

**Social media: to consider cancelling the Parish Council X (formally known as Twitter account)**

Summary and recommendation

1. The Parish Council uses a Facebook and X (formally known as Twitter) to promote itself.
2. In practice, these accounts are mainly used to 'share' meeting agenda links.
3. In the time we have been on X, we have amassed 38 followers (most are not local or obviously relevant to a local council)
4. X has changed in recent times and there is a growing exodus of various brands from it. For example,
  - a) In August the Royal National orthopaedic hospital said it was leaving X, citing an *"increased volume of hate speech and abusive commentary"* on the platform.
  - b) The Guardian, which has more than 80 accounts on X with approximately 27 million followers, recently withdrew from X stating, *"This is something we have been considering for a while given the often disturbing content promoted or found on the platform, including far-right conspiracy theories and racism. The US presidential election campaign served only to underline what we have considered for a long time: that X is a toxic media platform and that its owner, Elon Musk, has been able to use its influence to shape political discourse."*
  - c) Devon County Council are no longer active on X and its account is no longer monitored. They now share Council information via a weekly newsletter, a facility we have.
  - d) North Wales Police has completely quit X, claiming the social media site is *"no longer consistent"* with its values.
5. It is recommend the Parish Council X account is closed and that we continue to promote our activities via our village newsletter and Facebook.