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1. Introduction

- In this era of technology, users at social media sites are booming up exponentially. This spontaneous growth of social media sites and increase in number of users, especially active, has been declaring success and incredible development of the modern IT system. Twitter is an American micro-blogging service providing an international brand that is known for a popular term "tweets". In 2016, the CEO namely Jack Dorsey introduced this new online networking site to connect the whole world. This open to all platform has already over 335 million global users and it is increasing rapidly. This study is going to describe all the key facts and information related twitter organisation along with its latest innovation. Further, different business models and associated strategies of twitter will be represented in this study.

2. Background of the organization

The chosen organization, Twitter is a microblogging service platform that is one of the most recognized as well as an influential platform of digital media in present times. Below is a detailed account of Twitter.

2.1 History behind the foundation of Twitter

- Before creating a momentum about this organization, Twitter was just an idea inceptioned by the founder Jack Dorsey in 2006. Initially, the founding team decided upon developing Twitter as a message-based or rather SMS communication platform. At first, Twitter was named twitter by Noah Glass.
- It was in March 2006, when Twitter emerged from the start up called Odeo. Evan Williams had allowed Google to acquire it and flush with cash, he partnered with Biz Stone to develop the company. Meeting Jack Dorsey at an event, he alters began a part of the management team. Twitter was built on Ruby on Rails. It was deployed as a free SMS networking element (Twitter.com, 2020). However, due to lack of enough revenue streams, the network could not be expanded. Later from 2009, taking a cue from Facebook, Twitter started hosting paid advertisements and membership fees that brought about financial independence to the organization.

2.2 Aims and objectives of the organization

Twitter aims to provide a medium for every individual to express their thoughts and share their ideas and beliefs across a bigger audience around the world (Twitter.com, 2019).

2.3 The objectives of Twitter are as follows:

- To create an online network of millions of people
- To create a seamless platform for people to share their ideas and thoughts
- To allow people to voice their opinion and create an impact on a wider audience
- To provide a technology-driven, seamless user experience while using the digital media platform
- To upgrade its technology and revise user policies to better the expression of thoughts, and user experience

2.4 Scope of the organization

- The scope of Twitter is to generate more leads and sales through advertising and hosting paid promotions (Twitter.com, 2019). This is to increase the brand value of the organization by building an effective customer channel through guided support.

2.5 Mission and vision

- The mission of Twitter is to provide a seamless communication platform for people around the globe (Twitter.com, 2020). This is to empower users with shared ideas as well as information without any barrier. As a fact, all the revenue policies of Twitter is designed in a way that follows this ideology and not necessarily detracts from the objective of providing free, global conversation.
- The vision statement of Twitter expresses the belief of the organization in the free expression of thoughts (Twitter.com, 2020). The organization believes that every word and every voice has the power to create an impact for the better. This portrays that Twitter prioritizes free speech and free expression of thoughts. It also highlights that the organization understand that difference in thoughts and opinion exist and needs equal space for putting across as well.

2.6 Status and services of the organization

Twitter offers a varied range of services for its users to develop a better marketing channel and allow them to voice their opinion. The services offered are as follows:

- TweetDeck: This tool deployed by twitter allows to customize as well as curate Twitter usability to align with user needs and expectations. It also allows external services to be linked with Twitter using exclusive Privacy policies.
- Using the privacy policies of twitter some of the legit applications that users can operate are SnappyTV, Vine Archive, Twitpic, Niche and MoPub.
- Twitpic allows users to click and post pictures on Twitter, the Vine archive was a community developed to be accessed by only Twitter or Vine users. However, Vine and SnappyTV no longer exist.
- MoPub is a monetization platform and Niche is a review and ranking site for educational institutions. Both are actively running with Twitter.

3. Challenges before introducing Modern Technology

3.1 Conflict between cost and benefit

- The organisations which have an aspiration of introducing new technology in their interface need to make sure that the cost required for installing does not supersede the benefit aspect post new technology installation. However, in case of Twitter, it has been witnessed that the cost associated with the Apache Thrift technology installation might not be of great benefit since it cannot increase the profitability and pace of operation (Greenhalgh *et al.*, 2017). The net cost valuation also states that the cost of the company would also be raised by more than 8% due to adoption of modern technology.

