

# Innochat

## Are more characters better for Twitter?

Times shown in: [Eastern Daylight Time](#) and [Coordinated Universal Time](#)


















Between **2017 Sep 28 11:45** and **2017 Sep 28 13:15**  
12 people sent 156 messages containing **#innochat**

Produced by [holosoft](#) — Twitter chat transcripts and archives for events — Follow [@holosoft](#)

11:55:44 15:55:44	<b>Kathleen Kruse (KK)</b> @kkruse		TODAY noonET at #innochat: What do you think of expanded tweet length? Should be a fun convo w/ host @JohnWLewis!... <a href="https://t.co/Pv15rmZI15">https://t.co/Pv15rmZI15</a>
11:59:22 15:59:22	<b>seempli</b> @seempli		RT @kkruse: TODAY noonET at #innochat: What do you think of expanded tweet length? Should be a fun convo w/ host @JohnWLewis! #innovation #...
12:00:02 16:00:02	<b>John W Lewis</b> @JohnWLewis		Welcome to #innochat! Our topic is "Are more characters better for Twitter?"
12:01:37 16:01:37	<b>John W Lewis</b> @JohnWLewis		#innochat is starting. Please let us know a little about you, as you arrive. We have quite a few questions to get through! ;-)
12:02:23 16:02:23	<b>seempli</b> @seempli		@JohnWLewis So, do we have a char limit for this topic? #Innochat
12:03:12 16:03:12	<b>John W Lewis</b> @JohnWLewis		I'm still unsure how important the 280 character facility in Twitter will turn out to be. Let's discuss it! #innochat
12:03:12 16:03:12	<b>seempli</b> @seempli		#Innochat hi everyone. Lidor from <a href="https://t.co/DYDLHosiTL">https://t.co/DYDLHosiTL</a> :)
12:04:07 16:04:07	<b>John W Lewis</b> @JohnWLewis		@seempli You could try 100! Others might take it down to 70! Who knows?! 💎💎 #innochat
12:04:54 16:04:54	<b>John W Lewis</b> @JohnWLewis		Who's up for #innochat? The first Q is coming up, please respond with A1, A2, etc.
12:05:00 16:05:00	<b>John W Lewis</b> @JohnWLewis		Q1 To what extent is message length important to the experience of Twitter? #innochat
12:05:06 16:05:06	<b>Saul Kaplan</b> @skap5		#Save140. Discipline to make cogent points w/ 140 characters has made me be a better communicator. #innochat
12:05:37 16:05:37	<b>Jeremy Bond</b> @JeremyDBond		RT @skap5: #Save140. Discipline to make cogent points w/ 140 characters has made me be a better communicator. #innochat
12:05:55 16:05:55	<b>Student of Life</b> @DheepJoy		RT @skap5: #Save140. Discipline to make cogent points w/ 140 characters has made me be a better communicator. #innochat
12:05:58 16:05:58	<b>John W Lewis</b> @JohnWLewis		@skap5 Hello Saul! I think many would agree, and that's part of this topical #innochat topic! ;-)
12:06:01 16:06:01	<b>Fairway Tech</b> @FairwayTech		We had such a great time last week, we're back this week! #Innochat
12:06:04 16:06:04	<b>seempli</b> @seempli		A1 It is crucial! One of the reasons I'm here #Innochat <a href="https://t.co/DchFRaEhKu">https://t.co/DchFRaEhKu</a>
12:06:11 16:06:11	<b>Dr. Dorrie Cooper</b> @sittingpretty61		RT @skap5: #Save140. Discipline to make cogent points w/ 140 characters has made me be a better communicator. #innochat

12:06:54 16:06:54	<b>John W Lewis</b> @JohnWLewis		@FairwayTech Great to see you! A crackling topic has fallen into our laps for this week!! #innochat
12:07:05 16:07:05	<b>Jeremy Bond</b> @JeremyDBond		Hi from Connecticut. A1) It's unique: You can take in many messages quickly because of their brevity. And make your... <a href="https://t.co/7T8odNgD4z">https://t.co/7T8odNgD4z</a>
12:07:25 16:07:25	<b>John W Lewis</b> @JohnWLewis		@JeremyDBond Hello Jeremy! Welcome to #innochat!
