



NRENs and social media

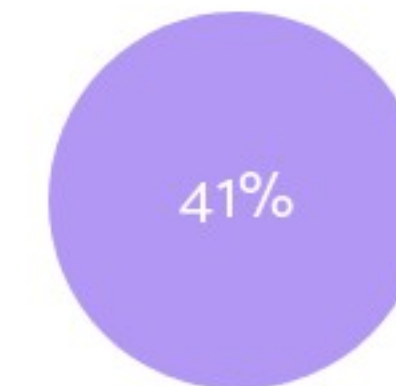
8 months after the SIG-Marcomms in Kajaani... Where are we now?

Do you remember the presentation on SM and the mentimeter at SIG-Marcomms in February?

No (I forgot or I wasn't present)



Yes!



A lot happened meanwhile!

From Twitter to X! Most recently:

- X may no longer be a free site
- X caught running unlabeled ads
- X started collecting user's biometric data along with education and job history
- Block feature removed
- Tweetdeck renamed X Pro and reserved to paying users
- New X ad revenue programme
- Max limit of post read in a day
- New CEO Linda Yaccarino (Musk is still the owner)
- Trust and safety lead resigned
- Community notes launched
- EU warned Twitter over disinformation
- Legacy blue checkmarks removed





And much more happening on other fronts...

LinkedIn

- Becoming more and more relevant
- Major updates: targeted posts, adding AI, changes to the algorithm

Mastodon

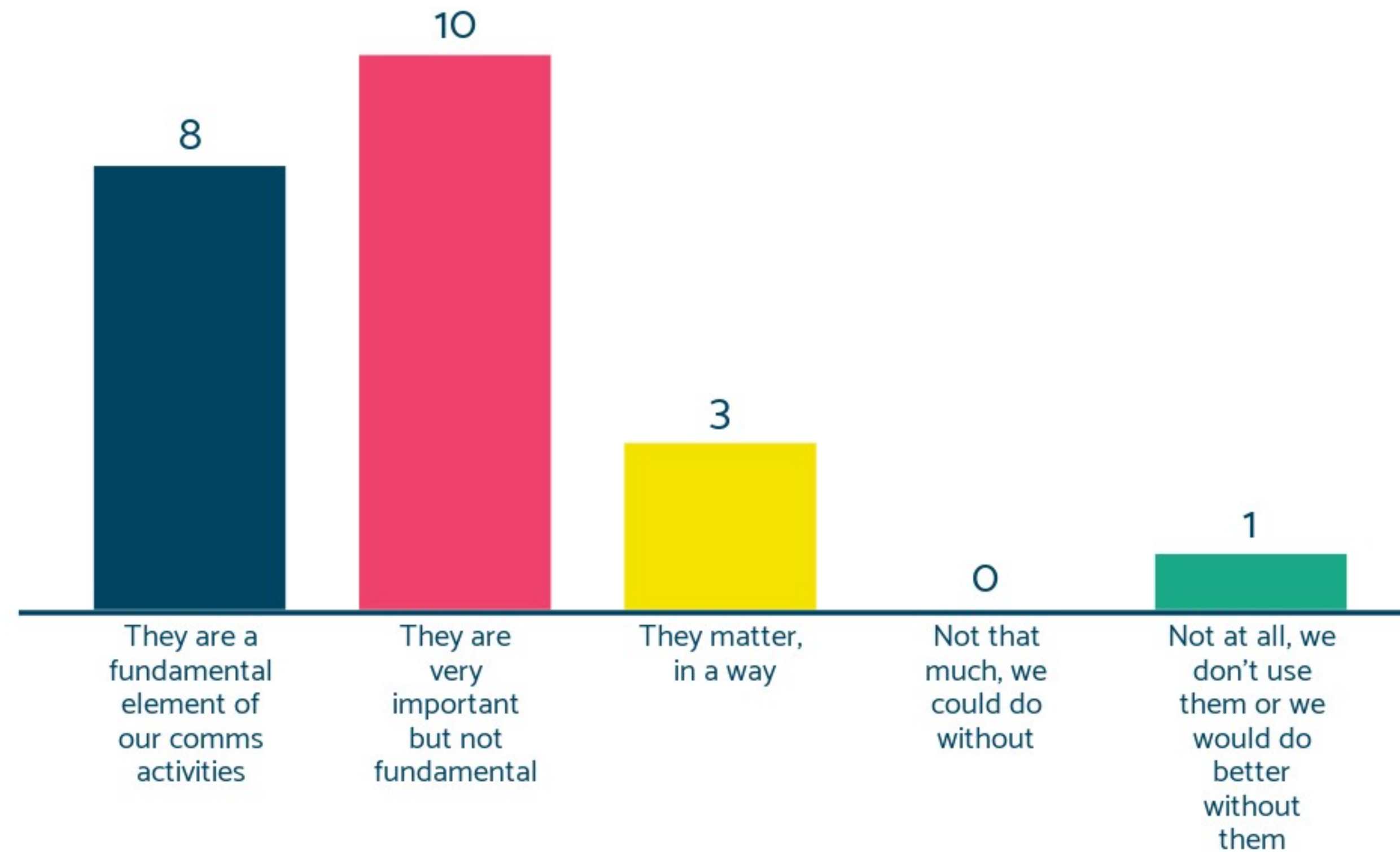
- More NRENs and RRENs joining Mastodon (DFN, NORDUnet)
- Key update now improving search functionalities

