The Twitter Rules

We believe that everyone should have the power to create and share ideas and information instantly, without barriers. In order to protect the experience and safety of people who use Twitter, there are some limitations on the type of content and behavior that we allow. All users must adhere to the policies set forth in the Twitter Rules. Failure to do so may result in the temporary locking and/or permanent suspension of account(s).

Please note that we may need to change these rules from time to time and reserve the right to do so. The most current version will always be available at twitter.com/rules.

Content Boundaries and Use of Twitter

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter.

- **Trademark**: We reserve the right to reclaim usernames on behalf of businesses or individuals that hold legal claim or trademark on those usernames. Accounts using business names and/or logos to mislead others may be permanently suspended.

- **Copyright**: We will respond to clear and complete notices of alleged copyright infringement. Our copyright procedures are set forth in the Terms of Service.

- **Graphic content**: You may not use pornographic or excessively violent media in your profile image or header image. Twitter may allow some forms of graphic content in Tweets marked as sensitive media. When content crosses the line into gratuitous images of death, Twitter may ask that you remove the content out of respect for the deceased.

- **Unlawful use**: You may not use our service for any unlawful purposes or in furtherance of illegal activities. International users agree to comply with all local laws regarding online conduct and acceptable content.

- **Misuse of Twitter badges**: You may not use badges, such as but not limited to the "promoted" or "verified" Twitter badge, unless provided by Twitter. Accounts using these badges as part of profile photos, header photos, or in a way that falsely implies affiliation with Twitter, may be suspended.

Abusive Behavior

We believe in freedom of expression and in speaking truth to power, but that means little as an underlying philosophy if voices are silenced because people are afraid to speak up. In order to ensure that people feel safe expressing diverse opinions and beliefs, we do not tolerate behavior that crosses the line into abuse, including behavior that harasses, intimidates, or uses fear to silence another user's voice.

Any accounts and related accounts engaging in the activities specified below may be temporarily locked and/or subject to permanent suspension.

- **Violent threats (direct or indirect)**: You may not make threats of violence or promote violence, including threatening or promoting terrorism.

- **Harassment**: You may not incite or engage in the targeted abuse or harassment of others. Some of the factors that we may consider when evaluating abusive behavior include:

    o if a primary purpose of the reported account is to harass or send abusive messages to others;

    o if the reported behavior is one-sided or includes threats;

    o if the reported account is inciting others to harass another account; and

    o if the reported account is sending harassing messages to an account from multiple accounts.

- **Hateful conduct**: You may not promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or disease. We also do not allow accounts whose primary purpose is inciting harm towards others on the basis of these categories.

- **Multiple account abuse**: Creating multiple accounts with overlapping uses or in order to evade the temporary or permanent suspension of a separate account is not allowed.

- **Private information**: You may not publish or post other people's private and confidential information, such as credit card numbers, street address, or Social Security/National Identity numbers, without their express authorization and permission. In addition, you may not post intimate photos or videos that were taken or distributed without the subject's consent. Read more about our private information policy here.

- **Impersonation**: You may not impersonate others through the Twitter service in a manner that is intended to or does mislead, confuse, or deceive others. Read more about our impersonation policy here.

- **Self-harm**: You may encounter someone considering suicide or self harm on Twitter. When we receive reports that a person is threatening suicide or self harm, we may take a number of steps to assist them, such as reaching out to that person expressing our concern and the concern of other users on Twitter or providing resources such as contact information for our mental health partners.

Spam

We strive to protect people on Twitter from technical abuse and spam. Any accounts engaging in the activities specified below may be temporarily locked or subject to permanent suspension.

- **Username squatting**: You may not engage in username squatting. Accounts that are inactive for more than six months may also be removed without further notice. Some of the factors we take into consideration when determining what conduct is considered to be username squatting are:

    o the number of accounts created;

    o creating accounts for the purpose of preventing others from using those account names;

    o creating accounts for the purpose of selling those accounts; and

o using feeds of third-party content to update and maintain accounts under the names of those third parties.

- **Invitation spam**: You may not use twitter.com's address book contact import to send repeat, mass invitations.

- **Selling usernames**: You may not buy or sell Twitter usernames.

- **Malware/Phishing**: You may not publish or link to malicious content intended to damage or disrupt another person's browser or computer or to compromise a person's privacy.

