Top Bluesky Accounts to Follow in the Legal Industry

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Social media can feel daunting for legal professionals, especially with the ever-changing platforms, algorithms, and influencers. Yet, for those in the legal field, these tools represent an essential resource for growth and authentic connection.

Enter Bluesky, the latest social platform capturing the attention of legal professionals.

While Bluesky looks and feels a lot like X, it was born from a vision of empowering independent creators, developers and users through open application programming interface (API).

What is an open API?

An open API is a publicly available set of instructions for the platform that enables all users to share data and tools, and even create new features.

Think of it like a community Lego set where the company (Bluesky) provides the pieces (the open API), and anyone can use it to build something to fit with the platform. This is essential in the democratization of social media because it allows anyone to create custom tools or apps to improve the platform. This vision attracted nearly 800,000 new users on its launch day.

Thanks to its decentralized approach, Bluesky revives the spirit of early social media, offering fresh opportunities for networking, marketing, and thought leadership. Its growing popularity among legal professionals, amidst a broader migration from X (formerly Twitter), signals the beginning of a new era for connecting with peers, engaging with clients, and building your legal brand.

What makes Bluesky unique?

Bluesky champions accessibility, innovation, and public conversation without the oversight of a central authority. Current CEO, Jay Graber, sums up the platform's ethos on her LinkedIn profile: *"We're making social a playground again. Join us!"*

Top Bluesky accounts for legal professionals to follow

To help you get started, we've compiled a list of the top Bluesky accounts for legal professionals to follow and how to engage with them. From thought leaders to industry disruptors, these influencers are paving the way for more expansive conversations in the legal field and beyond.

Want to spend more time connecting with prospective clients on Bluesky, and less time on routine administrative tasks? Book a free demo and get started with Clio Grow today!

Sarah Glassmeyer

Director of Data Curation at LegalTechnology Hub

Sarah bridges the gap between legaltech and legal professionals. Comment on her insights about AI and legaltech or ask questions about her justice-based career.

Jordan Furlong

Legal sector analyst and author of "Law is a Buyer's Market"

Jordan is a thought leader for legal business insights. Soak up his posts on everything from AI, legal linguistics to law firm financials. Reference his book to spark thoughtful conversations about legal industry trends.

Chris Geidner

Independent legal journalist and publisher of LawDork

He appreciates thoughtful discussion about major cases and legal journalism, so skeet (this is the controversial term for posting on Bluesky: a portmanteau of the words "sky" and "tweet") your point of view.

Gav Ward

Ex-lawyer, investor, jurist, and Director at MLT Digital

Wondering which legal influencers have the most followers on Bluesky? Meet Gav Ward, the person behind the #LawSky community. Join his starter pack and ask to be added to his directory.

Mark C. Palmer

Chief Counsel, Illinois Supreme Court Commission on Professionalism and Adjunct Professor

Comment on his posts with your two cents on anything from incomprehensible law language to AI ethics in law to the power of youth mentorship—we bet he'll comment back.

Judge Stephen Dillard

Presiding Judge and 30th Chief Judge, Court of Appeals of the State of Georgia

Judge Dillard is a trailblazer in judicial engagement on social media and one of the first jurists to lean into social media. Ask him how he uses the platform to demystify the judiciary and engage in legal discourse.

Mitch Jackson

Top trial lawyer and advocate for legal professionals' use of social media

He is an entrepreneur, writer, and consultant who educates lawyers on the intersectionality of law and communications. Chat with Mitch about his legal marketing insights or engage with him about the latest legal books (hint: he's reading a lot on law and AI right now).

What kind of legal content can I find on Bluesky?

You can find all kinds of legal content on Bluesky. Whether you want practical resources for building your business, opinions on hot legal news stories, or academic discussions of legaltech and AI, it's all there, waiting for you to engage.

Brian Inkster

Co-founder of Inksters, a collective of lawyers using a Plug & Play Law Platform

Think traditional law meets modern strategies for legal service delivery. Brian is celebrated for his innovative take on law—you'll often find him sharing his thoughts on trending legal blogs and Scottish law issues #scotslaw.

Joshua Lenon

Lawyer in Residence at Clio

Joshua is the #Legaltech hype man you need to engage with on Bluesky. He's eager to help others improve their legal practice. His mission is to help lawyers be a part of the future legal system through #LegalTechMafia. Start using these hashtags (just like you did on X!) to get the conversation going.

Bob Ambrogi

Legaltech journalist and podcaster

Often referred to as the godfather of legaltech journalism, Bob has covered legal innovation and technology for over two decades through his blog LawSites and his podcast LawNext, both atwww.lawnext.com. His Bluesky account is a trusted source for trending legal news topics, industry related announcements and so much more. Engage with his subjects that intrigue you the most.

Kevin O'Keefe

CEO of LexBlog

Kevin is a champion of lawyers using blogging and social media. He has helped countless legal professionals build their online presence through his platform, LexBlog. Engage on topics like legal blogging or networking and follow his starter pack.

Pamela Samuelson

Berkeley Law School Professor

Consider Pamela your go-to contact for understanding trends in intellectual property law and for staying updated on legal and political happenings.

Josh Gerstein

Senior Legal Affairs Reporter at POLITICO

Josh is known for breaking major stories and covering high-stakes cases on ABC and CNN. Share or comment on his articles, dropping in your legal expertise to spark interaction.

Catherine Sanders Reach

Expert in law practice technology

Catherine is one of the top Bluesky accounts to follow for lawyers looking to understand complex tools they can use in their law practice. Discuss the practical application of technology in law or ask about tools for improving legal workflows and systems.

What makes Bluesky valuable to lawyers (and better than other social platforms)?

