

Emails between Live Action and Twitter regarding Twitter's suppression of pro-life content

The names and emails have been removed and replaced with "Twitter" and "Live Action."

EMAIL CHAIN #1 (read from bottom up)

From: TWITTER
Date: Monday, June 5, 2017 at 3:12 PM
To: Live Action
Subject: Re: Twitter advertising policy

OK, I'm finally back. Sorry again for the delayed response! Regarding Verification, have you submitted the handles via verification.twitter.com yet? Let me know if so or once you do that.

Regarding the content, all that you have listed looks correct. Please keep in mind that if you choose to go with the deleting content option we'll likely go through a few rounds of review with our Policy team - but eventually we'll get there! Just don't want to set the expectation that you'll automatically be eligible for advertising if you make changes outlined.

Thanks, Live Action. Around all week if you have additional questions.

TWITTER
Twitter, Inc.
Political & Advocacy Sales

On Thu, Jun 1, 2017 at 7:51 PM, Live Action wrote:
Hi, TWITTER

Thank you for your e-mail. Hope you had a great Memorial Day weekend, as well!

I reviewed the links you provided in the previous e-mail, and I wanted to run a few more items by you, for the benefit of our social media team, for clarification. As you mentioned, for us to continue our commercial relationship by continuing to advertise on Twitter, we must either:

1) Remove current and past sensitive content from our Twitter feeds. Based on the links you provided, this would include content related to:

- our undercover investigations
- investigations by the Center for Medical Progress
- images and videos of abortion procedures
- content related to defunding Planned Parenthood
- images and videos of late-term abortions

- ultrasound and images of preborn children
- our petition to defund Planned Parenthood
- links directing to sections of our website that contain videos with the content listed above

2) Create a new Twitter account

- solely for marketing and policy efforts
- account must direct to a new website that does not include content that violates Twitter's policy (as listed above)

We'd like to understand from a content perspective how we can best proceed. Appreciate your clarification here, as it is very helpful.

Thank you,

Live Action

From: TWITTER
Sent: Wednesday, May 31, 2017 2:09:38 PM
To: Live Action
Subject: Re: Twitter advertising policy

Hi Live Action -

Hope you had a nice MDW. We're happy to discuss advertising but we will not be able to discuss making an exception to the ads policy. Have you discussed with your team if one of the options listed below would work best for your organization should you decide to move forward with advertising? Happy to help with either option.

You have two options to consider that will allow you to become eligible for advertising:

- Remove current and past sensitive content from your website and Twitter feed.
- Create a new Twitter handle for marketing/advertising efforts that drives to a new website that does not include content that violates our policy.

TWITTER

Twitter, Inc.
Political & Advocacy Sales

On Tue, May 30, 2017 at 5:44 PM, Live Action wrote:
Hi, TWITTER

Thank you for your e-mail. It would be incredibly helpful for us to discuss the issue further, and we would be willing to schedule a meeting with you and XXXX to discuss how we can best move forward in our partnership.

Do you have availability for an in-person meeting in D.C. in June?

Appreciate it,

Live Action

From: TWITTER

Sent: Wednesday, May 24, 2017 4:34 PM

To: Live Action

Subject: Re: Twitter advertising policy

Hi Live Action

As mentioned on the phone, our Policy team is not client-facing. They do not meet with clients directly. Unfortunately an in-person meeting with this team will not be possible. If you have questions on our Ads Policy I again refer you to [this](#) information.

I'd be happy to help you and your team find a way to work within the boundaries of the existing policy to become eligible for Twitter advertising - but this policy is not negotiable and is applied universally to all Twitter advertisers.

TWITTER

Twitter, Inc.
Political & Advocacy Sales

On Wed, May 24, 2017 at 3:09 PM, Live Action wrote:

Hi TWITTER

Thank you for your e-mail. I certainly understand your reluctance to comment on the Tweets of other organizations and whether or not they violate policy; however, we would like to request more clarity regarding the flagged content from our accounts. From our perspective, it appears as though your policy is being applied inconsistently. We would like to understand why, if that is the case, and what we can do to move forward in our partnership.

We think it would be incredibly helpful to schedule an in-person meeting in D.C. with you and members of your team, including XXXXXX, so we can sort through these issues. Twitter is an important partner for us and we are eager to find a resolution.

What is your availability for a meeting in June together with XXXXXX and the broader policy team at Twitter, and a few key stakeholders on our side?

Thanks so much,

Live Action

From: TWITTER

Date: Wednesday, May 24, 2017 at 7:45 AM

To: Live Action

Subject: Re: Twitter advertising policy

Hi Live Action

We can't comment on the Tweets of other organizations and whether or not they've been flagged in the past or are currently in review. There are of course a lot of factors that go into an account being flagged - and without the appropriate context it's impossible to compare apples to apples here.

TWITTER

Twitter, Inc.
Political & Advocacy Sales

On Tue, May 23, 2017 at 12:50 PM, Live Action wrote:

Hi, TWITTER

Hope you are doing well. Thank you for working with us to pursue account verification for XXXXXX – much appreciated!

