

**Matt Taibbi**

@mtaibbi

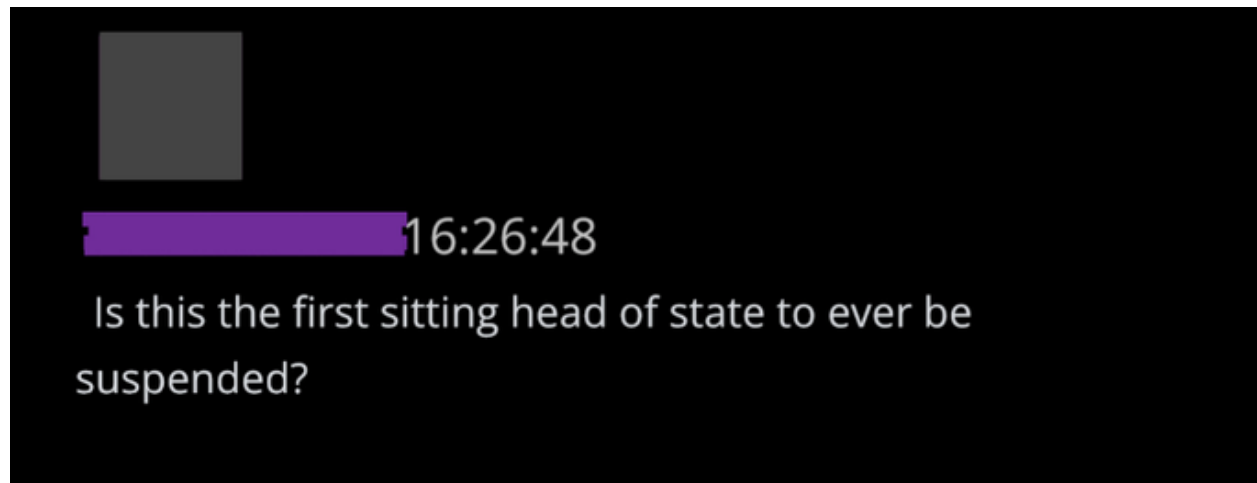
## 1. THREAD: The Twitter Files THE REMOVAL OF DONALD TRUMP Part One: October 2020-January 6th

2. The world knows much of the story of what happened between riots at the Capitol on January 6th, and the removal of President Donald Trump from Twitter on January 8th...

3. We'll show you what hasn't been revealed: the erosion of standards within the company in months before J6, decisions by high-ranking executives to violate their own policies, and more, against the backdrop of ongoing, documented interaction with federal agencies.

4. This first installment covers the period before the election through January 6th. Tomorrow, [@Shellenbergermd](#) will detail the chaos inside Twitter on January 7th. On Sunday, [@BariWeiss](#) will reveal the secret internal communications from the key date of January 8th.

5. Whatever your opinion on the decision to remove Trump that day, the internal communications at Twitter between January 6th-January 8th have clear historical import. Even Twitter's employees understood in the moment it was a landmark moment in the annals of speech.



6. As soon as they finished banning Trump, Twitter execs started processing new power. They prepared to ban future presidents and White Houses – perhaps even Joe Biden. The “new administration,” says one exec, “will not be suspended by Twitter unless absolutely necessary.”



18:13:10

As stated in our <https://help.twitter.com/en/rules-and-policies/ban-evasion> | ban evasion policy , if it is clear that another account is being used for the purposes of evading a ban, it is also subject to suspension. For government accounts, such as @POTUS and @WhiteHouse, we will not suspend those accounts but will take action to limit their use. However, these accounts will be transitioned over to the new administration in due course and will not be suspended by Twitter unless absolutely necessary to alleviate real-world harm.

7. Twitter executives removed Trump in part over what one executive called the “context surrounding”: actions by Trump and supporters “over the course of the election and frankly last 4+ years.” In the end, they looked at a broad picture. But that approach can cut both ways.



11:04:11

Hi Vijaya - i'm working with [REDACTED] on my team to put together a doc to share with you with a POV from research (ours, academics with whom we have been working, etc.) on DJT's language as coded incitement to further violence



11:05:57

In the mean time, here is our quick take: the decision on whether to pull that particular tweet or use that as a last straw for trump depends on many factors including: (1) the overall context and narrative in which that tweet lives - we currently analyze tweets and consider them at a tweet-by-tweet basis which does not appropriately take into account the context surrounding - you can use the yelling fire into a crowded theater example - context matters and the narrative that trump and his friends have pursued over the course of this election and frankly last 4+ years must be taken into account when interpreting and analyzing that tweet (2) the larger question is around our moral imperative and decision as a company, which user sentiment should not drive based on #1, [REDACTED] and I believe that his tweet does violate our rules when taking that historical context + current climate into account

8. The bulk of the internal debate leading to Trump's ban took place in those three January days. However, the intellectual framework was laid in the months preceding the Capitol riots.

9. Before J6, Twitter was a unique mix of automated, rules-based enforcement, and more subjective moderation by senior executives. As [@BariWeiss](#) reported, the firm had a vast array of tools for manipulating visibility, most all of which were thrown at Trump (and others) pre-J6.

10. As the election approached, senior executives – perhaps under pressure from federal agencies, with whom they met more as time progressed – increasingly struggled with rules, and began to speak of “vios” as pretexts to do what they'd likely have done anyway.

11. After J6, internal Slacks show Twitter executives getting a kick out of intensified relationships with federal agencies. Here's Trust and Safety head Yoel Roth, lamenting a lack of “generic enough” calendar descriptions to concealing his “very interesting” meeting partners.



**Yoel Roth** 11:36:51

Ehh, it happens. I'm a big believer in calendar transparency. But I reached a certain point where my meetings became... very interesting... to people and there weren't meeting names generic enough to cover. Anyway, let me know.



2:14:21

Very Boring Business Meeting That Is Definitely Not About Trump ;)



**Yoel Roth** 12:14:33

Preeeeeeetty much



**Yoel Roth** 12:14:40

"DEFINITELY NOT meeting with the FBI I SWEAR"



