



A Snapshot of the #TwitterMigration

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June 2023

Executive Summary



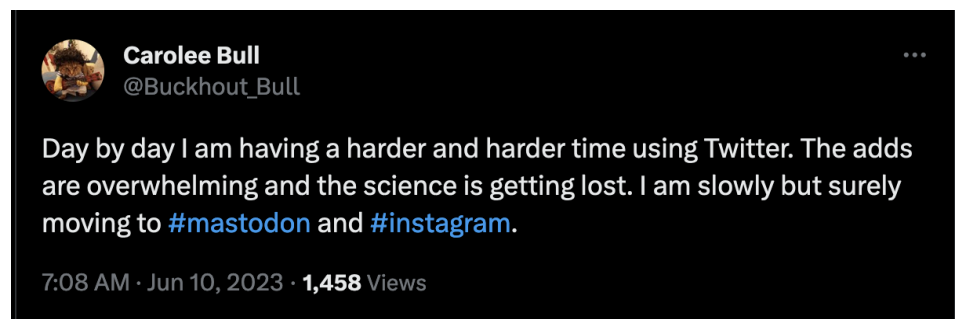
"I'm very obsessed with this entire moment. It feels like with Twitter kinda breaking, and a bunch of [social media] people shopping around, and every other platform becoming a TikTok version...that the true [social media] posters people are looking for a home, and the competition to make one for them will remake the Internet."

- [The Verge Editor in Chief, Nilay Patel](#)

We have been reporting on the #TwitterMigration every three months since the Elon Musk takeover of the company, and here are links to our previous reports:

- [December 2022](#)
- [March 2023](#)

Since last quarter's report, Twitter has continued to be a turbulent space, and it is now apparent that there are three main migration patterns: **a user migration**, **a developer migration**, and undergirding that, **a technology migration** towards open protocols.



Executive Summary

In this report, we will detail where users are beginning to move as they shop for non-Twitter options - and they explore both recently emerging and long-standing social media alternatives.

Newcomers this quarter include:

- [BlueSky](#), which introduced a private beta
- [Substack Notes](#), which went live soon after Elon Musk temporarily forbade any mentions of them on Twitter
- Meta's upcoming ActivityPub-interoperable service (code-named ["Barcelona" or "Project 92"](#)) is expected to go live this summer.

Platforms like Hive, Spoutible, Tribal, and others that had previously received windows of attention have now seen their popularity wane. Mastodon, however, is continuing to see steady user growth.

Due to a [steady continuation of account deactivations](#), fewer posts, and fewer interactions on posts from users, there has been a quantifiable decline in Twitter usage this quarter.

This quarter also saw a significant uptick in the exodus from Twitter among software developers.

Mastodon and BlueSky are the primary beneficiaries of the fact that many developers have recently shifted their attention to open social web platforms. This shift combines with [a new sizeable #RedditMigration](#) movement away from [Reddit](#), as many site users and moderators expressed their frustration with hikes in Reddit's API fees (a change openly inspired by Twitter's API price hikes) by going on a two-day (or longer) "strike" from the site. These users largely migrated to ActivityPub-based offerings that interoperate with Mastodon and other open social web platforms.

Last but not least, we observed that **open protocols are increasingly being used when developing new platforms**. This was particularly evident when Meta announced the launch of the project code-named "Barcelona," its upcoming rival to Twitter, along with the announcements from Flipboard, Automattic/Wordpress, and others deepening their support of both BlueSky and Mastodon protocols this quarter.

Twitter Chaos This Quarter, Quantified

“You can blow both engines on a jet, and the jet is still going to glide,’ [said one former Twitter employee](#) of seven years, who spoke on the condition of anonymity due to fear of professional repercussions.”



Twitter, which Elon Musk is [increasingly calling "X/Twitter"](#) - saw another chaotic quarter.

Twitter's free API shutdowns drove away developers, the platform remained unstable, and technical issues resulted in the [widespread sharing of](#)

[violent content](#). Twitter has switched the [verification of user accounts to a subscription feature](#), which has opened the door for the widespread creation of fraudulent accounts. The platform [added support for long-form videos](#) for Twitter Blue users, which was immediately utilized for both sharing copyrighted films and full-length [neo-Nazi videos](#).

This new long-form video feature also allowed Twitter to become the preferred choice for [Tucker Carlson](#) and the Daily Wire to share full-length episodes of their streaming content, [including Matt Walsh's anti-transgender documentary](#), which Twitter's Trust and Safety team initially forbade. Elon Musk later overruled and promoted the film with his account.

After [Twitter incorrectly labeled public broadcasting accounts with the same "state-affiliated media"](#) badge that was formerly only associated with government-run media outlets like RT, many public media entities stopped publishing on the platform, most notably NPR and PBS. Once Twitter relented, [they removed the labels from all these accounts, including those that were Russian and Chinese propaganda accounts](#).

In the meantime, Twitter kept allowing banned users to return, which significantly aided in the [growth and flourishing](#) of hate speech, [anti-vaccine content](#), [anti-LGBTQ](#)

[content](#), and false information, which [Elon Musk frequently spread himself](#). One telling example is [GLAAD's safety index rankings](#). Twitter was already performing poorly in the rankings before Musk's takeover, and it has dropped an additional 12% since.



Twitter Blue's launch was a disaster, but it remains dangerous.



Twitter's [removal of "legacy verification"](#) (free verification for celebrities, public officials, government agencies, and other notable individuals or organizations) led to increased impersonation of government agencies and other important accounts, just as we saw with the initial launch of Twitter Blue when there was no distinction between legacy verified accounts and Twitter Blue paid checkmarks.

Twitter failed to upsell Twitter Blue to many of its users; research suggests that still, months after launch, with a major push for subscribers, and with Twitter consistently adding new features exclusive to Blue users, only 0.02 percent [of Twitter users](#) have signed on. Those who have subscribed continue to [skew heavily Republican and also widely over-index as cryptocurrency enthusiasts](#).

