

I think @elonmusk has made a huge mistake, making himself the global face of content moderation at a critical moment of struggle with governments, while maintaining massive personal exposure to challenging countries.

Oct 28, 2022 · 7:01 PM UTC · Twitter Web App

● 587 **1**3 2,992 **99** 745 **1**8,744



Alex Stamos ✓ @alexstamos

Oct 28

Just finished a conversation on this with @evelyndouek that will be posted here tonight, but this thread can be a preview. Turns out that @StanfordLaw doesn't have a 24x7 podcast operations center. Not yet.

podcasts.apple.com/us/podcas...



Moderated Content on Apple Podcasts

Technology · 2022

podcasts.apple.com

■ 4 13 101 115 ♥ 809



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Oct 28

Evelyn and I discussed the immediate domestic impacts, including the possible return of DJT. Twitter's rules are still untouched, but there has been an immediate uptick in hate speech, likely driven from other platforms.

₱ 17 137 135 ♥ 1,209



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Oct 28

Musk made himself the personal face of Twitter's content policies at an important time in the US, with several cases pending at SCOTUS. He seems to be learning why Zuck paid \$250M+ to build an external Oversight Board.



Elon Musk @elonmusk

Oct 28

Twitter will be forming a content moderation council with widely diverse viewpoints.

No major content decisions or account reinstatements will happen before that council convenes.



But most of our discussion was on the international impact. Twitter has been at the forefront of stopping covert government operations to manipulate social media, as well as an early adopter of labeling overt state media.

Recent example in India (PDF): stacks.stanford.edu/file/dru...

● 13 138 77 15 ♥ 1,128



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Oct 28

Balancing local laws, human rights, and fiduciary responsibility is a constant challenge for tech companies. This will be much worse for Elon, who has most of his personal wealth tied up in a company that makes and sells regulated, physical products around the world.

Tesla Stores and Galleries

US Tesla Sto	res and Gallerie
Tesla Stores	in Puerto Rico
Tesla Stores	in Mexico
Tesla Stores	in Canada

Tesla Stores in Austria
Tesla Stores in Belgium
Tesla Stores in Croatia
Tesla Stores in Czech Republic
Tesla Stores in Denmark
Tesla Stores in Finland
Tesla Stores in France
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Tesla Stores in Switzerland
Tesla Stores in United Kingdom

Tesla Stores in Taiwan
Tesla Stores in Macau
Tesla Stores in Hong Kong
Tesla Stores in Japan
Tesla Stores in New Zealand
Tesla Stores in Singapore
Tesla Stores in South Korea

Tesla Stores in Israel
Tesla Stores in Jordan
Tesla Stores in United Arab Emirates

Tesla Stores in Australia
Tesla Stores in China Mainland

● 15 13 301 77 13 **♥** 1,312



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Oct 28

This conflict is going to be most prominent in the People's Republic of China. Tesla makes cars and batteries in Shanghai, and recognized ~\$5B in revenue last *quarter* in China.

Latest 10-Q:

tesla-cdn.thron.com/static/W...



● 15 **13** 222 **99** 17 **1**,062



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Oct 28

Twitter has been aggressively fending off attempts by PRC intelligence services to operate in the US political sphere, but just two days ago @Mandiant documented a PRC influence operation aimed at manipulating the US election.

mandiant.com/resources/blog/...



Pro-PRC DRAGONBRIDGE Influence Campaign Leverages New TTPs to Aggressively Target U.S. Interests,...

An influence campaign likely supporting People's Republic of China is aggressively targeting the U.S.

mandiant.com

● 5 **1** 475 **9** 9 1,295



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Oct 28

With a 1/4 of current revenue and a much larger fraction of Tesla's future free cash flow at stake in China, what is Musk going to do with these public requests to lift labeling on state propagandists and private asks to stop looking for covert influence campaigns?





I am the most popular current affairs commentator on Chinese social media. I hope Twitter, with Musk as its chief, will remove the label that does not match my status after my retirement, sincerely accept my speech, and respect the voice of Chinese society that I have brought.

● 22 13 544 99 31 ♥ 1,608



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Oct 28

This is truly an unprecedented situation. Facebook and Google are blocked in the PRC and their CEOs do not have massive personal wealth tied up there. But there have been situations where these companies have flirted with the PRC, leading to employee leaks and protests.

● 7 1,175 **●** 1,175



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Oct 28

The closest equivalent is Apple: skillful PRC salami-slicing since Apple entered the Chinese phone market in 2012 has led to Apple doing more for the Chinese Communist Party than any other tech company.



Censorship, Surveillance and Profits: A Hard Bargain for Apple in China (Published 2021)

Apple built the world's most valuable business on top of China. Now it has to answer to the Chinese government.

nytimes.com



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Oct 28

This pattern will be repeated around the world. Brazil is having an election this weekend, and observers are afraid that Bolsonaro will not respect a loss at the polls. Musk met with him and discussed Brazil's critical supply of minerals for Tesla's batteries earlier this year.



25 13 635 77 42 ♥ 1,656



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Oct 28

In short, Musk has put himself in an untenable situation. He has already publicly committed himself to meddling in Twitter's platform policies in an unprecedented manner while also presumably thinking he can continue to fly around the world and shake the hands of authoritarians.

● 30 **1** 737 **99** 42 **♥** 2,585



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He bought Twitter at a massive overvaluation, and now has a fiduciary responsibility to his junior partners and to service the massive debt he took on. He can't easily

walk away; an IPO or sale for a profit will require massive revenue growth and the macro situation improving.

