

INTRODUCTION

- Social media platforms have become integral to professional communication among healthcare professionals (HCPs), facilitating knowledge exchange and supporting dissemination of research while providing networking opportunities
- For years, the platform formerly known as Twitter, now X, has dominated this space as one of the preferred open, digital forums for medical discourse
- Recent changes to X's ownership, policies, and user experience have coincided with the emergence of alternative platforms, notably Bluesky
- This study examined the evolving landscape of HCP social media engagement by analyzing behavioral trends on X compared with Bluesky adoption patterns
- Understanding these shifts is crucial for medical communicators who rely on digital channels to reach and engage with healthcare audiences

OBJECTIVES

- Quantify long-term trends in HCP engagement on X from 2019-2024
- Measure and characterize Bluesky adoption rates among HCP digital opinion leaders (DOLs)
- Identify specialty-specific Bluesky adoption trends
- Compare congress-related communication patterns across both platforms
- Develop evidence-based recommendations for future healthcare communication strategies

METHODS

We conducted a comprehensive analysis of social media activity among 472 HCP DOLs during 2019-2024. The DOL list was curated by GlobalData and represented a diverse cross section of medical specialties, geographic regions, and influence levels.

Data Collection

- For X data, we used the platform's API to extract DOL posting history
- For Bluesky data, we employed manual verification to identify DOL accounts and analyze their content patterns
- For congress-related communications, we selected 25 major medical congresses across various specialties (including ASCO, ESC, ADA, EASL, and EADV) and tracked hashtag usage before, during, and after each event on both platforms

Bluesky vs X: can a new platform dethrone the HCP social media giant?

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