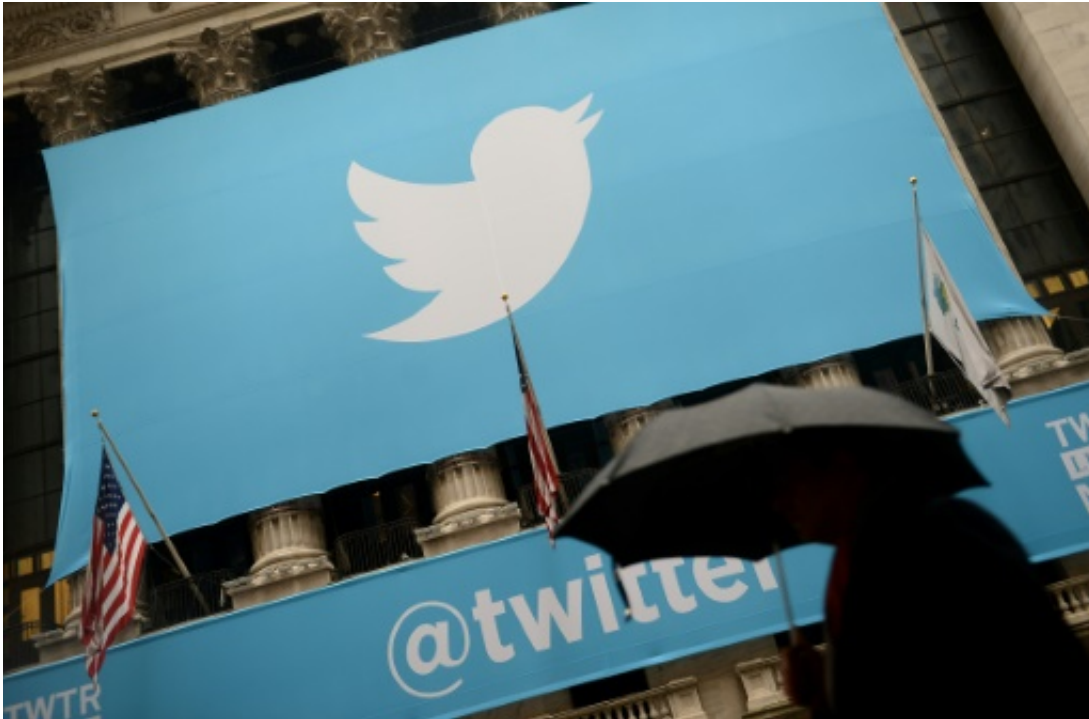


Twitter an awkward child as it turns 10

March 18 2016, by Glenn Chapman



Twitter's woes include a slump in its stock price to all-time lows this year—down nearly half from its 2013 stock market debut—and ongoing losses, even as its revenue grows

As Twitter marks its 10th birthday Monday, it is somewhat of an awkward child—having become a powerful communication tool but still struggling to win users and reach profitability.

Since making a star-quality entrance a decade ago, Twitter has become a must-have tool for journalists, activists and celebrities but has struggled

to show it can expand beyond its devoted "twitterati" to become a mainstream hit.

While Internet lovers might have trouble envisioning life without Twitter, the San Francisco-based company has seen its stock tank, a [chief executive](#) leave, and its staff cut.

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Twitter's base of monthly active users remained stuck at 320 million at the end of 2015. While that is a big accomplishment, Twitter has failed to keep pace with fast-growing rivals and to expand beyond its base.

The troubles have forced Twitter to bring back co-founder Jack Dorsey as chief executive, but that has not stemmed rumors about a possible buyout or merger.

"It's not dead yet," independent analyst Rob Enderle of the Enderle Group said of Twitter.



March 2006: Twitter co-founder Jack Dorsey (@jack) sent the first tweet, an automated message saying "just setting up my twttr" and later the same day, he sent the first live tweet, "inviting coworkers"

April 2008: US university student James Buck (@jamesbuck) got off a one-word tweet "Arrested" after being taken into custody by Egyptian authorities at an anti-government protest in that country. In what is seen as an early demonstration of the power of Twitter to rally people to a cause, the resulting outcry prompted authorities to quickly restore his liberty. He proclaimed his release in a tweet reading "Free."

January 2009: "There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy." Latvian-American Janis Kums (@jkrums) delivers news of a US Airways jet that crash-landed on the Hudson River in New York, breaking the story ahead of mainstream media outlets.

May 2009: The first tweet from space from astronaut Mike Massimino (@astro_mike): "From orbit: Launch was awesome!! I am feeling great, working hard, & enjoying the magnificent views, the adventure of a lifetime has begun!"

2011: The #ArabSpring hashtag takes hold on Twitter, underscoring the importance of the messaging platform in pro-democracy uprisings starting in Tunisia.

May 2011: "Helicopter hovering above Abbottabad at 1AM (is a rare event)." IT consultant Sohaib Athar (@ReallyVirtual) unknowingly tweets about US Navy Seals raiding a nearby home in Pakistan where Osama bin Laden was hiding. Bin Laden was killed during the operation.

November 2012: President Barack Obama (@BarackObama) tweets "Four more years" to proclaim his re-election victory along with a picture of him and his wife, Michelle, hugging. The post was the most shared tweet at that time.

December 2012: Pope Benedict XVI launched the first papal Twitter account (@pontifex), which was continued by his successor, Pope Francis. The first message was "Dear friends, I am pleased to get in touch with you through Twitter. Thank you for your generous response. I bless all of you from my heart."

March 2014: A picture tweeted live from the Oscars ceremony by Ellen DeGeneres (@TheEllenShow) with Jennifer Lawrence, Brad Pitt and taken by Bradley Cooper is retweeted more than three million times, a record: "If only Bradley's arm was longer. Best photo ever. #oscars"

June 2014: The Central Intelligence Agency (@cia) shows a sense of humor: "We can neither confirm nor deny that this is our first tweet."

June 2015: Caitlyn Jenner (@Caitlyn_Jenner) makes her new transgender identity public: "I'm so happy after such a long struggle to be living my true self. Welcome to the world Caitlyn. Can't wait for you to get to know her/me." The message is retweeted more than 250,000 times.

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