



First Minister John Swinney MSP  
Scottish Government  
St Andrew's House Regent Road  
Edinburgh EH1 3DG

**20 August 2024**

Dear First Minister,

Many thanks for your correspondence dated 8th August 2024.

X is deeply disturbed by the brutal attack that took place in Southport on Monday 29th July. Our Safety team remains vigilant and we remain steadfast in our commitment to keeping the platform safe following the initial attack and in relation to subsequent incidents that have occurred across the UK.

Since the initial attack, Safety teams have been monitoring the platform to surface content in violation of our Terms of Service. As a result, proactive action has been taken on tens of thousands of pieces of content under our rules.

This has included:

- Account suspension
- Content removal
- Actioning content for violations of the X Hateful Conduct and Violent Speech policies
- Labelling content as graphic, violent or sensitive media
- Labelling content as manipulated media
- Labelling content as out of context

We have internal incident response protocols in place when a high-visibility event occurs and virality triggers rapid and widespread proliferation of various content types on the platform. We have a dedicated team monitoring the platform conversation and on the ground developments. The team proactively reviews narratives on the platform against various policies, including Violent Speech, Hateful Conduct, and Synthetic and Manipulated Media policies.

When violative trends are found, our Safety team updates the enforcement guidelines, informs the operational teams, and proactively escalates violative posts for swift actions.

Community Notes, which allow people to collaboratively add context to potentially misleading posts on X, have played an important role in addressing misleading content across the platform in relation to the Southport incident. These have been viewed millions of times.

X has a [dedicated portal for law enforcement](#). This includes both standard information requests from law enforcement as well as emergency requests which are handled with urgency. Both of these avenues remain open for any requests from law enforcement agencies across the UK, including those handling this incident.

We were pleased to have the opportunity to meet with the Secretary of State for Science, Innovation and Technology, Peter Kyle, on Monday 5th and Wednesday 14th of August, and representatives from Ofcom on Wednesday 7th and Thursday 15th of August. During these meetings we provided an overview of X's response to the ongoing incidents across the UK and confirmed X's continued commitment to keeping the platform safe.

Thank you for your engagement on this matter and we look forward to any future opportunities for engagement.

Kind regards,

X Government Affairs Team