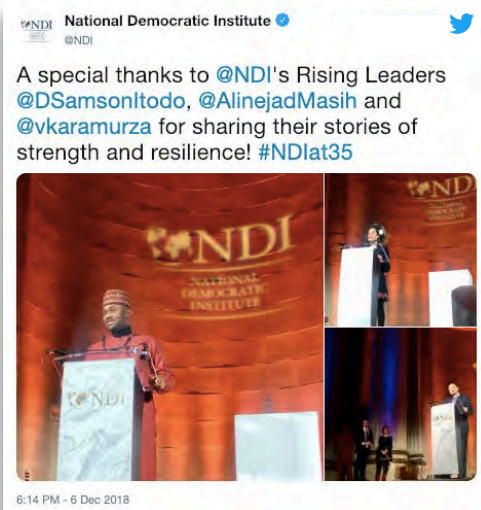
• We supported several events around Washington, DC to celebrate activists and journalist around the world in their fight and advocacy for freedom of expression and civil liberties. This included:

- The @Newseum’s Free Expression Awards Dinner which, among others, commemorated John Carlo, Tommy Smith, the creator of Charlie Hebdo, and Arthur O. Sulzberger.
- The National Press Foundation Annual Awards Dinner (@NatPress), in which journalists, including @JudyWoodruff and @LesterHoltNBC, were honored for their excellence in journalism.
- The Muslim Advocates Gala (@MuslimAdvocates), which honored Senator @ChrisCoons (D-DE) and @RepJayapal (D-WA) for their work on non-discrimination and fairness in immigration and for being longtime advocates for equality.
- The National Democratic Institute 35th Annual Gala (@NDI), which among others, honored activists @DSamsonItodo from Nigeria, Masih Alinejad (@AlinejadMasih) from Iran, and Vladimir Kara-Murza (@vkaramurza) from Russia.



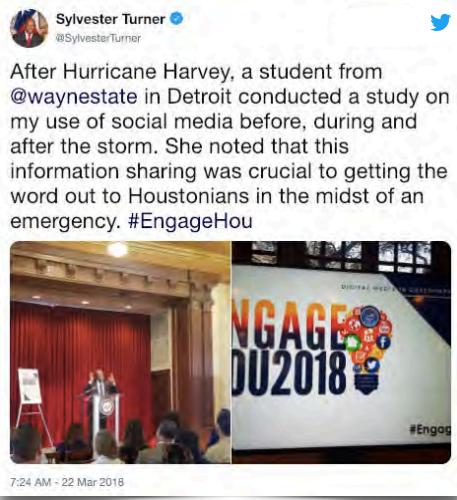
- The Internet Association Charity Gala (@InternetAssn), which donated all collected funds to our longtime partner After-School All-Star (@ASASafterschool).
- The James Foley Awards Dinner, which each year recognizes the work of three individuals for advocating for the safe return of American hostages and protecting independent conflict journalists.

• We joined the #HumanRightsDay 🙌🏻 celebration by reactivating a Twitter emoji in eight different languages and highlighting the work of partners from our channels.

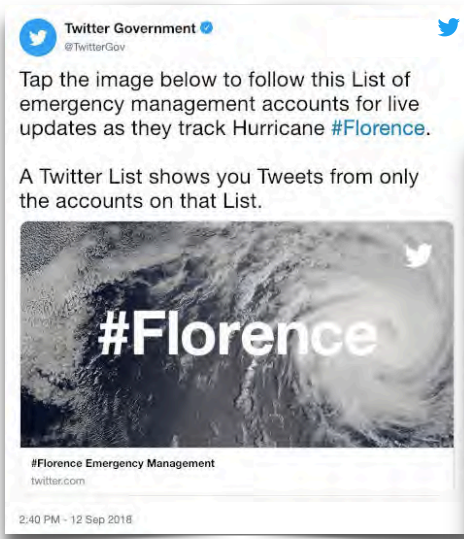


Emergency Response and Disaster Relief

- We presented at the City of Houston Digital Engagement Conference (@HoustonTX) with 100+ attendees from emergency response agencies across the country to discuss social media best practices for emergency response engagement.
- We participated in the @WhiteHouse round table on “Improved Information Sharing for Whole Community Disaster Response.” The White House is developing new policies and procedures to improve information sharing during a natural disaster and are examining how Twitter can assist in these efforts. Participants included State and local leaders, Federal officials, and nonprofits.
- We coordinated with State & Federal Emergency response organizations, as well as nonprofit groups such as the @RedCross, to provide support during Hurricane Florence and Hurricane Michael. As part of our outreach, we shared our new Crises Response Toolkit, and our updated Twitter Emergency Management List during the course of each storm.



- We presented at the “Big City Emergency Managers Conference” meeting in New York (@nycemergencymgt). We shared the tools available to these agencies for emergency management and disaster recovery, and talked about our policies and practices during a disaster.
- We conducted a webinar about using Twitter during crises for the International Association of Emergency Managers (@IAEM). IAEM is an educational organization promoting emergency management best practices around the world.



Equality

- We partnered with [@BetterMakeRoom](#) to host their 5th annual [#BeatTheOdds](#) Summit at [@TwitterDC](#) in support of first-generation college-bound students. The event was live-streamed through the organization’s account, and amplified from our [@TwitterDC](#) account. [@BetterMakeRoom](#) also created a Moment gathering highlights from the event.
- We participated in the inaugural meeting of the Anti-Defamation League’s Solutions Lab ([@ADL_National](#)) along with industry peers. This organization is fighting anti-Semitism “to stop the defamation of the Jewish people, and to secure justice and fair treatment to all.”



Online Safety and Health

- We supported various partners such as Tyler Clementi ([@TylerClementi](#)), Childhood Resilience Foundation ([@resiliencelfnd](#)), Heartmob ([@theheartmob](#)), Hollaback ([@iHollaback](#)), Crisis Text Line ([@CrisisTextLine](#)), and Ditch The Label ([@DitchtheLabel](#)) on their activations for [#BullyingPreventionMonth](#). We granted [#AdsForGood](#) and activated a Twitter emoji to help amplify their message.
- We recognized [#WorldSuicidePreventionDay](#) with the theme “Working Together to Prevent Suicide.” We took that to heart by working with partners to offer a variety of resources, including the launch of our in-App search prompt [#TherelsHelp](#) across 9 new markets around the globe.

We also activated a Twitter emoji campaign in partnership with the International Association of Suicide Prevention ([@IASPinfo](#)). The launch was made in 15 languages to leverage the global conversation. We also supported partners’ activations with [#AdsForGood](#) grants and highlighted their work by sharing a Moment from [@Nonprofits](#).

- We participated in [@FOSI](#)’s annual conference and contributed to a panel on the topic of content moderation. First Lady Melania Trump ([@FLOTUS](#)) and FTC Commissioner Noah Phillips ([@FTCPhillips](#)) also attended and provided keynote remarks.



Internet Access and Adoption

- As part of a broader “Net Neutrality Day of Action” organized by public interest groups and tech companies, we created a [Moment](#) from [@Policy](#) on [#NetNeutrality](#). The purpose was to amplify the voices of people who use Twitter, including a wide group of stakeholders including civil liberty groups, startups, and peer companies who support a free and open Internet.
- We participated in a panel at [@INCOMPAS](#)'s Policy Summit called “Streaming Revolution: Content & Services in an Over-the-Top World,” in which we talked about Twitter’s role in streaming services and defending Net Neutrality.

Working With Our Communities

• Opioid Crisis

- We created a Twitter emoji for the Drug Enforcement Agency’s [#TakeBackDay](#) ([@DEAHQ](#)). It was used far and wide by government, nonprofits, and the medical community to help drive participation to collect old pharmaceuticals and dispose of them safely.



- We hosted the U.S. [@Surgeon_General](#) Dr. Jerome M. Adams and Members of Congress for a [live-streamed](#) event at [@TwitterDC](#) to discuss the [#OpioidCrisis](#).
- We hosted a [live-streamed](#) event [@TwitterDC](#) with leaders of the [#RecoveryMovement](#) to talk about recovery in the context of the opioid crisis.
- We co-hosted a first-of-a-kind event with peer tech companies to bring various stakeholders together for a day-long program focused on working together to end the [#OpioidCrisis](#). The goal was to bring to light the entire picture of the opioid crisis and explore ways in which the tech community can be helpful.



• NGO Workshops

Throughout the year, we had the pleasure of hosting several nonprofit organizations working on different areas of interest to the community. These trainings were focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations’ reach and effectiveness. Participating organizations included:

- Amnesty International ([@amnestyusa](#))
- Biden Cancer Center ([@BidenCancer](#))
- Campaign for Tobacco-Free Kids ([@TobaccoFreeKids](#))
- Catholic Volunteer Network ([@CatholicVolNet](#))
- Center for Democracy and Technology ([@CenDemTech](#))



- Clinton Foundation (@ClintonFdn)
- Color of Change (@ColorOfChange)
- Covenant House (@CovenantHouse)
- Education Commission of the States (@edcommission)
- Family Online Safety Institute (@FOSI)
- Human Rights Campaign (@HRC)
- Human Rights Foundation (@HRF)
- Lily’s Place
- Malala Fund (@MalalaFund)
- Mercy Corps (@mercycorps)
- NCMEC (@MissingKids)
- Oceana (@oceana)
- OECD (@OECD)
- Out in Tech (@OutInTech)
- Red Cross (@Federation)
- Relief International (@ReliefIntl)
- Reporters Without Borders (@RSF_en)
- UN Foundation (@unfoundation)
- UNHCR (@Refugees)
- United Way (@UnitedWay)
- United We Dream (@UNITEDWEDREAM)
- US Institute of Peace (@USIP)
- USAID (@USAID)
- World Bank (@WorldBank)
- World Food Program (@WFP)
- Young People in Recovery (@YngPplRecover)

#BlackHistoryMonth

- We attended the Annual Congressional Black Caucus Foundation (@CBCFInc) Legislative Conference where we participated in a tech roundtable discussion along with our peer companies. We also supported the @CBCFInc gala which every year celebrates the achievements of Black Americans.
- In collaboration with @Blackbirds, we wrote a blog post, “Black History is #WhatsHappening,” highlighting how Twitter offices across the United States celebrated #BlackHistoryMonth.

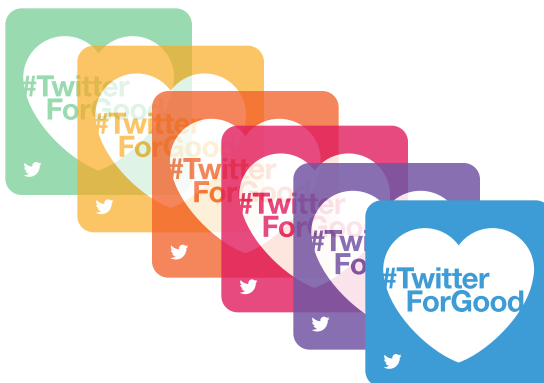
- To celebrate #WomensHistoryMonth♀, @TwitterWomen and @TwitterDC hosted a #ShelInspiresMe lunch with WomenOne (@Women1One) Executive Director @Amyhepburn.



- The @TwitterDC office partnered up with The Children’s Charities Foundation (@CCFoundation) for a pop-up coat drive with the kids from Thomson Elementary School. We helped the kids pick their coats and engaged with them on a holiday cookies decoration activity.



- On [#HispanicHeritageMonth](#) we supported the Hispanic Heritage Foundation (@HHF) and the National Hispanic Foundation for the Arts (@HispanicArts) on their Twitter strategy for their annual galas and other activations for #HispanicHeritageMonth.
- For [#WorldAidsDay](#) , we activated a Twitter emoji to support (@RED)'s efforts to raise money for AIDS research and awareness.
- **#TwitterForGood Days**
 - **Spring:** we conducted volunteer service projects across 9 offices in the United States with over 850 volunteers and 2,500 hours of service, in partnership with over 45 nonprofits.
 - **Fall:** we conducted volunteer services projects across 11 offices in the United States with over 800 volunteers and 2,300 hours of service, in partnership with nearly 50 nonprofits.



San Francisco – HQ

#TwitterForGood

@NeighborNest

Since opening in 2015, we've conducted over 4,000 hours of programming and welcomed over 15,000 visits from the community. This was made possible in partnership with over 10 key nonprofit partners, nearly 900 unique visits from Twitter volunteers, and over 1,400 hours of volunteer service. In 2018, we conducted a variety of programs and events focused on media literacy and citizenship, equality, workforce development, family homelessness, and capacity-building for nonprofits.

National Award of Recognition

Since The work of the @NeighborNest and all Twitter volunteers involved was recognized by the Mutual of America Foundation, who awarded us with the 2018 Community Partnership Award. This is one of the top philanthropic awards in the U.S., recognizing community impact by an NGO/private sector partnership.

This was only possible thanks to the support of our partners:

- At the Crossroads (@ATCSF)
- Bay Area Video Coalition (@BAVC)
- Boys & Girls Club (@BGCsf)
- Catholic Charities (@CatholicCSF)
- Code Tenderloin (@CodeTenderloin)
- Compass Family Services (@Compassf)
- Community Tech Network (@Commtechnetwork)
- Department of Youth & Their Families (@DCYF)
- Edgewood Center For Families & Children (@EdgewoodCenter)
- GLIDE (@GLIDEsf)
- Larkin Street Youth Services (@LarkinStreet)
- Mission Economic Development Agency (@medasf)
- Reading Partners Bay Area (@RPBayArea)
- SF Public Library (@SFPublicLibrary)
- SF Tech Council
- United Playaz (@UP4Life)



#NestFest

We turned 3! And celebrated online and in person with a special family movie night with Twitter employees and community partners. We also created a Moment from @NeighborNest and a video highlighting the Nest's programs throughout the year.



What @NeighborNest visitors are saying:

"It's a program with a lot of benefits for families to have knowledge and learn about technology and safety on a computer or cell phone." – NeighborNest client.

"Starting out as a homeless family with an infant son, I have used the Nest to become stable in my housing, parenting and so many other parts of my life. I value the Nest in my life." – NeighborNest client.

"Volunteering at the Nest is a great dose of perspective. We work with relative experts in computers at Twitter, so it's important to recognize that not everyone has those skills, and even more important to try to bridge the digital divide." – Twitter volunteer.



Emergency Response and Disaster Relief

- Leaders from the [@RedCrossBayArea](#) visited [@TwitterSF](#) to discuss strengthening our already close coordination for crisis response.
- We hosted two separate training events at [@TwitterSF](#) for the [@SFPD](#) and a delegation of 50 Bay Area government officials on emergency response and disaster relief. We also conducted two off-site disaster response trainings for officials from Contra Costa and San Mateo Counties.
- We built over 300 first aid kits with our global Cultural Ambassadors that were distributed to local students and families from Redding Elementary.



Equality

- In partnership with Wake International ([@WakeIntl](#)), we welcomed and trained 50 [#Tech2Empower](#) women rights activists on “Twitter Best Practices and Safety Tools.” Organizations included Justice for Muslims Collective ([@dcmuslimjustice](#)) and Women’s Institute for Science, Equity, and Race ([@WISERPolicy](#)).



- We hosted [@OasisForGirls](#) Annual SHINE Gala to build support for young girls and women of color in SF to build healthier, stronger futures.
- We attended [@OaklandDigital](#)'s [#InspirationAwards](#) to support their work in bridging the digital divide in the Bay Area and empowering youth through technology and design.



Internet Access and Adoption

- We hosted the Digital Leaders Ceremony and accepted the Digital Amplifier Award from Community Tech Network (@Commtechnetwork). They recognized the work of @TwitterForGood and @NeighborNest in bridging the digital divide in San Francisco.



Online Safety and Health

- We supported the Trust and Safety Council Summit with a majority of our Council members in attendance to review the progress of our health initiative and safety updates. Future policy improvements were discussed, and feedback gathered to inform product development roadmap.
- We partnered with Common Sense Media (@CommonSense) and @TwitterWomen to host the screening of “The Breadwinner” with local youth.

Media and Digital Literacy 📱

- We supported the @ICANHELP “Delete Negativity Youth Hackathon,” participating as judges and leading the conversation at their annual summit. This organization educates and empowers students to use social media positively, encouraging critical thinking and media literacy skills.

Working With Our Communities

In 2018, we allocated \$900K in cash grants to San Francisco’s community partners and engaged in over 170 community events. This engagement included volunteering and hosting events to strengthen the neighborhood in which we work. We did this in close partnership with nearly 35 nonprofit organizations and over 3,900 hours of volunteer service. Activities included:

- Working with @RealizedWorth, we hosted Impact 2030 Activation Workshop to explore how Bay Area corporates can engage to help achieve the Sustainable Development Goals.
- We hosted two career panels with cybersecurity students from @YearUp in partnership with @TwitterSecurity to discuss careers in tech.



- We hosted four mock interview and resume review sessions for local job seekers from the Bay Area Video Coalition (@BAVC).
- Twitter volunteers participated in At the Crossroads’ Summer Sunday Hike (@ATCSF) to raise awareness and funds to fight youth homelessness.
- We hosted Boys and Girls Club (@BGCSF) Youth of the Year event to celebrate the service and influence of young leaders.
- We hosted Curry Senior Center’s (@CurrySrCenter) Volunteer Appreciation Awards at @TwitterSF to raise awareness and build support for homeless seniors in the Tenderloin.
- We hosted Hamilton Families’ (@HamFamSF) volunteer appreciation celebration.
- We partnered with Family Giving Tree (@FGTtweets) and @Terns to build over 400 backpacks for K-1 and 6 to 8 grader students in San Francisco United School District (@SFUnified).
- Twitter data scientists worked with @GLIDEsf to improve their data analysis and evaluation. Their #DataForGood project was featured in Glide’s blog “From Serving Meals to Improving Data.”
- We joined Larkin Street Youth Services (@LarkinStreet) for a breakfast with Executive Director, Sherilyn Adams (@sherilynladams), and Chief of the San Francisco Department of Homelessness and Supportive Housing (@SF_HSH), Jeff Kositsky (@JeffKositsky) to hear about the Mayor’s Rising Up campaign to provide employment and housing for 500 homeless youth.



