

Bluesky / X Digital Education Community Update: January 2025

X updates: November 2024-January 2025

- As X continues to hemorrhage users, many educators have begun deactivating their X accounts en masse (for additional details on the shift, see [here](#), [here](#), [here](#), and [here](#).)
- A not-insignificant number of educational organizations, including widely-followed accounts like [Edutopia](#), have stopped posting content on X.

X engagement and follower data from T2T/PP

- Prior to November 2024, Teacher2Teacher had never seen a follower drop on X – even immediately after the acquisition, followers continued to grow or remain steady – until the days following the U.S. election, and the clear emergence of Bluesky as the preferred X alternative for educators. In the week immediately following the election, Teacher2Teacher saw followers drop in the thousands, with drops of followers in the hundreds in the weeks since November.
- Teacher2Teacher has seen a follower decrease of 3,620 since the end of October 2024, with 3,200 of these followers leaving our network in the three weeks immediately following the election.
- Educators are transitioning from X to Bluesky, drawn by the platform's growing sense of community and support among professionals in education.
- Challenges with disruptive or unconstructive accounts on X have prompted many to seek spaces that prioritize meaningful engagement and respect.
- Bluesky offers a positive space where educators can connect, share ideas, and support one another without the distractions often present in other digital spaces.
- With opportunities to share strategies, resources, and ask questions, Bluesky is becoming a valuable platform for professional development and collaborative growth.

Strategic shifts and partner posts:

- Teacher2Teacher has implemented a comprehensive community management strategy on Bluesky that creates a collaborative and welcoming environment.
- Teacher2Teacher and Principal Project are continuing to post on X, with the caveat that we are closely monitoring evolving conversations and engagement data from educators on X. We have pulled back on X volume to focus more strategically on our Bluesky presence.
 - Following the critical mass of educators that have shifted to Bluesky, both Teacher2Teacher and Principal Project have launched presences on Bluesky. By February, Teacher2Teacher will have pulled back daily post volume on X by 50%. This creates space to increase daily posting on Bluesky from a single daily post to an eventual fully developed daily content calendar, inspired by Teacher2Teacher's learnings on X. These changes on X include cutting back on reposts from two to one per day and eliminating an additional three daily posts.
 - On Bluesky, Teacher2Teacher is beginning to introduce new core content types with the intention of building up to around five core daily posts. Ultimately, the

volume of posts for Teacher2Teacher will continue to lessen on X and grow on Bluesky to reach an eventual even balance of daily posting on both channels, mirroring the account's overall strategic shift to prioritize and build its presence on Bluesky.

- Teacher2Teacher's regularly scheduled January X chat will be cross-posted on X and on Bluesky to glean some anecdotal engagement data from educators across both platforms. The Teacher2Teacher team will report back learnings from the chat at the end of month.
 - Large chats like [#leadlap](#) are taking a similar approach
- Additionally, to-date, a majority of T2T's education partners are continuing to post on X including:
 - [Center for Black Educator Development](#)
 - [CASEL](#)
 - [HTH GSE](#)
 - [NCTM](#)
 - [Gates Foundation](#)

Chats

The emergence of education chats has been especially prominent in the months immediately following movement en masse to Bluesky educator communities.

- Educators are talking about participating in their first chats ([ex](#)).
- Educators are tracking emergent Bluesky chats [here](#).
- The most active Bluesky educator hashtags to-date include:
 - [#MTBoS](#)
 - [#EduSky](#)
 - [#TeachersOfBluesky](#)
 - [#TeacherBluesky](#)

Emergent conversations on Bluesky

- Educators are creating custom feeds to track the topics they are most interested in discussing and have expertise in.
 - [This educator-created tracker](#) notes 50 different custom education feeds that have been popularized by educators on Bluesky.
- Education conferences – including [#FETC](#), a large education technology conference, and [#NCTE2024](#) (hosted in mid December) – are a common topic of conversation amongst educators who are sharing insights from recent sessions and posting about the real-time connections and learning that is happening at the event.
- Educators are asking each other practice questions on Bluesky on [professional learning](#) and [standards/curriculum guidance](#).
- Additionally, EduInfluencers are increasingly emergent on Bluesky, including the educators below:
 - [Howie Hua](#)
 - [Tricia Ebarvia](#)
 - [Shana V. White](#)

Leaders migrating from X to Bluesky

- Leaders are publicly flagging that they are moving to Bluesky ([ex](#), [ex](#)) and additionally have been contacting Principal Project on X DMs stating that they are migrating over to Bluesky.

Meta updates

- In January, Meta announced new changes to the censorship policies for its applications like Facebook, Instagram and Threads. These changes include removing fact-checkers from the platforms and loosening previous restrictions on topics relating to areas such as immigration and LGBTQIA+ content. Ahead of the inauguration, this raises concerns for many users of Meta platforms and continues to spur past conversations seen on X about alternative platforms for educators to move to and use. One educator in the Teacher2Teacher community addressed these concerns saying, “Tech forums are wild on a normal day, but all it took was for Meta and Amazon to roll back DEI initiatives on the same day for some of the groups I’m a part of to turn into hotbeds of racism and misogyny. It literally took less than 24 hours.”
- News/Reports:
 - [Initial announcements of coming changes on Jan 7](#)
 - [Report from AP News on Meta policies](#)
 - [Leaked Meta documents revealing examples of previously banned content](#)
 - [Example of hidden LGBTQIA+ related search terms on Threads](#)
 - [NY Times op-ed](#)