

Twitter is right to lay charges at brands' door



As a Twitter user, I'm glad that the company appears to be heading toward charging for enhanced services rather than access *per se* ('Twitter plots charges for commercial users', *Marketing*, 11 February).

Brands have become more savvy in their use of Twitter. I'm intrigued to see exactly what additional functionality Twitter plans to offer, and whether it will have any effect on how companies talk to consumers online.

Whatever Twitter is planning, there's one thing that definitely won't change – the value of relevant and timely content. Consumers will continue to flock to the platform that provides this best.

**Will McInnes, managing director,
NixonMcInnes, Brighton**