ZOECIAL MEDIA

Bluesky and Threads Industry Assessment

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Bluesky Overview

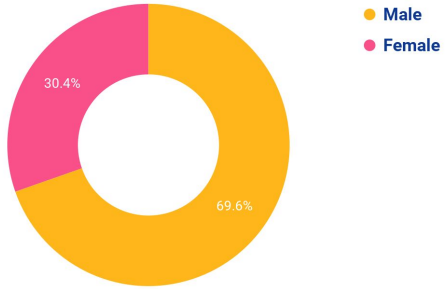
ZOECIAL MEDIA

User Base
Over 22.1 million users*

Activity
645 million posts created*

Key Insights
Bluesky attracts younger audiences seeking decentralized and open platforms.

Gender



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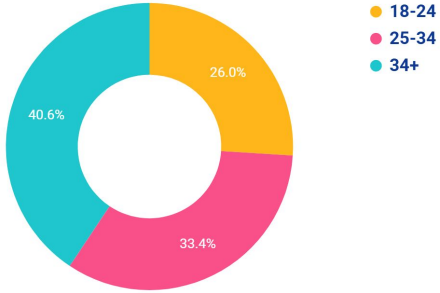

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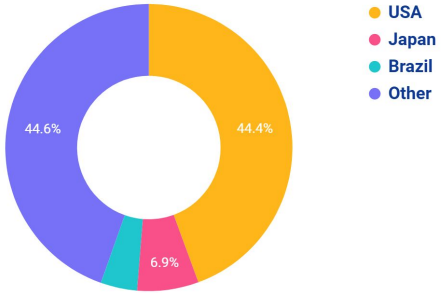


*Nov 2024

Threads Overview

ZOECIAL MEDIA

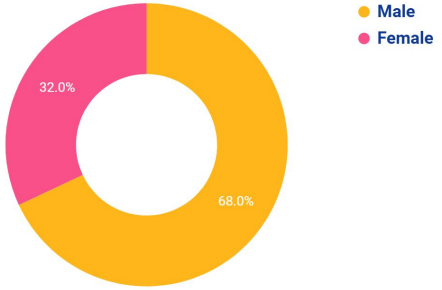
User Base
Over 275 million users*

Activity
34 billion posts created*

Key Insights

Threads' attracts a younger, globally diverse audience.

Gender



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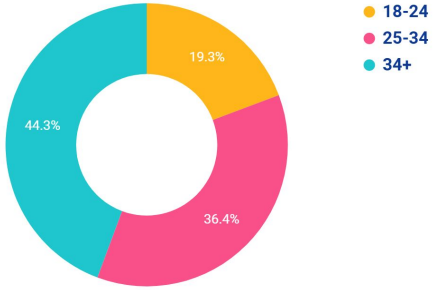

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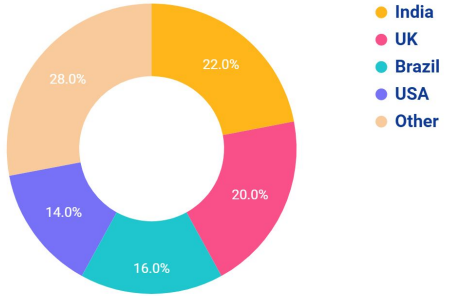


*Nov 2024

ZOECIAL MEDIA

Bluesky
Cloud Industry

Are Cloud Companies on Bluesky?

ZOECIAL MEDIA

- ✖ Amazon Web Services (AWS)
- ✚ Microsoft Azure
- ✖ Google Cloud Platform
- ✖ IBM Cloud
- ✚ Cloudflare

INSIGHTS

No Posts:

While these companies have set up profiles for themselves, only cloudflare is posting.

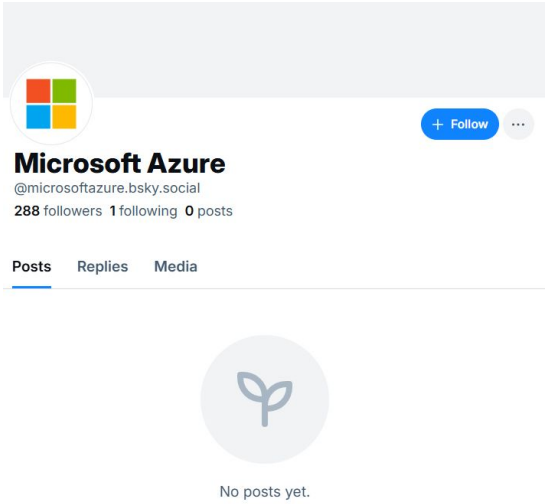
Key Takeaway:

It may be beneficial to open your account and acquire your handle to position yourself for when this industry appears on the platform

Are Cloud Companies on Bluesky?

ZOECIAL MEDIA

Microsoft Azure



Cloudflare

ZOECIAL MEDIA

Threads
Cloud Industry

Are Cloud Companies on Threads?

ZOECIAL MEDIA

- ✚ Amazon Web Services (AWS)
- ✚ Microsoft Azure
- ✖ Google Cloud Platform
- ✖ IBM Cloud
- ✚ CloudFlare

INSIGHTS

Activity Level:

Most companies are posting at a similar cadence as they are on ‘X’.

Key Takeaway:

Post on threads. Even if you are repurposing content from Instagram or ‘X’

Are Cloud Companies on Threads?

ZOECIAL MEDIA

Amazon Web Services (AWS)

AWS
amazonwebservices threads.net

Official account of Amazon Web Services (AWS)

113K followers · aws.amazon.com

Follow | Mention

Threads | Replies | Reposts

amazonwebservices 6d
MyCauseMyCleats kicks off this year - powered by #AWS.
Stay tuned. @NFL

Microsoft Azure

Microsoft Azure
microsoftazure threads.net

Limitless innovation. Follow along for the latest news and resources from the official #MicrosoftAzure team.

