

**X Marks the Spot: Twitter
Board of Directors, 2022**



Background Guide

Letter from the Secretary-General and Director General

Hello delegates, advisors, parents, and teachers,

On behalf of us, your Secretary-General Isabella Balbi Masso and Director-General Alexandria Cerini, and all of our Secretariat, we would like to welcome you all to the 37th iteration of the Florida International Model United Nations Conference! This upcoming FIMUN will continue to be held at Florida International University's beautiful Modesto A. Maidique Campus from March 14th to 16th, 2025.

This year we have selected the theme of "Diplomacy in a Divided World," where delegates will be prompted to show diplomacy during challenging and engaging scenarios in a wide variety of General Assembly, Specialized, and Crisis Committees. Both of us originate from opposite sides of the ocean and have seen the division of the world, especially in our modern day. We are strong believers that every person, even young students, have the ability to show diplomacy and change the world. Being able to act with diplomacy in cases of adversity, disadvantage, and injustice is a skill that every person should learn and harness to make the world a better place, not just for themselves but for everyone.

We are working hard to provide every delegate with a committee that they will love, and an unforgettable experience where they will make new friends, learn new skills, and discover the amazing world of Model UN! This year we will be hosting 15 committees each one focusing on a different current, historical, or fantasy issue, with an amazing staff who are prepared to make this FIMUN the best one yet!

We are incredibly honored and excited to welcome you all to our amazing campus and conference this March, and cannot wait to see each and every one of you succeed!

See you soon,

Isabella Balbi Masso and Alexandria Cerini
ibalb007@fiu.edu and aceri008@fiu.edu
Secretary-General and Director-General
Florida International Model United Nations 37

Letter from the Under-Secretary General

Dear Delegates,

My name is Kathy Cuellar and I will be your Under-Secretary-General for Crisis for this iteration of FIMUN 37! I am a senior at Florida International University double Majoring in Politics and International Relations, while working toward certificates in Latin American and Caribbean Studies and National Security Studies. Last year I had the honor of serving as the Director of Delegate Affairs for last year's FIMUN 36 and I am incredibly excited to be serving as your "USG" of Crisis for FIMUN 37! I was born and raised in Miami, Florida, making FIU a natural choice for me to attend and I have not regretted it since! I have been on the FIU Model UN team since Fall of 2023 and as a delegate, I have been able to not only learn new skills but also make new friends. I hope that you can have as much fun participating as we have had in planning these committees!

The FIMUN 37 team has worked extensively to create these exciting and unique committees curated toward delegate learning and enjoyment. As you look through these committees, you might notice that we try to put a little part of the world (and the multiverse) into different committees. This year's selection of the crisis committees starts in 1300 with the Fall of the Golden Horde in Eastern Europe, jumping to the 1530s with the Spanish (but the S is Silent): Court of Charles V, fast forwarding to 1975 to Bet(ting) on Green or Black with the National Security Council on the Angolan Civil War, reconvening with modern times to find where X Marks the Spot with Twitter Board of Directors in 2022, and then jumping into hyperspace to reach the planet of Dune with It's Getting Spicy In Here: The War for Arrakis. As for the ad hoc... well we can't tell you guys yet! All the topics have been selected to take you guys through a journey of problems, cooperation, and solutions to solve the crisis at hand!

As we move closer to FIMUN 37, our secretariat, directors, chairs, and staffers are working hard to make this experience unforgettable and enjoyable! We're all excited to see how you guys plan on making your part and impact in "history!" As we move forward with FIMUN, please remember the importance of these events, as they may deal with sensitive topics and hold much importance (although some may be on the niche side). I am looking forward to seeing the chaos, shenanigans, and brilliance delegates will create in our FIMUN 37 crisis committees! If there are any questions or concerns, please feel free to contact me, your crisis directors and chairs, or the secretariat of FIMUN 37.

~ Best of luck,

Kathy Cuellar
kcuel007@fiu.edu
Under-Secretary-General of Crisis Committees
Florida International Model United Nations 37

Letter from the Chair

Dear Tweeters,

Hello everyone! I am Felipe Posada and I will be your Crisis Chair for the X Marks the Spot: Twitter Board of Directors, 2022 committee. I am a Political Science and International Relations Double Major focusing on Latin American studies. I'm originally from New York and moved to Miami when I was 7. I joined Model UN last year and am proud to be a part of the FIU Model UN team ranked #7 globally.

Ever since I was young, I have been mesmerized by the rapidly changing environment of technology and especially social media. Through its ups and downs, we have seen social media grow into the cultural juggernaut it is today. With its sheer influence it has managed to alter almost every aspect of our society, from politics to language to pop culture; it has become ingrained and integral to every part of our lives. I find nothing more fascinating than its increasing influence on our elections, which has been one of my larger interests as of late.

As an avid crisis delegate, I expect to see crazy creative ideas. I want to see just how far you can go in your speeches and directives. My only condition is that you back it up with content, as long as your ideas have substance and reason, go as far as you want. Also, as this is a Model UN conference I ask that everyone remains kind, respectful, and diplomatic. A true leader is someone who finds a way to work with and include everyone as much as possible. Don't break anything in the Geneva Convention. Whatever you decide to do with Twitter, its fate is in your hands.

