The Impact of Emoji in Workplace Communications

Presented By:
Matt Mahon, IGP, CEDS
Agenda

- Emoji History
- Emoji at Work
- Adoption of Business Collaboration Applications
- HR Nightmares
- Translations and Meanings
- eDiscovery Technology
- Takeaways
- RIM Emoji Fun
Emoticon and Emoji – History

1982

1999
A Short History of the Emoji
Number of emojis by year and release of notable emojis

Most popular emojis on Twitter (2018)
1. 😂 2. 😘 3. 🔄

Most popular emojis on Instagram (2015)
1. 💖 2. 😍 3. 😎

Most popular emojis on Facebook (2018)
1. 😬 2. 😘 3. 😣

Sources: Unicode Consortium, Facebook, Emoji Tracker, Curalate
Favorite Emojis

Favorite Emojis – By Gender
(Shown: Top 3; open-end response)

- Women
  - 1st: 😂
  - 2nd: ❤️
  - 3rd: 😘

- Men
  - 1st: 😂
  - 2nd: 😊
  - 3rd: 😞

Favorite Emojis – By Region
(Shown: Top 3; open-end response)

- Northeast
  - 1st: 😂
  - 2nd: ❤️
  - 3rd: 😞

- South
  - 1st: 😂
  - 2nd: 😍
  - 3rd: 😘

- Midwest
  - 1st: 😂
  - 2nd: 😊
  - 3rd: ❤️

- West
  - 1st: 😂
  - 2nd: ❤️
  - 3rd: 👍

Source: 2019 Adobe Survey
The official name of the chosen emoji is “face with tears of joy” according to the Unicode Consortium, the organization in charge of emoji standards. The tears of joy face was the most frequently used emoji in 2015, making up 17% of all emojis in the U.S. and 20% in the UK.

Emoji Usage Increasing

In 2016, 2.3 Trillion mobile messages that incorporate emoji were sent.

In 2016, 73% of connected population used emoji in personal communication and 33% used emoji in the workplace.

Source: 2016 Adobe Survey
In 2019, 92% of the connected population used emoji in personal communication (up from 73% in 2016), with 61% utilizing emoji at work (up from 33% in 2016).
Emoji at Work

Use of Emojis in a Work Setting
(Shown: Percent selected response)

61% use emojis at work

- Only with people at my level: 36%
- Everyone regardless of level: 13%
- Internal-facing communications: 12%
- External-facing communications: 4%

Source: 2019 Adobe Survey
Summary of Findings

– The most common emoji by far is Thumbs Up.
– Negative emoji were more uncommon.
– COVID-19/remote work did not affect emoji usage.
– People tend to stick to the same set of emoji.
– Managers use different emoji.
– Emoji usage is different between companies.
– Emoji are tailored to respond to particular types of messages.

Source: https://hrdailyadvisor.blr.com/2020/08/07/how-leaders-use-emoji-in-workplace-communication/
71.2% of users used fewer than 10 emoji in the last 180 days

50.7% of users used fewer than 5 emoji in the last 180 days

Source: https://hrdailyadvisor.blr.com/2020/08/07/how-leaders-use-emoji-in-workplace-communication/
Emoji at Work

Translation vs. Interpretation: How Emojis Change Business Communication

December 8, 2020

77% of people have used emojis at work in the past 3 months.

15% of employees said their emoji use has increased at work during COVID-19.

Source: https://clutch.co/translation/resources/translation-interpretation-work-emoticons-change-business-communication
In April [2020], Microsoft reported that Teams had grown to 75 million daily users, more than double its early March figure. On one day, it logged 4.1 billion meeting minutes.

Teams Expands Emoji Set

Teams Gets Expanded Emoji Set. Enterprise Users are So Pleased

Posted on April 26, 2021 by Tony Redmond

How to Use the 800-Plus Emojis Now Available to Teams

Those of us who work in the enterprise often forget that other needs and desires drive feature requests in different segments. Which is no doubt why Microsoft published message center notification MC246220 on March 24 (roadmap item 81403) to announce that the emoji set available in the Teams picker expands “from 85 to over 800 emojis, with a category selector, skin tone selector and short code picker.” I’m not sure I consider this a high-priority enhancement, but the logic is that the new set is a necessity for the “diverse and widespread” Teams user base. So that’s the announcement explained.