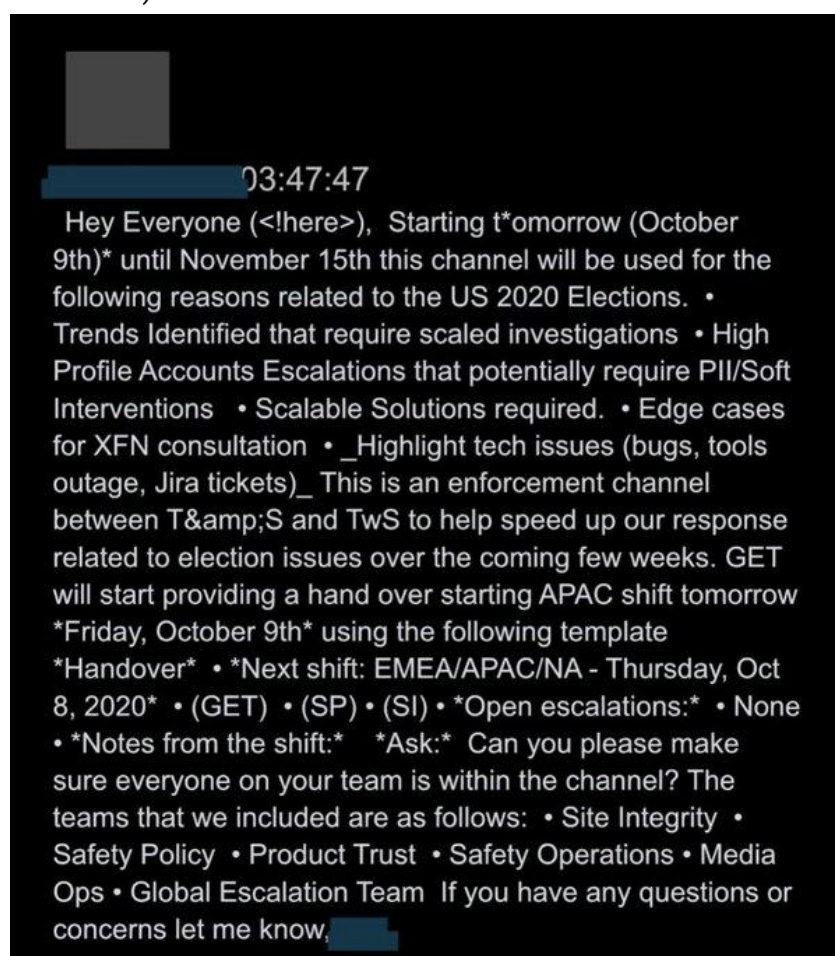
2:14:52

Imao

12. These initial reports are based on searches for docs linked to prominent executives, whose names are already public. They include Roth, former trust and policy chief Vijaya Gadde, and recently plank-walked Deputy General Counsel (and former top FBI lawyer) Jim Baker.

13. One particular slack channel offers an unique window into the evolving thinking of top officials in late 2020 and early 2021.

14. On October 8th, 2020, executives opened a channel called “us2020\_xfn\_enforcement.” Through J6, this would be home for discussions about election-related removals, especially ones that involved “high-profile” accounts (often called “VITs” or “Very Important Tweeters”).




15. There was at least some tension between Safety Operations – a larger department whose staffers used a more rules-based process for addressing issues like porn, scams, and threats – and a smaller, more powerful cadre of senior policy execs like Roth and Gadde.



16. The latter group were a high-speed Supreme Court of moderation, issuing content rulings on the fly, often in minutes and based on guesses, gut calls, even Google searches, even in cases involving the President.

[Redacted] 12:12:03  
hi everyone: received this escalation just now:  
{<https://twitter.com/realDonaldTrump/status/1314637928883159040?s=19>}


**Donald J. Trump**   
@realDonaldTrump


**Breaking News: 50,000 OHIO VOTERS getting WRONG ABSENTEE BALLOTS. Out of control. A Rigged Election!!!**


11:44 AM · Oct 9, 2020


43.9K Retweets 6,374 Quote Tweets 198.2K Likes

[Redacted] Friday, October 9th 2020 12.12.50 by [Redacted]  
"a rigged election" would be enough to be in violation right?

 Friday, October 9th 2020 12.12.59 by Yoel Roth  
If the claim of fact were inaccurate, yes.

 Friday, October 9th 2020 12.13.02 by Yoel Roth  
But it looks like that's true -  
{<https://www.npr.org/2020/10/09/922305790/50-000-ohio-voters-to-receive-new-absentee-ballots-after-error-found>}

**50,000 Ohio Voters To Receive New Absentee Ballots After Error Found**  
October 9, 2020 · 2:34 PM ET  
GABE ROSENBERG FROM 



17. During this time, executives were also clearly liaising with federal enforcement and intelligence agencies about moderation of election-related content. While we're still at the start of reviewing the [#TwitterFiles](#), we're finding out more about these interactions every day.

18. Policy Director Nick Pickles is asked if they should say Twitter detects "misinfo" through "ML, human review, and \*\*partnerships with outside experts?\*" The employee asks, "I know that's been a slippery process... not sure if you want our public explanation to hang on that."



[REDACTED] 14:19:31

npickles are you comfortable with Marketing talking about misinfo by saying that we detect it through ML, human review and \*\*partnerships with outside experts?\*



[REDACTED] 14:19:57

I know that's been a slippery process, so not sure if you want our public explanation to hang our hat on that





**Nick Pickles**14:33:08

can we just say "partnerships"



**Nick Pickles**14:33:34

eg not sure we'd describe the FBI/DHS as experts, or  
some NGOs that aren't academic

19. Pickles quickly asks if they could “just say “partnerships.” After a pause, he says, “e.g. not sure we’d describe the FBI/DHS as experts.”



**Nick Pickles**14:33:08

can we just say "partnerships"



**Nick Pickles**14:33:34

eg not sure we'd describe the FBI/DHS as experts, or  
some NGOs that aren't academic

20. This post about the Hunter Biden laptop situation shows that Roth not only met weekly with the FBI and DHS, but with the Office of the Director of National Intelligence (DNI):



### **Bot Application B01AXN4KL0M16:19:26**

yoelr has checked in! Here's what they said. \*What's new for you since our last check-in?\* - Hacked Materials exploded. We blocked the NYP story, then we unblocked it (but said the opposite), then said we unblocked it... and now we're in a messy situation where our policy is in shambles, comms is angry, reporters think we're idiots, and we're refactoring an exceedingly complex policy 18 days out from the election. In short, FML. - Weekly sync with FBI/DHS/DNI re: election security. The meeting happened about 15 minutes after the aforementioned Hacked Materials implosion; the government declined to share anything useful when asked. - Monthly meeting with FBI FITF. Briefed on several ongoing investigations

21. Roth's report to FBI/DHS/DNI is almost farcical in its self-flagellating tone: "We blocked the NYP story, then unblocked it (but said the opposite)... comms is angry, reporters think we're idiots... in short, FML" (fuck my life).



## **Bot Application B01AXN4KL0M16:19:26**

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23. Some of Roth's later Slacks indicate his weekly confabs with federal law enforcement involved separate meetings. Here, he ghosts the FBI and DHS, respectively, to go first to an "Aspen Institute thing," then take a call with Apple.



**Yoel Roth**08:03:33

Hey there - I have to miss the FBI and DHS meetings today, unfortunately. I saw you're on the invites for both (as are Site Policy). Can you give me a quick readout if there's anything interesting that comes up?



**Patrick Conlon** [redacted] 08:04:00

Sure thing! I hope that everything's OK.



**Yoel Roth**08:04:27

Yeah - just have conflicts at both times. An Aspen Institute thing this morning on vaccines that I have to present at, and then a call with Apple to avoid us getting kicked out of the App Store during the DHS one.



