Adweek Together: Connecting Marketers With Consumers

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In an era of in-person social distancing, social media platforms are playing an even greater role in providing social activity to entertain and inform. For Twitter’s nearly 166 million daily active users, it also means an opportunity for marketers to reach customers wherever they are.

Sarah Personette, VP of global client solutions for Twitter, joins us today to talk about what the social platform has learned so far.

Adweek Together is a daily live discussion at noon ET, hosted by our editors along with the leaders of the companies we cover, seeking guidance, solutions and information—together. For inquiries and feedback, email us at adweektogether@adweek.com.

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