What is Bluesky?
- Bluesky is a decentralized social app conceptualized by former Twitter CEO Jack Dorsey and developed in parallel with Twitter. The social network has a Twitter-like user interface with algorithmic choice, a federated design and community-specific moderation.
- Bluesky is using an open source framework built in-house, the AT Protocol, meaning people outside of the company have transparency into how it is built and what is being developed.

BlueSky Mission & Vision

- Mission Statement:
    - ["Welcome to the social internet."](#)
- Vision Statement:
    - "Social media is too important to be controlled by a few corporations. We're building an open foundation for the social internet so that we can all shape its future."
- To create a more open, decentralized social media environment where users own their identity and data.
- The Authenticated Transfer Protocol (AT Protocol) is the foundational technology behind [Bluesky](#), a decentralized social media initiative. Its purpose is to let people create and interact with social content independently of a single, central platform.

Target Audience

- Bluesky's target audience is quite broad and encompasses several distinct groups:
    - Early Tech Enthusiasts such as developers, privacy advocates, open-source enthusiasts, and individuals interested in decentralized technologies.
    - General Social Media Users Seeking Alternatives such as people who are concerned about big tech data practices, and lack of algorithmic transparency on other social networks.

- ○ Users who desire more control over their social media experience.
- ○ The research community: Invite's the research community to use Bluesky as a dataset and testing ground for new approaches in social media moderation.

Insights around Bluesky Actual Audience

- According to [Exploding Topics](#) around 1 in 3 Bluesky users are aged 18 to 24 and the majority (62.64%) are under 34 years old. As shown in Figure1 below.
- Most of the More than half of Bluesky users are male (62.04%).
- Bluesky has [26 Million users](#) as of January 2025 and most of them came in during the months leading up to the 2024 US elections.
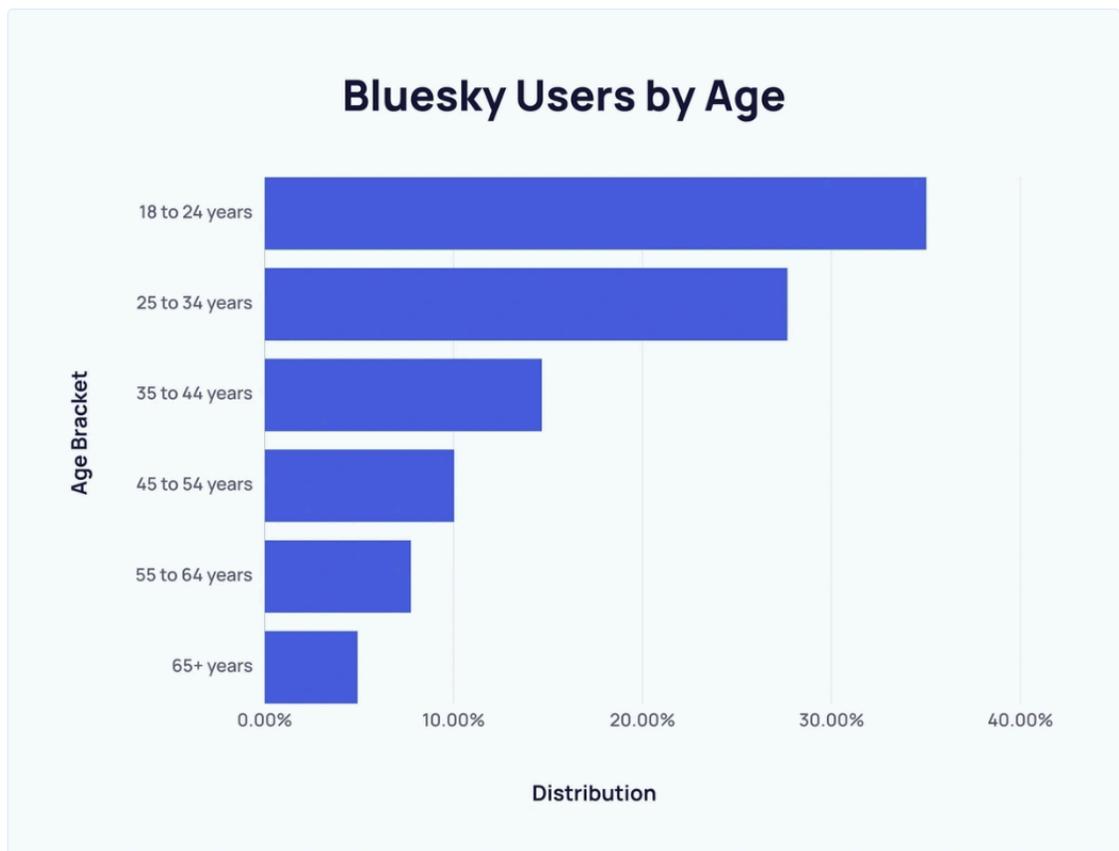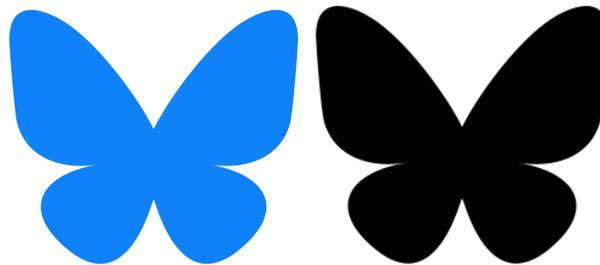
Branding and Tone

