

The movement started with r/newjersey, whose moderators openly criticized X and its owner Elon Musk in a post. Since then, many subreddits, including r/pcgaming, r/spiderman, and r/rupaulsdragrace, have followed suit, blocking links to X or promoting alternatives like Bluesky.

However, not all communities agree with this. For example, the moderators of r/chess noted logistical issues since X is a primary source of their content.