May the odds be ever in your favor,

Felipe Posada

fposa003@fiu.edu

X Marks the Spot: Twitter Board of Directors, 2022 Chair

Florida International Model United Nations 37

Letter from the Crisis Director

Dear delegates,

My name is Logan Craine and I'm happy to be the first to welcome you to FIMUN 37! I'm known as many things: awesome, a sweetheart, the Princess Diana of FIU MUN - but you will know me as the Director of your committee on Twitter's Board of Directors.

By the time you read this letter... I'll have graduated... but at the time of writing, I am a senior entering my final semester at FIU! I'm a student of Political Sciences, with the majority of my elective studies focusing on law. I was born in Cuba, and came to the United States at 11, having lived in Miami since. I joined the FIU Model UN team in Fall of 2023, and have since had the most exciting academic ventures. I've had the opportunity to travel as a member of the FIU team to a plethora of conferences, and have even managed to win big every once in a while. Last year, I was Chair for FIMUN 36's International Court of Justice committee, which was a fantastic time for all delegates involved!

But I'm sure you're more curious about this committee than you are about me, so here goes: this committee will test your ability to engage in diplomacy, to think creatively, to work collaboratively, and to gently, but firmly, try to handle a megalomaniac. Whether it's bad jokes, the rise of fringe political movements, the involvement of European political authorities, or *someone* forgetting to pay the light bill, the Twitter Board of Directors will test your mettle as delegates, and your ingenuity as businesspeople, as you try to maneuver the demands of Elon Musk.

Whether this committee is your first time plunging into the wild world of crisis, or whether you're a seasoned and battle-hardened veteran, the staff at FIMUN37 will work to ensure that you have an unforgettable time. I am available to answer any questions you might have, all that I ask is that you bring your best.

Best of luck, and let that sink in,

Logan Craine

jcao011@fiu.edu

X Marks the Spot: Twitter Board of Directors, 2022 Crisis Director

Florida International Model United Nations 37

Letter from the Crisis Director

Dear Delegates,

My name is Danielle Leon, and I am your co-director. This is my third FIMUN and my third year since being introduced to the world of Model UN.

Model UN is one of those unique extracurriculars that allow students like yourselves to walk the line between fantasy and reality, creativity and logic.

I am beyond honored to be part of this committee. Growing up in an age of pervasive technological innovation and social media, this committee hits close to home. I've seen Twitter evolve over the years—from the days when Katy Perry was the most-followed celebrity, to now, when many people hardly know who the former pop princess is. I remember when Stockholm Syndrome by One Direction was leaked, and when Donald Trump was banned from Twitter.

Call it what you will, but Twitter remains an enigma among social media platforms—a site where users seek authenticity, yet often cross lines of privacy and law.

Today, now known as X, it's no longer just a "silly website"; it's a pawn used for political and business purposes (shoutout to Wendy's social media team!).

But as a wise man once said, "With great power comes great responsibility." Being on the board of directors of Twitter is like wielding a powerful wand that can destroy the very fabric of time. So, delegates, do as you will—but remember to have fun above all else. I'm beyond excited to see what unfolds and the twists and turns we'll encounter.

Danielle Leon

dleon100@fiu.edu

X Marks the Spot: Twitter Board of Directors, 2022 Crisis Director

Florida International Model United Nations 37

Sensitivity Statement

FIMUN 37 has a zero tolerance policy on racism, sexism, xenophobia, homophobia, and transphobia. If delegates are found to be engaging in any such actions or rhetoric are open to disqualification from awards.

We ask all delegates to be conscious of the histories and context of their countries or characters for their committees. Many of our committees focus on the stories and topics relating to historically oppressed and marginalized communities and regions. While these committees are simulations, the histories behind them are real, and disrespect towards the histories and existences of people represented in our committees will not be tolerated.

On our website, we have an anonymous report form if delegates encounter such actions. While we hope to avoid the need for such, this form will be checked regularly by our Secretariat to ensure that all delegates at FIMUN 37 can enjoy their weekend comfortably.

Land Acknowledgement

We acknowledge that our university is located on the ancestral homelands of sovereign Native nations, including the Tequesta, the Calusa, and today, the Seminole Tribe of Florida, and the Miccosukee Tribe of Indians of Florida. We pay our respects to the traditional custodians, the Elders past and present, by fully recognizing Indigenous sovereignty as well as the historical and contemporary relationship between Indigenous peoples and their traditional homelands. It is within our responsibility as an academic institution to uphold knowledge about the history of our institution with the original stewards of this land that we live, learn, and work on. We encourage our delegates to read and learn about ways to support our local Indigenous communities in their efforts to preserve Seminole and Miccosukee land and water rights, cultural practices, and the conservation of the environment.

