

# X-Last Strategy

A simple, actionable plan for helping democracy, creating consequences for hate, and building your community outside of crappy right-wing websites.



Given that the ‘free speech absolutist’ mentioned below often threatens to sue those who criticize him, allow us to clarify that this document is a statement of opinion.

On November 3rd, Indivisible National chose to “step back” from X - the platform formerly known as Twitter. We did that [for reasons we elaborated on here](#), but can summarize with this excerpt:

*“The Twitter we knew — which, despite its many problems over the years, allowed us to build this community and fight for a better world — is now largely gone. The platform has become a megaphone for a bigoted and [conspiratorial](#) billionaire, propped up by a [subscription scheme](#) that amplifies the voices of transphobes and white nationalists who agree with him and muzzles his critics...When trusted voices begin to leave the platform en-masse, X will lose its appeal, its pull as a source of real-time information, and its remaining legitimacy with policymakers and regular users.”*

We know that many candidates, organizations, and individual activists are struggling to reconcile their values with a business-as-usual approach to Musk’s platform. And, at the same time, many have good reasons they are not ready – at least not yet – to delete their accounts and leave completely. We’ve spent a lot of time building our community, and it can be difficult to know how to start fresh. X is the devil we know.

**This guide offers a first, low-risk step anyone and any organization with a substantial following can take to step back from X.** It’s not intended as a one-size-fits-all recommendation – groups, individuals, and elected officials ready to leave the platform completely should, by all means, do so.<sup>1</sup> Instead, it is intended to help navigate the first hurdles in the admittedly scary process of de-emphasizing a platform that has been so useful to so many of us for so long – but has now become toxic.

The approach is simple, and we suggest anyone remaining on X adopt it as a minimum commitment to opposing the hateful direction of X and facilitating the growth of better, safer alternatives. You might do this because of your values, or you might do it for self-interest: X is rapidly becoming the uncoolest place on the

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<sup>1</sup> For public figures choosing to leave completely, we do advise keeping your account to prevent impersonators and to come back to in the event of a change of ownership.

internet. Pretty soon, only grifters and right-wingers will be on X - and who wants to be seen at that party?

## The Strategy:

The core of the X-last approach is simply this: Post to alternative platforms before you post to X. Feature your alternative platforms on your X bios and prominently and regularly let your followers know this is what you are doing, and point them to where they can migrate to in order to see your posts first. It's not as powerful a statement, perhaps, as leaving the platform completely, but it robs X of its one-remaining selling point: that it remains *the* place for breaking news and following real-time events.

If news is breaking and analysis first comes from other platforms – and trusted messengers are on those other platforms – audiences will follow. Gradually, the habit of checking X first will be broken – and communities will develop in these better spaces.

**Step 1:** Establish a presence on alternative text-based platforms.

**Step 2:** Post to those alternative platforms before posting on X

**Step 3:** Prioritize engagement - reposts, replies, etc. on those alternative platforms.

**Step 4:** Closely monitor your metrics on those alternative platforms to determine where to dedicate greater time and resources

### 1. Establish a presence on alternative text-based platforms

As X has deteriorated, a number of alternatives have arisen – Threads, Mastodon, Bluesky, among others. We've created [a guide to some of these here](#), and we recommend establishing a presence on more than one. Indivisible has seen our highest engagement on Threads, but that might not hold true for everyone.

It's in your interest to begin building an audience off X sooner rather than later. Unless Musk and X change direction radically, remaining on the platform will become untenable. To avoid being caught without alternative distribution channels, it's best to begin the process now.

**Values + democracy + self-interest make this move a no-brainer.** We at Indivisible have been appalled by Musk's antisemitism, transphobia, xenophobia, and ceaseless promotion of dangerous conspiracy theories (and the site's amplification of accounts that do the same). But our stepping back from twitter wasn't solely a protest action. 2024 is an important year for American democracy, and we don't want the dominant

social gathering place for activists, electeds, and journalists to be one overrun with right-wingers and disinformation. Joining the X exodus is one step we could take toward establishing healthier, online communities.

We want to reach people, and this move is also smart from a movement standpoint, because X is getting less useful by the day. Simply put, X is increasingly bad. It is increasingly uncool. Despite X's tagline, X is increasingly *not* where it's happening. "It" is increasingly happening elsewhere. And for a people power movement, we've got to go to where the people are. This is true for Indivisible, but it's true for literally anybody who wants to have their posts reach real people, and not just mostly Russian bots.<sup>2</sup>

So the choice was between switching now and thoughtfully building up our community on different platforms, or waiting for the inevitable implosion that's coming. We knew it would be harder to build up our community after the implosion than before, so we made the move. We think this move makes sense for anybody who doesn't want to keep feeding Elon's beast.