Decentralization: Bluesky is built on the AT Protocol (Authenticated Transfer Protocol), which means that no central authority—including Bluesky itself—has total control over conversations or data.

Developers and users just like you have access to and control over data, and can even create new networks on that protocol. This open-source approach has inspired movements like "Free our Feeds", highlighting the value of this kind of transparency and autonomy in social media.

Engagement features: Share posts, links, and insights easily in a simplified format (there's no need to curate aesthetic videos here!). Plus, you can set up your own personalized domain handle like your name or your firm.

Profile control: Filter away toxic interactions by controlling, detaching, and hiding inappropriate comments.

Niche networking opportunities: Connect with a growing community of legal professionals in a digital community that fosters niche communities.

Not sure where to start? Try searching the hashtags #legaltech or the #lawsky for communities on Bluesky (plus, we've got additional resources below).

Thought leadership: Engage in meaningful conversations and showcase your expertise with educational posts, conversations, and user-driven content.

Authentic engagement: According to research from Hootsuite, Bluesky's users are active and engaged, making it an ideal platform for lawyers to build credibility as early adopters, while gaining visibility and authority.

As Dana Ditomaso, founder of KickPoint Playbook puts it: *"The platform currently has a higher proportion of real, engaged users who are genuinely interested in meaningful discussions and content sharing. This translates to better quality interactions and more substantive engagement with your posts."*

Link-friendly platform: Unlike some other social platforms, you can share external links to your legal blogs, websites, case studies, and a Clio Grow public intake form to drive traffic and capture leads.

Growing audience: Today, the platform hosts over 20 million users and counting.

The bottom line?

With 20+ million users, Bluesky offers legal professionals a unique opportunity to:

- Drive targeted traffic to their websites.
- Establish themselves as thought leaders in the legal industry.
- Connect authentically with clients, collaborators, and colleagues.
- Experience social media from a more personalized and less algorithm-driven perspective.

What is a Bluesky starter pack?

As you may start noticing, many of the best legal Bluesky accounts use starter packs to enhance their presence on the platform. Bluesky starter packs are essentially personalized invites that allow you to bring your connections directly to your slice of Bluesky.

This feature allows users to easily share and find feeds on specific interests, and legal professionals can create their own starter packs to build personalized networks.

How to create your own starter pack on Bluesky

Here's a step-by-step on how to create a starter pack and pave your way to becoming one of the top legal Bluesky accounts to follow.

Step 1: Log into your Bluesky Account or create a new account here.

Step 2: Click on the starter packs tab in your profile.

Step 3: Create a starter pack manually or auto-generate one. You can make multiple starter packs, and make changes to the auto-generated version created for you.

Step 4: Share your starter pack with your network using your QR code to bring more of your followers elsewhere to Bluesky. You'll get notified when others join Bluesky via your starter pack.

Leverage Bluesky for legal marketing and business development

Bluesky offers tremendous potential for legal marketing. Legal professionals can use the platform to share educational content, attract leads, and establish their authority.

As Kevin O'Keefe notes, *"Bluesky has caught my attention as did Twitter, eighteen years ago." He loves the clean interface, decentralized nature, and ease of use and believes that "in the case of Bluesky I feel more confident that we are looking at an information sharing and relationship building network that could be a good fit for legal professionals."*

Kevin is not alone in these sentiments. In January 2025, Leeds University publicly announced that it was quitting X, due in part to reduced engagement rates, but will continue to post on other social apps, including—you guessed it—Bluesky.

Ready to tackle Bluesky?

Here's your Bluesky to-do list to help you stay active, engaged and connected with your legal community online.

- Create your new profile using your personal or brand name.
- Follow the top legal influencers on Bluesky to stay inspired and connected.
- Build your own starter packs and explore existing ones like AI's Impact on Lawyering, Property, Real Estate and Conveyancing Law SP, Lawyers & Legal Tech – #LawSky Starter Pack, Public International Law, Access to law- Open Justice – Helping Lay People,
- Use trending legal hashtags, such as #LegalTech, #Lawsky, #Lawyers, #FamilyLaw, #EmploymentLaw, #IPLaw, #AppellateSk, and #LegalTechMafia.
- Post regularly, share valuable resources, and comment on popular accounts to attract the right connections.
- Customize your domain handle for a professional edge.
- Track your engagement, embed links to content on your law firm's website, and use the platform to generate new leads.
- Need to bring your audience from X to Bluesky? You can use Sky Follower Bridge, a browser extension to migrate your followers.

Final thoughts on Bluesky for legal professionals

By establishing a presence on Bluesky, legal professionals like you can connect with peers, stay ahead of industry trends, and dive into niche legal communities online.

For some, the platform has won them over simply because it feels like early social media again. *"It does have an early Twitter feeling, finding random people into random things to make my timeline more varied than what I've had the past 8+ years on Twitter once it was established,"* says Ryan McDonough, Head of Development and Exploring AI at KPMG.

For others, it's the new digital lawyers' lounge and a safe, secure place to converse, connect, and grow your network.

Need help managing and tracking your new leads from social media and other marketing efforts? Clio Grow is the perfect tool for streamlining your legal practice. Book a free demo today!

About Clio

Clio is the global leader in legal AI, powering legal work across the profession, from law firms of every size to corporate legal teams, government agencies, and courts. Its Intelligent Legal Work Platform unites the business and practice of law, connecting the people, information, and processes behind legal work. Clio's AI brings the context together with legal sources drawn from Clio Library, a growing collection of more than one billion legal documents. Over 400,000 legal professionals in more than 130 countries rely on Clio to run their legal world. Learn more at www.clio.com.