

Tweetups 2019

Wrap-up Report



Overview and Summary Statistics

Over 10 days in July and August 2019, virtual Tweetups took place between 40 cities around the world, in a first-of-its-kind immersive experience transcending political borders and cultural divides.





Overview and Summary Statistics



2,160

Hours of active
Tweetups



1,540

Connections
from one city
to another



18,520

Live
participants



16

New communities
joined the
global network



4

New network
sites remain
permanently



Overview and Summary Statistics

Tweetups hosted thousands of unique moments of connection: Shared Meals at Twitter Tables, K-pop fans in Seoul and Melbourne, a global show-and-tell, and bridged the #DigitalDiaspora from Harlem to Lagos.

We hosted dozens of family and friend reunions across the network and boogied our way through countless dance-offs.



Media Highlights

[Adweek \(US\)](#)

Twitter Gets People Talking Across Borders with 40 Worldwide #Tweetups

[CurbedSF \(US\)](#)

Twitter brings global video chat container art to SF

[El Universal \(Mexico\)](#)

Twitter presents the initiative Tweetups

[Acrofan \(Korea\)](#)

Twitter connects VeriVery to Global Fans

[Fox 2 Detroit \(US\)](#)

Twitter launching #Tweetup spaces July 25-Aug. 5, including Detroit location

[Business Telegraph \(UK\)](#)

Twitter launches #Tweetups to bring the power of global conversations to life

[SDP Noticias \(Mexico\)](#)

Twitter offers #Tweetups, virtual conversations that connect Chapultepec Park with everyone

[Brand Brief \(Korea\)](#)

Twitter launches #TweetUps with real-time connections to 40 global cities

[CNBC TV18 \(US\)](#)

Twitter unveils #Tweetups to strengthen global conversations

[Grazia \(France\)](#)

Connect to the World from Republique

[Marketing Directo \(Mexico\)](#)

In this experimental campaign Twitter realizes the irresistible power of “having a chat”

[The Economic Times \(India\)](#)

Twitter launches #Tweetups to bring the power of global conversation to life

[Dallas Innovates \(US\)](#)

Dallas is One of 40 Cities Chosen For Twitter's First-Ever Global Experiential Activation

[La Reclame \(France\)](#)

Twitter installs an amusing golden container in Republic Square in Paris

[33Giga \(Brazil\)](#)

Twitter Container at Paulista Avenue Connects Brazil to the World

[Hindustan Live \(India\)](#)

Twitter launches global #Tweetups

[Black Enterprise \(US\)](#)

Twitter curates virtual food And conversation experience between Harlem and Lagos, Nigeria

[Sortir a Paris \(France\)](#)

A Twitter event that connects 40 cities of the world, on the Place de la République

[Fala Universidades \(Brazil\)](#)

Twitter Tweetups connect people from all around the world in real time

[The New Indian Express \(India\)](#)

Twitter unveils #Tweetups to strengthen global conversations

[City Guide NY \(US\)](#)

Twitter To Launch Its First-ever Global Experiential Activation In 40 Cities Worldwide Including New York

[RTBF \(Belgium\)](#)

Twitter connects the inhabitants of some forty cities around the world

[Cartao de Visita News \(Brazil\)](#)

Miss Brasil participates in #Tweetups, an action taken by Twitter in partnership with Shared Studios

[SBS News \(Australia\)](#)

Connect with VERIVERY in a shipping container in Melbourne's Federation Square

[ParkCitiesPeople \(US\)](#)

Step into a portal at NorthPark Center

Social Media Summary

Twitter Highlights

1. Our local Curator in Delhi, Blessing, posted this video of him play-boxing with an 85 year old man. Despite him only having 15 followers, the video now has over 136k views!

[View Tweet](#)

2. Many meals, both planned and impromptu, took place throughout Tweetups. One clear highlight was the Harlem<>Lagos #DigitalDiaspora meal, raved about in both Harlem and Lagos.

[View Harlem Tweet](#)

[View Lagos Tweet](#)

3. A young boy took the train down from Westchester with his caretaker each day to participate in the Grand Central Tweetups, hoping to “travel” to a new country each day.

