Elon Musk has discussed putting all of Twitter behind a paywall



If Friday brought massive layoffs to Twitter, Monday brought fresh evidence that the company will never be the same. Musk has discussed putting the entire site behind a paywall, **Platformer** has learned. Meanwhile, the company is scrambling to lure back employees who it laid off mere hours ago, and some workers say the economics behind its soon-to-relaunch Twitter Blue subscription could actually lose the company money.

All of this took place against the backdrop of a company that still has yet to hear anything official from Musk, via email or a companywide meeting. As Monday began, after losing thousands of their colleagues days earlier, many employees didn’t know who their managers are.

Meanwhile, Musk’s increasingly erratic leadership, coupled with his habit of tweeting in eye-watering bad taste, gave many current and former employees I spoke with a sinking

feeling about the future of their company.

Today let’s talk a bit more about how the company botched its layoff process, what happened inside Twitter on Monday, and what that paywall might look like.

a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a:hover]:shadow-highlight-franklin dark:[&>a]:shadow-underline-white md:text-30″>II. The two Twitters

As today began at Twitter, there were essentially two groups at the company, one employee told me: those working on projects that Musk has been deeply involved in, such as the revamped Twitter Blue subscription, and everyone else.

“The couple of teams that are on his pet projects are doing 20-hour days,” one employee told me. “But the majority of the company is kind of just sitting around. No chain of command, no priorities, no organization chart, and in many cases, no idea who your manager or team is.”

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To learn what they are supposed to do, employees looked to some unusual sources. After a number of celebrities and high-profile accounts began to impersonate him, Musk announced a new policy, via a tweet, that anyone found impersonating someone else would be permanently banned without warning. That was news to what remains of Twitter’s policy team, I’m told, and afterward some employees began discussing how to implement Musk’s edict.

Meanwhile, the health team was told to listen to Musk adviser David Sacks’ podcast for insights into why they had just lost

half their colleagues, according to a former employee. Sacks, a venture capitalist who has been helping to manage the Musk transition, co-hosts the “All-In” podcast with fellow Twitter adviser Jason Calacanis and VC Chamath Palihapitiya.

“The most recent podcast covers the current layoffs happening across tech and provides some insight into why this is happening/necessary,” a vice president told employees. “I think it is worth listening to in order to understand the macro environment we are operating in.”

Most employees were more interested in their health benefits, which had suddenly become a question mark. The company’s open-enrollment period was supposed to begin today, according to its global calendar, but no information was available in the company’s human-resources system. Employees posted several questions about benefits inside Slack today, but all went unanswered by management.