Dewey Square Group

This ideological skew in paid Twitter Blue users is a major factor in the disinformation space, as Twitter continues to tweak its algorithm to more heavily feature Twitter Blue users' likes and engagements in populating the "For You" feed for *all* Twitter users. Importantly, studies this quarter showed that [Twitter did not remove overt hate speech and homophobic content from these paid users](#)) to drive the "For You" recommendation algorithm. After Twitter Blue's rollout failed to hit target subscriber numbers, Twitter doubled down by removing more features that were formerly free and making them paid [Twitter Blue](#)-only features.

This quarter also saw the introduction of Twitter's [new CEO, Linda Yacarino](#). Some commentators viewed this move as a way to calm some of the chaos in coverage of the company and its actions, but Twitter's spiral continued with yet another high-profile defection – their new head of the [Trust and Safety group resigned](#), just as their predecessor did shortly after Musk took power.

While Yacarino's introduction did [bring back a few big accounts](#), major advertisers [largely continued to avoid or scale back their purchases](#) on the platform this quarter. Musk announced that [Twitter Blue creators would receive a percentage of the revenue from ads served in their replies](#), which, given the makeup of Twitter Blue users, led to concern from advertisers and disinformation researchers. Those



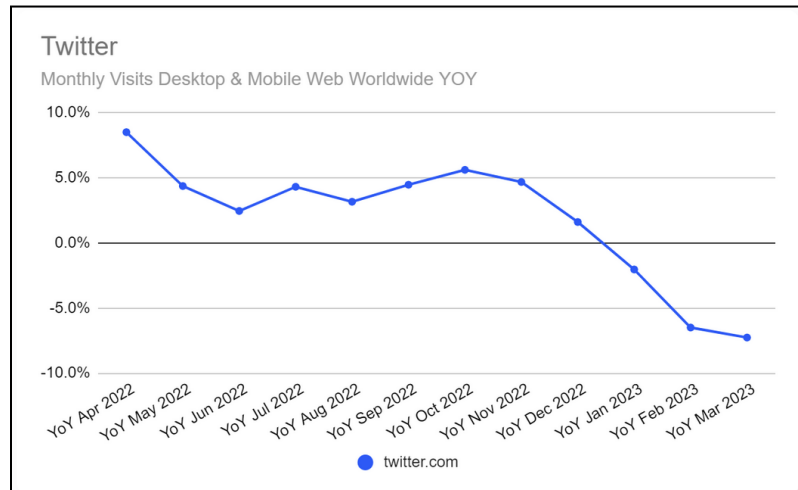
looking to encourage disinformation immediately understood the incentives:

Lastly, this quarter ended with Elon Musk suggesting that Twitter would [end the ability of users to block](#) other accounts and replace that feature with “a stronger form of mute,” in response to a complaint from a frequent disinformant that he and other Twitter Blue users were unable to add misleading Community Notes or reply to a high-profile tweet from a prominent pro-LGBTQ+ advocate.

Advocates for marginalized groups immediately pointed out the potential for abuse in removing the block feature, suggesting that it would make the platform even less safe for marginalized groups and make mob harassment, disinformation, and brigading even more prevalent. This may also be a response to the prominent “Block the Blue” campaign (temporarily blocked and shadowbanned by Twitter) where some accounts use third-party tools to block *all* Twitter Blue users.

A User Migration: Twitter Traffic Shrinks This Quarter

In previous Twitter migration reports, we saw anecdotal evidence of a lessening of usage on Twitter, **but this quarter those trends showed up in the hard data**, along with other continuing indirect signs of decline. [Data from SimilarWeb](#) shows a distinct drop in monthly visits compared year over year:



“Twitter had a **7.7 percent decline in traffic in March** compared to the year before, according to Similarweb data; which marks the third month in a row of year-over-year traffic decline. The analytics firm **also recorded a 3.3 percent drop in**

Twitter's unique web page visitor count year over year in March; on Twitter's Android app, average daily active users were down **9.8 percent in March year over year.**"

This same downward trend was clear in mobile application data. [Mobile application tracking from Apptopia](#) shows this drop occurring in usage among key Twitter user groups:

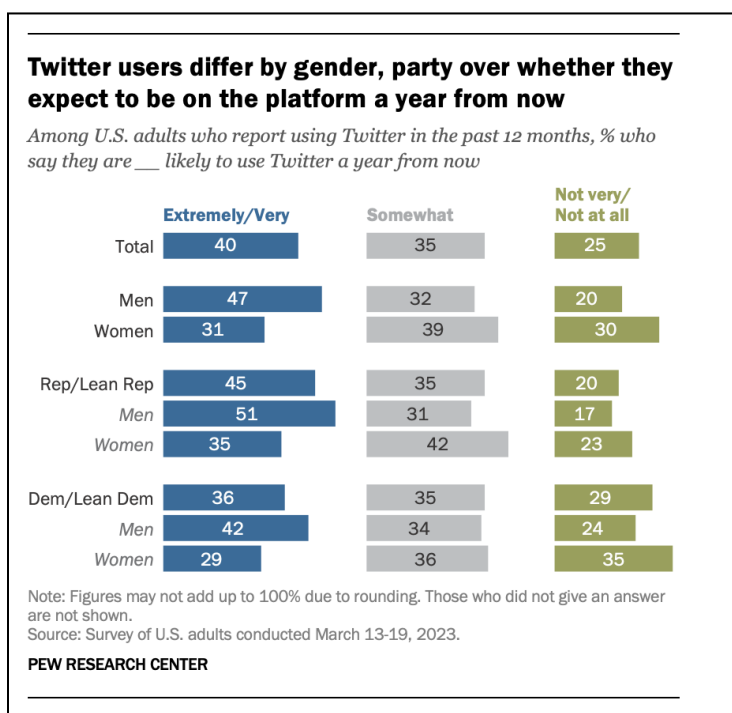
Among both an 'older' and 'younger' cohort of anonymized users split between Millennials and younger and Gen X and older... **Now, both sets of users are spending less time on the app.** Younger users are down to just over 15 minutes a day, the exact same amount of time older users now spend. **That's the least amount of time older users have spent each day on Twitter in more than a year.**

Even Twitter's power users - an absolutely critical base as they produce 90 percent of the site's posts and are responsible for almost half of the site's revenue - "are spending less time on the app lately... **that fell to 138 minutes in April, slightly less time than a year ago.**

[Polling of Twitter users this quarter](#) from the Pew Research Center saw the same shrinking of Twitter usage:

"Six-in-ten Americans who have used Twitter in the past 12 months say they have taken a break from the platform for a period of several weeks or more..."