3,607 followers · azure.microsoft.com

Follow | Mention

Threads | Replies | Reposts

Pinned

microsoftazure 10/08/2024
Microsoft Azure is the 1st cloud running @NVIDIA's Blackwell system featuring GB200-powered AI servers. We're optimizing at every layer to power the world's most advanced AI models, taking advantage of Infiniband networking, the best silicon in the industry, and innovative closed loop liquid cooling. Check out the first look and learn more at MS Ignite.

CloudFlare

Cloudflare
cloudflare threads.net

Our mission is to help build a better Internet. 285+ cities in 100+ countries. Learn more about #EverywhereSecurity

12.1K followers · cfl.re/m/threads

Follow | Mention

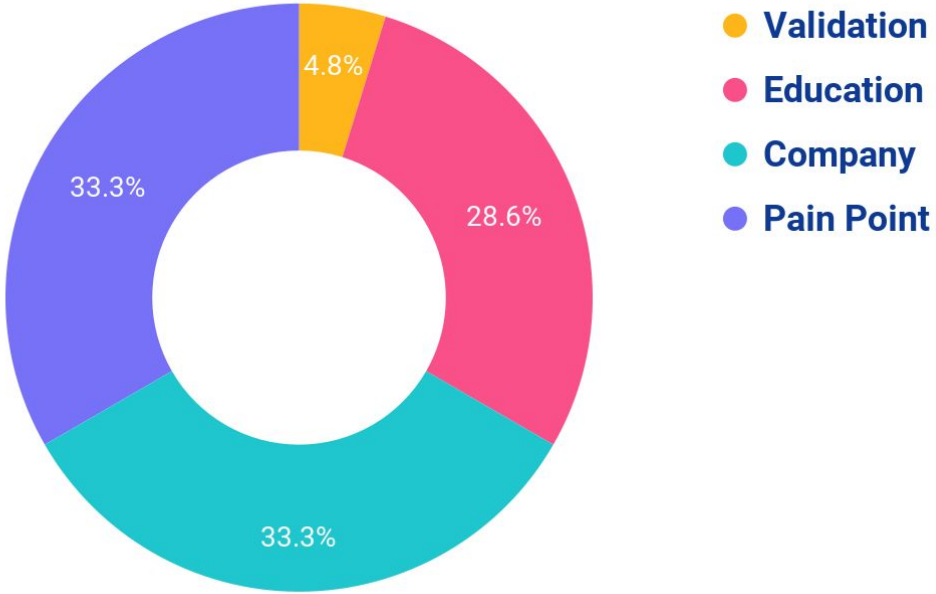
Threads | Replies | Reposts

cloudflare 1h
With Cloudflare, you can easily deploy your Astro application globally. In this video, Kristian Freeman builds a full-stack application using Astro. He introduces an API endpoint using Astro bindings and integrates Cloudflare KV into his application stack. developers.cloudflare.com/pages...

Content Pillars and Posts

ZOECIAL MEDIA

Post Type



INSIGHTS

Pillars:

Most companies in the industry are focusing on company news and promoting events and workshops.

Tone:

Most companies in the industry are using a relatable tone and creating posts that drive engagement and get people talking.

Follower and Audience

ZOECIAL MEDIA

30k Average Followers

112k Most Followers

INSIGHTS

AWS is an outlier with 112k followers but companies range from 4.5k to 60k which implies that there is an audience for your industry on the platform.

ZOECIAL MEDIA

Bluesky Cybersecurity Industry

Are CyberSecurity Companies on Bluesky?

ZOECIAL MEDIA

- ✖ Check Point
- ✚ CrowdStrike
- ✖ McAfee
- ✖ Palo Alto Networks
- ✖ Fortinet

INSIGHTS

Companies:

Smaller companies such as Hackery, Ninja Owl, and BlackGem have accounts with a small following of less than 500 followers.

Audience:

While Cybersecurity companies aren't so common on Bluesky there are quite a few posts addressing cybersecurity which likely means there is an audience for you

Are CyberSecurity Companies on Bluesky?

ZOECIAL MEDIA

- ✖ OKTA
- ✚ Beyond Identity
- ✖ Trustmi
- ✖ Threatmark
- ✖ Clari5

INSIGHTS

Activity Level:

Only Beyond Identity has an account and it is not active.

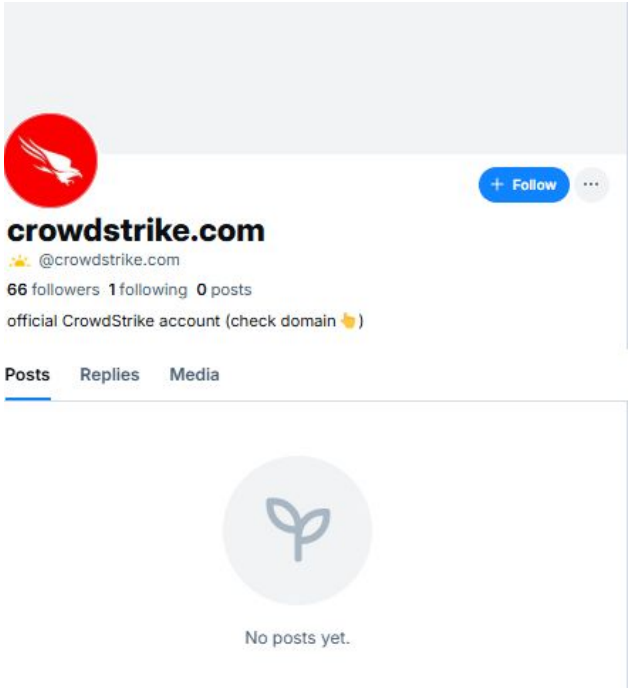
Key Takeaway:

While Cybersecurity companies aren't so common on Bluesky there may be value in securing your handle now.