I wanted to touch base regarding our conversation last week, and to inquire a bit deeper about the points you raised in your previous e-mail. In the attached document, I have compiled a list of tweets and ads from our accounts which you referenced in your prior email as having been in violation of Twitter policy under:

- Threatening, violent, gruesome, abusive, shocking or disturbing content.
- Offensive, vulgar or obscene content.
- Inflammatory or provocative content which is likely to evoke a strong negative reaction.

As you can see, the document also compares our tweets with comparable tweets from organizations that, to our knowledge, have not been flagged by Twitter as having been in violation of the sensitive advertising content policy.

Could you help me understand why Policy deems content from Live Action ineligible for ad promotion while very similar content from other accounts are not being so flagged? It would be helpful to gain more insight into the rules and standards that Policy takes regarding our content, and how it applies those rules and standards across the wide range of similar content it inevitably comes across, so we can move forward in our partnership with Twitter.

From: TWITTER

Date: Thursday, May 18, 2017 at 7:20 AM

To: Live Action

Subject: Re: Our Twitter accounts

Hello Live Action

Thank you again for your time yesterday. It was great to finally connect via phone. Per our discussion, below please find a few points of follow-up:

- **The following is prohibited under our sensitive advertising content policy regarding language and imagery:**
 - Threatening, violent, gruesome, abusive, shocking or disturbing content.
 - Offensive, vulgar or obscene content.
 - Inflammatory or provocative content which is likely to evoke a strong negative reaction.
- **Examples of the @LiveAction content that is in violation of our sensitive advertising content policy includes (but not limited to):**
 - [864821600604094465](#)
 - [634891968191971328](#)
 - [634000100147265539](#)
 - [328832365554176000](#)

 - [328838651549192192](#)

 - [328863891209728000](#)
- **You have two options to consider that will allow you to become eligible for advertising moving forward:**
 - Remove current and past sensitive content from your website and Twitter feed.
 - Create a new Twitter handle for marketing/advertising efforts that drives to a new website that does not include content that violates our policy.
- **Please provide the following information on behalf of @LilaGraceRose to be re-considered for Twitter Verification:**
 - link to BIO of choice.
 - link to TWO articles mentioning Lila and her position within the organization.
 - link to TWO TV appearances where Lila is representing the organization.

Happy to discuss any of these items further. We're here to help and hope we can find a solution to get you back to Twitter Ads eligibility soon! Please don't hesitate to reach out if you need anything.

TWITTER

Twitter, Inc.
Political & Advocacy Sales

SAMPLE NOTIFICATION EMAIL

From: **Twitter Ads (via Twitter)** <notify@twitter.com>

Date: Mon, Jan 16, 2017 at 5:55 AM

Subject: @LilaGraceRose, your Tweet has not been approved for use in your Twitter Ads campaign

To: **Live Action**



@LilaGraceRose, your Tweet has not been approved for use in your Twitter Ads campaign

We have determined that the following Tweet cannot be included in your Twitter Ads campaigns:

<https://twitter.com/LilaGraceRose/status/472685560461414400>

This determination is based on the following Twitter Ads policy:

Hate, sensitive topics, and violence

Details about this policy are available at

<https://support.twitter.com/adspolicy/sensitive>.

You can learn more about our Advertising Policies at <https://support.twitter.com/adspolicy>. For advertisers with authorization from the appropriate governing body wishing to promote financial services or gambling content, please visit us at <https://support.twitter.com/adspolicy/financial> and <https://support.twitter.com/adspolicy/gambling> for more information.

We appreciate your interest in Twitter Ads. **If you have any questions, contact Twitter Ads Support via the "Help?" button in your Twitter Ads page.**

Thanks,
The Twitter Ads Team

Please note: This message was sent from a notification-only email address that doesn't accept incoming email.

© 2014 Twitter, Inc. All Rights Reserved. Twitter and the Twitter logo are registered trademarks of Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA 94103

SAMPLE NOTIFICATION EMAIL

From: **Twitter Ads (via Twitter)** <notify@twitter.com>

Date: Fri, Jan 20, 2017 at 1:20 PM

Subject: @LilaGraceRose, your Tweet has not been approved for use in your Twitter Ads campaign

To: **Live Action**



@LilaGraceRose, your Tweet has not been approved for use in your Twitter Ads campaign

We have determined that the following Tweet cannot be included in your Twitter Ads campaigns:

<https://twitter.com/LilaGraceRose/status/821878792306053120>

This determination is based on the following Twitter Ads policy:

Hate, sensitive topics, and violence
Details about this policy are available at
<https://support.twitter.com/adspolicy/sensitive>

You can learn more about our Advertising Policies at <https://support.twitter.com/adspolicy>. For advertisers with authorization from the appropriate governing body wishing to promote financial services or gambling content, please visit us at <https://support.twitter.com/adspolicy/financial> and <https://support.twitter.com/adspolicy/gambling> for more information.

We appreciate your interest in Twitter Ads. **If you have any questions, contact Twitter Ads Support via the "Help?" button in your Twitter Ads page.**

Thanks,
The Twitter Ads Team

Please note: This message was sent from a notification-only email address that doesn't accept incoming email.

© 2014 Twitter, Inc. All Rights Reserved. Twitter and the Twitter logo are registered trademarks of Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA 94103