Emerging SM platforms

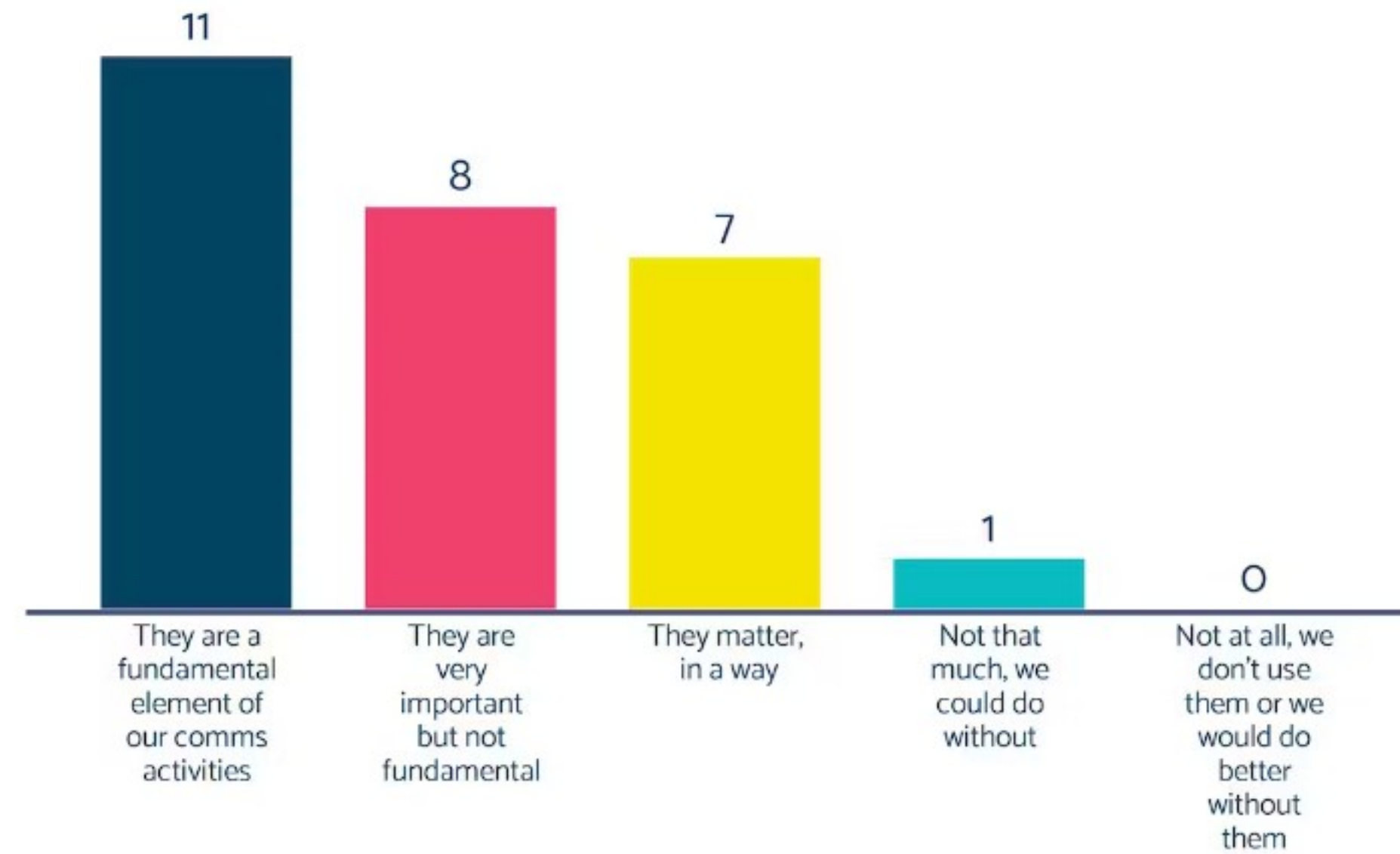
- Threads - but not available in EU because of regulatory concerns
- BlueSky - still invitation-only



