

Twitter Widget Replacement Options

Background

Over the last few months, there have been dramatic changes with Twitter. The API has been restructured to be prohibitively costly and starting around July 3, even generic access to Twitter (without an account) has been blocked. Current access is 10,000 tweets viewable if you are paying for a Twitter verification, 1,000 tweets for unverified accounts, and 500 for new unverified accounts (numbers subject to change).

Results

Starting around July 3, all of the public embed feeds followed the path of the API-based widgets and stopped displaying results.



For governments and institutions, this strongly dilutes Twitter usability and reinforces the Granicus stance that social media embeds are not recommended on homepages. We do not recommend them for the very situation we are in, as social media companies can change access and setup at any time. Additionally, social media embeds are less accessible for users with disabilities than viewing the information directly on the social media platform.

Next Steps

Given the current situation, we have established three options that can be used in place of the existing Twitter widgets. Wireframe examples are here: [Adobe XD wireframe link \(will open in browser\)](#)

Option 1, Spotlight Widget

As Twitter widgets were often used to pull in current interesting information, option 1 is to swap to a spotlight widget that would allow for images and text to be used in multiple slides to highlight community or organizational items of interest.

Option 2, Social Media Link Hub

Leaning into the idea of directing people to the source of the information rather than trying to embed a social media feed into the site, this option features a set of 3-5 buttons (pending the size of the Twitter widget being replaced) that could be used to link to the various social media platforms. It could also be used as a generic button widget.

Option 3, Facebook Embed

While we do not recommend social media embeds, sometimes they are still the best option for an organization. In those cases, we can remove the Twitter feed and replace it with a Facebook feed.

Something else?

If none of the above options are of interest, please reach out to the support or sales teams to investigate what other options may be on the table for restructuring your homepage to accommodate the recent Twitter changes.

What is next?

With the ongoing uncertainty at Twitter, next steps are currently unclear. Our team will continue to monitor the changes at Twitter and keep our customers updated as we go.