Even if you doubt the need for more emojis and wonder why Microsoft dedicates engineering, testing, and program management effort to bring the new set to clients, Teams desktop (Windows and Mac – no mention for Linux), Teams mobile, and the Teams browser app will soon enjoy extra graphics. The expanded emoji set is now available in the preview version of Teams and general deployment is expected in May. A client-side update is necessary to see the expanded emoji set.

Source: https://office365itpros.com/2021/04/26/teams-800-emojis/
Collaboration Platforms & Instant Messaging

ABOVE THE LAW
Is Slack The New Email?

Don't forget about instant messaging and collaboration platforms in your ediscovery planning.

By KELLY TWIGGER

https://abovethelaw.com/2017/05/is-slack-the-new-email/
Emoji Workflows in Slack

Productivity

A new way to share messages across channels — using emoji

The Reactji Channeler lets you route messages to other channels with a quick click

By the team at Slack
January 23rd, 2017

Source: https://slack.com/blog/productivity/a-new-way-to-share-messages-across-channels-using-emoji
Emoji Workflows in Slack

Source: https://slack.com/blog/productivity/a-new-way-to-share-messages-across-channels-using-emoji
HR Nightmare #1

Subject: Re: Need coverage for James

On Nov 14, 2015, at 7:04 AM, Donaldson, Ron <rdonaldson@company123.com>
wrote:
Seriously, James called off again. What’s the deal???

Subject: Re: Need coverage for James

Why does that surprise you? 🚶‍♂️🚶‍♂️🚶‍♂️
HR Nightmare #1

Subject: Re: Need coverage for James

On Nov 14, 2015, at 7:04 AM, Donaldson, Ron <rdonaldson@company123.com> wrote:
Seriously, James called off again. What’s the deal???

Subject: Re: Need coverage for James

Why does that surprise you?

Source: http://www.btcurrentsemployment.com/emoji-gosh-how-emojis-in-workplace-communications-can-spark-a-lawsuit-or-make-it-harder-to-defend-one/
HR Nightmare #1

Subject: Re: Need coverage for James

On Nov 14, 2015, at 7:04 AM, Donaldson, Ron <rdonaldson@company123.com> wrote:
Seriously, James called off again. What’s the deal???

Subject: Re: Need coverage for James

Why does that surprise you? 🚶‍♂️🚶‍♂️🚶‍♂️
HR Nightmare #2

Todd's leave is up tomorrow. I don't think he is going to be able to return right now. What should we do?

Um, ok. So if he doesn't return, we terminate?

Delivered

Source: http://www.btcurrentemployment.com/emoji-gosh-how-emojis-in-workplace-communications-can-spark-a-lawsuit-or-make-it-harder-to-defend-one/
Subject: Re: Complaint

On Nov 19, 2015, at 11:00 AM, Smith, Jane <jsmith@companyxyz.com> wrote:

Mary came into my office today. Apparently John is making suggestive comments about something she was wearing yesterday. Can you please look into this? I’ll be out on vacation until next week.

Are you kidding me? She complains about everything. Yeah, I'll look into it. 😡
Risky Skin Tones?

How Diverse Emojis Encourage More Social Inclusion

When skin tone emojis were first launched, some feared social media users would abuse them.

But a new study shows that’s not the case.

New Language

New Emoji

Source: https://emojipedia.org/new/
Translations

= Go to hell

= Dumb as a doorknob

= You’re my boo

= Don’t have time for your bull****
Translations

Coffee ?
Re: Lit support [EXTERNAL]

Re: Lit support [EXTERNAL]

August 10, 2017 at 8:53 PM

To: Matt Mahon

Sent from my iPhone

Clarity or Confusion?
Clarity or Confusion?

Re: Lit support [EXTERNAL]

Aug 10

🤔👍 Sent from my iPhone On
Aug 10, 2017, at 8:41 PM, Matthew ...