12:07:57 16:07:57	<b>John W Lewis</b> @JohnWLewis		Who agrees?! #innochat <a href="https://t.co/L4q8oworBk">https://t.co/L4q8oworBk</a>
12:08:56 16:08:56	<b>Saul Kaplan</b> @skap5		Number of characters is inversely correlated to signal vs. noise ratio. #Save140 #Innochat
12:09:00 16:09:00	<b>seempli</b> @seempli		A1 it's a limitation forcing you to think and be creative #Innochat <a href="https://t.co/DchFRaEhKu">https://t.co/DchFRaEhKu</a>
12:09:25 16:09:25	<b>allison ryder</b> @allisonryder		Hi from Cambridge, MA. I vote for a compromise: 140 characters, plus a URL. Not sure how that would be enforced, however #innochat
12:09:45 16:09:45	<b>John W Lewis</b> @JohnWLewis		@skap5 Maybe. There has to be a limit to that though. Or not? #innochat
12:09:59 16:09:59	<b>John W Lewis</b> @JohnWLewis		Next Q ... #innochat
12:10:01 16:10:01	<b>John W Lewis</b> @JohnWLewis		Q2 What do you think of any 280 character messages tat you've seen so far? #innochat
12:10:18 16:10:18	<b>John W Lewis</b> @JohnWLewis		@allisonryder Hi Allison! Great to see you for #innochat
12:10:56 16:10:56	<b>John W Lewis</b> @JohnWLewis		I have to say that I've seen some rather pointless ones! #innochat <a href="https://t.co/wGgoZfoukd">https://t.co/wGgoZfoukd</a>
12:11:15 16:11:15	<b>Fairway Tech</b> @FairwayTech		A1 It's very important. Our attention span will only read so much before boredom sets in. #Innochat <a href="https://t.co/9rGEbAbwhH">https://t.co/9rGEbAbwhH</a>
12:11:24 16:11:24	<b>Brenda Young</b> @4byoung		RT @JohnWLewis: Welcome to #innochat! Our topic is "Are more characters better for Twitter?"
12:12:01 16:12:01	<b>allison ryder</b> @allisonryder		A2. I've only paid attention to the satirical. Favorite is including one's email signature <a href="https://t.co/wzpvzywS7g...">https://t.co/wzpvzywS7g...</a> <a href="https://t.co/5RVUHIv7cV">https://t.co/5RVUHIv7cV</a>
12:12:08 16:12:08	<b>John W Lewis</b> @JohnWLewis		@FairwayTech OK, but Facebook is a lot more heavily used than Twitter ... #innochat
12:12:48 16:12:48	<b>Fairway Tech</b> @FairwayTech		@JeremyDBond We love that you used the word unique - perfectly described! #Innochat
12:12:50 16:12:50	<b>allison ryder</b> @allisonryder		Also, is anyone surprised that only 9% of all US-based tweets hit 140? #thiswas91 #innochat
12:13:10 16:13:10	<b>John W Lewis</b> @JohnWLewis		@allisonryder @NPR Haha!! Yes, I say that and laughed! #innochat
12:13:28 16:13:28	<b>seempli</b> @seempli		@JohnWLewis @FairwayTech And that's like a good thing? #Innochat
12:13:34 16:13:34	<b>Fairway Tech</b> @FairwayTech		@seempli Or helping learn to get to the point ;) #Innochat
12:14:18 16:14:18	<b>Fairway Tech</b> @FairwayTech		@allisonryder We stand with you on this vote! #Innochat
12:14:20 16:14:20	<b>John W Lewis</b> @JohnWLewis		@seempli @FairwayTech Maybe boredom sells! It worked for TV! ;-) #innochat
12:14:23 16:14:23	<b>allison ryder</b> @allisonryder		Is the character limit symptomatic of @Twitter's bigger need to reinvent itself/offer a value prop? #innochat

12:14:38 16:14:38	<b>Jeremy Bond</b> @JeremyDBond		@JohnWLEwis A2) Here's a local one that works well. Saves you a click. Better for advertising than personal use. Ma... <a href="https://t.co/35kyHkcl1O">https://t.co/35kyHkcl1O</a>