3.2 Difficulty in anticipating needs of the user

- It has been very difficult for the hierarchy of Twitter to predict the effectiveness of new technology installation as per the intervention of user is concerned. There is a fair probability that the users might not be accustomed to the modern technology affirmatives which might reduce number of users of Twitter. It can also lead to loss of customer loyalty for Twitter which can cause the company's progress great harm in the long run (Chin *et al.*, 2014).

3.3 Validating technology use cases

- The companies such as Twitter are not able to guess the fruitfulness of the investment made in modern technology formulations. This lack of surety can cause the organisation great harm in terms of inefficacies in operation (Chen and Zhao, 2014). Furthermore, it can also lead to loss of motivation of the employees since they are not really sure of the after effect related to the adoption of modern technology.

3.4 Security vulnerabilities

- The modern technologies which are to be adopted by Twitter have a maturity cycle where there are points of breaches as well as disruption. These breaches and disruption can lead to enhanced probability of cyber threats which can make the software of the company vulnerable to external entities (Zeng *et al.*, 2018). In this manner, there might be leakage of important information and assets which might be valuable to the overall rate of progress of the company.

3.5 Change in conventions from drawn out projects to smaller delivery segments

- It is a great challenge for the hierarchy of Twitter to make sure that the technology to be used is evolving in nature in order to have a long lasting effect on the overall progress of the organization (Liang *et al.*, 2015). A sprint sized or story centric delivery campaign involved in modern technology would not have much effect on the overall transition of the software regime of Twitter.

3.6 Less focus on regulations

- Before adoption of modern technology, Twitter might be at odds with the regulatory bodies since the modern technology seems to be violating the regulations of cyber security in many ways. Henceforth, there is an additional burden on the part of the organisation make sure that the newly adopted technology is completely built-in with the new interface set up which is very difficult to construct.

3.7 Necessity of defining robust projects

- Implementation of new technology for Twitter can create convergence of momentum of operations. It can force Twitter to identify their leading practices which would double the cost associated and also create issues in operational convergence. Furthermore, defining a developed and robust project might involve application of high speed internet sources which might not be available in the remote areas. Henceforth, it is clear that the company would lose its users who belong to the remote areas (Avram, 2014).

3.8 Recruitment pressure to handle technology

- It would be a challenge for Twitter to recruit more number of IT professionals who are well equipped with the acceptance of modern technology. In this manner, more time would be involved in recruitment and the company might also be forced to pay more to the newly recruited employees due to their knowledge domain in operating modern technology. In this manner the company would be prone to lose its power of control on the employees.

3.9 Over-relying on SaaS

- Adoption of modern technology would make Twitter rely on packaged solutions which has more side-effects prior to operation. Henceforth, the organisation needs to be aware that SaaS can create an area of parity since the same technological regime is applicable to all the organisations which are operating business in the same field.

4. Insights of Modern Technology Introduced

4.1 Definition of Twitter

- Twitter is one of the most popular free social networking sites that is based on microblogging service. Undoubtedly, this has become the next most trending social media networking in this 21st century. The simplistic idea and utilisation of effective Information technology assisted the company to capture modern generation as well as other age population with different motives (Lokot and Diakopoulos, 2016). The founder and CEO of Twitter has announced that the appeal of twitter lies within its simplicity. Twitter enables registered members broadcasting short size posts, which are known as *tweets*. The process of registering members for free is mandatory to ensure safety and security of users data and personal information (Murthy, 2018). The idea of twitter is different compared to other popular social media sites such as Facebook, LinkedIn, Instagram and others, where members must approve social connections of others to be a part of their social-media life. Twitter is unique and here, anyone could follow any other person over public twitter.