Re: Lit support [EXTERNAL]

To: me
Thu, Aug 10, 2017 8:53 PM Show Details

Sent from my iPhone
Marketing Mishaps

Fail: Samsung dishonors Cookie Monster by using a cracker as the cookie emoji

The Houston Rockets fired a social media manager for sending a dumb, but harmless emoji tweet


Shhhhh. Just close your eyes. It will all be over soon.

4/28/15, 10:44 PM
These 4 Emojis Are a No-No on Wall Street

Investment and social media compliance firms warn about the pitfalls of using emojis in client communications.

https://www.thinkadvisor.com/2017/04/11/these-4-emojis-are-a-no-no-on-wall-street/?slreturn=20180903170819

Emojis to avoid

<table>
<thead>
<tr>
<th>Emoji</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stack of dollar banknotes</td>
<td>Can imply a quantity of money and may be seen as promissory.</td>
</tr>
<tr>
<td>Money-mouth face</td>
<td>Indicates a love of money, or a feeling of wealth. The sentiment may not be appropriate in client communication.</td>
</tr>
<tr>
<td>Flying money</td>
<td>Indicates money being lost, or frivolous spending.</td>
</tr>
<tr>
<td>Bag of money</td>
<td>Applies a quantity of money and may be seen as promissory.</td>
</tr>
</tbody>
</table>
Nevada attorney arrested for trying to intimidate witness with rat emoji

Emoji During the Pandemic

2 OCTOBER 2020

Mask Wearing Emoji Now Smiles

Source: https://blog.emojipedia.org/mask-wearing-emoji-now-smiles/
Emojis in public health and how they might be used for hand hygiene and infection prevention and control

Nasim Lotfinejad¹,², Reza Assadi³, Mohammad Hassan Aelami⁴ and Didier Pittet⁵*

Conclusion

Emojis may empower IPC in different aspects such as raising awareness with no language barrier, educating people to adopt healthy behaviors, and enhancing surveillance systems to monitor infectious diseases. It is recommended to evaluate the relevance and appropriateness of the current set of emojis to use for hand hygiene promotion in order to harness the potential beneficial impact of these symbols. Medical emojis that are standardized as a new category of emojis offer much hope for the future, especially in the field of IPC.

Emoji During the Pandemic

Emojis help students accept online feedback

With millions of students learning online amid the COVID-19 pandemic, researchers have been investigating effective ways for educators to give feedback to students studying remotely.

Usage of the COVID-19 Related Emoji on 🦠

Emojipedia analysis of 976.7 million tweets dated between 9-1-2019 and 2-25-2021

Source: https://blog.emojipedia.org/one-year-on-bored-of-the-pandemic/
Secondary Meanings Can Emerge Quickly

How the sexy peach emoji joined the resistance

Secondary Meanings Can Emerge Quickly

Trending Topics: ‘OK’ hand gesture emoji added to list of hate symbols

Source = https://cw33.com/2019/09/30/trending-topics-ok-hand-gesture-emoji-added-to-list-of-hate-symbols/
Emoji are an Evolving Language

Sorry, millennials. The 😂 emoji isn't cool anymore

By Kaya Yurieff, CNN Business
Updated 9:36 AM ET, Mon February 15, 2021

For many Gen Z-ers, the 😃 emoji has become a popular replacement for conveying laughter. It's the visual version of the slang phrase "I'm dead" or "I'm dying," which signifies something is very funny. Other acceptable alternatives: the 😪 emoji (officially called "Loudly Crying Face"), or just writing "lol" (laughing out loud) or "lmro" (laughing my, well, you probably know the rest).

