



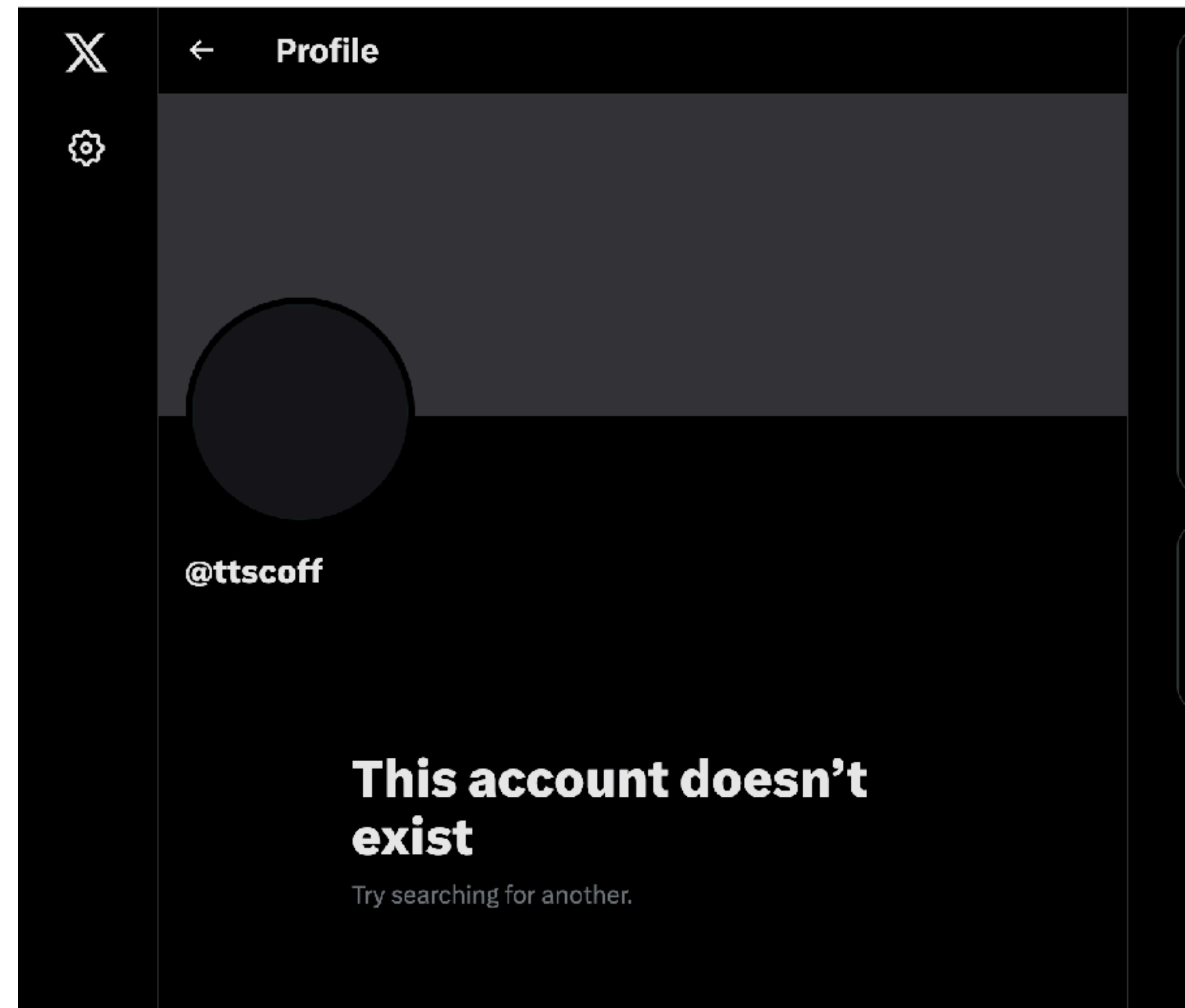
BRETT TERPSTRA

DEMYSTIFYING MASTODON

Macstock 9

SOCIAL MEDIA: PRIVACY DISASTERS & ALGORITHMIC CHAOS

- Corporate Social Media is a privacy disaster
- Nazis (Twitter)
- Ads and algorithmic posts
- Threads is BS (in my experience)
- Bluesky is disappointing (in my experience)



ENTER MASTODON: THE ELEPHANT IN THE ROOM

- Decentralized, open-source framework
- Privacy-focused and ad-free
- Extensive options for native clients
- No algorithms



PLUS, IT'S FRIENDLY



Ricky Mondello 🔒

@rmondello@hachyderm.io

7/10/25, 8:27 PM Followers Only

I genuinely adore Mastodon. You're all very kind and thoughtful, even and especially when you disagree about something. You don't misgender people, throw slurs around, and baselessly accuse others of crimes.

Twitter/X is a shit show. Almost everything that's there comes from a place of cruelty or meanness. It's a horrible place where misinformation and harassment is not just allowed to stand, but flourishes.

The truth matters. Pushing back against misinformation and grifts matters. But it does come at a cost.



