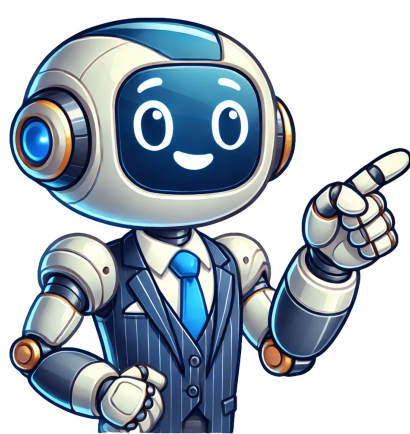


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Weve detected that JavaScript is disabled in this browser. Please enable JavaScript or switch to a supported browser to continue using x.com. You can see a list of supported browsers in our Help Center. Help Center Twitter is rebranding as X, with a temporary logo in place. The domain X.com currently redirects to Twitter, but may become the official domain in the future. The focus of Twitter will expand beyond text-based content to include audio, video, messaging, and payments/banking, similar to the WeChat app in China. For now, users will still have the same experience on X as they did on Twitter. However, as Elon Musk aims to make it an all-encompassing service, future changes may alter the platform, potentially leading users to explore alternatives like Threads or other social media sites. Elon Musk is officially killing Twitter. No, he's not taking the multi-billion dollar social network offline for the good of humanity. He's changing the name of the popular social media service to X. We will no longer tweet our thoughts to the masses. It's been a good run Twitter. What does changing the name of Twitter really mean, and does calling the service X actually change the social service's position in the market? More importantly, will anything change for you, the person who wants to interact with their favorite follows and followers? What is X? X is Twitter. For now, it really is that simple. When you head to Twitter.com, the menu on the side of the screen now features what Twitter's owner calls an interim X logo instead of the adorable Twitter bird we've grown to know and love over the past few years. It's unclear when a finalized X logo will come out, but the temporary one does the job well enough for now. Forwarding is already underway, too. If you type X.com into your browser, you're redirected to Twitter. Presumably, at some point, X.com won't redirect to Twitter but will instead become the actual domain, with Twitter.com redirecting to X.com instead. For the time being, everything else is exactly the same. You'll still click a button labeled "Tweet" when you finish expressing your thoughts, though that'll change as the rebranding moves forward. Musk hasn't said what tweeting will be called. It could be something basic like "Posting," or he could have some new name like "Xing," "Crossing," or something completely out of the left field. Basically, everything related to the Twitter brand will be gone soon. We won't see birds on the website or app anymore. We won't be tweeting. We won't see Twitter logos around (that's already happening with the X logo moving into place across the mobile apps and desktop versions). It sounds like we'll still be posting stuff to a social network, though the scope might expand. Twitter CEO Linda Yaccarino said the network will be "centered in audio, video, messaging, payments/banking." That's similar to Twitter's current focus but with some extras, especially regarding payments and banking. It sounds a lot like Musk wants Twitter to be an all-in-one app like WeChat in China instead of a primarily text-based social network. Right now, your life shouldn't change because of this rebranding. You'll still go to the same application or website you always did. You'll see the same posts from the same people. You'll be able to create posts with images, videos, text, and everything else you've ever done on Twitter, but you'll be doing it from X instead. However, it's hard to say what could change in the future. As Elon Musk digs deeper into his goal of making Twitter an all-encompassing service, you might find that it's not for you. You might want to look at the differences between Twitter and Threads to see if the new Meta-owned social network might better meet your needs. You might want to abandon the microblogging-style social media sites and move to something else entirely. It all comes down to how much Musk and his team change as they move to X. If this rebranding sounds like too much for you, you can always delete Twitter, aka X, and move on. Here's a quick step-by-step guide to leaving once and for all: In the app or website, use the left-hand navigation menu to select "Settings and Privacy." Tap or click "Your account." Tap or click "Deactivate your account." Choose whether you want to reactivate your account in 30 days or 12 months. Click or tap "Deactivate" to confirm. Enter your password and click or tap "Deactivate" one last time. That's it: now your account is in the deactivated state. If you want to delete it forever, don't log back in during your chosen time period, and your account will be removed. Unfortunately, you cannot permanently delete your account without going through the reactivation period. The Tesla founder made the announcement last week, informing people his X.com website now redirects to twitter.com Elon Musk has rebranded Twitter to X as part of his goal to eventually expand it into an everything app.The Tesla founder made the announcement last week, informing people his X.com website now redirects to twitter.com.He added that the