**Patrick Conlon** [redacted] 08:04:58

Ah. Those both seem very important.



**Yoel Roth**08:06:13

Indeed.

24. Here, the FBI sends reports about a pair of tweets, the second of which involves a former Tippecanoe County, Indiana Councilor and Republican named [@JohnBasham](#) claiming "Between 2% and 25% of Ballots by Mail are Being Rejected for Errors."



07:04:23

<!here> we just got a report from the FBI concerning 2 tweets, 1. 1314479095401521154 related to the "shredding" of mail in ballot's, this is proven to be false via this: <https://www.politifact.com/factchecks/2020/oct/08/blog-posting/social-posters-spread-election-misinformation-abou/> do we have a moment ready for this one?

2. 1314328227423420416, I believe was deemed no vio on numerous occasions



The FBI's second report concerned this tweet by [@JohnBasham](#):

 **John Basham**   
@JohnBasham

**EDITORIAL: @TheDemocrats Are In Complete Panic As Their Massive Push For #VoteByMail Is Backfiring On Them!**

Two Things Are Unfolding:

- 1) An Unexpected Number Of Registered **#Republicans** Are Returning Ballots.
- 2) Between 2% & 25% Of Ballots By Mail Are Being **REJECTED** For Errors!

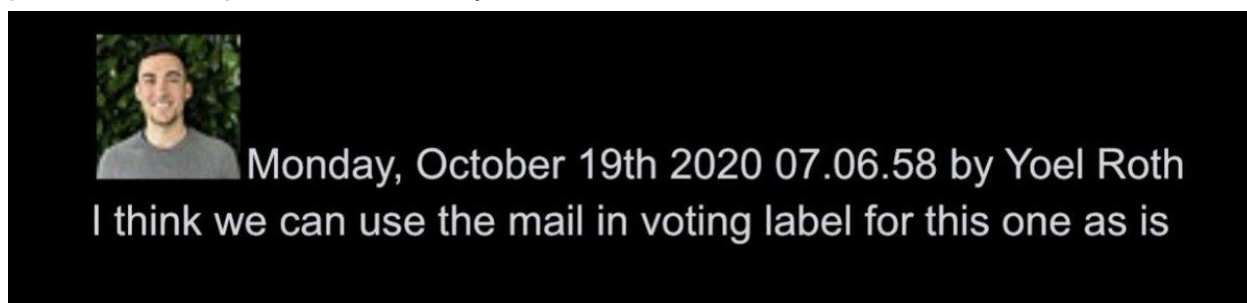




25. The FBI-flagged tweet then got circulated in the enforcement Slack. Twitter cited Politifact to say the first story was “proven to be false,” then noted the second was already deemed “no vio on numerous occasions.”

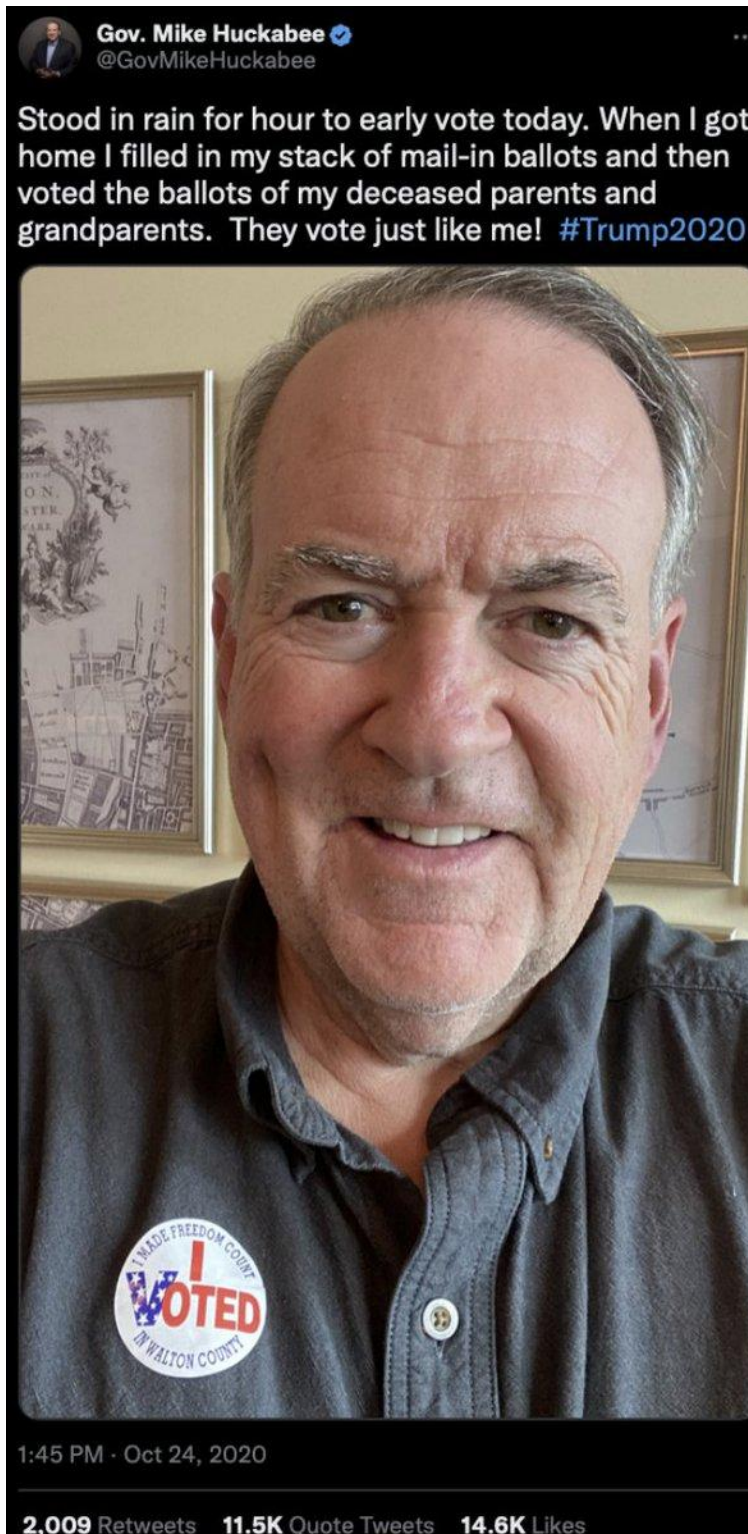


26. The group then decides to apply a “Learn how voting is safe and secure” label because one commenter says, “it’s totally normal to have a 2% error rate.” Roth then gives the final go-ahead to the process initiated by the FBI:



27. Examining the entire election enforcement Slack, we didn’t see one reference to moderation requests from the Trump campaign, the Trump White House, or Republicans generally. We looked. They may exist: we were told they do. However, they were absent here.