12:14:56 16:14:56	<b>allison ryder</b> @allisonryder		@FairwayTech #Imwith140 (plus links)? Not making for a super compelling campaign ;) #innochat
12:15:01 16:15:01	<b>John W Lewis</b> @JohnWLEwis		Q3 What advantages do you see in longer (280 character) messages? #innochat
12:15:38 16:15:38	<b>seempli</b> @seempli		@JohnWLEwis @FairwayTech I got so many more meaningful leads and connections here than in Facebook despite the smal... <a href="https://t.co/ok77QrCUE8">https://t.co/ok77QrCUE8</a>
12:15:57 16:15:57	<b>John W Lewis</b> @JohnWLEwis		Thanks, Jeremy. That's a good example. #innochat <a href="https://t.co/QNYAMIoel">https://t.co/QNYAMIoel</a>
12:16:43 16:16:43	<b>Jeremy Bond</b> @JeremyDBond		@allisonryder Can believe so few hit EXACTLY 140, but how many get close? It's possible that those who are natural... <a href="https://t.co/NBK4YeTT7G">https://t.co/NBK4YeTT7G</a>
12:16:56 16:16:56	<b>seempli</b> @seempli		A3 More room for exclamation marks!!!! #Innochat <a href="https://t.co/Mg3uRo6iIB">https://t.co/Mg3uRo6iIB</a>
12:17:11 16:17:11	<b>John W Lewis</b> @JohnWLEwis		@allisonryder @FairwayTech That is very clever! ...given the US Presidential connections. #innochat
12:17:38 16:17:38	<b>allison ryder</b> @allisonryder		@JeremyDBond Ha! Many of mine are exact when I trim down and decide which vowels are 'optional' #innochat
12:17:58 16:17:58	<b>John W Lewis</b> @JohnWLEwis		@JeremyDBond @allisonryder Well, it's a maximum, not a requirement! ;-) #innochat
12:18:27 16:18:27	<b>John W Lewis</b> @JohnWLEwis		@allisonryder @JeremyDBond Precisely! #innochat
12:18:34 16:18:34	<b>Jeremy Bond</b> @JeremyDBond		RT @seempli: A3 More room for exclamation marks!!!! #Innochat <a href="https://t.co/Mg3uRo6iIB">https://t.co/Mg3uRo6iIB</a>
12:18:46 16:18:46	<b>John W Lewis</b> @JohnWLEwis		#innochat <a href="https://t.co/H54EYLynUb">https://t.co/H54EYLynUb</a>
12:18:57 16:18:57	<b>John W Lewis</b> @JohnWLEwis		#innochat <a href="https://t.co/6eGcPSUmK2">https://t.co/6eGcPSUmK2</a>
12:19:08 16:19:08	<b>allison ryder</b> @allisonryder		@JohnWLEwis @JeremyDBond But if users are clamoring for more real estate and few hit the limit... #innochat <a href="https://t.co/1kioWAOrNA">https://t.co/1kioWAOrNA</a>
12:19:23 16:19:23	<b>John W Lewis</b> @JohnWLEwis		@4byoung Hi Brenda! Great to see you! #innochat
12:19:27 16:19:27	<b>Fairway Tech</b> @FairwayTech		@JohnWLEwis Yes but there's a specific audience here on Twitter that prefers short messages #Innochat
12:20:01 16:20:01	<b>John W Lewis</b> @JohnWLEwis		Q4 What disadvantages do you see in longer (280 character) messages? Will other uses be affected? #innochat
12:20:12 16:20:12	<b>John W Lewis</b> @JohnWLEwis		#innochat Like that one Brenda? <a href="https://t.co/LkNyeK813HH">https://t.co/LkNyeK813HH</a>
12:20:17 16:20:17	<b>Brenda Young</b> @4byoung		The 500 character limit was too much but 140 was too limiting. 280 may be the Goldilocks number. #innochat
12:20:38 16:20:38	<b>Jeremy Bond</b> @JeremyDBond		@allisonryder Admittedly I like going down to a zero character count as much as possible. Not sure I'd do the same... <a href="https://t.co/of2cWrEVGZ">https://t.co/of2cWrEVGZ</a>
