"The Social Network of the Future" Bluesky Tightens Usage Policy

Bluesky's new rules require parody, fan, and satirical accounts to clearly identify themselves. If they do not, they will be removed. The platform is also combating impersonation, where users pretend to be someone else to gain followers and then change their information back.

These changes came after a third-party study showed that 44% of the most popular Bluesky accounts have duplicates.