A strategic shift in our social media presence

News, Communications, ILGA-Europe

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As an organisation dedicated to supporting LGBTI activist organisations in Europe and Central Asia, and advocating on behalf of the LGBTI movement, at ILGA-Europe we value the role social media can play in cultivating connection, raising awareness, and driving positive change. At the same time, we are mindful of growing concerns about the increasingly divisive nature of certain platforms, including X, and the challenges this poses for creating safe and impactful spaces for engagement.

Every organisation must carefully evaluate its social media strategy, balancing its mission with the evolving dynamics of digital platforms. After a thorough review, we have made the decision to discontinue posting to our X account with immediate effect. This was not an easy choice, but it reflects our commitment to adapting our approach in ways that best serve our members, mission, and values.

Why We're Making This Change

We are committed to fostering meaningful conversations while not contributing to hateful narratives. We also take seriously our responsibility to create inclusive, supportive spaces. The rise of harmful content and inconsistent content moderation on X raised concerns about whether the platform aligns with our values and the needs of the LGBTI activists and communities we serve. Coupled with a significant decline in engagement and growing toxicity for our communities, we've found that our campaigns achieve greater impact on platforms like LinkedIn and Instagram, where there is more space for thoughtful discussions and meaningful connections.

What We Will Be Doing

As part of this strategic decision, we will be investing in a social media strategy, as part of a broader communications strategy that better aligns with our goals. We will focus on platforms like LinkedIn, Instagram and other new channels, including TikTok, Bluesky and Threads, where we can amplify nuanced messages, foster meaningful connections, and ensure safer, inclusive dialogue.

Listening, learning, and reflecting with our members and the movement will remain central to our approach as we navigate these changes together.

Staying Connected

We invite our online communities to continue engaging with us through our website, newsletter, and other platforms where we can share insights, updates, and opportunities to collaborate. Our X account will feature a pinned post explaining this change and guiding people to our other channels.

As we adapt to the evolving digital landscape, we reaffirm our commitment to creating a world where the human

rights of LGBTI people are amplified, celebrated, and supported. Together, we will continue driving positive change, countering online hate, and amplifying the calls of the LGBTI movement across Europe and Central Asia.

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