- **Spam**: You may not use the Twitter service for the purpose of spamming anyone. What constitutes "spamming" will evolve as we respond to new tricks and tactics by spammers. Some of the factors that we take into account when determining what conduct is considered to be spamming are:

  o if you have followed and/or unfollowed large amounts of accounts in a short time period, particularly by automated means (aggressive following or follower churn);

  o if you repeatedly follow and unfollow people, whether to build followers or to garner more attention for your profile;

  o if your updates consist mainly of links, and not personal updates;

  o if a large number of people are blocking you;

  o if a large number of spam complaints have been filed against you;

  o if you post duplicate content over multiple accounts or multiple duplicate updates on one account;

  o if you post multiple unrelated updates to a topic using #, trending or popular topic, or promoted trend;

  o if you send large numbers of duplicate replies or mentions;

  o if you send large numbers of unsolicited replies or mentions;

  o if you add a large number of unrelated users to lists;

  o if you repeatedly create false or misleading content;

  o if you are randomly or aggressively following, liking, or Retweeting Tweets;

  o if you repeatedly post other people's account information as your own (bio, Tweets, URL, etc.);

  o if you post misleading links (e.g. affiliate links, links to malware/clickjacking pages, etc.);

  o if you are creating misleading accounts or account interactions;

  o if you are selling or purchasing account interactions (such as selling or purchasing followers, Retweets, likes, etc.); and

- if you are using or promoting third-party services or apps that claim to get you more followers (such as follower trains, sites promising "more followers fast", or any other site that offers to automatically add followers to your account).

See our support articles on Following rules and best practices and Automation rules and best practices for more detailed information about how the Rules apply to those particular account behaviors. Accounts created to replace suspended accounts will be permanently suspended.

Accounts under investigation may be removed from search for quality. Twitter reserves the right to immediately terminate your account without further notice in the event that, in its judgment, you violate these Rules or the Terms of Service.

Trademark policy
Updated October 3, 2012

What is a Trademark Policy Violation on Twitter?

Using a company or business name, logo, or other trademark-protected materials in a manner that may mislead or confuse others with regard to its brand or business affiliation may be considered a trademark policy violation.

How Does Twitter Respond To Reported Trademark Policy Violations?

When we receive reports of trademark policy violations from holders of federal or international trademark registrations, we review the account and may take the following actions:

- When there is a clear intent to mislead others through the unauthorized use of a trademark, Twitter will suspend the account and notify the account holder.
- When we determine that an account appears to be confusing users, but is not purposefully passing itself off as the trademarked good or service, we give the account holder an opportunity to clear up any potential confusion. We may also release a username for the trademark holder's active use.
- We are responsive to reports about confusing or misleading Promoted Tweet and Promoted Trend copy, as well as Promoted Account profile information. For more information, please visit our Trademark Policy for Promoted Products.

What Is not a Trademark Policy Violation?

Using another's trademark in a way that has nothing to do with the product or service for which the trademark was granted is not a violation of Twitter's trademark policy.

- Twitter usernames are provided on a first-come, first-served basis and may not be reserved. For information on why you may not be able to select a certain username, please see our Why Can't I Register Certain Usernames help page.
- Search and interest keywords advertisers choose are subject to applicable trademark law. Although Twitter may review reports of confusing keywords, we may not disable keywords in every case. For more information about our policies specific to Promoted

Products, please see our [Promoted Products Policy](#) and our [Trademark Policy for Promoted Products](#).

Guidelines for News feed, Commentary, and Fan Accounts

Twitter users are allowed to create news feed, commentary, and fan accounts. Twitter provides a platform for its users to share and receive a wide range of ideas and content, and we greatly value and respect our users' expression. Because of these principles, we do not actively monitor users' content and will not edit or remove user content, except in cases of violations of our [Terms of Service](#).

An account's profile information should make it clear that the account is not actually the company or business entity that is the subject of the news feed/commentary/fan account. Here are some suggestions for distinguishing your account:

- **Username**: The username should not be the trademarked name of the subject of the news feed, commentary, or fan account.
- **Name**: The profile name should not be the trademarked name of the company or include the trademarked name in a misleading manner.
- **Bio**: The bio should include a statement to distinguish it from the real company, such as "Unofficial Account," "Fan Account," or "Not affiliated with..."
- **Profile photo, header photo, or background image:** The account should not use another's trademark, logo or other copyright-protected image without express permission.
- **Communication with other users**: The account should not, through private or public communication with other users, try to deceive or mislead others about your identity.