Consistent with our University's commitment to diversity, equity, and inclusion, FIU is working towards creating an academic environment that is inclusive of Indigenous students, faculty, and staff who have often been rendered invisible due to structural discriminatory practices. At FIU, we hold ourselves accountable to serving local, regional and worldwide Indigenous communities through academic policy-oriented research, education, partnerships, community service, as well as enrollment initiatives to overcome the effects of Indigenous exclusion and erasure in our own academic institution. It is our hope that acknowledging the land helps us to better understand that harm has been done and address the legacies of violence in our communities in order to create a pathway to true healing

Rules of Procedure

Motions

Motion to Open/Resume Debate

Opens the floor for debate. Delegates may now begin to provide further motions.

Motion to Open Speakers List

Opens the Speakers List, wherein delegates can deliver speeches without a set topic.

Motion for a Moderated Caucus

Opens a set speakers list for debate on a specified topic. Total time and speaking time must be specified within the motion.

Motion for an Unmoderated Caucus

Opens time for unregulated working time for delegates to work within their blocs on working papers/draft resolutions/directives.

Motion for a Round Robin

Opens a Round Robin, where every delegate in the room delivers a speech for a set time without a designated topic. Will start from the delegate that motioned and will either go clockwise or counterclockwise at delegate's discretion.

Motion for a Gentlemen's Unmoderated/Consultation of the Whole

Similar rules as to a normal Unmoderated Caucus, however all delegates must remain in their seats.

Motion to Introduce Working Papers/Draft Resolutions/Directives

Opens the floor to begin formal procedure on papers. Order of address if not specified will default to order in which each paper was introduced.

Authors Panel

Generally motioned for alongside the introduction of Working Papers/Draft Resolutions. Involves a Reading Period for Delegates to read papers, an Introduction where a panel of Delegates present the paper, and a Question and Answer portion, where sponsors of the paper are asked questions by fellow delegates about the paper.

Motions for For and Against Speeches

Opens a short speakers list where (generally speaking) 2 delegates are called to speak for and against a given working paper/draft resolution/directive.

Motions to Enter Voting Procedure and Voting Methods

Goes alongside a motion to end debate when in General Assembly and certain Specialized Agencies. Delegates will vote on papers on the floor. If no voting method is specified, committee will default to placard vote.

Placard vote operates the same way as votes for procedural matters. Delegates raise their placards to vote For, Against, or to Abstain if they stated they were Present.

Roll Call vote will have the chair call Roll Call once more, and when delegates are called they will state whether they vote For, Against, or if they Abstain.

Votes by Acclimation involves calling for general consensus, where the paper will pass unless anyone votes Against. Then placard vote is in order.

Points

Point of Inquiry

General question regarding committee or the conference

Point of Order

Question or correction regarding parliamentary procedures

Point of Personal Privilege

Personal request unrelated to committee. (e.g temperature in the room or seating issue)

What is a Crisis Committee?

Crisis committees are dynamic committees that differ substantially from your typical General Assembly. You might be asking yourself, what exactly is this difference? The difference is that, unlike in General Assemblies, where everything is taking place in one setting (your committee room), there are “two rooms” in a crisis committee. One room, which is your committee room, is where you will be debating on recurring issues plaguing the committee and its “setting.” The other room consists of your crisis director and their staffers, where they are responding to the committee’s crisis notes and engendering crisis updates, which can either be delegate or staff driven. Delegates are welcome to prepare not only a public policy but also a composition of their own private interests to pursue through personal notes to the crisis staffers.

How do I begin to prepare for a crisis committee?

There are many ways you, the delegate, can prepare for a crisis committee. However, for the purpose of this guide, a standard that is generally widely used by delegates will be written here for your convenience. To start, reading your committee’s background guide written by your crisis directors will help you get a kickstart on your preparation efforts. The background guide, while it gives plenty of context to your topic, should not be the only research you bring to the conference. Rather, it should be giving you an idea as to how you would want to research for your committee. Not just for historical context, but also for your crisis arcs, speeches, and directives.

What is a Crisis Arc?

A crisis arc is the story that you are going to be writing to your crisis staff through crisis notes. Crisis arcs are the most integral aspect of your research and preparation for a crisis committee. They consist of every single idea that you plan on showcasing to your crisis staff through your crisis notes in order to influence your committee. When crafting a crisis arc, you should keep it secret from every other delegate in your committee, even if they ask! The best crisis arcs are typically the most creative and most detailed. As a result, these arcs will be the most likely to be brought to the committee’s attention by your crisis staff. Think of making a crisis arc like you’re writing a story or a movie script. This plan is top secret and will allow you to pursue personal interests and ulterior motives to impact your committee room.

What is a Crisis Note?

A crisis note is what you write to your crisis staff in order to influence action in your committee. Crisis notes should be written with some form of action. The better prepared your crisis arc is, the better your crisis notes will be in regards to the action(s) you want to take behind the scenes. Your crisis notes should be kept “secret” from other 2 delegates in your committee, unless you are collaborating with another delegate to influence action in the committee. The more detailed your crisis notes are, the more likely you are to get a crisis update from your crisis staff. Like the aforementioned crisis arc-story analogy, think of your crisis notes as the chapters to your story (crisis arc).

