



RESEARCH NOTE/NOTE DE RECHERCHE

# What are Canadian Members of Parliament Doing on Bluesky?

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## Abstract

Which Canadian Members of Parliament (MPs) are on Bluesky and what types of content do they share? Taking up calls for more mere description of how emerging social media platforms are used in their initial period of operation, this research note describes how many MPs are using Bluesky and what types of content they share. Of the 123 MPs already on Bluesky, we find that they apply the same logic and understanding of platform affordances from Twitter (now X), with posts most frequently discussing policy, the Ottawa bubble and their constituency. This research note contributes to our understanding of how MPs use Bluesky to communicate with the public in a high-choice media environment.

## Résumé

Quels députés canadiens sont sur Bluesky et quels types de contenu partagent-ils ? Reprenant les appels à une description plus simple de la façon dont les plateformes de médias sociaux émergentes sont utilisées au cours de leur période initiale de fonctionnement, cette note de recherche décrit combien de députés utilisent Bluesky et quels types de contenu ils partagent. Sur les 123 députés déjà présents sur Bluesky, nous constatons qu'ils appliquent la même logique et la même compréhension des affordances de la plateforme de Twitter, avec des messages discutant le plus souvent de la politique, des affaires d'Ottawa et de leur circonscription. Cette note de recherche contribue à notre compréhension de la façon dont les députés utilisent Bluesky pour communiquer avec le public dans un environnement médiatique abondant de choix.

**Keywords:** Bluesky; political communication; social media; Parliament; Twitter

**Mots-clés:** Bluesky; communication politique; médias sociaux; Parlement; Twitter

## Introduction

Federal Canadian Members of Parliament (MPs) regularly turn to social media platforms like Twitter (X)<sup>1</sup> to broadcast political messaging and highlight how they are undertaking their representative duties. Twitter has served as an important medium for Canadian MPs and political parties since its public release in 2006

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(Small, 2014). However, Elon Musk's purchase of the platform in Fall 2022 and his political alignment with President of the United States Donald Trump in the recent presidential election, raised questions about the platform's future use (Chayka, 2025). These concerns, combined with changes to the platform, such as reduced content moderation, allowing the harassment of MPs, and permitting foreign interference (De Angelis, 2024; Thompson, 2024), prompted many politicians, political practitioners and journalists to search for an alternative platform.

Bluesky, an open, decentralized microblogging social media platform, is considered a new version of Twitter because of the former's similar affordances and interfaces to the latter but without the toxicity and harassment (Kleppmann et al., 2024; Thompson, 2024). Affordances are described as what platforms are "... *actually capable of doing and perceptions of what they enable*, along with the *actual practices that emerge as people interact with them*" (Kreiss et al., 2017: 12, emphasis in original). On Bluesky, users can share public posts (sometimes called "skeets" by users) containing up to 300 text characters, four pictures, links and hashtags.

Taking up Gerring (2012) and Lazer's (2024) calls for more mere description of how emerging social media platforms are used in their initial period of operation, this note will address two research questions: How many Canadian MPs are on Bluesky? What types of posts do Canadian MPs share on Bluesky? Our research fills gaps in the literature looking at the political uses of Bluesky by systematically analyzing how many MPs have joined the platform and how they integrate their prior knowledge of social media platform affordances into the initial types of content they share. Our results show that MPs and their staff apply the same logic from Twitter to Bluesky, primarily sharing posts that discuss the Ottawa bubble, policy issues and their constituency. These results advance our understanding of how Canadian MPs navigate communicating with the public in a fragmented hybrid media system.

### **Bluesky Background**

Jack Dorsey, a Twitter cofounder, established the initiative that would become Bluesky in 2019 (Bluesky, 2025). It was incorporated, separately to Twitter, in October 2021 by CEO Jay Graber (Lewis, 2023). Elon Musk's purchase of Twitter in 2022 formally separated the two companies. An invite-only beta version of Bluesky launched in February 2023, before opening to the public in February 2024 (Oremus, 2024; Quelle and Bovet, 2025). Bluesky is a Public Benefit Corporation based in the United States and is owned by Graber and others (Bluesky, 2025).

Bluesky is built around an approach called the Authenticated Transfer (AT) Protocol, designed to make it decentralized and independent of Bluesky itself (Bluesky, 2025). The different aspects needed to make a social network operate such as an account, posts and likes are separated and could be provided by different entities (Kleppmann et al., 2024). As a simplified example, consider how you can access your email using a variety of different applications including Apple Mail or Mozilla Thunderbird, not just Microsoft Outlook. In contrast, if you want to use Facebook, it is difficult to do that without using Facebook controlled applications. The AT Protocol is also designed to allow portability of identity and data, allowing

you to move your network between platforms (Kleppmann et al., 2024). This is like how you can keep your phone number even if you change cell phone providers.

Steady growth has since occurred on the platform and as of January 2025, there are more than 30 million users (Bluesky, 2025), although it is still much smaller than Twitter with 500 million users (Chayka, 2025). Trump's re-election and Twitter's association with Musk, corresponded with a large increase in the number of Bluesky users. Some Bluesky users are "[d]isaffected Twitter/X users" and so "[d]iscourse is solidly left-leaning" (Chayka, 2025). It is becoming a prevalent platform in the high-choice media environment for the public to receive and exchange political information and news (Kreiss et al., 2017). While it is inexpensive to post the same content to different platforms, there is a small cost from a staffer's time, which increases if replies are to be engaged with and content tailored to that platform. Consequently, Canadian MPs must weigh the costs and benefits of pivoting to, or adding, another social media platform to their communication strategies.