company will soon bid adieu to the Twitter brand and, gradually, all the birds referring to the blue bird logo.The Twitter website now has an X where the bird once was though many users phone apps still have the old logo.Since Mr Musk purchased Twitter for \$44bn in 2022, he has already renamed its parent company X Corp.The billionaire has previously spoken of his plans to create a super app like Chinas WeChat.He also has a long fascination with the letter X. The financial services company he founded in 1999 that ultimately became PayPal started out as X.com, and his son with former partner, music artist Grimes, is named X A-Xii or X for short. His aeronautics company is also named SpaceX.It appears the new X logo is just an interim, going by Mr Musks tweets. He crowdsourced it, calling for design submissions from users.A man named Sawyer Merritt posted the image of the selected logo, saying a version of it was the logo of his discontinued podcast and designed by Alex Tourville. Anyway, do whatever you want with it, he wrote.Mr Tourville also chimed in with the correct logo, saying Mr Musk can have it for free.Mike Proulx, research director at Forrester, told the Reuters news agency the move would further alienate Twitters original, and once fiercely loyal, user base.On the one hand, you can make the argument he would be getting rid of an iconic brand. On the other hand, he is signaling it is a new day for what was once Twitter and that the company is heading in a different direction with a different user base, he said.Mr Musk wants to transform Twitter into the future state of unlimited interactivity centered in audio, video, messaging, payments/banking creating a global marketplace for ideas, goods, services, and opportunities, according to the companys new CEO, Linda Yaccarino.Essentially, Twitter wants to become an app that can do far more than it ever has previously.She tweeted after the change: Its an exceptionally rare thing in life or in business that you get a second chance to make another big impression. Twitter made one massive impression and changed the way we communicate. Now, X will go further, transforming the global town square.For years, fans and critics alike have pushed Twitter to dream bigger, to innovate faster, and to fulfill our greater potential. X will do that and more. Weve already started to see X take shape over the past eight months through our rapid feature launches, but were just getting started.In China, WeChat is able to support everything from online food orders to bank transfers. It can be used to book flights and watch films and TV shows. Mr Musk is hoping Twitter can become something similar. Whether he will be able to succeed in creating such an internet phenomolith is a very different matter. If youve been living under a rock for the last two years (or have just taken a social media break), you might have some questions about Twitters 2023 rebrand. X Weve created this guide to explain everything you need to know about X, including what it is, whats changed and what happened to the bird app we knew and loved. X is essentially Twitter under a new name, app icon and colour scheme. The rebranding took effect in July 2023, shortly after Elon Musk acquired Twitter in October 2022. The app retains the same vertically scrolling timeline and emphasis on short text posts and thread-style interactions from its heyday. It also continues to to a key social platform for news outlets, politicians and celebrities. Advertisement While few features outright changed when Twitter transitioned to X, there have been a significant number of changes since Musk took the helm of the app both before and following the rebrand. Likes have been hidden, the block function no longer prevents users from viewing your posts and the blue check debacle means that users can now pay to appear verified. Musk also rebranded Twitter Blue to X Premium and expanded its features, offering users fewer ads, reply prioritisation, the ability to write and share Articles and access to Xs own Grok AI chatbot. The CEO has previously alluded to his goal to transform X into an everything app comparable to Chinas WeChat platform. As you can imagine, many users have not been happy with Musks increasing efforts to disable popular features and payroll others behind the X Premium banner. Others disagree with the X owners political beliefs and recent step into American politics as President-elect Donald Trumps Department of Government Efficiency (DOGE) co-lead and unofficial BFF. These factors have led to what many have referred to as a mass X-odus, causing huge download spikes for competitors like Bluesky, Mastodon and (very briefly) Instagram Threads. Advertisers X.AI and his kid X A-12; and he has said he wants to turn Twitter into X, the everything app. Now, hes finally doing something with the X.com domain he bought back from PayPal in 2017.X / Twitter CEO Linda Yaccarino will be on stage at this years Code Conference to discuss independent in 2021. However, whether or not the app can displace X remains unclear. The social network formerly known as X.com has officially adopted X.com for all its