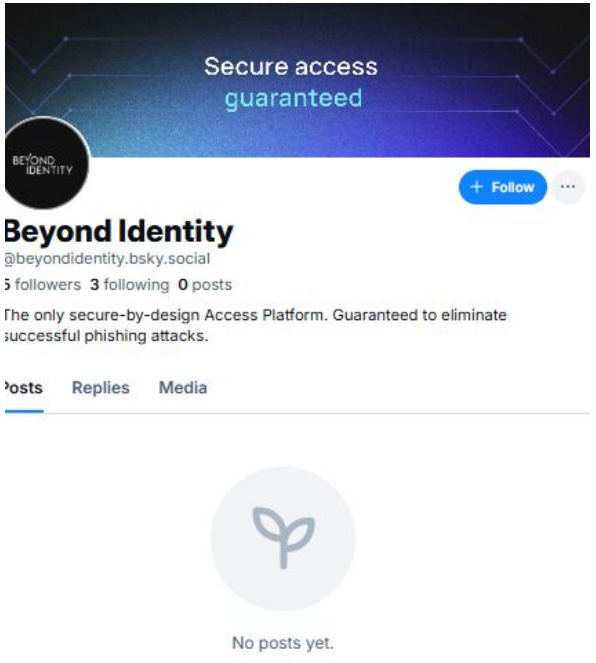
Are CyberSecurity Companies on Bluesky?

ZOECIAL MEDIA

CrowdStrike



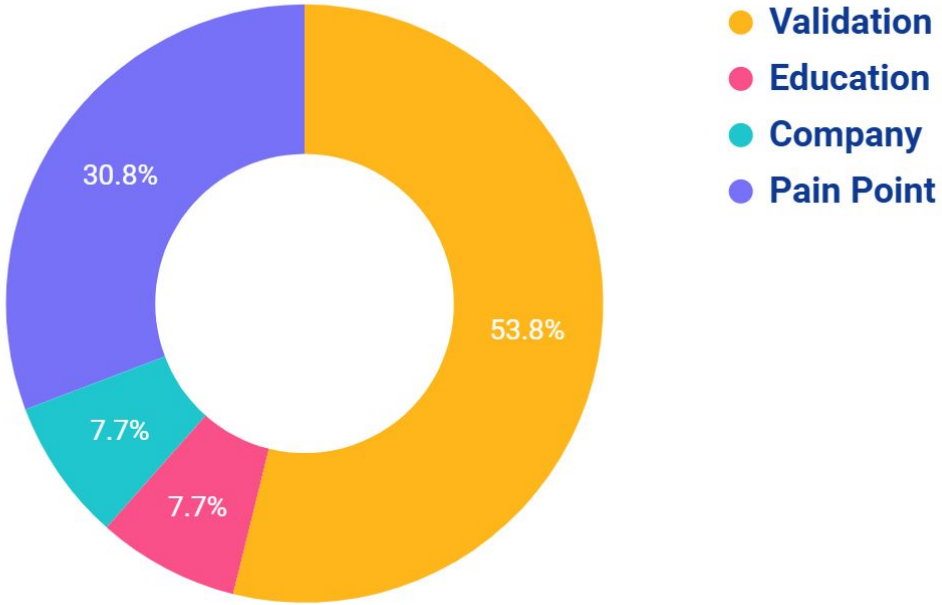
Beyond Identity



Content Pillars and Posts

ZOECIAL MEDIA

Post Type



INSIGHTS

Pillars:

Each company has taken a different approach with most of them focusing at least partly on sharing external articles that validate their work.

Reposts:

Most companies in the industry are reposting other people's posts.

ZOECIAL MEDIA

Threads Cybersecurity Industry

Are CyberSecurity Companies on Threads?

ZOECIAL MEDIA

- Check Point
- CrowdStrike
- McAfee
- Palo Alto Networks
- Fortinet

INSIGHTS

Activity Level:

Only two of these companies are currently active on threads.

Key Takeaway:

Open an account. Even if you don't keep it active for now it is a good space to be in for social listening.

Are CyberSecurity Companies on Threads?

ZOECIAL MEDIA

- ✚ OKTA
- ✚ Beyond Identity
- ✖ Trustmi
- ✖ Threatmark
- ✖ Clari5

INSIGHTS

Activity Level:

OKTA has an account but is inactive. Beyond Identity has not been active in over a year.

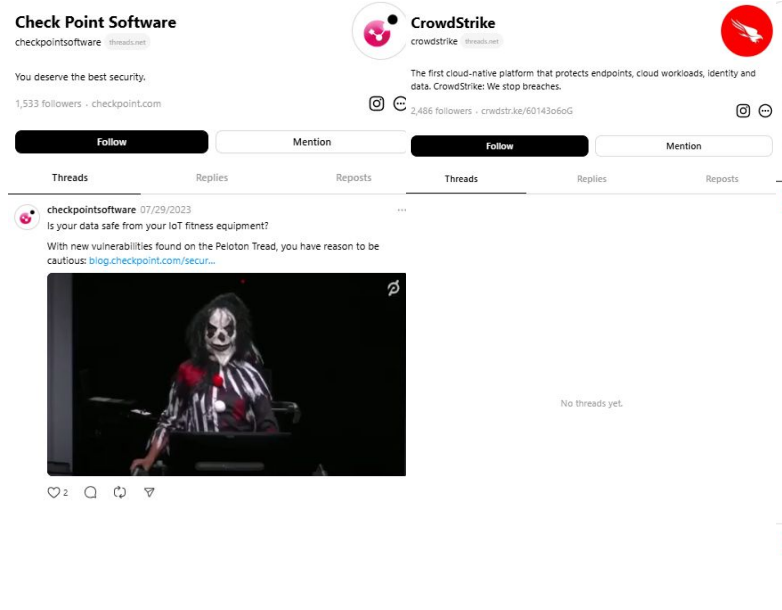
Key Takeaway:

While Cybersecurity companies aren't so common on Bluesky there may be value in securing your handle now.

Are CyberSecurity Companies on Threads?

