Bluesky Social
See what's next

Bluesky
What's up?

Create account

Sign in

English

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

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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.

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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.

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The Canadian Anti-Hate Network Petition

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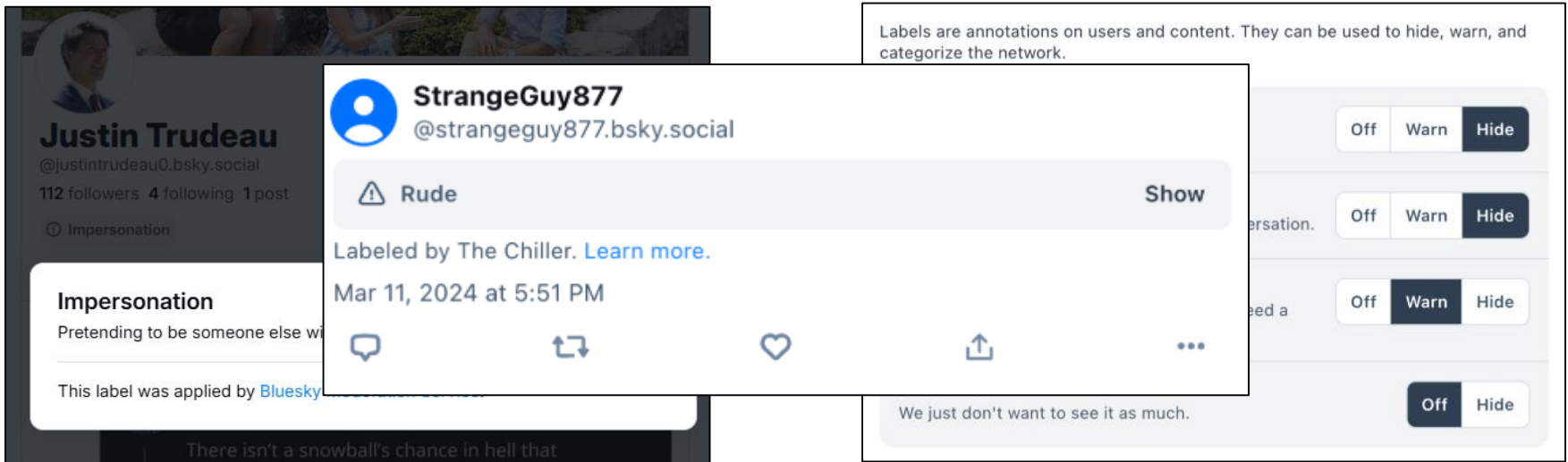
X vs. Bluesky

	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 account.

- 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.

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

US daily active users

3,000,000

2,000,000

1,000,000

0

01 Jul 2024   01 Aug 2024   01 Sep 2024   01 Oct 2024   01 Nov 2024

BlueSky
Threads

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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

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Familiar Faces on Bluesky

Mayor Ann Lawlor
@annlawlor.bsky.social

Councillor Alex Hilson
@alexhilsonwhh.bsky.social

Councillor Clark Somerville
@clarksomerville.bsky.social

Councillor Jane Fogal
@janieff.bsky.social

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Transition Approach

Phase 1 Keep X and post on Bluesky concurrently, while continuing to monitor X.	*Phase 2* Continue to monitor X, posting only timely updates while using Bluesky as primary platform for content.

Key dates:

- April 15 – Welcome message on Bluesky, X, webpage banner, and Town facility screens

- May 1 – Submit piece to The Current and start ad campaign

Questions?

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