

Time to leave Twitter?

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As the [FT notes](#) this morning:

Elon Musk's support for Donald Trump is set to boost X's flagging business, with some marketers poised for a return to the social media platform in order to seek favour with the incoming administration.

That might be true, but the rate of return on their investment might be poor.

I have noticed a steady decline in the number of my Twitter followers over recent months, and I am not alone in doing so. I do not think that I am losing popularity. I think that the platform is. And, with it now being confirmed that Musk is to work with Trump to cut the size of the federal government, I think that the likelihood that a large number of people might feel that it is time to declare that their use of Twitter (I refuse to call X) should come to an end might have come.

I have not quite reached this point as yet. Trump is not as yet in office, and neither is Musk. But, on 20th January I will have a decision to make. Much as I've enjoyed my time on Twitter, will it be time to leave it behind?