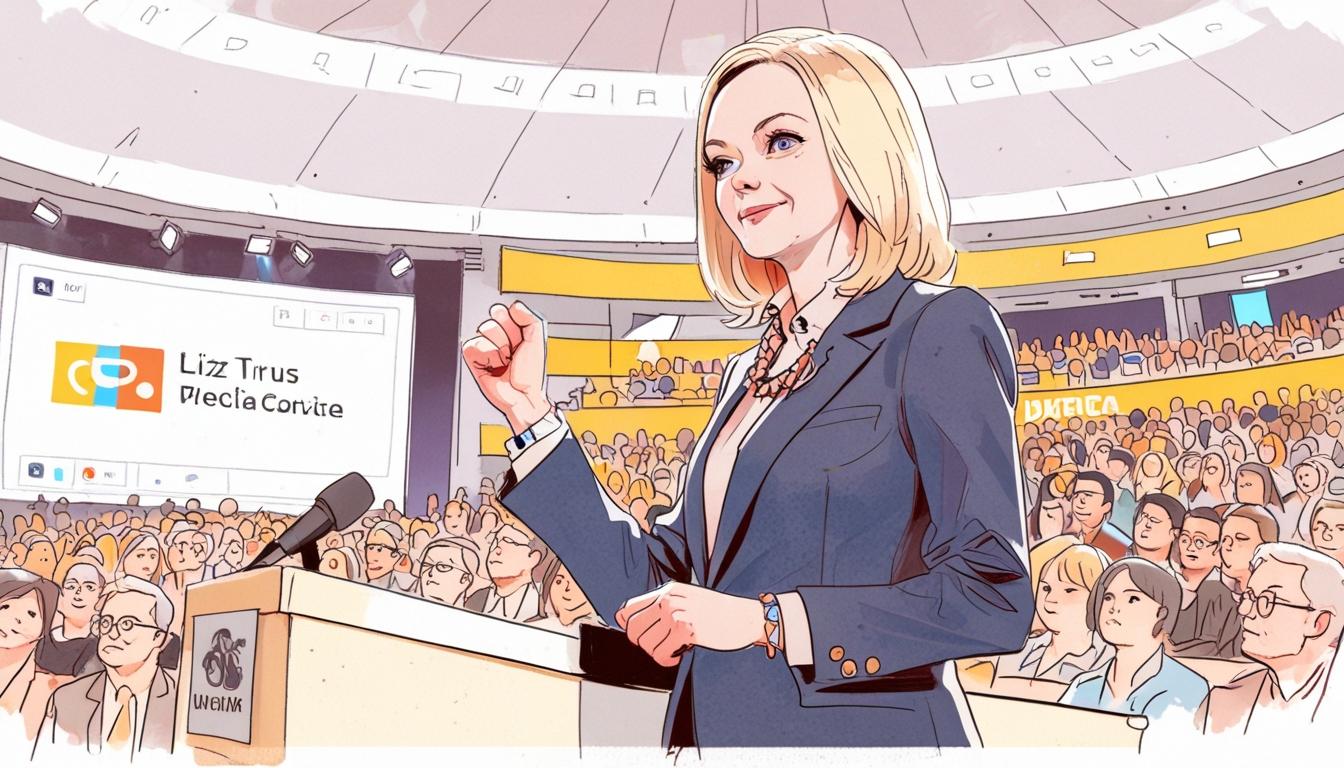
# Liz Truss announces plans for an uncensored social media platform



Liz Truss has embarked on a new venture, unveiling plans to launch her own social media platform at a cryptocurrency conference held in Bedford. The former prime minister, who served a brief and tumultuous term in office, attributes the premature end of her premiership to interference from what she terms the “deep state”, “the elite”, and the mainstream media. In response, Truss aims to create a “completely uncensored and uncancellable” network designed to foster a grassroots movement of supporters she refers to as “Trussites.”

This proposed social media platform represents a departure from existing networks, where Truss believes her vision and views have been constrained. Intriguingly, she singles out figures such as Donald Trump and Elon Musk as individuals whose approaches she admires — yet she insists that merely joining platforms like X (formerly Twitter) would be insufficient to contain her ambitions and message.

Truss’s initiative echoes previous attempts by Conservative politicians to create alternative communication spaces. For instance, Matt Hancock, while serving as culture secretary in 2018, launched an app intended to facilitate public engagement with himself and amongst users. However, the purpose of the app remained unclear, and its uptake was limited. It reportedly garnered around 5,000 downloads on Google Play over five years, coupled with a low average rating of 2.7. Media observers have speculated that the app failed to attract an active user base beyond curious journalists and a small cohort of supporters.

Another similar experiment occurred in 2012 when Louise Mensch introduced a platform called Menshn, described as “Twitter for topics.” That venture folded quickly following internal disputes, without achieving widespread recognition or clear functionality.

Truss’s new project situates itself within a broader, evolving discourse about “freedom of speech” and censorship, particularly among right-wing figures in the UK and the US. The Guardian reports that discussions of free speech have transitioned over time: once a vehicle for courting controversy in British politics, the concept has morphed into a cultural signal, distinguishing Brexiteers from Remainers and now serving to justify opposition to legislation aimed at curbing hate speech. Critics include figures such as JD Vance in the United States, who frames restrictions targeting groups like the LGBTQ+ community as assaults on Western civilisation.

Former Prime Minister Truss appears aligned with this global right-wing rhetoric, challenging legislative efforts intended to uphold civility and prevent harmful speech. Her platform is intended to serve as a space for voices she believes are being unfairly “cancelled” or silenced, offering an uncensored alternative to mainstream social media networks.

Observers remain uncertain about the financial backing behind Truss’s social media venture or the identities of potential investors and supporters. While she may be a relatively minor figure compared to other loud and well-funded proponents of free speech platforms internationally, her association with prominent figures such as Trump and Musk could lend her project a measure of visibility and influence.

Ultimately, whether this new network will gain significant traction or influence remains to be seen. For now, Liz Truss’s reemergence into the public eye is marked by a bold ambition to redefine the parameters of political discourse through her own digital platform, emerging from a somewhat unexpected venue — a cryptocurrency conference in Bedford.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.spectator.co.uk/article/no-one-needs-liz-trusss-uncensorable-social-platform/> - This article discusses Liz Truss's plan to launch an 'uncensorable' social media platform to counter mainstream media and protect free speech in Britain, mirroring her recent public statements about challenging the establishment.
* <https://www.lbc.co.uk/politics/uk-politics/liz-truss-uncancellable-social-media-network-deep-state-mainstream/> - This piece provides details on Truss's announcement of an 'uncancellable' social media network aimed at countering the 'deep state' and mainstream media, aligning with her grievances about her tenure as Prime Minister.
* <https://www.telegraph.co.uk/politics/2025/04/15/liz-truss-to-launch-uncensorable-social-media-platform/> - Truss's plans for launching her social media platform this summer are highlighted, with an emphasis on building a grassroots movement against perceived media censorship.
* <https://newsukraine.rbc.ua/news/former-british-prime-minister-liz-truss-creates-1744778600.html> - This article outlines Truss's intentions to create a platform supporting free speech, comparing it to efforts by figures like Donald Trump and Elon Musk, while aiming to establish a leadership role among the radical right in Britain.
* <https://www.thesun.co.uk/news/29610195/matt-hancock-app-fails/> - This article would provide insight into Matt Hancock's failed app, which, despite its goal of public engagement, saw limited uptake and poor ratings, a relevant comparison for Truss's venture.