What is expected of the committee?

A crisis committee is very atypical in conflation with a General Assembly, but it is still a very fun experience that you will soon come to embrace! When you walk into committee, you are expected to be ready to debate on pressing issues and write crisis notes! Prior to the start of committee, the chair and crisis director will give you their specific expectations. The crisis director and their staff will walk into the committee to give the first crisis update. Afterwards, the crisis staff will return to the crisis room, and the chair will take a roll call, then will look for motions to, usually, discuss the crisis update in a moderated caucus, or your own unique motion! Once committee officially starts, you are expected to either be debating about finding a solution via a directive, or composing your top secret crisis note, which will be collected by your crisis staff.

What is a Crisis Room?

The crisis room is where your crisis staff will be for the majority of the conference. Unless it’s under a circumstance where someone from the crisis staff and or the crisis director wants/needs some clarification on a crisis note, delegates are not allowed to be in this room. In this room, the crisis staff will be responding to crisis notes. As these crisis notes are responded to, the crisis director will choose the best of the actions in the round of notes to incorporate into a crisis update

What is a Directive?

A directive is the resolution that you are deriving in response to the crisis update. Directives are basically General Assembly resolutions, except that they are much more 3 concise and to the point. In a moderated caucus, you are discussing the ideas that you have in your directive that you feel would be best to solve the problems given in the crisis update. When comprising the directive, feel free to give it a creative name! In an unmoderated caucus, you are meeting with the other delegates in your committee to merge these directives, especially if your fellow delegates had a similar idea to yours. Once these directives are merged, you would read through each and vote for them just as you would a General Assembly resolution. It is also worth noting that the best directives are usually incorporated in crisis updates by the crisis director.

Historical Context

In 2009, live from the set of the Oprah Winfrey Show, the titular Oprah Winfrey, a celebrity journalist, talk-show host, movie producer, activist, and philanthropist, tweeted for the very first time.

“HI TWITTERS. THANK YOU FOR A WARM WELCOME. FEELING REALLY 21st CENTURY.”

According to experts in digital media research, this is when “the numbers really took off,” when Twitter became the capital of the internet.

On November 2022, a month after this committee begins, Oprah Winfrey tweeted for the very last time.

“still laughing out LoUD for real 😂”

The Golden Age

In the beginning, Twitter was envisioned as a utopia; a place where netizens from all walks of life could come together and engage in genuine public discourse. A place where fame was determined only partly by who you were, but most importantly, by what you could dare to say in 150 characters. Politicians, moguls, grocery baggers, actors, bankers, lawyers, students. All could come together in Twitter’s town square. The thrill of the blue check was intoxicating, the website showed the possibility for toxicity to form, but strong enough moderation existed to keep the toxicity vastly outnumbered by the genuine human interaction.



Twitter’s vehicle for exposing users to trending topics, the Hashtag, made it stand out from all other forms of social media. For the first time, what you saw wasn’t decided simply by who your friends were, or by some unknowable algorithm, but by what you decided was **#important**. During the 2011 tsunami that ravaged Japan, Twitter facilitated communication between victims and responders; according to a former Twitter employee, Twitter

saved lives. (Lyons) With time, the platform’s user base grew, and this growth was accompanied by legitimacy. Journalists, marketers, writers, all realized that Twitter gave them access to a new and unmatched way to reach their audience, and reach they did.

Over the years, Twitter became a source of news for 61% of its US users, with a good amount claiming the site made them more politically engaged, and more understanding of the topics discussed (Nyce). Twitter has been credited in part for allowing for the civilian connection that led to the Arab Spring. With Twitter, people had more freedom than ever to find what they wanted, reach who they wished, and talk to whoever would listen. Of course, such growth and prominence came with problems, but there were roadblocks designed to keep these problems from taking root.

The Trust and Safety Team was charged with moderating the platform, ensuring that hate speech, misinformation, and violent movements did not go unchecked and unabated. Fake news were checked, misinformation was curbed, and incitement of violence was always met with swift and decisive action. Famously, Twitter banned the account of former President Donald Trump following the Capitol Riots on January 6th, 2021, and his alleged subsequent incitement of further violent acts.

I Own 9.1% of This Company

On April of 2022, Elon Musk announced his intent to buy Twitter, looking to make it an “everything app.” A few months prior, he’d begun to purchase stocks in the company, eventually becoming the largest shareholder, at a whopping 9.1%, worth billions. Following this announcement, he was extended an invitation to join the Board of Directors, which he turned down. Instead, he made an unsolicited offer to purchase the company for \$44 billion dollars, an outrageous number he surely expected Twitter to refuse; they accepted. (ORTUTAY) The following months would see Musk trying time and again to back out of the purchase he’d proposed, claiming that Twitter BoD were purposefully depreciating the company. He was taken to Court over his intent to back out of it, before he finally bit the bullet in October and went through with the deal, officially becoming the new owner and CEO of Twitter, Inc.



