

**Other platforms**

**Paul Ince** 00:07

Hello, welcome to this video, we're looking at some of the other platforms that are available for you to use. These are platforms that exist already and have potential candidates use them, but they're probably not big enough to warrant a video of their own. We're going to rattle through these and if any of them take your fancy by all means go and check them out you may know it as Twitter, the world ready still knows it as Twitter, but it's now called x. And I'm afraid I've relegated it to the other video. X, his main functionality is around posting content just like you would on other platforms. You can post just text, add images and videos to make your messages stand out in what is an extremely fast feed. Because it's easy to just knock out a post, there's a lot of content out there. And this can mean that your content gets lost. That speed of posting is also one of the many reasons it can attract somewhat negative commentary and interactions. I know there are a lot of care organisations who have a presence on X, a legacy of when it was Twitter. Now I'm not saying that you should leave this platform if your audit already. But I do want to encourage you to evaluate whether your continued presence brings the results you need, as you should on any platform. We know that users are leaving the platform as the new owners are making various changes that don't always assimilate with organisations and people's values. Only you can decide whether a platform's actions are congruent with your own principles. But what I would look at is whether the content we're putting out is really getting the visibility that you're looking for. What I'm seeing is that the more controversial content tends to get visibility and the rather safer day to day stuff doesn't really. So personally, I think there are better platforms that allow care organisations to talk to the people that want to work in care, which is the main reason why X is relegated to this video. A number of Twitter replacements have sprung up recently, mainly to take advantage of people's dissatisfaction with that matters attempt to draw users away is threads, which is linked to Instagram. Many of the features you would have found on twitter exist on threads, as they do on many of the other Twitter replacements. So post text, images, video record a voice note share things easily to Instagram and Facebook. It's a simple platform to use. But it's so new and lots of iterations are happening all the time. In fact, by the time this video is published, it could all be very different. Of all the Twitter replacements, I think threads is showing the most potential for care organisations because of its links to the other products in the meta suite. But accounts are trying a lot of things out. And while it's one to keep an eye on, it's probably a bit early to start spending lots of time on. You may not even have heard of Mastodon or blue sky. These are two of the other contenders for Twitter replacements. Similar to threads, they're taking the core concept of tweeting for their users. These platforms use what's called the fediverse to ensure that data is not stored in one location by one corporation. So it appeals to those for whom the ownership of data is a concern. But that's quite niche. Next door is a platform that I hear more about in the care community. I think it's because it's very much focused on the hyperlocal area of your neighbourhood. As a user, you're connected to those in close proximity which you may or may not like I suppose it depends on your neighbours. For businesses, there's an opportunity to reach those people in the local area. If your organisation has a local presence, perhaps a care home facility or a group for people in the community, there could be a case to exist on this platform. Consider whether many of your employees have been recruited through word of mouth. If they have then perhaps next door is a place that you can have a presence and post into the local community functionality. It's quite basic. And I'm not convinced it really has the numbers to be worth it but your organisation in your area may will get some benefits. So like all of these, take a look. See what you think. As a reminder, here are the key things to consider when selecting platforms where the law or small? Is your target audience? Were the candidates, existing staff or customers using the platform in large numbers? Are you going to divide your attention to broadly across many outlets? And can you meaningfully connect and engage on all the platforms that you're using? There are, of course, more platforms that you could potentially investigate and there will continue to be more that come along. My advice is not to get distracted by shiny new things. At the very least wait until there's a large number of users and therefore potential candidates to reach