31. In one case, former Arkansas governor Mike Huckabee joke-tweets about mailing in ballots for his “deceased parents and grandparents.”



32. This inspires a long Slack that reads like an [@TitaniaMcGrath](#) parody. "I agree it's a joke," concedes a Twitter employee, "but he's also literally admitting in a tweet a crime."

The group declares Huck's an "edge case," and though one notes, "we don't make exceptions for jokes or satire," they ultimately decide to leave him be, because "we've poked enough bears."

33. "Could still mislead people... could still mislead people," the humor-averse group declares, before moving on from Huckabee

07:44:11

Hello <here> putting this tweet on everyone's radar. This appears to be a joke but other people might believe it. Can I get your weigh in this?

{<https://twitter.com/GovMikeHuckabee/status/1320104112420212739>}



Sunday, October 25th 2020 08.12.23 by Yoel Roth  
Ugh. Yeah, I saw this one last night. Agree it's a joke... but he's also literally admitting in a tweet to a crime.

Sunday, October 25th 2020 08.15.07 by [redacted]

Could still mislead people. But although misleading, in my opinion, I don't think it can unduly influence the election.  
Could still mislead people



Sunday, October 25th 2020 08.18.56 by Yoel Roth  
Yeah. I could see us taking action under "misleading claims that cause confusion about the established laws, regulations, procedures, and methods of a civic process" — but it's not one that we could really label in a useful way, so it's removal (of a stupid and ill-advised joke) or nothing. I'm maybe inclined not to remove without a report from voting authorities given it's been a while since he tweeted it and virtually all of the replies I'm seeing are critical/counterspeech. pconlon arodericks rsmmers what do you think?

Sunday, October 25th 2020 08.20.07 by [redacted]

I tend to agree... I feel like it's really an edge case, and we've poked enough bears recently...



Sunday, October 25th 2020 08.20.43 by Patrick Conlon

Ooof. I just saw this. Looking at the replies now to get a feel for it much confusion is being generated.



Sunday, October 25th 2020 08.23.16 by Patrick Conlon

A quick glance indicates that people aren't confused, but I have concerns. Under the policy we don't make exceptions for jokes or satire. So while I doubt that Huck was really this stupid and is joking, I'm inclined to say that it should come down.

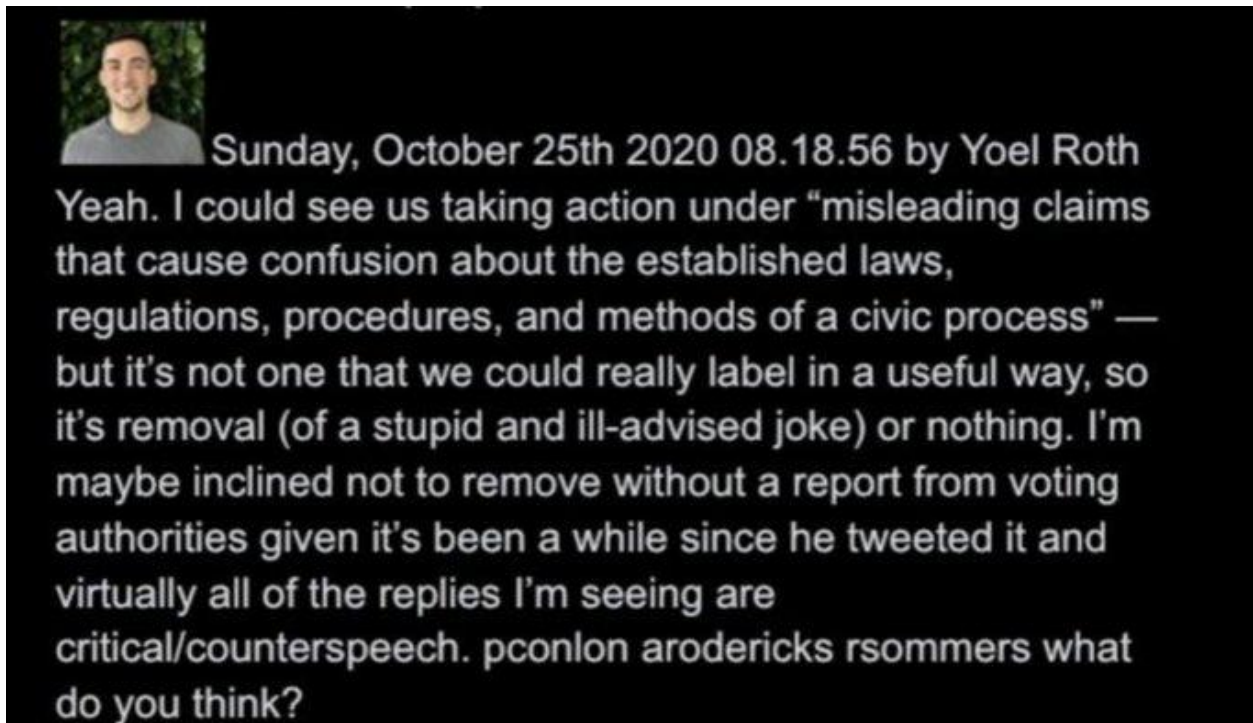
Sunday, October 25th 2020 08.26.45 by [redacted]

I wonder how much of it is an attempt to play the ref prior to the congressional heading. In that the goal is to get 'censored', but yeah, as Patrick says, the policy didn't have that carve out.

Sunday, October 25th 2020 08.27.07 by [redacted]

The thrust of the joke seems to be that mail-in ballots are for the fraudulent votes, so I could see an argument for our mail-in voting label, but absent confusion I'd also be inclined to leave the joke alone.

33. Roth suggests moderation even in this absurd case could depend on whether or not the joke results in “confusion.” This seemingly silly case actually foreshadows serious later issues:



34. In the docs, execs often expand criteria to subjective issues like intent (yes, a video is authentic, but why was it shown?), orientation (was a banned tweet shown to condemn, or support?), or reception (did a joke cause “confusion?”). This reflex will become key in J6.

35. In another example, Twitter employees prepare to slap a “mail-in voting is safe” warning label on a Trump tweet about a postal screwup in Ohio, before realizing “the events took place,” which meant the tweet was “factually accurate”:





6:19:52

<!here> cc: yoelr Trump just posted these two Tweets  
://twitter.com/realDonaldTrump/status/13156242267375779  
87> and : \_\*Learn how voting by mail is safe and secure\*\_  
Not sure what the process is for GET, are we expected to  
do the policy comm's write up for  
this?{https://twitter.com/realDonaldTrump/status/131562431  
1558934536} cc: yoelr Trump just posted these two Tweets  
<https://twitter.com/realDonaldTrump/status/131562422673  
7577987> and  
<https://twitter.com/realDonaldTrump/status/131562431155  
8934536> that are candidates for labelling: \_\*Learn how  
voting by mail is safe and secure\*\_ Not sure what the  
process is for GET, are we expected to do the policy  
comm's write up for this?

