

# How Karin Keller-Sutter groped into the X trap

Because the Federal Council spokesmen could not agree, Federal President Karin Keller-Sutter now has a personal account on Elon Musk's intelligence service. Parliamentarians demand that official Switzerland should not appear there.

As if it were embarrassing for her, Federal President Karin Keller-Sutter smiled away Sandrotz's question. The «Arena » moderator wanted to know whether she was not afraid of being targeted by X owner Elon Musk. Shortly after Christmas, the finance minister surprisingly opened an account on the social media platform in order to be able to exchange – with the population in the media release –.

At the moment, many are doing the opposite. Especially those who used the old Twitter intensively before the takeover by the US tech billionaire Elon Musk – Journalists, politicians, scientists –, are saying goodbye to it these days. The Swiss news portal Watson pulled the ripcord on Friday, others like the British «Guardian » have been gone for a long time. Their reasons are similar: X has become a platform on which constructive dialogue is no longer possible.

Green National Councilor Gerhard Andrey puts it even more strikingly: «X has deteriorated to the horror show. » IT entrepreneur Andrey does not understand why the administration is still there. «I personally reject the platform. »

## No presidential account

Keller-Sutter had actually planned something completely different. Almost a year ago, her finance department (EVS) made a proposal to the Conference of Information Services (KID): Future federal presidents should communicate via a special, non-personal X account that can be used for a year and then passed on.

This is how other countries such as the USA, whose president posts at @Potus or Germany, where the Chancellor uses the @Bundeskanzler account, illustrated with a photo of the person in office.

Keller-Sutter's idea set the Bundesberner bureaucracy machinery in motion. The KID commissioned a working group to develop a «basis for discussion ». Corresponding documents are available.

The group of representatives from all departments finally recommended Keller-Sutter's idea to reject -. Instead, alternatives should be examined. Even those for which the finance minister has now decided: a personal account for the presidential year, which will be closed at the end of her term in December 2025.

What spoke against Keller-Sutter's idea? According to a file note, the working group feared double lanes, since several federal councils and departments already maintain personal accounts on X. The many profiles could lead to confusion in public «».

A separate account for the Presidium also corresponds only to a limited extent to the principle of collegiality and could give the foreign audience the impression that Switzerland has a head of state comparable to other countries.

In the end, the proposal also failed due to the resistance of Keller-Sutter's Federal Council colleagues. According to the file note, at least two departments announced that they would not use the new account.

## Federal Chancellery adheres to X

Official Switzerland is nervous that Musk is screwing on the X algorithm to push right-wing extremist voices and using its platform to attack western democracies. But the Federal Chancellery wants to hold onto X firsthand. Opposite Blick, spokesman Urs Bruderer says that the situation is constantly being assessed: «Social media is changing rapidly, platforms can become less important and new ones can emerge. »

In order to become more independent of existing platforms, the Federal Chancellery is currently designing an information app for the Federal Council. Bruderer: «The advantage of this channel would be that it could be shielded from influencing operations. »

SP Federal Councilor Elisabeth Baume-Schneider turned his back on X in October, and since that year her party has also been silent on the portal. The fact that SP Justice Minister Beat Jans ceases his X activities seems only a matter of time. X is quite a «garbage dump » that bore him, he said recently at an event of the publishing association. It only says from his department that it has not yet been decided whether Jans will stay or not.

## Bots and trolls

In Germany, anti-discrimination officer Ferda Ataman asked the federal government to leave X last week. This was done by the Federal Court of Justice and two unions.

Voices are also getting louder in Switzerland, asking the Federal Council and the administration to withdraw the X. Central National Councilor Stefan Müller-Altermatt says: «Official Switzerland should leave X. » There is no longer any point in exchanging ideas for X, where soon only bots and trolls are on the way.

Tarek Naguib is equally critical of these developments, the coordinator of the NGO platform Human Rights Switzerland. Elon Musk abuses his platform by deliberately

reinforcing voices that violated the achievements of the rule of law. «With as much roar as possible, he tries to silence those who work for justice and reason. » This would cause great damage to freedom of expression. And this is the basis of democratic decision-making. The Federal Council should act as a role model, says Naguib. «The fact that Karin Keller-Sutter has just opened an X account sends out a highly problematic signal. » National Councilor Gerhard Andrey suggests that the federal government should draw up a charter in which he regularly assesses the channels. He is convinced that the parallel playback of several channels, including the X-Alternative Bluesky or Mastodon, can be automated without any problems. The fact that the federal government wants to inform citizens in an ugly back yard «is not a serious strategy. Andrey: «I expect the Federal Council and the Federal Chancellery to think about leaving X. »