- Color Palette:

- Logo's:

- Typography:
    - Helvetica is the primary used in BlueSky's branding and Logo's.
    - Bluesky allows users to select a "System" font option, which utilizes a font stack that prioritizes system fonts for a familiar experience across different devices as shown in the image below.
    - The current system font stack includes -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, "Liberation Sans", Helvetica, and Arial, which provides a more consistent look with the user's device and other applications.
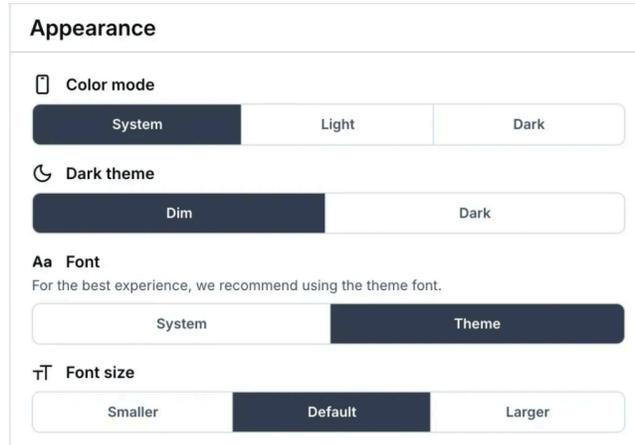
- Bluesky's branding centers on openness, user empowerment, innovation, and community, with a [positive](#) and accessible tone.
- UI elements:
  - Web:
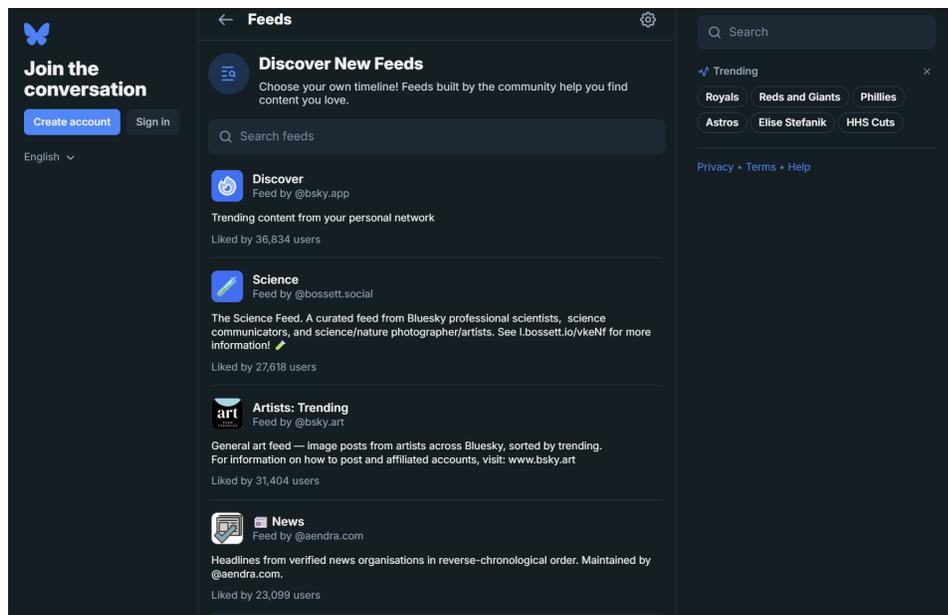
  - Mobile:

Features

- Custom Feeds
- Moderation Tools including block lists, mute lists, and content filters, empower users to control their timelines.
- Multiple Profiles from a single account, allowing them to maintain separate identities for different purposes.
- Users can self-label their posts, particularly those containing sensitive content.
- Authors can control who can reply to their posts, choosing between everyone, followers only, or no replies at all.
- Starter Packs which are Curated collections of accounts, help users quickly find and follow others with shared interests.
- Domain-Name-Based Handles.