Users may also choose to use different language to indicate that an account is not associated with the actual brand/company/product so long as it is clear and not confusing to others, and does not mislead or deceive.

If an account is reported to be confusing, we may request that the account holder make further changes to bring the account in compliance with these best practices.

How Can I Make My Own Account's Brand or Business Affiliation Clear?

We strongly recommend that you use all of Twitter's account settings (account name, location, web, and bio) to make your account's affiliation clear.

- Please see our [How to Change Your Profile Picture or Information](#) page for instructions on customizing your account. In particular, we recommend clearly stating your location, including your website if you have one, and clearly describing your brand or business in the bio, if applicable.
- You can also consider linking your official website to your Twitter account. [Twitter Buttons](#) are an easy way to add Twitter actions like "Follow" and "Mention" directly to your website.

What Information is Required When Reporting Trademark Policy Violations?

In order to investigate trademark policy violations, please provide all of the following information:

Username of the reported account (e.g., @safety or http://www.twitter.com/safety):
Your company name:
Your company Twitter account (if there is one):
Company website:
Your trademarked word, symbol, etc. (e.g. Twitter):
Trademark registration number:
Trademark registration office (e.g., USPTO):
Note: A federal or international trademark registration number is required. If the name you are reporting is not a registered mark (e.g., a government agency or non-profit organization), please let us know:

Your first and last name:
Title:
Address:
Phone:
Fax:
Email (must be from company domain):
Description of confusion (e.g., passing off as your company, including specific descriptions of content or behavior):

Requested Action (e.g., removal of violating account or transfer of trademarked username to an existing company account):

How Do I Report a Trademark Policy Violation?

You do not need a Twitter account to submit a trademark report. Holders of registered trademarks can report possible violations to Twitter's Policy Team through our support forms.
Please submit trademark-related requests from your company email address and follow the format above to help expedite our response. Also, be sure to clearly describe to us why the account or Tweets may cause confusion with your mark.

Copyright policy

Topics Covered:

- What Types of Copyright Complaints Does Twitter Respond To?

- Am I a Copyright Holder? How Do I Know?

- What Information Do You Need To Process a Copyright Complaint?

- How Do I File a Copyright Complaint?

What Types of Copyright Complaints Does Twitter Respond To?

Twitter responds to copyright notifications submitted under the Digital Millennium Copyright Act ("DMCA"). Section 512 of the DMCA outlines the statutory requirements necessary for formally reporting copyright infringement, as well as providing instructions on how an affected party can appeal a removal by submitting a compliant counter-notice.

Twitter will respond to reports of alleged copyright infringement, such as allegations concerning the unauthorized use of a copyrighted image as a profile photo, header photo, or background, allegations concerning the unauthorized use of a copyrighted video or image uploaded through our media hosting services, or Tweets containing links to allegedly infringing materials. Note that not all unauthorized uses of copyrighted materials are infringements (see our Fair Use page for more information).

Tip: If you are concerned about the use of your brand or entity's name, please review Twitter's Trademark Policy. If you are concerned about the use of a fictional character, please see our Parody, Commentary, and Fan Accounts Policy. These are generally not copyright issues.

Am I a Copyright Holder? How Do I Know?

If you are unsure whether you hold rights to a particular work, please consult an attorney or another adviser as Twitter cannot provide legal advice. There are plenty of resources to learn more about copyright law including http://copyright.gov, https://lumendatabase.org/, and http://www.eff.org/issues/bloggers/legal/liability/IP, to name a few.

Tip: In general, the photographer and NOT the subject of a photograph is the actual rights holder of the resulting photograph.

What Information Do You Need To Process a Copyright Complaint?

To submit a notice of claimed copyright infringement, you will need to provide us with the following information:

1.	A physical or electronic signature (typing your full name will suffice) of the copyright owner or a person authorized to act on their behalf;

2.	Identification of the copyrighted work claimed to have been infringed (e.g., a link to your original work or clear description of the materials allegedly being infringed upon);

3.	Identification of the infringing material and information reasonably sufficient to permit Twitter to locate the material on our website or services;

4.	Your contact information, including your address, telephone number, and an email address;

5.	A statement that you have a good faith belief that the use of the material in the manner asserted is not authorized by the copyright owner, its agent, or the law; and

6.	A statement that the information in the notification is accurate, and, under penalty of perjury, that you are authorized to act on behalf of the copyright owner.

