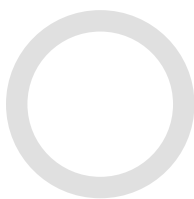


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# **TWITTER BRINGS BACK THE SEQUENTIAL TIMELINE**



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**Twitter announced on September 17<sup>th</sup> 2018 that they were giving users the ability to return to a sequential, non-algorithmic timeline experience. As Twitter's co-founder Jack Dorsey tweeted: if you turn off timeline ranking in settings today, you'll see all the tweets from people you follow in reverse chronological order...no "in case you missed it." This can be effected in user settings by turning off the default "Show The Best Tweets First" toggle and is available to all users now.**

## Twitter Runs To The Feed While Others Are Running From It

Twitter first rolled out an algorithmic timeline [in 2016](#) in a bid to restart user growth by making the best of the platform easier to find by surfacing strong tweets. While this is still currently the default setting, users can now activate the "classic," non-intermediated experience.

The obvious reason for this timeline change is that users wanted it. Twitter has been actively asking users of the platform for feedback on what they could do better, and this request comes up often in public responses. To that end, Twitter has made it clear they are testing surfacing the chronology setting further forward to allow users to turn it on and off more seamlessly.

A second reason for the timeline change is that Twitter has thrived in the last year by NOT being Facebook or Snapchat, instead embracing what makes them unique. The timeline is a huge part of this positioning, especially as other platforms begin to abandon newsfeeds in favor of other ways to see content. Platforms like Facebook and Instagram are moving deeper into products like Stories, Watch and IGTV, or, in the case of Snapchat, never bothered with a newsfeed at all. Instagram, who, like Twitter, had a chronological feed for years, abandoned it for one driven by algorithms. Now that Stories is becoming a dominant part of the platform it's not impossible to imagine the feed going away there entirely. Meanwhile, on Facebook, newsfeed engagement continues to decline – we can imagine a future iteration of the app where Apps, Stories and Groups are the primary functions, which would leave Twitter as the last feed standing.



**“Our goal with the timeline is to balance showing you the most recent Tweets with the best Tweets you're likely to care about, but we don't always get this balance right. So, we're working on providing you with an easily accessible way to switch between a timeline of Tweets that are most relevant for you and a timeline of the latest Tweets. You'll see us test this in the coming weeks.**

**WM**

-TWITTER

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## What marketers should know

This change has no impact on advertisers – no matter the timeline setting ads will be served as they have been. There may be some minor impact on reach for organically posted influencer content depending on how many people opt-in to the change.

Where it impacts brands is in Twitter's unique ability to connect people with what's happening in culture in the moment. For brands that thrive on the conversation around sporting events, awards shows and in-person activations, knowing that a substantial portion of users will choose to see these in the moment is telling. On the other hand, the algorithm surfaces tweets based on performance (i.e. engagement factors) and context which means that a high-performing organic brand tweet could show up in users feeds as much as 24 hours after it was first posted. This leads to more views and interactions long after the tweet was first sent.

We will be watching to see how many users opt out of the algorithm, especially as Twitter moves to make this an easier choice.



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1/ We're working on new ways to give you more control over your timeline. But first, some context: Twitter helps you see what's happening by showing the best Tweets for you based on your interactions.



**Never miss important Tweets from people you follow**  
Never miss important Tweets from people you follow  
[blog.twitter.com](https://blog.twitter.com)

 339
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2/ We've learned that when showing the best Tweets first, people find Twitter more relevant and useful. However, we've heard feedback from people who at times prefer to see the most recent Tweets.

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3/ Our goal with the timeline is to balance showing you the most recent Tweets with the best Tweets you're likely to care about, but we don't always get this balance right.

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4/ So, we're working on providing you with an easily accessible way to switch between a timeline of Tweets that are most relevant for you and a timeline of the latest Tweets. You'll see us test this in the coming weeks.

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**Twitter Support**  @TwitterSupport



5/ Meanwhile, today we updated the "Show the best Tweets first" setting. When off, you'll only see Tweets from people you follow in reverse chronological order. Previously when turned off, you'd also see "In case you missed it" and recommended Tweets from people you don't follow.

7:58 PM · 17 Sep 2018

1,221 Retweets 2,419 Likes




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