- We attended the United Playaz (@UP4Life) and SoMa Youth Collaborative annual Halloween Carnival, one of the largest youth events in San Francisco’s South of Market neighborhood.
- We delivered holiday gifts to low-income seniors in partnership with Meals on Wheels (@MealsOnWheels) and @sfciti at #OneCityGives.

#LoveTwitter  



- Twitter volunteers delivered over 800 meals to seniors from Meals on Wheels (@MOWSF) to ensure they have the resources to maintain independent living with safety and dignity.



- We conducted over 10 Tenderloin Walking Tours to help Twitter employees better understand the history of the local community and see their homeless neighbors with compassion and care.



- We hosted Compass Family Services (@CompassSF) annual holiday party for over 300 families experiencing or at risk of homelessness. Twitter employees also donated 400 children’s books, which were distributed to @CompassSF’s families at the party.

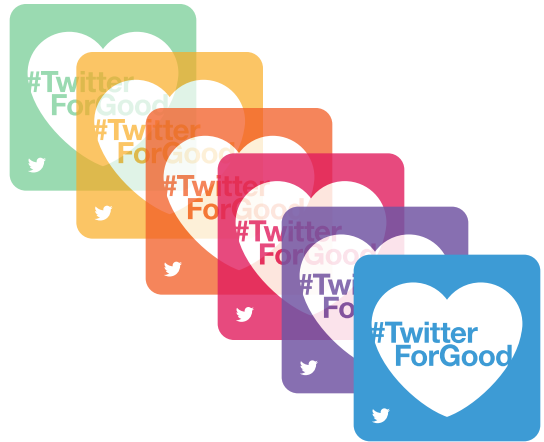


- We served meals to homeless veterans in partnership with Swords to Plowshare (@vetshelpingvets), @TwitterStripes, and Bon Appetit (@bonappetit).



• **#TwitterForGood Days**

- **Spring:** we conducted over 36 projects in partnership with 30 nonprofits, made possible by over 560 volunteers and 1,860 hours of service. We were featured in [@LarkinStreet’s](#) blog post “[Twitter donates their time and talent to help young people experiencing homelessness.](#)”
- **Fall:** we conducted 25 service projects with 22 nonprofit organizations, made possible by over 450 volunteers and 1,200 hours of service.



- **In-Kind Donations:** we distributed several in-kind donations including hardware, furniture, gym equipment, event space, and catering services. Some of these included:
 - **#Hardware4Good** – we donated laptops and iPads to Women’s Audio Mission ([@womensaudio](#)), Community Tech Network ([@commtechnetwork](#)), Five Keys Charter School ([@fivekeyscharter](#)), and Generations United ([@GenerationsUni3](#)).



- **#Furniture4Good** – we donated furniture and gym equipment to over six organizations including Boys and Girls Club ([@BCGSF](#)), Larkin Street Youth Services ([@LarkinStreet](#)), GLIDE ([@GLIDEsf](#)), and YMCA ([@YMCA](#)).



THANK YOU!



♥, *Twitter*

Canada

#TwitterForGood

Emergency Response and Disaster Relief

- We trained a group of communicators from first response hospital Scarborough Health Network (@SHNcares) in Toronto. We went over day-to-day best practices to amplify their reach on Twitter and tips on how to efficiently spread their message during times of emergency.
- We also held a workshop on “Twitter Best Practices” with the Royal Canadian Mounted Police (@rcmpgrcpolice) in Edmonton, Alberta.

Equality

- We joined the #DayOfTheGirl 🍀 celebration by supporting partners and activating a Twitter emoji. The volume of the conversation on Twitter was incredible, with Prime Minister @JustinTrudeau joining the conversation as well. A recap of the day can be seen on the Moments compiled by @TwitterWomen and @TwitterGov.



Media and Digital Literacy

- We continued to partner with our Trust and Safety Council member @MediaSmarts on improving media literacy skills across Canada. This year, we joined a panel on media literacy for the launch of Digital Literacy Week in Canada.

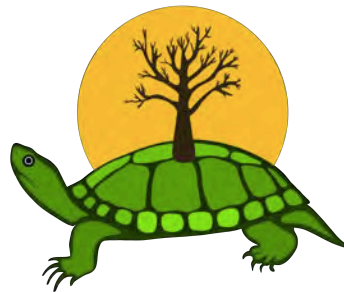


Online Safety and Health

- Canada is on the cusp of launching a national suicide hotline and Twitter is getting ready to participate. We are working with several organizations such as Sunnybrook Health Sciences (@Sunnybrook), Canadian Association for Suicide Prevention, the WE Movement (@WEMovement), Toronto Public Health (@TOPublicHealth), indigenous organizations, and national newspaper The Globe and Mail (@globeandmail) to raise awareness and work towards launching our #ThereIsHelp program in Canada in 2019.

Working With Our Communities

- Working with indigenous organizations in Canada and with graphic artist Chief Lady Bird (@chiefladybird), we launched our first Twitter emoji for #IndigenousHistoryMonth. The Indigenous conversation on Twitter has been robust in recent years. The emoji helped on raising awareness and fueling the conversation to inspire activism for the protection of the indigenous community and its heritage.
- We established a partnership with @SisteringTO, a homeless shelter in the Liberty Village area where @TwitterCanada is located. We'll continue to discuss how Twitter can help the center on a more regular basis.
- This year, we supported organizations in our community with trainings on the use of Twitter, and pro bono advertisement through our #AdsForGood program. These included:
 - Actua (@ActuaCanada)
 - Canada Learning Code (@learningcode)
 - Kids Help Phone (@KidsHelpPhone)
 - LGBT Youth Crisis Line (@LGBTYouthLine)
 - Matthew House (@mhouseto)
 - Plan Canada (@PlanCanada)
 - The Amanda Todd Legacy (@AToddLegacy)
 - The Horatio Alger Association (@HoratioAlgerUS)



• #TwitterForGood Days

This year, @TwitterCanada partnered with seven organizations for our bi-annual day of service to carry out different volunteer activities including:

- Hosting a workshop for the Girls E-Mentorship (@girlsmentorship) program.
- Assisting the Furniture Bank (@Furniture_Bank), a social enterprise that repurposes used furniture.
- Participating in the Center for Addiction and Mental Health (@CAMHnews) Sports Challenge.
- Helping raise funds for SickKids Foundation (@sickkids) for their Breakfast of Champions (@Champs4SickKids) program.
- Serving lunch and cleaning up at Matthew House (@mhouseto), a community for newly arrived refugee claimants in Toronto.
- Serving lunch at @SisteringTO.
- Hosting @VentureKidsCan for a discussion about careers in tech. @VentureKidsCan serves Toronto's youth interested in tech, who live in underserved communities.



Regional highlights: Europe, Middle East, Africa

Spring 2018

Flowers For Good
Spring 2018



EMEA in numbers

\$660K
AdsForGood

509
volunteers

1,083
volunteer hours

Belgium

#TwitterForGood

Freedom of Expression and Civil Liberties

- We attended #RightsCon2018, an event about human rights in the digital age. We participated in a panel discussion on free speech legislation hosted by @EDRI, alongside @davidakaye and other panelists from UoT, @EFF, and @Article19.

Emergency Response and Disaster Relief

- We presented at the annual meeting of the EU Council’s Integrated Political Crisis Response Communicators Network and shared Twitter’s best practices for emergency response and disaster relief activations.
- We also met with the EU Council’s coordination team on crisis response to share best practices on Twitter at times of emergency, our practices and policies, and discuss how we can better coordinate efforts to be prepared in the event of a crisis.
- We joined @CrisiscenterBE and Belgian crisis communicators network #teamd5 for a training discussing the use of Twitter to respond to emergencies.
- We joined a global gathering of communications managers from the Federation of Red Cross (@Federation) and the Red Crescent Societies in Geneva. Given Twitter’s role as a public channel for distributing vital information, they invited us to present a Twitter workshop on best practices during a disaster and crisis response, as well as participate in a Q&A discussion.



Equality

- As an active participant in the roundtable series hosted by the Canadian Embassy to EU (@Canada2EU) – #CanadaConvenes – we attended these meetings in 2018 which focused on fostering inclusion and respect for diversity.
- We became members of the Social and Emotional Learning for Mutual Awareness (SELMA) Education Task Force against online hate speech. SELMA is a program co-funded by the European Commission to tackle online hate speech by promoting awareness, tolerance, and respect.



- As an active member of the European Commission High Level Group (#NoPlace4Hate) on combating racism, xenophobia, and other forms of intolerance, we attended Commissioner Vera Jourova's (@VeraJourova) presentation of the latest NGO monitoring exercise on the Commission's Code of Conduct on countering illegal hate speech online. We have steadily improved our efforts in addressing takedowns, providing feedback to users, and improving our timing, which has significantly contributed to the success of the Code of Conduct.

We continued these efforts by engaging with leading civil society organizations for a variety of campaigns against online hate speech and the promotion of tolerance.

We also engaged with our industry peers to outline our approach to illegal hate speech online.



We also followed the launch of @FacingFactsEU recent online course on online hate speech. We provided input and feedback on the content of the course, participated in the pilot launch, and collaborated with an #AdsForGood grant to help promote it.



- We attended @FacingFactsEU's Multimedia Conference which brought in a multitude of stakeholders to foster a collaborative approach to tackling hate crime and hate speech. We participated in a workshop as part of the conference on steps to combat hate speech online with @INACHnet, @factmata, Italy's chapter of the No Hate Speech Movement (@nohate_speech), and CEJI (@cejioffice).



- @ENAREurope launched their workshop “Equal@work” focusing on well-being, race, and mental health in the workplace. Twitter provided support for the program and continues to engage with @ENAREurope on tackling discrimination both online and offline.

Online Safety and Health

- Twitter has been an active member of the European Commission High Level Group on so-called “fake news.” We participated in an official press event alongside EU Commissioner Mariya Gabriel (@GabrielMariya) to present the EU Code of Conduct on tackling disinformation online.
- We participated in @eco_politik’s event in the European Parliament presenting their annual report and figures from 2017. The event was attended by a number of German MEPs and was a good opportunity to discuss challenges of hate speech reporting, both on and offline.



- We participated in a workshop on online hate speech hosted by the Spanish Ministry of Interior (@interiorgob). The conversation covered issues relating to content removals, monitoring, local laws, and law enforcement access to data.



- We met with the Indonesian Ministry of Communication and IT in Brussels to discuss the EU approach to data protection, disinformation, and hate speech.



- Twitter supported [@MissingChildrenEU](#) in their campaigns throughout 2018 focusing on child protection on and offline. Some of these campaigns included:
 - [#NotFoundDay](#) to raise awareness about the [Notfound.org](#) web app, which converts “404” website error pages into posters of missing children.
 - [#ForgetMeNot](#) to raise awareness about missing children in EU.

Media and Digital Literacy 🙋

- We participated in a high-level meeting with EU Commissioner Mariya Gabriel ([@GabrielMariya](#)) and other members of the “alliance to better protect minors online.” This was an opportunity to share our ongoing work and commitment to advance media literacy and education.
- As a member of the ICT Coalition ([@ICT_Coalition](#)) and the European Commission coalition to better protect minors online, we presented an update on Twitter’s media literacy 2017 initiatives, and our plans for 2018 at the ICT’s Forum at the beginning of the year.
- We conducted a media literacy and safety training for a group of students between 13 to 17 years old from across the EU organized by the European Council for Digital Citizenship.



France

#TwitterForGood

Freedom of Expression and Civil Liberties

- We continued working with our partner Reporters Sans Frontières (@RSF_inter). This year, we collaborated on a number of initiatives and also discussed diverse topics, from our reporting mechanisms and processes, to our relationship with law enforcement, counteracting disinformation, and future collaborations.

Emergency Response and Disaster Relief

- We met with the Ministry of Interior (@Place_Beauvau) to discuss coordination strategies in the event of a crisis and to explore new channels of communication. The Ministry launched a dedicated account, @Beauvau_Alerte, for crisis-related content and urged their followers to turn on notifications for it. This account will inform people when critical information needs to be shared.



Equality

- We continued to engage with the Delegation for the Fight Against Racism (@DILCRAH). We discussed the new national plan for the fight against racism and anti-Semitism and our common work to make the Twitter service a healthier place.

We also participated on the second global meeting on countering hateful content organized by the @DILCRAH with French Associations – Licra, Crif, SOS Racisme, UEJF, and SOS Homophobie – and peer companies.



Online Safety and Health

- We participated at an event organized by [@PointdeContact](#) with other French partners for [#SaferInternetDay](#). We discussed cross-sector cooperation in the fight against hatred online.
- We supported Renaissance Numérique ([@RNumerique](#)) on the launch of their [Seriously](#) project. Seriously is a digital tool and a support method that helps, thanks to argumentation, to pacify online exchanges. Seriously proposes to convert hate speech into a discursive process, leading to the de-escalation of invective and the awakening of critical thinking.

Media and Digital Literacy

- We met with The Center for Education to Media and Information ([@lecllemi](#)) from the Ministry of Education to discuss further cooperation in disseminating digital and media literacy content to every child and teenager in France.



Working With Our Communities

- We supported several nonprofit organizations working on different areas of interest to the community with trainings and [#AdsForGood](#) grants. These included:
 - Conspiracy Watch ([@conspiration](#)) on their program to offer counter-speech to anti-Semitic conspiracy theories.
 - Forbidden Stories ([@FbdnStories](#)), on the launch of their collaborative journalism network devoted to protecting and publishing the work of journalists who are threatened, jailed, or killed across the world.
 - Association of LGBTQ Journalist ([@nlqja](#)), on their work making sure there is fair representation of the LGBTQ community in the media.
 - [@SOSHomophobie](#), on their work reporting homophobic content.



• **#TwitterForGood Days**

- **Spring:** @TwitterFrance helped @RSF_inter with their press freedom album delivery, dealing with storage, inventory, and preparing the pending album orders and shipping. These artifacts are important for the organization as they represent a significant funding opportunity and are a way to increase public attention and media coverage on critical issues of press freedom.
- **Fall:** we participated in the digital accompaniment of vulnerable people with @EmmausConnect. The team helped the organization’s beneficiaries learn to use different applications on a daily basis. We also helped cleaning and fixing the different centers and repackaging second hand smartphones to be sold at a fair price to a low-income community.



#LoveTwitter ❤️ 🐦

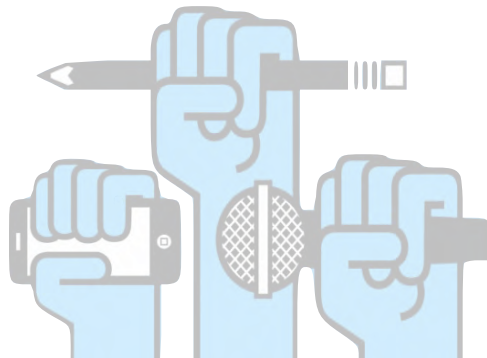


Germany

#TwitterForGood

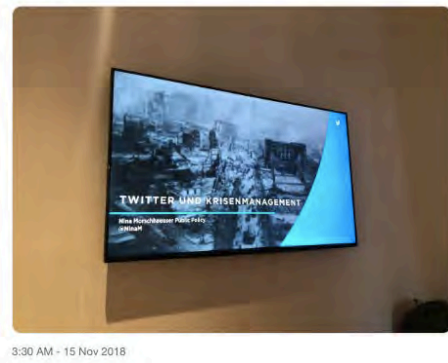
Freedom of Expression and Civil Liberties

- For #HumanRightsDay 🙌❤️, we partnered with Amnesty International Germany (@amnesty_de) to support amplifying their message and gaining more attention on this global day of awareness.
- Our partner Amadeu Antonio Stiftung (@AmadeuAntonio) has been delivering workshops against hate speech across Germany. We supported the development of Twitter specific training materials to be included in these workshops to ensure those they engage with understand our policies and reporting mechanisms.
- We attended the Freedom Online Conference, a global gathering of human rights activists hosted by the @FO_Coalition. The FOC is a partnership of 30 governments working to advance Internet freedom. This event brings together stakeholders from around the world to discuss the most urgent challenges of human rights online.



Emergency Response and Disaster Relief

- We met with officials from the Ministry of the Interior (@bmi_bund) to brief them on our crisis response work and share best practices to disseminate information on Twitter in times of an emergency.
- We also held a Twitter training for crisis response with the fire brigade in Hamburg, @FeuerwehrHH.



Equality

- We attended the annual conference [@NoHateSpeechDE](#) at the Foreign Affairs office. This campaign is training journalists and civil society to counter hate speech. We took part in their panel discussion about hate speech where, among other things, we discussed the effects of regulation on free speech in Germany.
- We engaged with [@Das_NETZZ](#) and supported them with a monetary donation. This nonprofit focuses on countering hate speech and connecting people and organizations working on this area. They promote digital civil courage and advocate for a positive debate and an online culture that allows for the free exchange of opinions.



Online Safety and Health

- We partnered with TelefonSeelSorge ([@TelefSeelAc](#)) to launch our program [#TherelsHelp](#) in Germany on [#WorldSuicidePreventionDay](#). In line with Twitter's longstanding commitment to supporting awareness and understanding of mental health issues, when people in Germany search for terms related to suicide or self-harm on Twitter, they will now see a message at the top of the search results offering the contact information for [@TelefSeelAc](#)'s 24/7 hotline.