Monday, October 12th 2020 06.28.36 by [redacted]

cc [redacted] until Yoel wakes up

Monday, October 12th 2020 06.34.06 by [redacted]

I've been on PTO, so not 100% up to speed. My understanding in both cases is that the events took place, and that the commentary by POTUS is his opinion related to these real events so that there wouldn't be any labelling action/violation on our side.



Monday, October 12th 2020 07.01.35 by Yoel Roth  
Yeah... those are factually accurate...

Monday, October 12th 2020 07.06.27 by [redacted]

Thanks for clarifying



36. "VERY WELL DONE ON SPEED" Trump was being "visibility filtered" as late as a week before the election. Here, senior execs didn't appear to have a particular violation, but still worked fast to make sure a fairly anodyne Trump tweet couldn't be "replied to, shared, or liked":



 **Donald J. Trump**   
@realDonaldTrump

Some or all of the content shared in this Tweet is disputed and might be misleading about an election or other civic process. [Learn more](#)

**Big problems and discrepancies with Mail In Ballots all over the USA. Must have final total on November 3rd.**

 **Stay informed**   
Learn how voting by mail is safe and secure [Find out more](#)

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This Tweet can't be replied to, shared or liked.

4:43 PM · Oct 26, 2020

replies to thread:



Monday, October 26th 2020 16.57.17 by Yoel Roth  
What's the team's recommendation?



Monday, October 26th 2020 16.57.25 by [redacted]

[https://docs.google.com/document/d/1rgrmMLGyAXYKIRAvKgsuvHPcHaKAPXVZsTFO6g3X8\\_Y/edit](https://docs.google.com/document/d/1rgrmMLGyAXYKIRAvKgsuvHPcHaKAPXVZsTFO6g3X8_Y/edit)



Monday, October 26th 2020 16.58.53 by Yoel Roth  
Thank you. Agree with the recommendation. Flagging right now with leadership given it's POTUS

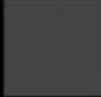


Monday, October 26th 2020 16.59.05 by [redacted]

will set up a call



Monday, October 26th 2020 16.59.05 by Yoel Roth  
Can we use a new doc per PII review?



Monday, October 26th 2020 16.59.20 by [redacted]

ah, okay. (will also include that in our playbook after!)



Monday, October 26th 2020 17.00.26 by [redacted]

<https://docs.google.com/document/d/1zDEXeAvqDZn5aAfBCnU26YZhBYtqAZLGquU1AnioQi8/edit?usp=sharing>



Monday, October 26th 2020 17.00.38 by Yoel Roth  
EDI approved

"VERY WELL DONE ON SPEED": the group is pleased the Trump tweet is dealt with quickly



Monday, October 26th 2020 17.00.54 by Yoel Roth  
Let's inform stakeholders and move forward



Monday, October 26th 2020 17.01.15 by [redacted]

did you still wanna do a call?



Monday, October 26th 2020 17.01.21 by Yoel Roth  
N, can skip pagerduty too



Monday, October 26th 2020 17.01.27 by Yoel Roth  
Happened to already be talking to everyone involved.



Monday, October 26th 2020 17.03.03 by Yoel Roth  
Going to apply the EDI now



Monday, October 26th 2020 17.03.12 by Yoel Roth  
Is there a thread already w comms etc?



Monday, October 26th 2020 17.03.45 by [redacted]

drafting it up now



Monday, October 26th 2020 17.11.38 by [redacted]

email sent



Monday, October 26th 2020 17.15.51 by [redacted]

Very well done on speed folks, what this is all designed for  
and a huge positive for the platform

37. A seemingly innocuous follow-up involved a tweet from actor [@realJamesWoods](#), whose ubiquitous presence in argued-over Twitter data sets is already a [#TwitterFiles](#) in-joke.



Twitter is suppressing this tweet by the President. Here's a screen grab.



22:00 - 26 Oct 2020

38. After Woods angrily quote-tweeted about Trump's warning label, Twitter staff – in a preview of what ended up happening after J6 – despaired of a reason for action, but resolved to “hit him hard on future vio.”



Tuesday, October 27th 2020 01.28.00 by [redacted]

Considering the pv2 bug outs this weekend re: James Woods being so over the strike limit that our tools won't work on him, I'd suggest we action him for something worth the fiasco rather this screenshot, since we don't have a firm policy basis for action on his account.



Tuesday, October 27th 2020 01.44.12 by [redacted]

yep. are you fine letting this one lie [redacted] can hit him hard on future vio with firmer basis

39. Here a label is applied to Georgia Republican congresswoman Jody Hice for saying, "Say NO to big tech censorship!" and, "Mailed ballots are more prone to fraud than in-person balloting... It's just common sense."



The image shows a screenshot of a tweet from Rep. Jody Hice (@CongressmanHice). The tweet text is: ".@Twitter doesn't want you to see this tweet by @TomFitton, the head of @JudicialWatch. Read & share it! Say NO to Big Tech censorship! Mailed ballots are more prone to fraud than in-person voting. That shouldn't be controversial. It's just common sense." A label is overlaid on the bottom of the tweet, which reads: "Stay informed" with a right-pointing arrow, and "Learn how voting by mail is safe and secure Find out more" with a right-pointing arrow.

**Rep. Jody Hice** ✓  
@CongressmanHice

.@Twitter doesn't want you to see this tweet by @TomFitton, the head of @JudicialWatch.

Read & share it!




Say NO to Big Tech censorship!


Mailed ballots are more prone to fraud than in-person voting. That shouldn't be controversial. It's just common sense.



**Stay informed** >  
Learn how voting by mail is safe and secure [Find out more](#)





40. Twitter teams went easy on Hice, only applying “soft intervention,” with Roth worrying about a “wah wah censorship” optics backlash:



 Monday, October 26th 2020 12.32.14 by   
  
devils advocate: The quoted tweet still shows up with the EDI and the actual content Rep Hice says is lower level ("more fraud with mail in ballots than in person" is much more of a legitimate statement even if scale is still minuscule"). I think I'd lean towards just putting a MIB soft intervention on this rather than the full EDI

 Monday, October 26th 2020 12.32.29 by Yoel Roth  
Agree.