core systems. That means typing twitter.com in your browser will now redirect to Elon Musks favored domain, or should. At the time of publication, were seeing a mix of results depending upon browser choice and whether youre logged in or not.A message also now appears at the bottom of the X login page that reads, We are letting you know that we are changing our URL, but your privacy and data protection settings remain the same.The domain transition has been one of the more awkward aspects of Elon Musks move to rebrand the company. Although many aspects of X migrated to the new branding long ago including its official account, its mobile apps, and its X Premium (fka Blue) subscriptions the platforms URLs have remained twitter.com ever since Musk officially initiated the switch to X.The URLs started to change way back in August of last year, when some Verge staffers were able to copy X.com links from the share sheet inside Xs iOS app. The clumsy transition has been a gift to phishing attacks, said Brian Krebs last month.Musk has a long history with the x.com URL, launching a business under the name in 1999 that eventually merged with what would become PayPal. For this modern-day version of the company, Musk envisions that it will become a WeChat-like everything app.Maybe, but one things for sure: its not Twitter anymore.Follow topics and authors from this story to see more like this in your personalized homepage feed and to receive email updates.Jay PetersPosts from this author will be added to your daily email digest and your homepage feed.See All by Jay PetersThomas RickerPosts from this author will be added to your daily email digest and your homepage feed.See All by Thomas RickerPosts from this topic will be added to your daily email digest and your homepage feed.See All NewsPosts from this topic will be added to your daily email digest and your homepage feed.See All TechPosts from this topic will be added to your daily email digest and your homepage feed.See All Web Weve detected that JavaScript is disabled in this browser. Please enable JavaScript or switch to a supported browser to continue using x.com. You can see a list of supported browsers in our Help Center. Help Center X, formerly known as Twitter, has evolved into a dynamic microblogging platform that connects millions of users worldwide. Launched in 2006, it quickly became a go-to space for real-time information sharing, allowing users to express themselves through concise posts of up to 280 characters. With a user base exceeding 245 million daily active users, X has transformed the way people interact with news, celebrities, and each other. In this article, well dive into the key features of X, how to get started on the platform, and with effective strategies to grow your presence. Discover how to leverage X (Twitter) as a key part of your social media marketing strategy by reading below.X is a microblogging and social networking platform where users can connect and interact with each other through what was once called tweets, now referred to as posts. Originally, tweets were limited to 140 characters, but that limit has now been expanded to 280 characters, allowing for more expressive communication. Users can share a wide range of content, including text, images, videos, and links, making X a versatile space for personal expression and sharing information.Founded in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams, Twitter launched publicly in July of that year and quickly gained traction, becoming one of the most visited websites in the world. In October 2022, Elon Musk acquired the platform for \$44 billion, which led to significant changes, including its rebranding from Twitter to X in July 2023.In 2024, X continues to boast an impressive user base that continues to position the platform as a powerful tool for communication and engagement:245 million daily active users worldwide600 million monthly active usersOver 105.42 million users in the United States aloneXs popularity stems from several key factors that resonate with users worldwide:Real-Time Information Sharing: X allows users to stay updated on breaking news and live events as they happen, making it a go-to platform for instant information and discussions.Engagement with Celebrities and Public Figures: The presence of high-profile individuals on X attracts fans and creates a sense of community, enhancing the user experience through direct interactions.Concise Communication: With a character limit of 280, X encourages users to communicate clearly and succinctly, catering to the fast-paced nature of digital content consumption.Global Conversations: Hashtags enable users to participate in discussions on trending topics, fostering a sense of unity and shared experience among diverse audiences.Niche Topics: Thanks to its large global user base, X allows users to connect with others who share similar interests in real-time, making it easy to engage in conversations about niche topics.Ready to get started on X? Heres how to create your account.Visit x.com or Download the App: Start by going to the website or downloading the X app on your device.Click Sign