We also activated a Twitter emoji campaign in partnership with the International Association of Suicide Prevention ([@IASPinfo](#)). The launch was made in 15 languages to leverage the global conversation.



Working With Our Communities

- [#TwitterForGood Days](#)



- For our Fall [#TwitterForGood](#) day, [@TwitterDE](#) supported Engagement Hamburg ([@EngagementHH](#)) and spent the day painting several rooms in preparation to build a facility that serves breakfast and lunch to people living in poverty in the area.



Ireland – International HQ

#TwitterForGood

Freedom of Expression and Civil Liberties

- We worked with @UNESCO to collaborate on an event for #WorldPressFreedomDay 🙋. We hosted CNN anchor Christiane Amanpour (@Camanpour) for a live-streamed interview discussing why free and independent journalism is vital to keep power in check. We also activated a Twitter emoji in 9 different languages with #PressFreedom, #WPF2018, and #ImAJournalistBecause.
- For the fourth time in a row, we attended the annual awards ceremony of Frontline Defenders (@FrontLineHRD). This organization advocates for and works with human rights defenders at risk around the world. It is always an honor to receive an invitation to this prestigious event from one of our trusted partners.

We also joined @FrontLineHRD’s #HumanRightsDay event at @DublinCityHall. The Universal Declaration of Human Rights was read out by the Lord Mayor of Dublin Nial Ring, Kurdish journalist Nurcan Baysal (@baysal_nurcan), Ireland’s Ambassador to the UN Michael Gaffney, and the President of the American Civil Liberties Union (@ACLU) Susan Herman (@SusanHermanACLU). The event was accompanied by an outdoor light projection of human rights defenders from around the world.

- We presented at a summit of nonprofit executives from across the UK and Ireland on the trends in civil society activism on Twitter over the past year, and what this means for digital campaigning over the next 5 to 10 years. Examples shared included the #MarchForOurLives movement in the United States which was driven by high school students.



Equality

- We attended an event hosted by the Irish Human Rights and Equality Commission (@IHREC) which brought together international experts and commentators in the areas of law, media, academia and the tech sector to understand the nature of online hate speech, and how to tackle it. A research from the Dublin City University (@DublinCityUni) on hate speech in the Irish digital public sphere was also published and presented on the day.



Online Safety and Health

- Coordination for our global engagement on [#SaferInternetDay](#) came from Dublin. We distributed [#AdsForGood](#) grants across the world, activated a Twitter emoji for the hashtags [#SaferInternetDay](#) and [#SID2018](#), and amplified both Twitter and partner messaging from our channels, including [@Twitter](#) and [@TwitterSafety](#).
- We joined another [Trust & Safety Council](#) member, [@CybersmileHQ](#) on [#StopCyberbullyingDay](#) with the launch of a Twitter emoji.



- We supported a fundraising dinner held on behalf of [@SpunOut](#), Ireland's youth information website and a member of our [Trust and Safety Council](#). We delivered the keynote remarks at the event, noting our longstanding partnership with the organization and Twitter's commitment to further collaboration.

- To mark [#WorldSuicidePreventionDay](#), and to further the expansion of suicide and self-harm support for people that use Twitter, we partnered with the [@samaritans](#) to launch our [#ThereIsHelp](#) program in Ireland. When people in Ireland – and many other countries around the world – search for terms related to suicide or self-harm on Twitter, they now see a message at the top of the search results offering the contact information for [@samaritans](#)' 24/7 hotline.



Media and Digital Literacy

- We joined the Media Literacy Ireland Network (@MedialitIreland) and attended their first Spring conference and their follow up conference in the Fall. The network aims to empower people with the skills and knowledge to understand how modern-day media works and learn how to critically analyze the veracity of information.

We also attended @MedialitIreland's Media Literacy Horizon event. The event, organized by the Broadcasting Authority of Ireland and chaired by the Irish Press Ombudsman (@PressOmb_Irl), discussed the importance of strong media literacy and critical thinking skills.



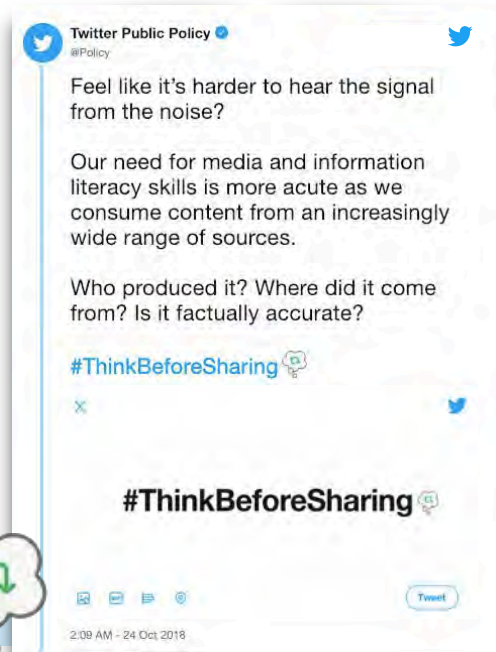
- Our partner NewsBrands Ireland (@newsbrandsirl) ended their Press Pass competition at @TwitterDublin. It was an opportunity to call for a comprehensive media literacy education to be included in the formal school curriculum. It also allowed us to highlight our work on media literacy resources, including our Educators Guide.



- We partnered with the government Department of Communications (@Dept_CCAE) to host 50+ students from across the country for the School Digital Champion program. This was an opportunity to deliver a presentation and workshop on digital citizenship, media literacy, STEM education, and discuss access and career pathways to tech.



- We partnered with [@UNESCO](#) for Global Media and Information Literacy Week. As Twitter seeks to improve the health of public conversation, and UNESCO develops media and information literacy education across the world, our priorities complement each other well. We launched a Twitter emoji activated by the hashtags [#GlobalMILWeek](#), [#ThinkBeforeSharing](#), and [#ThinkBeforeClicking](#), which were localized for various markets. The purpose and outlined of the partnership and Twitter’s work to improve the health of conversation and information integrity on the platform was shared in our blog [“Improving health during Global Media and Information Literacy Week 2018.”](#)



Working With Our Communities

• Charity of the Year

After an office-wide vote, the Peter McVerry Trust ([@PMVTrust](#)) was chosen as the [@TwitterDublin](#) Charity of the Year. The PMV Trust is among the most well-known charities in Ireland and has been working to alleviate homelessness in Dublin for over 30 years. We partnered with the team throughout the year to assist with fundraising efforts, carry out volunteer activities, and raise awareness about homelessness in Dublin.

We also hosted them for the launch of their [Reusing Dublin app](#). The app invites users to map vacant and derelict buildings that could be repurposed to house the city’s homeless population. The event had interventions from Twitter’s co-founder Biz Stone ([@biz](#)) and [@PMVTrust](#)’s founder Father McVerry.



• #ImpactNest

- The second session of the [@TwitterDublin #ImpactNest](#) was held in conjunction with Inner City Enterprise ([@innercityenter](#)). While the previous session, held in 2017, was focused on people returning to school with a view to learning about business and entrepreneurship, this session focused on people who may already be at the outset of establishing an enterprise that dovetails with our [#TwitterForGood Areas of Good](#).



- Our third #ImpactNest event was done in collaboration with the Ballymun Job Center’s In-Vest program (@BmunJobCentre). Students of the program are generally seeking to gain new skills, particularly around computer literacy, before they start their job search. The session included practical discussions around CV drafting, job interview skills, and the importance of building resilience and a positive mindset.



- To celebrate #InternationalWomensDay ♀, the @TwitterDublin team hosted a lunch event. High-profile Irish women such as @TheSineadBurke, @louisemcsharry, and @grainnehunt, were present and shared their stories as guests were encouraged to talk about women who inspire them. A Twitter emoji was activated for this celebration with #InternationalWomensDay, #WomensHistoryMonth, and #ShelnspiresMe.
- We spoke at a large national careers event entitled #FutureSparks. With about 6K students in the audience, we were able to share information about our @CoderDojo club, the #ImpactNest, the STEM education outreach that is carried out by Twitter employees across Dublin, and the range of teams in the @TwitterDublin office.



- This year, some of our students from [@TwitterDublin's @CoderDojo](#) went to show their work at [@CoolestProjects](#), the annual expo for CoderDojo. They enjoyed great success, winning for “Best App” and “Best Scratch Game.”

We finished our second year of the [@CoderDojo](#) program and started a third academic year. For the first time, we had almost as many girls attend as boys. We also awarded decommissioned laptops to the best students from the previous academic year.



- We supported other organizations in our community with trainings on the use of Twitter, and pro bono advertisement through our #AdsForGood program. This included:

- Front Line Defenders ([@FrontLineHRD](#))
- Irish Council for Civil Liberties ([@ICCLtweet](#))
- Safe Ireland ([@SAFEIreland](#))
- Samaritans Ireland ([@SamaritansIRL](#))
- SpunOut ([@SpunOut](#))
- The Peter McVerry Trust ([@PMVTrust](#))

- Each year [@TwitterDublin](#) shares its facilities with Social Intelligence Associates from the Social Change Initiative ([@SCI_Belfast](#)), a charity working to improve the effectiveness of activism for progressive social change. They host their “Leadership Development for Transition and Change” course, an 11-days training experience, at our office. All participants are CEOs or senior managers in a community or voluntary sector organization. This is a great opportunity for Twitter employees to learn about and connect with the different charities and organizations working in our community.



• #TwitterForGood Days

- **Spring:** we celebrated our year-long partnership with the Peter McVerry Trust (@PMVTrust) and involved the office in an effort to fundraise towards the refurbishment of a home for a family in need. We organized street collections, a bake sale, leadership challenges, care kits, and more. Our efforts were recapped in a Moment from @TwitterDublin.
- **Fall:** we continued to support our charity of the year partner, @PMVTrust. Throughout this day of service, we packed care kits, phoned potential donors, helped at their detox center, sold badges, held a bake sale, had a table tennis competition to collect funds, organized a clothes drive and a raffle. We were delighted to exceed our annual fundraising target which will allow @PMVTrust to refurbish a home for a family that is currently experiencing homelessness.

We also hosted over 80 school children from the local area to discuss different pathways to careers in tech. We also talked about the importance of media literacy, maintaining a positive digital footprint, and a good digital hygiene.



Nordics #TwitterForGood

Freedom of Expression and Civil Liberties

- We attended the 10th Oslo Freedom Forum (@OsloFF), a global gathering of human rights activists, journalists, and technologists organized by the Human Rights Foundation (@HRF). We delivered two workshops: one on campaigning and a second one on safety and account security. We also supported the Forum with an #AdsForGood grant that was used to promote a variety of media content, including illustrations of each session by New Yorker cartoonist @lizadonnely.



- We attended the annual Defenders' Day event in Stockholm, a gathering of civil rights activists from across the world organized by Civil Rights Defenders (@crdefenders). We delivered two "Twitter Best Practices" sessions focusing on safety and campaigning. We also took policy and product feedback on issues such as malicious automation, fake follower attacks, manipulation of conversations, and coordinated abuse/harassment.



Online Safety and Health

- We worked with the Swedish Media Council (@statensmedierad) to support their inquiry into the "protection of minors against racism, homophobia, hate crime, and extremism." We held a discussion and provided a detailed briefing note on Twitter's work on safety, policies and procedures.



Spain

#TwitterForGood

Freedom of Expression and Civil Liberties

- We met with the Spanish chapter of Reporters Without Borders (@RSF_ES). They presented a project they want to collaborate with Twitter on which involves launching an app that journalists in danger can use to shut down their Twitter accounts immediately. We discussed several forms of collaboration and will continue to explore this initiative. We also engaged with them in order to escalate reports regarding dehumanizing/abusive language towards Spanish photojournalists.

Emergency Response and Disaster Relief

- We worked with @CEARRefugio, a Spanish nonprofit for refugees and migrants, and with @Ogilvy creative agency to support their “The Other Sound of the Sea” initiative to raise awareness about the migrant emergency crisis affecting the Mediterranean area.



- We met with the regional government of Catalonia’s Emergency Response Team (@emergenciescat) to train them on best practices in the use of Twitter in emergency situations.
- We engaged with the Spanish National Emergencies Services (@proteccioncivil), to guide them through the basic Twitter practices in emergencies. They recently opened an account and we will continue to collaborate to make sure they know about our tools to efficiently disseminate their message.



Equality

- To raise awareness about the need to be tolerant on the Internet in the same way that society expects people to behave in the offline world, we partnered with [@Pantallas Amigas](#), [@InjuveSpain](#) (Youth Delegation of the Spanish Ministry of Health), and [@Movistar_es](#) to launch the campaign "10 steps for tolerance on the Internet" around International Tolerance Day.
- We engaged with [@inspiringgirlse](#), a nonprofit that works for the empowerment of girls in Tech. We supported them with an [#AdsForGood](#) grant to help them recruit volunteers and to support their participation on the launch of their campaign [#NiñasSinLimites](#) to find more women activists to inspire girls in a tour on Spanish schools.



- We engaged with the National Federation of LGBT ([@FELGTB](#)), one of our safety partners, to advise them on strategies to boost their content around Pride events in Spain as well as discussing the Twitter Rules and reporting mechanisms.
- We engaged with the Spanish chapter of [@ItGetsBetter_es](#) to discuss their Twitter strategy and give them tips on best practices to help amplify the reach of their message.
- We worked with Plataforma en Defensa de la Libertad de Expresión ([@PDLI_](#)), Fundación Secretariado Gitano ([@gitanos_org](#)), and the National Federation of LGBT ([@FELGTB](#)), ahead of the EU's 4th round of Hate Speech monitoring.



Online Safety and Health

- We onboarded Teléfono de la Esperanza (@Tel_Esperanza) as a safety partner, and for #WorldSuicidePreventionDay 🧡 we jointly launched our #TherelsHelp program v.2, our in-App search prompt offering the contact information for @Tel_Esperanza’s 24/7 hotline.



We also activated a Twitter emoji for #WorldSuicidePreventionDay 🧡. The launch was made in 15 languages to leverage the global conversation. We also supported partner’s activations with #AdsForGood grants, and highlighted them in a Moment from @Nonprofits.

- We launched a safety campaign from @TwitterEspana and @TwitterSeguro, to raise awareness and promote the use of our safety tools. We shared information about Twitter’s safety features and answered the most frequently asked questions we receive from partners and people who use Twitter.



Working With Our Communities

- **NGO Trainings**

Throughout the year, we had the pleasure of meeting with several nonprofit organizations working on different areas of interest to the community. We also offered #AdsForGood grants, as well as trainings focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations’ reach and effectiveness. These organizations included @Pantallas Amigas, @InspirinGirlsE, @CEARefugio, and members of the Spanish Federation of NGOs.

- **#TwitterForGood Days**

- **Spring:** @TwitterEspana collaborated with Club Deportivo Elemental Deporte para Daño Cerebral Adquirido (@deportedca) a nonprofit that promotes sports for people who have suffered neurological damage (DCA). We hosted DCA members for a workshop, lunch, and an indoor physical activity as an engine of social integration and improvement of physical-mental capabilities.
- **Fall:** @TwitterEspana joined the Spanish Committee for Refugees (@CEARefugio) at their emergency center for refugees in Madrid. The team supported the daily needs of the center and assisted by putting together emergency kits and arranging the center’s storage closet.



#LoveTwitter ❤️ 🐦



Turkey

#TwitterForGood

Freedom of Expression and Civil Liberties

- We engaged with [@TurkeyBlocks](#), an independent, non-partisan digital transparency project that seeks to identify and validate reports of Internet mass-censorship in Turkey. The project received the Index on Censorship Freedom of Expression Award 2017 in recognition of its contribution to the field of online censorship monitoring and digital transparency.
- For [#WorldPressFreedomDay](#) 🗞️, we supported Amnesty International’s ([@Amnesty](#)) [@FreeTurkeyMedia](#) campaign. This campaign is advocating for the release of 120+ jailed Turkish journalists.
- We engaged with [@140journos](#), a grassroots organization that regularly pulls content from more than 300 volunteers across Turkey to attempt to understand the country’s news and politics in an objective manner. We also shared some helpful resources on the use of Twitter, such as our Twitter for Journalists one-pager.



Emergency Response and Disaster Relief

- We engaged with [@Kizilay](#), a Turkish first responders’ organization. We shared with them best practices on the use of Twitter for emergency response and disaster relief.

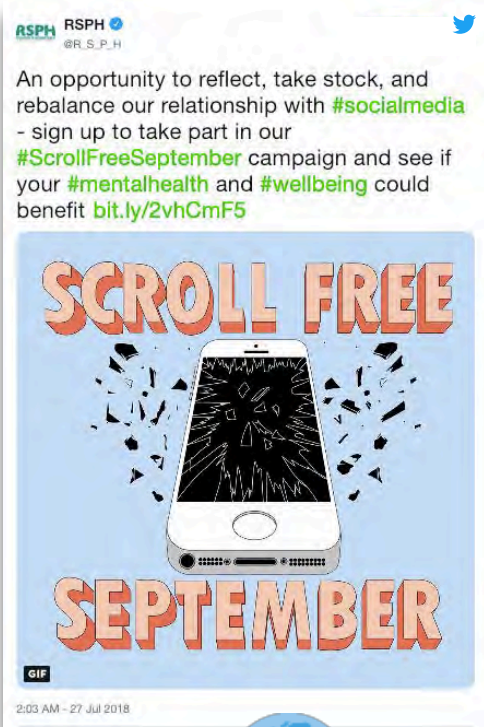


United Kingdom

#TwitterForGood

Online Safety and Health

- To mark #WorldSuicidePreventionDay, and to further the expansion of suicide and self-harm support for people who use Twitter, we partnered with @Samaritans to launch our #TherelsHelp program in the U.K. When people in the U.K. – and many other countries around the world – search for terms related to suicide or self-harm on Twitter, they now see a message at the top of the search results offering the contact information for @Samaritans’ 24/7 hotline.
- We supported @Childnet, a children’s safety charity, on their undertaking of research about the needs of teachers who discuss online safety with their students. We also hosted an online sexual harassment workshop in our office as well as their “Project DeSHAME” workshop. Project DeSHAME is focused on understanding children’s experience of online sexual harassment, and looking at how to better prevent and respond to it when it happens, with a key aim of increasing the reports on this issue.
- We supported the Royal Society for Public Health (@r_s_p_h) #ScrollFreeSeptember campaign with an #AdsForGood grant to help amplify their campaign on screen time.



