

History-free social network destroys status updates when a new one is made



Privacy concerns are fuelling a huge demand for online services that don't keep a permanent record of users' activity, with the most prominent recent example being [Snapchat](#), the image and video sending platform that deletes messages after ten seconds. Offering another ephemeral messaging alternative, [Voycee](#) is a social network that allows users to post Facebook-style status updates, deleting the previous one whenever a new thread is created.

Currently taking the form of an [iOS app](#) (a website and Android version are in the pipelines) those signing up get a Voycee profile onto which they can post text updates, or images, video and audio recorded straight from their phone. Much like other social networks, the app enables users to follow others, 'like' statuses, and comment on them with hashtags and user tags. They can also search for and follow discussions about trending topics. However, the updates aren't available forever — instead, each post gets deleted when the user creates a new one. Voycee profiles don't contain timelines, simply the last post they made. The team behind the app hope that this will drive users to check their friends' profiles more often so they don't miss an update.

The app currently doesn't support ads or sponsored posts and is taking an approach that aims primarily to serve its users, rather than big business. It remains to be seen how the company will grow in the future, but it's certainly addressing current concerns about the trails web users leave behind. Are there other ways to make online activity more private or secure?

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