

State of Play in Digital Advocacy

What to do about Twitter...



What Is Happening With Twitter & Meta?

New ownership on Twitter will mean changes with some risks such as misinformation and spread of hate speech.

Elon Musk leadership driving anti-LGTBQ+ and anti-public health content in courtship of radical right
1m users have left leaving Twitter due to ethical concerns.

US progressive policy-makers seeing decrease in audiences, conservative seeing increase, CV19 info not monitored, , journalists being removed.

Rules for social issue ads and verification for advertisers on Meta and Twitter continuously evolving

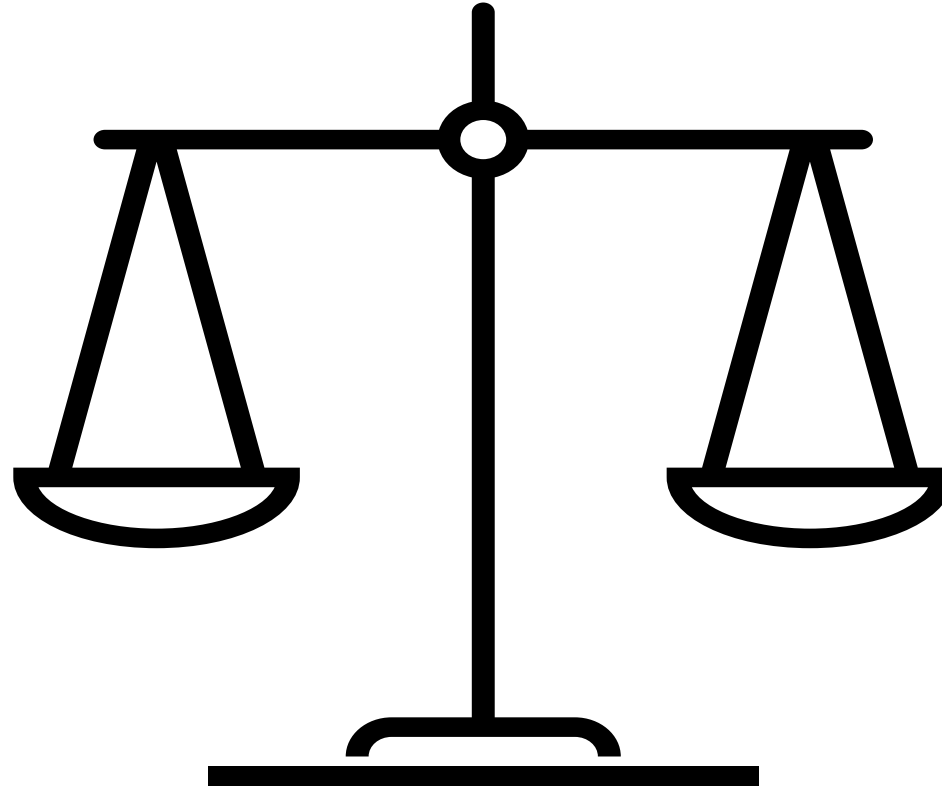
Meta and Twitter layoffs impacting the speed and status of ad verification and approval processes

Becoming increasingly difficult on Meta to run in-country social issue ads with outside payment sources



How Do We Decide What Platforms are OK?

Strategic Value
Target Audience Access
Relevance in News Cycles
Opportunity Cost
Value of Investment in
Built Community



Reputation Risk
Security
Ethical Conflict
Values/Mission

What Are Some Options for Change?



Suspend

- Suspend Paid Ads

Pause

- Pause Posting, But Keep Account

Ghost

- Close Account, Quietly

Call Out

- Close Account Publicly

Encourage

- Encourage Others to Leave

Should We Consider Other Platforms? Let's Consider This:

-Who is your **priority audience** for your policy campaign? Are they still active on Twitter? (I.E. Govt officials, journalists, KOLs, etc.)

-Where is the majority of the country's population **spending time online** currently?

-In your designated countries, **which platforms are on the rise** that could be replacement if Twitter shuts down?

-Do you have the **resources** to build, run and manage a new social media channel?

**START A NEW SOCIAL
PLATFORM FOR YOUR ORG**

PAID ADS

**MANAGING
CONTENT STREAMS**

SUSTAINABILITY

**PLATFORM
RISK MANAGEMENT**

**FIND QUALITY
FOLLOWERS**

Expanded Platforms/Potential Alternatives: Tread Carefully

- LinkedIn
- Mastodon
- Post News
- Hive Social
- CounterSocial
- Amino
- Investment in Direct Communication Networks (Email, WhatsApp)
- Investment in distributed campaign strategy with influencers

Overview Of Platforms

Platform	Overview
LinkedIn	Valuable network for professionals and thought leadership. Hosts more than 600 million professional profiles. International reach.
Mastodon	Mastodon allows users to post, follow people and organizations, and like and repost others' posts. But while Mastodon supports many of the same social networking features as Twitter, it is not a single platform. Instead, it's a federation of independently operated, interconnected servers. Recently surpassed one million daily active users – many of whom are new, following Musk's Twitter takeover. Popular in Europe.
Post News	Describes itself as a place to access “premium news content without subscriptions or ads.” There’s a waitlist of 335,000 users, roughly 65,000 of whom have been let in.
Hive Social	One million users to date. Mobile-only social media app. In both look and feel it is very, very similar to Twitter. You can follow people and they can follow you back. You can "like" or "heart" posts from other users and you can, for want of better term, "retweet" other people's posts (although Hive calls it a "repost"). Only chronological feed and no ads. No character limit on posts.



Overview Of Platforms

Platform	Overview
CounterSocial	A no nonsense alternative to Twitter. The platform follows a similar format in the sense that you can share 500-character posts, but the app has no ads, bots, internet trolls and a "zero tolerance to hostile nations"
Amino	Amino has social micro-networks called communities which contain all the topics you may be passionate about . Mostly around entertainment and popular in Asia.
Investment in Direct Communication Networks (Email, WhatsApp)	Helps reach people where they are (mobile device, computer),and easy to forward information and cultivate grassroots networks.