

What a Difference a Month Makes

AOC, the most talked about person in national politics and the face of a new generation, has chosen her platform as Vanity Fair has billed her as “Trump’s worst Twitter enemy.”

Citron has correctly predicted every swing in TWTR's share price over the past 2 years.

We recently put out negative commentary based on a report from Amnesty International which criticized Twitter as a platform enabling the abuse of women and minorities.

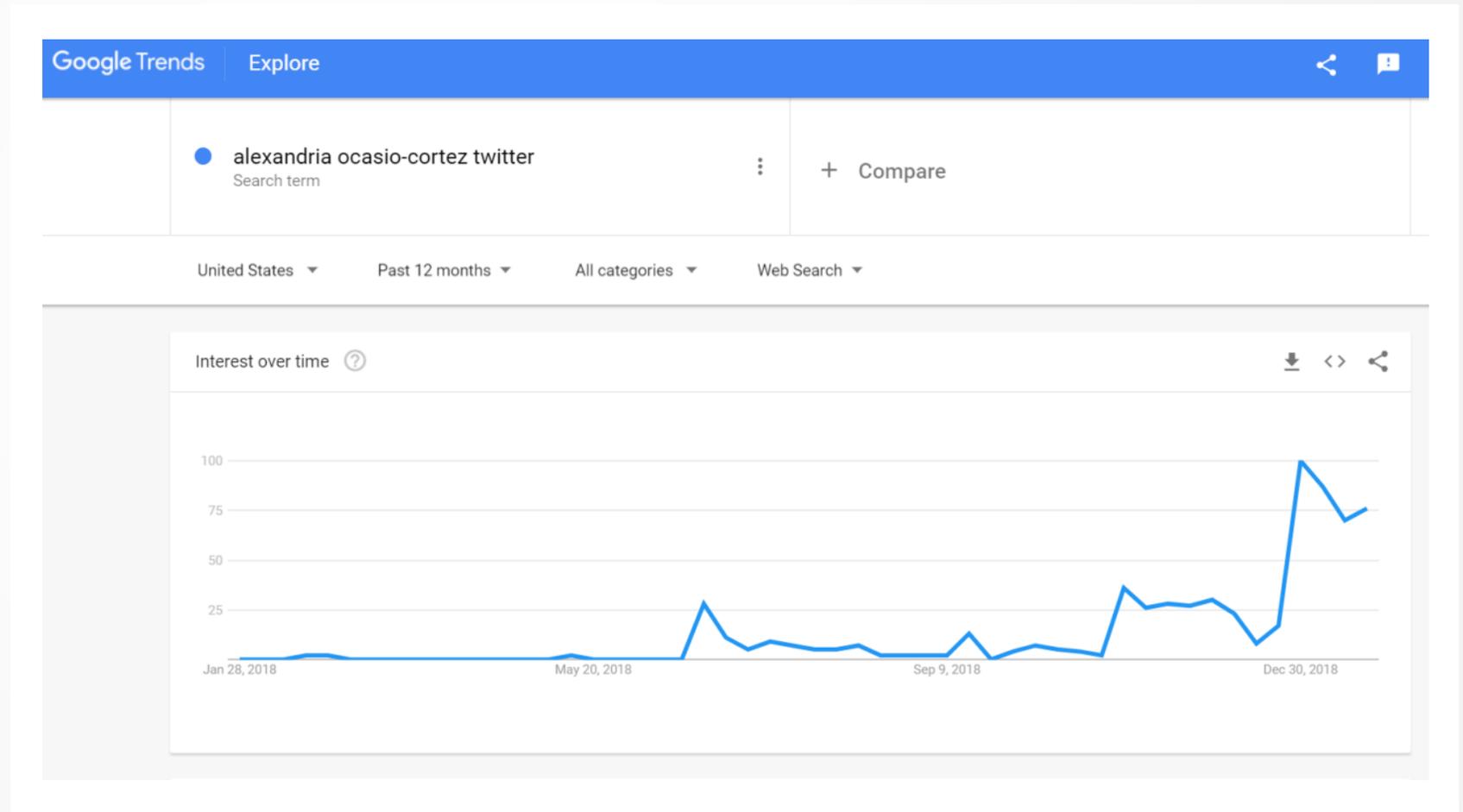
However, a lot has changed in a month. As if an angel was looking over Jack Dorsey's shoulder – enter Alexandria Ocasio-Cortez, also referred to by as “AOC”.

The “anti-Trump” has adopted Twitter as her medium of choice and will bring a new generation of users with open minds on the platform.

More importantly, it will keep Twitter the idea leader for the next presidential election. The rise of Ms. Cortez on Twitter is exactly what the platform needed.