- We supported various partners on their activations for #AntiBullyingWeek. We granted #AdsForGood to help amplify their message and activated a Twitter emoji to incentivize the conversation.

We were also delighted to attend the @DianaAwards’s #AntiBullyingWeek event, and their reception at Downing Street to celebrate the charity’s work in this area.



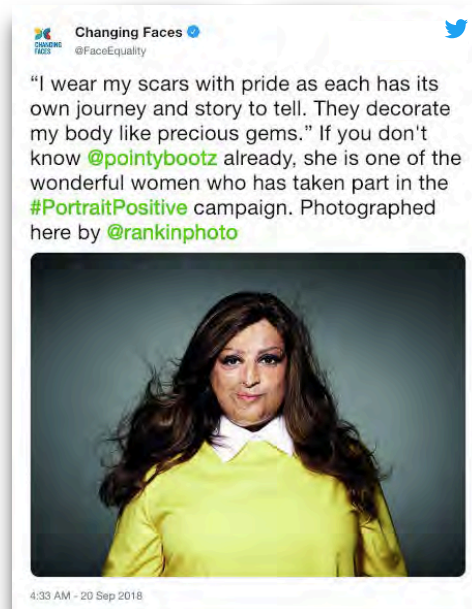
- We supported and spoke at a [@FOSI](#) roundtable, which included representatives of key safety partners including the UK Safer Internet Centre ([@UK_SIC](#)), and industry peers. We looked at the role of technology in content moderation, and the risks of bias, gaming, and false positives.
- We attended a couple of roundtables convened by [@NewsSafety](#). These brought together media organizations around the world to discuss trends in abuse of journalists, which highlighted the increasing prevalence of malicious allegations being used to undermine the credibility of journalists – particularly women and people of color. We were pleased to have many media organizations welcomed the work Twitter has been doing on online safety.

Equality

- We hosted the anti-racism group [@kickitout](#) for a debate on the issues around diversity in football, which was attended by the only BME (Black and Minority Ethnic) Premier League manager.

Working With Our Communities

- We worked on a new partnership with Changing Faces ([@FaceEquality](#)), a charity working for everyone with a mark, scar, or condition that makes them look different. We supported their [#PortraitPositive](#) campaign with a “Twitter Best Practices” training and an [#AdsForGood](#) grant.
- We supported the UK Police Digital Memorial ([@ukpmemorial](#)), an initiative in the U.K. to establish an online memorial to commemorate officers who have died in service. This will launch in conjunction with a new arboretum. We are providing guidance and advice to the charity as they raise the final needed funds. This is expected to launch in late 2019 or early 2020.
- We organized a gift drive for AgeUK’s ([@age_uk](#)) Westminster Christmas party. This was in addition to a food donation drive done in partnership with Foodcycle ([@foodcycle](#)).
- We provided [#AdsForGood](#) grants to support [@TellMamaUK](#)’s No2Hate campaign, the Holocaust Memorial Day Trust’s ([@HMD_UK](#)) [#HMD2019](#) campaign, and Internet Matters ([@IM_org](#)).



- We hosted 40 students from [@YesFutures](#), a charity that works with schools in deprived areas or school students with confidence and self-esteem challenges. We did a Q&A with Twitter employees, an interactive walk around to learn about Twitter, and a Dragons Den challenge.

- **NGO Workshops**

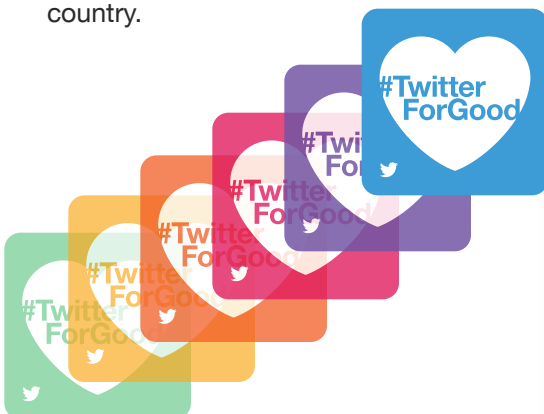
Throughout the year, we had the pleasure of meeting with several nonprofit organizations working on different areas of interest to the community. We also offered trainings focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations’ reach and effectiveness. These included Amnesty International ([@Amnesty](#)), the Global Leadership Academy ([@GLAC2018](#)), and a training session in partnership with Team London ([@TeamLDN](#)) for nearly 80 small charities from across London.



- **#TwitterForGood Days**

This year, [@TwitterUK](#) partner with five organizations for our bi-annual day of community service to carry out volunteer activities including:

- An iTea with the members of [@AgeUKLondon](#) at [@TwitterUK](#). Twitter employees had tea with visitors from the organization, offered support with technology issues, and played a round of bingo. We also donated gifts for their Christmas party celebration.
- Twitter employees provided a coding class at a local school, and an “Interfaith Coding for Girls” session.
- We collected donations for [@Foodcycle](#), a local charity that provides hot meals in local community projects across the country.



Wider Europe

#TwitterForGood

Italy

Online Safety and Health

- We worked with Parole O_Stili ([@ParoleOstili](#)) on a social awareness project advocating against the use of violent language online. This organization runs social media campaigns and engages with parents, educators, and young people across Italy. We supported the organization as they developed their communication strategy with particular emphasis on amplifying their non-hostile communication manifesto. We also gave them an #AdsForGood grant to help them amplify their message.

Poland

Working with our Communities

- We worked to build a partnership with the nonprofit [HEJStop](#), a Polish organization working on issues related to hate speech.
- We also engaged with digital rights group [@panoptykon](#)

Netherlands

Equality

- We partnered with [@WOMENInc](#), a Dutch based organization that is working to promote gender equality and recognition within society. We provided them with an #AdsForGood grant and shared some best practices on the use of Twitter to support their Twitter campaigns.

Online Safety and Health

- We engaged with [@113preventive](#), Netherlands' national suicide prevention organization, to identify partnership opportunities. We are working towards launching our [#TherelsHelp](#) program in the country in 2019.

#LoveTwitter  



Middle East & Africa

#TwitterForGood

Online Safety and Health

- In partnership with Social Media Exchange (@SMEX), we participated in “Bread and Net,” an Arabic-language summit that strengthens efforts across the MENA region to defend human rights in digitally networked spaces. The session was live-streamed on Twitter from @SMEX.



Working With Our Communities

- We received recognition from the United Nations High Commissioner for Refugees (@UNHCR_Arabic) for the support provided during the #WorldRefugeeDay, including the activation of a Twitter emoji in five different languages. We will continue to work together to provide more “Twitter Best Practices” trainings for the UNHCR teams, as well as to the organization’s spokespeople.



Media and Digital Literacy

- We spoke at the UAE University Innovation Summit (@UAEU_NEWS) attended by university students. We talked about Twitter’s story, our safety work, policies, reporting mechanisms, and how to build a positive online reputation.



- In partnership with the UAE Youth Hub, we provided a media literacy session to UAE Youth entrepreneurs. The session covered innovation on Twitter and recent product and safety updates.



- We activated a Twitter emoji for Eid Al-Fitr, which marks the end of the holy month of Ramadan. The #EidMubarak 🕌 emoji was unlocked in 13 different hashtags in five languages including [#عيد_مبارك](#), [#عيد_الفطر](#), [#كل_عام_وأنتم_بخير](#), [#عيد_مبارك](#), and [#عيد_مبارك](#)
- We hosted an extended workshop with South African nonprofits in partnership with the Nelson Mandela Foundation (@NelsonMandela). The workshop consisted of a campaign training session, a presentation, and a Q&A round.
- We engaged with Media Monitoring Africa (@MediaMattersZA) in Johannesburg and gave them an #AdsForGood grant to support and help amplify their message and reach.



• #TwitterForGood Days

This year, @TwitterMENA partnered with Dubai Center For Special Needs (@dcsn) for our bi-annual day of service. This nonprofit aims to serve the diverse academic, physical, social, and emotional needs of students with special needs. The day started at the Center with a performance by the students in celebration of the upcoming UAE National Day. The day was recapped in our blog “[Our participation in #TwitterForGood.](#)”



Regional highlights: Asia Pacific



APAC in numbers

\$625K
AdsForGood

337
volunteers

980
volunteer hours

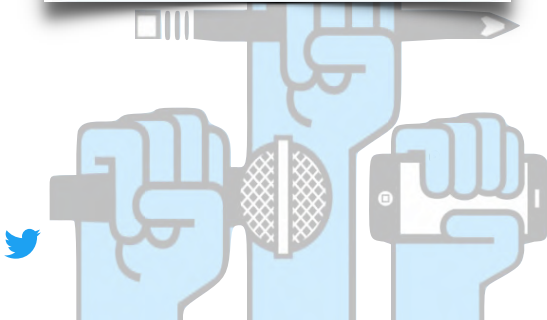
In APAC, we took stock of our relationships with nonprofits in the region and found a healthy growth over the last two years to 226 nonprofit partners regionally. We have worked closely with them to understand regional needs and context. This will inform next steps as we look to benefit from their views on how we serve the public conversation, and as we deepen our relationships to drive the causes Twitter cares deeply about.

Australia & New Zealand

#TwitterForGood

Freedom of Expression and Civil Liberties

- Our CEO @jack visited @TwitterAU and we took this opportunity to host a live-streamed fireside chat between @jack and @deborah_knight to discuss social movements on Twitter in Australia in the context of the new information quality and health initiatives on the platform.
- We hosted a #WorldPressFreedomDay 🗣️ breakfast at @TwitterAU with the @AusPressCouncil featuring a live-streamed panel of journalists and lawyers including @PeterGreste, @Kate_McClymont, @PatsKarvelas, @RyleGerard, @BehrouzBoochani, and Michael Cameron. More details about this event can be found in our blog “Kicking off #WorldPressFreedomDay 2018 in Australia.”



- We provided three “Twitter Best Practices and Safety” trainings for 75 journalists at [@TwitterAU](#) in partnership with the Walkley Foundation ([@walkleys](#)).
- We supported the [@kennedyawards](#) for their 2018 Young Journalist of the Year and the Kennedy Scholarship for Indigenous Journalism Students. This scholarship supports Indigenous students from regional NSW studying journalism at the University of Technology Sydney ([@utsengage](#)). Students who won the scholarship also received a training on “Twitter Best Practices” as well as support for their studies.



Emergency Response and Disaster Relief

- We provided a “Twitter Best Practices” training for emergency response to:
 - The Victorian Police ([@VictoriaPolice](#)) and the State Emergency Services ([@SA_SES](#)) digital managers in Melbourne.
 - The Australian Federal Police ([@AusFedPolice](#)).
 - The NSW Police ([@nswpolice](#)) and State Emergency Services (SES) in Sydney.
 - New Zealand’s Ministry of Civil Defense & Emergency Management ([@NZcivildefence](#)) digital managers in Wellington.

Equality

- Taking advantage of [@jack](#)’s visit to [@TwitterAU](#), we hosted a conversation with Aboriginal and Torres Strait Islander leaders and influencers from around the country, including [@LukePearson](#), [@NovaPeris](#), [@RhiannaPatrick](#), [@ErnieDingo1](#), [@drcbond](#), and [@luke_briscoe79](#). At this gathering, we also announced our partnership with Indigenous independent and crowdsourced media outlet [@IndigenousXLtd](#). [@Gizmodo](#) Editor [@raejohnston](#), live-Tweeted the event and collected it in a [Moment](#).



- As part of Twitter’s expanding commitment to building access to our platform for Indigenous communities around the world, we played a lead role in supporting @naidocweek in Australia. NAIDOC celebrates the history, culture, and achievements of Aboriginal and Torres Strait Islander people. Partnering with the NAIDOC Committee, we re-activated the Aboriginal and Torres Strait Islander flags Twitter emoji with #NAIDOC2018, #NAIDOC and #BecauseOfHerWeCan. Also, working with national media partner @NITV, we live-streamed @naidocweek’s annual national awards.



- As founding members of Intertech Australia (@InterTechAU), a network of companies including Twitter and our industry peers that encourages LGBTI+ diversity and inclusion in the tech sector, we hosted “Relationships Matter,” a professional speed-dating and networking event. We also raised over \$3K for Inner City Legal Centre (@iclc), which helps represent the LGBTI+ community in Sydney.

We helped host a #PrideMonth event at @Telstra, which featured @SydneyMardiGras CEO Terese Casu who discussed marriage equality and the 40th anniversary of Mardi Gras. We also supported the #ComingOutToShare event which featured Co-Executive Director of @Twenty10 Jain Moralee (@JAINNOW).

We hosted the annual @IntertechAU Christmas Party at @TwitterAU. We had 100 folks from the tech industry and partner organizations in attendance and raised over \$5K for @Minus18Youth, Australia’s premier youth driven LGBTI+ organization. This money will provide 100 free tickets to kids attending @Minus18Youth #QueerFormal in 2019.



- In partnership with [@SydneyMardiGras](#), we launched a first-ever Mardi Gras Twitter emoji for the 40th anniversary of Sydney’s LGBTI+ parade and festival. This year was particularly important since marriage equality legislation was passed at the end of 2017 and proved to be a watershed moment for the original parade organizers, the 78ers, who suffered arrests, police brutality, and public shaming when they organized the first march in 1978. We compiled some of the Tweets about this tribute in a [Moment](#) from [@TwitterAU](#).
- On the one-year anniversary of the “Yes” vote to marriage equality we worked with our partner Australian Marriage Equality ([@AMEquality](#)) to host “The Next Yes” luncheon with State MP [@AlexGreenwich](#), and LGBTI activists Shirleene Robinson ([@shirleene](#)) and Anna Brown. We moderated a [live-streamed](#) panel that spoke about policy issues that will be a part of the elections in 2019 and the social movements that are trending in Australia.



- Our Indigenous education partner, the [@GOFoundationAU](#), hosted their annual day-long workshop for all of the GO scholars at [@TwitterAU](#). Students learned about media literacy on Twitter, mentoring programs, and celebrated their Indigenous culture and shared history.

We also helped [@GOFoundationAU](#) launch their [#GOFurther](#) campaign, an annual fundraising, on Twitter by providing an [#AdsForGood](#) grant to expand their reach on raising money for their scholarship program.



- We worked with Jack Manning Bancroft, the founder and CEO of Australian Indigenous Mentoring Experience (@aimementoring) to publish a guest blog, “A time for imagining” about the conversation regarding Australia Day on Twitter.
- As part of Australia’s Indigenous National Reconciliation Week (NRW) and National Sorry Day, we worked with Reconciliation Australia (@RecAustralia) to amplify this year’s theme of #DontKeepHistoryaMystery through an #AdsForGood grant and support from @TwitterAU.
- The @GOFoundationAU also commemorated NRW through the Sydney Swan’s Marn Grook (Aboriginal word for “football”) AFL match. As part of the CEO dinner hosted for @jack’s visit to @TwitterAU, we made a donation to the @GOFoundationAU to contribute to scholarships and help outfit the GO scholars with t-shirts for the match.



- We worked with the Healing Foundation (@HealingOurWay) for the international “Healing Our Spirit Worldwide Conference” hosted in Sydney. We facilitated a #BlueRoom with Indigenous representatives from Australia, New Zealand, Canada, and the U.S.



- We partnered with @SheStarts for #InternationalWomensDay ♀. @SheStarts is a startup accelerator empowering female founders. They joined us for a live-streamed breakfast panel called “Breaking the Coded Ceiling” at @TwitterAU. We also hosted a special #BlueRoom with @kirstinferguson where she gave us a look back on #CelebratingWomen phenomenon and next steps. A Twitter emoji was activated for this celebration with #InternationalWomensDay, #WomensHistoryMonth, and #SheInspiresMe.



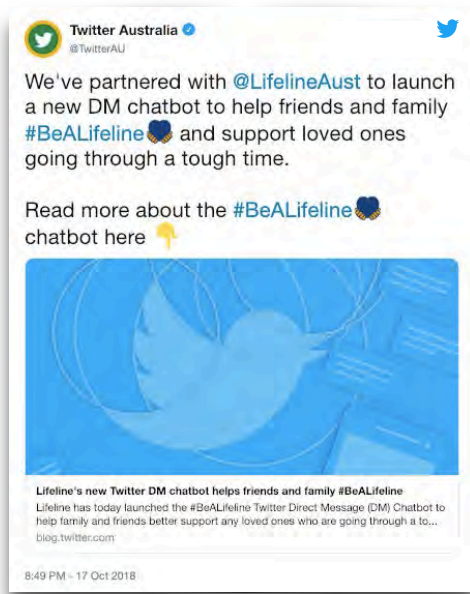
Online Safety and Health

- For #WorldSuicidePreventionDay 🧡 we partnered with Lifeline Australia (@LifelineAust) to launch our #ThereIsHelp program. When a user searches for terms related to suicide or self-harm in Australia, the top search result is now a notification encouraging them to reach for help at @LifelineAust’s hotline. More information can be found in our blog “Working together to prevent suicide.” We also supported our mental health partners Beyond Blue (@beyondblue) and Black Rainbow (@blkrnbow) with #AdsForGood grants and Twitter resources. These efforts were also supported by the activation of a Twitter emoji campaign which was launched in 15 languages to leverage the global conversation.