How much do social media matter for your organisation (now)?



How much do social media matter for your organisation?



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Which social media is your organisation using (now)?

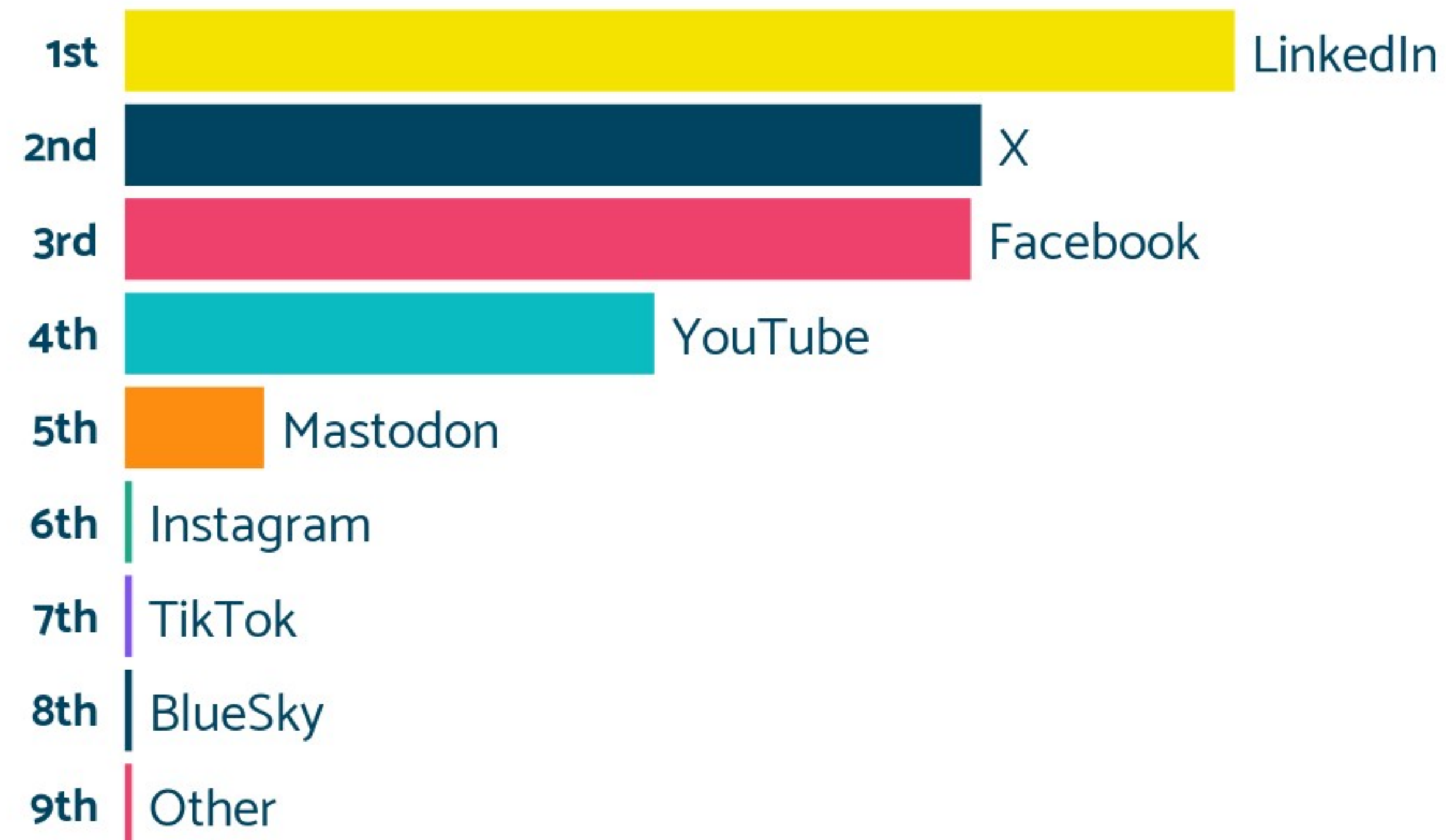


Which social media is your organisation using?

