

# Annex A – Plan to cease using X, formerly known as Twitter

## Overview

From **25/06/25**, the City of York Council will cease using X (formerly Twitter) as a routine communications channel. This plan outlines the steps for managing the transition, mitigating risks, and promoting alternative channels.

## Corporate X Account

- The **@CityofYork** account will **remain open** but will no longer be used for regular communications.
- A **message in the bio and a pinned post** will state that the account is only used in the event of an incident, and not monitored otherwise.
- The account will be **retained** to prevent impersonation, retain verification status, and enable use during emergencies at the direction of **Silver Command**.

## Council Service X Accounts

- All other **council-operated X accounts** will be reviewed to assess:
  - Whether the account plays a role in **incident communication**.
  - Whether the **account name could be misused** by impersonators or scammers if released.
- **From 25/06/25:**
  - All X accounts not meeting the above criteria will be **deactivated**.
  - Accounts with potential incident or impersonation risk will be **retained but not used**.
- Officers responsible for these accounts will be contacted to confirm their status as part of internal communications.

## Elected Member Accounts

Personal X accounts held by elected members remain **out of scope** for this plan and will continue to be used at their individual discretion.

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## Transition Plan

### 1. Give Notice

- From **25/06/25**, no further content will be posted from the @CityofYork account, unless authorised by **Silver Command** during an emergency. The account will also remain unmonitored, unless an emergency incident occurs.

### 2. Redirect Users

- All council communications will **signpost followers** (currently 49k+) to alternative channels, including:
  - The **council's resident e-newsletter**
  - Facebook, Instagram, LinkedIn, and the council website
- Signposting will be ongoing across all marketing and comms materials.

### 3. Incident Response Readiness

- The corporate emergency communications plan will be updated to:
  - Include **X as an emergency-only channel**.
  - Clarify the **trigger process via Silver Command** for activating the account.
  - Outline how X will be used alongside other rapid-response tools.

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## Communications Plan

### 4. Public Announcement

- A **press release** will follow the Leader's decision to confirm the council's change of policy, rationale, and next steps.

### 5. Promotion of Alternatives

- A cross-channel campaign will run between the **Executive Decision-Making Session date and 25/06/25**, encouraging residents to:
  - **Sign up to the e-newsletter**.
  - Follow the council on **other social platforms**.

- Update preferences through the council website.

## 6. Channel Review

- An ongoing **channel review** will identify the most effective ways to reach residents, businesses, and partners, with findings to be shared in future strategy updates.

## 7. Exploring New Channels

- The council will explore emerging platforms such as **BlueSky** and **WhatsApp** and assess their potential role in council communications.
- Consideration will be given to **audience demographics, functionality, trust, and reach**.

## 8. Internal Communications

- All relevant teams and service leads will be briefed on the change, including instructions for reviewing their X accounts and confirming future status.

## 9. Review and Evaluation

- The impact of this change will be **regularly monitored** as part of the council's ongoing communications evaluation process to ensure continued reach and engagement.