12:21:17 16:21:17	<b>John W Lewis</b> @JohnWLEwis		@4byoung That's a question I forget to include, so let's consider it anyway: "What would be the optimum maximum message length?" #innochat
12:21:44 16:21:44	<b>Brenda Young</b> @4byoung		@JohnWLEwis Good to see you, too! #innochat
12:21:49 16:21:49	<b>seempli</b> @seempli		@FairwayTech @JohnWLEwis It is! It's not just that the content is focused, but also the interest groups are. I beli... <a href="https://t.co/oVQgz39Kke">https://t.co/oVQgz39Kke</a>

12:22:50 16:22:50	<b>allison ryder</b> @allisonryder		A4. Has real data proven ppl aren't able to communicate effectively in 140 chars? Also, sidebar: does SMS limit apply to iMessage? #innochat
12:22:51 16:22:51	<b>Jeremy Bond</b> @JeremyDBond		@allisonryder @JohnWLewis Ooh, I know! We could trade one another's extra space for money. Add to their tweets we f... <a href="https://t.co/yTAiJEyXPL">https://t.co/yTAiJEyXPL</a>
12:23:11 16:23:11	<b>John W Lewis</b> @JohnWLewis		A4 The disadvantage, as I see it, is that conversation flows less well with longer messages. #innochat
12:23:14 16:23:14	<b>Fairway Tech</b> @FairwayTech		A3 You can give a longer answer when participating in Twitter Chats   #Innochat <a href="https://t.co/uyy4OCXd2">https://t.co/uyy4OCXd2</a>
12:23:38 16:23:38	<b>allison ryder</b> @allisonryder		@JeremyDBond @JohnWLewis The capitalist solution wins every time! Sold! #innochat
12:24:16 16:24:16	<b>Fairway Tech</b> @FairwayTech		@4byoung True! The only way to know is to test it out! #Innochat
12:24:30 16:24:30	<b>John W Lewis</b> @JohnWLewis		Good point! The original 140 limit arose from Twitter starting out on SMS. What happens at the SMS interface to Twi... <a href="https://t.co/TWHriE6JGb">https://t.co/TWHriE6JGb</a>
12:25:01 16:25:01	<b>John W Lewis</b> @JohnWLewis		Q5 Overall, what benefits (or costs) do you see in longer (280 character) messages? #innochat
12:25:41 16:25:41	<b>John W Lewis</b> @JohnWLewis		@allisonryder @JeremyDBond Could we bank the characters and write an essay (blog post) once a week?!   #innochat
12:26:13 16:26:13	<b>Jeremy Bond</b> @JeremyDBond		A4) Too much thinking-it-through. The charm (and danger) of Twitter is its rapid-fire spontaneity. I think chats th... <a href="https://t.co/ECzBr6NipI">https://t.co/ECzBr6NipI</a>
12:26:18 16:26:18	<b>Brenda Young</b> @4byoung		RT @JohnWLewis: A4 The disadvantage, as I see it, is that conversation flows less well with longer messages. #innochat
12:26:46 16:26:46	<b>John W Lewis</b> @JohnWLewis		@4byoung The social media equivalent of the “elevator pitch”?! #innochat
12:26:50 16:26:50	<b>John Bracchitta</b> @JWB519		@JohnWLewis A2 most would be better at about 160 characters #innochat
12:27:08 16:27:08	<b>Jeremy Bond</b> @JeremyDBond		@JohnWLewis @allisonryder Maybe that would get me back to blogging. #innochat
12:27:37 16:27:37	<b>John W Lewis</b> @JohnWLewis		Haha! There's always @Medium! #innochat <a href="https://t.co/XsusGfhXaG">https://t.co/XsusGfhXaG</a>
12:27:46 16:27:46	<b>allison ryder</b> @allisonryder		@JWB519 @JohnWLewis That's logical, given the SMS connection #Innochat
