

## Twitter x SG Govt Partnership Announcement

### Target: End June

**EMBARGOED UNTIL 9:30 AM SGT, FRIDAY 2 JULY 2021**



### **Twitter partners with the Singapore Government to fuel the nation's post-pandemic growth and innovation**

*Initiatives include digital upskilling, digital literacy and COVID-19 communications*

**Singapore, 2 July 2021** - Twitter is announcing today a comprehensive suite of initiatives with the Government of Singapore to support the nation's growth ambitions towards digitalisation since the COVID-19 outbreak.

The initiatives are part of the very first year-long partnership between Twitter and the Singapore Government which began in the second quarter of 2021 and will carry on through the remainder of 2021. The comprehensive partnership covers three key pillars:

- Enhancing and upskilling Singapore's workforce;
- Promoting and strengthening Internet safety and digital literacy among Singaporeans; and
- Supporting the Government's COVID-19 communications on Twitter.

The partnership marks Twitter's latest commitment to Singapore, where its [Asia Pacific headquarters](#) are located, since the office opened in 2015. Last February, Twitter established its [first APAC Engineering Centre](#) in Singapore as part of its efforts to bring engineering capabilities closer to fast-growing audience markets in the Asia Pacific region, and later appointed [home-grown talent, Silvanus Lee](#), as Director of the Centre. It has since expanded rapidly towards its 65 technical talent hiring goal, with teams of engineers and data scientists working on Twitter's core product experience and global expansion.

#### ***Upskilling Singapore's Workforce***

To build upon Singapore's existing technical competencies and the nation state's [growing demand](#) for a skilled digital workforce, Twitter will be working with Institutes of Higher Learning (IHLs), as well as a number of government agencies, to develop a series of virtual immersion programmes to introduce current students, recent graduates and mid-career individuals to a range of digital skills and career opportunities in technology.

While Singapore has experienced [digital acceleration](#) since the COVID-19 outbreak, there is a need to continue [closing the digital divide](#) that has widened in many communities over the past year. To that end, Twitter is offering *all* Singaporeans free access to [Twitter Flight School](#), a comprehensive digital marketing education programme which equips *everyone* - regardless of background - with "Twitter marketing essentials" from insights analysis, creative design to digital campaign management.

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The programme has been soft launched in Q2 2021 via six IHLs and three government agencies in Singapore, and Twitter is committed to offering an *unlimited* number of slots in partnership with IHLs and relevant institutions for students and professionals wanting to boost their digital competitiveness.

Beyond the public education programme, Twitter is also launching specific career development opportunities tailored to women and mid-career professionals looking to break into the technology sector. These include the following two programmes over the coming months:

- **#DevelopHER:** a two-day virtual immersion programme introducing around 40 female computer science or engineering students to Twitter's engineering work in the region. Participants will be divided into small groups to work on coding challenges, attend technical workshops and mentorship sessions with Twitter's engineers.
- **Twitter Career Roadshow:** held in tandem with the SkillsFuture Month, Twitter will invite 200 individuals to connect directly with Twitter employees to network and seek technical advice on how to transition into the technology sector. The programme is co-designed by Twitter and [SkillsFuture Singapore \(SSG\)](#) to address the jobs and skills needs shared by participants, and share information on the relevant SkillsFuture initiatives and support that they can tap on.

### ***Improving Digital Literacy and Internet Safety***

With the prevalence of misinformation online, as well as the permeation of digital across all aspects of life, Twitter has been working with the Singapore Government and civil society stakeholders to promote literacy and Internet safety about issues such as mental health and combating violent extremism. As of June 2021, nearly 7,000 Singaporean youths have learned about digital literacy best practices and online safety tips via Twitter's partnerships with IHLs and local non-profit organisations.

Twitter is also committed to supporting the [Infocomm Media Development Authority](#) (IMDA)'s [Digital for Life movement](#) via informational toolkits and community outreach sessions to share digital literacy best practices and safety tips for people on Twitter.

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MediaLiteracyCouncil ✓  
@MLCSingapore

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We had a great conversation with @TwitterSG yesterday to celebrate #SaferInternetDay , where we shared tips and resources for everyone to #BeSafe, as well as #BeSmart and #BeKind when online. If you missed it, you can check it out 📌 !

 Twitter Singapore ✓ @TwitterSG · Feb 9  
 @MLCSingapore, you there?