“A single emoji can make all the difference between an innocent joke and a hateful message. With that in mind, Facebook trains its moderators in how a slew of different emojis can violate any number of the social network giant’s content policies, including poops for hate speech, vomit faces for bullying, and crowns for sexual solicitation, according to internal Facebook documents obtained by Motherboard.”
Take a Page out of Facebook

<table>
<thead>
<tr>
<th>Indicators of...</th>
<th>Emojis</th>
<th>Related IS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attack, Harm, Call to Action</td>
<td><img src="https://motherboard-vice-com.cdn.ampproject.org/c/s/motherboard.vice.com/amp/en_us/article/kzkpea/facebook-poop-emoji-hatespeech-documents" alt="Emoji Icons" /></td>
<td>Dangerous Individuals and Orgs, Coordinating Harm, Bullying, Harassment, Hate Speech, Protection of Minors, Credible Speech</td>
</tr>
<tr>
<td>Sexual orientation</td>
<td><img src="https://motherboard-vice-com.cdn.ampproject.org/c/s/motherboard.vice.com/amp/en_us/article/kzkpea/facebook-poop-emoji-hatespeech-documents" alt="Emoji Icons" /></td>
<td>Bullying, Hate Speech</td>
</tr>
<tr>
<td>Hate speech (designated dehumanizing comparisons)</td>
<td><img src="https://motherboard-vice-com.cdn.ampproject.org/c/s/motherboard.vice.com/amp/en_us/article/kzkpea/facebook-poop-emoji-hatespeech-documents" alt="Emoji Icons" /></td>
<td>Hate Speech</td>
</tr>
</tbody>
</table>

Caption: An overview of how Facebook trains moderators to treat emojis. Image: Motherboard

Cases Referencing Emoji/Emoticons

Case Law from Israel

Israeli court says emojis can signal your intent

A 😊 isn't just a smile for everyone.

https://www.engadget.com/2017/05/21/israeli-court-emojis/
The [emoji laden] text message sent by Defendant 2 on June 5, 2016, was accompanied by quite a few symbols, as mentioned. These included a “smiley”, a bottle of champagne, dancing figures and more. These icons convey great optimism. Although this message did not constitute a binding contract between the parties, this message naturally let to the Plaintiff’s great reliance on the defendants’ desire to rent his apartment.

-Judge Amir Weizebbluth
More Case Law

- **Apatoff v Munich Re Am. Servs., 2014 US Dist. LEXIS 106665 (D.N.J., August 1, 2014)**
  - Employee leaving for asthma condition
  - Anonymous Tip
  - Employee following doctor’s recommendation
  - Honest Mistake Defense
  - Employer internal email with smiley face emoticons and exclamation points
    - :-) did Ray chat with you about Elena?
    - Yes he did. Thank you for your help. That deserves a big :-)!!!
More Case Law

- **United States v. Ulbricht**, (Silk Road)
  - Emoji and Emoticons were omitted from transcripts of online chats
  - Hon. Katherine B. Forrest ruled that emoji and emoticons are “part of the evidence of the document”
  - *The jury should read them. They are meant to be read. The jury should note the punctuation and emoticons.*
More Case Law

  - Court addressed probable cause for warrant to search Facebook accounts
  - ATF Agent provided affidavit stating that public facing posts that included a cloud emoji referenced drugs and a gas emoji was a symbol for gangs
  - Court denied the motion to suppress the evidence from the Facebook accounts
The Emoji Law Revolution

- We’re seeing a J-curve of exponential growth of references to emojis in court opinions. 30 percent of the all-time number of opinion reference to emojis occurred just in 2018.

- Unfortunately, opinions still struggle with displaying emojis. Opinions routinely omit the emojis altogether, or the judge imprecisely characterizes the emoji(s) in evidence. (It doesn’t help to call an emoji a “smiley” because there are a dozen different smiling emoji symbols). Furthermore, Westlaw and Lexis still usually do not display emojis, and neither makes it possible to search for emojis in court opinions. So while the number of court opinions referencing emojis is growing rapidly, the court publication process remains woefully under-prepared.