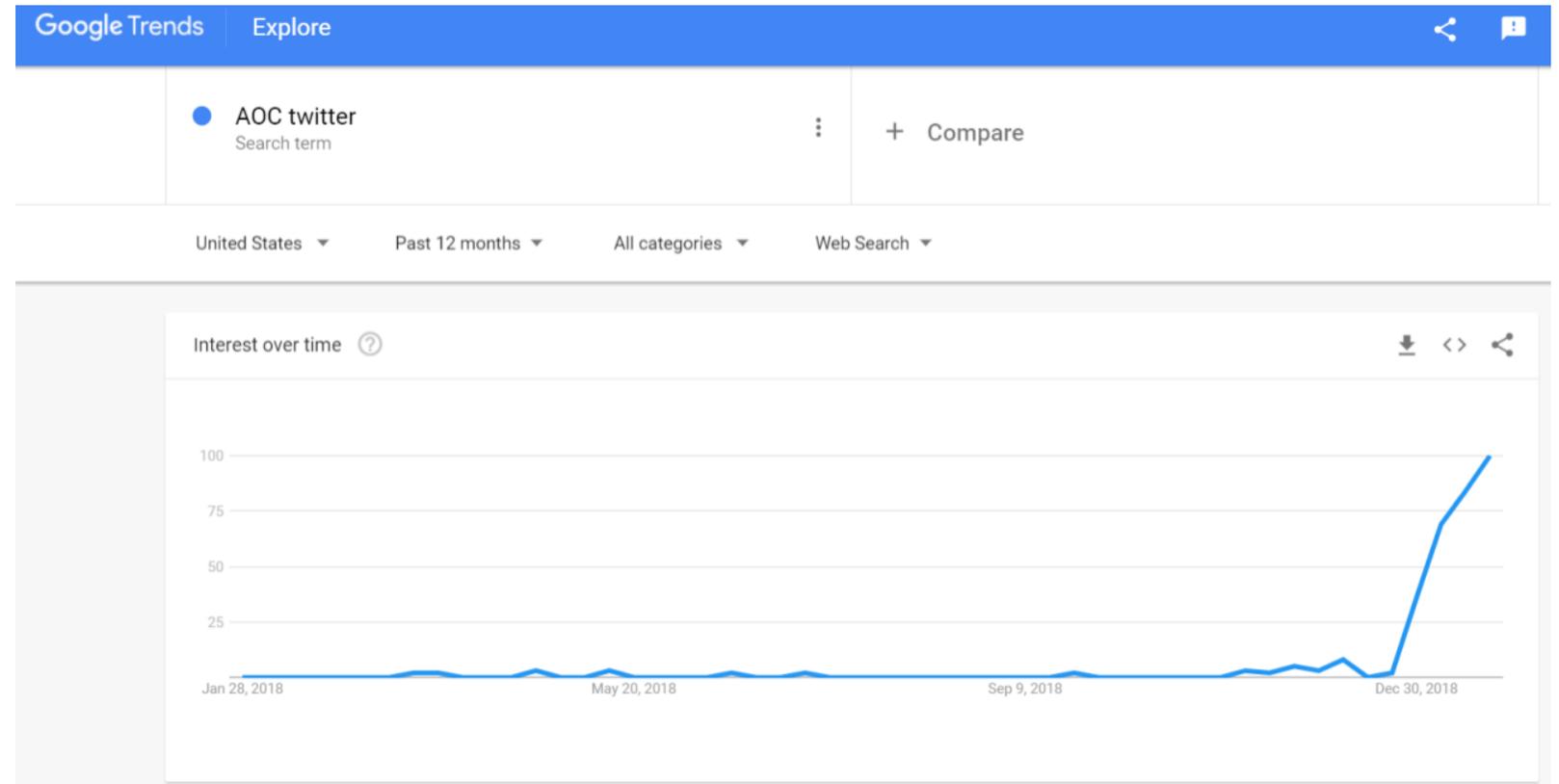
The Charts Don't Lie

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I don't need **Amnesty International.**
I stand up for myself.

Based on a recent survey by the UMass Lowell Center for Public Opinion, 68% of millennials said President Trump tweets too much. As a result, Twitter got a low approval rating with only 37% of millennials saying they view the social media platform favorably.

<https://www.uml.edu/news/press-releases/2019/millennialpollrelease.aspx>

In the same month that this survey was published that showed millennials viewed Twitter unfavorably, C-SPAN's communications director, Howard Mortman, commented that AOC made C-SPAN history becoming one of C-SPAN's most-watched congressional floor speeches of all time when a video of her speech from the House floor went viral on Twitter.



Howard Mortman
@HowardMortman



In just over 12 hours C-SPAN tweet of @RepAOC floor remarks last nite have become most-viewed twitter video by @cspan of any remarks by a member of House either party. 1.16M
twitter.com/cspan/status/1...

It was reported by Axios that AOC now has more Twitter power than any politician or media organization with the exception of President Trump.