Tip: If you are reporting the content of a Tweet, please give us a direct link to that Tweet following these instructions: https://support.twitter.com/articles/80586. Or please specify if the alleged infringement is in the background, avatar, etc. A LINK TO A PROFILE PAGE IS INSUFFICIENT FOR TWITTER TO IDENTIFY INFRINGING MATERIALS.

How Do I File a Copyright Complaint?

You can report alleged copyright infringement by visiting Twitter's Help Center and filing a copyright report. If you are logged in to Twitter.com, you can visit the Twitter Help Center directly from your Twitter account by clicking the 'Help' link located in the sidebar.

Please be aware that under 17 U.S.C. § 512(f), you may be liable for any damages, including costs and attorneys' fees incurred by us or our users, if you knowingly materially misrepresent that material or activity is infringing, as was the case in Lenz v. Universal and OPG v. Diebold. If you are unsure whether the material you are reporting is in fact infringing, you may wish to contact an attorney before filing a notification with us.

How Are Claims Processed?

We process reports in the order in which they are received. Once you've submitted your ticket, we will email you a ticket confirmation. Please note, submitting duplicate copyright notices may result in a delay in processing.

If we decide to remove or disable access to the material, we will notify the affected user(s) after removing or disabling access to the material, provide them with access to the reporter's complaint along with instructions on how to file a counter-notice, and forward a copy of the complaint to Lumen.

What Happens Next?

Twitter's response to notices of alleged copyright infringement may include the removal or restriction of access to allegedly infringing material. If we remove or restrict access to user content in response to a notice of alleged infringement, Twitter will make a good faith effort to contact the affected account holder with information concerning the removal or restriction of access, including a copy of the takedown notice, along with instructions for filing a counter-notification.

Tip: If you've not yet received a copy of the copyright notification regarding the content removed from your account, please respond to the support ticket we sent you.

In an effort to be as transparent as possible regarding the removal or restriction of access to user-posted content, we clearly mark withheld Tweets and media to indicate to viewers when content has been withheld (examples below). We also send a copy of each copyright complaint and counter-notice that we process to Lumen, where they are posted to a public-facing website (with your personal information removed).

Withheld Tweet:

Withheld Media:

Under appropriate circumstances, Twitter may suspend and warn repeat violators, and in more serious cases, permanently terminate user accounts.

What Happens If I Receive a Copyright Notification?

If you receive a copyright notification, it means that the content described in the notification has been removed from Twitter or access to the content on Twitter has been restricted. Please take the time to read through our notice to you, which includes information on the notification we received as well as instructions on how to file a counter-notice.

When Should I File a Counter-notice?

If you believe that the material reported in the copyright notification you received was misidentified or removed in error, you should file a counter-notice as per the instructions below.

Tip: Re-posting material removed in response to a copyright notification may result in permanent account suspension. If you believe the content was removed in error, please file a counter-notification rather than simply re-posting the material.

What Information Do You Need to Process a Counter-notice?

To submit a counter-notice, you will need to provide us with the following information:

1. A physical or electronic signature (typing your full name will suffice);

2. Identification of the material that has been removed or to which access has been disabled and the location at which the material appeared before it was removed or access to it was disabled (the description from the copyright notice will suffice);

3. A statement under penalty of perjury that you have a good faith belief that the material was removed or disabled as a result of mistake or misidentification of the material to be removed or disabled; and

4. Your name, address, and telephone number, and a statement that you consent to the jurisdiction of the Federal District Court for the judicial district in which the address is located, or if your address is outside of the United States, for any judicial district in which Twitter may be found, and that you will accept service of process from the person who provided notification under subsection (c)(1)(C) or an agent of such person.

To submit a counter-notice, please respond to our original email notification of the removal and include the required information in the body of your reply as we discard all attachments for security reasons.

What Happens After I Submit a Counter-notice?

