

## Twitter OSINT Assignment

### Topics:

1. Mission Statement and Values
2. Leadership Team Information
3. Physical Locations
4. Partnerships and Collaborations
5. History and Achievements
6. Recent News Coverage

**The organization's mission statement and values, which can often be found on their website or in press releases.**

### Twitter's mission statement

The company's mission statement is to reach the largest daily audience in the world by connecting everyone to their world via their information sharing and distribution platform products and be one of the top revenue generating Internet companies in the world.

### Twitter's vision Statement

Twitter believes in freedom of speech and that every voice has the power to impact the world.

### Twitter Values

Twitter has a clear set of values and principles that guides its mission and vision. These include:

- Growing the business in a way that makes them proud
- Recognizing the importance of passion and personality
- Encouraging fearless communication to build trust
- Defend and respect the user's voice
- Reach every person on the planet
- Innovate through experimentation
- Seeking diverse perspectives

**Why Targeted:** Threat actors may target Twitter's mission and information-sharing platform for several reasons. Firstly, the vast user base and global reach of Twitter make it an attractive platform for disseminating information, both legitimate and malicious. Threat actors may seek to exploit the platform's extensive reach to spread false information, propaganda, or engage in various forms of cybercrime, including phishing and identity theft. Furthermore, the platform's role in enabling free expression and amplifying diverse voices can make it a battleground for ideological conflicts, attracting malicious actors who want to influence public opinion or provoke unrest.

### **The organization's leadership team, including their names, job titles, and biographical information.**

The leadership team of Twitter includes:



- Co-Founder: Jack Patrick Dorsey is an American Internet entrepreneur, philanthropist, and programmer who is a co-founder and former CEO of Twitter, Inc., as well as co-founder, principal executive officer and chairperson of Block, Inc., which is the developer of the square financial services platform.



- Chief Executive Officer: Linda Yaccarino is an American Media executive. She previously held the position of global advertising & partnerships for NBCUniversal. In June 2023, Yaccarino succeeded Elon Musk as the chief Executive officer of X corp.



- Director: Mr. Evan Clark Williams, also known as Ev, is a Co-Founder and General Partner of Obvious Ventures since January 2014. Mr. Williams has been the Chief Executive Officer and Co-founder at Medium. He co-founded The Obvious Corporation in December 2004 and has been its Chief Executive Officer since October 2006. He co-founded Odeo, Inc. in 2005 and serves as its Chief Executive Officer. He serves as an Advisor of Typekit, Inc. He Co-Founded Twitter, Inc. in 2006 and served as the President and Chief Executive Officer of Twitter, Inc. from October 2008 to October 2010. He served as Chief Financial Officer of Twitter, Inc. from July 2009 to March 2010 and served as its Chief Product Officer from February 2008 to October 2008. He co-founded Pyra Labs and served as Chief Executive Officer. Mr. Williams has been a Director of Twitter, Inc. since May 2007. He graduated from University of Nebraska- Lincoln in activities and societies : farmhouse in between 1990 to 1991.

**Why Targeted:** In today's interconnected world, information about corporate leadership has become more accessible due to the internet and the digitization of records. As a result,

threat actors have more opportunities to exploit this information for various malicious purposes through corporate espionage, social engineer and phishing campaigns.

**The organization's physical locations, including headquarters, offices, and retail stores.**

Twitter's headquarters is located in San Francisco, California in the U.S. Twitter also have offices located in Atlanta, New York, Los Angeles, Sunnyvale and other U.S. cities. International offices are located in Amsterdam, Sao Paulo, Toronto and Singapore.

**Why Targeted:** Threat actors may want this information for purposes such as vandalism, trespassing, or even carry out physical attacks on the company's premises. Further, they might want to impersonate employees of contractors based at these offices to trick individuals into revealing sensitive information or transferring funds.

**The organization's partnerships and collaborations with other companies or non-profits.**

Twitter expanded their Twitter Official Partner Program with three new companies: **Cision**, **Khoros**, and **Sythesio, an Ipsos company**. These companies joined Twitter's existing Official Partners to enable all businesses to tap into the world's public conversation and turn insights into action.

- **Cision** is a leading global provider of earned media software and services to public relations and marketing communications professionals.
- **Khoros** is an award-winning digital-first customer engagement software and service that helps enterprises drive better customer experiences and connections across the expanding digital channel landscape.
- **Sythesio, an Ipsos company** is a social listening pioneer and AI-enabled consumer intelligence leader, Synthesio provides a complete, accurate, and predictive picture of consumers.

**Why Targeted:** Threat actors may use this information to gain insights into Twitter's strategies, potentially influencing their own business decisions. In addition, they may even create convincing spear-fishing campaigns to target employees at the company to gain access to the networks or systems of these partners.

**The organization's history, including when it was founded and any major milestones or achievements.**

Twitter was officially launched in by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. After its launch, its usage skyrocketed during the 2007 South by Southwest Interactive

conference. Twitter's growth continued with millions of users and a surge in tweets per day. The platform expanded through acquisitions, including Atebits and Crashlytics, and rolled out various redesigns, including the "New Twitter" in 2010. In 2020, Twitter experienced substantial growth during the COVID-19 pandemic but also faced challenges related to misinformation. The platform began marking misleading tweets and fact-checking. Twitter's actions, including marking tweets from then-President Donald Trump as misleading, led to political and legal controversies, ultimately resulting in Trump's ban from the platform. The platform continued to evolve in 2021, introducing features like Twitter Spaces for social audio and "super follows" for exclusive content. It also revealed a partnership with Shopify and initiated the research phrase of Bluesky, an open-source decentralized social media protocol. In 2022, Twitter came under the ownership of billionaire Eon Musk, who made significant changes to the company's leadership and workforce. Musk expressed his intentions to revamp Twitter's services and transform it into an "everything app" akin to WebChat.

**Why Targeted:** Threat actors may target this information to get a hold on Twitter's historical timeline, spanning its creation to its acquisition by Elon Musk, is a repository of valuable information that attracts a diverse range of threat actors. These actors have varied motives, from seeking competitive advantages to conducting cybercriminal activities, advancing political or ideological agendas, or undermining Twitter's reputation.

**The organization's recent news coverage, including any press releases, articles, or interviews featuring representatives from the organization.**

<https://economictimes.indiatimes.com/news/how-to/how-fraudsters-are-using-facebook-instagram-to-empty-your-account-here-are-safety-tips/articleshow/104581676.cms>

**Why Targeted:** Twitter's prominence in the digital space makes it an attractive target for threat actors seeking to exploit news coverage for various purposes such as financial gain, political and ideological motives, and reputational damage. The influence, reach, and significance, allows threat actors ample opportunities for malicious actors to advance their agendas. Threat actors may target this information to stay updated on the organization's recent activities and public perception. This knowledge can be used to craft targeted attacks based on current events or news coverage.