2:55 PM · Feb 10, 2021 · Twitter Web App

*Twitter has partnered with Media Literacy Council of Singapore to promote digital literacy and online safety tips*

Embedding Tweet link: <https://twitter.com/MLCSingapore/status/1359395579499978754>

“Twitter’s purpose is to serve the public conversation. Digital literacy is a core component of a healthy and safe public conversation and is a core commitment of our philanthropic work at Twitter,” said **Amanda Ang, Head of Public Policy Singapore at Twitter**. “We are committed to redoubling our efforts to promote responsible digital citizenship, including via this partnership with the Singapore Government. These efforts are aligned with Twitter’s commitment to a safe, secure and Open Internet.”

“In the face of the pandemic, Singapore remains committed to building a diverse tech ecosystem and an inclusive digital economy. With the support of trusted partners like Twitter, we continue to invest in our people’s digital literacy and skills, and connect them to emerging job opportunities such as digital marketing and software engineering,” said **Ang Chin Tah, Senior Vice President of Digital Industry Singapore (DISG)**.

### **Promoting COVID-19 Updates on Twitter**

Twitter is committed to supporting the Government in ensuring Singaporeans have easy access to accurate and timely COVID-19 updates from credible sources, including key government agencies, via the [COVID-19 live event page](#) and [notification prompt](#).

To drive awareness and take-up of the COVID-19 vaccination, Twitter has extended its [#vaccinated](#) emoji to the [#IGotMyShotSG](#) hashtag, and supported the [Ministry of Communications and Information](#) with a pro bono grant to promote latest updates on the vaccination programme.

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Singapore Government ✓  
@govsingapore

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Have you been vaccinated?

@TwitterSG will add a 🙌 emoji every time you use the hashtag #igotmyshotsg 🙌 .

V is for victory over COVID-19! Try it after getting your shot.

9:16 AM · Jul 1, 2021 · Twitter Web App

A 🙌 sign will automatically appear when you Tweet “#IGotMyShotSG”

Embedding Tweet link: <https://twitter.com/govsingapore/status/1410406870531989510>

“This partnership with the Singapore Government is a testament to our continued commitment to Singapore both as a regional business hub and a global digital talent pool,” said **Yu Sasamoto, Vice President of Twitter JAPAC**. “We welcome the opportunity to work with the Government and the wider community to support Singaporeans in these transitory times and help them acquire the digital skills they need for the future of work and play.”

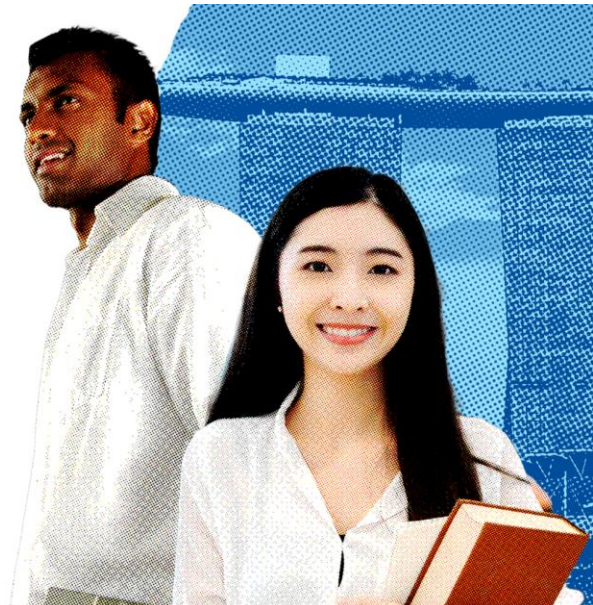
To learn more or sign up for any upcoming events, please visit:

<https://twitterxgovsg2021.splashthat.com/> and follow [@TwitterSG](https://twitter.com/TwitterSG) for the latest updates.



### Twitter x Government of Singapore 2021 Partnership

Your one-stop hub for the latest updates on initiatives launched as part of Twitter's year-long partnership with the Singapore Government.



Visit <https://twitterxgovsg2021.splashthat.com/> for more details

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#### About Twitter, Inc.

Twitter (NYSE: TWTR) is what's happening and what people are talking about right now. To learn more, visit [about.twitter.com](https://about.twitter.com) and follow [@Twitter](https://twitter.com/Twitter). Let's talk.

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### **About SkillsFuture Month 2021**

SkillsFuture Month 2021 is a 6-week long event by SkillsFuture Singapore that brings an exciting myriad of jobs and skills-related events and learning activities for individuals from all walks of life to participate and discover how they can upskill and reskill themselves to enhance their employment and employability.

### **For further information, please contact:**

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