



# Bluesky Social

## See what's next



TOWN OF  
**HALTON HILLS**  
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# Purpose of Presentation

- 
- Provide an overview of the current state of X (formerly Twitter)
  - Advise on Bluesky – an emerging social media platform
  - Review the municipal landscape and beyond
  - Present considerations for moving from X to Bluesky



# About Bluesky

- Bluesky is a text-based social media platform similar to X
- It aims to provide a decentralized social media experience, giving users more control over their data and how they interact with content
- Officially launched to the public in February 2024 and has grown rapidly, reaching over 30 million users by early 2025
- Users retain ownership of their data, deciding how it's shared and used. This is a significant shift from traditional platforms where the platform typically owns user data



# Current Town Platforms



**Facebook:** Connect with a broad audience, share updates, and engage with our community through posts, comments, and messages. It's a great platform for building brand awareness and fostering a sense of community.



**X:** Go-to platform for real-time updates, news, and customer service. We use it to share quick updates, engage in conversations, and respond to inquiries promptly.



**Instagram:** Share visually appealing content. We use it to showcase our products, behind-the-scenes moments, and engage with our audience through stories, posts, and reels.



**LinkedIn:** Essential for professional networking, recruitment, and building public awareness. We use it to share insights, town news and accomplishments, and connect with businesses in the community.



# Current State re: X

- A platform problem in that hate speech and bots are still thriving on X.
- A study conducted in February 2024 and published by Plos One, analyzed posts on X from January 2002 to June 2023, highlighting challenges with hate speech and inauthentic accounts.
- Over this study period, the study found:
  - Hate speech, in general, increased 50%.
  - Some words, such as transphobic slurs, increased 260%.
  - Homophobic tweets rose by 30%.
  - Racist tweets rose by 42%.





# Breadth of Issue

- The Canadian Anti-Hate Network (CAHN) is currently taking action.
- CAHN believes that X has become increasingly toxic under Elon Musk, in that the amount of hate online has increased, along with conspiracy theories and disinformation.
- CAHN is encouraging MP's to stop using X.
- A petition is currently circulating to all municipalities urging all elected officials to sign and stop using X.



# The Canadian Anti-Hate Network Petition

## WILL YOU SIGN?

Add your name, and tell Canadian Members of Parliament - Stop Using X!

First Name

Last Name

Email \*

Cell Phone

Address (Street, City, Province, Postal Code)

Send me email updates

Send me text messages

**Add your name** →



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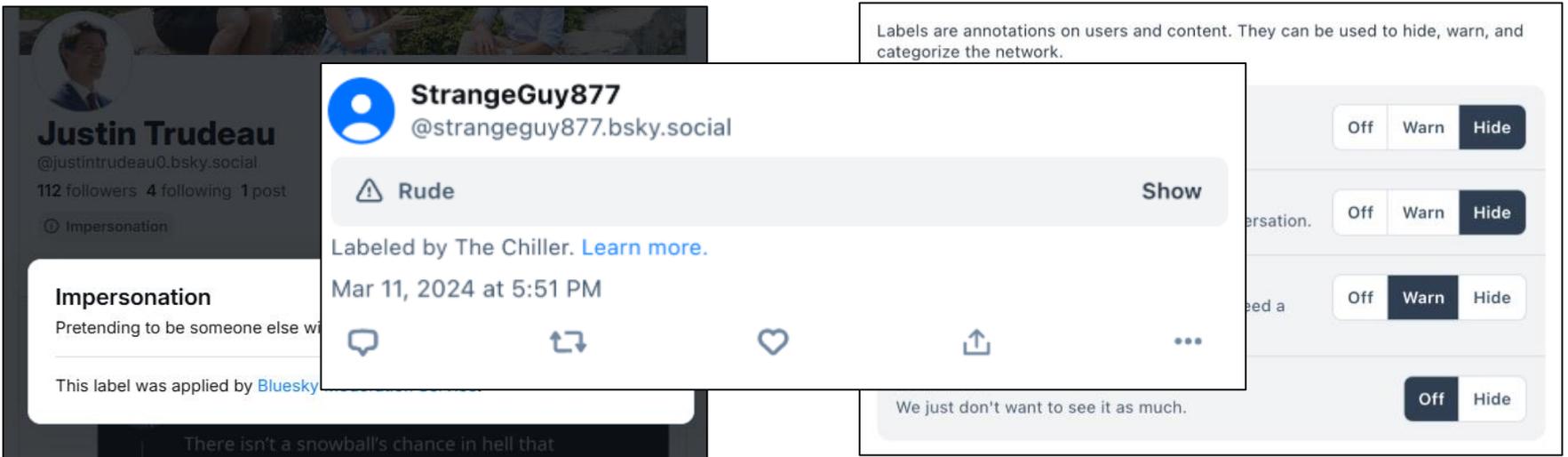
# X vs. Bluesky