ZOECIAL MEDIA

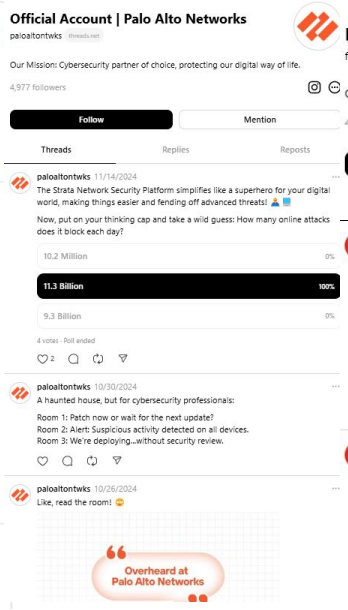
Check Point



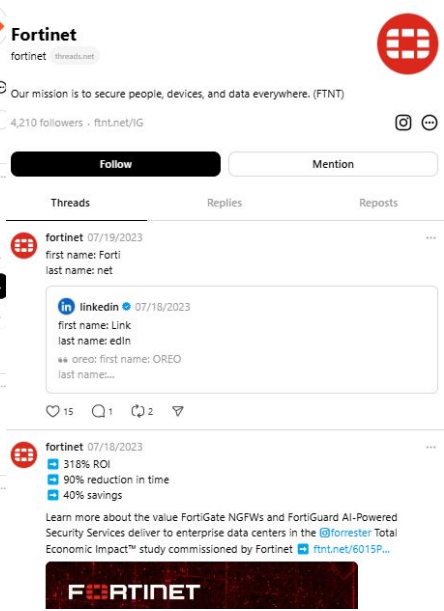
CrowdStrike

McAfee

Palo Alto Networks



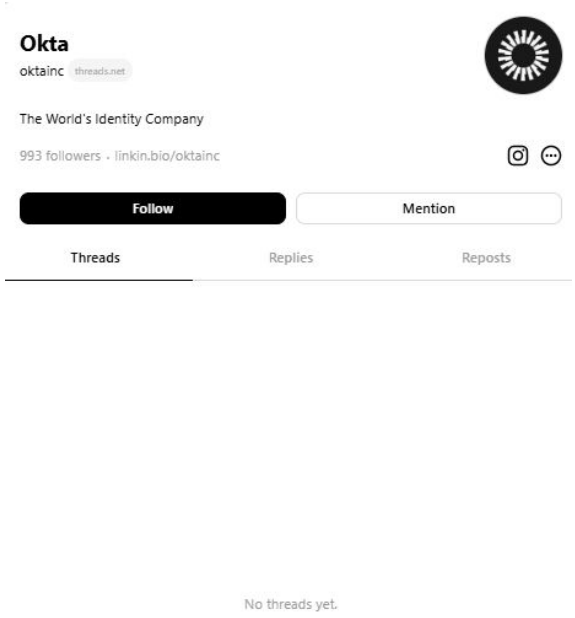
Fortinet



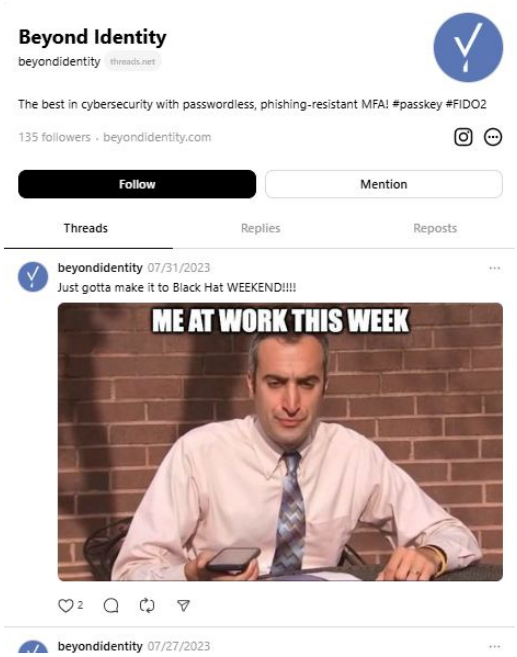
Are CyberSecurity Companies on Threads?

ZOECIAL MEDIA

Okta



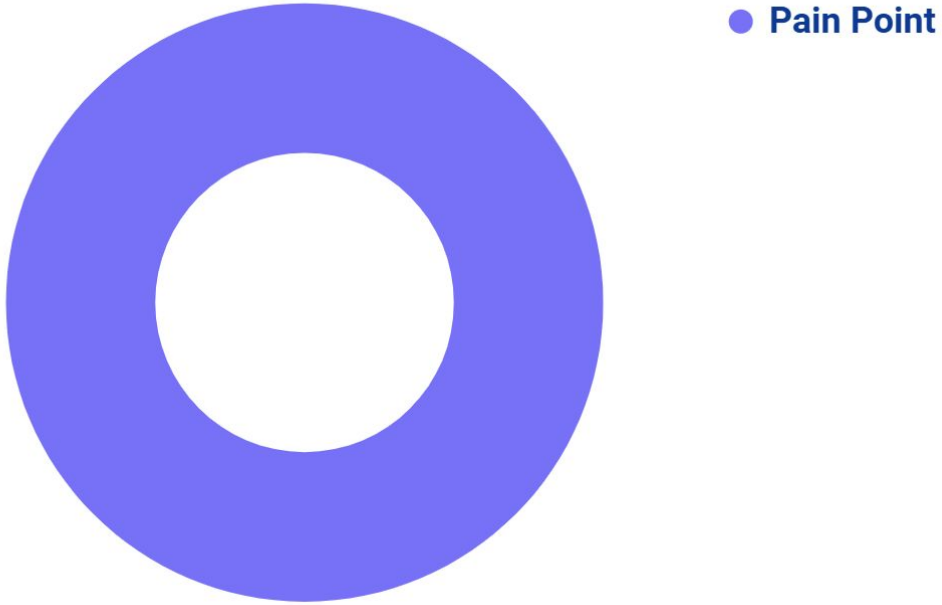
Beyond Identity



Content Pillars and Posts

ZOECIAL MEDIA

Post Type



INSIGHTS

Pillars:

Companies in your industry are almost exclusively posting about pain points. How they approach those pain points vary.