12:29:11 16:29:11	<b>John Bracchitta</b> @JWB519		@JohnWLewis A5 Good: it's easier to get links in there. Bad: it's going to lead to less succinct content #innochat
12:29:15 16:29:15	<b>John W Lewis</b> @JohnWLewis		A5 I really don't know whether the length is so important. I'm concerned that Twitter might lose its USP, though. #innochat
12:30:00 16:30:00	<b>John W Lewis</b> @JohnWLewis		Q6 Are longer, or even shorter, messages the future for Twitter? #innochat
12:30:17 16:30:17	<b>John W Lewis</b> @JohnWLewis		A5 Maybe people will be unhappy with people who send long messages! ;-) #innochat
12:31:06 16:31:06	<b>John W Lewis</b> @JohnWLewis		The point of asking Q6 is a bit broader, e.g. is message length really Twitter's biggest issue? ;-) #innochat
12:31:27 16:31:27	<b>allison ryder</b> @allisonryder		Q6 (a) What is the future of twitter? #deepthoughts #innochat
12:31:28 16:31:28	<b>Jeremy Bond</b> @JeremyDBond		A5) Advertising. Need for revenue is why they keep messing with it. Charge for longer messages (per message or "pre... <a href="https://t.co/hXcNs88KW3">https://t.co/hXcNs88KW3</a>
12:31:42 16:31:42	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/sNzAKnI4a2">https://t.co/sNzAKnI4a2</a>

12:31:45 16:31:45	<b>Fairway Tech</b> @FairwayTech		@JohnWLewis We were thinking the same thing. Twitter is unique for its 140 character count #Innochat
12:32:15 16:32:15	<b>seempli</b> @seempli		A6 if this change will be a success it might be just the beginning. And then it's the end of @Twitter #Innochat <a href="https://t.co/2aHmcOm8Oq">https://t.co/2aHmcOm8Oq</a>
12:32:57 16:32:57	<b>John W Lewis</b> @JohnWLewis		I agree, Brenda. As I understand the "org comms" people say: "all communication occurs in a conversation." #innochat <a href="https://t.co/eNzAKnL4g">https://t.co/eNzAKnL4g</a>
12:33:21 16:33:21	<b>Jeremy Bond</b> @JeremyDBond		@JohnWLewis Yes, think how hard it is now to catch everything in really busy chats. You'd get fewer message, I supp... <a href="https://t.co/lw7Z2LZ76f">https://t.co/lw7Z2LZ76f</a>
12:33:31 16:33:31	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/uAbsotPpYO">https://t.co/uAbsotPpYO</a>
12:34:13 16:34:13	<b>John Bracchitta</b> @JWB519		@JohnWLewis A6 I mean, political policy is (sadly) starting to come via tweet, so it would make sense that longer m... <a href="https://t.co/RdWrNlrseK">https://t.co/RdWrNlrseK</a>
12:34:26 16:34:26	<b>Jeremy Bond</b> @JeremyDBond		@allisonryder Originally applied to IM, but they dropped any character limits on IM a while ago. #innochat
12:34:47 16:34:47	<b>seempli</b> @seempli		@JohnWLewis Some bots are actually quite interesting :) #Innochat
12:35:00 16:35:00	<b>John W Lewis</b> @JohnWLewis		Q7 How long is too long for Twitter messages? We have 10,000 char Direct Messages. Is that too long? #innochat
12:36:30 16:36:30	<b>Jeremy Bond</b> @JeremyDBond		There's much about Twitter that works better than other platforms and it's not always clear why. Feel like it's tho... <a href="https://t.co/VFGgEL54xR">https://t.co/VFGgEL54xR</a>
