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BYE BYE BIRDIE: TWITTER REBRANDS TO X



MARKETING TIPS

By Michael Ianniello, Communications Coordinator, beMarketing

Ever since Elon Musk officially purchased Twitter in late 2022, he has made many impulsive decisions, often considered irrational, that have significantly altered the popular social media app. Recently, a new change has been implemented as Musk has decided to rebrand Twitter to X. That's right, the beloved blue bird is no more. The question is, what does this new branding mean for users, and why the sudden change?

The why may be complicated, as with many of Musk's decisions. He announced from the start a desire to elevate Twitter to a "super" app that allows users to do everything from trade crypto to buy and sell stocks. Recently, Musk talked about expanding X to "add comprehensive communications and the ability to conduct your entire financial world."

As Twitter's ad revenue and cash flow have declined since Musk's purchase, a

rebranding campaign is a way to breathe new life into the company and better represent the expanded capabilities planned for the future. The change to X appears to be a step towards the goal of creating a remodeled super-app. However, for now, it is still just the same Twitter we all know.

How Does the Rebrand Affect Your Account? As of right now, it doesn't. As we have come to learn with Musk, things can dramatically change at any moment. But for now, X has all of the same functions and capabilities that Twitter had. Your social media strategy should remain the same, and your current approach for posting habits, content voice, and overall brand strategy can remain consistent.

The social media experts at beMarketing are constantly monitoring everything that is going on with X, Threads, Instagram, and other social media platforms to be able to make the most informed decisions and recommendations when it comes to your brand's social media strategy. From content creation to reputation management, call beMarketing at 484.261.1149 for all of your social media marketing needs.

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