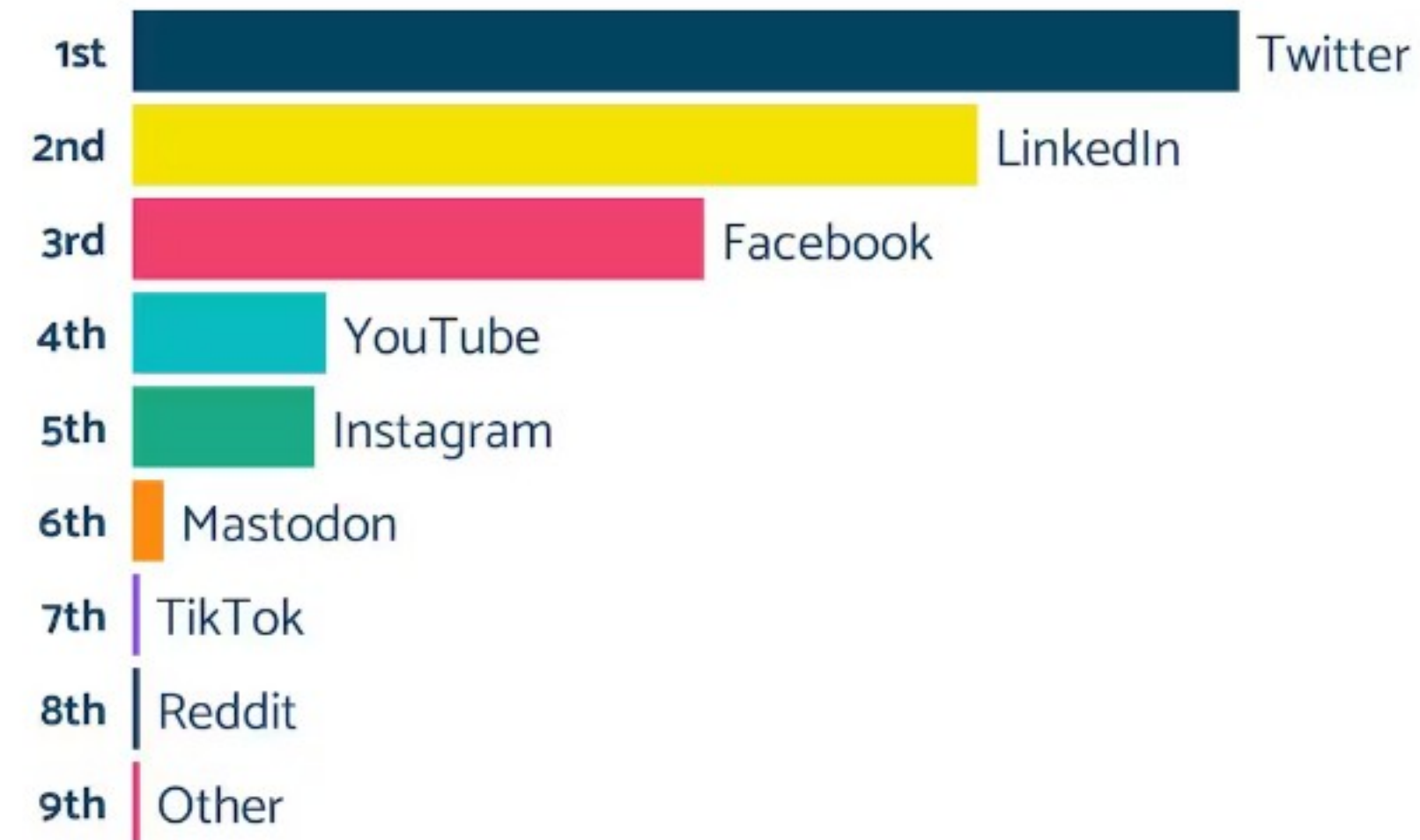


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And which social media is more important for your organisation's comms (now)?