### The political uses of social media by Canadian MPs

In the hybrid media system, MPs and their staff use social media platforms like Twitter, Facebook and YouTube to disseminate political information. Political parties tightly control social media messaging and branding by sending out daily key messages and graphics (Marland, 2020), turning MPs into partisan brand ambassadors as part of the permanent campaign. This process of nonstop communication is described as "... harnessing all available resources to win every battle and every news cycle" (Marland, 2020: 132). Giasson et al. (2019), Small (2014) and Small and Giasson (2020) found that although MPs and parties claim to have embraced web 2.0 technologies, rigid party messaging makes it challenging to engage in real-time two-way flows of communication with the public, leaving their social media accounts largely a place to broadcast political messaging. Social media's key feature is interactivity, but many Canadian MPs treat it as a broadcast tool, partially due to party discipline (Marland and Power, 2020). Even then New Democratic party (NDP) MP Charlie Angus, who is most active on Bluesky and has fewer party constraints, mostly posts announcements rather than engaging in conversations with his followers.

While adhering to party discipline, MPs and their staff tailor their content per platform based on their understanding of "imagined audiences" (Marwick and boyd, 2011) and platform affordances (Bossetta, 2018; Kreiss et al., 2017). Bossetta (2018) found that although politicians and their staff in the United States understand the impact of different platform affordances and that some platforms necessitate specific types of content, there is often direct overlap between content posted on Instagram, Facebook and Twitter. In Canada, understanding of platform affordances varies by MP and whether they have the resources to hire multiple staff to manage their online presence (Marland and Power, 2020). Content shared by Canadian MPs on each platform often directly overlaps (Small and Giasson, 2019). As a more "political" platform, Twitter's imagined audience is journalists, partisans and other Ottawa bubble insiders. Twitter is used to engage in partisan debates (Marland and Power, 2020), broadcast information about political issues and current events (Small, 2014), and set the agenda for journalists covering politics in

traditional media (Kreiss et al., 2017). Small (2010) found that less than 16 per cent of tweets on the accounts of Canadian politicians and political parties were conversations between politicians and their followers.

Content posted by Canadian politicians on Facebook, YouTube, Instagram and TikTok sometimes overlaps because the platform architecture necessitates that they post pictures and videos. Facebook encourages longer-form and visual content, ranging from professional content like video clips from Question Period to personal family pictures (Marland and Power, 2020). MPs also engage with the public more on Facebook through selectively replying to comments and hosting live streamed town hall meetings (Small and Giasson, 2019). Moreover, Small and Giasson (2019) and Mattan et al. (2024) show that YouTube is used to broadcast proceedings from the House of Commons and partisan advertising, with MPs most frequently using the platform to speak to their followers through “direct to viewer” style videos. Fewer prior studies evaluate how politicians integrate newer platforms like Instagram and TikTok into their communication repertoires (Lalancette and Raynauld, 2019; Moir, 2023). Analysis of now former Prime Minister Justin Trudeau’s Instagram highlights that he used the platform to convey his political work through personalization and visual storytelling (Lalancette and Raynauld, 2019), while other MPs share personal content, such as pictures from family holidays (Marland and Power, 2020). Now former NDP leader Jagmeet Singh is best known for leveraging TikTok’s affordances, including using trending audio and hashtags, to create short videos that engage younger voters and address policy issues like healthcare and systemic racism (Moir, 2023).

Kreiss et al. (2017) emphasize that to be successfully elected, and re-elected, politicians need to adopt emerging platforms and mediums, while differentiating affordances, audiences, and types of content. These previous findings suggest that Canadian MPs and their staff can somewhat distinguish the different audiences and types of content each platform necessitates, using Twitter to speak to Ottawa bubble insiders, while employing Facebook and Instagram to broadcast messages to a wider audience. By focusing on Bluesky, our research note contributes to the literature by analyzing how many MPs are on the platform and the types of content they share, while studying how MPs and their staff perceive the logic and affordances behind Bluesky in comparison to other social media platforms they routinely use.

## Data and Methodology

### *How many MPs are on Bluesky?*

Before collecting and analyzing MPs’ posts, we first created a dataset with each MP’s Bluesky username, profile URL, account status (active or inactive), gender, political affiliation, constituency and province/territory to answer our first research question. Information about an MP’s gender, political affiliation, constituency and province/territory came from the House of Commons’ (2025) official website.

To populate the dataset with Bluesky account information, we looked up each individual MP, searching by their first and last name, looking through both the “recent posts” and “people” tabs on Bluesky. We also looked at who media outlets like *The Hill Times* and journalists like *Global News*’ David Akin follow. Both *The*

**Table 1.** The number of posts on Bluesky, by language

Language	Number	Percentage
English	477	85.6
French	80	14.4

*Hill Times* and Akin are active on the platform and are making a conscious effort to re-build the Canadian politics community from Twitter.<sup>2</sup>

We then labeled whether an MP's account is "active" or "inactive." We considered an MP's account as "active" if they have posted at least one original post since December 1, 2024. We labeled accounts as "inactive" if they had posts only from 2023 or early 2024, or may not have any posts, with the MP simply obtaining their username. One potential criticism of the "active" definition is that it allows accounts that mostly just repost, such as Green party leader Elizabeth May, to be categorized as "active." We repeated this data collection process multiple times between November 28, 2024, and January 10, 2025. We used this dataset to generate summary statistics and inform the data collection process for the posts we analyzed. See the Appendix for the full list of MPs with Bluesky accounts.