Up: Look for the Sign Up button to begin the registration process.Enter Your Information: Fill in your name, phone number or email address, and date of birth.Choose a Password: Create a secure password for your account.Verify Your Account: Follow the instructions to verify your account via email or SMS.Select Your Interests: Choose topics that interest you to help customize your feed.Start Following Accounts: Begin following accounts that inspire you and explore the content they share.Once youve created your account, heres how to navigate the platform:Post: Share your thoughts, links, images, or videos within the 280-character limit.Follow Other Users: See their tweets in your feed for a more personalized experience.Engage with Content: Retweet, quote tweet, or like posts to interact with others.Use Hashtags: Join broader conversations by incorporating relevant hashtags.Direct Messages: Communicate privately with other users.X offers different features to enhance user experience and promote engagement. Here are some ways to connect with others on X:For You Tab: This personalized feed is tailored to your interests and the algorithm, showcasing posts from accounts you follow as well as those you dont.Following Tab: This feed displays posts exclusively from the accounts you follow, so you can see updates from your favorite users without distractions.Spaces: This live audio conversation feature allows users to host and participate in real-time discussions, with options to record sessions and schedule them in advance.Lists: Users can curate and organize accounts based on specific interests, creating personalized feeds that can be public or private, making it easier to access content from selected groups.Polls: Users can create interactive polls with multiple-choice options to gather opinions, with customizable durations and real-time results, making it a great tool for engagement.Bookmarks: This feature allows users to save tweets for later reference, providing a private way to organize and revisit content.Communities: Users can connect with others who share similar interests by joining or creating groups, with options for moderation and exclusive content sharing.X (Twitter) provides several metrics to help you analyze your marketing strategy. So you can make data-driven decisions to grow on the platform. The most common of these metrics on X (Twitter) are comments, reposts, likes, and views.Comments, or replies, are a key indicator of how engaged your audience is. They show how many times users have directly responded to your tweets.Why Comments Matter:They reflect active engagement and foster conversation.They provide valuable feedback and insight into user sentiment.Increased comments can boost your tweets visibility through more interaction.How to Improve Your Comment Metrics:Encourage responses by asking questions in your tweets.Foster ongoing discussions by responding to comments.Share content that sparks debate or invites differing opinions.RepostsReposts, formerly known as retweets, occur when users share your tweet with their own followers.Why Reposts Are Important:They help extend the reach of your content beyond your immediate followers.They act as endorsements from other users, enhancing credibility.They increase the chances of your content going viral.Strategies to Boost Reposts:Create shareable content, like infographics, statistics, or breaking news.Use relevant hashtags to make your tweets more discoverable.Encourage your followers to share by explicitly asking them to repost.Likes are a straightforward yet powerful metric that indicates how many users found your tweet appealing or agreeable.The Value of Likes:They provide a quick snapshot of your contents popularity.They contribute to your overall engagement rates.They can influence the algorithm, helping to show your content to more users.Tips for Increasing Likes:Share visually appealing content, such as images, videos, or GIFs.Post timely and relevant information that resonates with your audience.Use emotional appeals or humor when appropriate to connect with users.Views, also referred to as impressions, represent the number of times your tweet has been seen by users.Why Views Matter:They measure the overall reach of your content.They help you understand the potential size of your audience.They are useful for calculating engagement rates (engagement/views).Ways to Maximize Your View Counts:Post during peak activity times when your audience is most active.Use trending hashtags to increase the visibility of your tweets.Engage with other popular accounts in your niche to tap into their audience.While each metric provides valuable insights individually, analyzing these metrics together provides a more comprehensive understanding of your performance on the platform. Here are some examples of X (Twitter) metric combinations, and what they may mean for your X (Twitter) marketing strategy and growth.Twitter Metrics CombinationWhat it May MeanHigh Views, Low EngagementContent is reaching users but not resonatingHigh Comments, Low RepostsContent sparks discussion but isnt widely sharedHigh Likes, Low CommentsContent is