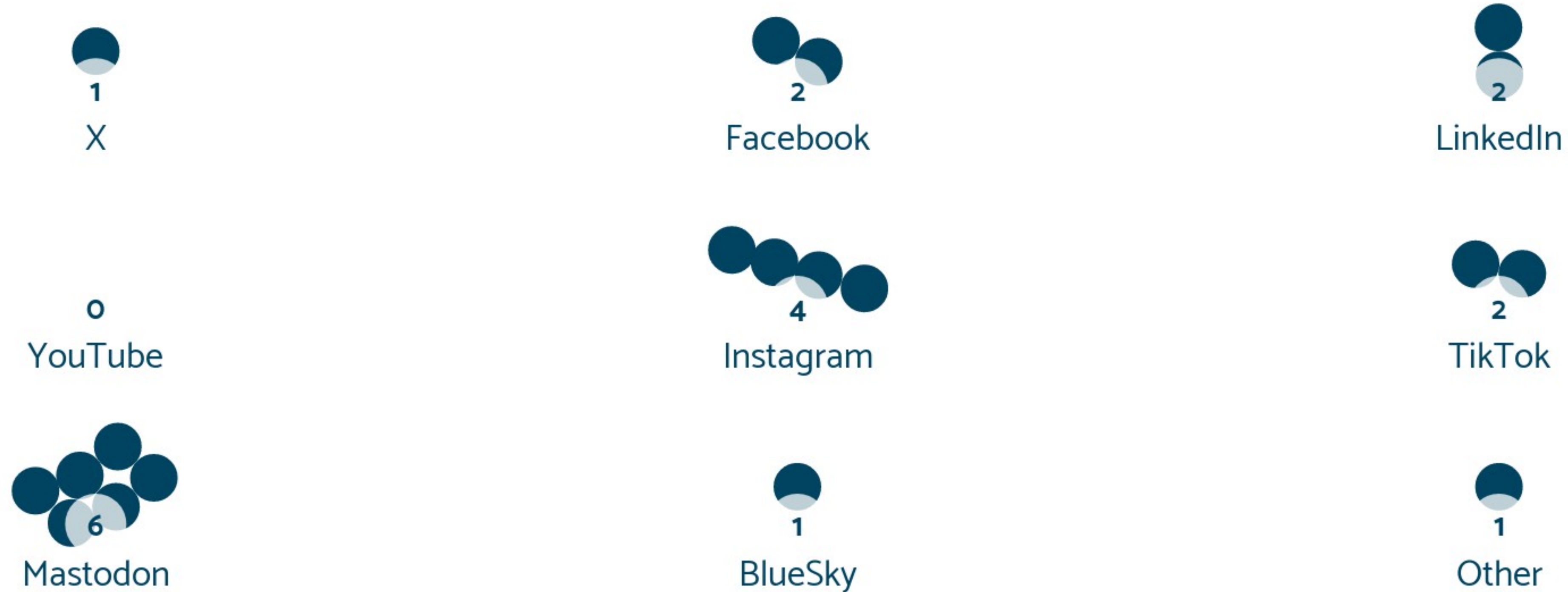
And which social media is more important for your organisation's comms?



