

Climbing price of a tweet

We've seen tweets about money - lots of them and lots of it of late, particularly Gareth Cliff's [just-won 'freedom of speech'](#) court case, where the figure of R25m was bandied about.

The social media spin has led Colin Cullis of *Cape Talk* to question whether a tweet could be worth millions, especially with Oprah Winfrey's social media presence also leading to a spike in Weight Watchers' share price this week.

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