

# What Does Twitter's Ban on Political Ads Mean for Platform Governance? | Centre for International Governance Innovation

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Twitter CEO Jack Dorsey, accompanied by Facebook COO Sheryl Sandberg, testify before the Senate Intelligence Committee in Washington on September 5, 2018. (AP Photo/Jose Luis Magana)

On October 30, 2019, Jack Dorsey, Twitter's chief executive, announced [in a tweet](#) that his platform would ban all political advertising. In the thread that followed, he wrote that "political message reach should be earned, not bought," and recognized the role micro-targeting and misleading information can play in influencing an election. While Dorsey's thread noted the need for "more forward-looking political ad regulation," he stopped short of sharing the criteria that will be used for identifying political ads or of discussing how the ban fits into a wider regulatory framework. The final policy is expected on November 15 and will come into effect on November 22.

[...]

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