

# Twitter's Response to the Crisis in Ukraine

As of February 28, 2022



Twitter's top priority is keeping people safe, and we have longstanding efforts to improve the safety of our service. As the crisis in Ukraine is rapidly evolving, we are seeing people around the world using Twitter to seek help, share and keep up with what's going on, and provide assistance.

As we do around major global events, our safety and integrity teams are monitoring for potential risks associated with the conflict to protect the health of the service. Actions we've taken to ensure the safety and security of people on the service and the integrity of the conversation include:

- Pausing advertisements in Ukraine and Russia to avoid reducing the visibility of critical information
- Proactively monitoring for emerging narratives that are violative of the Twitter Rules, including our [synthetic and manipulated media policy](#) and [platform manipulation policy](#)
- Proactively reviewing Tweets for content that may promote dehumanizing speech or promote violence and discrimination, which goes against our [hateful conduct](#) and [glorification of violence](#) policies
- Expanding [our approach to state-affiliated media](#) by adding labels to any Tweet containing content from Russian state-affiliated media websites
- Continuing to review and update the lists of accounts labeled as Russian affiliated state media to reflect outlets' use of Twitter and the creation of new accounts.
- Launching Search and Home Timeline prompts that point to a [Twitter Moment](#) with digital safety and security resources in English, Ukrainian, and Russian
- Proactively monitoring vulnerable high-profile accounts (government officials and agencies, journalists, activists)
- Putting measures in place to ensure the safety of products like Topics, Spaces, and Communities
- Demonetizing Search results and Amplify Pre-Roll content that discusses or focuses on this event through 24/7 proactive monitoring
- Proactively reviewing ads for compliance with Twitter Ads policies, including the [Inappropriate content policy](#)

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As a reminder of actions taken previously:

- In 2017, Twitter off-boarded advertising from all accounts owned by Russia Today (RT) and Sputnik based on the retrospective work we did around the 2016 U.S. election.
- In 2019, Twitter banned all state-backed media advertising and political advertising - including ads of any type by state-affiliated media, candidates, political parties, or elected or appointed government officials.
- Since August 2020, we've labeled and de-amplified state-affiliated accounts belonging to the Russian Federation, in addition to 20 other countries to provide important context about who they represent.
  - We expanded the list of outlets and countries again in 2021.

We'll continue to closely monitor developments on the ground and are prepared to build on these actions as needed. Follow @TwitterSafety for the latest.