



**HEDDLU
GOGLEDD CYMRU
NORTH WALES
POLICE**

Response Date: 20/01/2025

2025/022 - Your decision to ditch Elon Musk's X platform

In response to your recent request for information regarding;

According to the Daily Post (13/10/24), North Wales Police stopped using Elon Musk's X platform because it "was no longer consistent with our values":

<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.dailypost.co.uk%2Fnews%2Fnorth-wales-news%2Fnorth-wales-police-quits-x-30132765&data=05%7C02%7CFreedomofInformationTeam%40northwales.police.uk%7Cfdd6557567fd432ea3d008dd2e57e397%7C4e86b176a10e43bd8d27927f44d0e665%7C0%7C1%7C638717677211049152%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlIiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoITWFpbCIIsIldUIjoyfQ%3D%3D%7C60000%7C%7C%7C&sdata=MULuHjQ5PHx3AldhCibw%2B5Lnn5cdbvZcrydfeBBswT4%3D&reserved=0>

1. Please provide all information including meeting minutes that informed your decision to ditch X.

The article includes:

"We will continue to monitor and review alternative platforms and their suitability for police communications and engagement."

2. Please provide full details of any reviews you have carried out of alternative platforms.

Withdrawal from X was considered as part of our social media planning and strategy development.

Extract from 2 year strategy review:

The X (formerly Twitter) platform has undergone widescale changes to the business model and framework. The introduction of 'subscription' levels to influence the spread of messages and interactions has severely harmed the reach and engagement of our messages. By not taking a subscription package, and remaining on the 'free' tier, our messages are viewed as low priority and low value by the platform, and as such, are not achieving a wide-reaching audience. We will be carrying out an evaluation around the value of remaining on this platform.

Alongside this it was also felt by Chief Officers that the platform was no longer consistent with our values.

THIS INFORMATION HAS BEEN PROVIDED IN RESPONSE TO A REQUEST
UNDER THE FREEDOM OF INFORMATION ACT 2000, AND IS CORRECT AS AT 16/01/2025