Among current and recent Twitter users, **women** are more likely than men to say they have taken a break from the platform in the past year (69% vs. 54%). And **black users (67%)** are more likely than their White (60%) or



Hispanic (54%) counterparts to say the same.

But a quarter say they are “not very” or “not at all” likely to be on Twitter a year from now. Among current or recent Twitter users, **a larger share of women** than men say it is unlikely they will be on the platform in a year (30% vs. 20%). Conversely, current or recent Twitter users who are men are more likely than women to say they likely will use the platform a year from now (47% vs. 31%).”

Pew notes a partisan split in this effect: “Greater shares of current or recent Twitter users **who are Democrats or Democratic-leaning say it is unlikely they will be on Twitter in a year compared with their GOP counterparts (29% vs. 20%)...**”

An example of indirect evidence comes from **top news sites** that have seen steadily reduced traffic from Twitter over the last few months. “Across the 25 sites, **Twitter referrals fell by an average of 29% between September 2022 (the month before the acquisition) and last month.**”

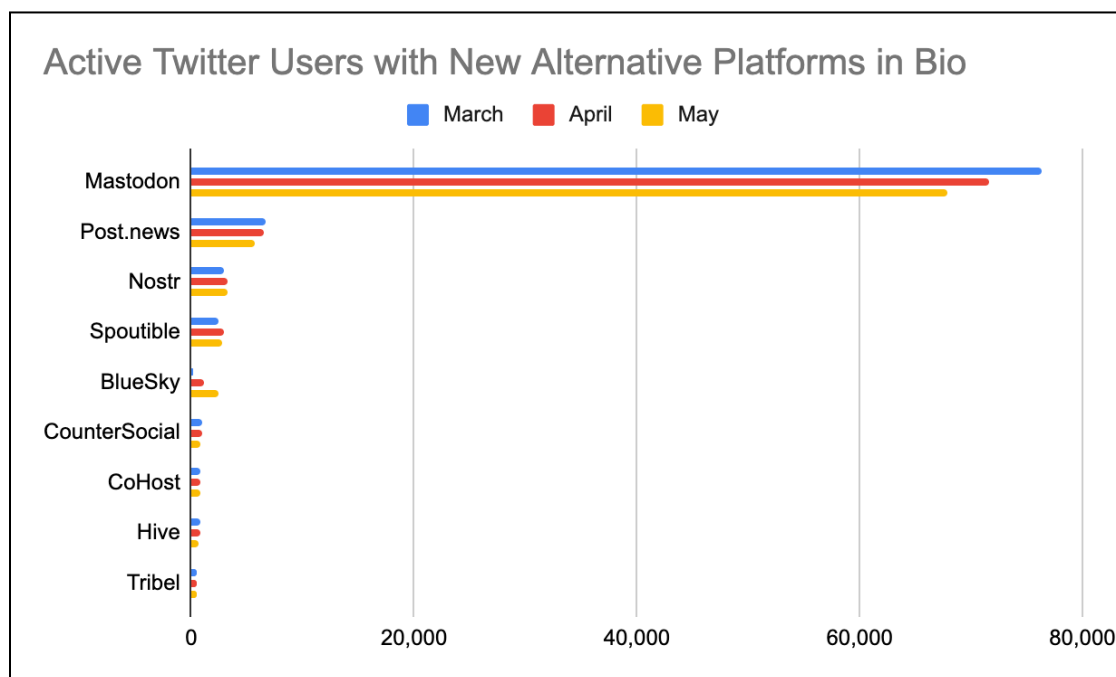
Where are Twitter Users Migrating To?

As we did in our last two quarterly reports, we looked at Twitter's best user-provided metric to find signals of scale and the direction users are moving to other platforms: **We scanned through the bios of every Twitter user who is actively posting to look for any mentions of additional platforms.**

Listing alternative social network accounts in one's Twitter bio has been a common practice for quite some time, even before Elon Musk purchased the company, which makes it a reliable indicator that those users are actually using the additional platform, not just having signed up to check it out.



This quarter, we discovered that the emerging platforms were divided as follows:



Mastodon and Post News remained the biggest beneficiaries of Elon's takeover, according to this data.

