

## Social media platform Bluesky growing fast

18th November 2024



A new social media platform is growing very quickly. The social network Bluesky is getting over one million new users every day. The site opened to the public in February. However, it started gaining in popularity after the U.S.

Presidential Election on November the 5th. Many people are signing up for Bluesky because they want an alternative to X, Facebook and Threads. Bluesky is currently the most downloaded free app in Apple's and Google's app stores. Digital media journalist Ben Collins said: "Bluesky works and looks and feels just like Twitter." He said Bluesky has a fresher feel than other platforms and gives users more control.

Bluesky began in 2019 as a research project at Twitter. It was led by the co-founder and former CEO of Twitter Jack Dorsey. It launched as an invitation-only version in February 2023. The platform is very similar to Twitter. Even the logos are similar. Twitter had a blue bird logo; Bluesky has a blue butterfly. Mr Dorsey said the name Bluesky is from a Twitter idea that a bird could fly freely in an open blue sky. This open blue sky is a symbol of free speech. Bluesky allows users to control their feed and focus on posts they are interested in. It said if you "want only posts that have cat photos, or only posts related to sports, you can simply pick your feed of choice from an open marketplace".

Sources: [cnet.com](https://www.cnet.com) / [theguardian.com](https://www.theguardian.com) / [wikipedia.org](https://www.wikipedia.org)

### Writing

Social media sites are very important in our lives. Discuss.

### Chat

Talk about these words from the article.

social media / users / the public / popularity / alternative / download / app / Twitter / research project / CEO / invitation / logo / blue bird / butterfly / symbol / cat photos

### True / False

- 1) The Bluesky social media platform gets 10 million new users every day. T / F
- 2) Bluesky became available to the public last month. T / F
- 3) Many people joined Bluesky after the U.S. Presidential Election. T / F
- 4) A journalist said Bluesky feels totally different from Twitter. T / F
- 5) Bluesky was a project of a co-founder of Twitter. T / F
- 6) The Twitter co-founder said blue sky represents free speech. T / F
- 7) Bluesky users have little control over their feed. T / F
- 8) Bluesky users can choose to look at only photos of cats. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                       |                |
|-----------------------|----------------|
| 1. <b>gaining</b>     | a. atmosphere  |
| 2. <b>alternative</b> | b. alike       |
| 3. <b>currently</b>   | c. reporter    |
| 4. <b>journalist</b>  | d. symbol      |
| 5. <b>feel</b>        | e. increasing  |
| 6. <b>led</b>         | f. concentrate |
| 7. <b>logo</b>        | g. managed     |
| 8. <b>similar</b>     | h. substitute  |
| 9. <b>focus</b>       | i. connected   |
| 10. <b>related</b>    | j. presently   |

### Discussion – Student A

- a) What do you know about the social media platform Bluesky?
- b) What do you think of social media?
- c) Does the world need another social media platform?
- d) How long do you spend on social media?
- e) Why is social media useful?
- f) How often do you check likes for your posts?
- g) How addicted are you to social media?
- h) Are you happy with all the posts you see on your feeds?

## Phrase Match

- |  |                               |
|--|-------------------------------|
| 1. A new social media platform is      | a. project at Twitter         |
| 2. Bluesky is getting over one million | b. to X, Facebook and Threads |
| 3. they want an alternative            | c. interested in              |
| 4. Bluesky is currently the most       | d. freely in an open blue sky |
| 5. Bluesky works and looks and feels   | e. downloaded free app        |
| 6. Bluesky began in 2019 as a research | f. to sports                  |
| 7. It launched as an invitation-       | g. just like Twitter          |
| 8. a bird could fly                    | h. growing very quickly       |
| 9. focus on posts they are             | i. only version in February   |
| 10. only posts related                 | j. new users every day        |

## Discussion – Student B

- What do you think about what you read?
- What are your favourite social media platforms?
- How important is social media?
- What are the dangers of social media?
- What do you think of the Twitter and Bluesky logos?
- How important is free speech?
- What do you think of online photos of cats?
- What questions would you like to ask Bluesky?

## Spelling

- A new social media aolmtrpf
- over one imlinol new users
- The site opened to the ibpluc
- it started gaining in plpiorauyt
- they want an eitlvnaarte to X
- digital media nostjrliua
- It launched as an invtoaiitn-only version
- The platform is very alsimir to Twitter
- a yslomb of free speech
- focus on posts they are sedniretet in
- only posts trdleea to sports
- an open rakamtlecpe

### Answers – Synonym Match

1. e	2. h	3. j	4. c	5. a
6. g	7. d	8. b	9. f	10. i

## Role Play

### Role A – TikTok

You think TikTok is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the worst of these (and why): Facebook, Twitter or LinkedIn.

### Role B – Facebook

You think Facebook is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the worst of these (and why): TikTok, Twitter or LinkedIn.

### Role C – Twitter

You think Twitter is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the worst of these (and why): Facebook, TikTok or LinkedIn.

### Role D – LinkedIn

You think LinkedIn is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the worst of these (and why): Facebook, Twitter or TikTok.

## Speaking – Platforms

Rank these with your partner. Put the best social media platforms at the top. Change partners often and share your rankings.

- |             |            |
|-------------|------------|
| • Bluesky   | • Twitter  |
| • TikTok    | • LinkedIn |
| • Facebook  | • YouTube  |
| • Instagram | • Threads  |

### Answers – True False

1	F	2	F	3	T	4	F	5	T	6	T	7	F	8	T
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Answers to Phrase Match and Spelling are in the text.