Having restricted stock options is a solution to only keeping some employees not all. While some employees may be indeed motivated by the prospects of having a stake in the company they work at, in today’s tech infused work industry, it seems that there are plenty of alternatives to jobs at tech companies like Twitter. This lowers that incentives for a person to stay at a company for long periods of time. It becomes less likely that an employee will stay if said company is having a negative image that affects the workers. If you look at a similar company, like Uber which has been in the spotlight lately for a toxic work culture. People leave a workplace like that because what they believe and how they feel is stronger than getting more income. A lower amount of employees will be satisfied by the option to own the company than those who won't be stopped by their desire to leave.

I would have a redesign of the HR department, in order to have a team working on making the company a better place at which to work. First the work place will have to be investigated to listen to the complaints of the employees. As many of those complaints, there will an attempt to fix. Next more benefits would be added for the employees.