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**Social media platform Bluesky growing fast – 18th November 2024**

## Level 0

The social media site Bluesky is growing quickly. It became popular after the U.S. Presidential Election. Many people are using Bluesky instead of X. Bluesky is the most downloaded free app in Apple's app store. Bluesky looks and feels like Twitter. It has a fresh feel and gives users more control.

Bluesky started as a Twitter project in 2019. It is similar to Twitter. Even the logos are similar. Twitter's was a blue bird; Bluesky has a blue butterfly. The name Bluesky is like free speech. Bluesky users can get posts they are interested in. They can choose to have only posts that have cat photos.

## Level 1

The social media site Bluesky is growing quickly. It is getting one million new users every day. It became popular after the U.S. Presidential Election. Many people are using Bluesky instead of X, Facebook and Threads. Bluesky is the most downloaded free app in Apple's app store. A digital media journalist said: "Bluesky works and looks and feels just like Twitter." Bluesky has a fresh feel and gives users more control.

Bluesky started in 2019 as a research project at Twitter. It is similar to Twitter. Even the logos are similar. Twitter's was a blue bird; Bluesky has a blue butterfly. The name Bluesky comes from an idea that a bird flies freely in an open blue sky. This open blue sky is like free speech. Bluesky users can focus on posts they are interested in. If they want, they can choose to have only posts that have cat photos or posts related to sports.

## Level 2

A new social media site called Bluesky is growing quickly. It is getting over one million new users every day. The site opened to the public in February. It started becoming very popular after the U.S. Presidential Election. Many people are signing up for Bluesky as an alternative to X, Facebook and Threads. Bluesky is the most downloaded free app in Apple's and Google's app stores. Digital media journalist Ben said: "Bluesky works and looks and feels just like Twitter." He said Bluesky has a fresh feel and gives users more control.

Bluesky started in 2019 as a research project at Twitter. It launched as an invitation-only site in February 2023. The platform is similar to Twitter. Even the logos are similar. Twitter's was a blue bird; Bluesky has a blue butterfly. The name Bluesky is from a Twitter idea that a bird flies freely in an open blue sky. This open blue sky is like free speech. Bluesky users can control their feed. They can focus on posts they are interested in. If they want only posts that have cat photos or posts related to sports, they can choose feeds from a marketplace.

## Level 3

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".