

April Fools' Day 2024: the best and cringiest pranks

April Fools' 2024: Bluesky Shorts.

Unlike every other app and service chasing the bouncing ball of vertical video (off the top of my head, we have YouTube, Instagram, NBA, Amazon, Reddit, Twitch, Netflix, Spotify... you get the picture), Bluesky's April Fools' contribution is... actual shorts.

At least, assuming they get enough orders on Custom Ink to put the shipment through, but I'm not sure why Bluesky CEO Jay Graber didn't mention this when she was on *Decoder*?

<https://www.theverge.com/2024/4/1/24118011/april-fools-day-2024-pranks-jokes-best-worst>