Tone:

There are two very distinct tones between the two companies. One takes a more professional approach- linking articles and blogs. The other takes a relatable approach- posting memes and polls.

Follower and Audience

ZOECIAL MEDIA

4.6k Average Followers

9.5k Most Followers

INSIGHTS

The pages that are active have a higher following but there is an audience for you on threads if you choose to post.

ZOECIAL MEDIA

Bluesky AI Industry

Are AI Companies on Bluesky?

ZOECIAL MEDIA

- ✖ OpenAI
- ✖ DataBricks
- ✖ Pitaya.AI
- ✖ Beam
- ✖ iNextLabs
- ✖ SightCall
- ✖ Perplexity AI

INSIGHTS

Activity Level:

None of the major players in the AI space have accounts on Bluesky.

Key Takeaway:

It is hard to understand if there is an audience for you on Bluesky because many companies are not active. There are, however, conversations about AI happening.

ZOECIAL MEDIA

Threads
AI Industry

Are AI Companies on Threads?

ZOECIAL MEDIA

- ✚ OpenAI
- ✚ DataBricks
- ✖ Pitaya.AI
- ✖ Beam
- ✖ iNextLabs
- ✚ SightCall
- ✚ Perplexity AI

INSIGHTS

Activity Level:

While there are a few AI companies on threads. Only one of the ones researched are active.

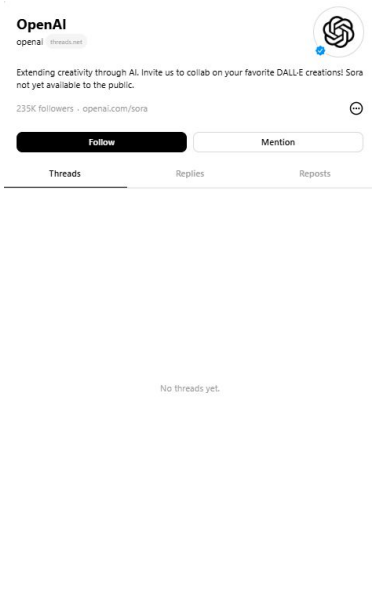
Key Takeaway:

There may be a small audience for you on threads but it is not a focus in your industry.

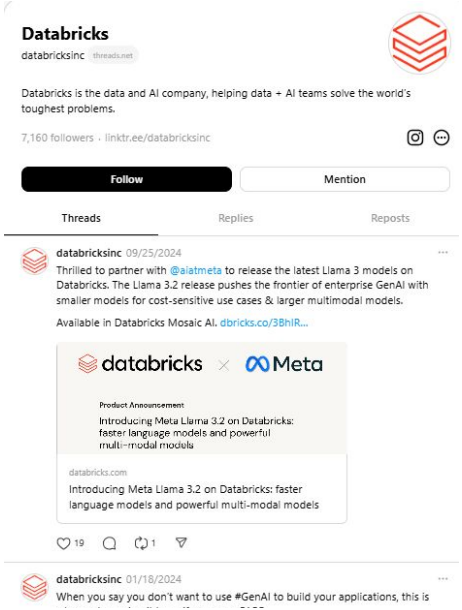
Are AI Companies on Threads?

