

## Bluesky, the Twitter Alternative Shows Off its Algorithmic Choice with Custom Super Bowl Feeds

Super Bowl LVIII is ready to set a fire while offering a great opportunity for Bluesky, the Twitter Alternative to showcase its custom feed options based on every user.



**San Francisco, California Feb 9, 2024 ([Issuewire.com](https://www.issuewire.com))** - X, formerly known as Twitter's alternative Bluesky is getting ready for the biggest weekend ever with the launch of their custom feeds in social media. Specially prepared for the Super Bowl Fans, on the one hand, there will be a feed focusing on the big game itself and all the conversation for the sports fans and the other one will include the stories of Kelce and Swift which most fans have been waiting for. Taylor Swift is expected to cheer her boyfriend Travis Kelce who is the tight end of the Kansas City Chiefs. However, the anticipation building over the matter is dividing the Sports fans into Super Bowl Fans and Swifties. Even Kelce himself admitted the fact that the NFL was "overdoing it."

This is the perfect opportunity for Bluesky to showcase its custom feeds and refined algorithmic choices based on users' preferences. It is a different startup venture that aims to become a decentralized version of Twitter which possesses a huge user base around the world. However, the users are not required to be locked into a particular topic. The algorithmically-driven feed comes with the exception of a wide variety of custom feeds that offer dynamic public content. The developers have also built online tools for custom feed creation, namely Skyfeed and Bluesky Feed Creator. This feature allows any user to create their own custom feed by utilizing a visual editor.

In order to showcase its adaptive capabilities, Bluesky is creating Super Bowl feeds based on two main variations. There will be a Super Bowl LVIII feed which is specially designed for the football fanatics and other feeds will be similar only but also include the buzz about Taylor Swift and Travis Kelce's dating life and relationship. The platform has cleverly named this version "SB (Taylor's Version)." Emily Liu, a member of the Bluesky team said, "Some football fans have strong feelings about not seeing any TS related content in their football news," and the platform is going to cater to their attention.

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