4.2 Characteristics of Twitter

- One of the most attractive and innovative ideas of this organization is the introduction of the microblogging concept on social media sites, which has not been copied yet by any other successful social media sites, channels and pages. Twitter introduced *tweets* to express their own opinions or views over any sort of topic. However, this scope of microblogging or tweets has limits. For instance, each tweet can be of maximum 140 characters and there is no room to ramble (nibusinessinfo.co.uk, 2020). Another vital characteristic of twitter is its default settings that are always for the public. Furthermore, being a social media site, twitter does not have any geographical barrier and has no conversational boundaries as well. It is free and open for all types of social media users. Tweets could be made in different ways and it is evident to state that there are actually not time constraints so that users could spend their time at twitter without any lack of difficulty in engaging with people via the internet (Krutka and Carpenter, 2016).

4.3 Models of Twitter

- Like all other social media networking organisations, Twitter has been following multiple business models to continuously scale up their online users by engaging new ones and entertaining existing users at the same time. The core business model of Twitter is allowing customers to engage with all classes of people without any investment (Smith *et al.*, 2014). This allowance of all people and removing the needs of approving people to show or post microblogs on others' content has made the business model unique. This Twitter business model has been rapidly adding more number of active users to this social media networking site. Apart from this, twitter also generates revenue from its partners that promote products at this social media networking site. Twitter has a huge active user base that visit twitter on a daily basis so that many of the promotional partners are likely to promote their products or services at twitter to capture mass population (Kreiss and McGregor, 2018). Web development, app development and maintenance are required to ensure safety of data and information from being used by unauthorized users. The hashtag (#) management was introduced by Twitter for the first time and later it turned into a trend. Overall, the business model is effective and useful to twitter in terms of upholding their market sustainability in the social media networking world.

5. Impacts of modern Technology

5.1 Positive Impact

- Twitter has provided one of a kind platform for people to voice their opinion, and share thoughts and ideas across the borders. Similarly, in cases of political or election regime, Twitter has stood out as the most effective platform for democratization. The tweet made by global political leaders and the considerable discussion that goes on in the Twitter community is very influential in its approach (Penney, 2016). Additionally, brand tweets are a medium of marketing. Retweeting the brand tweets reciprocate with brand visibility and value. It greatly influences brand awareness and responses by creating an effective communication channel between a brand and consumers. Despite the difference in products and services offered by a brand, digital marketing is one of the foremost marketing strategies in today's times.
- As a fact, twitter has turned out to be a medium for digital marketing as well. As Twitter offers a platform free expression of thoughts, the user voluntarily put reviews of products and brands. Hence, users also get the opportunity to be knowledgeable and end up in mindful buying. Twitter is the reason, many have stopped impulsive buying.
- Twitter has also helped organizations under the expectations and demands of customers. Their reviews help the management better their services. For example, many airline companies like the KLM Royal Dutch Airlines religiously go through these reviews (Robinson *et al.* 2019). It helps them provide customers with services that work towards building up a positive image and uphold its brand reputation. This strategy of handling its Twitter account has helped in developing a meaningful relationship with customers and assuring them satisfaction and loyalty.
- Apart from marketing and ethical brand promotions, Twitter has helped to create a network of organizations which have later partnered in business as well.

5.2 Negative Impacts

The positive impact of twitter is noteworthy. however, the negative facets of social media strategy attached to using Twitter are no less challenging. The profitable aspects of using twitter as a marketing tool are attractive. However, reports suggest that companies face downfalls as well.

For a brand utilizing Twitter for its initial promotion schemes, may require to flush some funds into it. Even though it helps twitter to gain, the new organization may not experience the right return of investment. This may lead to a drain of finances at the nascent stage of a business.

Added to this, reports by Soboleva (2018), also suggest that with advertising happening on television and social media platforms like Twitter, people are to experience cross-buying. This is leading impulsive buying one way. Cross-buying is a negative impact on consumers.

