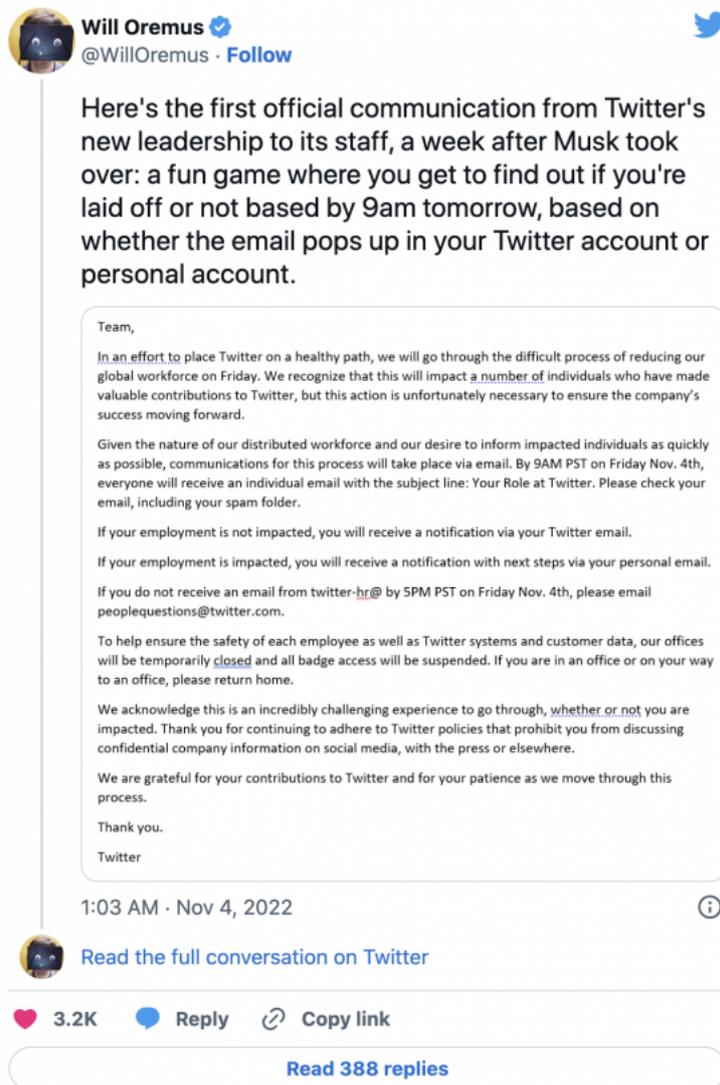


Funding the Future

To Twitter or not?

Published: January 13, 2026, 7:36 am

It seems Elon Musk has bought a company for \$44 billion despite thinking it fundamentally unsound, and with about 50% excess staff. That company is Twitter. This Tweet has the details of the staff cull to come:



Will Oremus 
@WillOremus · [Follow](#) 

Here's the first official communication from Twitter's new leadership to its staff, a week after Musk took over: a fun game where you get to find out if you're laid off or not based by 9am tomorrow, based on whether the email pops up in your Twitter account or personal account.

Team,

In an effort to place Twitter on a healthy path, we will go through the difficult process of reducing our global workforce on Friday. We recognize that this will impact a number of individuals who have made valuable contributions to Twitter, but this action is unfortunately necessary to ensure the company's success moving forward.

Given the nature of our distributed workforce and our desire to inform impacted individuals as quickly as possible, communications for this process will take place via email. By 9AM PST on Friday Nov. 4th, everyone will receive an individual email with the subject line: Your Role at Twitter. Please check your email, including your spam folder.

If your employment is not impacted, you will receive a notification via your Twitter email.

If your employment is impacted, you will receive a notification with next steps via your personal email.

If you do not receive an email from twitter-hr@ by 5PM PST on Friday Nov. 4th, please email peoplequestions@twitter.com.

To help ensure the safety of each employee as well as Twitter systems and customer data, our offices will be temporarily closed and all badge access will be suspended. If you are in an office or on your way to an office, please return home.

We acknowledge this is an incredibly challenging experience to go through, whether or not you are impacted. Thank you for continuing to adhere to Twitter policies that prohibit you from discussing confidential company information on social media, with the press or elsewhere.

We are grateful for your contributions to Twitter and for your patience as we move through this process.

Thank you.

Twitter

1:03 AM · Nov 4, 2022 

[Read the full conversation on Twitter](#)

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This is extraordinary. Twitter is a people and not a tech business. Let's be honest, the

tech is not that impressive except for its scale.

Everything else is about people. The people who run it, for sure. The people who write the content, most certainly. And the fact that advertisers think they are worth directing comment at, which I simply ignore.

But what it is not about is tech engineering.

Nor is it about unregulated spaces, where those advertisers definitely do not want to appear.

Will Musk's incomprehension first cull Twitter and then his financial empire? I fear it will.

I will regret losing Twitter if that happens: it has overall been a force for good. But I wonder how long it can survive.

I think the fall may be very quick. The advertisers will kill it by pulling out.

I am waiting to see what happens to decide my own next step.