We find 123 MPs, 71 men and 52 women have Bluesky accounts. Looking at the political affiliations of those 123 MPs, there are 73 Liberals, 23 NDP, 9 Conservatives and 18 from other parties or are Independents.

### **What types of posts are MPs sharing?**

We used the statistical programming language R (R Core Team, 2024) and the R package *atrrr* (Gruber et al., 2024) to collect original posts from active MPs posted between December 7 and December 21, 2024. We selected this two-week period because it represents a tumultuous time in federal Canadian politics with many salient events for MPs to post about, in addition to routine parliamentary business and holiday gatherings. Notable events include the start of the Trudeau government's GST/HST tax break on December 14, the resignation of then Deputy Prime Minister and Finance Minister Chrystia Freeland from Cabinet on December 16, the swearing in of new Cabinet members on December 20, then NDP Leader Jagmeet Singh stating that he would introduce a non-confidence motion to topple the government on December 20 and looming threats of economic tariffs and annexation from then incoming US President Trump (Ljunggren, 2024).

We collected posts written in both English and French to evaluate the full extent of early Bluesky use by MPs across all provinces and parties. However, almost all the posts in our sample were in English (Table 1). Some MPs posted the same content in English and then in a separate post in French. In that situation, we counted the posts separately for each language. A few posts included both English and French for the same content in the same post, separated by emojis or hyphens. In these cases, we coded the language as the first one that appeared in the post, which was always English. We did not collect quote posts or re-posts, because we wanted to evaluate how MPs and their staff navigated the changing communication environment and

perceived the new platform affordances, while adhering to party messaging (Marland and Power, 2020). In total, we collected 557 posts from 66 MPs.

To answer our second research question, we did qualitative content analysis of MPs' Bluesky posts. The two authors collaborated on the initial development of the coding schedule by reviewing relevant literature and a sample of posts. We validated the coding schedule by independently coding a sample of posts and meeting to compare our results, discuss discrepancies and improve the descriptions of the categories in the coding schedule (Elo et al., 2014). Following the approach of Elo et al. (2014), which focuses on trustworthiness, one author was primarily responsible for analysis, with the other author validating their work by analyzing 10 per cent of the total number of posts ( $N = 56$ ) and conducting spot checks on the remaining 90 per cent of coded posts ( $N = 501$ ). When discrepancies were found, the authors discussed their rationale and came to an agreed upon categorization.

We drew on the categories of Marland and Snagovsky (2023) in developing our coding schedule. These are *policy*, *constituency* and *Ottawa bubble*. We then added our own: *partisan*, *personal* and *platform*. The coding is collectively exhaustive and mutually exclusive, meaning we assigned each post to exactly one of the six categories.

#### 1. Policy:

- *Definition:* Posts that discuss a specific policy, such as housing, dental care and the Canada Child Benefit. Includes government legislation and Private Members' Bills from the 44th Parliament.
- *Key words & examples:* Agriculture, language rights, fisheries and oceans, energy, international and internal trade, military, public safety and crime, Canada-US relations, climate change, environment, economy, taxes, dental care (as a policy), healthcare, infrastructure, GST/HST tax break. Pieces of legislation include Bill C-63 (*Online Harms Act*) and Bill C-415 (*Flight Attendants' Remuneration Act*).

#### 2. Constituency:

- *Definition:* Discussion of services that an MP's constituency office offers, including immigration, employment and federal government benefits. Also includes posts about local funding announcements, school, community centre/organization and small business visits, pictures from the riding, and celebration of the accomplishments of local volunteers and community leaders.
- *Key words & examples:* Canada Child Benefit, Dental Care (access), pension, immigration, school visits, shopping and supporting small businesses, local infrastructure projects.

#### 3. Ottawa bubble:

- *Definition:* Posts which talk about parliamentary and Cabinet affairs and the day-to-day business of government operations in Ottawa.
- *Key words & examples:* Text, pictures and video clips from Question Period, parliamentary committee meetings, bills and motions, parliamentary association and friendship group meetings, Parliamentary Budget Officer, votes, prorogation, deadlock, opposition day, resignation of Chrystia Freeland from Cabinet, and other pictures and videos that feature Ottawa/parliamentary buildings and backdrops.

**Table 2.** Number of MPs on Bluesky, by political affiliation

Political Affiliation	Number	Percentage
Liberal	73	59.3
NDP	23	18.7
Bloc Québécois	13	10.6
Conservative	9	7.3
Independent	3	2.4
Green party	2	1.6

4. Partisan:

- *Definition:* Posts which discuss the leader or partisan activities, including making phone calls to supporters, knocking on doors, volunteering during a day of action to contact voters, nomination meetings and appeals to citizens to vote for (or not vote for) specific candidates or parties.
- *Key words & examples:* Partisan attacks, canvassing and phone banking, days of action, attending party events, by-election and pre-election campaigning, nomination meetings and Liberal party leadership race.

5. Personal:

- *Definition:* Posts about moments and issues other than politics that focus on things like family and friends, health issues, birthdays, pets and major holidays.
- *Key words & examples:* Christmas, Hanukkah, happy holidays (broadly), vacation pictures, music and book recommendations.

6. Platform:

- *Definition:* Posts that discuss the act of joining Bluesky and platform affordances, including the platform culture which emphasizes deliberative discourse and less disinformation, toxic discourse and bots.
- *Key words & examples:* “Hello Bluesky,” new platform, deliberative space, less disinformation, hate speech, harassment, bots and AI content.

We opted to use broader categories to best describe and fully account for the nature of posts MPs share on the platform.