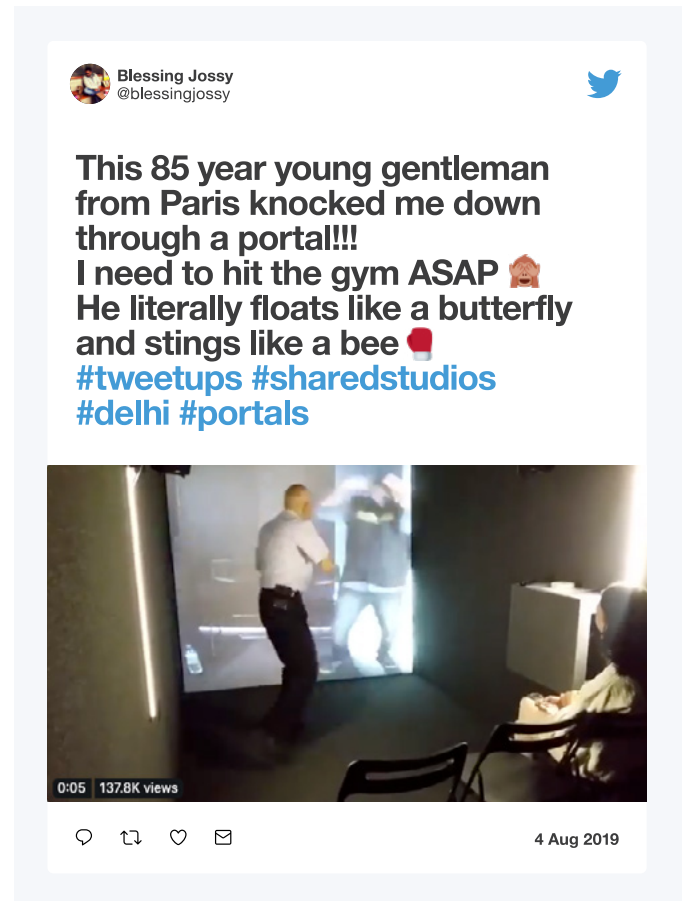
[View Tweet](#)

4. A family reunion between Melbourne & Jerusalem.

[View Tweet](#)

5. A number of people experiencing homelessness came to share their stories and connect with others around the world. Many were visibly affected by the experience of being “just a person again, not a homeless person”. Many of them were war veterans.

[View Tweet](#)



@SharedStudios on Social Media

1. Twitter Overview:

- Our [most viewed video](#) on our account with 13.8K views and over 10K impressions.
- Our [most liked and retweeted tweet](#) on our account with over 280K impressions.

2. Instagram Overview:

- [Most liked post](#): 95,594 people reached, 249,393 impressions
- [Most viewed video](#): 58,338 people reached, 121,373 impressions

Special Moments

Here is a snapshot of some of the stories that happened during Tweetups.

Music & Dance

- > A teenage visitor in New York City was so excited to meet and talk to Brazilians in São Paulo. When they found out it was her birthday, they all sang 'Happy Birthday' to her in both Portuguese and English. She and her family were overwhelmed with emotion and her mom cried with joy and surprise. Another time, visitors had an impromptu Samba and Sertanejo class (with música from Minas Gerais)!
 - > A group of very excited and intelligent girls in Gaza City stayed for two whole hours to sing, dance and share music recommendations with visitors in New York City.
 - > Visitors in Jerusalem and Berlin taught each other to 'floss' and danced together while visitors in Stockholm and Lagos sang their respective national anthems for each other.
 - > At one point a student headed to Juilliard this fall for opera walked into the Los Angeles Tweetups and sang beautifully for visitors in Paris. In return, the Parisian visitors also played music and sang Frere Jacques and songs by Edith Piaf with people in Amman, Gaza City, and Seoul.
 - > A couple in Stockholm taught participants in Los Angeles some traditional Swedish dances usually performed for the midsummer festival.
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- > Los Angeles welcomed a musician who has collaborated with a famous Japanese rock band and traditional drum group to connect with Tokyo. He performed with several instruments before being joined by an impromptu brass band. Other participants were so excited one even made a makeshift drum from a trash can lid to join in the fun.

Special Moments:

Family and Friends



One visitor in Tokyo was surprised by her boyfriend who lives in London. There was clapping and smiles all round. Over in San Francisco and Dallas, another couple reunited through the Tweetups while in Jerusalem and Delhi visitors discussed traditions of marriage in their different cultures.

