

What Does Musk’s Twitter Takeover Mean for PR and Comms? A Media Analysis

Media Analysis Summary



Several reports that racist comments, hate speech and other offensive content had grown greatly on Twitter raised many concerns around brand safety – the practice of ensuring advertising appears in an appropriate and relevant context online so that a brand’s reputation is not damaged.

In fact, the **Advertisers’ reaction** when it came to brand safety became the main topic of the debate:

Topics in the media debate around the Twitter takeover by share of voice



25%

Advertisers’ reaction/Brand safety



23%

Employee layoffs/exits



20%

Subscription fee/Verification



17%

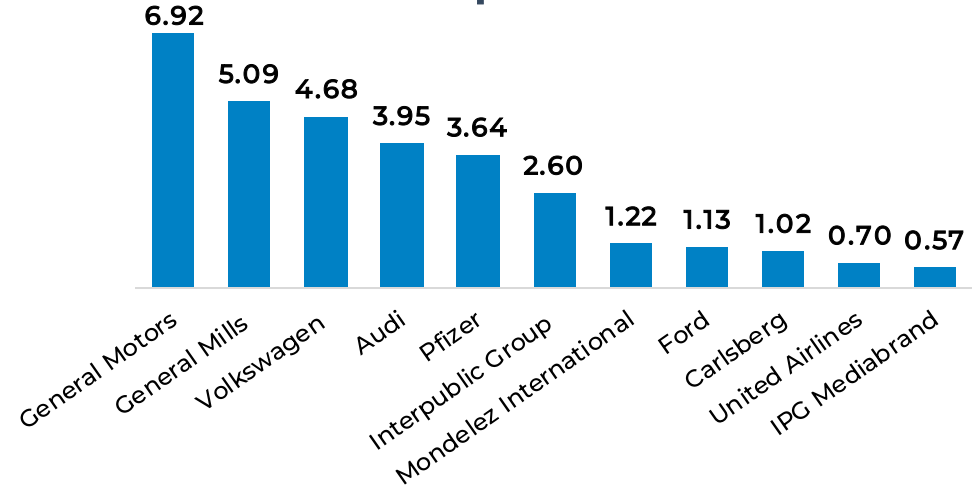
Users’ reaction



15%

Freedom of speech/Content moderation

Organisations suspending Twitter ads by media impact score



5 takeaways from Musk’s Twitter takeover

- Brand safety became a bigger concern
- Your approach towards Musk and Twitter can turn into brand activism
- Twitter alternatives will become more influential
- It’s now clearer that businesses are also responsible for upholding human rights
- Musk wants to reduce the influence of media outlets – but he might actually make them more important

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Read the whole analysis here:

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