ZOECIAL MEDIA

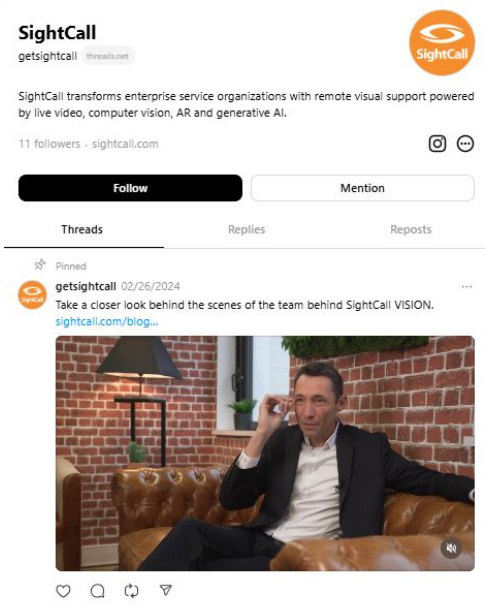
OpenAI



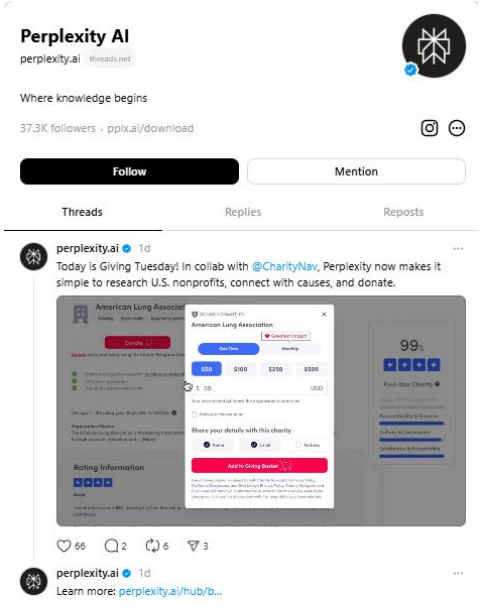
DataBricks



SightCall



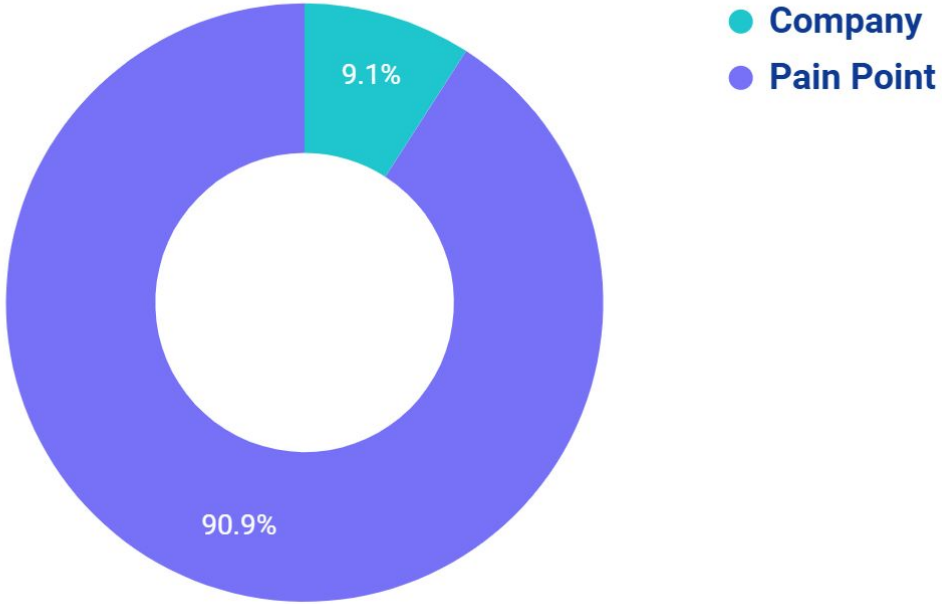
Perplexity AI



Content Pillars and Posts

ZOECIAL MEDIA

Post Type



INSIGHTS

Pillars:

There seems to be a focus on pain point and selling their specific product.

Tone:

Most companies in the industry are using a relatable tone and creating posts that drive engagement and get people talking.

Follower and Audience

ZOECIAL MEDIA

7k Average Followers

235k Most Followers

INSIGHTS

AWS is an outlier with 235k followers but you are likely looking more at an audience of 7k. There might be an audience for you on the platform.

ZOECIAL MEDIA

Bluesky
SaaS Industry

Are SaaS Companies on Bluesky?

ZOECIAL MEDIA

- ✖ Salesforce
- ✖ Shopify
- ✖ Asana
- ✚ Notion
- ✖ Freshworks

INSIGHTS

Activity Level:

There are not a lot of SaaS companies on Bluesky. Many employees are on the platform and posting a mix of personal and employee advocacy posts.

Key Takeaway:

There is potential for an employee advocacy program on the platform but most companies are not there.

Are SaaS Companies on Bluesky?

ZOECIAL MEDIA

- ✚ MongoDB
- ✚ Couchbase
- ✖ CosmoDB
- ✖ Elastic search
- ✚ ScyllaDB

INSIGHTS

Activity Level:

There are not a lot of SaaS companies on Bluesky. Many employees are on the platform and posting a mix of personal and employee advocacy posts.

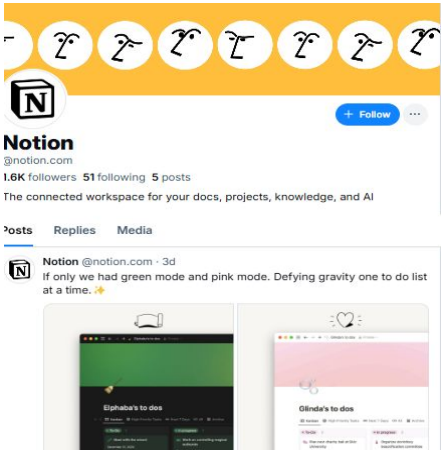
Key Takeaway:

There is potential for an employee advocacy program on the platform but most companies are not there.

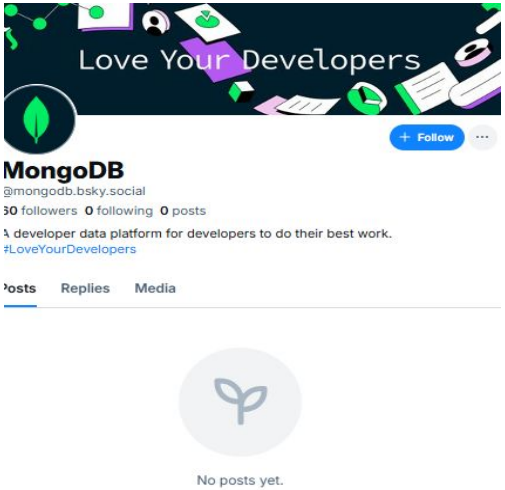
Are SaaS Companies on Bluesky?

