



22 March 2022

Twitter, Inc.

1355 Market Street
Suite 900
San Francisco, CA 94103

Danny Rayman and Christen Dobson
Business and Human Rights Resource Centre
2-8 Scrutton Street, 2nd Floor
London, EC2A 4ART
United Kingdom

Dear Mr. Rayman and Ms. Dobson,

Thank you for your March 8 survey regarding the steps Twitter has taken to address human rights risks related to the ongoing war in Ukraine.

Twitter's top priority is keeping people safe, and we have longstanding efforts to improve the safety of our service. Our rules are designed to prevent specific harms and we base our efforts on the standards reflected in the International Covenant on Civil and Political Rights (ICCPR), as well as our responsibilities under the UN Guiding Principles on Business and Human Rights.

Since the first signs of a potential crisis prior to the invasion, a cross-functional team, including our safety and integrity units and the human rights team, has been closely monitoring the situation in Ukraine. This team is assessing and responding to risks associated with the conflict and developing a range of mitigation strategies. These include identifying and disrupting attempts to amplify false and misleading information, and advancing the speed and scale of our enforcement to address identified human rights harms.

We continue to proactively assess for inauthentic behavior and other violations of our rules. Since the war in Ukraine began, we have removed more than 75,000 accounts for violations of our [platform manipulation and spam](#) policy. These accounts represent a wide range of attempts to manipulate the service, including opportunistic, financially-motivated spam. In line with our [synthetic and manipulated media policy](#), we have labeled or removed more than 50,000 pieces of content.

We've [paused](#) advertising in Ukraine and Russia to ensure that critical public safety information is elevated, and that ads don't detract from the conversation on Twitter. Content that discusses or focuses on the war, or that is considered false or misleading under the Twitter Rules, is not eligible for monetization. In 2017, we banned [advertising](#) from all accounts owned by Russia Today (RT) and Sputnik and donated the profits to NGOs working on digital literacy, misinformation, and election integrity. Since 2019, all [state-backed news media advertising](#) and [political advertising](#) have been banned on Twitter.

In 2020, we added labels to certain government and state-linked media accounts. We began adding labels to relevant accounts of UN security council members; this was subsequently expanded in 2021 to G7 countries and a majority of countries Twitter has attributed state-linked information operations to. More recently, we expanded our government account labels to additional Russian embassies to add context for people interacting with these accounts on Twitter. In February, we expanded our approach in response to the Ukraine conflict, adding [labels](#) to Tweets that share links to Russian state-affiliated media websites, as well as multiple state-affiliated media accounts in Belarus. As the conflict – and online conversation – evolves, we want to equip people on Twitter with context, including when a media account is affiliated with a state actor. We also don't recommend or amplify any labeled state-linked media accounts.

We are in close contact with our partners around the world, including civil society members of our Trust and Safety Council, to identify and escalate urgent requests for support from journalists, activists, and others in need of assistance. We recognize some high-profile accounts, including those of journalists (especially women journalists), activists, agencies, and government officials, may be particularly vulnerable. We're working to mitigate any attempts at targeted account takeover or manipulation and have made [account security resources](#) available in Ukrainian, Russian, and English.

We continue to [engage and support](#) humanitarian organizations on the ground. Through our giving campaign for Twitter employees, we're routing donations to organizations directly supporting Ukrainian refugees, matching all donations, and making direct contributions to partner organizations. We're also providing high-value product donations and [Ads for Good](#) grants to help further these organizations' critical work and amplify their message on Twitter.

Finally, we are aware that Twitter is being restricted in Russia and believe people should have free and open access to the Internet, which is particularly important during times of crisis. Despite the increased throttling of our service in Russia, we have not restricted access or the ability to sign-up for Twitter. We have also expanded our supported browsers to include Tor. We believe that everyone should be able to access our service, both to communicate freely and to find critical information.

Thank you for your efforts to monitor this evolving situation.

Sincerely,

Cynthia Wong
Human Rights Director