12:36:35 16:36:35	<b>John W Lewis</b> @JohnWLewis		It is a challenge. But at some point the first TV announcement was made, without using any parchment at all!... <a href="https://t.co/hc8A3DfaTE">https://t.co/hc8A3DfaTE</a>
12:37:34 16:37:34	<b>Jeremy Bond</b> @JeremyDBond		RT @JohnWLewis: It is a challenge. But at some point the first TV announcement was made, without using any parchment at all! #innochat <a href="https://t.co/hc8A3DfaTE">https://t.co/hc8A3DfaTE</a>
12:37:46 16:37:46	<b>John W Lewis</b> @JohnWLewis		Who has written a DM that comes close to 10,000 characters? #innochat <a href="https://t.co/DenJ66pwnc">https://t.co/DenJ66pwnc</a>
12:38:38 16:38:38	<b>allison ryder</b> @allisonryder		Team meeting lunch came early— gotta dash (and eat). Will keep y'all posted on what genius I spread if I get those extra 140 chars #innochat
12:39:12 16:39:12	<b>John W Lewis</b> @JohnWLewis		@allisonryder Great to see you Allison! I owe you an email reply, I believe. #innochat
12:39:43 16:39:43	<b>Jeremy Bond</b> @JeremyDBond		@4byoung @JohnWLewis Twitter's messed up for me (ask me if you're interested), so I've reverted to an old iPad vers... <a href="https://t.co/w5ygLjVsoJ">https://t.co/w5ygLjVsoJ</a>
12:39:49 16:39:49	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/dF9MAXbwuX">https://t.co/dF9MAXbwuX</a>
12:39:55 16:39:55	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/9QIz5zszHX">https://t.co/9QIz5zszHX</a>
12:40:01 16:40:01	<b>John W Lewis</b> @JohnWLewis		Q8 If longer messages become popular, will Twitter gain or lose its usefulness and distinction? #innochat
12:40:28 16:40:28	<b>seempli</b> @seempli		@JohnWLewis I don't think I even write emails with 10000 chars #Innochat
12:41:03 16:41:03	<b>John W Lewis</b> @JohnWLewis		@JeremyDBond @4byoung I rarely look at Twttr's web interface, if that's what you mean. #innochat
12:41:10 16:41:10	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/cdCf9xPsXd">https://t.co/cdCf9xPsXd</a>
12:41:28 16:41:28	<b>Jeremy Bond</b> @JeremyDBond		A6) I see a future in options. Everyone gets 140 (or perhaps adjustments to that); pay for more; maybe a "Twitter l... <a href="https://t.co/ZkQ9NfiXRh">https://t.co/ZkQ9NfiXRh</a>
12:41:52 16:41:52	<b>seempli</b> @seempli		A8 if this will be the last length change, no issue. But it probably won't be... #Innochat <a href="https://t.co/8hrQNuTe23">https://t.co/8hrQNuTe23</a>

12:42:08 16:42:08	<b>John W Lewis</b> @JohnWLewis		@JeremyDBond How about paying to receive less? 💎💎 #innochat
12:42:40 16:42:40	<b>John W Lewis</b> @JohnWLewis		Or no adverts?! #innochat <a href="https://t.co/TpD6wH6RCe">https://t.co/TpD6wH6RCe</a>
12:42:59 16:42:59	<b>Fairway Tech</b> @FairwayTech		A8 People will eventually get used to it and forget that 140 characters was even a thing #Innochat <a href="https://t.co/QXiufOfovD">https://t.co/QXiufOfovD</a>
12:43:03 16:43:03	<b>seempli</b> @seempli		@JohnWLewis @JeremyDBond I hope nobody is listening to this #Innochat
12:43:27 16:43:27	<b>John W Lewis</b> @JohnWLewis		A8 I think that consensus here is that longer is less good. No? #innochat
12:44:11 16:44:11	<b>John W Lewis</b> @JohnWLewis		@seempli @JeremyDBond Nah! It's fine. We're just #innochat-ting among ourselves!
