

Twitter share counts a big fat zero?

With Twitter dropping the ability to get share counts for articles, online publishers are concerned as it looks like their articles have experienced a drop in social share popularity.

The World Wide Web woke to a subtle change this morning, that had some webmasters panicking and others shouting at their IT departments - why are we suddenly seeing a big blank where our Twitter share counts seem to be, especially on articles that have been well-shared across other social media platforms?



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But it seems this wasn't a sudden business-draining move as the writing's been on the wall for a while now. In fact, the figures have been missing since 20 November, according to [SmallBusinessTrends](#).

Back in September, [Warfare Plugins](#) wrote that the move was all about the money, in an article that's ironically been shared on Twitter 1,200 times since then.

[Memeburn asks](#) whether 'killing share counts' was in fact a smart move or simply self-destructive, especially as statistical proof is the lifeblood of most online advertising and marketing strategy.

If enough people complain there's a chance this will be re-enabled, but it seems unlikely at this stage.

Follow the [#SaveOurShareCounts hashtag](#) and share your thoughts below!

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