- We met with @ReachOut_AUS to discuss their new campaign to counter cyberbullying, self-harm, and suicide among Australian young people. We gave them an #AdsForGood grant to help them promote their new content regarding self-harm.



- As part of #TwitterForGood’s new #CampaignsForChange program, @TwitterAU launched a cross functional initiative to drive positive impact for individuals in need. With our nonprofit partner @LifelineAust we launched #BeALifeline, a Direct Message (DM) Chatbot designed to help families and friends better support loved ones who are going through a tough time. The chatbot makes @LifelineAust’s resources easily discoverable and acts as a touch point to discreetly request support in times of need. Through a major #AdsForGood grant of pro bono advertising and a Twitter emoji, we are raising awareness about the #BeALifeline chatbot. More information about this campaign can be found on our blog “[Lifeline launches Twitter DM chatbot to help #BeALifeline.](#)”



- For #RUOKDay we continued our partnership with the mental health organization @RUOKDay. We conducted a Q&A with social media influencer Sam Evans (@SamEvansLife) in our @TwitterAU’s #BlueRoom. We also contributed an #AdsForGood grant which helped promote RUOK’s 10th anniversary video and their #SeeTheSigns campaign.
- We met with the @eSafetyOffice and member companies on a quarterly basis as part of the Online Safety Consultative Working Group (OSCWG). At these meetings, we presented our most recent safety and health updates and discussed areas of collaboration.
- For #SaferInternetDay, we worked with our Australian and New Zealand safety partners to promote their work in this space by amplifying their message from our official handles and creating a [Moment](#) from @TwitterAU.



- Our safety partners Alannah & Madeline Foundation (@alannahmadeline) launched their newest campaign #BullyingSoNotOk to help young women feel empowered and resist pressure to share compromising pictures. Through an #AdsForGood grant, we amplified their campaign on Twitter.
- We hosted a roundtable for our safety partners, including representatives from @projectrocket, @eSafetyOffice, @netsafeNZ, and @beyondblue. We discussed upcoming policy and product changes as well as solicited feedback for the proposed draft on dehumanization policy.
- We met New Zealand nonprofits at @netsafeNZ’s Crossroads Conference, including youth activism groups @SticksnStonesNZ and Maori – indigenous – organization Action Station (@actionstation).

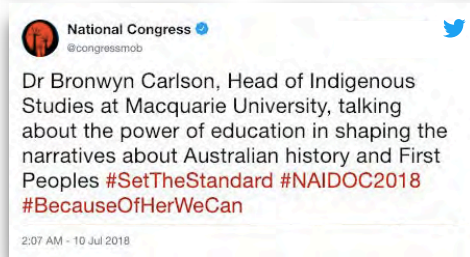


Working With Our Communities

- Working with the @UN, we re-activated the Twitter emoji for the UN’s International Day of the World’s Indigenous Peoples and amplified partner activations in relevant markets.
- As supporters of Dress for Success Australia (@DressSydney), we contributed to their local #EmpowerHour initiative with an #AdsForGood grant and a “Twitter Best Practices” training. We also amplified their content on #InternationalWomensDay ♀.
- We partnered with Startup Australia (@startupaus) to help launch their annual Crossroads Report. They work to nourish the technological and innovative atmosphere in Australia to foster entrepreneurship. We supported them with an #AdsForGood grant to amplify their message.



- While [@Malala](#) was touring in Australia, we arranged for her to do a Twitter Q&A to share with the Australian audience the work that the [@MalalaFund](#) is doing around the world. All questions and answers to the Q&A can be found on [@Malala's Q&A thread](#).
- **#SetTheStandard**
 - We hosted our first ever [#SetTheStandard](#) Women in Sport event with [@TheWomensGame](#) to target the next generation of women in sports and engage an audience of women leaders who have faced adversity on Twitter. The event featured a “Twitter Best Practices and Safety” training, as well as a live-streamed panel of influencers, which included:
 - CEO of [@RugbyAU](#), [@raelenecastle](#).
 - Paralympic medalist, [@EllieVCole](#).
 - Board member for the [@sydneyswans](#), [@sammostyn](#).
 - Creator of [@TheWomensGame](#) and current campaign coordinator for the [@FFA 2023 World Cup](#), [@AnnOdong](#).
 - Current sub-editor for [@TheWomensGame](#) and [@ABC](#) reporter, Sarah Groubes ([@groubes](#)).
 - With the NAIDOC Committee ([@naidocweek](#)), we hosted our second [#SetTheStandard](#) event focused on promoting female Indigenous leadership and elevating strong role models on Twitter. With NAIDOC Committee member [@ShannanJDodson](#), we hosted a “Twitter Best Practices” training followed by a live-streamed panel of some of Australia’s most prominent Aboriginal and Torres Strait Islander women who are making their mark in their respective fields, including Dr. [@BronwynCarlson](#) and [@Shelley_Reys](#).



- The last [#SetTheStandard](#) event of 2018 at [@TwitterAU](#) was done in partnership with Australian Women in Music Awards, AWMA ([@WomenInMusicAus](#)). This event was focused on female leadership in the music industry, championing women making waves in entertainment. AWMA’s advisory chair and co-producer Tracee Hutchison ([@traceehutch](#)) facilitated a live-streamed panel of 5 influential women in entertainment, including Twitter director of content partnerships Jennie Sager ([@thejenspot](#)), AWMA founding director Vicki Gordon ([@VickiVgmedia](#)), Australian hip hop artist and activist [@KweenGz](#), Australian singer-songwriter Montaigne ([@actualmontaigne](#)), and [@JunkeeMedia](#) music writer [@jules_lefevre](#).

• **#TwitterForGood Days**

- **Spring:** [@TwitterAU](#) spent the afternoon with [@OzHarvest](#), an organization dedicated to food rescue through collecting quality excess food from commercial outlets and delivering it directly to more than 1K charities supporting people in need across the country. Through “Cook for a Cause” the [@TwitterAU](#) team created hundreds of meals using rescued food that otherwise would have been destined for landfills.
- **Fall:** [@TwitterAU](#) partnered with Youth Off The Streets ([@YOTSAustralia](#)), a community organization working with young people who are homeless, drug dependent, or recovering from abuse. Twitter employees painted, cleaned, gardened, and helped with food preparation.



Greater China

#TwitterForGood

Online Safety and Health

- We launched #TherelsHelp with our new local mental health partner, @Samaritans_HK. When a user searches for terms related to suicide or self-harm in Hong Kong, the top search result is now a notification encouraging them to reach for help. We deepened our relationships with @Samaritans_HK by providing content strategy training and an #AdsForGood grant for their mental health awareness campaign.



- We briefed the Institute of Watch Internet Network, iWin (@iWIN_Taiwan), a nonprofit focused on promoting online safety for minors, on our safety policies and discussed ways in which we can support their work.
- We worked with the Hong Kong University Jockey Club Center for Suicide Research and Prevention (@hkucsrp), an academic research center dedicated to the research and prevention of suicides among youth. We conducted a workshop with them on “Twitter Best Practices” to help them use Twitter more effectively and discussed strategies to collaborate in the future.



Equality

- We supported the marriage equality public conversation in Taiwan by providing an #AdsForGood grant and training to our partner Equal Love Taiwan (@equallovetw), an alliance of five LGBTQ rights advocate organizations working to achieve marriage equality in Taiwan.



Freedom of Expression and Civil Liberties

- We met with the Progressive Lawyers Group (@HongKongPLG) in Hong Kong, a large professional activist group working on human rights, free expression, and rule of law. In coordination with @HongKongPLG, we trained more than 15 young professionals representing legal, advertising, insurance, PR, accounting, traditional medicine, and journalism.
- We supported and attended the Oslo Freedom Forum (@OsloFF) first Asia forum in Taipei. The forum gathered notable activists and leaders from different fields in Asia Pacific to exchange ideas about human rights and freedom of expression. As a part of our global partnership with the @OsloFF, we sponsored the event, provided an #AdsForGood grant to promote the Forum, and gave a brief talk about Twitter’s commitment to defend freedom of expression and protect human rights in the region.



- We met with the School of Journalism & Communication from the Chinese University of Hong Kong and conducted a “Twitter Best Practices” workshop with their students.



Indonesia

#TwitterForGood

Emergency Response and Disaster Relief

- We went to Yogyakarta to participate in the Jogja Content Creator Festival ([@_CreatorFest](#)), where we met with the leads of the city’s Twitter accounts who work on disaster mitigation and public information. We discussed content management and campaign best practices.

Equality

- In partnership with the Embassy of Norway in Jakarta ([@DubesNorwegia](#)), we conducted a “Twitter Best Practices” training to prominent LGBTQ groups and women activists focusing on Twitter’s safety tools.
- We presented at the [@ASEANSOGIE](#) Caucus Media Dialogue, where we talked about our [@TwitterWomen](#) and [@TwitterOpen](#) initiatives, and shared our policies and safety tools. We also provided input into their public outreach strategy and shared related Twitter best practices.
- We launched the first ever [#KartiniDay](#) Twitter emoji. This annual day in Indonesia commemorates and honors women by remembering the struggle of R.A. Kartini who fought for equal opportunities for women in the modern era, especially in education. We recapped some Tweets from this day in a [Moment](#) from [@TwitterID](#).



- We reconnected with the Faculty of Computer Science ([@FASILKOM UI](#)) of the University of Indonesia to discuss the follow up of [#TwitterForWanitek](#) scholarships and planned trainings in 2019 for all faculty and social media staff.





- We met with Hivos Regional Office in Southeast Asia (@HivosROSEA) regarding their involvement on the campaign #GerakBersama, which means moving together. The campaign is led by The National Commission on Violence Against Women (@KomnasPerempuan) and invites organizations and communities to get involved in ending sexual violence against women. We participated in talks, gave #AdsForGood grants, and provided access to Twitter tools, such as the updated VIT app, to support the campaign.

Online Safety and Health

- We briefed Datum (@datum_id) and SAFENet (@safenetvoice) on Internet safety, data protection, and privacy online. @safenetvoice helped us coordinate “Twitter Safety Best Practices” trainings for nonprofits working on Internet safety across Indonesia. These trainings focused on our safety tools, policies, and product safety updates. We also participated at @datum_id’s weekly “digital talks” to share our safety updates and best practices.
- We partnered with @IntoTheLightID on several joint activations for #WorldSuicidePreventionDay and Mental Health Awareness Month to increase public awareness on mental health care and suicide prevention. We hosted two Twitter Q&A sessions with Benny Prawira, founder of @IntoTheLightID; and a team of Psychologist from the organization. We also spoke at a seminar on mental health, including a teleconference to share first hand experience of #TherelsHelp program in the region. We also discussed onboarding them as partner for our Indonesian chapter of #TherelsHelp.




- We coordinated activities for the International [#DayOfTheGirl](#)  with Plan International Indonesia ([@PlanIndonesia](#)). We provided resources and training on safety tools to protect children online, gave them an [#AdsForGood](#) grant to support their campaign on embracing child-friendly technology, and supported a Twitter Q&A session with influencers to promote their campaign.
- We met Yayasan Jurnal Perempuan ([@jurnalperempuan](#)), an Indonesian women’s journal, to discuss possible collaborations to carry out safety and campaign trainings, a [#PositionOfStrength](#) event, and to embark upon a joint campaign for women empowerment on the Internet.
- As part of the [#SaferInternetDay](#)  celebration, we partnered with [@SAFEvoice](#) and spoke at two coaching clinics on debunking misinformation and maintaining information quality. The audience was composed of university students from London School of PR ([@LSPRJAKARTA](#)) and University of Indonesia ([@univ_indonesia](#)).

Media and Digital Literacy

- We hosted Wikimedia Indonesia ([@wikimediaid](#)) volunteers to discuss the possibility of partnering for online distribution of freely-licensed educational media content. In particular, we explored distribution of our safety-related playbooks and one-pagers to assist people who use Twitter.
- We began a partnership with the Jari Santun ([@jarisantun](#)) community, an initiative of concerned social media users trying to address hate speech online. We provided input into their new media literacy program and campaign strategy.

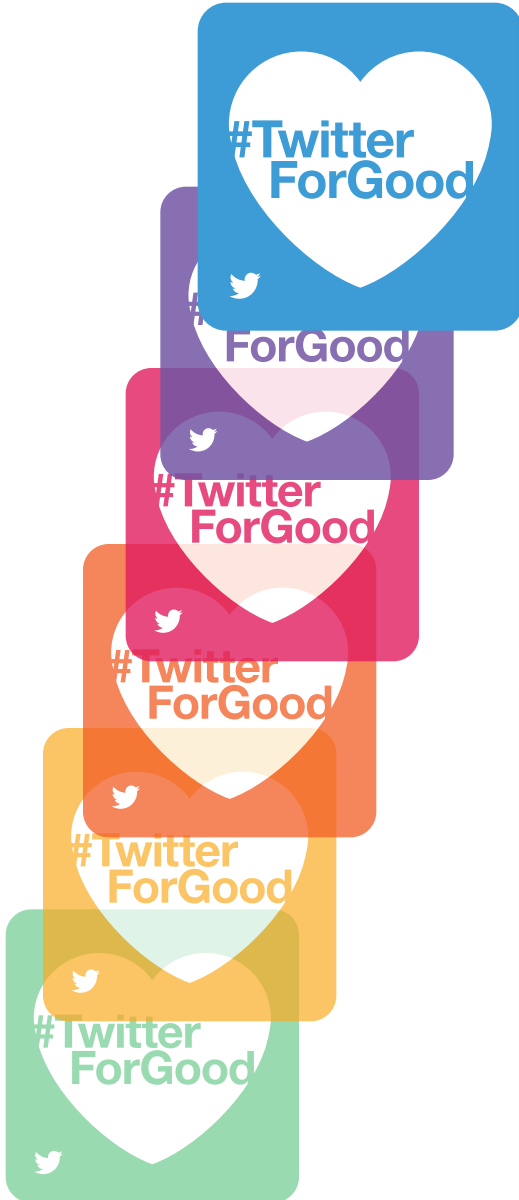
Working With Our Communities

- In celebration of [#InternationalWomensDay](#) , we collaborated with [@HivosROSEA](#) and hosted a series of Twitter Q&As with Indonesian women activists Tunggul Pawestri ([@tunggalp](#)), Dhy Cat ([@purplerebel](#)), Febriana Firdaus ([@febprofirdaus](#)), and Ligwina Hananto ([@mrshananto](#)). These Q&As covered a wide array of topics including feminism, technology, journalism, and financial management.
- We met with the Public Service Study Program of Gadjah Mada University ([@UGMYogyakarta](#)) based in Yogyakarta to provide input into the development of their “Public Policy in the Digital Era” syllabus.
- We also presented at a Career Day organized by [@UGMYogyakarta](#) to talk about our [#TwitterForGood](#) activities in Indonesia and globally, as well as our [#LoveWhereYouWork](#) philosophy.
- We met with [@BASAbali](#), and learned about their Wikithon program as part of their contribution in efforts to preserve Balinese language and culture. We provide an [#AdsForGood](#) grant to support their efforts.



• #TwitterForGood Days

- **Spring:** we volunteered with Jakarta’s chapter of the Dapur Cinta movement initiated by Gerakkan Indonesia (@gerak). We helped prepare, cook, and pack 1.5K healthy meal boxes, and distributed them to eight locations in the city and surrounding areas.
- **Fall:** @TwitterID collaborated with @ECPAT Indonesia to provide best practices, tips, and strategies for their “Down to Zero Alliance” campaign advocating against online child sexual exploitation online.



Japan

#TwitterForGood

Freedom of Expression and Civil Liberties

- We collaborated with the EU delegation to Japan on [#HumanRightsDay](#) 🙌🙌 for a [Twitter Q&A](#) with the first EU Ambassador to Japan.

Emergency Response and Disaster Relief

- On the occasion of Japan’s Disaster Prevention Day, we carried out a campaign with the Tokyo Metropolitan Government (@tokyo_bousai) to highlight their disaster prevention programs. We launched a Twitter emoji featuring @tokyo_bousai’s mascot to help spread their message. We also launched another Twitter emoji for disaster prevention to promote awareness and published a blog on how to effectively use Twitter in times of emergency “[災害時におけるTwitterの6つの活用法](#).”



- On the occasion of @jack’s visit to Tokyo in December 2018, we held a roundtable discussion with first responders partners on how to better use Twitter for disaster response and relief efforts. Representatives from government agencies, media outlets, weather forecaster, Internet content providers, mobile operators, and nonprofits were in attendance and shared their views and recommendations with @jack.
- We participated in the Land & Infrastructure Ministry’s (@MLIT_JAPAN) Task Force on disaster and information sharing, where we delivered a “Twitter Emergency Response and Disaster Relief” training with a focus on effective content creation. @MLIT_JAPAN elaborated a recommendation document for all its agencies that included the recommendations and suggestions we shared during these Task Force meetings.