	X	Bluesky
Date originated	2006	2023 (beta)
Principle	Post short, real-time updates.	Provide a welcoming environment
Oversight	Company controls data	Users control data
Features	Post text, images, videos, cannot block users	Post text, images, videos, can block users
User monitoring	Does not screen content or remove potentially offensive content.	Site is monitored – community guidelines forbid promoting “hate or extremist conduct”
Character length	280 characters	256 characters (skeets)
# Users	650 million	30 million (and growing)



# Authenticity

- There are no blue checkmarks to verify an accounts.
- Fake accounts posing as other people has been a known issue in the wake of Bluesky's popularity spike. In response, the platform updated its impersonation policy in November with a “more aggressive” approach.
- Bluesky labels profiles if they believe they are impersonating someone else such as the former Prime Minister, Justin Trudeau.



The image shows a screenshot of a Bluesky social media interface. On the left, a profile for Justin Trudeau is visible, with a label for 'Impersonation' and the text 'Pretending to be someone else with'. Below this, it says 'This label was applied by Bluesky'. In the center, a post by 'StrangeGuy877' (@strange-guy877.bsky.social) is shown, dated 'Mar 11, 2024 at 5:51 PM'. The post has a 'Rude' label with a 'Show' button. To the right, a settings menu is open, showing options for 'Off', 'Warn', and 'Hide' for various content types. A text box at the top right explains: 'Labels are annotations on users and content. They can be used to hide, warn, and categorize the network.' Another text box at the bottom right says: 'We just don't want to see it as much.'

# Bluesky vs. Threads

- Both are trying to be the new X.
- Bluesky is a standalone social network – it allows you to create custom feeds and gives you more control over what you see.
- Threads is an extension of Instagram – if you don't have Instagram then you can't use Threads.
- Neither has any monetization (yet), meaning you cannot boost posts (paid advertising).

**As of November 2024,  
Bluesky user numbers have  
overtaken Threads in the US**



# Municipal Adoption of Bluesky

Municipality	BlueSky	X	Facebook	Instagram	LinkedIn
Burlington	X	✓	✓	✓	✓
Cambridge	✓	X	✓	✓	✓
Guelph	X**	✓	✓	✓	✓
Halton Hills	X**	✓	✓	✓	✓
Halton Region	X**	✓	✓	✓	✓
Hamilton*	✓	✓	✓	✓	✓
Kitchener	X	✓	✓	✓	✓
Lincoln	X**	✓	✓	✓	✓
Milton	X	✓	✓	✓	✓
Oakville	X**	✓	✓	✓	✓

\* Holding for Council direction

\*\* Municipality has confirmed Bluesky handles have been reserved



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# Notable Bluesky Adopters

Name	Title	Bluesky Account	# of Followers
Karina Gould	MP - City of Burlington	@karinagould.bsky.social	6.6K
Viviane Lapointe	MP - City of Greater Sudbury	@vivianelapointe.bsky.social	1.5k
Chris Bittle	MP - City of St. Catharines	@chrisbittle.bsky.social	1.8K
Llyod Longfield	MP – City of Guelph	@lloydlongfield.bsky.social	703
Rechie Valdez	MP – City of Mississauga	@rechievaldez.bsky.social	1.4K
Jagmeet Singh	Leader of the NDP Party	@jagmeetsingh.ca	18.8K
Mark Carney	Leader of the Liberal Party	@mark-carney.bsky.social	1.9K