The Sedona Conference Commentary
on ESI Evidence & Admissibility,
Second Edition

The Sedona Conference

October 2020
Final Post-Public-Comment Version

Recommended Citation:

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Recipient</td>
<td>Date</td>
<td>Time</td>
<td>Body</td>
</tr>
<tr>
<td>2</td>
<td>11111111111</td>
<td>10/20/2019</td>
<td>12:01:36 PM ☺️😢</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>22222222222</td>
<td>10/20/2019</td>
<td>12:02:02 PM 😊😢</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>22222222222</td>
<td>10/20/2019</td>
<td>12:02:10 PM What time?</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>11111111111</td>
<td>10/20/2019</td>
<td>12:02:27 PM 5 minutes</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>22222222222</td>
<td>10/20/2019</td>
<td>12:02:37 PM 😊</td>
<td></td>
</tr>
</tbody>
</table>
eDiscovery Technology Continues to Evolve
<table>
<thead>
<tr>
<th>Recipient</th>
<th>Date</th>
<th>Time</th>
<th>Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>1111111111</td>
<td>10/20/2019</td>
<td>12:01:36 PM</td>
<td>🐰狸️</td>
</tr>
<tr>
<td>2222222222</td>
<td>10/20/2019</td>
<td>12:02:02 PM</td>
<td>😊🤔</td>
</tr>
<tr>
<td>2222222222</td>
<td>10/20/2019</td>
<td>12:02:10 PM</td>
<td>What time?</td>
</tr>
<tr>
<td>1111111111</td>
<td>10/20/2019</td>
<td>12:02:27 PM</td>
<td>5 minutes</td>
</tr>
<tr>
<td>2222222222</td>
<td>10/20/2019</td>
<td>12:02:37 PM</td>
<td>😊</td>
</tr>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Recipient</td>
<td>Date</td>
<td>Time</td>
<td>Body</td>
</tr>
<tr>
<td>1111111111</td>
<td>10/20/2019</td>
<td>12:01:36 PM</td>
<td>😼 😞</td>
</tr>
<tr>
<td>2222222222</td>
<td>10/20/2019</td>
<td>12:02:02 PM</td>
<td>😞</td>
</tr>
<tr>
<td>2222222222</td>
<td>10/20/2019</td>
<td>12:02:10 PM</td>
<td>What time?</td>
</tr>
<tr>
<td>1111111111</td>
<td>10/20/2019</td>
<td>12:02:27 PM</td>
<td>5 minutes</td>
</tr>
<tr>
<td>2222222222</td>
<td>10/20/2019</td>
<td>12:02:37 PM</td>
<td>😊</td>
</tr>
</tbody>
</table>
eDiscovery Technology Continues to Evolve

- Displays conversations or individual messages sent using SMS
  - iMessage
  - Skype
  - Slack
  - Bloomberg

- Searchable
  - Persistent Highlights
  - Find Previous / Next
  - Search for Emojis

- Customized for Short Messages
  - Conversation Pane
  - Timeline Navigator

Source: https://www.relativity.com/ediscovery-training/self-paced/relativity-short-message-files/
eDiscovery Technology Continues to Evolve

Supported emoji

Relativity supports displaying emoji, but not emoticons, within reactions. Emoji are also displayed within the message bodies. Emoji compatibility is dependent on your internet browser.

When emojis are rendered in HTML5, Relativity uses the native browser to render. When the emojis are imaged, the Google set is used. To learn more about the Google set, visit Emojipedia.

If an emoji is not supported, the text string for the emoji will be displayed instead. For example, if you create a custom emoji, like :test_emoji:, the text string will be displayed in the Short Message Viewer.

Source: https://help.relativity.com/RelativityOne/Content/System_Guides/Relativity_Short_Message_Format/RSMF-supported_Emoji_Emisticons_and_Attachments.htm
eDiscovery Technology Continues to Evolve
eDiscovery Technology Continues to Evolve
eDiscovery Technology Continues to Evolve
eDiscovery Technology Continues to Evolve

MAC OS using Chrome

Windows OS using Chrome

Windows OS using Internet Explorer
In Slack, 26 million custom emojis have been created since the feature was introduced, says a spokesman for the company. For the 13 million daily active users of Microsoft Corp.’s Slack competitor, Teams, emoji use is basically universal, says a spokeswoman for Microsoft.

Slack’s CTO said ... that one corporate customer uses more than 50,000 custom emojis.
Takeaway - Awareness
Takeaway – Draft an Emoji Policy

Consider The Following:  

- Which emojis are we going to use in business communication and which are off-limit?