Upon receipt of a valid counter-notice, we will promptly forward a copy to the person who filed the original notice. If we do not receive notice within 10 business days that the original reporter is seeking a court order to prevent further infringement of the material at issue, we may replace or cease disabling access to the material that was removed.

Tip: We cannot offer any legal advice. Should you have questions, please consult an attorney.

Filing a Copyright Notice or Counter-notice is Serious Business!

Please think twice before submitting a claim or counter-notice, especially if you are unsure whether you are the actual rights holder or authorized to act on a rights holder's behalf. There are legal and financial consequences for fraudulent and/or bad faith submissions. Please be sure that you are the actual rights holder, or that you have a good faith belief that the material was removed in error, and that you understand the repercussions of submitting a false claim.

Reporting sensitive media

If you encounter media in Tweets that you believe should be treated as sensitive under Twitter's media policy, please report it using the process described below.

How do I report media in Tweets?

Follow these instructions to report media:

1.	From the Tweet you would like to report, click or tap the **More icon** (••• on web or iOS; on Android).

2.	Select **Report**.

3.	Select **It displays a sensitive [image/video/media]**.

4.	Next we'll provide recommendations for additional actions you can take to improve your Twitter experience.

Please remember that if you are seeing something you don't like, and Twitter hasn't placed a warning label before it, it's possible that it doesn't meet our threshold for a warning on the media.

What happens to sensitive media I report?

The Twitter team reviews reports of media flagged by users to determine if that media requires a warning message in order to comply with Twitter's media policies. Please remember that by flagging media you are bringing it to the attention of the Twitter team. The flagged content will not automatically receive a warning message or be removed from the site.

For information about what you can do if your content is reported as sensitive, visit this article.

How to control whether you see sensitive media in Tweets:

You can choose to view media in Tweets that may contain sensitive content without a warning. If you are concerned about viewing sensitive content, you should keep your default settings. Your default settings will help by providing warnings before seeing content that has been marked as possibly sensitive.

1.	Log in to Twitter and go to your Account settings.

2.	Under the **Content** section, look for **Tweet media** and check the box next to **Do not inform me before showing media that may be sensitive**.

3.	Save your settings at the bottom of the page.

Note: Remember you can also unfollow or block users that are disrupting your Twitter experience.

How to report content that is illegal or otherwise violates the Twitter Rules

For information outlining other types of violations and how you can report them to us, please see this article.

Private information posted on Twitter

Posting another person's private and confidential information is a violation of the Twitter Rules. Some examples of private and confidential information include:

credit card information
social security or other national identity numbers
addresses or locations that are considered and treated as private
non-public, personal phone numbers
non-public, personal email addresses
images or videos that are considered and treated as private under applicable laws intimate photos or videos that were taken or distributed without the subject's consent

Keep in mind that although you may consider certain information to be private, not all postings of such information may be a violation of this policy. We may consider the context and nature of the information posted, local privacy laws, and other case-specific facts when determining if this policy has been violated. For example, if information was previously posted or displayed elsewhere on the Internet prior to being put on Twitter, it may not be a violation of this policy.

For frequently asked questions about reporting private information posted on Twitter, click here. To learn more about protecting your private information on Twitter and other websites, click here.

Impersonation policy

Impersonation is a violation of the Twitter Rules. Twitter accounts portraying another person in a confusing or deceptive manner may be permanently suspended under the Twitter Impersonation Policy.

An account will not be removed if
- the user shares your name but has no other commonalities, or
- the profile clearly states it is not affiliated with or connected to any similarly-named individuals.

Accounts with similar usernames or that are similar in appearance (e.g. the same background or avatar image) are not automatically in violation of the impersonation policy. In order to be impersonation, the account must also portray another person in a misleading or deceptive manner.

Twitter users are allowed to create parody, commentary, or fan accounts. Please refer to Twitter's Parody Policy for more information about these types of accounts.

For Frequently Asked Questions about reporting impersonation on Twitter, click here.

Username squatting policy

Username squatting is prohibited by The Twitter Rules.

Please note that if an account has had no updates, no profile image, and there is no intent to mislead, it typically means there's no name-squatting or impersonation. Note that we will not release inactive or

squatted usernames except in cases of trademark infringement. If your report involves trademark infringement, please consult those policies for instructions for reporting these accounts.

Attempts to sell, buy, or solicit other forms of payment in exchange for usernames are also violations and may result in permanent account suspension.