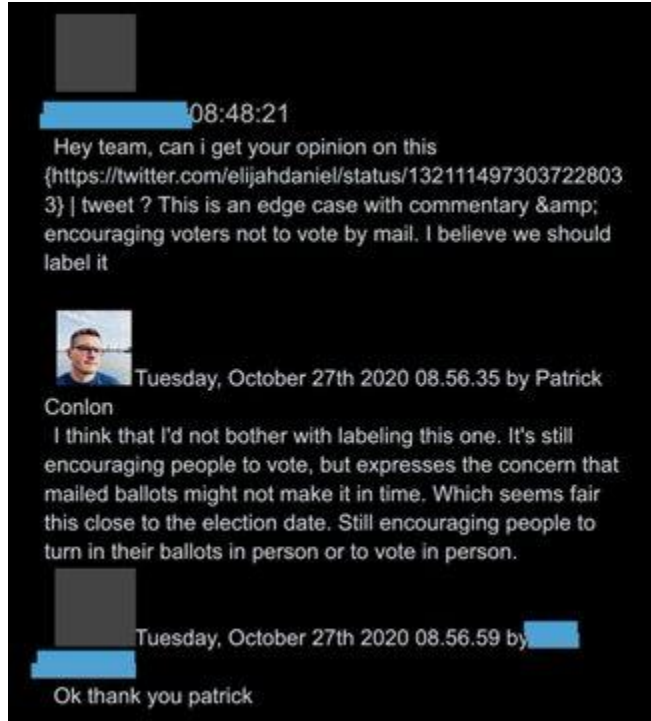
 Monday, October 26th 2020 12.32.38 by Patrick Conlon   
Yep, I was just typing that haha

 Monday, October 26th 2020 12.32.42 by Yoel Roth  
I think going too far down the rabbit hole of labeling critical speech (i.e. critical of our handling of this case) is dangerous

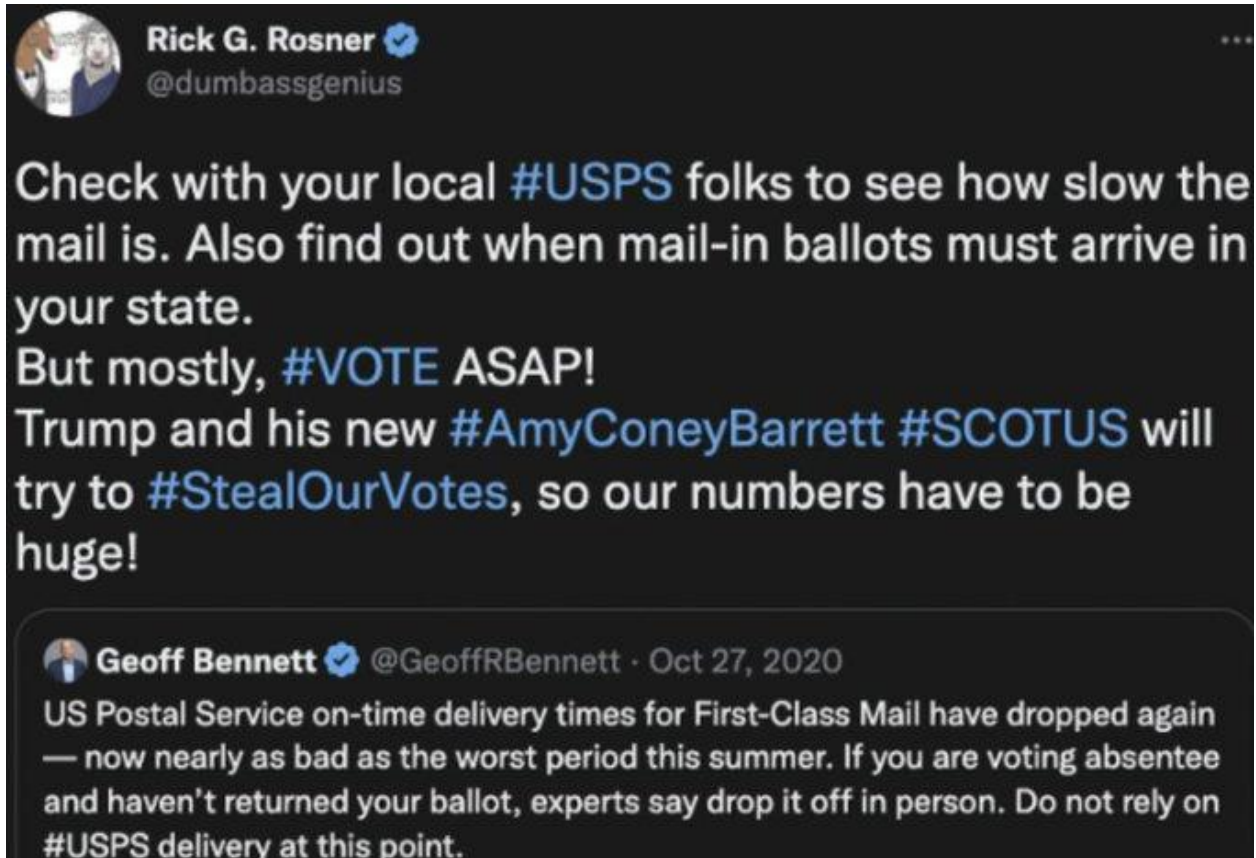
 Monday, October 26th 2020 12.32.49 by Yoel Roth  
It becomes a self-reinforcing “wah wah censorship” cycle

 Monday, October 26th 2020 12.33.34 by Patrick Conlon   
I'm currently responding to Judicial Watch's whining to Public Policy. I regret nothing, but am happy to iterate what rules they violated.

41. Meanwhile, there are multiple instances of involving pro-Biden tweets warning Trump “may try to steal the election” that got surfaced, only to be approved by senior executives. This one, they decide, just “expresses concern that mailed ballots might not make it on time.”



42. "THAT'S UNDERSTANDABLE": Even the hashtag [#StealOurVotes](#) – referencing a theory that a combo of Amy Coney Barrett and Trump will steal the election – is approved by Twitter brass, because it's "understandable" and a "reference to... a US Supreme Court decision."





08:56:19

Hi Team! can i get a second opinion for this  
{<https://twitter.com/dumbassgenius/status/1321116137266933763>{tweet} please? I am leaning towards labeling it.



Tuesday, October 27th 2020 08:57.13 by Yoel

Roth

Not seeing the violation here?



Tuesday, October 27th 2020 08:57.43 by Patrick

Conlon

I wouldn't label. I think that it's encouraging people to vote, but to be realistic that a mailed ballot might not make it in time.



Tuesday, October 27th 2020 08:58.46 by

perfect thanks yoelr and pconlon I was wondering about this part \_\*\*"Trump and his new #AmyConeyBarrett #SCOTUS will try to #StealOurVotes,"\*\_



Tuesday, October 27th 2020 08:58.48 by

all good



Tuesday, October 27th 2020 09:00.26 by Patrick

Conlon

Ah, that's understandable. believe that it's a reference to the a US Supreme Court decision on processing mail-in ballots that arrive after Election Day.



Tuesday, October 27th 2020 09:00.47 by

Thanks pconlon

43. In this exchange, again unintentionally humorous, former Attorney General Eric Holder claimed the U.S. Postal Service was “deliberately crippled,” ostensibly by the Trump administration. He was initially hit with a generic warning label, but it was quickly taken off by Roth:





44. Later in November 2020, Roth asked if staff had a “debunk moment” on the “SCYTL/Smartmatic vote-counting” stories, which his DHS contacts told him were a combination of “about 47” conspiracy theories:



**Yoel Roth** 16:54:36

Hi there - me again - do we have a debunk moment on the SCYTL/Smartmatic vote counting conspiracies?

