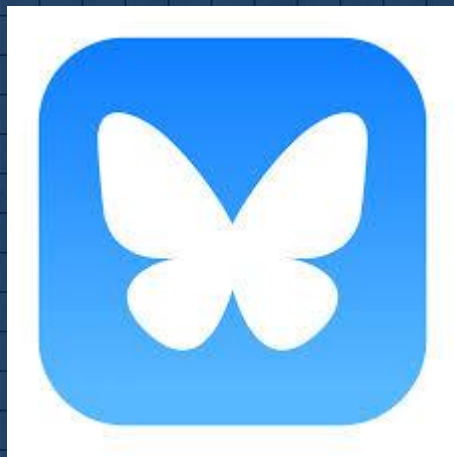


Closed captions available in the Zoom toolbar



Bluesky 101

with Frank Dale, Indivisible Social Media Manager

What is Bluesky?

- Bluesky is a social media platform that started in 2019 as a project of Twitter.
- Bluesky became an independent company in 2021, and it launched an invite-only beta version in early 2023.
- The full launch of Bluesky occurred in early 2024, and the platform has experienced unprecedented growth since Election Day.

How does Bluesky work?

- Bluesky's basic functions are very similar to Twitter: You follow other accounts, there is a 300 character limit for posts, and you can share photos and video content.
- If you're on Twitter and looking to move to another social media platform, Bluesky is the most similar experience (both in terms of the look and user experience).
- Lists, feeds and starter packs allow you to tailor your Bluesky experience.

Why is Bluesky better than Twitter?

- Unlike most social media apps, Bluesky prioritizes a decentralized platform. Instead of a Twitter or Facebook algorithm deciding what content shows up on your screen, Bluesky gives you control of the algorithm.
- You can customize almost everything on the platform, including the content in your feeds and replies.
- There are no ads or paid bots trolling for engagement, and the privacy protections for your personal data are much stronger than Twitter.

What are the downsides to Bluesky?

- Despite the explosive growth since Election Day, Bluesky's user base is still much smaller than Twitter.
- The customizable features can lead to unintentionally creating an echo chamber, so be mindful of that while setting up an account.
- Video content must be under one minute in length, which is considerably shorter than what's allowed on other social media platforms.

What does Bluesky look like?

The screenshot displays the Bluesky profile for Indivisible (@indivisible.org). The profile banner features a graphic with the text "INDIVISIBLE: A PRACTICAL GUIDE TO DEMOCRACY ON THE BRINK" and "Strategies, Tactics, And Tips For How Everyday Americans Can Fight Back Together Wherever We Live". A red callout box says "CHECK OUT THE NEW INDIVISIBLE GUIDE!". Below the banner, the profile name "Indivisible" and handle "@indivisible.org" are shown, along with 66.2K followers, 346 following, and 3.7K posts. The bio reads: "Building progressive grassroots power and holding members of Congress accountable. Make a difference in a few clicks: linktr.ee/indivisible...". The navigation menu on the left includes Home, Search, Notifications, Chat, Feeds, Lists, Profile, and Settings, with a "New Post" button at the bottom. The right sidebar shows search, following, and trending topics like Trudeau, Peter Yarrow, Trump Statements, The Archers, Aileen Cannon, and Liz Cheney. A post from CNN is visible, stating: "Meta quietly updated its hateful conduct policy to allow users to refer to 'women as household objects or property' among other offensive language." The image for the post shows a smartphone with the Bluesky logo on the screen next to a bowl of fruit.

What does Bluesky look like?

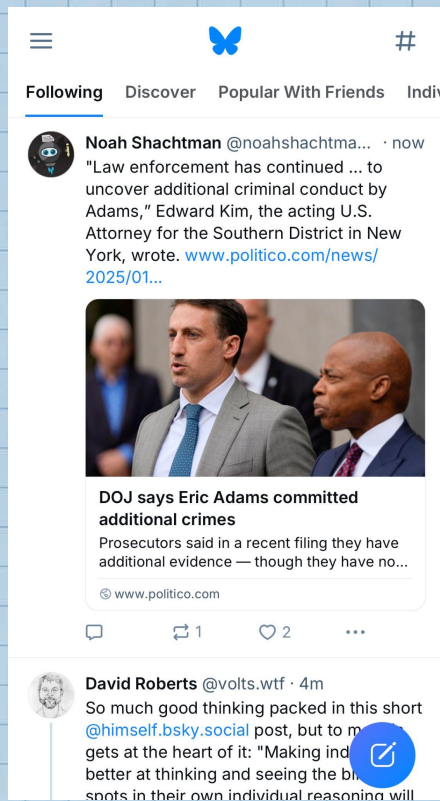


4:44 **INDIVISIBLE: A PRACTICAL GUIDE TO DEMOCRACY ON THE BRINK**
Strategies, Tactics, And Tips For How Everyday Americans Can Fight Back Together Wherever We Live
[INDIVISIBLE.ORG/GUIDE](https://www.indivisible.org/guide)


Indivisible
@indivisible.org
66.2K followers 346 following 3.7K posts

Building progressive grassroots power and holding members of Congress accountable. Make a difference in a few clicks: linktr.ee/indivisible...