## Results and Discussion

### *Number of MPs on Bluesky*

Based on our analysis, Table 2 shows the number of MPs by political affiliation on Bluesky and the number in the House of Commons. One hundred and twenty-three MPs have Bluesky accounts, representing approximately 36 per cent of the 338 MPs elected to Parliament. Seventy-one per cent of all MPs with accounts are considered active. This is like early Twitter adoption, when 37 per cent of MPs had joined but only 20 per cent were active (Blevis, 2010; Small, 2011).

The parties are present on Bluesky to different extents, and this emphasizes challenges with broadcasting messaging and communicating with the public in a fragmented media environment (Kreiss et al., 2017). The NDP and Liberals are



**Table 3.** Number of MPs on Bluesky, by gender

Gender	Number	Percentage
Man	71	57.7
Woman	52	42.3

overrepresented on Bluesky, while the Conservatives are underrepresented, in comparison to the number of seats each party holds in the House of Commons. Twenty-three of the 25 NDP MPs have accounts, constituting 18.7 per cent of MPs on Bluesky and 7 per cent of the House. Of the 153 Liberal MPs in the House, 73 are on Bluesky, accounting for 46 per cent of all members in the House but 59.3 per cent of all early MPs on Bluesky. In contrast, Conservative MPs have publicly expressed skepticism about the platform, because of concerns about left-wing bias, with only nine members of their caucus of 120 having created accounts and four actively posting at the time of data collection and analysis (Quelle and Bovet, 2025; Thompson, 2024). For instance, Conservative MP Michelle Rempel Garner posted on Bluesky that she is worried that the platform is a “... different flavour of echo chamber” and will continue prioritizing posting on other platforms like Twitter, Facebook and YouTube (Rempel Garner, 2024). The Conservatives account for 7.3 per cent of MPs on Bluesky, but 36 per cent of all MPs in the House of Commons during our data collection period.

The number of Bloc Québécois, Green and Independent MPs on Bluesky is proportional to the number of MPs they have in the House. The Bloc make up 10 per cent of all members in the House, with its 13 MPs on Bluesky representing 10.6 per cent of MPs on Bluesky. Both Green party MPs have Bluesky accounts, amounting to less than one per cent of MPs in the House and 1.6 per cent of all MPs on Bluesky. Three of the four Independent members are on Bluesky<sup>3</sup>, totaling 2.4 per cent of the MPs on Bluesky and under 1 per cent of all MPs in the House of Commons.

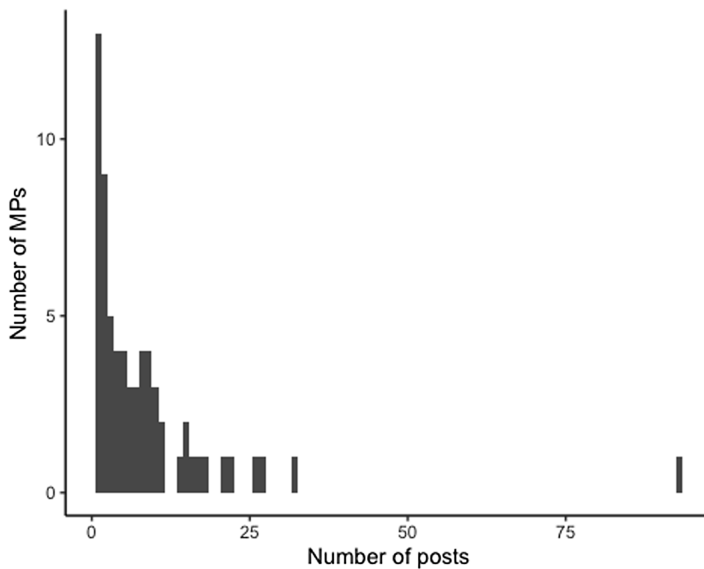
Bluesky adoption by MPs’ gender suggests that perceived differences in platform toxicity and harassment contribute to whether women MPs join the platform and share posts. Table 3 shows that there is close to gender parity in early adoption of Bluesky, with 58 per cent men and 42 per cent women MPs. This contrasts with the number of elected MPs in the House of Commons during our data collection period, where only 30.9 per cent are women (House of Commons, 2025). The higher uptake by women MPs may be because they are expected to share information about how they are undertaking their representative duties, but are looking to do so on a platform with less harassment and toxic discourse and stronger content moderation policies (De Angelis, 2024; Thompson, 2024).

Men MPs were substantially more prolific posters on Bluesky than women, despite near gender parity in the number of MPs with accounts (Table 4). This suggests that women MPs may be taking a more calculated approach to initially posting on Bluesky, after their experiences with toxicity and harassment on other social media platforms. However, in both cases, their posts were mostly about policy and the Ottawa bubble.



**Table 4.** The number of posts on Bluesky, by gender and classification

Gender	Classification	Number	Percentage
Man	Policy	115	20.6
Man	Ottawa bubble	72	12.9
Man	Personal	66	11.8
Man	Constituency	63	11.3
Man	Partisan	60	10.8
Woman	Policy	58	10.4
Woman	Ottawa bubble	41	7.4
Woman	Constituency	39	7.0
Woman	Partisan	30	5.4
Woman	Personal	6	1.1
Man	Platform	5	0.9
Woman	Platform	2	0.4

**Figure 1.** The number of posts on Bluesky, by MP.

A small number of prolific MPs are responsible for a large number of posts (Figure 1). In particular, then MP Charlie Angus (NDP, Ontario) was the most prolific with 93 posts, followed by MP Rob Oliphant (Liberal, Ontario) with 32, and then MP Bonita Zarrillo (NDP, BC) with 27. Most MPs in our sample posted fewer than five times.

