

Social Media Billionaire Invests In The UAE's Youth

On his first visit to the UAE yesterday, Twitter co-founder and CEO Jack Dorsey launched #YouthForGood, a philanthropic initiative in partnership with the UAE's Youth Hub and Shamma bint Suhail Faris Al Mazrui, Minister of State for Youth Affairs, in the presence of Shaikh Maktoum Bin Mohammad Bin Rashid Al Maktoum, Deputy Ruler of Dubai.

The first of its kind in the world, #YouthForGood is part of the wider global #TwitterForGood campaign. The social movement's mission in the UAE specifically is to promote the use of Twitter to support social and humanitarian causes and develop a culture of volunteering among youth in the region and the world.

Through the medium of bite-sized storytelling, the initiative encourages young people to share their experiences and goals alike on the social networking platform. According to a [recent report by Wamda](#), although Facebook remains the most popular platform, with 8.8 million users in the UAE, Twitter still boasts 2.3 million users, which is driven primarily by Generation X

"I'm delighted to launch the #YouthForGood initiative in partnership with the Youth Hub. At Twitter, our philanthropic mission is to harness the positive power of our platform to make the world a better place and we hope that such an initiative will empower youth by building their media literacy and digital citizenship skills to drive positive change," said Dorsey, who was welcomed by Dubai Customs with a special sticker labeled "Welcome @Jack".

Open to participating teams of three to five people over the next three months, the #YouthForGood initiative aims to inspire and appeal to the young people of the nation to create an engaging conversation and fuel the local philanthropic scene. Winners of the challenge will be awarded with the acclaimed Twitter MENA Award and a Twitter for Good Ads Grant.

To commemorate Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum's tenth Twitter anniversary this year, a curated book of his most distinguishable hashtags and selected tweets were gifted to the Deputy Ruler of Dubai by Dorsey.

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