Immediately, Twitter was taken private and merged into a new company of Elon Musk's, X Corp. In the real world, Elon Musk fired the entirety of the Board of Directors, keeping very very little of Twitter's existing leadership. He replaced them with "sycophants" and "goons," yes-men who ensured that he got no pushback on his ideas, despite having the power to make them go through anyway. This committee, however, will change history.

Current Situation

The date is October 29th, 2022. Elon Musk has just purchased Twitter, Inc, and renamed it X. However, unlike in the real world, Elon Musk has chosen to keep the Board of Directors. Perhaps to terrorize you, perhaps to use your expertise to help him keep the company afloat, but one thing should be clear; your staying here does not mean you are important. Elon Musk is the decision-maker, the one and only vote that matters. Committee will be comprised of executives, goons, and figures from Twitter's history. And all will be required to work together if Twitter, or X, is to survive the megalomaniacal musings of Elon Musk.

As the United States heads into an election year, Twitter has come under fire for widespread, rampant misinformation. Fake news, clickbait, and purposeful misinformation campaigns by individuals as well as state actors, has left you in a very difficult position. Musk has announced his intent to fire the **Trust and Safety Team**, much as he did in real life. He is sure that he can handle whatever misinformation occurs on his own, without the backing of hundreds of cybersecurity experts. You may try to steer him off this course, or prepare to survive the inevitability of this decision. Musk will not be easy to work with, and that is the unique challenge presented by this committee.

In the past, Musk has complained of Twitter's liberal bias, and their censoring of fair and free speech. In light of this, he has scrounged up what's known as the "Twitter Files." In real life, this was a series of backlog data and internal communications that Musk handed to journalists, supposedly informing them of the "bias" present in the old Twitter team. However, with the Board of Directors still present, it is entirely possible that the Twitter Files won't ever reach the hands of journalists. Alternatively, with so many hands in so many pies, it's possible that what's in these "Twitter Files" may change the way the public perceives Twitter, and Musk, forever.

Should the **Trust and Safety Team** be dissolved, Twitter will be situated to deal with a barrage of hateful, violent, unsafe rhetoric, that if mishandled could boil over and burn down the company. In real life, Musk has allowed the spread of various instances of stochastic terrorism. Stochastic terrorism is best described as "targeted political violence that has been instigated by hostile public rhetoric which is directed at a group or an individual." It is what led to President Trump's removal from Twitter, but has gone completely unchecked since Musk's takeover. In Musk's X, anything short of committing an act of violence is protected free speech, and it will be up to you to quell it or suffer the consequences.

Not all problems are as grandiose as incitement of violence, thankfully. Just make sure you've brought a laptop and a portable charger, because Elon Musk has announced his intent to cut off existing contracts with **electrical providers** and **server storage hosts**. In real life, Twitter faced massive outages due to two clerical issues. Firstly, Elon Musk forgot to pay the light bill, leading to a week-long blackout at HQ, where morale was already low due to the second issue. Musk failed to pay Google, who hosted the vast majority of Twitter's servers in their warehouses, leading to outages of service all over the world. For a few weeks after the purchase, Twitter became practically unusable. With this in mind, you may attempt to force Musk to meet his responsibilities, or once again, find how to use the downfall of Twitter to your benefit.

The aforementioned morale, however, will also be a problem. Elon Musk is famous for failing to concern himself with the wellbeing of the common man, being involved with several lawsuits with former employees who accuse him of mistreatment. Very little changes in his approach to running X, as he announces to the Board of Directors on your first day together, that he plans to cut 70% of the labor force, and force the remaining 30% to work overtime to make up for the deficit, sleeping in their cubicles if need be. (Han) Once again, it is up to you to either work together and curb Musk's worst instincts, or find a way to survive and thrive in the chaos that arises from his awful decision-making.

Most recently in real life, X has entered a legal battle with advertisers on the platform, with Musk exclaiming that there is a coordinated effort by advertisers to bleed X dry lead it to shut down. At the time of writing this, the situation is still unclear; Musk's attorneys have provided their evidence and main argument, but the advertisers named in the lawsuit have yet to respond in Court. Despite this, we know that advertisers' concerns stem from a lack of oversight on the kind of information rampant on the website, with advertisers citing fears as far back as 2021 (Nyce). Over the years, advertisers,



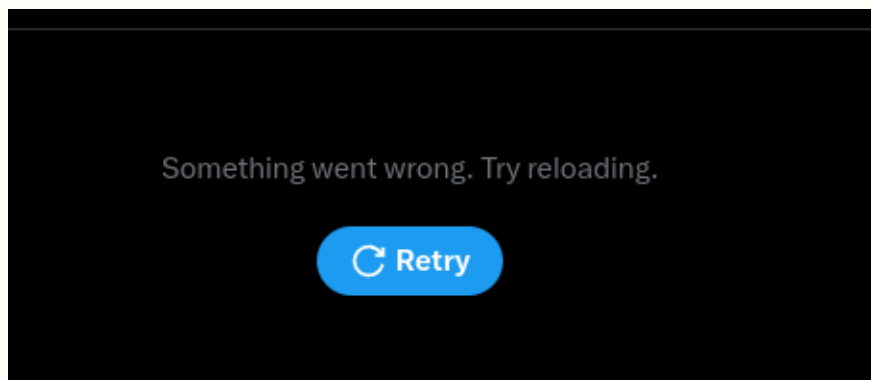
particularly large ones, have demanded that X take steps to curb the spread of fake news, hateful rhetoric, and stochastic terrorism on the application. In November of 2023, Musk would respond to the concerns of these advertisers, with a, perhaps predictable, "Go [fish] yourself." A cursory look at