appreciated but doesnt prompt conversationHigh Reposts, Low ViewsContent is popular in niche communitiesTo get the most out of your Twitter metrics, consider creating a dashboard that displays these combinations side by side. This allows you to:Identify trends over timeSpot correlations between different metricsQuickly assess the overall health of your Twitter strategyIf you want to grow your presence on X, here are some tips and strategies to keep in mind:Post Consistently: Keep a regular posting schedule to stay visible and relevant in your audiences feed.Engage with Others: Join conversations and interact with your followers. Responding to comments and participating in discussions can help build a community around your profile.Share Valuable Content: Focus on providing insights, tips, or entertaining content that your audience will appreciate. The more value you offer, the more likely people are to engage with your posts.Utilize Analytics: Take advantage of performance metrics to gain a better understanding of your audience. This data can help you tailor your content to what resonates most with your followers.Collaborate: Consider partnering with other users, influencers, or brands for cross-promotion. Collaborations can introduce you to new audiences and enhance your credibility.Run Contests or Promotions: Encourage engagement by running interactive campaigns, such as contests or giveaways. These can generate excitement and motivate your followers to participate and share your content.Create Compelling Content: Share engaging tweets that resonate with your audience.Use Strategic Hashtags: Enhance visibility by using relevant hashtags.Run Advertising Campaigns: Utilize Xs advertising options to reach a broader audience.Participate in Trending Conversations: Stay relevant by joining discussions pertinent to your industry.X faces competition from several emerging and established platforms, particularly with its recent changes, each with unique features and user base. Here are some of the most prominent X (Twitter) competitors:Threads: Metas text-based app integrated with Instagram, rapidly growing to over 100 million users.Bluesky: A decentralized network emphasizing user data ownership and control.Mastodon: An open-source, decentralized platform with customizable servers.Reddit: A discussion-based platform with strong niche communities and user-generated content.LinkedIn: A professional networking platform with over 900 million members.Facebook: A general social network with over 3 billion monthly active users.Despite this competition, X maintains a unique position in the social media landscape. Thanks to its combination of real-time information sharing, influential users, and open dialogue it continues to set itself apart in the social media ecosystem.Social Media Summer School by MetricoolA free, 4-week course to kickstart your social media career this AugustGet step-by-step training and live expert sessions to launch your social media career this August.Reserve Your Spot for FreeTwitter's famous blue bird is dead; on July 23, Elon Musk decided to rebrand the social network simply as X, and we're frankly still getting used to it.But why, exactly, is your Twitter app now a mysterious, confusing X? What other changes (or catastrophic blunders) does Elon Musk have in the pipeline? And what metaphorical rugs will be pulled from beneath our feet next?The change from Twitter to X is more than just a knee-jerk rebrand, even if it feels that way. It's already changing the way Twitter works, and Elon Musk has laid out a grand vision that could see it become more like an 'everything' app in the vein of China's WeChat.You may like 'Whether that's actually feasible in reality is another matter, but for now Twitter is changing more than just its name. Here are the changes that X has delivered beyond a new logo, and where it's likely to go next. Hold on, this could be a rocky ride...Twitter's abrupt rebrand to X came out of the blue on July 23, causing widespread confusion among its 240 million global users. But the reasons, which Elon Musk had hinted at last year, eventually came to the surface.The most succinct explanation came from Musk himself in the Tweet (or is that Xee?) below. In it, he explains that X Corp (the company formerly known as Twitter) bought the social network "as an accelerator for X, the everything app."As Twitter moves towards that lofty goal, Musk says the Twitter name no longer makes sense particularly with X Corp planning to add "the ability to conduct your entire financial world" on the app "in the months to come".Sign up for breaking news, reviews, opinion, top tech deals, and more.(Image credit: Future)While Twitter's rebrand to X was more abrupt and, frankly, amateurish than anyone had expected, Musk previously hinted at the plans above in a Tweet (as they were known then) on October 4, 2022. In it, he stated simply that "buying Twitter is an accelerator to creating X, the everything app".Given that Musk is known for making outlandish statements, those claims were understandably treated with skepticism and Twitter carried on in blissful ignorance, while absorbing some wild changes that ranged from scrapping legacy blue checkmarks to the overnight introduction of rate limits.