

To: Regional and Corporate Services Committee

Date: 2025-09-04

From: Kyler Garza, Communications and Engagement Officer

Subject: Future of Fraser Valley Regional District X (formerly known as Twitter) Account

Reviewed by: Samantha Piper, Manager of Communications
Jennifer Kinneman, Chief Administrative Officer

RECOMMENDATION

THAT the Fraser Valley Regional District Board discontinue the use of X (formerly known as Twitter), while maintaining ownership of the social media account handle.

BACKGROUND

The Fraser Valley Regional District joined Twitter in October 2013. In July 2023, Twitter was rebranded to X. In February 2025, the account limited the content posted due to repeated instances of the platform being unreliable. From March 2025 to now, the account has only published automatic Alertable posts and reshared posts from relevant government partners.

After Twitter became a private company and rebranded to X, many local governments have discontinued their use of the platform. Local governments in British Columbia that have taken this step include Capital Regional District, City of Mission, City of Victoria, Comox Valley Regional District, District of Hope, District of North Vancouver, Town of Comox, and Town of Ladysmith.

DISCUSSION

At the April 10, 2025, Regional and Corporate Services Committee, Staff was directed to prepare a report including recommendations on social media platforms that provide the best message integrity and civic engagement value. Staff intends to prepare a social media strategy to achieve this. Prior to developing this strategy, it must be determined if **the FVRD's X account** is a part of that future. With numerous local governments across BC and Canada leaving the platform due to low engagement, unreliability, and political implications, there is uncertainty about whether the FVRD should continue to maintain a presence on X.

Social media is an essential tool for delivering information quickly and effectively to FVRD residents. The online landscape is constantly changing, with new platforms emerging and fading, and audiences

shifting. The FVRD needs to stay aligned with the social media platforms residents frequent to ensure Staff time is effectively used.

Relative to Facebook, X has low impressions and growth among the FVRD audience. Continuing to use X limits the time Staff can spend reaching residents via Facebook or growing the Instagram account. Analytics show that FVRD followers began to leave X in November 2024, causing the account's follower growth to decline and continue decreasing to the present. From August 1, 2024, to July 31, 2025, the account decreased 3.8% in followers, from August 1, 2023, to July 31, 2024, the account increased 6.8% in followers. In the same time frame where X decreased 3.8% in followers, the FVRD Facebook account follower count increased by 1.4%. Based on this data, it is evident that the audience on X has changed, and the platform has become less effective at reaching residents. Due to the negative growth of the audience on X, it is not currently the best social media platform for delivering the FVRD's message and promoting civic engagement.

Chart: Social Media Platform Performance

Platform	Impressions (January 1, 2024, to January 1, 2025)	Post Shares (January 1, 2024, to January 1, 2025)	New Followers (January 1, 2024, to January 1, 2025)	Followers (August 19, 2025)
Facebook	547,389	913	364	6,170
X	12,298	60	30	3,749
Instagram	8,077	37	318	2,221

Regarding emergency alerts, the FVRD Facebook account has been configured to automatically post Alertable alerts on the Facebook page, as X has done. The FVRD X account has dealt with spam on recent Alertable posts, where a bot references the emergency in the post to appear credible and mislead users. This can create confusion for residents during a stressful period, who may be unsure whether the comments are genuine or spam. If X were to be discontinued, it would still comply with 0340-31- Public Alerting System Use Policy, which does not mandate the use of X as one of the FVRD's Public Alerting Systems.

If the Board discontinues X, Staff recommends keeping the account active rather than terminating it to maintain ownership of the @FraserValleyRD handle. This prevents the FVRD handle from transferring ownership, which could allow someone else to pose as the FVRD. Additionally, keeping the account active would allow for a final pinned post to inform followers that the account is no longer actively posting or monitored and where up-to-date information from the FVRD can be found.

COST

There is no financial implication associated with discontinuing the FVRD X account.

CONCLUSION

Staff recommends discontinuing the FVRD X account due to low impressions and declining followers. This will allow Staff to focus more on platforms that better reach FVRD residents. As Staff begin developing a social media strategy, this decision guides whether X will be included in the strategy.