12:44:25 16:44:25	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/1ppadBDAPh">https://t.co/1ppadBDAPh</a>
12:45:00 16:45:00	<b>Jeremy Bond</b> @JeremyDBond		@JohnWLewis uh.... no. #innochat
12:45:01 16:45:01	<b>John W Lewis</b> @JohnWLewis		Q9 How long will Twitter be able to continue with its 140, 280, or any other character length restriction? #innochat
12:46:12 16:46:12	<b>John W Lewis</b> @JohnWLewis		True. Different maximum message length is likely to favour other use cases and, therefore, change the patterns of T... <a href="https://t.co/TM6UddE6ip">https://t.co/TM6UddE6ip</a>
12:46:35 16:46:35	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/SpDIJDraZr">https://t.co/SpDIJDraZr</a>
12:46:45 16:46:45	<b>Jeremy Bond</b> @JeremyDBond		@JohnWLewis Sponsored content doesn't seem disruptive enough to warrant that. And wouldn't want Twitter to make it... <a href="https://t.co/7Or3MciYGn">https://t.co/7Or3MciYGn</a>
12:47:33 16:47:33	<b>seempli</b> @seempli		A9 as long as we will let them know we want this. It's not a restriction. It's an opportunity #Innochat <a href="https://t.co/7yQkizWGb7">https://t.co/7yQkizWGb7</a>
12:47:37 16:47:37	<b>Autom Tagsa</b> @autom8		@JohnWLewis A8 Twitter tests longer tweets and it's like panicked #failwhale days all over again LOL .. 1 of 2 #innochat
12:47:56 16:47:56	<b>John W Lewis</b> @JohnWLewis		@JeremyDBond I agree. I think Twitter has completely misunderstood the value of conversation, and the provision of... <a href="https://t.co/cneVFpCely">https://t.co/cneVFpCely</a>
12:48:46 16:48:46	<b>Autom Tagsa</b> @autom8		@JohnWLewis A8 have seen longer tweets, look ok to me (depends entirely on content of tweet)—will it ruin my Twitte... <a href="https://t.co/lHZbkAmAJX">https://t.co/lHZbkAmAJX</a>
12:48:57 16:48:57	<b>Fairway Tech</b> @FairwayTech		@seempli Great way to look at it #Innochat
12:49:04 16:49:04	<b>John W Lewis</b> @JohnWLewis		@autom8 Hello Autom! Great to see you here! Is your "1 of 2" indication of a wish for 280 characters? ;-) #innochat
12:49:20 16:49:20	<b>Jeremy Bond</b> @JeremyDBond		A8) If they become "popular," that would answer the question about their usefulness. But be cautious about changing... <a href="https://t.co/fatrEf97yZ">https://t.co/fatrEf97yZ</a>
12:49:48 16:49:48	<b>John W Lewis</b> @JohnWLewis		Last Q, coming up ... #innochat
12:50:00 16:50:00	<b>John W Lewis</b> @JohnWLewis		Q10 What is the future for message length, format, style, etc. on social media channels in general? #innochat
12:50:06 16:50:06	<b>Autom Tagsa</b> @autom8		@JohnWLewis haha touché .. i don't "indicate wishes" i make them happen lol but i'm not fussed by what Twitter is doing at all #innochat
12:50:43 16:50:43	<b>seempli</b> @seempli		@JeremyDBond There are so many useless popular things #Innochat
12:52:15 16:52:15	<b>Autom Tagsa</b> @autom8		A10 future of messaging on social channels will be painted by what makes intuitive sense by the user and the tech t... <a href="https://t.co/unDOBFoBEf">https://t.co/unDOBFoBEf</a>

12:52:35 16:52:35	<b>John W Lewis</b> @JohnWLewis		@seempli @JeremyDBond True ... and this is not my field. But “popular” means “eyeballs/ears/etc.” and “attention”, wh... <a href="https://t.co/8GDnyaMLmC">https://t.co/8GDnyaMLmC</a>
