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**To:** Jesson, Claudia  
**Subject:** RE: Agenda item GP March 31

**From:** Gillanders, Laura <[LGillanders@richmond.ca](mailto:LGillanders@richmond.ca)>  
**Sent:** March 4, 2025 11:07 AM  
**To:** Jesson, Claudia <[CJesson@richmond.ca](mailto:CJesson@richmond.ca)>  
**Subject:** Agenda item GP March 31

That staff take the necessary steps towards removal of its X account.

Steps for removal could include: notifying the public that the account will be removed; encourage followers to look for City information on Bluesky, Instagram, etc; post the Bluesky account link to the X profile so that followers can easily copy; make an effort to find the city's current followers on Bluesky and add them encouraging a return follow; begin actively posting in Bluesky to increase visibility and reach; finally report to council on how engagement has performed on Bluesky before final removal of X account within 2 months.

Refer to letter below from Michelle Li for background information on why this step is prudent and include with the motion.

Laura Gillanders  
Sent from my iPad

Begin forwarded message:

**From:** Michelle Li <[michelleli@shaw.ca](mailto:michelleli@shaw.ca)>  
**Date:** February 27, 2025 at 8:23:10 PM PST  
**To:** "Adams, Clay" <[CAdams@richmond.ca](mailto:CAdams@richmond.ca)>  
**Cc:** mayorea <[mayorea@richmond.ca](mailto:mayorea@richmond.ca)>, "Loo, Alexa" <[ALoo@richmond.ca](mailto:ALoo@richmond.ca)>, "McNulty, Bill" <[BMcNulty@richmond.ca](mailto:BMcNulty@richmond.ca)>, "Wolfe, Michael" <[MWolfe@richmond.ca](mailto:MWolfe@richmond.ca)>, "Au, Chak" <[CAu@richmond.ca](mailto:CAu@richmond.ca)>, "Day, Carol" <[CDay@richmond.ca](mailto:CDay@richmond.ca)>, "Heed, Kash" <[KHeed@richmond.ca](mailto:KHeed@richmond.ca)>, "Hobbs, Andy" <[AHobbs@richmond.ca](mailto:AHobbs@richmond.ca)>, "Gillanders, Laura" <[LGillanders@richmond.ca](mailto:LGillanders@richmond.ca)>  
**Subject:** Re: Please remove The City of Richmond from X (formerly known as Twitter)

Some people who received this message don't often get email from [michelleli@shaw.ca](mailto:michelleli@shaw.ca). [Learn why this is important](#)

**City of Richmond Security Warning:** This email was sent from an external source outside the City. Please do not click or open attachments unless you recognize the source of this email and the content is safe.

Hello all,

First of all, I want to thank Mr. Adams and the Mayor's Office for their reply.

Since I sent the initial letter to mayor and council well over a month ago to request that the city deactivate its official X account(s), the situation has become increasingly volatile on this platform and with the owner of this platform.

Elon Musk recently posted on X, "Canada is not a real country". There is reporting that he is taking over the US Government, in what is essentially a coup. Not only is he trying to rewrite history, there are constant threats to our country's sovereignty and continuous threats to people of colour, immigrants and people in the LGBTQ+ community on the X platform.

Is this really where you want to "build engagement"? Is this where our tax payer dollars should be going, having staff members post on this hate-filled platform? All while knowing the risks to our economy and our electoral system?

I want to reiterate that it will take large organizations, businesses, and cities like ours to migrate and let users know that they are moving to Bluesky in order to have others move along with them. Although you may have thousands of followers, engagement is another matter. The city has good reach and engagement on Instagram and it can take time to build that engagement elsewhere, but I would urge the city to take this as a matter of urgency and not uphold a "wait and see" attitude until it is too late.

Please do not wait until our elections are rigged, when people have bought into the lies that they are being fed via this platform. Please act NOW for the good of our city and our country.

I would ask for a council member to bring a motion to deactivate X.

Thank you for taking this matter seriously,

Michelle Li

Richmond, BC

On 2025-02-05 1:52 p.m., Adams, Clay wrote:

Hi Ms. Li,

Thank you for your email of February 2. It was referred to me for response given that the City's social media accounts fall under my umbrella.

While the City of Richmond is aware of concerns and comments regarding the use of X/Twitter, we currently have over 11,500 followers who use the platform to engage with us for announcements and information on various services and initiatives. It is important that we not turn our backs on that audience overnight, so there are no immediate plans to close any of our X/Twitter accounts. However, the City recently launched a Bluesky account (@cityofrichmondbc.bsky.social) and is now actively posting

on that platform as its awareness and popularity increases. The City will also continue to monitor developments and trends across various social media platforms to make sure we are connecting with residents and others in an appropriate and meaningful way.

Any questions, please let me know.

Thanks again.

Clay Adams, ABC, APR  
Director - Corporate Communications & Marketing  
City of Richmond  
T: 604-276-4399  
C: 604-202-8789  
[www.richmond.ca](http://www.richmond.ca)

**From:** mayorea <[mayorea@richmond.ca](mailto:mayorea@richmond.ca)>  
**Sent:** February 4, 2025 11:38 AM  
**To:** 'michelleli@shaw.ca' <[michelleli@shaw.ca](mailto:michelleli@shaw.ca)>  
**Cc:** Adams, Clay <[CAAdams@richmond.ca](mailto:CAAdams@richmond.ca)>  
**Subject:** Concerns regarding X (formerly known as Twitter)

*From the desk of Mayor Malcolm D. Brodie:*

Thank you for your email of February 2, 2025, in which you write about concerns regarding X (formerly known as Twitter).

A copy of your email has been forwarded to Clay Adams, Director of Corporate Communications and Marketing, for his review and response to you. Should you wish to contact Mr. Adams directly, he can be reached at 604-276-4399 or [CAAdams@richmond.ca](mailto:CAAdams@richmond.ca).

I appreciate the time you have taken to write and make your views known.

Yours truly,

*Malcolm D. Brodie  
Mayor, City of Richmond*



City of  
Richmond