the situation could help us predict the outcome. In early 2024, the European Commission accused Musk and X of "deceiving users and violating content rules." his, though only an accusation so far, could turn into an investigation which can see Twitter pay large fines or be disabled altogether if it cannot comply with the online safety standards put forth by the EU. Naturally, Elon Musk opened his

mouth to bark, threatening to sue the European Commission in order to help the European people “know the truth.” So far, nothing has come of his threats. You may expect him to act this same way through committee, and must plan to work through the complicated tangles in which his threats and promises leave the company.

Though as mentioned above, the European Commission has not yet moved to fine or otherwise prohibit Twitter, other countries have taken the first move. On August 30th, 2024, the Supreme Court of Brazil **Brazil** would order the “immediate suspension” of X. Two days later, Brazilians were officially cut off from the largest social media platform. This would come as a result of the aforementioned lack of safety standards for things such as fake news, hateful rhetoric, and stochastic terrorism. With the judge citing Musk’ total contempt for the safety requirements imposed upon him, ignoring requests by the government in the past to punish users who flagrantly threatened violence against Brazilian government officials. These requests came as a result of the application being used by domestic groups to organize their movements, leading to supporters of former President Jair Bolsonaro storming the Presidential Palace, Congress, and the Supreme Court in January of 2023.

To summarize the current situation; everything is about to get awful, very very quickly. As the Board of Directors, you are all in a position of influence, but that does not mean you’re in a position of power. You’ll have to work together, and you’ll have to work well, if you mean to influence the way the most bullheaded man on Earth thinks. Some things he may be influenced on, some things he may staunchly oppose. Your challenge as a delegate will be to tell the difference between when it’s a fight worth fighting, and when it’s a lost cause. You will be forced to balance the company’s interests against Musk’s. The best delegates will be able to make this balance work towards their own personal interests, and thrive alongside with, or in spite of, X’s future.



Questions to Consider

1. Given former Twitter's importance, is your responsibility to your shareholder or to the users, and the world at large?
2. Can you maintain operations in the face of Musk's megalomania? Will you go around him or devote yourself to the seemingly-impossible task of going through him?
3. How do you consult a company when the person making decisions seems intent on destroying public trust, goodwill, and investment?
4. Most quintessentially, how do you keep operating when every road continues to be blocked by executive irresponsibility?
5. How much can be done to repair and rebuild the platform? Can the same be done for trust? At what point is it necessary to build something new?

Character Dossier

Jack Dorsey – *Co-Founder, Former CEO*

Jack Dorsey, the co-founder of Twitter (now X), is a key figure in the platform's creation and early development. Dorsey served as CEO twice: first from 2006 to 2008 and then from 2015 to 2021. Known for his minimalistic approach to technology and business, he also served as the CEO of Square (now Block), a financial services company he co-founded. Dorsey is deeply connected with the tech industry's open-source ethos and decentralization movements. His controversial departure from Twitter's CEO role was marked by a desire to focus on his other ventures, but his vision and influence on the platform's core identity remain significant.

Evan Williams – *Co-Founder, Former CEO, Tech Investor*

Evan Williams co-founded Twitter alongside Dorsey and Biz Stone, and he served as CEO from 2008 to 2010. Williams also founded Odeo, a podcasting platform, which was the precursor to Twitter. A major player in Silicon Valley, Williams is a notable tech investor with stakes in companies like Blogger (which he sold to Google) and Medium, a publishing platform he created. As a key figure in Twitter's early days, Williams' vision helped shape the company's growth, and he remains influential through his investments and leadership at various tech startups.

Parag Agrawal – *Former CEO*

Parag Agrawal succeeded Jack Dorsey as CEO of Twitter in 2021, after serving as the company's Chief Technology Officer. A computer scientist by training, Agrawal's leadership was focused on expanding Twitter's capabilities in AI and machine learning, a strategic direction that aligned with the company's evolving efforts to improve user experience and safety. His tenure was marked by significant internal challenges, including the company's response to growing regulatory scrutiny and content moderation issues. Agrawal was ousted in 2022 following Elon Musk's acquisition of the platform.

Ned Segal – *CFO*

Ned Segal joined Twitter in 2017 as CFO and played a central role in financial operations, including guiding the company through several strategic initiatives and its initial attempts to grow its revenue. Segal was responsible for Twitter's public financial outlook and was instrumental in Twitter's decision to monetize its user base through new advertising features and subscription services. He left the company following Elon Musk's acquisition, marking the end of an era for Twitter's financial leadership.

