



Barking Owl: Social media

Our Barking Owl session in May brought NAVCA members together to swap insights on social media – what’s working, what isn’t, and how we’re adapting our strategies.

Join the conversation on the NAVCA website here:

<https://www.navca.org.uk/posts/leaving-xtwitter>

What we talked about

We talked about the move away from **X/Twitter** and toward other platforms like Bluesky. Some members had taken the plunge based on feedback from their communities; others were holding on but seeing limited engagement.

Peter shared how [Cumbria CVS](#) made the switch to Bluesky after surveying members and receiving board support. Although the numbers are lower than on X, the move felt more aligned with organisational values. They also set up a Mastodon account.

Cumbria CVS statement on leaving X: <https://cumbriacvs.org.uk/news/goodbye-x-hello-bluesky/>

Ryan from [CWVA](#) echoed this – their team also transitioned to Bluesky in response to concerns about X’s direction. Alice from [Nova](#) shared that they had left X but not replaced it with another platform, although they had secured a username on Bluesky.

We noted some difficulties on Bluesky including the lack of analytics.

Engagement on **Facebook** and **Instagram** was difficult but some community events get good engagement.

Emily noticed how after the NAVCA Annual Conference a couple of weeks ago, the vast majority of attendees were sharing content on LinkedIn rather than X, but that last year it seemed more balanced between the two platforms.

We talked about **TikTok** and agreed it was a difficult platform to get started on, as editing videos can take a lot of time, and it is hard to get videos to be seen. We suggested that it had potential to reach young people, but that it was difficult to find the time to use it.

WhatsApp Communities could be for specific groups e.g Volunteer Managers, but there were questions around having work phones and using personal phones. We agreed that we have to be careful using WhatsApp as we don’t want to be online all the time.



We talked about how, while platforms like X used to be useful, many members are now seeing better results through mailing lists, newsletters, and more direct channels, but we did talk about potential difficulties with Slack, websites etc. We also said that it seemed hard to leave X, as there are years of history on there (e.g. followers built up over time, photos/images etc.), but that when engagement is so low, maybe it is okay to just leave!

We talked about upskilling our local networks on how to use social media more effectively, so that they can share their own stories.

Content creation and tools

We shared tips and tools to make content creation more manageable. CapCut and Adobe Premiere Pro got shoutouts for video editing, while Canva was highlighted as a useful tool for images and videos.

We talked briefly about audio and video tools such as microphones to make sure videos pick up noise more effectively. Share your tools and advice here:

<https://www.navca.org.uk/posts/vlogger-kit>