...



**Wednesday, November 18th 2020**

**17.15.12 by Yoel Roth**

DHS referred to it on a call today (sadly not public) as “a combination of about 47 different conspiracy theories” so hopefully there’s stuff out there.




45. On December 10th, as Trump was in the middle of firing off 25 tweets saying things like, "A coup is taking place in front of our eyes," Twitter executives announced a new "L3 deamplification" tool. This step meant a warning label now could also come with deamplification:



**Patrick Conlon** [REDACTED] 20:54:47

[Update] Hello everyone, I wanted to give you an update on some of our enforcement options for Tweets containing the civic misinfo that we've seen. It's been decided that Tweets that we've manually reviewed and determined need a label will now be subject to L3 deamplification, further restricting the extent to which that Tweet can be shared. The current batch of Entity IDs will soon be used for automated labeling work, but I've created a new batch of Entity IDs for the labels that we've been using the most during the past couple of weeks. Labels that we've only rarely used or that have been deprecated already haven't gotten an L3 update. If there's a moment when we need the L3 version for one of those labels, please flag it to Matt Graydon (mgraydon) or myself. To find the new L3 Entity IDs, please look at the 'L3 - US 2020 - 11 December Update' tab in the Civic Integrity Entity IDs - strato spreadsheet.

46. Some executives wanted to use the new deamplification tool to silently limit Trump's reach more right away, beginning with the following tweet:


**Donald J. Trump**   
@realDonaldTrump


**Markets**  
DJI 29973

**STIMULUS STALEMATE CONTINUES AS WE AWAIT FDA COVID VACCINE APPROVAL**

2:53 558.3K views RES RATINGS VICTORY OVER FOX NEWS CHANNEL . . . FED TAX INQUIRY INTO HL

**Trump got 11 million more votes | Jim Jordan**  
Via American Agenda, weekdays at 2 PM ET on Newsmax TV.

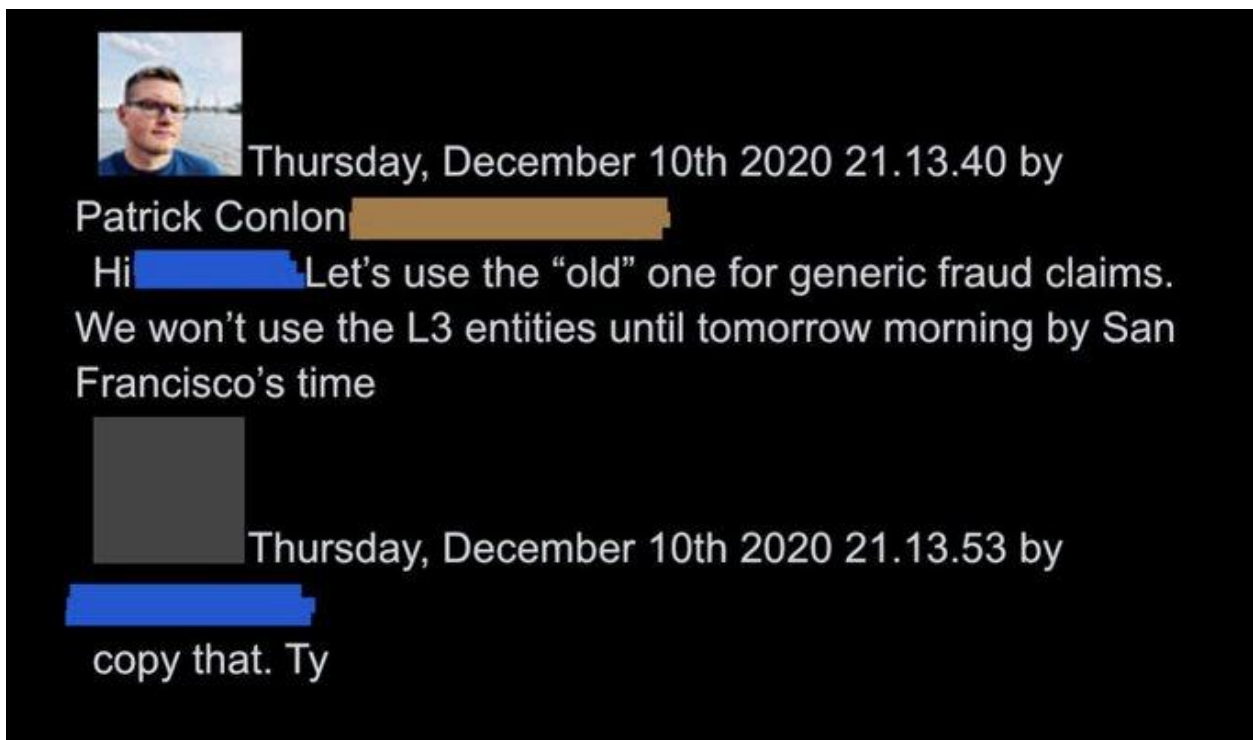
From **NEWSMAX** 

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11:41 PM · Dec 10, 2020

**8,276** Retweets **1,234** Quote Tweets **46.3K** Likes

47. However, in the end, the team had to use older, less aggressive labeling tools at least for that day, until the “L3 entities” went live the following morning.



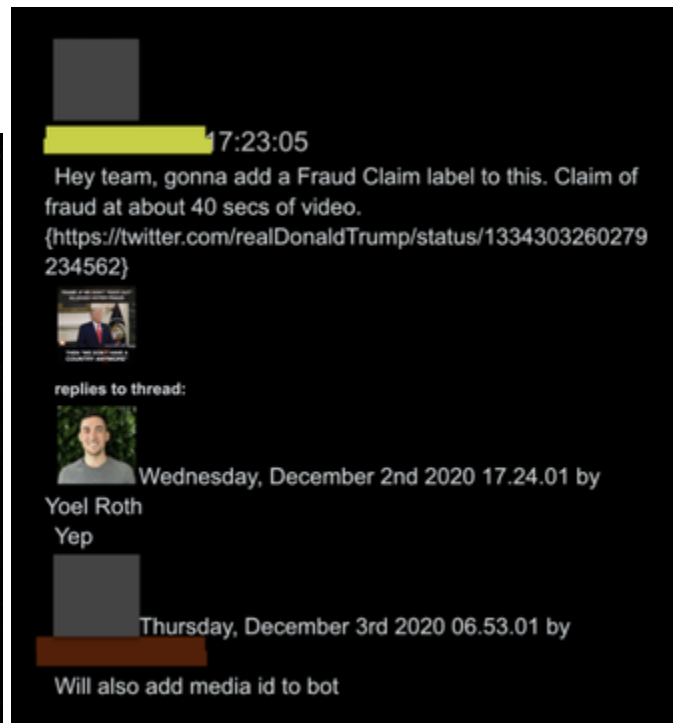
48. The significance is that it shows that Twitter, in 2020 at least, was deploying a vast range of visible and invisible tools to rein in Trump's engagement, long before J6. The ban will come after other avenues are exhausted

49. In Twitter docs execs frequently refer to "bots," e.g. "let's put a bot on that." A bot is just any automated heuristic moderation rule. It can be anything: every time a person in Brazil uses "green" and "blob" in the same sentence, action might be taken.



