



# UPDATE ON EFSA'S SOCIAL MEDIA PRESENCE

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# SUSPENDING X AND JOINING BLUESKY

## Why we suspended X

- Changes to the platform's operating model
- Misalignment with our values

## Why we chose Bluesky

- Growing presence of our stakeholders
- Open-source platform

## How it's going

- 2.4 K followers in 2 months!
- Engagement is increasing











# LET'S INCREASE STAKEHOLDER OUTREACH!

## Why we joined Bluesky?

- Focus on our key stakeholders
- Diversify our reach
- Open source, non-commercial platform (for now)

## How you can help!

- Join us on Bluesky
- Encourage national stakeholders to connect and collaborate
- Share and amplify key messages

-  [@efsa.europa.eu](https://bsky.app/profile/efsa.europa.eu) (*new*)
-  [@efsa-plants.bsky.social](https://bsky.app/profile/efsa-plants.bsky.social) (*new*)
-  [@efsa-animals.bsky.social](https://bsky.app/profile/efsa-animals.bsky.social) (*new*)
-  [EFSA channel](#) (*new*)
-  [linkedin.com/company/efsa/](https://www.linkedin.com/company/efsa/)
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**Any  
question**



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ATTENTION**

For any question, you can  
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