Vijaya Gadde – *Chief Legal Officer*

Vijaya Gadde, Twitter’s Chief Legal Officer, was a central figure in the company’s legal and policy decisions, particularly around issues of free speech, privacy, and content moderation. Gadde played a key role in shaping Twitter’s stance on misinformation, harassment, and platform governance, often balancing the platform’s business interests with legal and ethical considerations. A vocal advocate for diversity, she was among the key executives let go after Elon Musk’s acquisition of Twitter in 2022.

Sean Edgett – *General Counsel*

As General Counsel, Sean Edgett was responsible for Twitter’s legal strategy, including issues related to regulatory compliance, intellectual property, and litigation. Edgett played a pivotal role in navigating some of the company’s most challenging legal battles, including the platform’s approach to data privacy and governmental scrutiny. He departed after Musk’s acquisition, which brought significant changes to the company’s executive team.

Lea Kissner – *Chief Information Security Officer (CISO)*

Lea Kissner, Twitter’s CISO, was responsible for overseeing the company’s cybersecurity efforts, protecting user data and platform integrity. Kissner led the team tackling high-profile security breaches and coordinated with law enforcement on matters related to data security. Her leadership was crucial during a time when Twitter faced significant scrutiny over user privacy and hacking threats. She left Twitter in 2022, following the organizational upheaval under Musk’s leadership.

Bret Taylor – *Advisor*

Bret Taylor, a former Salesforce executive and co-CEO of the company, was an advisor to Twitter. His background in software development and management, particularly in the cloud computing space, made him a key strategic voice on product and growth initiatives. Taylor is best known for his work in scaling major technology platforms, and his advice was likely critical in Twitter’s expansion into enterprise software solutions and product partnerships before he departed after Musk’s acquisition.

Patrick Pichette – *Advisor*

Patrick Pichette, former CFO of Google, served as an advisor to Twitter during a crucial period of financial growth and strategic restructuring. Known for his experience in both operational and financial aspects of running large tech companies, Pichette provided key insights into improving profitability and operational efficiency at Twitter. He was involved in shaping Twitter’s financial and business strategies, particularly in areas like advertising and market expansion.

Martha Lane Fox – *Digital Strategist*

Martha Lane Fox is a UK-based digital strategist who has been involved with Twitter through advisory roles. A tech entrepreneur and investor, she is well-known for her work with lastminute.com, which revolutionized online travel booking. Fox brought her expertise in consumer behavior and digital growth to Twitter, advising on how the platform could better engage global markets and improve user experience. She has been a vocal advocate for using technology to improve social good, and her contributions helped shape Twitter's international expansion.

David Rosenblatt – *Antique Collector*

David Rosenblatt, a media and internet executive, was on Twitter's board, bringing his experience from eBay, DoubleClick, and other tech ventures. Though he was primarily known for his involvement in digital advertising, he was also an avid antique collector, a personal passion that he sometimes discussed in the context of the business world. His board contributions helped guide Twitter's advertising strategy, particularly its efforts to refine ad targeting and user engagement.

Jesse Cohn – *Hedge Fund Investor*

Jesse Cohn is a prominent hedge fund investor and partner at Elliott Management, a firm known for its activist investment strategies. Cohn played a significant role in Twitter's leadership changes in 2020, when his firm pushed for greater strategic direction, including calls for a new CEO and enhanced profitability. His involvement helped drive significant internal changes at Twitter, including increased pressure to innovate in areas like monetization and corporate governance.

Ego Dahan – *Wall Street Analyst*

Ego Dahan is a Wall Street analyst with deep expertise in the tech and social media sectors, including Twitter. He was instrumental in shaping investor sentiment around Twitter's growth prospects, often offering insights into the company's financial health and its ability to compete with other tech giants. Dahan's analyses helped frame the public narrative around Twitter's market value, particularly during times of executive change and strategic pivots.

Biz Stone – *Co-Founder, Media Consultant*

Biz Stone, co-founder of Twitter, played an essential role in shaping the company's early identity. A former Google employee, Stone brought his media and branding expertise to Twitter, helping establish its unique voice in the social media space. After his tenure as a senior executive, Stone transitioned into a media consultant role, where he advised Twitter on public relations and brand strategy. His continued influence in the tech industry also extends through his work with other ventures like Jelly, a Q&A platform.

Leslie Berland – *Chief Marketing Officer*

Leslie Berland served as Twitter’s Chief Marketing Officer, overseeing brand strategy, communications, and user engagement. Berland was known for her ability to elevate Twitter’s brand presence, focusing on outreach to new audiences and improving the platform’s public perception. She spearheaded major campaigns, including those tied to global events like elections, social justice movements, and pop culture. Her role became increasingly influential as Twitter sought to differentiate itself from competitors like Facebook and Instagram.

Bruce Falck – *Revenue Product Lead*

Bruce Falck was Twitter’s Revenue Product Lead, responsible for optimizing and expanding Twitter’s monetization strategies. He focused on building ad products and subscription-based services, aiming to boost Twitter’s revenue streams without compromising user experience. Falck played a key role in launching Twitter’s Super Follows and Tip Jar features, and he was part of the leadership team that focused on refining the platform’s business model. He left after the company was acquired by Elon Musk.