### *Representativeness of Bluesky posts*

The number of posts shared on Bluesky varies by MPs' political affiliation. In our sample, the number of posts is dominated by Liberal and NDP MPs

**Table 5.** The number of posts on Bluesky, by political affiliation

Political Affiliation	Number	Percentage
Liberal	293	52.6
NDP	226	40.6
Bloc Québécois	19	3.4
Conservative	14	2.5
Independent	5	0.9

**Table 6.** The number of posts on Bluesky, by the province of the riding the MPs represents

Province/Territory	Number	Percentage
Ontario	287	51.5
British Columbia	120	21.5
Quebec	103	18.5
Alberta	31	5.6
Manitoba	10	1.8
Nunavut	3	0.5
New Brunswick	2	0.4
Nova Scotia	1	0.2

(Table 5). Combined, the Bloc, Conservatives and Independents made up less than 7 per cent of the posts.

Posts from MPs representing ridings in Ontario and BC dominated our sample (Table 6). This is related to the parties of the MPs on Bluesky. Quebec placed third for the province with the highest number of posts, even though 39 per cent of Bloc MPs are on Bluesky, along with MPs from other parties elected to represent Quebec ridings. This finding contrasts with research by Giasson et al. (2019), which found that provincial political parties in Quebec quickly and aptly integrated new media approaches and platforms into their previous communication and campaign strategies. Small and Giasson (2019) attribute increased Twitter use by Quebec provincial political parties, compared to Ontario parties to differences in ideology and resources. Posts from MPs representing Atlantic, Prairie and Northern ridings are also underrepresented in our sample. Until there is broader usage of Bluesky among MPs, which could lead to a wider variety of provincial representation, it is difficult to see how content could be considered representative of broader Canadian concerns. Indeed, current use of Bluesky and the lack of provincial representation suggests that MPs and their staff may view the platform as a place to engage with other politicians, journalists and Ottawa bubble insiders, instead of constituents and stakeholders in their riding.

### *Types of posts*

Turning to the types of content MPs posted, we found common themes across posts shared by MPs from all political parties. Most posts in our sample were about policy,

**Table 7.** The number of posts on Bluesky, by classification

Classification	Number	Percentage
Policy	173	31.1
Ottawa bubble	113	20.3
Constituency	102	18.3
Partisan	90	16.2
Personal	72	12.9
Platform	7	1.3

**Figure 2.** Example of a policy post from Liberal MP and Minister Anita Anand.

followed by the Ottawa bubble and constituency (Table 7). For instance, in Figure 2, which is coded as policy, Liberal MP and then Minister of Transport and President of the Treasury Board Anita Anand discusses policy measures promised in the government's 2024 Fall economic statement, aimed at streamlining the pension process for government of Canada employees. The period that we collected our sample in was unusual in that many politicians responded to comments by, the then incoming, US President Trump. These were classified as policy, because of their



Figure 3. Example Ottawa bubble post from Bloc MP Andréanne Larouche.

connection to Canada-US relations and foreign policy, even though the content of these posts was not always particularly civil or detailed. The GST/HST tax break was also one of the most discussed policies by MPs from across different parties.

Ottawa bubble posts focused on Chrystia Freeland's resignation from Cabinet, partisanship obstructing parliamentary business and other routine parliamentary proceedings. For instance, Bloc MP Andréanne Larouche's post (Figure 3), which we categorized as Ottawa bubble, highlights an interview she did regarding Chrystia Freeland's resignation as deputy prime minister and minister of finance.

The high number of Ottawa bubble posts suggests that MPs already use Bluesky like Twitter: to launch partisan attacks and discuss parliamentary business that would only be of interest to other politicians, political practitioners and journalists (Small, 2014). The Bluesky posts were nearly identical to the types of posts MPs traditionally shared on Twitter (Small, 2010), suggesting that MPs and their staff apply the same logic and understanding of affordances from Twitter to Bluesky.

Constituency posts often highlighted MPs visiting small businesses and attending holiday celebrations in their ridings or honouring volunteers for their contributions to the community. For instance, Figure 4 shows Conservative MP Greg McLean



Greg McLean

@gregmcleanyyc.bsky.social

+ Follow

With Dr. Chika Daniels at the Calgary Consular Corps dinner, raising \$10,000 for @ucalgary.bsky.social Dept of Poli Sci's International Relations Program bursary. The event secured 16 sponsored seats for top International Relations students.

#calgarycentre #yyc #cdnpoli #universityofcalgary



December 17, 2024 at 5:59 PM 🗨️ Everybody can reply



Figure 4. Example constituency post from Conservative MP Greg McLean.

attending a local fundraising dinner. We coded this post as constituency because the event takes place in his riding, as indicated through the hashtag #calgarycentre.

Partisan posts often called out then Prime Minister Trudeau and the Liberals for failing to take action on important policies or drawing attention to proposed policy ideas from Conservative Leader Pierre Poilievre. For instance, Figure 5 shows a post we categorized as partisan because then NDP MP Peter Julian focuses on calling out Conservative MPs for opposing signature NDP policies like dental care and pharmacare.

Personal posts often discussed music, books and holiday traditions. For instance, we categorized Figure 6 as personal because Liberal MP Mark Gerretsen shares a video of his children making holiday treats and wishes everyone a happy holiday.