Following rules and best practices

To learn more about following, please read "FAQs about following."

What are the limits?

We don't limit the number of followers you can have. However, **we do monitor how aggressively users follow other users**. We try to make sure that none of our limits restrain reasonable usage, and will not affect most Twitter users.

We monitor all accounts for aggressive following and follow churn (repeatedly following and unfollowing large numbers of other users). You can read more about these below, but if you don't follow or unfollow hundreds of users in a single day, and you aren't using automated methods of following users, you should be fine.

Please note that Twitter does not permit any automated or bulk following or unfollowing behavior. Please review our Automation rules and best practices for more information on automating your account.

What is aggressive following?

Aggressive following is defined as indiscriminately following hundreds of accounts just to garner attention. However, following a few users if their accounts seem interesting is normal and is not considered aggressive.

What is aggressive follow churn?

If you decide to follow someone and then change your mind later, you can just visit the person's profile page and unfollow them. Aggressive follow churn is when an account *repeatedly* follows and then unfollows a large number of users. This may be done to get lots of people to notice them, to circumvent a Twitter limit, or to change their follower-to-following ratio. These behaviors negatively impact the Twitter experience for other users, are common spam tactics, and may lead to account suspension.

Are there additional limits if you are following 5000+ accounts?

The rules about aggressive following and follow churn still apply. In addition, **every user can follow 5000 people total**. Once you've followed 5000 users, there are limits to the number of additional users you can follow: this limit is different for every user and is based on your ratio of followers to following.

When you hit this limit, we'll tell you by showing an error message in your browser. You'll need to wait until you have more followers in order to follow more users—for example, you can't follow 10,000 people if only 100 people follow you. When you reach a daily or total limit and we show you an error message, you've hit a technical limit imposed to limit egregious behavior by spam accounts and to prevent strain on the site. These are just the technical limits for your account; in addition, you are prohibited from aggressive following behaviors. These behaviors may result in account suspension, regardless of your account's technical ratio.

Limits improve site performance by ensuring that when we send a person's message to all of their followers, the sending of that message is meaningful. Follow limits cannot be lifted by Twitter, and everyone is subject to them, including verified and developer accounts. Based on current behavior in the Twitter community, we've concluded that this is both fair and reasonable.

Why does Twitter monitor following behavior at all? Isn't this a social network?

Twitter works quite differently from social networks: when you accept friend requests on other social networks like Facebook, it usually means you appear in that person's network and they appear in yours. Following on Twitter is different because **following is not mutual.** Twitter allows people to opt-in to (or opt-out of) receiving a person's updates without requiring a mutual relationship.

Limits on Twitter alleviate some of the strain on the invisible part of Twitter, which prevents error pages and downtime on the visible part. For the sake of reliability, we've placed limits on actions like following, API requests per hour, and number of updates per day (see this page for more information on updating and API limits).

Finally, follower violations are one tactic that spammers often use to abuse Twitter. Monitoring for abuse is one way to reduce spam on Twitter.

What are third party applications to "Get More Followers Fast!"?

You may encounter websites or applications claiming they can help you get lots of followers quickly. These programs may ask for payment for followers, or ask you to follow a list of other users in order to participate. **Using these is not allowed according to the Twitter Rules.**

- The Twitter Rules addresses the use of these programs by disallowing: using or promoting third-party sites that claim to get you more followers (such as follower trains, sites promising 'more followers fast,' or any other site that offers to automatically add followers to your account).

When you give out your username and password to another site or application, you are giving control of your account to someone else. They may then post duplicated, spam, or malicious updates and links, send unwanted direct messages, aggressively follow, or violate other Twitter rules with your account. When these applications do add followers to your account, they are often abandoned or bot accounts that are not reading your updates. If a third-party application causes your account to violate the Twitter Rules, your account may be suspended.

Some third-party applications have been implicated in spam behavior, fraud, the selling of usernames and passwords, and phishing. **Please do not give your username and password out to any third-party application that you have not thoroughly researched.**

Revoke access for any third-party application that you don't recognize by visiting the Applications tab in Account Settings.

Are there following limits if I'm whitelisted?

Some API administrators have whitelist status so their applications can function without hitting certain system limits. Whitelisting means that an application can have more API requests per hour; it does not increase the follow limits. All whitelisted accounts are still subject to follow limits.