Reposted by you
CNN @cnn.com · 9m
Meta quietly updated its hateful conduct policy to allow users to refer to "women as household objects or property" among other offensive language.

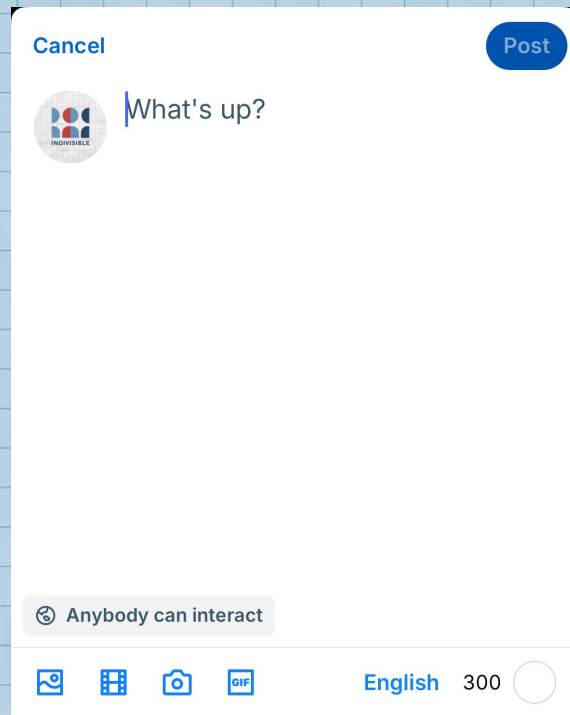


Noah Shachtman @noahshachtma... · now
"Law enforcement has continued ... to uncover additional criminal conduct by Adams," Edward Kim, the acting U.S. Attorney for the Southern District in New York, wrote. www.politico.com/news/2025/01...



DOJ says Eric Adams committed additional crimes
Prosecutors said in a recent filing they have additional evidence — though they have no...

David Roberts @volts.wtf · 4m
So much good thinking packed in this short @himself.bsky.social post, but to me gets at the heart of it: "Making indivisible better at thinking and seeing the blind spots in their own individual reasoning will



Cancel Post

What's up?

Anybody can interact

English 300

How easy is it to join Bluesky?

- All you need to sign up is an email address.
- There are tools that will help you find your existing Twitter connections on Bluesky.
- Want to see how easy it is to sign up? Our own Sarah Reeske is about to show you!

Social media is not a monologue, it's
a two-way conversation.

Go on Offense

Don't be afraid to hop into the comments or replies with a fact check, a clever quip or details about how your group is taking action.



Examples

 **Indivisible Antelope Valley**
@IndivisibleAV

Mike Garcia on January 5th (not 6th), 2021.

This is who he is. This is what he believes. This is why we need him out.

Mike Garcia is a GOP extremist who cleans up well and knows how to shut up when necessary. #CA27 deserves better.





 **indivisiblechicago** 11/15/24

We cheer for our Illinois governor [@govpritzker](#) and his staunch stand against the fascist threat of a Trump presidency.

But we are dismayed that his partner in the GSD effort, Gov Jared Polis/CO, has stated his support for anti-vaxxer, Trump sychophant RFK Jr.

Since the tweet screenshot below, Polis has issued a weak follow-up explanation. Not acceptable. Polis is already "obeying in advance." How do we trust him as a partner in the democracy effort?

 **Jared Polis**  @jaredpolis · 20h

I'm excited by the news that the President-Elect will appoint [@RobertKennedyJr](#) to [@HHSGov](#). He helped us defeat vaccine mandates in Colorado in 2019 and will help make America healthy again by shaking up HHS and FDA. I hope he leans into personal choice on vaccines rather than [Show more](#)

Extra tips

If one of your replies or comments starts to receive some engagement, reply to your original message with a link or more details about joining your group.

Whether you spend your group's online time interacting with right-wingers is obviously up to you, but please prioritize our allies!