(Image credit: Twitter)But now Twitter has been given its most visible changes so far. The mobile app icons for iOS and Android are now X, while the browser version carries the same branding (despite still being at the usual twitter.com URL). Tweetdeck, the popular Twitter dashboard program, is now called XPro. Fujifilm could have some reservations about the name, considering its long-running X-Pro series.All of these changes are pretty head-spinning, so here's a breakdown of everything that's changed on Twitter beyond its name and logo.What's new in X?The X app and website are still, on the surface, effectively Twitter in more boring clothes. It's still a horribly addictive place to spout opinions, observe flame wars, and get your hit of the latest news, memes and weird viral trends. But under the hood, there is almost constant change. Also, Elon Musk has turned Twitter's old verification system on its head. As you can see from X's official list of changes by month, there have been dozens of changes since November 2022. That's not including all of the many under-the-hood algorithm tweaks.Most recently, on July 25, X Blue subscribers (who pay from \$8 / 9.60 / AUS13 per month or \$84 / 100.80 / AUS135 per year), were given the ability to download videos from X (below). Hilariously, subscribers have also given the option to hide their blue verification ticks, suggesting that the ticks are far from a badge of honor.(Image credit: Future)This followed a sudden surge in revenue payouts to X Blue subscribers from July 13, which started rewarding some content creators based on the ad revenue created in replies to viral tweets.There have also been big bumps on the road to X. On July 1, rate limits were temporarily introduced on the site to "address extreme levels of data scraping and system manipulation", according to Elon Musk. This limited the number posts you could read in a day, but has since been eased.Perhaps the biggest change that Elon Musk's Twitter takeover, and the X rebrand, has delivered is a complete upending of the social network's verification system. Previously, verification was a way to guarantee the authenticity of an accounts that were "notable and active", because it was subject to internal approval.Fittingly, that all changed on April 1, when verification became a reward for paying Twitter's subscription fee. This sparked a wave of impersonations on Twitter, undermining overall trust in the platform and seemingly contributing to a loss of almost half of the social network's advertising revenue. Overall, Elon Musk has turned Twitter into something of a circus, and the X rebrand is just another bump on that ride. Even though the changes have been more devastating than we thought, they might pale in comparison to what's coming next...What's coming to X next?Elon Musk has been pretty clear that he wants X, or what was formerly Twitter, to become "the everything app". But what does that mean? The closest example is WeChat in China, which combines instant messaging, social media and mobile payments in one app. WeChat currently has over a billion monthly active users. Whether or not it's possible to create a WeChat rival outside China remains to be seen, but it's likely to be extremely difficult. For a start, there are antitrust laws in the US that clamp down on monopolies, as Amazon is currently discovering with the FTC (even if it seems likely that Amazon will escape calls for it to be broken up). But Elon Musk and X Corp are certainly going to try to turn X into an equivalent of WeChat. During the rebrand, Musk said: "In the months to come, we will add comprehensive communications and the ability to conduct your entire financial world."(Image credit: Future)On August 3, Semafor reported that Musk has sent out calls to fintech giants requesting quotes to build a real-time investment platform on the rebranded Twitter. Despite these reports that a stock-trading option could soon arrive on X, Elon Musk denied there was anything in it, stating that "no work is being done on this to the best of my knowledge."Still, taking on the likes of Robinhood and eToro seems certain to be in X's future. Back in April, eToro partnered with Twitter to let users instantly see prices for a wide range of stocks and cryptocurrencies, and a spokesperson for the 'social trading' platform told Semafor that "X is an increasingly important part of the DIY investing community".So, if your were hoping that Twitter's Dogecoin incident in April, which saw Elon Musk change the site's logo to a shiba inu, was a one-off, brace yourself for more of the same.Elon Musk wants X to be as much a financial heavyweight as it is a political one, and that means trading, cryptocurrencies, and more are likely to be sitting alongside its memes very soon. How many people are willing to trust X with their credit card details and financial information, though, is another matter.

Clean pavement. Clean stone walkway. Clean paving slabs. Clean paving stones.

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