On the other hand, in case of an organization that has twitter accounts are not able to strategize well, it may lead to the negative image of the organization. This may affect sales and reduce trust in the brand as well. Hence, social media strategy building is an important mechanism for combating this negative impact. The most obvious effect is that even though the brand believes quality services, its social media strategy may largely affect its business (Mattila & Salman, 2018. As in present times, people believe in Twitter, organizations are to face immediate effect

6. Lessons drawn from the case study

- From this study, we have gained knowledge about the importance of modern technology on Twitter. It has been identified that with the help of new technology, the company has made a significant growth in the current digital market. In addition, it can be stated that with the help of modern technology, the organisation has created a vast range of online networks that helps people to connect with each other across the world. On the other side, it has been found that cloud systems are also beneficial to make a proper connection between diverse systems and digital applications. In this context, business intelligence software can help an organisation to take advantage in accessibility of data from new integrated systems. Twitter has a wide range of active user base that visit twitter on a daily basis so that many of the promotional partners are likely to promote their products or services at twitter to capture mass population. Furthermore, being a social media site, twitter does not have any geographical barrier and has no conversational boundaries as well. It helps them provide customers with services that work towards building up a positive image and uphold its brand reputation. It greatly influences brand awareness and responses by creating an effective communication channel between a brand and consumers. Further, it has been working as a vital source of social gathering and global interaction, which is influencing the global culture.
- However, in case of Twitter, it has been witnessed that the cost associated with the Apache Thrift technology installation might not be of great benefit since it cannot increase the profitability and pace of operation. There is a fair probability that the users might not be accustomed to the modern technology affirmatives which might reduce number of users of Twitter. It can also lead to loss of customer loyalty for Twitter which can cause the company's progress great harm in the long run. Furthermore, it can also lead to loss of motivation of the employees since they are not really sure of the after effect related to the adoption of modern technology. Henceforth, there is an additional burden on the part of the organisation make sure that the newly adopted technology is completely built-in with the new interface set up which is very difficult to construct. In this manner, more time would be involved in recruitment and the company might also be forced to pay more to the newly recruited employees due to their knowledge domain in operating modern technology.
- It also highlights that the organization understand that difference in thoughts and opinion exist and needs equal space for putting across as well. Adoption of modern technology would make Twitter rely on packaged solutions which has more side-effects prior to operation. The process of registering members for free is mandatory to ensure safety and security of users data and personal information. Tweeter can make in different ways and it is evident to state that there are actually not time constraints so that users could spend their time at twitter without any lack of difficulty in engaging with people via the intern. On the other hand, in case of an organization that has twitter accounts are not able to strategize well, it may lead to the negative image of the organization.

7. Conclusion and References

7.1 Conclusion

- From the above discussion, it can be ascertained that twitter has placed its position among top most popular social networking sites across the planet that has already crossed 335 million of global users. This popular and safe networking site has been connecting a mass global population that could be used during promotion of new products or ideas in the market. This facilitates business growth. Simultaneously, it also has negative sides, which could bring lots of difficulties to youth and global users. Overall, the organisation has reached out a settled position in social media networking through using their unique and effective business model.

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What anyone does

STUDENT NAME	STUDENT ID	CONTENT NUMBER
1. Bianca Madalina Maciuca	1917414	1,2,7
2. Simona Leonescu	1917400	3
3. Ruxandra Moisei	1917418	5
4. Adrija Petrikenaitė	1917415	4
5. Andreea Mirela Marghiulu	1717401	6

8. Speaker Notes

Student name: Bianca Madalina Maciuca Student ID: 1917414

Twitter is an online social network and is one of the first social network service engaging in facilitating the users to send and receive short messages called “tweets” up to 140 characters long. Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams and launched in July 2006. Initially, the founding team decided to develop Twitter as a SMS communication platform. After they launched the app they achieved global recognition and popularity. In 2012 over 100 million users posted around 340 million “tweets” per day and in 2013 Twitter was one of the most visited platform. In 2018 Twitter had more than 321 million active users monthly. Registered users can create post, like and retweet but unregistered users can only read the tweets. Twitter has become popular with academics, policymakers, politicians and the general public. Twitter allows to promote and research for journal articles, blogs etc. Follow the work of others, reach a large number of people quickly, build relationship with experts or other users, keeping up to date with the latest news, reach new audiences, follow and contribute to discussions on events like conferences that you can’t attend physically. On Twitter you can tweet about anything you like depending if you are tweeting as an individual, organisation or group. For example if you are tweeting from a personal account you may tweets about your interest like hobbies, photographs or simple observation. Twitter offers as well some services for the users to develop a better marketing channel and allow them to raise their opinion like TweetDeck, Twitpic and MoPub. The mission and objective of Twitter is to provide for people around the world a platform for communication, ideas, thoughts, without any barrier. However, Twitter is also utilized as a means of promoting artists and businesses. Artists from all around the world can connect with their fans, can announce upcoming events, and even make fundraisers for noble causes. Businesses can promote their products and services, as well as special offers, and also can make employment announcements. Twitter is a great way of keeping up with the lives of people who are far away, and it’s easy to use and accessible to anyone who owns a computer, smartphone, tablet, etc and has access to an Internet network. Overall, Twitter is one of the founders of social media as we know it today, giving people the chance and the possibility to express their thoughts freely (in a decent and appropriate manner, of course).