● 7 1→ 206 116 ♥ 1,230



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Oct 28

The people who should really be angry are \$TSLA shareholders. The company they partially own has now become the key hostage for countries looking to control the future of online speech.

How does the conversation with Modi go now?

thehindu.com/business/tesla-...



Tesla & India: Why has Elon Musk's car not hit Indian roads yet? Tesla enthusiasts in India were in for rough ride when CEO Elon Musk announced that his company will not manufacture its electric cars in India thehindu.com

20 1,802 **1**,802 **1**,802



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Oct 28

Things to watch for:

- Elimination of state media labels
- Cutoff of research agreements and APIs
- Shutdown of Twitter's foreign influence op archive
- Resignations of key security, threat intel leaders

All things we discuss in tonight's podcast! Coming soon!

● 21 13 638 77 21 ♥ 2,280



Alex Stamos ✓ @alexstamos

Oct 28

Probably shouldn't have fired those policy and legal executives who have spent more time than anyone fighting governments to protect anonymous speech.



Evelyn Douek @evelyndouek

Oct 28

Lots of similar surprises on deck for him in the coming weeks!







Alex Stamos ✓ @alexstamos

Oct 28

After the new content moderation board meets, right?

This is exactly what I'm talking about. He's preening for the fanboys, but the KSA, PRC or UAE might see his involvement in day-to-day decisions as serious.



Oct 28

Comedy is now legal on Twitter

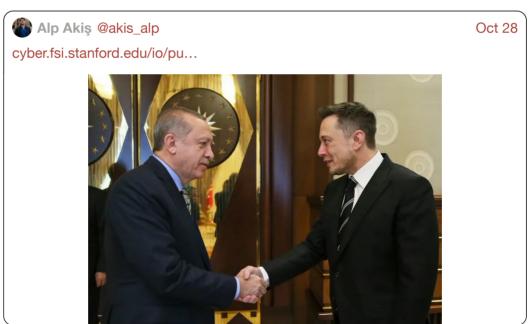
● 18 **1** 213 **9** 5 **♥** 1,185



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Oct 28

A great new meme format just dropped.



● 13 13 78 99 2 ♥ 576



Alex Stamos ✓ @alexstamos

Oct 29

Our podcast discussing the personal and geopolitical risks Elon is taking with the Twitter purchase is up!

podcasts.apple.com/us/podcas...



Moderated Content: Musk Flips the Bird on Apple Podcasts

Show Moderated Content, Ep Musk Flips the Bird - Oct 28, 2022

podcasts.apple.com

● 18 t3 85 99 7 ♥ 418



Alex Stamos ✓ @alexstamos Wow.

Oct 30



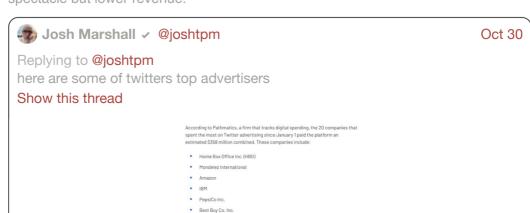




Alex Stamos ✓ @alexstamos

Oct 30

Twitter has never had the most compelling advertising product, so the affinity these CMOs have for the platform is probably minimal. Things are going to move more quickly than I expected towards higher engagement as people tune into the spectacle but lower revenue.



 The Coca-Cola Company Merck & Co. (Merck Sharp & Dohme MSD) Comcast Corporation Meta Platforms Inc. (formerly Facebook Inc.) CBS (CBS.com)

● 12 **1** 3 60 **99** 3 **♥** 227



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Nov 1



🌇 Ryan Barwick 🕏 🗸 @Ryanbarwick

Nov 1

SCOOP: IPG is recommending client "temporary pause" all current media on Twitter, according to multiple sources.

Show this thread

● 2 t 2 j y ♥ 12

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Ed O'Grady @EdOGrady1

Oct 28

Replying to @alexstamos @chrisIhayes @elonmusk

His businesses will suffer. There were already boycotts taking place.

●1 131 77 ♥

more replies



1 compliment only please @dennisnahas

Oct 28

Replying to @alexstamos @chrislhayes @elonmusk

What do mistakes mean to a class of people who never face real consequences?

◆ 13 3 33 ♥ 15



80/20 @8020perspective

Oct 28

Replying to @alexstamos @elonmusk

What content moderation?

● 13 33 ♥



K @freefromhope

Oct 28

Replying to @alexstamos @chrislhayes

All @elonmusk wants is attention and he'll get it, at a cost.

□ 13 33 ¥



Wilfried Kaiser @wilfriedkaiser

Oct 28

Replying to @alexstamos @elonmusk

I view it as a chance. If he messes it up then it'll become a mistake. Twitter has so much potential.

13 55 ♥ 4



James Hafford @Jha77ord

Oct 28

Agree He's either walking a tightrope or the plank.

● 13 33 ♥

Greta Crown @crown_greta
Replying to @alexstamos @elonmusk
Who's running Tesla?

Oct 28



★3 33 ♥ 23



Goin 90 I Ain't Scary @dv1belt Replying to @alexstamos @elonmusk

Oct 28

Government is literally the public's voice in a capitalist society. Without ppl like Elon cld make themselves king. We elect a governing body to prevent that. It's not surprising 3 billionaires in America are each leading an anti-gov agenda. I don't understand why we can't see it

●1 t3-2 55 ♥ 32

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