So how am I supposed to get followers?

Remember, Twitter isn't a race to get the most followers. If you follow users that you're interested in and post meaningful content, it's more likely that legitimate users will find you and read your updates. People follow other users on Twitter to read updates that are interesting to them. Aggressively following and unfollowing accounts is frustrating to other Twitter users and degrades the Twitter experience for everyone.

Additional resources

Users who viewed this article also found these articles helpful:

Common following issues

Rules and best practices

Automation rules and best practices

Automation Rules & Best Practices

Submitted Nov 08, 2009 by **ginger**

We're constantly amazed by the applications and services that grow up around the Twitter platform. External developers have created tools and applications enabling an incredible array of uses; we've seen Twitter accounts that help people stay updated on their city's emergency services, connect to national health alerts, and catch up on the happenings of their local bridge.

Most users will not need to review this document; however, some people are keen on automation. Unfortunately, spammers have also taken advantage of automation, to the frustration of genuine users. This page has information on what account automations are allowed and which ones could get your account filtered from search or even suspended or terminated.

How Automation Works

In order for an outside party to post to your account or perform other account actions (like following), you have to grant them access by either establishing a Twitter Connection or by giving them your username and password. Please see our help page on Connecting to Third-Party Applications for information on the difference, and how to revoke access for each method.

Ultimately, you are responsible for the updates to your timeline and the actions of your account, which means you shouldn't give control of your account to a third-party unless you've thoroughly investigated the application. If you decide to automate any account actions, you will need to manage your automations carefully to avoid violating the Twitter Rules. Violating these rules may result in account suspension or termination, or your account being filtered from search, regardless of whether you performed the violation manually, or allowed an automation to do so!

Automating your Tweets

Automating Your Tweets Based on an Action You've Completed:

Maybe you want to post to your Twitter timeline whenever you upload a video to YouTube, create a new photo album, or beat a high score in your favorite game? Sounds great! It's generally fine to update your Twitter account when you complete a particular action. Just be careful—if you post similar updates too frequently, your followers might get a little bored!

Automating Your Tweets by Streaming External Information:

If you want to automate your account with a feed from your personal blog or updates from your RSS feed, please consider the following:

- **Feeds of your own blog:** It's generally fine to automate your account with updates of your own content; just be sure to review the Twitter Rules before setting up your automation.
- **Feeds that go through redirects or ad pages:** If you're posting automated links that redirect through landing or ad pages before the final content, your account may be suspended for posting misleading links, a violation of the Twitter Rules.
- **Feeds for community benefit:** We welcome feeds that are used for community benefit or provide non-commercial information to a niche group of users, such as local weather feeds or transit information.

Automatically Tweeting to Trending Topics:

Trending topics are the most tweeted-about topics on Twitter. Posting to current trending topics in an automated fashion can degrade the experience for other users, and may result in your account being automatically filtered from search. If this happens, your followers will still see your tweets but you won't show in search results. Automating your tweets to include references to **unrelated** trending topics will result in account suspension.

Mass-creating Automated Accounts:

There are legitimate reasons why users may have multiple accounts. Serial account creation without prior approval, however, is not allowed. Please file a support ticket if you would like permission for creating a series of accounts. Include the list of accounts and your planned use of each account; accounts with overlapping use cases and names are generally not approved.

We have allowed multiple, automated accounts for community benefit. For example, Twitter users can now find out when the Hubble passes overhead, whether they're in San Francisco or Hong Kong. If the content is available elsewhere on Twitter, however, and does not clearly benefit a community or provide unique information to a niche group of users, these accounts may not be allowed.

Automated Advertising Updates:

We are continuing to consider the issue of advertising on the Twitter platform. We're committed to encouraging and supporting individuals and businesses who want to discuss and promote the products they care about. At the same time, we've also seen an increase in the number of fully-automated, spam accounts promoting affiliate offers. These accounts use automated following, automated @replying, and serial account creation to spam other users with mass-created advertising. These behaviors are all prohibited by the Twitter Rules.
The guidelines in this section are meant to both reduce automated spam on Twitter, and provide guidance for users interested in including advertising for others in their timeline.