8. Speaker Notes

Student name: Andreea Mirela Marghiolu Student ID: 1917401

Twitter can be a very helpful platform for [growing a following](#) and providing your audience with valuable content before they even become customers. The character limit can also help you create quick-and-compelling advertisements, like a shout-out to a webinar your business is conducting, or a free e-book.

It's important to note, you can use Twitter to advertise your products or services, but you should do so sparingly. Like any social media marketing strategy, your primary focus should be on attracting an audience with useful content and growing brand awareness.

Additionally, you can use Twitter to connect with your audience in personal and meaningful ways. If someone mentions one of your products or services, you can "like" or "retweet" their comment. Alternatively, if a customer complains about your services on Twitter, you can reach out to rectify the situation in real-time.

You can use Twitter for entertainment purposes, or to stay in contact with friends and family. At its most basic, Twitter is similar to sending out a 140-character mass text to everyone you know -- you could use it to share a funny story, post a compelling video, or ask your audience a question. The choice is yours.

Twitter is a social networking site in which you can post 140 character status updates, otherwise known as "tweets", that can be seen by anyone who has chosen to follow you. Within the tweet, you can link to other articles or videos. Additionally, you can scroll through your Twitter homepage to see what other people, who you've chosen to follow, are posting. For instance, you can use Twitter for professional use only, and choose to follow industry leaders in your field. Alternatively, maybe you just follow comedians, and use Twitter as a source of amusement.

Twitter is a social media site, and its primary purpose is to connect people and allow people to share their thoughts with a big audience. Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends. Additionally, PR teams and marketers can use Twitter to increase brand awareness and delight their audience.

Twitter is exceptionally exciting to me because it's a fantastic tool for [building a brand and brand influence](#). It's easy to find and take part in conversations, stay on top of news (stories usually break on Twitter before anywhere else), find content, connect with people, and actually *be social* on social media.



8. Speaker Notes

Student name: Adrija Petrikenaite Student ID: 1917415

4. 'Insights of Modern Technology Introduced'

Twitter users are thoughtful, influential early adopters of consumer **technology** who use the platform for an ongoing, active dialogue about technologies. Twitter provides a platform for these early adopters to broadly and **publicly share** their opinions, giving them **significant influence** over a product's **popularity** and **potential adoption**. This amplification contributes to a 59% greater likelihood of reaching those intending to make consumer technology purchases on Twitter.

With audience **insights**, anyone can easily discover valuable **insights** about their followers and the people who have engaged with their organic Tweets. Ability to identify new, relevant **audiences** to target for an upcoming campaign. **Audience insights** dashboard provides aggregate information about user demographics, interests, purchasing behavior and more.

Twitter is the first and last place tech consumers land on their decision journey

Twitter was an integral part of a consumer's path, particularly **pre-** and **post-purchase**. 42% of Twitter users say the platform has played a **valuable role** in a recent technical purchase.

Insight types:

Demographics – Gender, Income, marital status, education and more.

Interest – Real time user interest graph.

Lifestyle – Occupation; behaviour, hobbies and many more.

Purchasing behaviour – Past purchase behaviour, buying and selling.

Mobile footprint - Mobile usage behaviour.

How to use audience insights?

There are multiple ways to **leverage audience insights**. For example, if someone is running a campaign to increase awareness about a new cosmetics line, you can use this tool to learn about your **potential customers** on Twitter as the *beauty products* they've recently purchased, what *fashion trends* they are interested in, and even *TV viewing behavior*. Based on this information, anyone can identify the best segments to target within Twitter Ads, along with which is **creative** such as a Vine or video clip and their **audience** will find most compelling.