- We supported the launch of a disaster mitigation project by the WeatherNews (@wni_jp). This project visualizes realtime information about weather conditions and disasters based on Tweets.
- We delivered a presentation on Twitter's safety initiatives at a local session of Japan Internet Safety Promotion Association's ICT Conference for high school students in Hokkaido. As the session was held right after a big earthquake in Japan, we focused on how to effectively use Twitter to receive and share information in times of emergency.
- We supported the Japan Red Cross Society (@icrc_jp) with an #AdsForGood grant to help their response efforts to West Japan's heavy floods and landslides that occurred in July 2018.
- We met with Japan Weather Association (@tenki.jp) to discuss best practices on the use of Twitter, including the use of our ads platform.



Online Safety and Health

- We participated in a #SaferInternetDay symposium held by @UNICEFinJapan, and delivered a presentation on our safety efforts.
 - We explained our policies and efforts to ensure the safety and health on our platform at the annual symposium held by the Social Media Association, a multi-stakeholder nonprofit based in Hyogo prefecture.
 - We joined the Japan Internet Safety Promotion Association (JISPA)'s steering committee on the ICT Conference for high school students in Japan, and held 19 conferences at local cities, followed by a national convention summit.
 - As an executive member of the Industry Council on the Development of Safer Internet Use for Minors, we held three "train-the-trainer" sessions for online safety instructors and two workshops on safety for high school students.
- We supported @GoogleJapan's Web Rangers contest, an initiative to enhance minors' awareness about online safety. We also attended its award ceremony as a judge and utilized our channels to amplify the work of the winners.




- To learn about the academic trend in the area of online media analysis, online safety, and media literacy in Japan, we visited and exchange views with:
 - Gakushuin University (@saku_gakushuin) Professor Kaoru Endo (@kaorue).
 - Hosei University (@hosei_pr) Professor Jun Sakamoto (@sjun120), who is also the Chief Director of Asia-Pacific Media Information Literacy Education (@amilecstaff).
 - Meiji Gakuin University (@meijigakuinuniv) Professor Hajime Hasegawa (@swingbooks).
 - Musashi University (@musashiuniv) Professor Yu Nakahashi (@nakahashi_yu).
 - Rikkyo University (@rikkyouniv) Professor Tadamasu Kimura (@rkkykmt).
 - Tokyo Gakugei University (@tokyogakugei) Professor Sumiko Nakamura (@sumicon).
 - University of Tokyo (@utokyo_news_en) Professor Shin Mizukoshi (@shinkeguri).


We launched #TherelsHelp with local mental health partner Tokyo Suicide Prevention Center (@tokyo9090). When a user searches for terms related to suicide or self-harm in Japan, the top search result is now a notification encouraging them to reach out for help and providing the contact to @tokyo9090's hotline. We provided training and an #AdsForGood grant to @tokyo9090 to expand engagement on issues around suicide and their reach to support those who need it.

Also in partnership with @tokyo9090, we held a symposium on suicide prevention at the @TwitterJP office.

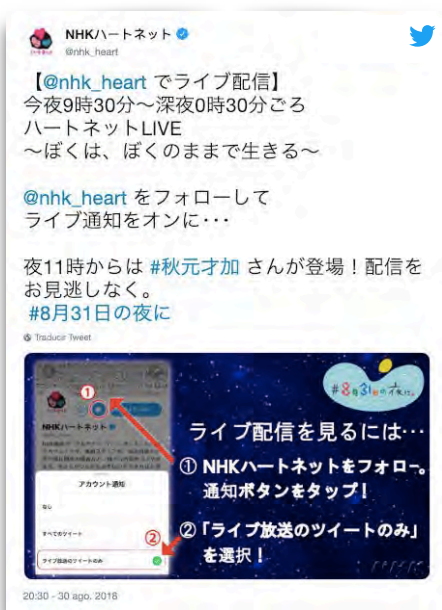


- We participated in a [#SuicidePreventionMonth](#)  symposium hosted by the Ministry of Internal Affairs and Communications ([@mic_japan](#)) to introduce Twitter's efforts to address suicide and self-harm. The audience to this symposium included government officials, educational experts, journalists, and nonprofits.
- As part of [#TwitterForGood](#)'s new [#CampaignsForChange](#) program, [@TwitterJP](#) launched a suicide prevention campaign with a Twitter emoji and a major [#AdsForGood](#) grant to eight local nonprofits working in this area to promote better understanding of suicide prevention in the Japanese society. In addition to our [#TherelsHelp](#) partner, [@tokyo9090](#), participating organizations included Aichi Suicide Prevention Centre ([@bwj_aichi](#)), Osaka Suicide Prevention Centre ([@SPC_OSAKA](#)), [@Bond Project](#), Light Ring ([@NPOLightring](#)), Tell Japan ([@TELLJapan](#)), 3 Keys ([@3keys_staff](#)), and OVA ([@OVA0714](#)).



The campaign was carried out on [#SuicidePreventionWeek](#) . The [#AdsForGood](#) grants enhanced our partners' ability to assist people in distress and readily find the necessary information and assistance from those organizations. We also hosted [@tokyo9090](#)'s listening workshop at [@TwitterJP](#) and posted a blog about our efforts to support this global day of awareness “「世界自殺予防デー」に対する日本の取り組み.”



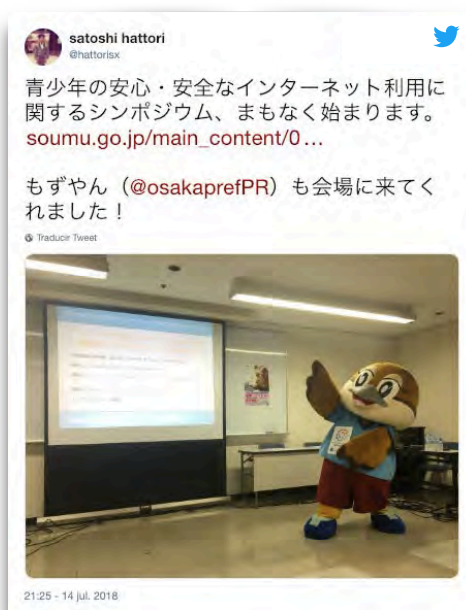


- #8月31日の夜に (#OnTheEveningOfAugust31), we ran a suicide prevention campaign in partnership with the Japan Broadcasting Corporation (@nhk_heart). In Japan, there are many suicides among young people on September 1st when the new school semester begins. With this campaign we intended to grow awareness about the importance of creating spaces where young people can safely share their fears and thoughts.



Media and Digital Literacy

- We met with the Ministry of Communications’ Kinki Regional Bureau (@mic_japan) to discuss how to systematically cooperate with them and other local stakeholders in the region to develop media literacy programs for school teachers, law enforcement, and local administrative workers. We joined the Ministry’s Kinki Liaison Council on Minors’ Internet and delivered a presentation to share our safety efforts.
- We participated in e-Net Caravan’s expert committee to revise educational materials. e-Net Caravan is a media literacy awareness program targeting students, school teachers, and parents, supported by Japan’s ministries and other government agencies.
- We supported Tech Kids (@TechKidsSchool) Grand Prix, a contest for tech-savvy elementary school pupils with innovative ideas help in Tokyo. This event was organized by Japanese tech company, Cyber Agent (@CyberAgent_PR).
- We presented to about 180 junior and senior high school students of Jiyu Gakuen in Tokyo on media literacy and online safety.



Working With Our Communities

- We conducted a “Twitter Best Practices” training for Amnesty International Japan (@amnesty_or_jp), and worked with them to organize trainings for other nonprofits in Japan.
- For #DayOfTheGirl👧, we partnered with Plan International Japan (@PlanJapan) and conducted a Twitter training to help them use Twitter more effectively to spread their message.
- For #InternationalWomensDay👩, we supported the launch of #CelebratingWomenInJapan, an initiative by the Australia and New Zealand Chamber of Commerce (@ANZCHAM) and the Australian Embassy in Japan (@AustralianJPN). We also helped the British Chamber of Commerce in Japan (@BCCJapan) amplify their #InternationalWomensDay👩 event.
- We launched a Twitter emoji to commemorate the anniversary of the 2011 Tohoku earthquake and tsunami disaster.



#TwitterForGood Days

- Spring:
 - Visited a welfare center operated by the Red Cross Society (@JRCS_PR) to support residents.
 - Held active listening skills workshop with nonprofit partner Tokyo Suicide Prevention Centre (@tokyo9090) to learn how to listen to those expressing suicidal thoughts.
 - Got the office out to engage in a beautification project and help clean up our neighborhood.
 - Participated in futsal games with children who have mental disabilities.



A recap of our Spring 2018 #TwitterForGood day can be found in our blog "[#TwitterForGood: Twitter社員によるボランティア活動.](#)"

• **Fall:**

- Partnered with Medicines Sans Frontieres ([@MSFJapan](#)) to participate on a school caravan to share the significance of [@MSFJapan](#)'s work.
- Went to [@PeaceWankoJapan](#) dog shelter to help with their daily activities – looking after dogs, creating toys for dogs, and providing general support to staff.
- Engaged in a beautification project and cleaned up our neighborhood.
- Participated in futsal games with children who have mental disabilities.



A recap of the day can be found in our blog "[#TwitterForGood : Twitter社員による秋のボランティア活動.](#)"



- For the 5th year in a row, we participated in the #ChristmasBox challenge and did a monetary donation to [@UNICEFinJapan](#) according to the number of Tweets using #ChristmasBox during the campaign period. More information on the program can be found on our blog "[#クリスマスボックス for goodプロジェクト.](#)"
- Donated laptops to Blue For Japan ([@BLUEFORTOHOKU](#)), a nonprofit supporting children who were victims of the East Japan Great Earthquake in 2011. They have started and prioritize a media literacy program for the kids they serve and depend on hardware donations to continue teaching technical skills.



Republic of Korea

#TwitterForGood

Emergency Response and Disaster Relief

- We met with [@RedCrossKorea](#) to discuss its strategies for content management in times of emergencies and provided a refresher on best practices on the use of Twitter and a copy of our [NGO handbook](#).

Equality

- We met with Prof. Sungsoo Hong ([@sungsooh](#)), a national leading expert on hate speech in Korea to learn more about growing views in academia regarding hate speech in the country. We agreed on the value of positive and proactive approaches involving media literacy efforts and brainstormed ideas for partnership and engagement opportunities.

Online Safety and Health

- We launched [#ThereIsHelp](#) with a new local mental health partner, [@LifelineKorea](#). When a user searches for terms related to suicide or self-harm in Korea, the top search result is now a notification encouraging them to reach out for help and providing the contact of [@LifelineKorea](#)'s hotline. We provided training and an [#AdsForGood](#) grant to [@LifelineKorea](#) to expand their engagement and their reach to offer support. We also published a blog explaining our [#ThereIsHelp](#) program, “트위터, 자살·자해 예방하는 [#ThereIsHelp](#) 기능 도입.”

Thanks to this program, Twitter ranked on the 4th place out of 40 referral channels in the country through which people reach [@LifelineKorea](#)'s counseling hotline. In our partner's own words, "Twitter is the no.1 SNS that is serving as the bridge between Lifeline Korea and people at risk."

- We met with the Korea Suicide Prevention Center ([@SPCKorea129](#)) to review their thoughts on our latest safety policy updates.
- We provided training to teenage women's rights nonprofit Stand Up Against Sex Trafficking of Minors ([@TeensUp](#)), and explored opportunities through which we could amplify their voice and activities.



- We conducted a “Twitter Safety and Best Practices” training and explored partnership opportunities with suicide prevention organizations Life Hope and Life Insurance Philanthropy Foundation ([@lif_found](#)).



- For #SaferInternetDay 🌐 we featured a guest blog from Korea Internet and Security Agency (@kisa118) on the protection of personal information, “안전한 개인정보보호, 트위터-한국인터넷진흥원과 함께 실천해보세요.” And, from BoAn Security News (@BoanNews) on online safety and Twitter’s security features, “안전한 인터넷의 날, 트위터 보안에 대해 알아보세요.”

Media and Digital Literacy 📱

- We provided a “Twitter Best Practices” training to the Korean National Commission for UNESCO (@unescokr) and discussed collaboration on media literacy.

We also participated at the International Symposium on Media & Information Literacy hosted in Korea by UNESCO Korea (@unescokr) and the Korea Press Foundation (@koreafoundation).



- We met with the students of the International Studies division at Hanyang University (@ilove_HYU) to discuss digital citizenship and gave a presentation on media literacy.

Working With Our Communities

• NGO Workshops

Throughout the year, we had the pleasure of hosting several nonprofit organizations working on different areas of interest to the community. These meetings focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations’ reach and effectiveness on Twitter. Participating organizations included:

- Stand Up Against Sex-Trafficking of Minors (@TeensUp).
- The School of Life (@TSOLSeoul), with whom we also discussed potential collaborations to stream classes with a focus on online safety and suicide prevention.
- @womenlink, one of the largest women’s rights organizations in Korea.



- We provided an #AdsForGood grant to support Korea Women’s Hotline (@kwhotline) campaign during the 16 Days of Activism Against Gender-based Violence (from November 25th to December 10th). The campaign addressed efforts on ending violence against women, especially domestic violence.



- We joined the [#DayOfTheGirl](#) 🧒 celebration by supporting partners UNICEF Korea (@unicefkorea) and UNESCO Korea (@unescomkr), and activating a Twitter emoji.
- On [#InternationalWomensDay](#) ♀, we held 12 live Q&As on Twitter across APAC with women leaders from politics, business, news, social activism, entertainment, and sports. This included former National Assemblywoman and now the Minister for Gender Equality Jin Sunmee (@Sunmee_Jin), and Ko Mikyung from Korea Women’s Hotline (@kw hotline).

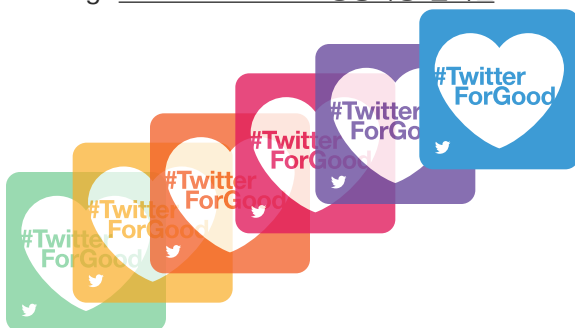
A Twitter emoji was activated for this celebration with [#InternationalWomensDay](#), [#WomensHistoryMonth](#), and [#SheInspiresMe](#).

• **#TwitterForGood Days**

- **Spring:** we partnered with @RedCrossKorea. We baked and delivered the goods to the underprivileged population in the city of Seoul.
- **Fall:** we partnered with @LifelineKorea and went to the streets to directly convey the messages of suicide prevention and self-worth. The team (@TwitterKorea) started the morning with a lecture by Prof. Lee from Ewha Womans University (@EwhaWomansUniv) on stress management and depression, in order to better understand the root causes and the hard pressing issue of suicide.

We also packed gift bags that contained badges and stickers with self-love messages. Holding campaign signs with slogans reading “Call Me When You Need,” “It is OK If You Are Not OK,” and “Together We Can Stop Suicide,” we handed badges and talked to over 600 people on the street near Yeoksam Station, one of the largest business districts in the nation.

A recap of the day can be found in our blog “[#TwitterForGood 생명사랑 캠페인.](#)”



Singapore – APAC HQ

#TwitterForGood

Online Safety and Health

- Across the world there were a range of activations in support of [#WorldSuicidePreventionDay](#) and APAC was not the exception. In Singapore we partnered with Samaritans of Singapore ([@samaritansofsg](#)) for our [#ThereIsHelp](#) program. This consists of in-app search prompt offering the contact information of a national 24/7 counseling center.

Media and Digital Literacy

- We partnered with the Media Literacy Council ([@MLCSingapore](#)) for [#SaferInternetDay](#). We developed and launched a full year of programming on media literacy, starting with a media literacy workshop for working parents.
- We reached 6K students – 17 and 18 years old – via three major training events in coordination with the Institute of Technical Education ([@ITESpore](#)). We had a discussion and shared best practices on online safety, media literacy, and digital citizenship.
- We worked with our key regional nonprofit media literacy partner [Digital Quotient](#) ([@DQEveryChild](#)) to support their advocacy engagements at the World Economic Forum ([@WEF](#)). We gave them an [#AdsForGood](#) grant for the launch of their “[Parent’s Guide to the Internet](#),” and hosted a media literacy workshop for educators at our [@TwitterSG](#) office.

- With the purpose of expanding our offline reach to youth on media literacy, we connected with the National University of Singapore ([@nusingapore](#)), Singapore Management University ([@sgSMU](#)), and Nanyang Technological University ([@NTUsg](#)) to coordinate multiple speaking sessions and workshops with tertiary students in 2019. We are also working with Halogen ([@halogensg](#)) on possible collaborations including collaborating on a media literacy curriculum.



#DataForGood

We are working to extend our #DataForGood collaboration with the [UN Global Pulse](#) beyond 2018. This year our collaborations on the use of Twitter Data included monitoring regional haze patterns and cyclones. We also continued conversations to scale previous pilots dealing with urban mobility and the environment to new countries around the world.



We spoke to UN Resident Coordinators and senior staff across the region at two events throughout the year to spark new ideas for #DataForGood and engage on the fundamentals of working with social media data.

As part of extending #DataForGood to potential new partners, we continue to have discussions with stakeholders on new and meaningful projects we could undertake together through 2019. Besides the ongoing conversations across Europe and the Americas, in APAC in 2018 we met with the Earth Observatory ([@EOS_SG](#)), a top regional meteorological and disaster monitoring institute; [Quilt.AI](#), a semiotic and social media analytics agency; and other organizations working on issues of gender in India, and mental wellness in Japan and South Korea.