**Building on a new platform is a bit of a pain, but less so than you might think.** Yes you've got to get followers again, but on Threads and Mastodon (and likely other non-X platforms), engagement-per-follower is far higher.

While it will take some effort to rebuild your community, the steps are no different from how we all built our audiences on Twitter:

- Add the icons of the platforms you're prioritizing on your website, email signatures, and email templates (and delete your current X icons)
- Send an email to your list inviting them to follow you on these new platforms
- Follow and engage with others in these spaces liberally
- Use existing social media channels to advertise your new accounts, or put them in your bios (but note the X algorithm appears to lower the reach of posts linking to these sites)
- Create a post featuring your alternative accounts and pin this to your X account
- Verify your new accounts where possible
- Regularly post a message to your X followers reminding them of your other accounts and encouraging them to follow you there.

Even with smaller audiences, you are likely to quickly find more robust (and positive) engagement on these platforms than on X, which has throttled the reach of accounts that don't pay to get verification.

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<sup>2</sup> If you want Russian bots, X is where it's happening!

## **2. Post to those alternative platforms before posting on X**

It's as simple as it sounds. Alter your workflow to post first to your X-alternative accounts. Indivisible has made the decision to scale back original posting on X to a bare minimum, but there are gradations of this you can employ – creating added incentive for your community to join you in these better spaces.

This prioritization can be underscored by using screenshots from the alternative platforms where you might otherwise screenshot tweets – in emails, on Instagram posts, etc.

A number of post scheduling tools allow for posting across all your social networks, but we advise not posting simultaneously to X even though the tools support it: purposefully post to X last.

This approach might not be possible for live-streamed content (which automatically pushes to multiple channels), but you can always urge viewers to tune in on existing channels. Another unavoidable exception will be cases where you wish to retweet with comment. Whenever possible, see if the user you are retweeting has posted to other networks, and repost with your comment there, first.

## **3. Prioritize Engagement with your audience on other platforms**

If we want users sticking with alternative platforms, we need to give them the same sense of community they once had on Twitter. Nothing is more discouraging than venturing out on a new network and feeling like you are posting into the void.

Prioritizing replies, follows, reposts, and likes on these platforms rewards users for taking the leap and actively builds the better, safer communities we're striving for.

This isn't to say you shouldn't reply to users who take the time to engage with you on X - simply that, as with posting, it should shift to the lowest priority platform.

Periodically, post on X that your primary social media presence has shifted to the other platforms. Going silent makes your shift less noticeable.

## **4. Closely monitor your metrics on those alternative platforms to determine where to dedicate greater time and resources**

There are many alternatives to X right now, and while it's easy to crosspost to each of them, fully engaging in replies, reposts, and building your audience on all of them isn't sustainable in the long-run. Carefully tracking engagement – specifically actions

taken from these platforms using refcodes on your links – will tell you where to focus your energies.

It will also help to dispel fears with approvers in our organizations about stepping back from X. Once it becomes clear that alternative platforms are bringing in more actions, donations, and engagement with supporters (we are already seeing this), we can share that information within our ecosystem and bring other organizations, candidates, and thought leaders along with us.

## Let's move forward together

We believe that the above steps will be strategically beneficial to any organization that takes them. X is foundering, and it behooves us all to diversify our reach on emerging platforms.

But we are asking organizations and likeminded, pro-democracy elected officials to publicly adopt this approach at minimum (or leave X entirely!) to show there are consequences for amplifying hate and dangerous conspiracy theories, and to demonstrate the viability of alternative platforms. We can't merely count on brands to be shamed into leading the way. We should do it because it's the right thing to do, and we should do it because it'll be easier to do now than later.

And because we're organizers, we're asking you to ask others to do the same. Your favorite organizations, your favorite candidates, your favorite officials (especially if they represent you!). This isn't a hard ask - X sucks. Everybody knows X sucks. For organizations and high profile individuals who care about what people think of them - why not get some points for leaving?

We have a [sign on form](#) where individuals and organizations can pledge to adopt the X-last approach. We'll update it with links to the social accounts of those who sign.

**Pledge to take the  
X-last approach**

Those looking to take further steps – leaving the platform completely or drawing down your presence almost completely as we did – will find many of the above recommendations helpful, but please feel free to reach out to us ([info@indivisible.org](mailto:info@indivisible.org)) for further guidance.