

From: [REDACTED]
To: [Information Governance](#)
Subject: BlueSky account for RoS
Date: 24 January 2025 12:07:13

Hi

Just getting in touch as a first contact regarding a RoS Bluesky account (to replace current X channel).

<https://bsky.social/about>

Some context - we have been closely monitoring the landscape around public bodies moving away from X (previously Twitter) and given recent events would like to start the process of investigating a new platform for RoS so we are not on the backfoot in the event a decision is made to stop using X (near future) / Facebook (tbc but looking more likely).

Advice on how to proceed would be welcome

Thanks

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: FW: X / Twitter analysis
Date: 27 January 2025 15:44:40
Attachments: [image001.png](#)

As discussed.

From: [REDACTED]
Sent: 22 October 2024 16:11
To: [REDACTED] ; [REDACTED]
Subject: RE: X / Twitter analysis

Thanks [REDACTED] this is a really useful summary and while we won't be doing anything proactive with it now it is great to have to hand should we be asked. Can you drop in a shared folder somewhere please so we could all access if required?

I think we should continue to monitor (through you please) any change in policy from SG / HMLR or other large key stakeholders and review again at that point / or such time as this becomes more politically charged.

I like your recommendation on the note re: not monitored for @RoSKeeper if you could do that as a priority that would be good.

Thanks

[REDACTED]

From: [REDACTED] [@ros.gov.uk](mailto:[REDACTED]@ros.gov.uk)>
Sent: 17 October 2024 14:11
To: [REDACTED] [@ros.gov.uk](mailto:[REDACTED]@ros.gov.uk)>; [REDACTED] [@ros.gov.uk](mailto:[REDACTED]@ros.gov.uk)>
Subject: X / Twitter analysis

Hey,

Over the last couple of months there has been increased chat around our use of X/Twitter and whether this is still a worthwhile channel for us.

I have pulled together a brief doc on some of our stats and info that I have.

 [X - Twitter Analysis.docx](#)

We can also look at further exploring some of our stats with the work that [REDACTED] and [REDACTED] have been doing, however I know this has slowed down again.

If you have any questions at all or would like me to expand on anything please do let me know.

Thanks,

[REDACTED]

X / Twitter Analysis

Overall recommendation

Whilst I understand and see the views on X being a problematic platform, I currently believe that usage should continue. Not using/monitoring X would take away a valuable insight into customer enquiries, related topics and issues etc.

Prime Minister Starmer also said that [UKG are continuing to use Twitter](#) and will not move to BlueSky at the moment.

If SG decided to cease using the platform I think we should then reconsider. Happy to hear any counter arguments or opinions on this.

Our stats

Following

Since the end of December 2023, we have lost 103 followers on X. This has been a gradual decline every month except for May where we gained 4 followers.

We have gained followers on every other channel, from end of December 2023 to end of September 2024:

- Facebook, we have gained 15 followers
- LinkedIn, we have gained 601 followers
- Instagram, we have gained 3 followers
- YouTube, we have gained 72 followers

Twitter decline month by month

Following end of December 2023 – 4,616

Following end of January 2024 – 4,609

Following end of February 2024 (as of 21/03 due to absence) - 4,601

Following end of March 2024 – 4,592

Following end of April 2024 – 4,588

Following end of May 2024 – 4,592

Following end of June 2024 – 4,583

Following end of July 2024 – 4,570

Following end of August 2024 – 4,523

Following end of September 2024 – 4,513

Following end of October 2024 – 4,497

Following end of November 2024 – 4,425 *highest loss of following this year 72

Activity

Posts and referrals to website on X by month:

- January – 4 posts and 380 referrals to website (high due to customer enquiries and attention around country of origin report)
- February – 6 posts (no info on referrals due to absence)
- March – 8 posts and 106 referrals (referrals high due to RCI)
- April – 9 posts and 16 referrals
- May – 6 posts and 17 referrals
- June – 2 posts and 6 referrals
- July – 7 posts and 6 referrals
- August – 4 posts and 20 referrals (referrals high from residential property sales in Scotland report)
- September – 2 posts and 3 referrals

Our current position

Currently we only use X to post key messages. These include downtime, HPI and updates to our products and services. We also use X to respond to public enquiries and private DMs.

Although we are unable to monitor X like we used to using tweetdeck, I can manually search the platform for keywords, accounts etc. I believe this is a real benefit of the platform as we are unable to do this on other channels.

We are also not a verified account. Verification was something previously that you had to apply to Twitter for. Before I was [REDACTED] we have applied more than once and been rejected. A verification was seen as an 'official' account, this meant that you could trust that the information was legitimate. Now to have a verified account you need to pay for this. This means that anyone can pay to be verified.

Companies leaving X

In 2023 companies began to stop advertising on X due to concerns over content moderation, brand safety and the platforms changing policies. In recent months, companies have again moved away from X so as not to be associated with Musk.

Some companies left the platform without comment, others gave reasoning and alternative methods of contact.

[North East Ambulance service - leaving X post](#)

[Jisc - leaving X post](#)

Worth noting that these accounts are still 'live' accounts, they instead have a note in their bio that it is not monitored etc. and the below posts pinned.

Another example is compaines that have multiple X accounts are now condensing their accounts into one main account.

[Sussex Road police moving to one main account.](#)

HMLR and SG

All Scottish Government accounts appear to still be active on X. These accounts are known for never replying to enquiries, but they do all regularly post on the channels.

HMLR is also still active on X both replying to enquiries and regularly posting.

BlueSky

BlueSky is a relatively new social media channel where people can interact much as they do on X, posting, replying and messaging. In appearance it looks very similar to 'Twitter' as we knew it.

It is currently seeing an increase in people joining the platform since Trump appointed Musk. It has been reported that BlueSky has gained 1 million new users following the election.

Although there has been an increase in new users there is not necessarily a direct correlation between people leaving X and creating a BlueSky account. As X is not publicly owned the recent information that has been shared on people leaving is coming from a tracking used on people visiting the close your account page, as X won't share analytics with the public. This is not to say that people aren't leaving the channel, it's just maybe not as fast and extreme as it sounds. The surge in BlueSky followers is all true and again something I will keep an eye on. There was also a surge in BlueSky following the riots, so this is following a trend in Musk related news. I do also think this is similar to threads where people are just looking for another 'Twitter' like space to post.

Update from Starmer on whether they will be joining BlueSky, as a number of politicians have already done so. <https://www.civilserviceworld.com/news/article/no-current-plans-for-departments-to-join-bluesky-starmer>

RoS Keeper Account - update

Prior to Twitter moving to X and the change in ownership to Musk. We decided to deactivate the RoS Keeper account. The way in which I did this meant that the account was not deleted but instead did not appear. When Musk took over these accounts returned. At that point a decision was made not to delete the account as we would lose the username and if Jennifer or a future Keeper would like to use the platform we would need to start over again.

In recent weeks I have attempted to regain access to the @roskeeper account. This was unfortunately unsuccessful, and I had to contact X support. The support team where unable to verify it was Jennifer trying to access the account and have suggested to create a new account.

The only option we can see would be for Jennifer to go back to X and explain that we never received verification codes and ask if they could do any other form of verification. This is not something I would be able to do on her behalf as the account is registered in her name. I do believe the amount of effort this would take versus the reward would not be worth Jennifer's time. Our aim was to tidy things up and pop a holding message in to the bio to direct people to @registersofscot. However, it is clear to see from Jennifer's account that it is not used, and we don't see anyone regularly trying to tweet the account.

I think for now we can leave this be and don't see any requirement to set up a new account as we move away from regular posting on X.