

## Twitter [HBS 9-710-455]

- 1) How did Twitter amass so many users?
- 2) Which Twitter users contribute contents and which ones do not? Why?
- 3) Who gets followed on Twitter and who does not? Why?
- 4) What should Twitter do to increase revenues?
- 5) What is Twitter's competitive advantage? Is it sustainable?
- 6) Use the data in the case to reach a valuation for Twitter.