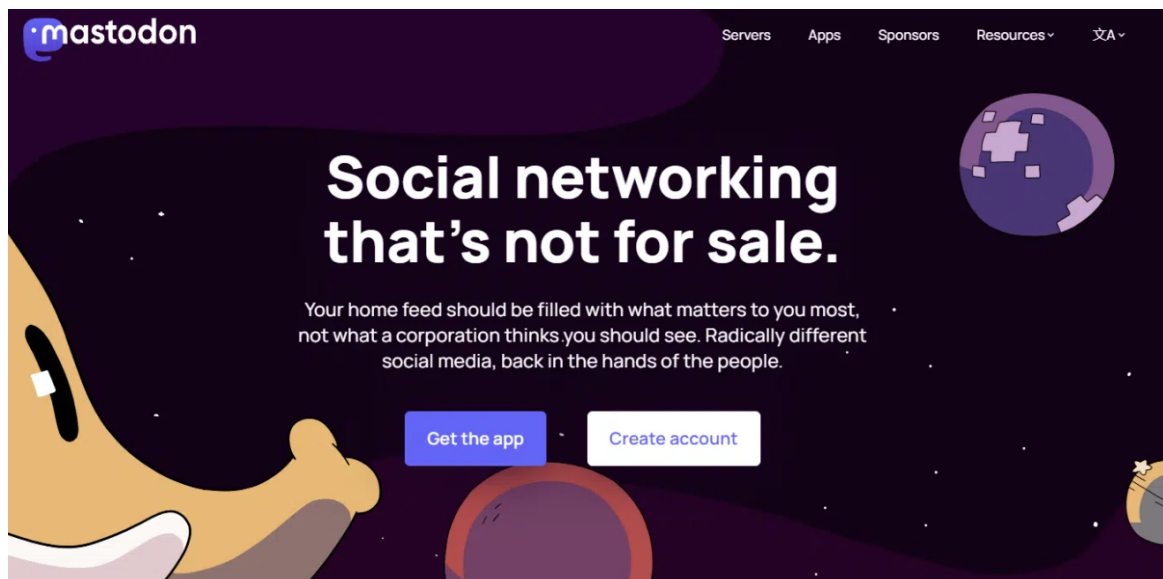
Nostr makes its first appearance on the list this quarter; we provide additional information on this later in this report. BlueSky is new and invite-only at the moment, and with only 130,000 users admitted into the service, its numbers so far in this view make sense, but as we will note later, BlueSky has a huge waiting list of [almost 2 million people](#).

Spoutible had a window of popularity this quarter as legacy blue checkmarks were removed on Twitter, but user adoption hasn't stuck, and traffic has slipped since April.

Next, we delve even further into each of the leading emerging platforms.

Where are Users Going? Top Emerging Social Media Sites This Quarter

The Growth of Mastodon Continues

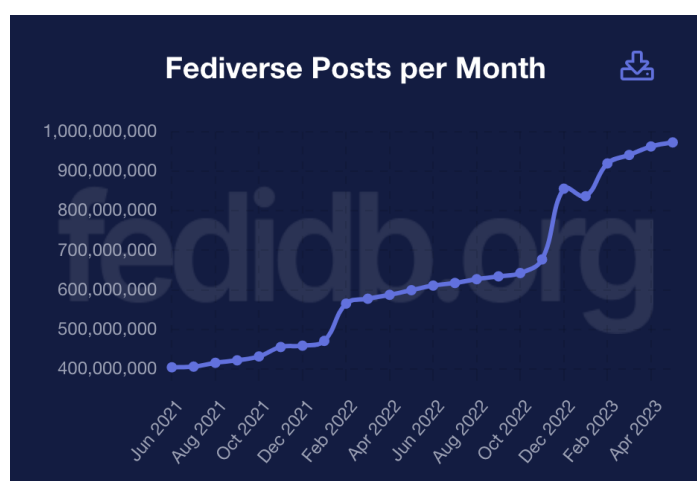


From the beginning of the Twitter migration, all of our reports have shown that, among the newly emerging alternative platforms, Mastodon has benefited the most - thus far. This pattern has continued during this quarter as Mastodon saw steady new user growth in what is called a [“scaloped growth”](#) pattern in which new users register in waves and recessions, but each recession has a higher number than the previous one.

Analytics from the “Fediverse” (the collection of 22,000+ different servers that all use the same ActivityPub protocol) make Mastodon uses complex to measure. But most analyses show that this network has a range of about **9 to 12.7 million total registered accounts**. Mastodon is currently seeing an average of slightly more than **1.4 million users who are active on a monthly basis**. About **400K to 800K new users** join this server network overall each month.



Mastodon is also quickly closing in on 1 billion total social posts.



Mastodon would be the first open, decentralized social protocol to reach this level of usage. Advocates for open protocols view it as a significant milestone, promising future scalability.

As Cory Doctorow [described this positive state](#) that some emerging platforms reach:

New services always experience “scalloped” growth. That’s where an outside event — a positive narrative about the new service or a catastrophe affecting the old one — drives a surge of new users. Some of those users try the new service, decide it’s not worth it, and leave — but not all of them. Each event triggers a high tide of new signups, but the low tide that follows is still higher than the old level. Surge after surge, the number of users steadily builds, despite the normal ebb and flow.

A sizeable **#RedditMigration** wave also gave a big boost to the "Fediverse" of platforms, which all interoperate using the same open-source protocol as Mastodon. As of this writing in mid-June, just under [500,000 Reddit](#) users had moved to Fediverse-based alternatives to Reddit.

BlueSky Gets Off to a Fast Start

A new federated protocol and service launched this quarter called **BlueSky**; its



See what's next Bluesky Social

Bluesky will launch soon. Join the waitlist to try the beta before it's publicly available.

✓ Your email has been saved! We'll be in touch soon.



closed, invite-only beta was widely publicized. With \$13 million in funding that Twitter provided prior to the project before Elon Musk's takeover, it was spun off from Twitter in 2021.

BlueSky is now an independent organization apart from Twitter and is a public good LLC funded in part by Twitter founder [Jack Dorsey, who is one of its three board members.](#)

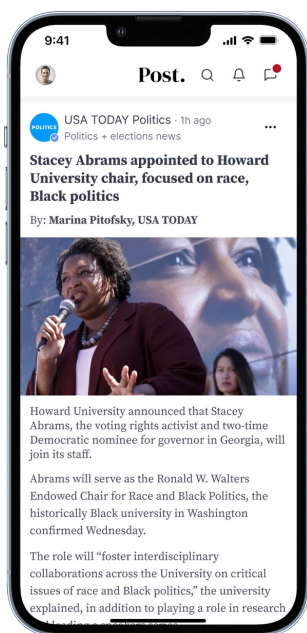
As Micah Lee writes, "While Mastodon is a scrappy nonprofit, Bluesky PBLLC is a for-profit startup. And while Mastodon is a vibrant network of thousands of independent social media [servers] that federate with each other, Bluesky's 'decentralization' is only in [theory](#). So far, there's only one [non-test] site that uses Bluesky's decentralized [AT Protocol](#), and that site is Bluesky Social. It uses its own protocol that endeavors to combine the "convenience and scale of centralized services" with the "openness and resilience of decentralized protocols," with an emphasis on simple "account portability."

