

TWAA: The new networking platform for women taking women communities globally by storm

- Built with safe protocols and features to counter cyber bullying - Sets to redefine digital networking as we know it - Women influencers and communities globally are setting up for “early adaptors” advantage - TWAA is still in beta phase, available



Kenya, Nairobi, Feb 10, 2021 ([Issuewire.com](https://www.issuewire.com)) - In the last months, Facebook has rolled out new features on its group tool to create more value for users by allowing them to run mentorships among other things. But another social media company, the fast-rising startup from Africa [TWAA](#), is seeking to have the last word in the world of group mobilization and mentorship focused on the female economy.

Created by Irene Kiwia, and funded by Ada Labs Africa, TWAA is a platform where women across the world can set up groups and manage their communities in a safe space, with multi-tools for content creation and sharing; collaboration and teamwork; a marketplace for products and services; and mentorship and support among other things.

“What’s fascinating about TWAA is the fact that it’s built to promote inclusivity, and with women in mind, giving users an exciting user-friendly experience with features that streamline engagement like never before. It is a great tool to manage groups and communities,” said Linda Caroline, a project manager at Bureau Veritas and TWAA member.

TWAA has been [in beta](#) since October 2020 on its web portal with the app version set to launch in quarter one of 2021. Currently has over 10,000 from over 8 countries and is open to “early adaptors” who can benefit from various advantages including building a solid wave of connections and becoming

the platform's influencers as it grows its member base.

Even though the app is still niche, the social media world has shown how quickly networking platforms can grow where we have seen something like Clubhouse, the newly launched voice social app that is going viral and becoming huge virtually overnight with a valuation of 1 Billion Dollars as of January 2021 from its launch in April 2020.

For that reason, here's what you should know about TWAA, the women platform that may soon have the female world talking and acting.

In the platform, members can create groups and invite their communities to join and participate in mentorship, knowledge sharing, video chats and conversations, and other forms of collaboration. Members are able to see who else is there, and can also see other member profiles and connect with each other. The person who creates the group is the one with admin rights to set up group protocols.

Members can set up their products and services on tStore, the in-platform marketplace, set up their speaker's bio on the speakers portal and books on the bookstore to ensure that they can be accessed across the world.

Members can also interact with the content sharing features that are built to include article writeups, short posts, video posting, photo sharing and soon to launch podcasts. The content is well segmented to allow for members to access videos, audios, articles, and everything else on dedicated portals besides the timeline giving the platform an edge on feature options.

To sign up is easy, you can access the platform via ww.twaa.io and set up your profile. The biggest appeal for the platform is believed to be the fact that it feels like all one's favorite platforms and digital tools are fused into one fabulous portal, allowing for seamless interaction in one place.

Just like other social media platforms, members once signed up start off on the timeline that is curated specifically for them and can access all the other features available. The main difference being that members can only see their own timeline, their group timeline, and not other members' timelines.

TWAA members can sign up as individuals or as an organization which gives a different dashboard experience for each. Several organizations are signing up on the platform including Bureau Veritas, a global leading standardization company who were among the first organizations to use the platform to run an internal capacity building program for the women within their organization.

TWAA is running a campaign to get influencers, content creators, women groups, women associations, and corporates across the world to try the platform and use it as a tool to build a value proposition in empowering women across sectors.

The platform can be used as a forum for various topics across sectors and discourse. From fashion, beauty, science, and technology, innovation, entrepreneurship to any other type of activism, TWAA provides the relevant tools to connect, mobilize, engage and influence.

Given the current tech landscape, it is exciting to see an African innovation that is scaling globally, and the future could go either way for TWAA. There is a great opportunity that as the platform grows both in member base and profile, it may just end up being the next big thing.

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