From the date of Citron's critical report in mid-December, Axios has reported that Ocasio-Cortez generated 14 million interactions (retweets plus likes), twice as many as Sen. Kamala Harris, and almost six times as many as Speaker Nancy Pelosi and Sen. Chuck Schumer. To give you a sense of scale, CNN generated only 3 million interactions in the interval.

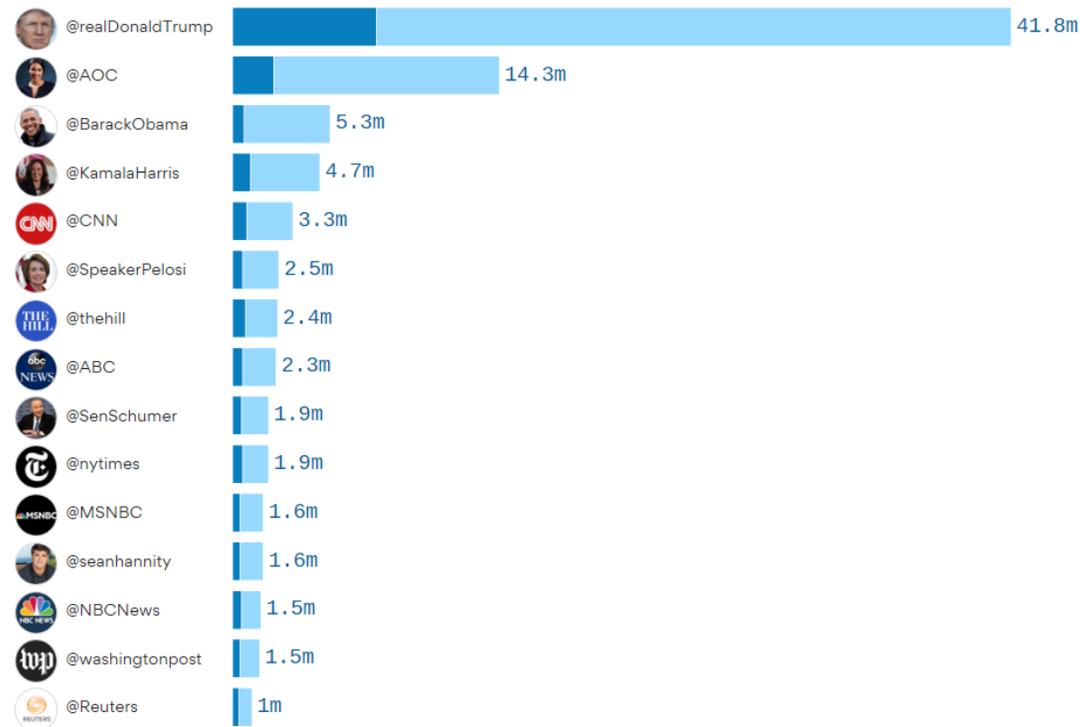
Over the last month, AOC generated more Twitter interactions than the six most prolific news organizations (e.g., CNN, ABC, NBC) combined.

The AOC Twitter phenomenon is stronger than any report from Amnesty International or any survey that shows millennials have lost interest in Twitter.

Alexandria Ocasio-Cortez has more Twitter power than media, establishment

Total interactions on Twitter

Dec. 17, 2018 to Jan. 17, 2019 ■ Retweets ■ Likes



Earlier this month, AOC even lead a crash course on how to use Twitter for fellow Democrats to show how social media can be “an effective tool” to connect with Americans.

An anonymous House Democrat has criticized AOC’s prolific use of social media: “Does she want to be an effective legislator or just continue being a Twitter star?”

Alexandria Ocasio-Cortez @AOC

Class was in session this morning! I was thrilled to offer some insights on Twitter and social media to my. colleagues this morning.

Now Majority @WhipClyburn is teaching me what all the bells mean in the Capitol 😂

Ted Lieu @tedlieu
With @AOC, @RepDebDingell, @jahimes, @davidcicilline, @RepCartwright & @Twitter representatives at training session on Twitter for Democratic Members of Congress.

6:20 AM - 17 Jan 2019

4,834 Retweets 53,469 Likes

1.9K 4.8K 53K

Twitter has always been a platform to express thoughts.

This particularly became the case once President Trump became elected and he made Twitter into his soapbox.

Due to Trump's frequent tweeting, Twitter has been running the risk of isolating a generation and the other side of the political spectrum.

Though the Amnesty International report is disturbing, the engagement of AOC on the Twitter platform is even more encouraging. This has nothing to do with politics. This has to do with the platform.

Conclusion

Citron is not making a valuation call or telling investors to run out and buy Twitter stock. We are simply expressing when a story has meaningfully changed. AOC should stabilize the MAU of Twitter and more importantly bring in a new generation of Twitter users. Just as the platform was under fire, like an angel AOC landed on the platform to represent a woman who is strong, confident, and has used the platform to stand up for herself and engage with her constituents.

Although it is difficult to put a terminal value on the company when the world is going to end in 12 years.



Cautious Investing to All

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