**Figure 5.** Example of a post categorized as partisan from then NDP MP Peter Julian.

Lastly, the few posts categorized as platform discussed joining the Bluesky community. Although only 1.3 per cent of posts were coded as platform, many MPs shared similar posts when they joined the platform outside of our sampling period, in either November or early December 2024. For instance, then Liberal MP and Minister of Diversity, Inclusion and Persons with Disabilities Kamal Khara's post (Figure 7) provides an example of the types of posts we often saw MPs share when they first joined the platform and were excited to be there.

Table 8 shows the number of posts broken down by political affiliation and classification. Liberal MPs tended to post about policy or their constituency, while NDP MPs posted about a variety of topics including the Ottawa bubble, policy and personal. Bloc, Conservative and Independent MPs most frequently shared posts categorized as Ottawa bubble. The Green party did not share any original posts within our sampling period. These differences may reflect different approaches to social media by the parties (Small and Giasson, 2020). In particular, the frequency of



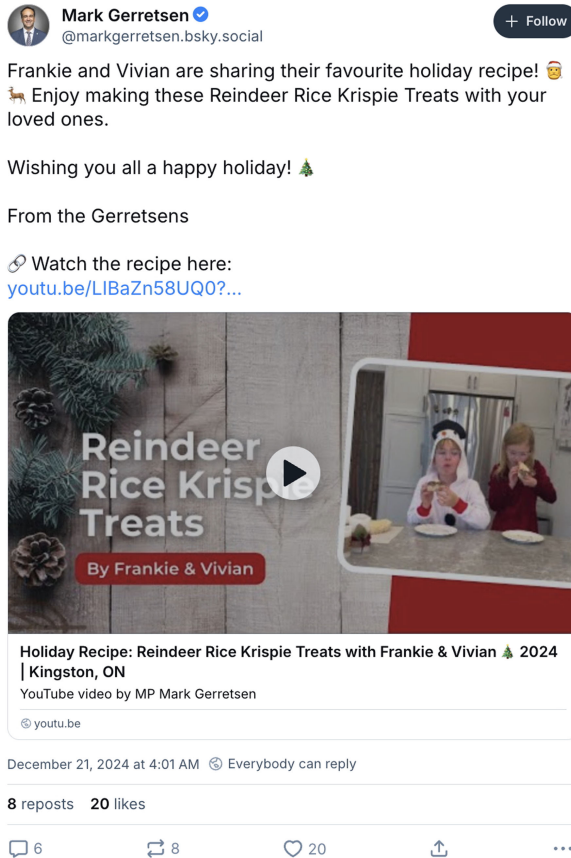


Figure 6. Example personal post from Liberal MP Mark Gerretsen.

Ottawa bubble posts from opposition MPs suggests that they use Bluesky, much like Twitter, to levy “...harder edged criticism of the government” (Marland and Power, 2020: 37).

## Conclusion

Are MPs on Bluesky? Yes, 123 already are and more will likely join in the coming weeks and months. This represents about 36 per cent of all MPs in the House, and about 71 per cent of those are actively posting on Bluesky. Women MPs are overrepresented relative to their share of seats in Parliament, but post less frequently, possibly reflecting caution following negative experiences on other platforms. Conservative MPs are notably absent, often citing ideological concerns.

We found limited scholarly work examining the political uses of Bluesky. This research note provides a description of how many Canadian MPs joined the platform and the types of content they share during Bluesky’s initial period of public





**Figure 7.** Example of a post categorized as platform from then Liberal MP and Minister Kamal Khera.

operation. Our content analysis of 557 posts from 66 MPs reveals that most posts follow the same logic, discipline and communication strategies from other social media platforms. We found that MPs and their staff largely applied their knowledge of Twitter's affordances to Bluesky, posting most frequently about policy (especially in response to US politics and domestic legislation), the Ottawa bubble (for example, Freeland's resignation) and constituency (for example, community events). Posts categorized as partisan, personal or about the platform itself were less common. It will be interesting to see if MPs begin sharing more unique types of content tailored to Bluesky's affordances as they become more familiar with the platform and how the platform develops and changes over time.

**Table 8.** The number of posts on Bluesky, by political affiliation and classification

Political Affiliation	Classification	Number	Percentage
Liberal	Policy	114	20.5
Liberal	Constituency	77	13.8
NDP	Ottawa bubble	52	9.3
NDP	Policy	52	9.3
NDP	Personal	51	9.2
NDP	Partisan	49	8.8
Liberal	Ottawa bubble	45	8.1
Liberal	Partisan	35	6.3
NDP	Constituency	21	3.8
Liberal	Personal	16	2.9
Bloc Québécois	Ottawa bubble	6	1.1
Conservative	Ottawa bubble	6	1.1
Liberal	Platform	6	1.1
Bloc Québécois	Personal	5	0.9
Bloc Québécois	Policy	4	0.7
Independent	Ottawa bubble	4	0.7
Bloc Québécois	Partisan	3	0.5
Conservative	Constituency	3	0.5
Conservative	Partisan	3	0.5
Conservative	Policy	2	0.4
Bloc Québécois	Constituency	1	0.2
Independent	Policy	1	0.2
NDP	Platform	1	0.2

This research note focused on the “supply side” of Bluesky, illustrating how many MPs have accounts and the types of posts they share on the platform. Our findings are a starting point for future qualitative and quantitative studies evaluating messaging, hashtag use, campaign strategies and the increased fragmentation of the platforms MPs use to communicate with the public. Focusing on the “demand side” of Bluesky, future research could also investigate how MPs and the public interact and whether their discourse can be understood as deliberative.

We have offered an initial, systematic, look at how Canadian MPs are using Bluesky. With open, accessible data and a growing user base, Bluesky is an exciting additional data source that will help us better understand Canadian politics. We look forward to much future work in this area.

