

Bank marketers must navigate an increasingly fragmented social media landscape

Article

The news: Over 115,000 X (formerly **Twitter**) users exited the platform after the US election, per NPR. Meanwhile, **Bluesky** **added** over 700,000 new users in the week of November 11.

How we got here: Elon Musk’s role in helping President-elect Donald Trump secure his victory, along with some [unpopular platform policies](#), left many users searching for a new online community.

- User dissatisfaction with **Threads’** [“engagement bait” and flawed moderation algorithms](#) has also boosted Bluesky. Though Threads remains almost [14 times larger than Bluesky with 275 million users](#), and similar daily growth.

The changing social media space will shape banks’ strategies:

- Some advertisers will stick—or return—to X [to show goodwill toward Musk](#).
- Threads remains popular and it’s now expected to support ads in early 2025, per The Information.
- And while ads aren’t yet allowed on Bluesky, businesses can set up user accounts and share content, per Marketing Vantage.

Key takeaways: Bank marketers face tough choices in a politically charged environment, as ad placements signal alliances and values.

- Banks must evaluate whether their target audiences remain active on X or have joined the exodus to competing platforms.
- They must also consider the risk of alienating younger, socially conscious consumers who [choose](#) brands that align with their values.
- Financial institutions that want to reach former X users should join Threads and Bluesky now to understand what content resonates with their users. This prepares them to launch ads when the platforms allow it.

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