- What forms of communication are good for emojis and which ones should be emoji-free? Contracts, for example, might be an emoji-free zone, while marketing materials remain emoji-friendly.

- Who is responsible for using emojis on social media, which emojis will they use, and for which type of posts?

- When is an emoji an acceptable substitute for a word, and when is it not? Consider creating a glossary or cheat sheet so that everyone is on the same page.

- When should customer service integrate emojis and through what channels? Here especially you need clear guidelines to ease potential concerns for customers and to empower your frontline agents.
Takeaway – Custodial Interviews

Consider The Following:

– Add questions regarding the use of emojis in the workplace to your custodial interviews.

– Are emojis going to be relevant in this matter? If yes, what sources of information contain relevant emoji (ex. Slack, Teams, Skype, Text, WhatsApp, SnapChat, Twitter, etc...)?

– What emoji are utilized? Is there a well-defined or assumed meaning?

– Work with your Digital Forensic and eDiscovery Expert to create a collection and review strategy for ESI containing emoji.
# RIM Month Fun: Emoji Records Management

<table>
<thead>
<tr>
<th>Retention Code</th>
<th>Meaning</th>
<th>Emoji Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>AV</td>
<td>As long as administratively valuable</td>
<td>![Emoji Woman Shrugging]</td>
</tr>
<tr>
<td>FE</td>
<td>Fiscal Year End</td>
<td>![Emoji Money Mouth] ![Calendar August]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retention Code</th>
<th>Meaning</th>
<th>Emoji Translation</th>
</tr>
</thead>
</table>
| US            | Until Superseded | ![Emoji](https://www.tsl.texas.gov/slrm/blog/2018/04/rim-month-fun-emoji-records-management/)
| Permanent     | Permanent!       | ![Emoji](https://www.tsl.texas.gov/slrm/blog/2018/04/rim-month-fun-emoji-records-management/) |

## RIM Month Fun: Emoji Records Management

<table>
<thead>
<tr>
<th>Retention Code</th>
<th>Meaning</th>
<th>Emoji Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC</td>
<td>After Close of a Trigger Event</td>
<td>![Emojis for AC]</td>
</tr>
<tr>
<td>CE</td>
<td>Calendar Year End</td>
<td>![Emojis for CE]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retention Code</th>
<th>Meaning</th>
<th>Emoji Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA</td>
<td>Life of Asset</td>
<td><img src="image" alt="Coffin Emoji" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hold</th>
<th>Emoji Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Litigation</td>
<td><img src="https://www.unicode.org/emoji/images/0x1f06e.png" alt="Justice Scale" /> <img src="https://www.unicode.org/emoji/images/0x1f008.png" alt="Person Holding Court Hearing Horn" /></td>
</tr>
<tr>
<td>Public Information Request</td>
<td><img src="https://www.unicode.org/emoji/images/0x1f3e0.png" alt="Person Waving" /> <img src="https://www.unicode.org/emoji/images/0x1f4da.png" alt="Information Symbol" /> <img src="https://www.unicode.org/emoji/images/0x1f4da.png" alt="Information Symbol" /></td>
</tr>
<tr>
<td>Audit</td>
<td><img src="https://www.unicode.org/emoji/images/0x1f50d.png" alt="Magnifying Glass" /> <img src="https://www.unicode.org/emoji/images/0x1f93f.png" alt="Person Wearing Fedora" /></td>
</tr>
</tbody>
</table>

Want More on Emoji?

Emoji in eDiscovery: Do You Get My Meaning?

What began as a simple way to add emotion to text communication has become discoverable content.

By MATT MAHON


Emoji, as we know them today, were first introduced in 1999, and have proliferated prodigiously in type and use. Simply view the current approved emoji list v13.0 (January 2020), put together by the Unicode Consortium to see the now more than 3,300 emoji. And as substantial as that number is, consider that according to the Wall Street Journal (July 2019), Slack now contains 26 million – yes, million – emoji, with one Slack client having created more than 50,000 custom emoji alone.