- > A man in New York City loved the Tweetups so much that he came back and brought his parents, sister, and son to visit. They shared different stories of migration including their own story coming to the US from South Korea.
- > Many family reunions were had in all corners of the globe. A man in Los Angeles got to meet his niece for the first time who joined from Stockholm, a French man joined the Tweetups in Paris to chat with his brother in Dallas and a Shared_Studios team member shared a coffee with his family all the way from New York City to Melbourne.
- > One friend on vacation in Mexico City surprised his friend in New York by unexpectedly joining the Tweetups. They were both ecstatic to catch up.



Special Moments:

Special Guests

- > Bollywood stars Sonakshi Sinha, Badshah and Varun Sharma live-streamed from the Delhi Tweetups with several thousand fans outside.
- > Korean K-Pop band Verivery visited Seoul Tweetups and surprised fans in Melbourne.
- > Miss Brazil, Julia Horta, visited the São Paulo Tweetups for connections with Jerusalem and Paris to discuss women's issues.
- > Actress Kiran Deol (lead in new NBC show Sunnyside) participated in the Los Angeles - Tokyo Shared_Meal.
- > Author, lawyer, and filmmaker Valarie Kaur visited the Los Angeles Tweetups with her family.
- > Lawyer-turned-charity-celebrity-matchmaker Todd Krim visited the Los Angeles Tweetups during a Mexico City connection.
- > The host of "Hysteria" (Crooked Media) Erin Ryan visited the Los Angeles Tweetups.
- > Founder/CEO Chris Pan: creator of MyIntent joined in the Los Angeles Tweetups.
- > Josh Beckerman: known as Foodie Magician, stopped by the Los Angeles Tweetups.
- > The President of MGM Japan visited the Tweetups in Tokyo and connected to San Francisco.
- > God-is Rivera, the Global Director of Culture and Community at Twitter, facilitated a shared meal across the #TwitterTable between Los Angeles and San Pedro Sula sharing about their cultures and collective experiences across the diaspora.
- > Twitter CFO Ned Segal paid a visit to the Tweetups in London.



Special Moments:

Education, social and political

Through tears, a young father who was born in Honduras and grew up in Los Angeles shared how he transformed his two-month retention by ICE into a collective initiative to co-create a global citizenship platform. His bold vision is to transcend borders and connect people, which comes from a deeply thoughtful and conscious place stemming from his experiences.

- > From Harlem to Lagos, Honduras to LA, San Francisco to Gaza, dinner guests shared meals to talk about the #DigitalDiaspora and women in technology.
- > A young woman joined the Tweetups in Jerusalem to tell visitors in Tokyo about a Japanese Diplomat named Chiune Sugihara who saved the lives of over 6,000 Jews in Lithuania during WW2. That particular day was the anniversary of his death which was being commemorated in Israel so she had come in to show her gratitude. It was an extremely emotional moment in time, shared across cities in the Tweetups.
- > Over a shared meal, the dinner guests in Dallas and Mexico City met and talked about commonalities of social impact and reform; what brings them hope, what legacy they would like to leave, and ways to keep going so that they continue to overcome.
- > A Muslim refugee woman in Lesbos got to chat with a Muslim Japanese woman in Tokyo - a very uncommon occurrence.
- > A man in a wheelchair in Paris discussed accessibility and discrimination with two young girls from Minnesota, making connections around the importance of education and access.
- > Visitors in Seoul and Cox's Bazar shared a beautiful conversation about their hopes, dreams, and rights. A Bangladeshi woman was very open and shared her story about wanting to become a doctor despite the challenges in an environment where people do not support access to education for girls and women. Her conversation partner in Seoul told her about her own grandmother and aunt who had a similar experience growing up. Both were inspired by one another and talked about powerful women in their lives.

Special Moments:

Fun



- > Participants in Delhi and Amman were able to connect and share stories using sign language.
- > In São Paulo and Lagos visitors shared their languages and taught each other words in Portuguese and Yorubá while a visitor in London taught yoga poses to people in Melbourne.

One little boy in Mexico City ran out of the Tweetups saying how happy he was to meet someone in San Francisco who knew so much about Pokemon! He was so glad to finally meet someone who understood him.



SHARED
STUDIOS