

# BlueSky

Bluesky is a social media platform initially conceptualized by Jack Dorsey, former CEO of Twitter, in 2019.

It became an independent company in 2021 and is built on the AT Protocol. Bluesky aims to create a decentralized social media experience

## PRO

- Decentralized network using AT Protocol (Open, decentralized network)
- Works independently, ensuring big corporations do not influence its decisions.
- Focus on free speech
- Similar functionality to X, including posts (“skeets”), media sharing, and customizable timelines.
- Moderation team to enforce community guidelines—which forbid promoting “hate or extremist conduct”

## CONS

- Bluesky is still a relatively new platform
- Smaller user base
- Limited features compared to established platforms
- As the platform evolves, users might experience downtime, bugs, or other challenges.

# Mastodon

Mastodon is a decentralized social network that was launched in 2016. It was developed by Eugen Rochko and is based in Germany. The platform operates on a federated model, allowing users to join various independent servers.

## PRO

- Decentralized and open-source
- Strong privacy features
- Customizable communities
- Ad-free experience

## CONS

- Can be less user-friendly for newcomers
- Smaller user base compared to mainstream platforms
- Decentralized structure may be confusing

# Threads

Threads is developed by Meta Platforms (formerly Facebook), an American technology conglomerate. It was launched as an extension of Instagram, providing a text-based social media experience integrated with Instagram's user base.

## PRO

- Easy to use interface
- Large existing user base (Instagram integration)
- Familiar features for Twitter users
- Ad-free (currently)

## CONS

- Centralized platform owned by Meta
- Requires Instagram account
- Concerns about potential future algorithmic manipulation