Working With Our Communities

- We hosted [@Asia_Foundation](#) for their quinquennial event which brought together all of their awardees, fellows and young leaders from 18 countries across the Asia Pacific region to our [@TwitterSG](#) office. We also conducted separate workshops on safety and digital diplomacy.
- We spoke at a full-day workshop organized by the World Wildlife Foundation ([@WWF](#)) on digital communications and advocacy strategies. Attendees were an international audience of nonprofits, companies, and stakeholders combating illegal wildlife trade.
- We spent an afternoon with a dozen Singaporeans leading social-tech startups who are participants in the [@Singtel](#) and [@ImpacTechAsia](#) social innovation incubator. We shared best practices on the use of Twitter with them both for day-to-day content sharing, and also for effective campaigning on Twitter.
- We worked cross-functionally with the National Gallery ([@natgallerysg](#)) on a large #AdsForGood campaign around mental wellness, local Twitter conversation, and local art. [#ArtSpeaksOut](#) is intended to spark conversations melding local art to social issues discussed on Twitter in Singapore.



- On [#InternationalWomensDay](#) , we held 12 live Q&As on Twitter across APAC with women leaders from politics, business, news, social activism, entertainment, and sports. A Twitter emoji was activated for this celebration with [#InternationalWomensDay](#), [#WomensHistoryMonth](#), and [#SheInspiresMe](#).
- We collaborated with Digital Quotient ([@DQ_World](#)) and the [@OECD](#) to provide a remote “Twitter Best Practices” training to international students who advocate for social causes. This was done as an early activation of their global [#FutureWeWant](#) campaign for youth.
- We hosted the Singapore Committee for UN Women ([@UNWomenSg](#)) alongside some 80 other guests, for a panel discussion called “[#HearMeToo](#): Listen, Share & Inspire.” The event served to anchor their local campaign [#HearMeToo](#) around three international days of awareness: the Day for the Elimination of Violence Against Women, Women Human Rights Defenders Day, and Human Rights Day. We also gave [@UNWomenSG](#) an [#AdsForGood](#) grant, [live-streamed](#) the event, and spoke at their panel on the role of social media for the [#MeToo](#)  movement.

• NGO Workshops

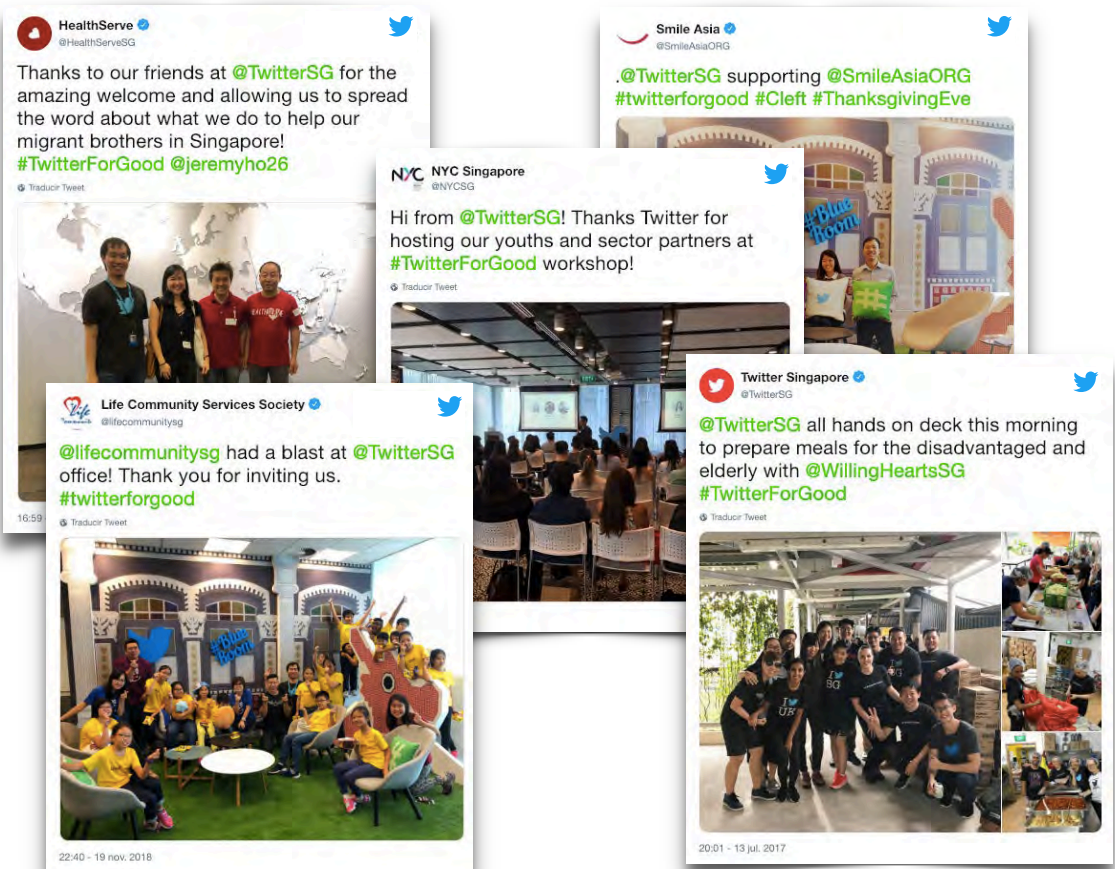
Throughout the year, we had the pleasure of meeting and hosting several nonprofit organizations working on different areas of interest to the community. We also offered trainings focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations’ reach and effectiveness. Participants included:

- Accesset
- Asia Venture Philanthropy Network ([@avpn_asia](#))
- Blessings in a Bag ([@blessingsinabag](#))
- Cat Welfare Society ([@CatWelfareSG](#))
- Club Rainbow ([@clubrainbow_sg](#))
- Habitat for Humanity ([@HFHSG](#))
- Health Serve ([@HealthServeSG](#))
- Humanitarian Organization for Migration Economics (HOME) ([@migrantworkersg](#))
- International Committee of the Red Cross ([@ICRC](#))
- Lakeside Family Services ([@LakesideFamSvcs](#))
- Life Community Services Society ([@lifecommunitysg](#))
- Mount Alvernia Hospice and Hospital
- National Volunteer Philanthropy Center ([@nvpcsg](#))
- Safe Place
- Save Our Street Dogs ([@SOSDsg](#))
- Singapore Chapter of UN Women ([@UNWomenSg](#))
- Singapore Management University’s Lien Center ([@sgsmu](#))
- Substation Singapore ([@thesubstation](#))
- The Necessary Stage ([@tns_sg](#))
- World Toilet Organization ([@WorldToilet](#))
- Yellow Ribbon Project ([@yellowribbonsg](#))



• **#TwitterForGood Days**

- **Spring:** we organized two employee volunteering events with Willing Hearts (@WillingHeartsSG), a soup kitchen for the economically disadvantaged. We also helped out at @SPCA_SG cleaning the animal shelters, and conducted a “Twitter Best Practices” training for Transient Workers Count Too (@twc2sg), a nonprofit focused on migrant workers’ welfare and rights.
- **Fall:** #TwitterForGood was conducted on a week-long basis. Along with several fringe activities we:
 - Wrapped holiday gifts and did an art jamming with children from disadvantaged families with @CapitaLand.
 - Went back to @SPCA_SG to help with the cleaning of the shelter and interacted with the animals.
 - Held a social time with 10 nonprofit partners: @MercyRelief, @SGRedCross, Life Community Services Society (@lifecommunitysg), @HealthServeSG, Mount Alvernia Hospital, @SPCA_SG, @CatWelfareSG, @migrantworkersg, @BlessingsInABag, and @clubrainbow_sg.
 - Had @LifeCommunitySg and @BlessingsInABag come over with underprivileged youths and children for a time of feasting and learning.

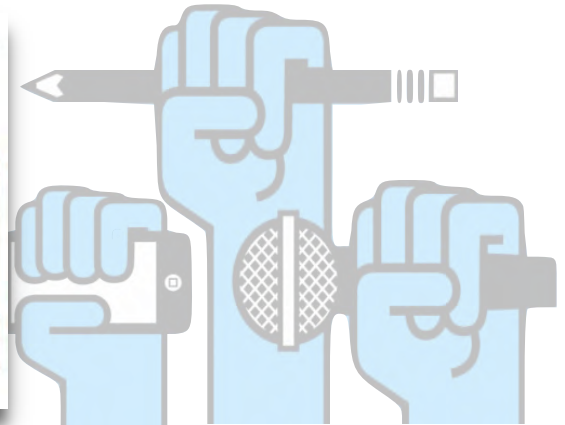


Thailand

#TwitterForGood

Freedom of Expression and Civil Liberties

- We conducted a Twitter training for 30 regional representatives from [@FNFSeeAsia](#) whose work is focused on issues regarding freedom of expression across the region.



Emergency Response and Disaster Relief

- We met with the Asia-Pacific HQ of the International Committee of the Red Cross ([@ICRC AsiaPac](#)) to go over best practices on Twitter, including during events of natural disasters and emergencies, as well as for the campaigns they run throughout the year.

We also trained communications leads of the International Red Cross ([@ICRC](#)) from across Asia in Bangkok. This focused on harnessing Twitter and managing misinformation during crises.

Online Safety and Health

- We participated and presented at a workshop organized by [@FutureAgenda](#), focused on fore-sighting and discussing possible trends and policy developments relating to online data over the next decade.
- We provided over 2-days of intensive trainings and specific country level briefings for [@UNICEF](#) representatives and government leads of immunization and health from 11 countries around the world including Thailand and Indonesia. We discussed strategies on how to deal with disinformation online and rising anti-vaccination movements.
- We spoke at a UN Data Workshop organized by the [UN Global Pulse](#) for all the UN Resident Coordinators based in Asia. We shared insights and outcomes from our ongoing [#DataForGood](#) partnership with the [@UN](#) in support of the Sustainable Development Goals.



Wider APAC

#TwitterForGood

Malaysia

Emergency Response and Disaster Relief

- We published two stories about Twitter’s unique role preventing and responding to natural disasters. “[Using Twitter effectively in times of disaster](#)” in Manila Times, and “[7 Ways To Use Twitter Efficiently In Disaster Response](#)” in [@gmanews](#).

Philippines

Freedom of Expression and Civil Liberties

- We engaged with key media defenders and activists who are reporting information quality issues and concerns and advising fellow activists. For example, we worked with [@mariaressa](#). We also provided help and guidance to several bloggers, nonprofits, and human rights activists with an emphasis on safety.

Emergency Response and Disaster Relief

- We worked with the Philippine National Disaster Risk Reduction and Management Council ([@NDRRMC_OpCen](#)) to compile a [Twitter List](#) of handles providing emergency information from [@TwitterPH](#).
- We briefed the nonprofit arm of The Rappler ([@rapplerdotcom](#)) on Twitter best practices, tools, and resources for campaigns during flood and typhoon seasons.

#LoveTwitter  



Regional highlights: India & South Asia



India

#TwitterForGood

Freedom of Expression and Civil Liberties

- For #WorldPressFreedomDay 🇮🇳, we hosted four live-streamed sessions related to current news topics with prominent Indian journalists such as @HRvenkatesh, @aayushsoni from the Committee to Protect Journalists (@pressfreedom), @HartoshSinghBal, @Svaradarajan, @kushanmitra, @MadhuTrehan, @DikshitAshish, and Kavita Devi (@CLKavita).
- We attended the Digital Empowerment Foundation (@DEFIndia) “Social Media for Empowerment Awards.” We served on the jury for the awards which focused on online campaigns about activism and community mobilization.



Emergency Response and Disaster Relief

- During the #KeralaFloods, we worked to ensure that people had access to important accounts, hashtags, and facts to get accurate information about the situation. To this end, we shared a "Kerala Emergency Response" Twitter List from @TwitterGov, worked with the Kerala Chief Minister's (@cmokerala) office, and with first responders including the Indian Navy (@indiannavy), the Army (@adgpi), and the Coast Guard (@indiacoastguard).

We also attended a meeting at the National Disaster Management Authority (@NDMAIndia) for stakeholder alignment on the floods, and distributed our Crisis Response Toolkit to all participating entities.



- We supported first responders on [#KodaguRains](#) in Karnataka. We worked with them on developing hashtags and setting up accounts for information sharing. We also shared our [Crisis Response Toolkit](#).
- We gave our annual presentation at the Social Media & The Armed Forces seminar organized by [@ConnectCOAI](#) and [@CENJOWS](#). We addressed strategies for the armed forces to use Twitter in times crisis and for disaster relief purposes.

Equality

- On the occasion of [@jack](#) visit to India, we hosted a [#PositionOfStrength](#) event with activists and those who have used Twitter for innovation in government. One panel celebrated “Changemakers,” and the second one focused on “Serving the Healthy Conversation.” Panelists included Japleen Pasricha ([@japna_p](#)), who runs [@FeminismInIndia](#); Rahul Verma ([@rahulverma08](#)), founder of the nonprofit [@UdayFoundation](#); Madhukeshwar Desai ([@madhukeshwar](#)), Vice President of [@BJP4India](#)’s youth wing; and Sunchika Pandey ([@PoliceWaliPblic](#)), who has helped onboard and run [@MumbaiPolice](#)’s Twitter account.

Rohit Singh
@rohit140213

Ms. Mahima Kaul [@misskaul](#) from Twitter explaining the functionalities of Twitter and Effective Utilization of same by State Agencies during Crisis at a Social Media Seminar Organized by [@ConnectCOAI](#) & [@CENJOWS](#) for Armed Forces [@adgpi](#) [@IAF_MCC](#) [@VTiwathia](#) [@TwitterIndia](#)

2:51 - 5 sept. 2018



Sunchika Pandey
@PoliceWaliPblic

“We can’t promise perfection, but we will get closer,” As honest as one can get! [@jack](#) discussing realistic solutions & means to use [#TwitterForGood](#) at [#हमसेहैहिमत](#) [@TwitterForGood](#) [@TweeSurfing](#)

5:45 - 12 nov. 2018



Japleen Pasricha
@japna_p

Today, I was [@TwitterIndia](#)’s event with [@jack](#) where we discussed how Changemalers are using [#TwitterForGood](#) and how to create healthy conversations on Twitter. Thank you [@misskaul](#) for the opportunity.

[#PositionOfStrength](#) [#हमसेहैहिमत](#)
[#jackinindia](#)

10:16 - 12 nov. 2018




- On [#InternationalWomensDay](#) ♀, we hosted another [#PositionOfStrength](#) event, along with our nonprofit partner [@YouthKiAwaaz](#). The idea was to move from an event that solely focused on online and Twitter safety, to a focus on the gains made on social media by Indian women. We had an impressive speakers list which included members of Parliament, police officers, top journalists, and representatives from the National Campaign on Dalit Human Rights ([@DalitRights](#)). This [#PositionOfStrength](#) event also marked the launch of our Hindi hashtag [#हमसेहैहिम्मत](#). The event was recapped in a [Moment](#) from [@YouthKiAwaaz](#).
- To celebrate women athletes at the [#AsianGames](#), we supported [@FeminismInIndia](#) and hosted them for their “Editathon” at the [@TwitterIndia](#) office in Delhi. This consisted on inputting information on Wikipedia to include more women athletes.



Online Safety and Health

- On [#SaferInternetDay](#) 🌐 we worked with the Ministry of Information & Technology (@GoI_MeitY) and the Computer Emergency Response Team (@IndianCERT) and hosted a Twitter Q&A on the topic of Internet safety.
- We supported @SheThePeopleTV [#OnlineSafetySummit](#) in New Delhi and participated in a panel discussion at the event. A day before the Summit, we hosted founder @ShailiChopra and Center for Social Research (@CSR_India) Director Dr. Ranjana Kumari (@ranjanakumari) at our [#BlueRoom](#) for a discussion on the evolution of online safety issues.



- To celebrate [#InternationalYouthDay](#), we participated in the @UN's [#SafeSpacesForYouth](#) event and at a panel to discuss online safety.
- On [#WorldSuicidePreventionDay](#) 🧡, we supported Indian nonprofit White Swan Foundation (@mentalhealthind) on their Twitter content plan for the day which was done in both English and Hindi. They also pushed out information from other mental health organizations. We helped amplify their efforts with an [#AdsForGood](#) grant.



Media and Digital Literacy

- We launched #EduTweet along with the School Leaders Network (@SnLIndia). We held four workshops throughout the year in Mumbai, Delhi, Gujarat, and Maharashtra. Overall, we had attendees from over 60 schools, and important leaders in the area such as the Ministry of Education’s Secretary (@HRDMinistry). The curriculum involved teaching educators how to Tweet, a module on Media and Digital Literacy for students, and ideas around integrating Twitter into the classroom. A recap of the program can be found on our blog “#EduTweet: A ‘Twitter for Educators’ program launched in India!”



Working With Our Communities

• NGO Workshops

Throughout the year, we had the pleasure of hosting several nonprofit organizations working on different areas of interest to the community. We also offered trainings focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations’ reach and effectiveness. Participants included:

- Ashoka Foundation (@ashoka)
- Bangalore Political Action Committee (@BPACofficial)
- @BloodDonorsIN, with whom we launched #BloodMatters, a social initiative to draw attention to the blood donation gap in India.
- Attendees to the @CultureLab Digital Thinkathon.
- Cyber Peace Foundation (@cyberpeacengo)
- Citizen collective @DelhiBreathe.
- Janaagraha (@Janaagraha1).
- A group of Mumbai-based nonprofits working in the area of children online safety.