**Bot Application B01DM9U1NSZ10:00:01**

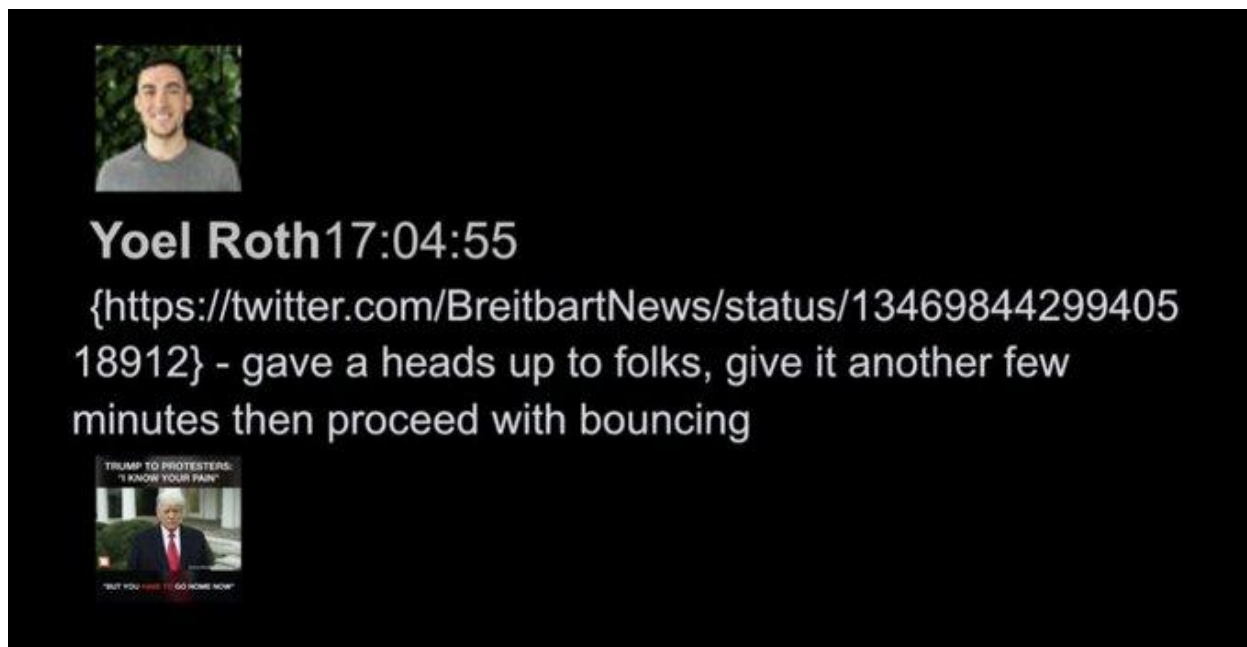
50. In this instance, it appears moderators added a bot for a Trump claim made on Breitbart. The bot ends up becoming an automated tool invisibly watching both Trump and, apparently, Breitbart ("will add media ID to bot"). Trump by J6 was quickly covered in bots.



51. There is no way to follow the frenzied exchanges among Twitter personnel from between January 6th and 8th without knowing the basics of the company's vast lexicon of acronyms and Orwellian unwords.

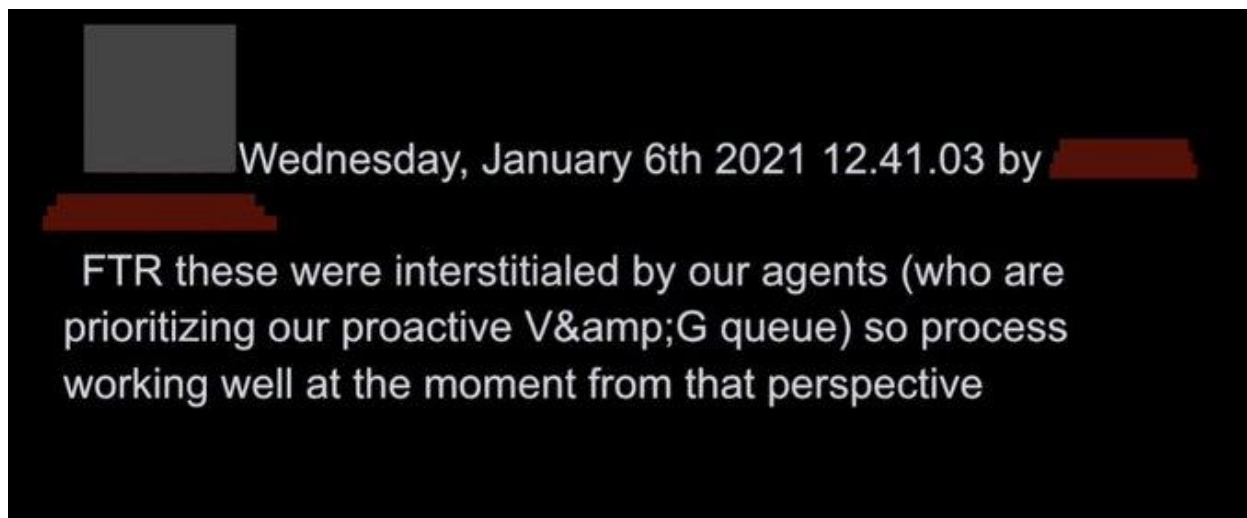


52. To “bounce” an account is to put it in timeout, usually for a 12-hour review/cool-off:



53. “Interstitial,” one of many nouns used as a verb in Twitterspeak (“denylist” is another), means placing a physical label atop a tweet, so it can’t be seen.

54. PII has multiple meanings, one being “Public Interest Interstitial,” i.e. a covering label applied for “public interest” reasons. The post below also references “proactive V,” i.e. proactive visibility filtering.





55. This is all necessary background to J6. Before the riots, the company was engaged in an inherently insane/impossible project, trying to create an ever-expanding, ostensibly rational set of rules to regulate every conceivable speech situation that might arise between humans.

This project was preposterous yet its leaders were unable to see this, having become infected with groupthink, coming to believe – sincerely – that it was Twitter's responsibility to control, as much as possible, what people could talk about, how often, and with whom

57. The firm's executives on day 1 of the January 6th crisis at least tried to pay lip service to its dizzying array of rules. By day 2, they began wavering. By day 3, a million rules were reduced to one: what we say, goes