ZOECIAL MEDIA

Notion

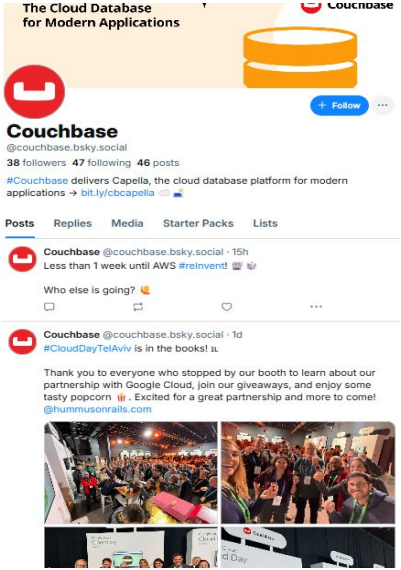


MongoDB



ScyllaDB

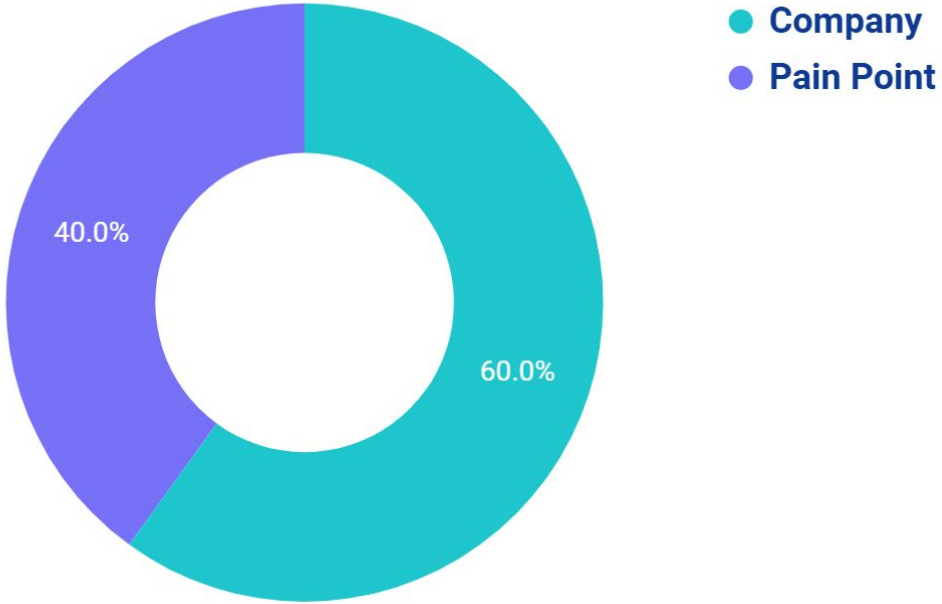
Couchbase



Content Pillars and Posts

ZOECIAL MEDIA

Post Type



INSIGHTS

Pillars:

Notion has few posts and became active in the last few weeks.

Tone:

Most companies in the industry are using a relatable tone and creating posts that drive engagement and get people talking.

Follower and Audience

ZOECIAL MEDIA

1.6k Average Followers

1.6k Most Followers

INSIGHTS

Once again, Notion is the only company active on the platform. With 1.6k followers in the last week and a half, it is likely that there is some audience for you on the platform.

ZOECIAL MEDIA

Threads
SaaS Industry

Are SaaS Companies on Threads?

ZOECIAL MEDIA

- Salesforce*
- Shopify
- Asana
- Notion
- Freshworks

INSIGHTS

Activity Level:

Most companies are posting at a similar cadence as they are on ‘X’.

Key Takeaway:

Post on threads. Even if you are repurposing content from Instagram or ‘X’

*Many accounts for each region

Are SaaS Companies on Threads?

ZOECIAL MEDIA

- ✚ MongoDB
- ✚ Couchbase
- ✖ CosmoDB
- ✖ Elastic search
- ✖ ScyllaDB

INSIGHTS

Activity Level:

There are not a lot of SaaS companies on Bluesky. Many employees are on the platform and posting a mix of personal and employee advocacy posts.

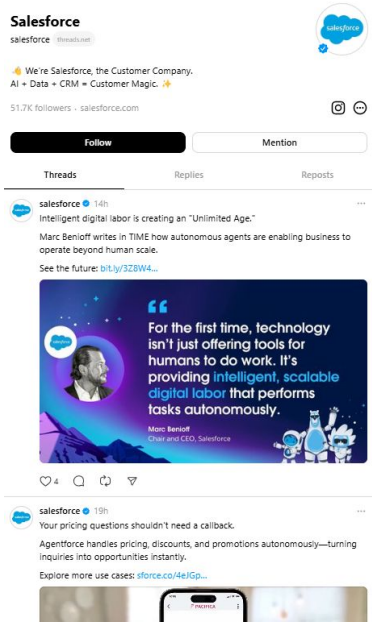
Key Takeaway:

There is potential for an employee advocacy program on the platform but most companies are not there.

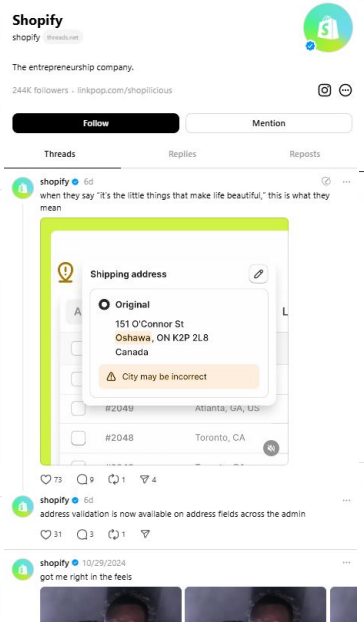
Are SaaS Companies on Threads?