- We worked with Save The Children India (@stc_india) on their campaign #TheInvisibles to bring attention to the plight of street children. They held a session in our #BlueRoom with their ambassador, actress Dia Mirza (@deespeak), and child champion Manisha Koirala (@mkoirala).
- In collaboration with @DelhiBreathe, we launched the first in a series of live-streamed expert discussions of “City Sessions.” This first discussion was focused on their #LetMeBreathe initiative which touches on the rising issue of pollution in India’s cities. As part of this initiative, we also held a #BlueRoom conversation with @ErikSolheim, head of the @UNEnvironment.

• **@TweeSurfing**

We launched @TweeSurfing in June 2017 with our safety partner the Center for Social Research (@CSR_India). This is a public education project on Twitter safety rules and tools. We continued this effort through 2018 by hosting events, trainings, and continued developing content to share safety best practices on Twitter.

- Among the influencers who have participated in the project in 2018, we had:
 - Bengaluru’s Police Commissioner, T. Suneel Kumar (@CPBlr).
 - Former Indian Foreign Secretary, Nirupama Menon Rao (@NMenonRao).
 - Mental health expert Rashi (@mizarcl) from @mentalhealthind.
 - Sandhya Ramesh (@sandygrains), a science writer.
 - Aparna V Singh (@editorsahiba) from @womensweb.
 - Standup comedian Praveen (@Funny_Leone).
 - Shradha Sharma (@SharmaShradha) founder of @YourStoryCo.
 - Member of Parliament, Rajeev Gowda (@rajeevgowda).
 - Spiritual guru, @SadhguruJV from the @ishafoundation.
 - Historian Irfan Habib (@irfhabib).
 - Actor Shilpi Marwah (@ShilpiMarwaha) founder of Sukhmanch Theatre (@sukhmanch).
 - Novelist Preeti Shenoy (@preetishenoy).
 - Singer Sona Mahapatra (@sonamahapatra).
 - Founder of the Digital Empowerment Foundation (@DEFIndia), @OsamaManzar.
 - Social activist Anupam Pandey (@AnupamkPandey).
 - Internet policy expert Chinmayi Arun (@chinmayiarun).
 - Actor Freddy Daruwala (@Freddydaruwala).
 - Actress Mansi Savli (@manasisalvi).



- Stand up comedian @Jeevanshu.
- Mumbai’s radio jockey Malishka (@mymalishka).
- Cricketer Mohammed Kaif (@MohammadKaif).
- Actor Ankush (@AnkushLoveUAlI).
- Radio jockey in Kolkatta Jimmy Tangree (@jimmy_tangree).
- Musician and writer Anupam Roy (@aroyfloyd).



- We also held @TweeSurfing workshops and events focusing on Twitter and online safety at:
 - Delhi’s GD Goenka college.
 - #ReDi2018 in Gujarat.
 - Daynanda Sagar University in Bangalore.
 - Kolkata, the capital of West Bengal, at the trendy Salt House, where we hosted a live-streamed panel with Jimmy Tangree (@jimmy_tangree), gender rights activist Harish Iyer (@hiyer), actress Manasi Salvi (@manasisalvi), CSR head Dr. Ranjana Kumari (@ranjanakumari), and musician @RajkhowaRahul.



• #TwitterForGood Days

- **Spring:** our teams in Bangalore volunteered at @desiresociety, which works with HIV affected children. The Delhi office hosted our safety partners, @INBreakthrough, for a deep dive on their work on online safety.
- **Fall:** we collaborated with the @UdayFoundation to volunteer for their food distribution drive for underprivileged patients and their families at All India Institute of Medical Sciences (@AIIMSBhopal) in New Delhi.

Twitter team in Mumbai learnt about waste management and composting from @GreenPractices and @Compostwali and helped them start their Twitter journey towards making cities more sustainable.



Regional highlights: Latin America



LATAM in numbers

#\$475K AdsForGood

207 volunteers

643 volunteer hours

Brazil

#TwitterForGood

Freedom of Expression and Civil Liberties

- To celebrate #WorldPressFreedomDay 🗨️ we organized an event for 60+ people, alongside the Brazilian Association of Investigative Journalism (@Abraji) and the Brazilian chapter of Reporters Without Borders (@RSF_pt). The event discussed the state of freedom of the press and freedom of expression as well as cases of violence against journalists in the country. The event took place at @TwitterBrasil in São Paulo and was live-streamed by both @Abraji and @RSF_pt. We also provided an #AdsForGood grant for both organizations to help amplify their messages about freedom of expression.

Emergency Response and Disaster Relief

- We hosted the new president of the Brazilian Red Cross (@CruzVermelha), alongside with their national and state-level digital staff. We provided a “Twitter Best Practices” training and helped them explore Red Cross’ use of Twitter in other markets.

- In March, we hosted a group of 19 nonprofits working on issues related to freedom of expression, human rights, humanitarian aid, and sustainability and provided a “Twitter Best Practices” training to help them use Twitter more effectively.



Equality

- We supported Nobel Prize winner Malala Yousafzai's (@Malala) visit to Brazil. She visited the country for her birthday and took this opportunity to announce the investments the @MalalaFund will be making in Brazil. @Malala undertook a Twitter Q&A to talk about this initiative which also allowed her to engage with Brazil's legendary footballer @Pele, and writer @paulocoelho.

Online Safety and Health

- On #SaferInternetDay 🌐 we attended our safety partner @Safernet event hub in São Paulo and helped amplify their content through @TwitterBrasil. We also provided an #AdsForGood grant to help disseminate their content about online safety and education. We also hosted @Safernet new digital staff for a “Twitter Safety and Best Practices” training.
- We hosted @Abraji for a talk about safety for journalists on Twitter. The institution is working on a safety and security guide for journalists on social media.
- For #SetembroAmarelo, we launched #ExisteAjuda (#ThereIsHelp) with local mental health partner Centro de Valorização da Vida (@CVVoficial). When a user searches for terms related to suicide or self-harm in Brazil, the top search result is now a notification encouraging them to reach out for help and providing the contact to @CVVoficial's hotline. More information about this program can be found in our blog “Trabalhando juntos para prevenir o suicídio.”
- We met with feminist think tank @ThinkOlga and discussed our safety and external resources for law enforcement. We also provided input to help the group on the guide they are developing on women's online safety.
- We hosted a group of 30 nonprofits that signed the “Não Vale Tudo” pledge asking for fair use of the Internet during the national elections. The event was co-organized by think tank InternetLab (@Internetlabbr), and the Instituto de Tecnologia e Equidade (@tecnoequidade). We attended a panel alongside peer companies and explained our efforts on health, with a particular focus on malicious automation and information quality.



Working With Our Communities

- We provided a training on “Twitter Best Practices” to Doctors Without Borders digital staff team in Brazil (@MSF_brasil).
- We donated computers to Énois (@enoisconteudo), a nonprofit that teaches journalism to young people from the outskirts of São Paulo.
- **#TwitterForGood Days**
 - **Spring:** Twitter employees in São Paulo spent some quality time with São José Operário, a nonprofit which helps children and teenagers from 4 to 16 years old, who are not currently in school, and may have difficult family situations. Other team members visited @reciclazaro, an organization that helps improve the quality of life for elderly men, most of whom were formerly homeless.
 - **Fall:**
 - We partnered with @CasasAndreLuiz, an institution that takes care of 1.6K people with intellectual disabilities and serves as permanent housing for 570 of them. Twitter employees helped to decorate part of the common areas for the Christmas night that the institution organizes every December for the patients, to refresh and revitalize a playground, support other daily routines, and socialize with the house community.
 - We provided a “Twitter Best Practices” training for dozens of students at Instituto Criar (@institutocriar), a nonprofit that teaches audiovisual skills for young people from the outskirts of São Paulo. We also donated computers to help the training classes of Instituto Criar.
 - We advised @OxfamBrasil's Twitter activations during the launch of their annual report on inequality.

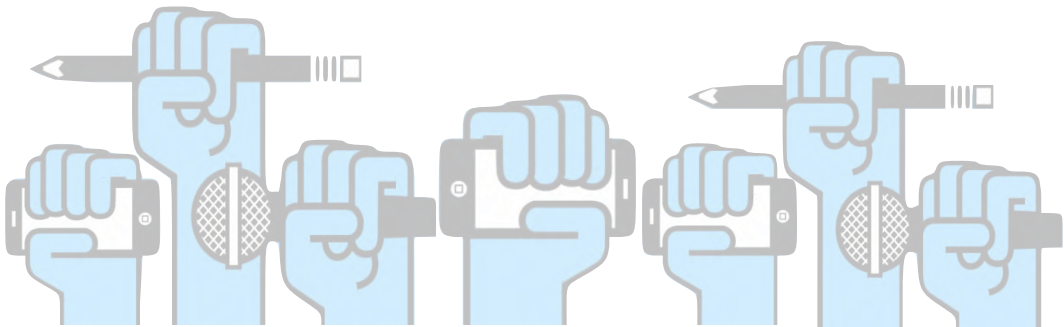


Mexico

#TwitterForGood

Freedom of Expression and Civil Liberties

- We took part in an [@Article19Mex](#) regional training for human rights organizations focused on Mexico, the Caribbean, and Central America. We provided a “Twitter Best Practices and Safety” training for their staff.
- We participated in a workshop organized by Factual ([@Factual_MX](#)), a collective of independent journalists, as one of their guest speakers for their “speed dating connection.” This consisted of five-minute conversations with journalists from the LatAm region and students of journalism. We used this opportunity to talk about the value of Twitter for journalism as well as to address some typical questions around safety and the Twitter Rules.
- As part of the celebration for [#WorldPressFreedomDay](#) 🗣️, we hosted a Q&A with well-known journalist Javier Risco ([@irisco](#)). The session was captured in a [Moment](#) from [@TwitterLatAm](#).



Emergency Response and Disaster Relief

- We provided a Twitter best practices training for emergency response and disaster relief to the Mexican Red Cross ([@CruzRoja_MX](#)) as well as to the regional representatives of the International Committee of the Red Cross ([@CIRC](#)). We took this opportunity to showcase the use of the platform during the earthquakes of 2017 and how Twitter was effectively used by key players from government, nonprofits, and civil society.

Also, to celebrate the International Day of the Red Cross and the Red Crescent, we hosted a Q&A with [@CIRC](#); best responses and interactions were capture in a [Moment](#) from [@CICR_es](#).



Online Safety and Health

- We met with [@ProVoces](#), a nonprofit that promotes freedom of expression and protection of journalists. They convened the head of the Special Mechanism for the Defense of Journalist, part of a government coalition aimed at developing strategies to protect journalists and deter violence towards them. We discussed our safety tools and rules and agreed to work together on strategies to further disseminate this content.
- We hosted workshops to talk about the Twitter Rules and safety best practices with representatives from [@ItGetsBetter](#) in Mexico, Central America, and New York, as well as with our partner [@CONAPRED](#).
- As part of [#TwitterForGood](#)'s new [#CampaignsForChange](#) program, [@TwitterMexico](#) launched a cross functional initiative to drive positive impact for individuals in need. With the coalition [@Internetnuestra](#) we launched a campaign focused on “Safety and Women Empowerment.” This initiative is intended to continue to build the conversation in preparation to [#InternationalWomensDay](#) ♀ in March 2019. [@Internetnuestra](#) is composed by our safety partners [@LuchadorasMX](#), [@derechosdigital](#), [@socialtic](#), [@article19mex](#), and [@R3Dmx](#).

Working With Our Communities

• NGO Workshops

Throughout the year, we had the pleasure of hosting several nonprofit organizations working on different areas of interest to the community. We also offered trainings focused on highlighting best practices on the use of Twitter, sharing our policies, socializing our safety tools, and discussing strategies to maximize the organizations' reach and effectiveness. Participants included:

- Over 15 representatives from nonprofits based in Mexico City who were convened by [@telmexhub](#).
- A collective of nonprofits from the State of Sinaloa working with Proeduca ([@proeducasinaloa](#)).

Over 10 representatives from national nonprofits linked to the [@UN](#) system in Mexico City.

Espacio A's monthly gathering members, a network of civil society organizations led by Cohesión Comunitaria e Innovación Social A.C. ([@CCISmx](#)).

[@UN Women Mexico](#).

Representatives of [@RefleaxionaAC](#) and their partner organizations El Poder del Consumidor ([@elpoderdelc](#)), World Resources Institute ([@worldresources](#)), [@Mexico Previene](#), Mexico SaludHable ([@MxSaludHable](#)), and Políthink ([@polithinkmx](#)).

Representatives from over 15 organizations in partnership with the nonprofit Non-Violence Mexico ([@NVPMexico](#)).



- Women who were seeking to run as candidates on the general elections. This was done in partnership with [@INEMexico](#).
- Attendees to the Mexico City NonProfit Institute ([@JAP_DF](#)) 6th Annual Communication Summit.



• **#TwitterForGood Days**

- **Spring:** we supported youth shelter Renacimiento IAP ([@IAPRenacimiento](#)) where we helped paint areas of the shelter and provided in-kind donations. We also volunteered at dog shelter Adopta un Amigo para Siempre ([@AdoptaunS](#)) where we helped create a Twitter strategy to boost adoption of abandoned dogs and assisted with routine tasks around the shelter. Both activities were captured a Moment from [@TwitterLatAm](#).
- **Fall:** we partnered with [@YaRespondisteAC](#) to provide meals for the families of the patients of Mexico City’s General Hospital, the biggest public hospital in Mexico. Twitter employees collaborated by cooking meals and delivering them. The efforts were recapped in a Moment from [@TwitterMexico](#).



Wider LATAM

#TwitterForGood

Argentina 🇦🇷

Online Safety and Health

- We undertook a “Twitter Safety” training for a group of journalists in partnership with the Center for the Freedom of Expression (@CELEUP) of the University of Palermo in Argentina. These workshops were part of our regional partnership with Article 19 (@article19org).

Chile 🇨🇱

Online Safety and Health

- We provide an #AdsForGood grant to the nonprofit Derechos Digitales (@derechosdigital) to help promote their #SaferInternetDay 🌐 campaign.

Colombia 🇨🇴

Online Safety and Health

- With the help of our nonprofit partner @Karisma, and as part of our regional activations on #SaferInternetDay 🌐, we undertook a workshop on “Twitter Safety” for representatives of over 20 nonprofits and activists organizations in Colombia.
- We met with our Trust and Safety Council member @RedPaPaz to explore follow up actions on our continuous engagements such as the republication of the “Twitter Educator’s Guide” in Colombia and the future onboarding of more partners who can help us reinforce our safety messages for the people who use Twitter.

Nicaragua 🇳🇮

Freedom of Expression and Civil Liberties

- We engaged with student activist @AndinoCuadras, who was involved in the student protests in Nicaragua. We discussed the Twitter Rules and our safety tools to help him and journalist @VictorGOfficial in their cause. They did a #BlueRoom at our @TwitterMexico office in which they spoke about the political situation in Nicaragua and the risks to human rights.



Panama 🇵🇦

Online Safety and Health

- We met with Panama-based nonprofit [@IPANDETEC](#) to discuss several topics of joint interest in Panama and Central America. With their support, we conducted a “Twitter Safety” training for nonprofits in Central America through which we showcased best practices and our safety tools.



Paraguay 🇵🇷

Online Safety and Health

- With the help of our partner [@TEDICpy](#) we conducted a “Twitter Best Practices and Safety” training for representatives of six nonprofits in Paraguay: [@aireanapy](#), Amnistia Paraguay ([@aiparaguay](#)), [@ItGetsBetterPy](#), [@semillaspy](#), [@repadispy](#), and Somos Pytyvohara ([@spytyvohara](#)).



Uruguay 🇺🇷

Emergency Response and Disaster Relief

- Thanks to our partners at the [@UN](#) and [@WHO](#), we got in touch with the Uruguayan Emergency Response Agency, SINAER ([@sinae_oficial](#)). We met to discuss best practices on the use of Twitter and provided a training for their staff on the use of Twitter in emergency response and disaster relief.



Venezuela 

Freedom of Expression and Civil Liberties

- We continued to work with [@SinMordaza](#) to assist them on their use of Twitter. We extended an #AdsForGood grant to help them amplify the important work they are doing around freedom of expression in the country.
- We participated on a [live-streamed](#) panel hosted by the Council of the Americas ([@ASCOA](#)) on “Venezuela: Social Media As a Tool of Democracy.” As [@ASCOA](#) described it: “When it comes to freedom of expression, Venezuelans have found Twitter to be the last place that the government doesn’t control. Twitter has become the best tool to share and find real time information as basic and indispensable in this scenario like finding out which supermarket received a shipment of baby formula, or which pharmacy has antibiotics.” Fellow panelists included Daniel Wilkinson ([@DWilkinsonNYC](#)) from Human Rights Watch ([@HRW](#)), and Rodrigo Diamanti ([@RDiamanti](#)) from [@SinMordaza](#).
- We met with several nonprofits working on freedom of expression and civic rights in Venezuela including CEPAZ ([@_CEPAZ](#)), Acción por la Libertad ([@AccionLibertad](#)), The Inter-American Dialogue ([@The_Dialogue](#)) group for Latin America, and Visión Democrática ([@VisionDem](#)). We discussed best practices with them and gave them access to Twitter tools to increase the reach of their message such as Media Studio and Conversational ads.

For [@_CEPAZ](#), we also gave them an #AdsForGood grant to help them increase the reach of their [#12AccionesPorLaPaz](#) campaign to raise awareness about human rights with a focus on the rights of migrants.





#Twitter
For Good

Fall 2018



Fall 2018

Fall 2018

For Good



[#TwitterForGood](#) is an initiative implemented and guided by Twitter's Public Policy team. It is supported by hundreds of Twitter employees who participate in valuable efforts to help bring people together and improve our world.

With gratitude to the members of the Twitter [@Policy](#) team during 2018:

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