Blue Sky's private beta is a self-admitted "work in progress" to showcase what the protocol is capable of, but it is receiving a lot of support from programmers and social media enthusiasts. There have been difficulties with [how it manages content moderation](#) during this hectic private launch, and there are questions as to how moderation will work when the platform is fully federated.

Despite having a very long waiting list of [more than 1.9 million people](#), the invite-only beta is currently small, with only **about 130,000 users as of this report**, but it is growing at a rate of about **2,000 invitees joining daily**. Top journalists, celebrities, and influencers received early invitations to the beta, and you can see which ones have [the most followers on BlueSky here](#). Due to their scarcity, some people started to sell invite codes online for more than \$300 each.

Post Upgrades its Offering - and Releases a New Mobile App

A social media platform called Post (also known as Post News or Post.news) focuses on news content while compiling news from various publishers. It was established in 2022 by former Waze CEO Noam Bardin. It had a long waitlist of more than 650,000 people when it was in beta testing, but it eventually went live for the general public at the end of January 2023.

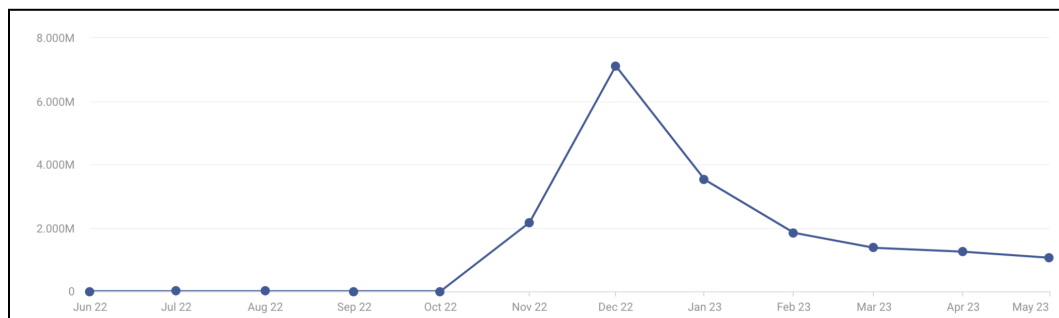


The [latest public numbers](#) show that 440,000 people actually created an account. It has continued to upgrade its service and has [evolved its video, recommendation, and notification](#) features with a steady drumbeat of "postdrops" of new software releases. On June 15th, Post News [announced the launch of their new iOS mobile app live in the Apple Appstore](#).

On the service, prominent accounts like USA Today, The Boston Globe, and Reuters are active accounts. [Post's business model](#) encourages users to make small contributions as payment for access to news and other social content on the platform rather than relying on advertising or subscriptions. They announced support for the ActivityPub protocol as being on their roadmap to enable it to work with Mastodon and other networks, as we mention later in the report.

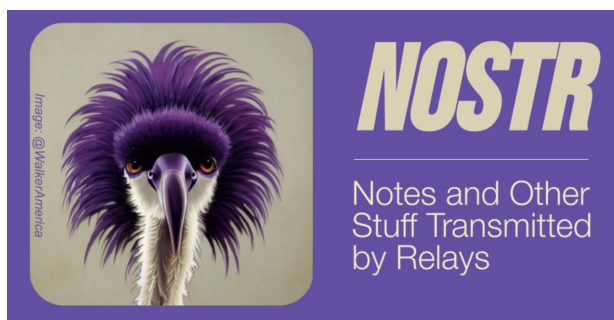
After an initial surge, the site's daily traffic levels leveled off, but they were still twice as high as those of even the busiest of the other smaller niche services, like Spoutible, Tribal, and others.

Post.news Monthly Traffic Visits



Nostr Emerges

Nostr might be the platform that most users are least familiar with, at least among those who do not work in the cryptocurrency development communities.



Nostr, which stands for "Notes and Other Stuff Transmitted Over Relays," combines a peer-to-peer network with its own interpretation of a decentralized federation. It uses a system of multiple "relays" to distribute social content but does not utilize the BlueSky AT protocol

or the ActivityPub protocol used by Mastodon. Instead, it uses a protocol of its own, which was created with censorship resistance and privacy preservation resistance as two of its top priorities.

Despite the fact that the blockchain is not directly related to Nostr's core technologies, its user base includes many cryptocurrency enthusiasts and developers who have strong ties to the Bitcoin community. To enable micropayments, Nostr does connect to the Bitcoin Lightning network.

Multiple new [mobile apps for Nostr](#) have launched ([after one scuffle](#) with the Apple App Store was resolved), and [development on the open platform](#) is robust and active. Although Nostr's onboarding is currently more difficult than Mastodon's, its creators hope to make it easier for users who are not interested in cryptocurrencies.



Nostr is supported by Jack Dorsey, just like BlueSky was before it. He donated 14 bitcoins (BTC) to the Nostr development team in December 2022, which were worth about \$245,000 at the time. In May 2023, he made a \$10 million donation to the non-profit OpenSats, which supports the development of Nostr and other Bitcoin-related projects. And according to this article, "Dorsey, for instance, has been buying people drinks on Nostr and even offers Bitcoin prizes to those willing to develop" on the platform. Even on a platform where 'uncensorability' is a fundamental

principle, the Nostr community, like BlueSky, is debating how to implement some kind of content moderation.

Measuring users on Nostr [varies significantly more](#) difficult than it is on Mastodon, as "there are public keys interacting with the protocol, generating events, but a user might have dozens or hundreds of keys, and an "event" could be anything from a posted message to a query, ping, or automated action. As a result, different criteria will yield different results. Public keys with attached user biographies number 2.25 million. Daily "high-quality pubkey writing events" hover around 8,000."

