

Growing Social Media App: Bluesky

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What is Bluesky?

Bluesky, alternative to X and Facebook, has been flooded with new users since the election.

Bluesky, founded by former Twitter CEO Jack Dorsey, initially launched as an invite-only platform before opening to the public in February 2019, allowing time to develop moderation tools and features. The platform offers features similar to Musk's X, including a "discover" feed, a chronological feed for followed accounts, direct messaging, post pinning, and curated "starter packs" to help users find accounts to follow. Bluesky also gives users more control over their content, allowing them to choose their own filters and hide posts.

By mid-November, Bluesky's user base had grown to 15 million, up from 13 million in October, fueled by users seeking an alternative to X amid dissatisfaction with Elon Musk's political messaging. The platform has experienced rapid growth, including a significant spike of 2.6 million users in August following X's ban in Brazil.

Bluesky's mission is to decentralize social media, meaning instead of one company controlling what people see and say, the idea is to create a system where many different platforms or services can work together without a single central authority calling all the shots.

Code3's POV

Despite Bluesky's recent surge in users, it has a long way to go before posing a real challenge to social media giants like X. With 15 million users, it remains significantly smaller than X, which boasts 362 million global users, including 103 million monthly active users in the U.S. alone.

To remain viable, social media platforms must identify sustainable revenue streams. Bluesky has chosen to remain ad-free for now and is exploring alternative monetization strategies, such as a subscription model offering enhanced customization.

While Bluesky's mission to decentralize social media is a compelling differentiator, turning that vision into reality is highly complex. The platform must navigate persistent data and privacy concerns while overcoming the significant challenge of securing buy-in from other social media giants.

It will be interesting to see if Bluesky's growth continues on its current trajectory and whether its monetization efforts will be sufficient to sustain its mission long-term.