Be Real

Be yourself, be authentic and make sure you sound like a real person.



Examples



Indivisible Eureka Springs

@IndivisEurekaSp



If you voted for Sarah Huckabee Sanders, what were you most hoping your tax dollars would go towards?

#arpx #lecterngate #podiumgate #FOIA

A fancy fancy icemaker

20%

A \$19,000 lectern

35%

spec. sess. to hide grift

15%

tax break for the wealthy

30%



Civic Engagement Beyond Voting

@AZCEBVus



How much do we love #Arizona high school students registering their peers to vote?? Our partnership with @TheCivicsCenter (& their “Democracy in a Box”) is helping 17 schools allll over the state run their VR drives. Hundreds of new voters incoming! @SimonWDC



Personal Touch

Make sure you respond
to or acknowledge
every good-faith
interaction you receive.



FOMO

Make it seem like your
events are THE place to
be



Examples



IndivisibleMohawkValley
@IndivisibleMV

...

Today we rallied with our friends from [@citizenactionny](#) [@ESVoices](#) in front of [@RepWilliams](#)' Utica office in protest of his vote last week on massive budget cuts that shows just how willing he is to be mean and heartless to the people of [#NY22](#) he is supposed to be representing.



Tell The Truth Lori
@truth_lori

...

There's Cardboard Lori and all the folks who came to protest her votes, her lies, and her cowardice in not meeting with voters. Shame on [@RepLCD](#) [@multdems](#) [@OregonianPol](#) [@wwweek](#) [@OPB](#) [@pamplinmedia](#) [@ClackamasDems](#)



Value Add

How can your social content add value for your audience or potential audience?

Are you adding to the conversation or taking up space?



Examples



LawlerLiesNY17

@LawlerLies

Back in 2016, @lawler4ny was adamant that @HillaryClinton should be "locked up" b/c she "clearly endangered national security." So why is Lawler now tongue tied when Trump has "clearly endangered national security?" To quote Lawler "you can't have it both ways." #Lawlerlies #NY17



Maggie Haberman @maggieNYT · Jul 27, 2016

How fast till the video of Trump talking to the camera and saying, "Russia, if you're watching," makes its way into an ad?

28

47

74



Mike Lawler

@lawler4ny

@maggieNYT but if @HillaryClinton never endangered national security, why would his comments even be an issue? Clearly she did. #LockHerUp

1:03 PM · Jul 27, 2016



Indivisible Philadelphia

@IndivisiblePHL

MAGA Republicans are unfit to govern



No Lie with Brian Tyler Cohen @NoLieWithBTC · Oct 23

The voting records of the 9 Republican candidates for Speaker.

- All voted against protecting the right to birth control.
- All voted against reauthorizing the Violence Against Women Act.
- The vast majority voted against certifying the 2020 election.

Voting Records of Republican Speaker Candidates									
Bill	Bergman	Donalds	Emmer	Hern	Johnson	Meuser	Palmer	Sessions	Scott
Certify 2020 Election (AZ)	No	No	Yes	No	No	Yes	No	No	Yes
Certify 2020 Election (PA)	No	No	Yes	No	No	No	No	No	Yes
Impeach Trump (for citing insurrection)	No	No	No	No	No	No	No	No	No
Pregnant Workers Fairness Act	N/A	No	Yes	No	No	N/A	No	No	No
Establish January 6th Commission	No	No	No	No	No	No	No	No	No
Ban wage discrimination on basis of sex	No	No	No	No	No	No	No	No	No
Bipartisan Infrastructure Act	No	No	No	No	No	No	No	No	No
Reauthorize Violence Against Women Act	No	No	No	No	No	No	No	Yes	No
Cap out-of-pocket insulin costs at \$35/month	No	No	No	No	No	Yes	No	No	No
Expand healthcare for veterans exposed to toxins	Yes	No	No	No	No	No	No	No	No
Bipartisan Gun Control	No	No	No	No	No	No	No	No	No
Ensure the right to contraception	No	No	No	No	No	No	No	No	No
CHIPS & Science Act	No	No	No	No	No	No	No	No	No
Federally codify same-sex & interracial marriages	No	No	Yes	No	No	No	No	No	No
Avert default (raise debt ceiling)	Yes	No	Yes	No	Yes	Yes	No	No	Yes
Avert government shutdown (45-day CR)	Yes	N/A	Yes	No	No	Yes	No	Yes	Yes



Thank you!

Do you have any questions?

frank@indivisible.org
Bluesky: indivisible.org