SubStack Notes Launches To Attacks from Elon Musk

Due largely to a very public argument with Elon Musk shortly after the launch, Substack Notes received a lot of attention when it launched in April. Just as Musk



had done previously to Mastodon and other emerging platforms, [this occurred](#): “The day after Substack announced their new Notes feature, Twitter began blocking likes, retweets, and comments on tweets that include a link to a Substack newsletter and blocked Substack writers from embedding tweets in their newsletters.” Users on Twitter began referring to “their newsletters” rather than Substacks to avoid the ban. [Six days later](#), Twitter ended the ban on Substack-related postings, giving the new feature the ability to launch with a great deal of press awareness. Notes is not a new product, but a new feature integrated deeply into the overall Substack offering to

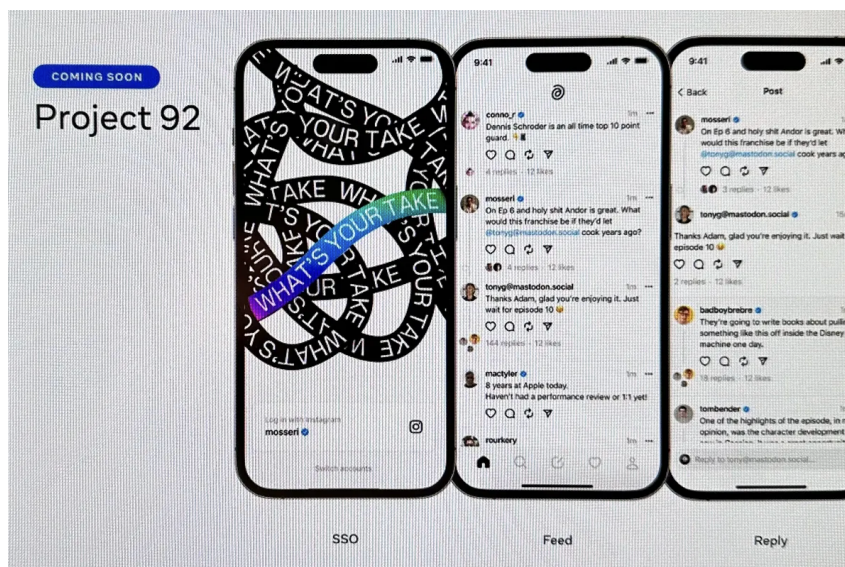
writers. And like the larger Substack, Notes is not ad-driven but is used to drive users to an overall Substack subscription for writers.

As [Mashable described](#), “This new feature from Substack, a newsletter platform, allows anyone with an account to share links, images, thoughts, and snippets from their Substack posts. It looks almost exactly like your Twitter home page — without Elon Musk, and with a lot more newsletters.” Notes did have some strong critiques from tech press over it not articulating a clear content moderation strategy.

There have been no public numbers of Substack Notes users to date, and we have seen no major change in Substack’s overall traffic numbers since the launch.

Instagram “Barcelona” or “P92” Leaks

Meta’s Instagram platform is approximately [four times as large](#) as Twitter is today, and it was a top news story in March when it leaked that Instagram was about to launch a new mobile application using Instagram’s base to compete directly with Twitter, code-named “Project 92” or “Barcelona.”

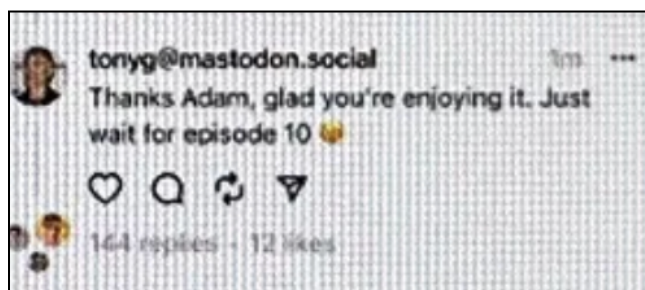


Leaked screenshots call it [“Instagram for your thoughts.”](#)

This new offering was then later confirmed and previewed to Meta staff, and Meta chief product officer Chris Cox called it **“our response to Twitter,”** adding that “We’ve been hearing from creators and public figures who are interested in having a platform that is sanely run, that they believe that they can trust and rely upon for distribution.” Internal documents [that the Verge saw](#) indicate that the product may be named **“Threads.”**

Only a few details and screenshots are available, but it will reportedly use Instagram’s account system to automatically populate a user’s information, will support sharing short 500-character text and images, and will also support interoperability with Mastodon and the ActivityPub protocol, making it work with a host of Fediverse-related services. One reporter referenced that it [may also support Blue Sky interoperability](#).

Screenshots of the app, later confirmed by Meta to be accurate, showed **Mastodon.social** accounts interacting with Barcelona posts.



The launch appears laser-focused on “creators and public figures” with high social reach as they are the biggest drivers of traffic and ad revenue, and these high-profile users are increasingly defecting from Twitter or at least post less there. The early reporting list Oprah, D.J. Slime, and the Daili Lama as adopting the new platform.

