

Elon Musk

It may be time for the business media to stop reporting on every Elon Musk tweet as though it's a 1. Today Musk tweeted “thinking of quitting my jobs & becoming an influencer full-time wdyt,” later suggesting he might join OnlyFans. Musk, of course, is already an influencer, so the comment was almost certainly one of the jokey musings he likes to make on Twitter.

Wall Street got the joke, brushing it off by pushing up Tesla stock 1.3%. But various news outlets reported it with a straight face. Reuters adopted what may have been the most deadpan tone in its report, noting “it was not immediately clear if Musk...was serious.”



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