**Mayor Cam Guthrie**  
City of Guelph  
[@camguthrie.bsky.social](#)  
204 Followers



**Mayor Marianne Meed Ward**  
City of Burlington  
[@mariannemeedward.bsky.social](#)  
147 Followers



**Mayor Olivia Chow**  
City of Toronto  
[@mayoroliviachow.ca](#)  
658 Followers



**Mayor Carolyn Parrish**  
City of Mississauga  
[@carolynparrish.bsky.social](#)  
53 Followers

# Familiar Faces on Bluesky



**Mayor Ann Lawlor**  
[@annlawlor.bsky.social](https://bsky.app/profile/annlawlor.bsky.social)



**Councillor Alex Hilson**  
[@alexhilsonwhh.bsky.social](https://bsky.app/profile/alexhilsonwhh.bsky.social)



**Councillor Jane Fogal**  
[@janieff.bsky.social](https://bsky.app/profile/janieff.bsky.social)



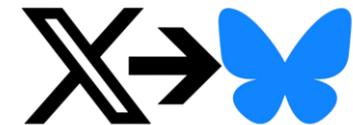
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# Transition Approach

Transition Approach	
<p><i>Phase 1</i></p> <p>Keep X and post on Bluesky concurrently, while continuing to monitor X.</p>	<p><i>Phase 2</i></p> <p>Continue to monitor X, posting only timely updates while using Bluesky as primary platform for content.</p>

## Key dates:

- April 10 – Submit piece to The Current
- April 15 – Welcome message on Bluesky, X, webpage banner, and Town facility screens
- May 1 – Ad campaign begins

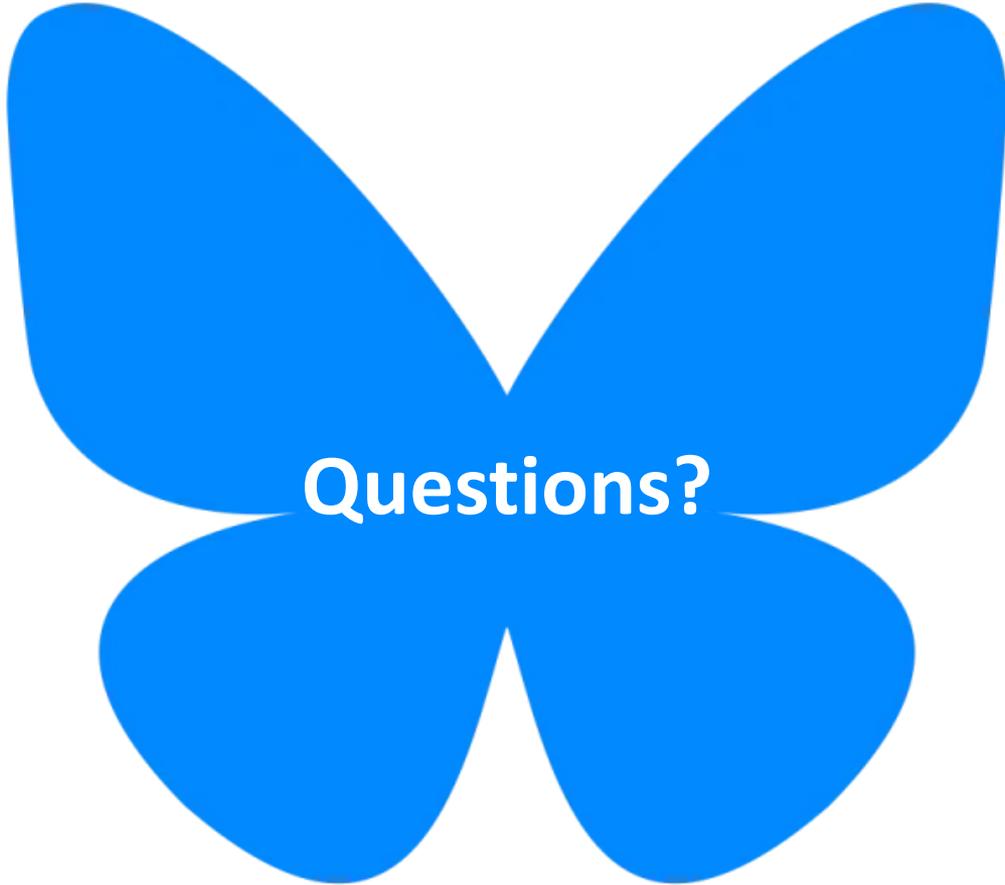


# Message to X Followers

*The Town of Halton Hills is excited to announce that we are now on Bluesky! Follow us at @haltonhills.bsky.social for timely updates, community news, event announcements, and engaging content. While we will continue to monitor and post on X, content there will become limited over time, reserved for timely updates and important news about the Town. Bluesky will be our primary platform for sharing content. We can't wait to connect with you all and make Bluesky our new home!*



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