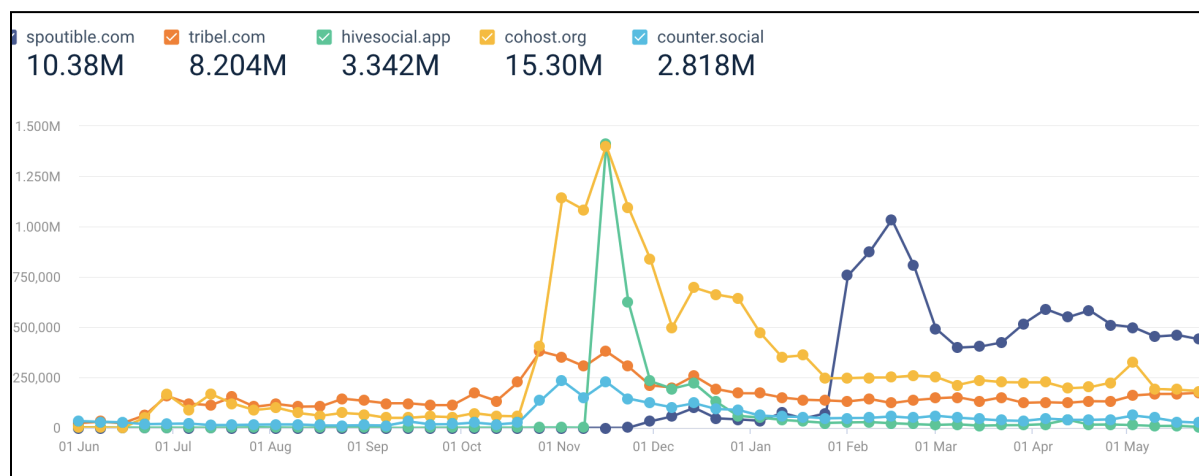
In a pre-Barcelona launch interview with Mark Zuckerberg, he said:

“I’ve always thought that... Twitter has not lived up to what I thought its full potential should be... I do know there are ways to consider alternative approaches to this. And one that I think is potentially interesting is this open and Federated approach, where you are seeing this with Mastodon and you are seeing it a little bit with BlueSky....something that melds some of those ideas - with the graph and identity system that people have already cultivated on Instagram, could be a very welcome contribution to that space....”

As the Platformer noted, "At the same time, with [Twitter's revenue collapsing](#) and the site itself [going down for hours now on a regular basis](#), it's no surprise that other platforms smell blood in the water. A decentralized social network with top-notch design and user experience, a functional trust and safety team, and Meta's skilled growth hackers could be just the thing to disrupt Elon Musk's ailing, brittle network."

Other Miscellaneous Platforms Fading

Previous examples of privately owned, closed-source, smaller Twitter competitors that we highlighted in past reports saw this quarter as a time of diminishing traffic. Spoutible is the busiest of this tier, but the currently free Spoutible's CEO noted in an interview that they had [only "three months" of burn rate left](#) on their books and would likely be trying to move to an ad model to support the platform. Here is this from SimilarWeb on traffic to these more niche sites:



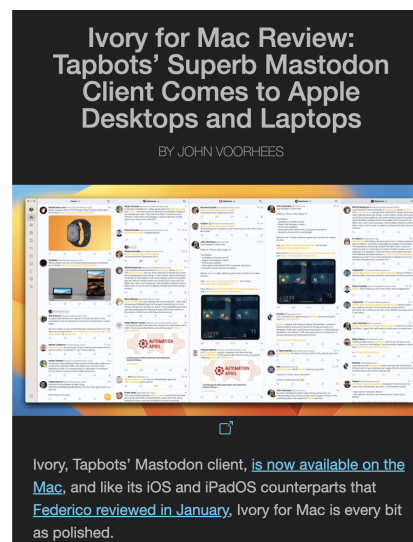
A Developer Migration to Mastodon, BlueSky, Nostr

BlueSky also saw intense developer interest in its new platform, with new BlueSky applications being launched into their own beta versions, and a number of developers working to build software bridges to enable interoperability between BlueSky networks and Mastodon-compatible networks.

Mastodon: We saw reactions from developers to the chaotic events we described above. Most dramatically, thousands of developers left Twitter after they raised API pricing to exorbitant levels, which also deeply impacted the disinformation research space. On Mastodon and the Fediverse, the activity of this developer migration quarter was dramatic.

Tapbots is a mobile application developer that created one of the most popular third-party clients for Twitter, named Tweetbot.

After Twitter effectively killed Tweetbot with new API pricing changes, Tapbots released Ivory, an iOS version of the Mastodon app, and they released a new Mac OS desktop version this quarter.



The creator of the well-known Twitter app, Spring, also unveiled Mona for Mastodon for iOS. This quarter, numerous new apps and features were produced for mobile applications by additional third parties.

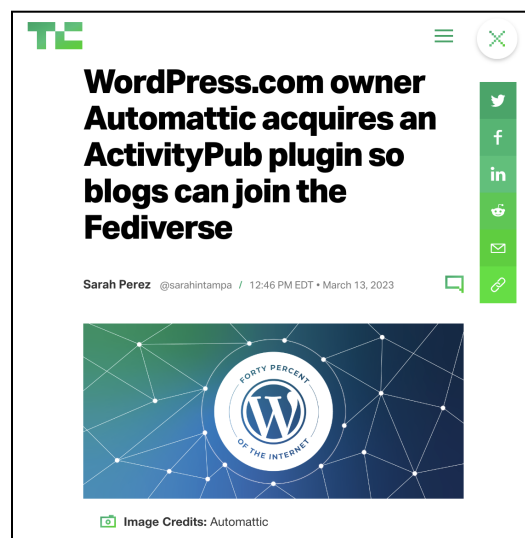
Automattic, the creators of WordPress and owners of Tumblr, [announced official support for ActivityPub in a new plugin they acquired and are developing](#), and launched Mastodon support [inside their Jetpack offering](#). They also announced that they are dropping support for auto-sharing to Twitter. As TechCrunch noted, “ActivityPub is not the only protocol Automattic is testing,” Mullenweg says. The company has also been testing Nostr and [Bluesky](#) (or the [AT](#) protocol). “I’m still curious about Nostr and other protocols,” Mullenweg told TechCrunch.

Mozilla announced the launch of the first beta of their Mastodon servers and announced that they would be helping extend the technology of the Mastodon platform.

[Steve Teixeira, the Mozilla CTO wrote](#): “We’ve put a lot of work into getting to this stage...We’re making a long-term investment because we think we can contribute to making Mastodon, and social media generally, better.”

Wikipedia launched their own official Mastodon account, their own WikiWorlds Mastodon server, and debuted the first integration of Mastodon’s identity systems into their server software, enabling any Wikipedia user to use that platform to verify their Mastodon account.