As well anyone can use **audience insights** to learn more about their followers and the people who engage with their Tweets, and then tailor **targeting** and **content accordingly**. Another great feature is the **ability** to compare audiences. For example, they can see how information about their followers indexes against Twitter's audience.

Privacy was a top priority for Twitter when developing audience insights. All information is aggregated, derived from Twitter data sources and information that is matched from their [Marketing Platform Partners](#), such as 'Datalogix' and 'Acxiom'. This allows advertisers to see aggregate insights, while keeping user information private.

8. Speaker Notes

Student name: Simona Leonescu Student ID: 1917400

- Twitter is a microblogging platform and is recognized as an influential platform of digital media in present times. The idea to develop Twitter has been created by Jack Dorsey in 2006. Twitter offers a varied range of service for its users to develop a better marketing channel and allow them to voice their opinion. One of the services offered is TweetDeck: This tool deployed by twitter allows to customize as well as curate Twitter usability to align with user needs and expectations. It also allows external services to be linked with Twitter using exclusive Privacy policies. The challenges before introduction the modern technology are :
- -Conflict between cost and benefit
- -Security vulnerabilities
- -Less focus on regulations
- -Recruitment pressure to handle technology
- Twitter has become the most trending social media networking in this 21st Century. The web and app development are required to ensure safety of data, information from being used by unauthorised user. Like the other organizations Twitter have advantage and disadvantage. One of the advantages is that Twitter has 335 million users, so it is a great platform to connect with family, friends etc. Also, it can help companies to collect feedback from customers and promote the products. One of the disadvantages is that restriction of 280 characters is limitation of Twitter.
- The positive impact of Twitter is that it has provided a kind platform for people to voice their opinion and ideas across the borders. Also, it has helped organization under the expectation s and demands of customer.
- The negative facets of social media strategy attached to using Twitter are not less challenging. The profitable aspects of using twitter as a marketing tool are attractive. However, reports suggest that companies face downfalls as well. Also, it can lead to loss of motivation of the employees since they are not sure of the after effect related to the adoption of modern technology. Twitter has reached out a settled position in social media through their unique business model.

8. Speaker Notes

Student name: Ruxandra Moisei

Student ID: 1917418

- Certainly, the impact of technology development on the young generation is a hotly debated topic. Their brains are extremely malleable during this period of development, being susceptible to environmental experiences. In fact, children grow up in an environment where technology means everything, searching for information, friends, fun, communication, learning.
- The positive impact of twitter: easy promotion and rapid growth of followers, development of knowledge in certain areas. You can build relationships with experts and other followers. You are up to date with all the news in the world and you can contribute to important events. Twitter is an efficient network because many companies promote their products and are successful through the audience accumulated on this network. Twitter has a large user base for business, which could include your potential customers. Using hashtags can help you reach an audience interested in a particular topic or in a particular location. The platform allows direct two-way communication with your customers. Because it's a public interaction, if you do it well it shows your business in a positive light. Being on Twitter can help communicate your brand ethos and personality. This should help your business appeal to your target audience. Twitter can be a useful resource for gathering feedback from customers. It is free of charge to set up a Twitter account. While paid ads are available, many businesses see benefits from organic posts and interactions. There are many benefits related to Twitter but we also have disadvantages. The negative impact of twitter is excessive use of the application. Excessive use of the application can cause health problems and inefficient use of time. Also we forget about the face-to-face connection and only communicate online. Posting limits. You are restricted to the 280-character limit of Twitter. Follower limitations. Spamming. If you have an online business you will face negative criticism. Customers may complain publicly about the product or service. Negative feedback can poorly reflect your business. However, resolving complaints can have a positive impact on your reputation. Sensitive time: If you don't tweet at the right time, when your followers are online, your tweets could easily be missed. In my opinion, in order to promote something on Twitter, we must also take into account the positive and negative impact in order to achieve the desired goals. Everyone had to learn how to use this efficient network such as using the application less, promoting important things, tracking pages efficiently and with a positive impact.