12:52:44 16:52:44	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/rTsLPqfbnf">https://t.co/rTsLPqfbnf</a>
12:52:46 16:52:46	<b>seempli</b> @seempli		@JohnWLewis Rich text, live video 24/7, filters on photos... I'm depressed now... #Innochat
12:53:06 16:53:06	<b>Jeremy Bond</b> @JeremyDBond		@seempli True--though usefulness is in the eye of the beholder. Many aren't on here because their perception is tha... <a href="https://t.co/z9PuDXiEae">https://t.co/z9PuDXiEae</a>
12:54:39 16:54:39	<b>John W Lewis</b> @JohnWLewis		@JeremyDBond @seempli True too. But social media is still developing. Not everyone “gets” an innovation initially.... <a href="https://t.co/adrFcFx9Qk">https://t.co/adrFcFx9Qk</a>
12:55:26 16:55:26	<b>Autom Tagsa</b> @autom8		A10 while only fair to ponder on how social messaging will evolve it's almost unnecessary to speculate on a future... <a href="https://t.co/UisLgHCyPk">https://t.co/UisLgHCyPk</a>
12:56:00 16:56:00	<b>Jeremy Bond</b> @JeremyDBond		A10) Twitter's going against the typical communciation trend--shorter. Different platforms, different purposes, dif... <a href="https://t.co/zPdXJodvGG">https://t.co/zPdXJodvGG</a>
12:56:40 16:56:40	<b>Autom Tagsa</b> @autom8		@JohnWLewis 'twas a quick beam down (yes, parachutes are so 2006) but thanks for covering this topic John! #innochat
12:56:45 16:56:45	<b>John W Lewis</b> @JohnWLewis		Thank you very much innocats for another lively #innochat. Any other important points on this? We're here each Thursday at noon Eastern.
12:56:49 16:56:49	<b>John Bracchitta</b> @JWB519		A10 I sure know what I'm hoping for... #SmellYouLater #innochat #tweettake2 <a href="https://t.co/vc9eg4sgwS">https://t.co/vc9eg4sgwS</a>
12:56:56 16:56:56	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/jLnBrOPIVz">https://t.co/jLnBrOPIVz</a>
12:57:55 16:57:55	<b>John W Lewis</b> @JohnWLewis		Definitely!! In the engineering version of that: right first, fast later. It ends up better! #innochat <a href="https://t.co/jLnBrOPIVz">https://t.co/jLnBrOPIVz</a>
12:58:38 16:58:38	<b>John W Lewis</b> @JohnWLewis		@autom8 Thanks for dropping down, Autom! #innochat
13:00:22 17:00:22	<b>Autom Tagsa</b> @autom8		@JohnWLewis "beaming" John .. we're talking atomic particle emissions and teleportation versus bungee jumping or ra... <a href="https://t.co/IevP6QnAys">https://t.co/IevP6QnAys</a>
13:01:28 17:01:28	<b>John W Lewis</b> @JohnWLewis		@autom8 I'm “beaming” too, Autom, but you might not be able to see me from up there! ;-D #innochat
13:02:01 17:02:01	<b>John W Lewis</b> @JohnWLewis		@autom8 Scotty would have fixed that. #innochat
13:06:05 17:06:05	<b>Brenda Young</b> @4byoung		RT @JohnWLewis: Definitely!! In the engineering version of that: right first, fast later. It ends up better! #innochat <a href="https://t.co/jLnBrOP...">https://t.co/jLnBrOP...</a>
13:09:52 17:09:52	<b>John W Lewis</b> @JohnWLewis		@TwitterBusiness @bumble_app @ObertoBeefJerky @lacroixwater Heh @TwitterBusiness, We had a lively #innochat about y... <a href="https://t.co/AburMbbvtr">https://t.co/AburMbbvtr</a>
13:13:25 17:13:25	<b>Brenda Young</b> @4byoung		RT @JohnWLewis: @TwitterBusiness @bumble_app @ObertoBeefJerky @lacroixwater Heh @TwitterBusiness, We had a lively #innochat about your ???