Automated or mass-created affiliate advertising is not permitted on Twitter. Updates that are posted automatically to your account through a tool or third-party application, for which you are compensated (whether on a "per-click," "per-sale," "per-tweet," or other basis), are prohibited.

We're still thinking about the full spectrum of advertising on Twitter; in the meantime, other forms of advertising and promotion are allowed, but subject to the rules in this document. The following forms of advertising are not prohibited:

- Promoting your own business or website.
- Tweeting unpaid consumer recommendations.
- Tweeting sponsored or compensated links and updates that you have manually posted or approved.

Your tweets may be sponsored by a third-party if you manually post or approve each sponsored tweet before it is posted. These updates may not be automated or scheduled in advance. The following rules also apply:

1. All sponsored or paid updates must be manually approved. You should either manually post these to your account, or individually approve the tweets to be posted to your account.
2. You shouldn't repeatedly post the same ad updates.
3. If you're using a third-party tool or application to approve and post your tweets, it must be an application **with Twitter OAuth approval**. Please see the FAQ below for more information.
4. You should disclose when you post a compensated or sponsored update.

Users combining advertising with other automations should be particularly careful to review the Twitter Rules and Follow Rules and Best Practices. Account suspensions may be appealed by filing a support ticket. Finally, please do not attempt to circumvent our guidelines on automated advertising by creating lots of bot accounts that promote similar or duplicate websites (or websites with scraped content); these accounts may be permanently suspended or terminated.

Automating other Account Actions

When you're automating account behaviors like @replies, DMs, and retweets, we recommend you follow a general guideline: be nice to other Twitter users. In general, we take a skeptical view of disingenuous social action. If your actions are annoying a bunch of Twitter users, you probably will want to rethink or adjust your automation. Here are some more specific guidelines:

Automated @Replies:

The @reply function is intended to make communication between users easier, and automating this process to put unsolicited messages into lots of users' reply tabs is considered an abuse of feature. If you are automatically sending @reply messages to a bunch of users, the recipients must request or approve this action in advance. For example, sending automated @replies based on keyword searches is not permitted.

Users should also have an easy way to opt-out of your service (in addition to the requirement that all users must opt-in before receiving the messages). We review blocks and reports of spam, so you'll need to provide a clear way for users to stop your messages.

Automated Retweeting of Other Users:

Retweeting someone means you think your followers should see their tweet. When you're retweeting in an automated fashion, and especially based on an automated search or keyword, this becomes less true.

We discourage the automatic retweeting of other users based on a particular keyword and may suspend or terminate accounts that engage in this behavior, particularly if they are being frequently blocked and reported as spam by the users they are retweeting. If you are rewteeting users just so they will see your update in their replies folder and look at your account, this is akin to @reply spam and your account may be suspended or terminated.

Automated Following and Un-Following:

Twitter users often review the profiles and recent tweets of their new followers. Being followed in a bulk, automated fashion can make this process bothersome and makes Twitter a less fun place to hang out.

The only auto-following behavior Twitter allows is auto-follow-back (following a user after they have followed you). Automated un-following is also not permitted. If you find yourself frequently needing to un-follow large numbers of users, you might consider reviewing your criteria for following them. Please review our Follow Rules and Best Practices for a detailed discussion of following recommendations.

Also note that in the general Twitter Rules that "get followers fast" applications and services are not allowed. Do not surrender your username and password to them.

Automating Your DMs (Direct Messages):

Including an automated "thanks for following" message to your new followers might be annoying to some users. We do not recommend, but generally do not regulate, this behavior; if you receive a DM you don't like, you can un-follow that user and they will no longer be able to send you messages.

Automation that Causes Your Account to Violate the Twitter Rules:

If your account automation is causing your account to violate the Twitter Rules (by retweeting spam updates, repeatedly posting duplicate links, etc.), your account may be suspended or terminated. You are responsible for the updates on your account, so please do not add automations unless you are confident you will be able to manage your account within the rules.

Other Questions (FAQ)

What is an application with Twitter OAuth approval?

As discussed above, you may post manually-approved, compensated tweets through a third-party application with

Twitter OAuth approval. If an application has OAuth approval, the following will be true

1. You allow the application access by approving their connection, not by giving out your username and password.
2. Once approved, you'll be able to see and revoke the connection from your connections tab.

When tweets come from a third-party application, the name of the source is included to the right of the time-

stamp, like this: