
From: Michael Rippon
Sent: Wednesday, 26 July 2023 10:26 AM
To: David N Anderson - Managing Director
Subject: Twitter Paper
Attachments: ELT Decision Paper - Twitter consolidation v2.docx

From: Nick Leys
Sent: Monday, 7 August 2023 5:07 PM
To: David N Anderson - Managing Director
Cc: Mark Tapley; Melanie Kleyn; Michael Rippon
Subject: MD Update Twitter accounts
Attachments: MD Update Twitter accounts.docx

David, here is the MD email scheduled for Wednesday, RE closing twitter accounts.

Current timing:

s 22

Midday: MD email + Director notes + public statement
12.15-1pm: Post pinned tweets

Happy to discuss.

Nick

From: MD
To: All staff and/or Content teams; + item in Weekly Wrap)
Subject: ABC Twitter accounts
Date: Wednesday 9 August 2023

Dear Colleagues,

The ABC Leadership Team has taken the decision to further reduce our activity on Twitter and focus our effort on the accounts that overwhelmingly provide the most value.

The relevant accounts are:

- **ABC News (@abcnews)**. This account drives the majority of the ABC's impact on Twitter and will continue to publish news from Australia's most trusted news source.
- **ABC Sport (@abc sport)**. Sport remains a popular genre on Twitter, with Australian sports fans engaging with sports content before, during and after games on the platform. @abc sport will continue to be the home of our daily sports conversation on Twitter.
- **ABC Chinese (@abc chinese)**. The ABC reflects contemporary Australia which includes creating informative, educational and entertaining content that is relevant, relatable and inclusive for Australians with different backgrounds and interests. @abc chinese reaches Chinese speaking audiences on Twitter.
- **ABC Australia (@abc australia)**. The ABC's masterbrand Twitter account will showcase the breadth and depth of ABC content, as well as being a home for official news, statements and other programming information from the ABC.

Starting from today, all other remaining ABC accounts will be discontinued. The accounts will have pinned posts informing users where they can access relevant content and we have put out this public statement explaining this decision for audiences: [\(link\)](#)

There are multiple reasons for this decision. In February we closed three program accounts, for Insiders, News Breakfast and ABC Politics, and the results of that have been positive. Insiders has seen an increase in reach and engagement from tweets posted by the main @abc news account.

The vast majority of the ABC's social media audience is located on YouTube, Facebook, Instagram and TikTok, with TikTok forecast to have the strongest growth over the next four years. We want to focus our effort and resources on where our audiences are.

We also found that closing individual program accounts helps limit the exposure of team members to the toxic interactions that unfortunately are becoming more prevalent on Twitter. Concerningly, Twitter has reduced its trust and safety teams.

Additionally, Twitter is introducing charges which make the platform increasingly costly to use.

This is also a timely moment to remind all ABC employees of our personal obligations under the [Personal Use of Social Media Guidelines](#). These have recently been updated so please make sure you're familiar with them.

Kind regards,

David

From: David N Anderson - Managing Director
Sent: Monday, 7 August 2023 5:32 PM
To: Nick Leys
Cc: Mark Tapley; Melanie Kleyn; Michael Rippon
Subject: Re: MD Update Twitter accounts
Attachments: MD Update Twitter accounts MD.docx

Hi Nick,

Thanks. Looks good. Some small changes from me otherwise ok.

D

From: Nick Leys <Leys.Nick@abc.net.au>
Date: Monday, 7 August 2023 at 5:06 pm
To: David N Anderson - Managing Director <Anderson.David.N@abc.net.au>
Cc: Mark Tapley <Tapley.Mark@abc.net.au>, Melanie Kleyn <Kleyn.Melanie@abc.net.au>, Michael Rippon <Rippon.Michael@abc.net.au>
Subject: MD Update Twitter accounts

David, here is the MD email scheduled for Wednesday, RE closing twitter accounts.

Current timing:

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Midday: MD email + Director notes + public statement
12.15-1pm: Post pinned tweets

Happy to discuss.

Nick

From: MD
To: All staff and/or Content teams; + item in Weekly Wrap)
Subject: ABC Twitter accounts
Date: Wednesday 9 August 2023

Dear Colleagues,

The ABC Leadership Team has taken the decision to further reduce our activity on Twitter (X) and focus our effort on the accounts that overwhelmingly provide the most value.

The relevant accounts are:

- **ABC News (@abcnews)**. This account drives the majority of the ABC's impact on Twitter and will continue to publish news from Australia's most trusted news source.
- **ABC Sport (@abc sport)**. Sport remains a popular genre on Twitter, with Australian sports fans engaging with sports content before, during and after games on the platform. @abc sport will continue to be the home of our daily sports conversation on Twitter.
- **ABC Chinese (@abc chinese)**. The ABC reflects contemporary Australia which includes creating informative, educational and entertaining content that is relevant, relatable and inclusive for Australians with different backgrounds and interests. @abc chinese reaches Chinese speaking audiences on Twitter.
- **ABC Australia (@abc australia)**. The ABC's masterbrand Twitter account will showcase the breadth and depth of ABC content, as well as being a home for official news, statements and other programming information from the ABC.

Starting from today, all other remaining ABC accounts will be discontinued. The accounts will have pinned posts informing users where they can access relevant content and we have put out this public statement explaining this decision for audiences: [\(link\)](#)

There are multiple reasons for this decision. In February we closed three program accounts, for Insiders, News Breakfast and ABC Politics, and the results of that have been positive. Insiders has seen an increase in reach and engagement from tweets posted by the main @abc news account.

The vast majority of the ABC's social media audience is **located on official sites** on YouTube, Facebook, Instagram and TikTok, with TikTok forecast to have the strongest growth over the next four years. We want to focus our effort and resources on where our audiences are.

We also found that closing individual program accounts helps limit the exposure of team members to the toxic interactions that unfortunately are becoming more prevalent on Twitter. Concerningly, Twitter has reduced its trust and safety teams.

Additionally, Twitter is introducing charges which make the platform increasingly costly to use.

This is also a timely moment to remind all ABC employees of **your** personal obligations under the [Personal Use of Social Media Guidelines](#). These have recently been updated so please make sure you're familiar with them.

Kind regards,

David

From: David N Anderson - Managing Director
Sent: Wednesday, 9 August 2023 2:11 PM
To: David N Anderson - Managing Director
Subject: Update from the Managing Director - ABC Accounts on X/Twitter

Dear Colleagues,

The ABC Leadership Team has taken the decision to further reduce our activity on X (formerly known as Twitter) and focus our effort on the accounts that overwhelmingly provide the most value.

This includes:

- ABC News (@abcnews). This account drives the majority of the ABC's impact on X and will continue to publish news from Australia's most trusted news source.
- ABC Sport (@abc sport). Sport remains a popular genre on X, with Australian sports fans engaging with sports content before, during and after games on the platform. @abc sport will continue to be the home of our daily sports conversation on this platform.
- ABC Chinese (@abc chinese). The ABC reflects contemporary Australia which includes creating informative, educational and entertaining content that is relevant, relatable and inclusive for Australians with different backgrounds and interests. @abc chinese reaches Chinese-speaking audiences on the platform.
- ABC Australia (@abc australia). The ABC's masterbrand account will showcase the breadth and depth of ABC content, as well as being a home for official news, statements and other programming information from the ABC.

Starting from today, other ABC accounts will be discontinued. The accounts will have pinned posts informing users where they can access relevant content.

There are multiple reasons for this decision. In February we closed three program accounts, for Insiders, News Breakfast and ABC Politics, and the results of that have been positive. Insiders has seen an increase in reach and engagement for its posts on the main @abc news account.

The vast majority of the ABC's social media audience is located on official sites on YouTube, Facebook, Instagram and TikTok, with TikTok forecast to have the strongest growth over the next four years. We want to focus our effort and resources on where our audiences are.

We also found that closing individual program accounts helps limit the exposure of team members to the toxic interactions that unfortunately are becoming more prevalent on X. Concerningly, X has reduced its trust and safety teams. Additionally, it is introducing charges which make the platform increasingly costly to use.

Kind regards,

David

David Anderson
Managing Director



**AUSTRALIAN
BROADCASTING
CORPORATION**

Managing Director's Office
Ultimo Centre
700 Harris Street
Ultimo, NSW 2007

We acknowledge Aboriginal and Torres Strait Islander peoples as the
First Australians and Traditional Custodians of the land.