Our code and data are available here: <https://doi.org/10.5281/zenodo.15580691>

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**Competing interests.** The authors declare no competing interests.

## Notes

- 1 Despite being renamed to “X” in July 2023 by Elon Musk, this research note continues to call the platform “Twitter.”
- 2 The rebuilding is needed because there is a substantial difference in the number of followers that prominent politicians have on Twitter compared with Bluesky. For instance, on Bluesky as of April 2025, then Prime Minister Mark Carney has around 151k followers, former NDP leader Jagmeet Singh has around 21k followers, Green party leader Elizabeth May has around 6k followers, while neither the Conservative leader Pierre Poilievre nor People’s Party of Canada leader Maxime Bernier have accounts that we were able to find. While on Twitter, as of April 2025, Carney has a quickly increasing 373k followers, Singh has 628k followers, May has 305k followers, Poilievre has 1.4m followers and Bernier has 332k followers. To put these numbers in context, former Prime Minister Justin Trudeau has 6.7m followers on Twitter and we were not able to find a Bluesky account for him.
- 3 Independent MP Pablo Rodriguez resigned from the House of Commons on January 20, 2025. We included him in our data collection and analysis because he was still an active federal MP during our sampling period.

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## Appendix

### *Additional data details*

**Table 1.** List of all Canadian Federal MP Bluesky usernames, as of January 10, 2025

Name	Username	Account Status	Political affiliation
Scott Aitchison	scottaitchison.bsky.social	Inactive	Conservative
Anita Anand	anitaanandmp.bsky.social	Active	Liberal
Charlie Angus	charlieangus104.bsky.social	Active	NDP
Chandra Arya	aryacanada.bsky.social	Active	Liberal
Niki Ashton	nikiashton.bsky.social	Inactive	NDP
Taylor Bachrach	taylorbachrach.bsky.social	Active	NDP
Parm Bains	pbainsy.bsky.social	Inactive	Liberal
Lisa Marie Barron	lisamarielbarron.bsky.social	Active	NDP
Terry Beech	terrybeech.bsky.social	Active	Liberal
Rachel Bendayan	rachelbendayan.bsky.social	Active	Liberal
Luc Berthold	lucberthold.bsky.social	Active	Conservative
Sylvie Bérubé	sylvieberube.bsky.social	Active	Bloc Québécois
Chris Bittle	chrisbittle.bsky.social	Active	Liberal
Yves-François Blanchet	yfblanchet.bsky.social	Active	Bloc Québécois
Maxime Blanchette-Joncas	mbjdepute.bsky.social	Active	Bloc Québécois
Rachel Blaney	rachelreading.bsky.social	Inactive	NDP
Randy Boissonnault	rboissonnault.bsky.social	Active	Liberal
Alexandre Boulerice	alexboulerice.bsky.social	Active	NDP
Valerie Bradford	valbradfordmp.bsky.social	Active	Liberal
Alexis Brunelle-Duceppe	alexisduceppe.bsky.social	Active	Bloc Québécois
Richard Cannings	dickcannings.bsky.social	Active	NDP
Ben Carr	bencarrwpg.bsky.social	Inactive	Liberal
Martin Champoux	martchampoux.bsky.social	Active	Bloc Québécois
Sophie Chatel	sophiechatel.bsky.social	Active	Liberal
Shaun Chen	shaunchenmp.bsky.social	Active	Liberal
Paul Chiang	paulchiang.bsky.social	Inactive	Liberal
Chad Collins	chadcollins.bsky.social	Inactive	Liberal
Laurel Collins	laurelcollins.bsky.social	Active	NDP
Michael Coteau	coteau.bsky.social	Active	Liberal
Chris d'Entremont	chrisdntremontmp.bsky.social	Inactive	Conservative
Julie Dabrusin	juliedabrusin.bsky.social	Active	Liberal
Marc Dalton	marcdalton.bsky.social	Inactive	Conservative
Pam Damoff	pamdammoff.bsky.social	Active	Liberal
Leila Dance	leiladance.bsky.social	Active	NDP
Don Davies	donvdavies.bsky.social	Active	NDP
Caroline Desbiens	carolinebq.bsky.social	Active	Bloc Québécois
Blake Desjarlais	blakedesjarlais.bsky.social	Active	NDP
Jean-Yves Duclos	jyduclos.bsky.social	Active	Liberal
Julie Dzerowicz	juliedzerowicz.bsky.social	Inactive	Liberal
Nathaniel Erskine-Smith	beynate.bsky.social	Active	Liberal
Greg Fergus	gregfergus.bsky.social	Inactive	Liberal

(Continued)