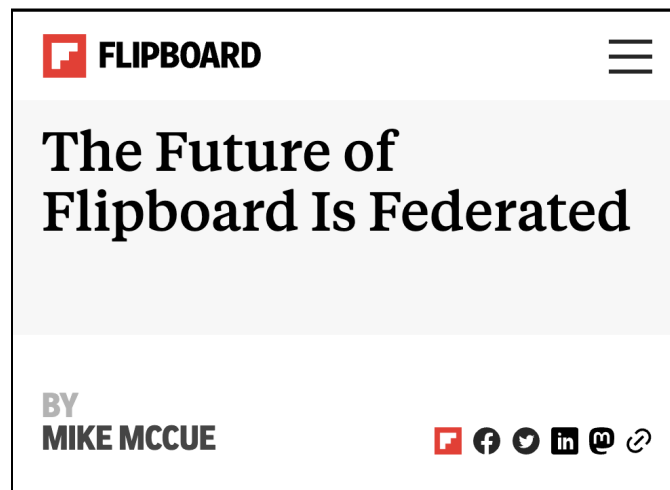
[As they announced](#): “The [RealMe extension](#) was deployed to Wikimedia sites, so you can now verify your Wikimedia account on Mastodon!



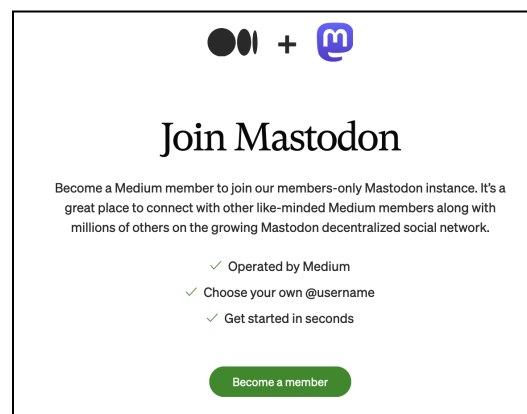
Organizational accounts can also use it to verify themselves to specific wiki pages.” This integration between Wikimedia and the Fediverse is a significant step for both platforms.

Separate from the Wikipedia news, Jimmy Wales, the original co-founder of Wikipedia, also [announced a new platform that would launch shortly as a Twitter and Reddit competitor](#), and it, too, would [support ActiivtyPub after launch](#) and thus be Mastodon-interoperable.

Flipboard launched the ability to use BlueSky, Mastodon, and Pixelfed posts [inside its one service](#), and was the first major application to do so. Greg Scallan, the head of engineering, told us: “Not only are we seeing a positive reception of Flipboard’s presence on these social networks, we also see a double-digit increase in interest in Flipboard itself. While some download the app to see their Mastodon and/or Bluesky feeds, we also notice that people who (re)discover Flipboard thanks to these integrations, have a high propensity to curate Magazines.”



Medium (originally created by Twitter co-founder Evan Williams) continued to deepen its work with Mastodon. As [The Verge noted](#), “Medium is one of the first notable tech companies to utilize Mastodon as a premium social media experience, which is interesting given the publishing company’s historic connections with Twitter.” After launching its own Mastodon server and offering it to paid Medium users, they have since integrated it into its identity systems, and adapted its acquired toolset, [Embedly, to support the embedding of Mastodon into the platform](#).



Other platforms, such as **Feedly**, [discontinued Twitter support](#) and announced that Mastodon support was in the works, and longstanding Twitter analytics company **TweepMaps** was fully rebranded into **Fedica**, including tools for monitoring and managing across Twitter, Facebook, and Mastodon. The indie web and microblogging platform **Micro.blog** ended its Twitter support and added [seamless crossposting into both Mastodon and BlueSky social platforms](#).

Developers' Migration to Open Social Web Protocols

A clear trend this quarter was the embrace of open social web standards over closed solutions - such as Twitter and smaller closed Twitter alternatives.

Flipboard's Greg Scallan: "The open social web, or federated social media, is no longer just a concept—it's a reality that redefines the way we interact online. The shift towards Mastodon, Pixelfed, Bluesky and others marks the start of a new generation of social networks that puts the user in the driver's seat, where you can connect with your communities of choice and see content that aligns more closely with your interests. driven by the AT and ActivityPub protocols, is set to reshape our online."

Evan Williams, Twitter's co-founder, recently stated that while he was concerned that Twitter was becoming akin to Myspace under Musk's ownership, he mirrored this same attitude to open protocols: "What I think is interesting and exciting is that it's opened up a space for potentially other platforms or other protocols to emerge, and people may pay attention to them because Twitter has less of a gravitational force for everyone's attention."

The Rise of Decentralized Protocols and Interoperability:

	ActivityPub (Mastodon Interoperable)	AT Protocol (BlueSky)
Instagram - P92	Yes, reportedly.	Some reports referenced this but not confirmed.
Tumblr/Wordpress	On Development Roadmap	On Development Roadmap
Post.News	On Development Roadmap	No comments yet.
Substack Notes	Interested.	No comments yet.
Flipboard	Yes.	Yes.
Medium.com	Yes.	No Comment
Flickr	Interested.	No Comment.
Wikipedia/WikiMedia	Yes. Integrated into Identity features.	No Comments yet.
Mozilla/Firefox	Yes.	Interested.
Unnamed Jimmy Wales Project	Yes, on Development Roadmap	No Comments yet

The Path From Here

As the post-Musk "Twitter 2.0" story unfolds this year, our team will continue to keep a close eye on all of these metrics from this report as well as additional ones. We will continue to publish quarterly Twitter Migration reports that will include updated information on each trend as it develops.

There is little reason to believe that the rate of chaotic change at Twitter, as well as the trends discovered this quarter, will do anything other than continue to be dramatic. The launch of Meta's Barcelona, which will likely take place this summer, will be a major focus of the next quarter's report.