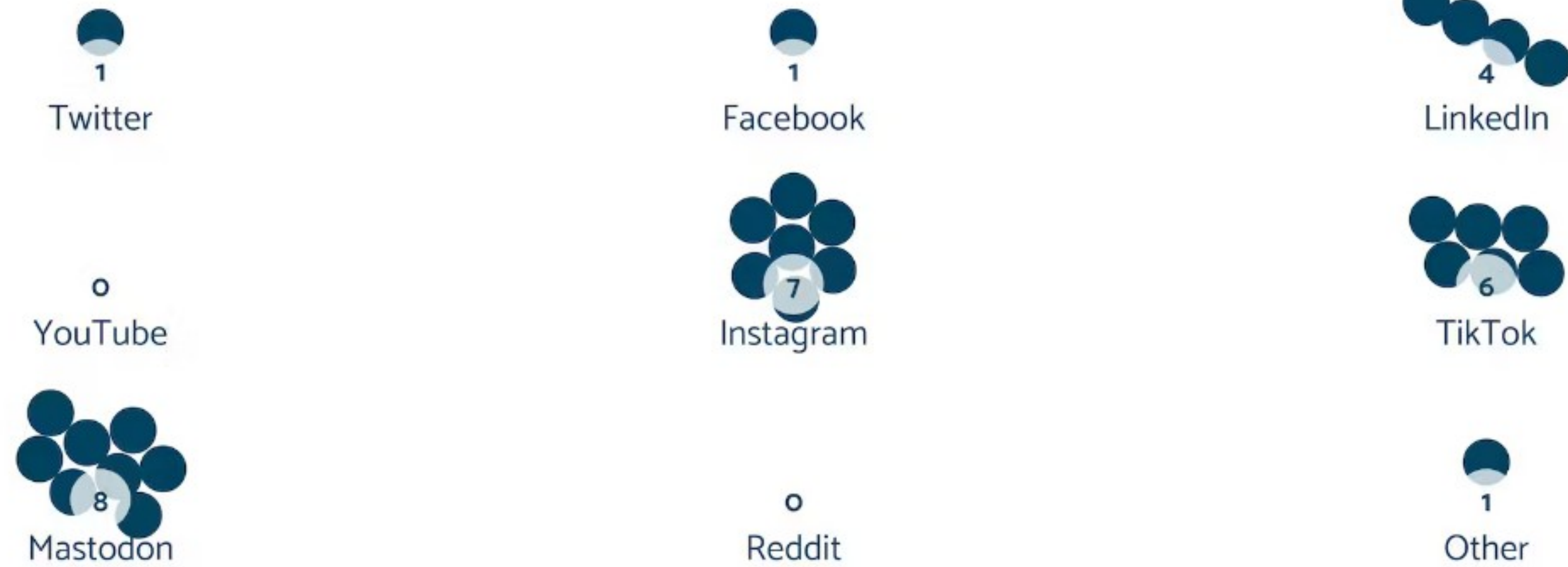
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Are you considering adopting any of these SM in the future?



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Did you experience any major change or relevant tendency on your SM channels in the past 8 months? (performance, preference for new channels...)

24 responses

No :)

No

Nope.

No

We deleted the project's FB account because it was of no value

no

Twitter/X on the way downhill...

no

No,

Did you experience any major change or relevant tendency on your SM channels in the past 8 months? (performance, preference for new channels...)

24 responses

Twitter/X is losing its status

Young and professional generation tends to move more to linkedin

Not really, only that we used LinkedIn live ;-)

Yes. LinkedIn is getting more and more and more popular en we have more and more engagement. X is going down

'performance' drop on Twitter/X

No

Less engagement on x

No

Twitter is less credible

Did you experience any major change or relevant tendency on your SM channels in the past 8 months? (performance, preference for new channels...)

24 responses

not really. X is going down. Facebook has very targeted audience.

LinkedIn 👍 Twitter 👎

LinkedIn kicking Twitter's butt.

LinkedIn is increasing

Linked in up

No

How do you feel about X now?



Concerned / Very concerned

Dubious / Confused / Curious about developments

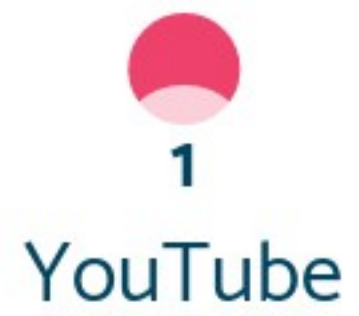
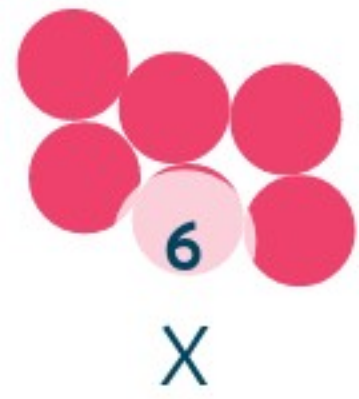
Confident about the future

How do you feel about Twitter now?



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Are you considering dropping any of these SM in the future?



Goodbye!

Off to the first of our CyberSecMonth 2023 webinars - don't forget to follow our campaign #BecomeACyberHero, download and reuse our resource package and share our programme of free webinars with your communities!