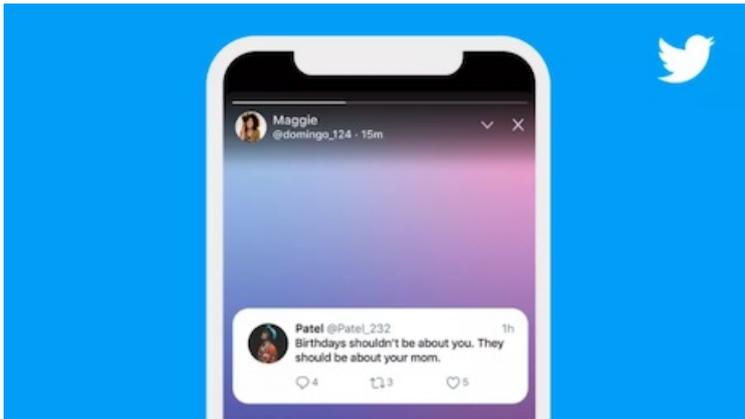


MARKETING

Twitter debuts disappearing Fleets in bid to boost engagement

November 17, 2020



Similar to Snapchats and Instagram Stories, Fleets disappear after 24 hours. Image credit: Twitter

By LUXURY DAILY NEWS SERVICE

Twitter is expanding a new ephemeral media to users worldwide, as the social media platform continues to experiment with new ways to promote user engagement.

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Dubbed Fleets, the format allows users to share text, reactions to tweets, videos and more for a 24-hour period, akin to Snapchat and Instagram Stories. While Twitter has 330 million monthly active users, many luxury brands on the platform do not see the same engagement on the platform as they do elsewhere.

Fleeting tweets

Now rolling out to all users of Twitter's mobile application, Fleets can be viewed at the top of timelines in a row of bubbles. Users can also tap individual profile pictures to view any Fleets posted in the last 24 hours.

Twitter believes the disappearing media may encourage users to share more "personal or casual" thoughts without the pressure of the permanence of a traditional tweet. However, it may also become another avenue to spread misinformation and harassment a persistent issue all social media networks are combating with varying degrees of success.

That thing you didn't Tweet but wanted to but didn't but got so close but then were like nah.

We have a place for that now Fleets!

Rolling out to everyone starting today. pic.twitter.com/auQAHXZMfH

Twitter (@Twitter) November 17, 2020

Twitter piloted Fleets in several markets before the global launch

Fleets is nearly identical to Instagram Stories, itself an ephemeral format inspired by Snapchat.

Instagram Stories debuted in 2016, and have become indispensable in digital marketing despite any initial apprehensions.

According to a recent survey from Tribe Dynamics, 78 percent of brands said Instagram Stories had very significantly impacted influencer content about their brand. Per the survey of more than 60 brands and 250 influencers, 88 percent of influencers regularly use Instagram Stories (see story).

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