**Twitter is Now ‘News’ on the iTunes App Store**

Instead of competing against Facebook, Instagram, Messenger, WhatsApp, Pinterest, and others in the crowded “Social networking” category, where Twitter had previously ranked in the top 10, the company has moved its app to the “News” category, where it’s now #1. As users set up new iPhones for the first time by visiting various app categories, they’re likely to take a number one ranked application into heightened consideration.

***Tech Crunch 4.28.16***

<http://techcrunch.com/2016/04/28/twitter-aims-to-boost-its-visibility-by-switching-from-social-networking-to-news-on-the-app-store/?utm_source=API+Need+to+Know+newsletter&utm_campaign=447733c327-Need_to_Know_April_29_20164_29_2016&utm_medium=email&utm_term=0_e3bf78af04-447733c327-31697553>