Fei-Fei Li – *AI and Ethics Advisor*

Fei-Fei Li, a leading AI expert and professor at Stanford University, served as an advisor to Twitter, particularly on the intersection of artificial intelligence and ethics. Li’s work emphasized the need for AI systems that are ethical, transparent, and aligned with human values, which helped guide Twitter’s policies around AI-powered content moderation and user safety. Her involvement underscored the growing importance of responsible AI practices at Twitter.

Omid Kordestani – *Executive Chairman*

Omid Kordestani, former Executive Chairman of Twitter, helped steer the company through its early years of growth. Kordestani’s leadership was marked by his focus on building Twitter’s revenue model, and he was instrumental in expanding the company’s business relationships with advertisers and investors. He also played a key role in bringing greater organizational discipline to Twitter’s operations during his tenure.

Kayvon Beykpour – *Head of Consumer Product*

Kayvon Beykpour was Twitter’s Head of Consumer Product, responsible for shaping the user experience and leading product development initiatives. Beykpour was known for overseeing the design and rollout of new features, such as Fleets and Twitter Spaces, in an effort to expand Twitter’s engagement and real-time interaction capabilities. He was let go following Musk’s acquisition of Twitter.

Yoel Roth – *Head of Trust and Safety*

Yoel Roth served as Twitter’s Head of Trust and Safety, overseeing content moderation, platform safety, and the enforcement of Twitter’s policies around hate speech, harassment, and misinformation. Roth played a central role in handling high-profile cases, such as Twitter’s ban of political figures, and in navigating complex issues related to free speech and censorship. He was also a key advocate for Twitter’s efforts to combat misinformation, particularly in the lead-up to elections. Roth resigned following Elon Musk’s acquisition of Twitter, amidst significant changes to the company’s content moderation policies.

Debra Lee – *Media Executive, Diversity Advocate*

Debra Lee is a respected media executive and diversity advocate, having served on Twitter’s board. She is best known for her leadership at BET Networks, where she championed diversity and inclusion both in front of and behind the camera. At Twitter, Lee contributed insights into how the platform could better engage with diverse communities and improve representation across its user base. Her work on diversity initiatives became a key component of Twitter’s broader mission to address inclusivity within the tech industry.

Peter Currie – *Former CFO, Independent Director*

Peter Currie, a former CFO and independent director at Twitter, brought financial acumen and a strong understanding of corporate governance to the company. With experience in leading public companies and handling complex financial strategies, Currie was involved in guiding Twitter through its IPO and the subsequent challenges of scaling as a publicly traded company. As a director, he was particularly focused on ensuring Twitter adhered to financial transparency and strategic growth objectives. He stepped down following changes in the board after Musk’s acquisition.

Bibliography

Alvarez, Alicia. "The hilarious downfall of Twitter." *SJSU News*, 24 August 2023,

<https://sjsunews.com/article/the-hilarious-downfall-of-twitter>. Accessed 1 August 2024.

Han, Sheon. "What We Lost When Twitter Became X." *The New Yorker*, 5 January 2024,

<https://www.newyorker.com/tech/annals-of-technology/what-we-lost-when-twitter-became-x>.

Accessed 1 August 2024.

Lyons, Kate. "The demise of Twitter: how a 'utopian vision' for social media became a 'toxic mess.'" *The*

Guardian, 27 April 2024, [https://www.theguardian.com/technology/2024/apr/28/the-demise-of-](https://www.theguardian.com/technology/2024/apr/28/the-demise-of-twitter-how-a-utopian-vision-for-social-media-became-a-toxic-mess)

[twitter-how-a-utopian-vision-for-social-media-became-a-toxic-mess](https://www.theguardian.com/technology/2024/apr/28/the-demise-of-twitter-how-a-utopian-vision-for-social-media-became-a-toxic-mess). Accessed 1 August 2024.

Nyce, Caroline Mimbs. "Twitter's Demise Is About So Much More Than Elon Musk." *The Atlantic*, 21

December 2023, [https://www.theatlantic.com/technology/archive/2023/12/twitter-tiktok-short-form-](https://www.theatlantic.com/technology/archive/2023/12/twitter-tiktok-short-form-video/676923/)

[video/676923/](https://www.theatlantic.com/technology/archive/2023/12/twitter-tiktok-short-form-video/676923/). Accessed 1 August 2024.

ORTUTAY, BARBARA. "Twitter takeover: 1 year later, X struggles with advertising, usage." *AP*

News, 27 October 2023, [https://apnews.com/article/twitter-x-elon-musk-takeover-anniversary-](https://apnews.com/article/twitter-x-elon-musk-takeover-anniversary-ac2cb6419d93d64086cc9ad980c5a57a)

[ac2cb6419d93d64086cc9ad980c5a57a](https://apnews.com/article/twitter-x-elon-musk-takeover-anniversary-ac2cb6419d93d64086cc9ad980c5a57a). Accessed 1 August 2024.