ZOECIAL MEDIA

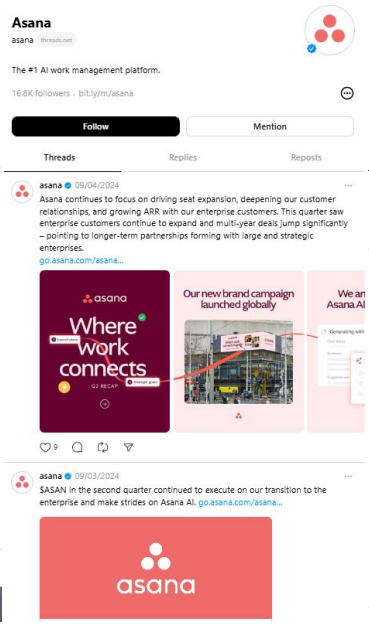
Salesforce



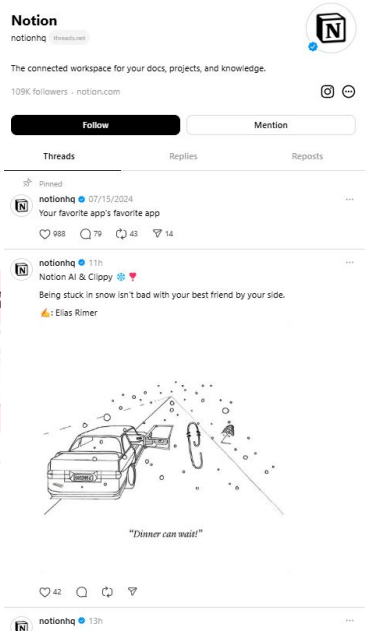
Shopify



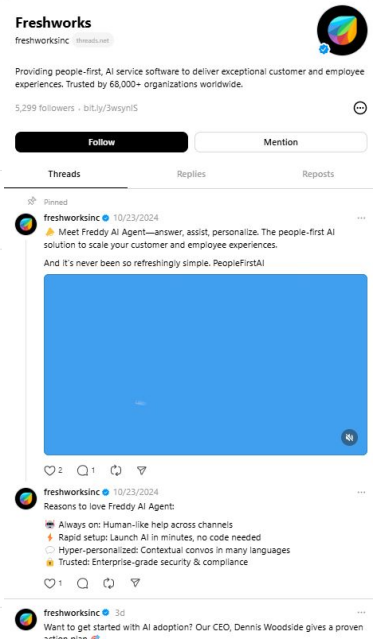
Asana



Notion



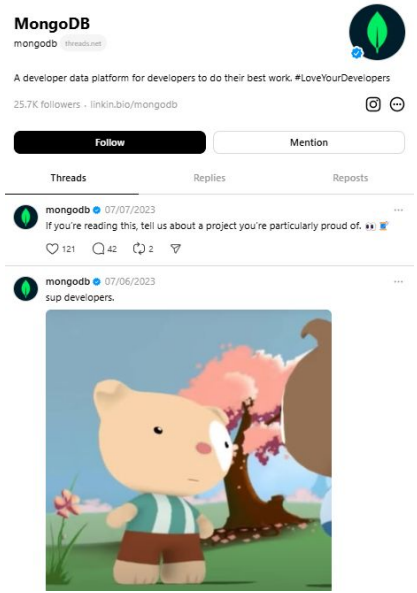
Freshworks



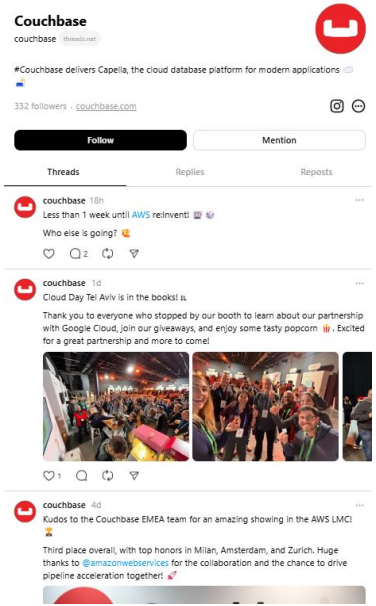
Are SaaS Companies on Threads?

ZOECIAL MEDIA

MongoDB



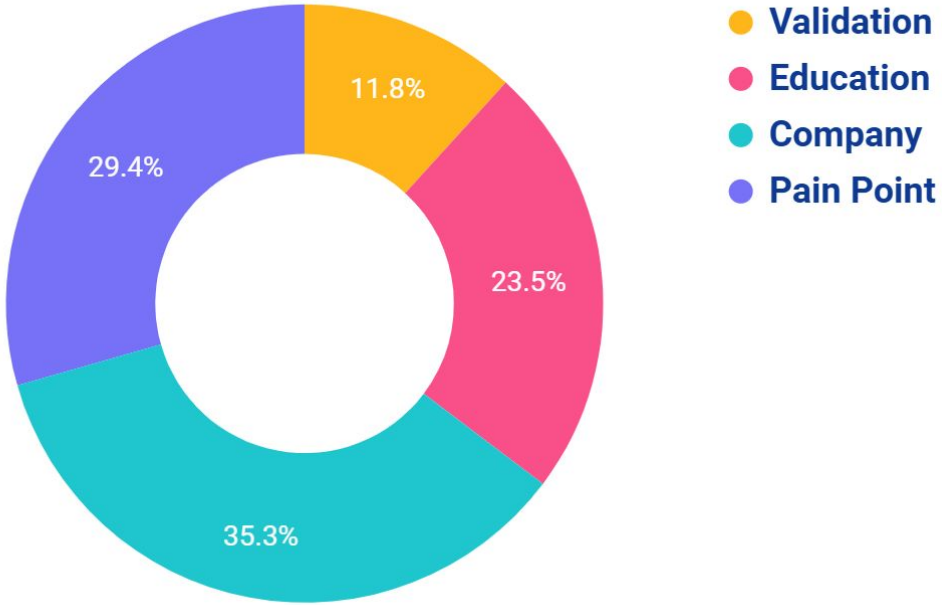
Couchbase



Content Pillars and Posts

ZOECIAL MEDIA

Post Type



INSIGHTS

Pillars:

There is a variation of posting throughout the industry. The focus is on memes, blogs or posts that touch on company news and address pain points.

Tone:

Most companies in the industry are using a relatable tone and creating posts that drive engagement and get people talking.

Follower and Audience

ZOECIAL MEDIA

85k Average Followers

244k Most Followers

INSIGHTS

Companies range from 5.3k to 244k. These are some major players in the industry but even some smaller companies have thousands of followers. There is likely an audience for you here.

Insights- Bluesky

ZOECIAL MEDIA

As Bluesky continues to evolve, its potential as a social platform is undeniable. It offers a chance for early adopters to claim their space, experiment with content, and establish their presence in a promising digital ecosystem. However, the current state of the platform — with its limited user base and developing features — makes it less impactful for industries expecting immediate returns or high engagement.

For now, the ***best strategy*** is a balanced one: secure your handle, observe trends, and experiment lightly without overcommitting resources. This proactive approach positions your industry to take full advantage when Bluesky's user base and functionality reach critical mass. In short, Bluesky is an exciting opportunity for the future, but patience and strategic foresight are key.

Insights- Threads

ZOECIAL MEDIA

Threads is where the action is — with brands, users, and communities bringing a new energy to the platform. While many are **repurposing content** from X or Instagram (and that's totally fine!), success on Threads depends on adapting to its unique vibe: **light, playful, and conversational**.

It's not about reinventing the wheel but fine-tuning your tone. Think less "corporate" and more "your witty coworker at happy hour." By engaging in trends, tapping into humor, and keeping it casual, your brand can build authentic connections without overthinking the strategy.