

Given its widespread utilization, Twitter has become a key issue for many scholars, public decision makers [Links to an external site.](#) This study contributes to the literature by proposing a framework that divides Twitter use into three major components: facilitators, characteristics, and impacts. Secondary data from 41 Twitter accounts and primary data from 20 interviewees, as well as survey responses from 58 individual, business, and government participants, were used to analyze the framework. The study identified and analyzed 65 indicators of Twitter: 28 facilitators, 20 use characteristics, and 17 impact areas., and global business managers.