**Table 1.** (Continued)

Name	Username	Account Status	Political affiliation
Darren Fisher	darrenfisherns.bsky.social	Active	Liberal
Mona Fortier	monafortier.bsky.social	Inactive	Liberal
Rhéal Éloi Fortin	rhealfortin.bsky.social	Inactive	Bloc Québécois
Sean Fraser	seanfraser.bsky.social	Inactive	Liberal
Chrystia Freeland	chrystia-freeland.bsky.social	Active	Liberal
Hedy Fry	hedyfry.bsky.social	Inactive	Liberal
Anna Gainey	annamgainey.bsky.social	Active	Liberal
Leah Gazan	leahgazan.bsky.social	Active	NDP
Mark Gerretsen	markgerretsen.bsky.social	Active	Liberal
Marilène Gill	marilenegill.bsky.social	Inactive	Bloc Québécois
Karina Gould	karinagould.bsky.social	Active	Liberal
Matthew Green	matthewgreen.bsky.social	Active	NDP
Steven Guilbeault	stevenguilbeault.bsky.social	Active	Liberal
Patty Hajdu	pattyhajdu.bsky.social	Active	Liberal
Brendan Hanley	drbrendanhanley.bsky.social	Active	Liberal
Ken Hardie	kenhardie.bsky.social	Active	Liberal
Lisa Hepfner	lisahepfner.bsky.social	Active	Liberal
Mark Holland	markhollandlib.bsky.social	Active	Liberal
Gudie Hutchings	gudiehutchings.bsky.social	Inactive	Liberal
Angelo Iacono	aiaconomp.bsky.social	Active	Liberal
Lori Idlout	loriidlout.bsky.social	Active	NDP
Matt Jeneroux	mattjeneroux.bsky.social	Inactive	Conservative
Gord Johns	gordjohns.bsky.social	Active	NDP
Mélanie Joly	melaniejolycan.bsky.social	Active	Liberal
Peter Julian	mpjulian.bsky.social	Active	NDP
Arielle Kayabaga	kayabagaarielle.bsky.social	Active	Liberal
Iqra Khalid	iqrakhalidmp.bsky.social	Active	Liberal
Kamal Khera	kamalkheralib.bsky.social	Active	Liberal
Jenny Kwan	jennykwan.bsky.social	Active	NDP
Marie-France Lalonde	mflalonde.bsky.social	Active	Liberal
Viviane Lapointe	vivianelapointe.bsky.social	Active	Liberal
Andréanne Larouche	andreannelarouche.bsky.social	Active	Bloc Québécois
Dominic LeBlanc	dleblancnb.bsky.social	Inactive	Liberal
Diane Lebouthillier	dianelebouthillier.bsky.social	Inactive	Liberal
Sébastien Lemire	seblemire.bsky.social	Active	Bloc Québécois
Wayne Long	waynelongsj.bsky.social	Active	Liberal
Lloyd Longfield	lloydlongfield.bsky.social	Active	Liberal
Tim Louis	timlouiskitcon.bsky.social	Active	Liberal
Alistair MacGregor	alistairmacgregor.bsky.social	Active	NDP
Steven MacKinnon	stevenmackinnon.bsky.social	Inactive	Liberal
James Maloney	maloneyj.bsky.social	Active	Liberal
Brian Masse	brianmassemp.bsky.social	Active	NDP
Lindsay Mathysen	lindsaymathysen.bsky.social	Active	NDP
Bryan May	bryanmaymp.bsky.social	Inactive	Liberal
Elizabeth May	elizabthemay.bsky.social	Active	Green party

(Continued)

**Table 1.** (Continued)

Name	Username	Account Status	Political affiliation
Ron McKinnon	ronmckinnon.bsky.social	Inactive	Liberal
Greg McLean	gregmcleanyyc.bsky.social	Active	Conservative
Heather McPherson	heathermcperson.bsky.social	Active	NDP
Alexandra Mendès	alexandramendes.bsky.social	Active	Liberal
Marco Mendicino	marcomendicino.bsky.social	Inactive	Liberal
Kristina Michaud	kristinamichaud.bsky.social	Active	Bloc Québécois
Marc Miller	marcmillerm.p.bsky.social	Active	Liberal
Mike Morrice	morricemike.bsky.social	Active	Green party
Yasir Naqvi	yasirnaqvicdn.bsky.social	Inactive	Liberal
Mary Ng	maryng.bsky.social	Inactive	Liberal
Taleeb Noormohamed	taleeb.bsky.social	Active	Liberal
Robert Oliphant	roboliphant.bsky.social	Active	Liberal
Pierre Paul-Hus	pierrepaul-hus.bsky.social	Active	Conservative
Alain Rayes	alainrayes.bsky.social	Active	Independent
Michelle Rempel Garner	michellegarner.bsky.social	Active	Conservative
Pablo Rodriguez	pablo-rodriguez.bsky.social	Active	Independent
Sherry Romanado	sherryromanado.bsky.social	Inactive	Liberal
Ruby Sahota	rubysahotalib.bsky.social	Inactive	Liberal
Marc Serré	marcgserrem.p.bsky.social	Inactive	Liberal
Judy Sgro	honjudysgro.bsky.social	Inactive	Liberal
Maninder Sidhu	manindersidhu.bsky.social	Active	Liberal
Nathalie Sinclair-Desgagné	nathaliesinclaird.bsky.social	Inactive	Bloc Québécois
Jagmeet Singh	jagmeetsingh.ca	Active	NDP
Pascale St-Onge	pascalestonge.bsky.social	Active	Liberal
Don Stewart	donstewart.bsky.social	Inactive	Conservative
Filomena Tassi	filomenatassi.bsky.social	Inactive	Liberal
Joanne Thompson	joannethompsonnl.bsky.social	Inactive	Liberal
Ryan Turnbull	turnbullwhitby.bsky.social	Active	Liberal
Rechie Valdez	rechievaldez.bsky.social	Active	Liberal
Adam van Koeverden	avankoeverden.bsky.social	Active	Liberal
Anita Vandenbeld	anitavandenbeld.bsky.social	Active	Liberal
René Villemure	renewillemure.bsky.social	Active	Bloc Québécois
Arif Virani	viraniarif.bsky.social	Inactive	Liberal
Kevin Vuong	kevinvuong.bsky.social	Inactive	Independent
Patrick Weiler	patrickweiler.bsky.social	Active	Liberal
Jean Yip	jeanyip3.bsky.social	Active	Liberal
Bonita Zarrillo	mp-bonitazarrillo.bsky.social	Active	NDP

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