

Emerging Social Media Platforms



Expanding Beyond Twitter/X

Indivisible National is making the decision to step back from our use of Twitter (aka Elon Musk's X) – you can find the specifics around our decision [here](#). And while we are not making any recommendations to groups about your future on X, we think it is vital to begin establishing a presence on alternative text-based social media networks.

There are several social media platforms with large user bases, and that's not even counting the new platforms being created as you read this. This guide couldn't possibly go over every single platform that exists, so we've decided to focus on three text-based Twitter alternatives, where many progressives are already establishing strong networks and finding the utility and community that's been lost on Twitter.

What these platforms all have in common

The three social media platforms that we go over in this guide all have similarities to Twitter/X, but none of these platforms allow ads or monetization (yet!). Another difference is that all three platforms are text-based [decentralized social networks](#). And once you're set up, [please fill out this form](#) so we can find and connect fellow Indivisibles and groups!

Threads

What is it?

[Threads is owned by Meta and launched in July 2023.](#)

How to get started

Of all the newer platforms, Threads is the easiest to get started on! After you download the app onto your phone or device, log in with your Instagram account.

How to use it

Your posts can go up to 500 characters. Unlike Mastodon or Bluesky, you can create threads (connect multiple pieces of social content together) on this platform.

Because Threads is owned by Meta, it's easy to share content between platforms, like Instagram Stories.

Pros

- Allows you to carry over your followers from Instagram automatically, so you don't have to worry about rebuilding your online community from scratch.
- Prioritizes user friendliness and Instagram-esque aesthetics.
- Already has a very large user base, including many journalists, politicians, and progressive organizations.

Cons

- If you weren't already on Instagram, you have to make an account.
- You can't delete your Threads account without deleting your Instagram account (but that's expected to change).
- Threads' rollout was rushed due to the demise of Twitter/X. Many features are still coming out, so the platform is improving regularly.

[Click here to stay updated on new features and changes to Threads.](#)

Privacy

The default setting is that anyone on or off Threads can see your content. This can be changed in the settings so that your posts are private.

Bluesky

What is it?

[Bluesky started as a project of Twitter in 2019 but became its own independent company in 2021.](#)

How to get started

Unlike the other social networks covered in this guide, Bluesky is still in beta mode. That means Bluesky is currently an invite-only platform, but it will eventually be open to everyone.

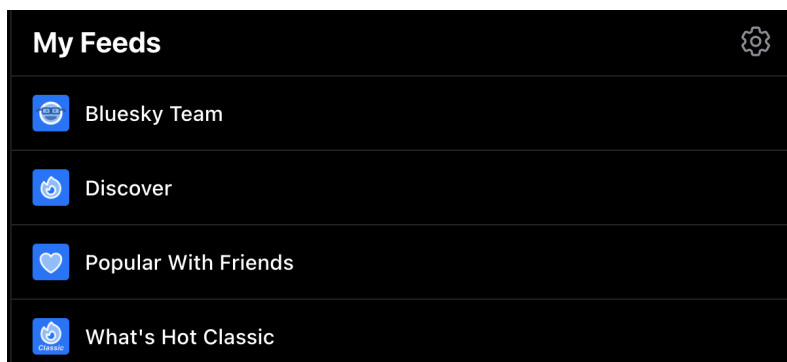
In the meantime, we've created a form to help get our community on Bluesky. [Fill out this form to join our waitlist and we'll provide invite codes as we receive them.](#)

How to use it

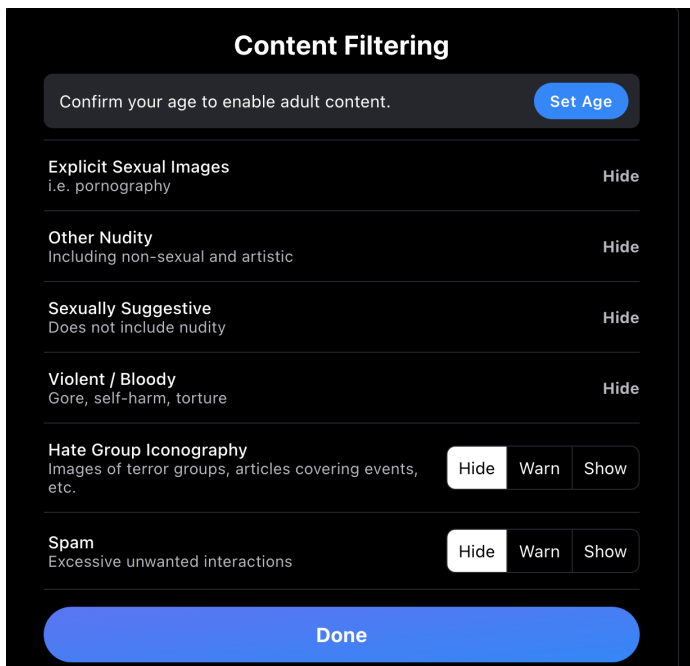
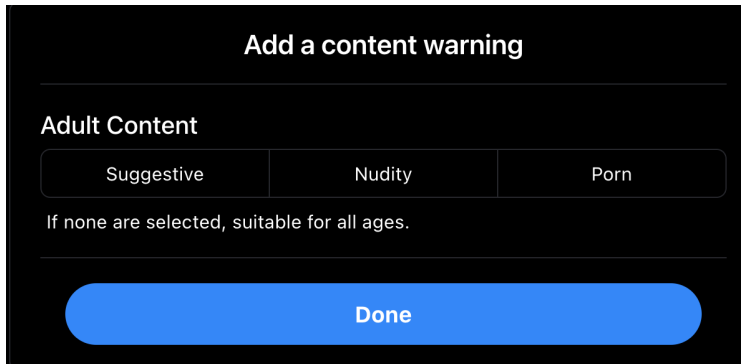
Bluesky has a 300 character limit, which is similar to Twitter. You cannot create threads on Bluesky, but you can reply to the previous post if you want to connect multiple pieces of content together.

Pros

- With a focus on text, videos and gifs aren't supported on this platform. That could change in the future.
- Bluesky has some of the most extensive customizable content, levels and feeds. This is great for online safety.
- You can customize your feed by following different lists in the My Feeds section, which is located on the left side of the screen.



- Bluesky offers content warning filters that you can attach to graphics when making posts. For more content filters, you can go into your settings and find different levels of filters around nudity, violence, etc.



Cons

- All of these features can lead to unintentionally creating an echo chamber, so be mindful of that while customizing your feed.

Privacy

You have to be logged into Bluesky in order to see content posted on the platform. That means you can't crosspost content from other platforms either.

Mastodon

What is it?

[Mastodon was launched in 2016 by a nonprofit.](#) This makes the platform unique in that it's not driven by profit, advertisers or shareholders.

How to get started

You have to pick a server when making your account.

Bigger servers can be more broad and feel like Twitter, or you can find more niche ones. [Mastodon allows you to explore the servers.](#)

[The Mastodon team listened to user feedback and updated the onboarding process.](#)

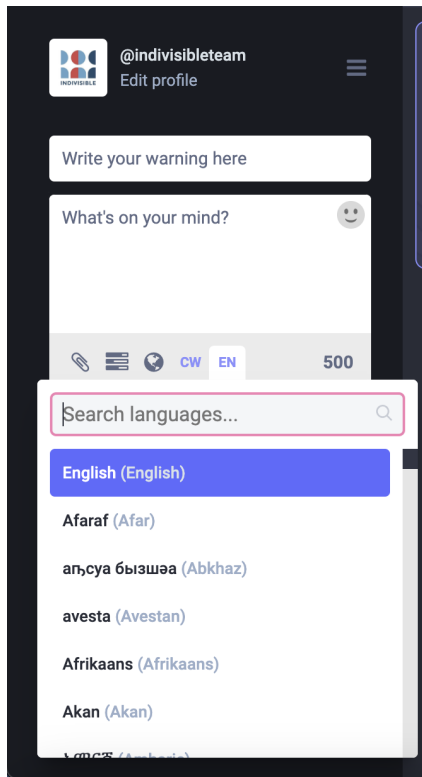
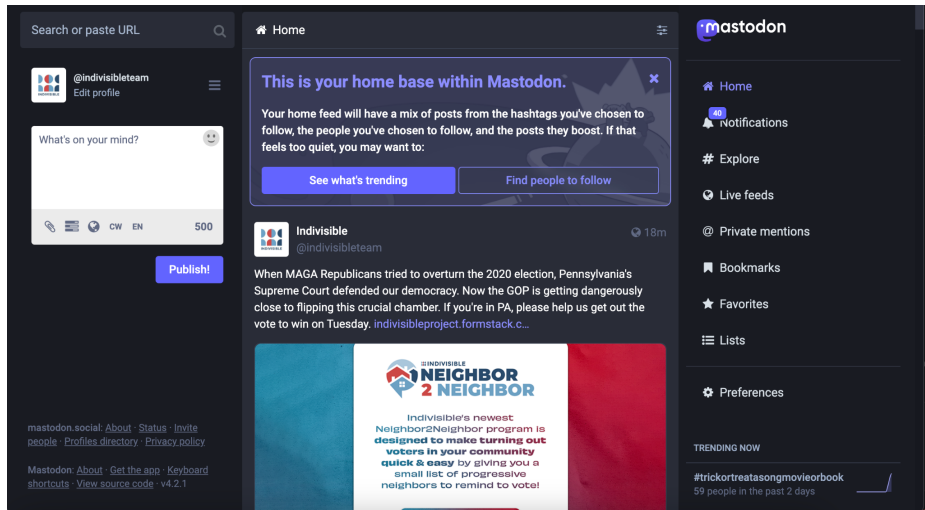
How to use it

Of the platforms we cover in this guide, Mastodon is the most decentralized platform.

Mastodon doesn't rely on algorithms to fill your feed so you have to actively create community by following and engaging with other accounts. You can follow "feeds" (like on Bluesky) to customize what you see based on your interests.

Like Threads, Mastodon allows up to 500 characters per post. But like Bluesky, you can't directly thread multiple pieces of content together at once and instead must respond to each post manually.

Mastodon allows you to create a content warning label directly into a post without having to include a graphic. You can also change the language of your posts, which helps reach different audiences.



What about other platforms?

TikTok

Unlike the other platforms discussed in this guide, TikTok is based around short video content. We always encourage diversifying your content and meeting people where they are so creating videos is a great way to increase your audience. [Join us on TikTok now!](#)

Discord/Whatsapp/Messaging Apps

[Organizing is absolutely taking place on messaging apps](#) like WhatsApp, Discord and Messenger, so your group should consider being in those spaces, too.

New Platforms

We're always researching and looking into where people are congregating and talking online. It's worth checking out new social media platforms to assess their potential for advocacy and organizing.

Now what?

After you create your group's accounts on these new platforms, drop your info in this document so that we can give you a follow and other Indivisible groups can find you!

Additional information and reading

You might hear the word “fediverse” used when talking about social networks like Threads and Mastodon. The fediverse is a decentralized social network of independent servers that can connect and communicate with each other. Think of it like email: you pick an email server (like Gmail or Yahoo) for your account but can still send and read messages from other email servers. We've provided some additional reading if you'd like to learn more:

- [Mashable, What is the fediverse — and how might it affect creators?](#)
- [Hootsuite, Fediverse](#)