SIGNING UP



Login to hachyderm.io

Login with your hachyderm.io credentials. If your account is hosted on a different server, you will not be able to log in here.

E-mail address *

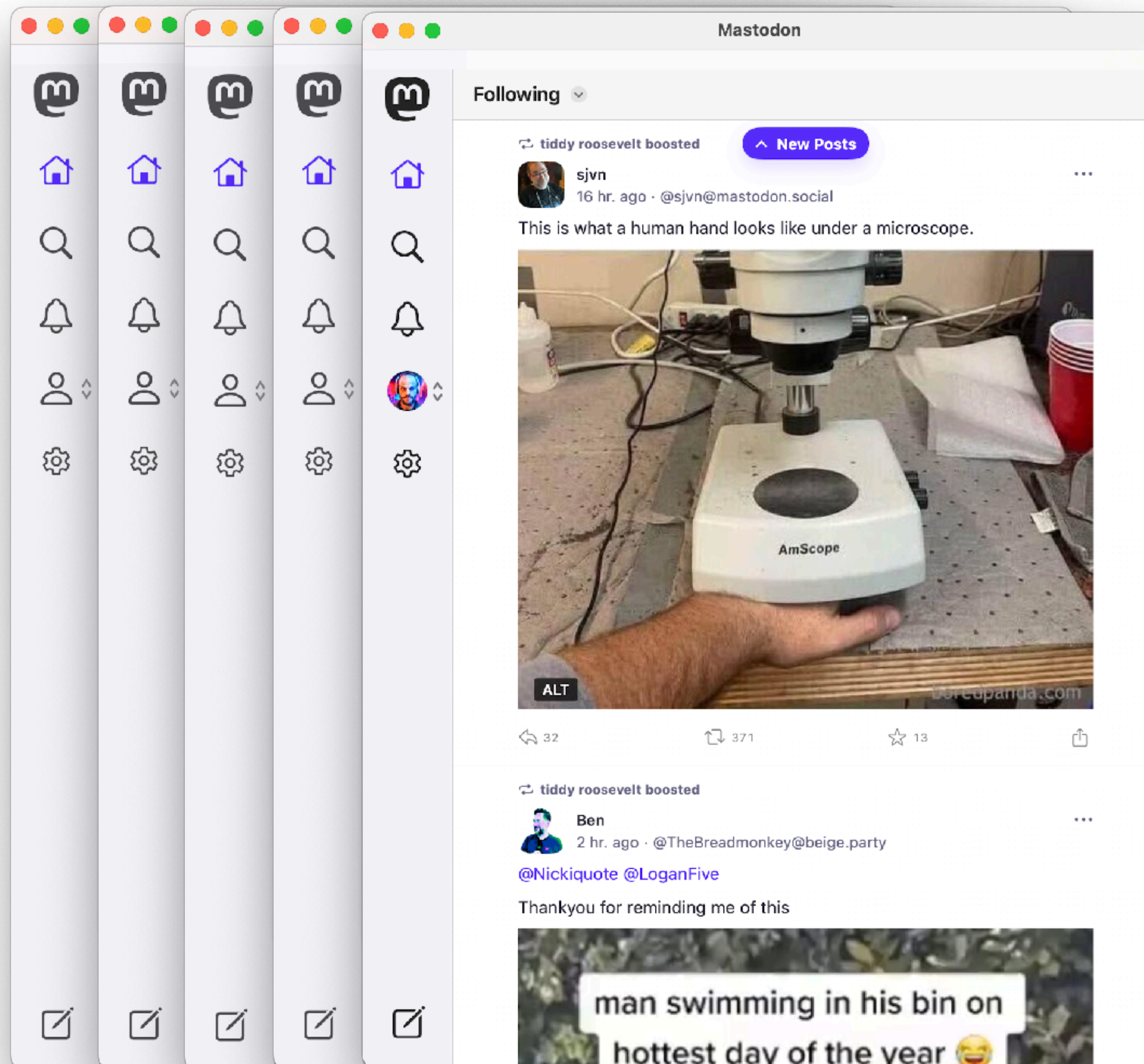
Password

Log in

[Sign up](#) [Forgot your password?](#) [Didn't receive a confirmation link?](#)

SIGNING UP

WITH THE MASTODON APP



THE EXPERIENCE

- Familiar microblogging
- Follow anyone, any instance
- Favorite, boost, and quote
- Content/sensitive warnings
- Polls
- Multimedia
- Keyword filtering
- Instance blocking



< Back to Mastodon

Public profile

Preferences

Follows and followers

Filters

Automated post deletion

Account

Import and export

Invite people

<> Development

Logout

Add new filter

Title *

Expire after

Never

Filter contexts *

One or multiple contexts where the filter should apply

- ☐ Home and lists
- ☐ Notifications
- ☐ Public timelines

- ☐ Conversations
- ☐ Profiles

Filter action *

Choose which action to perform when a post matches the filter

- ☒ Hide with a warning
Hide the filtered content behind a warning mentioning the filter's title
- ☐ Hide completely
Completely hide the filtered content, behaving as if it did not exist

KEYWORDS

Keyword or phrase

+ Add keyword

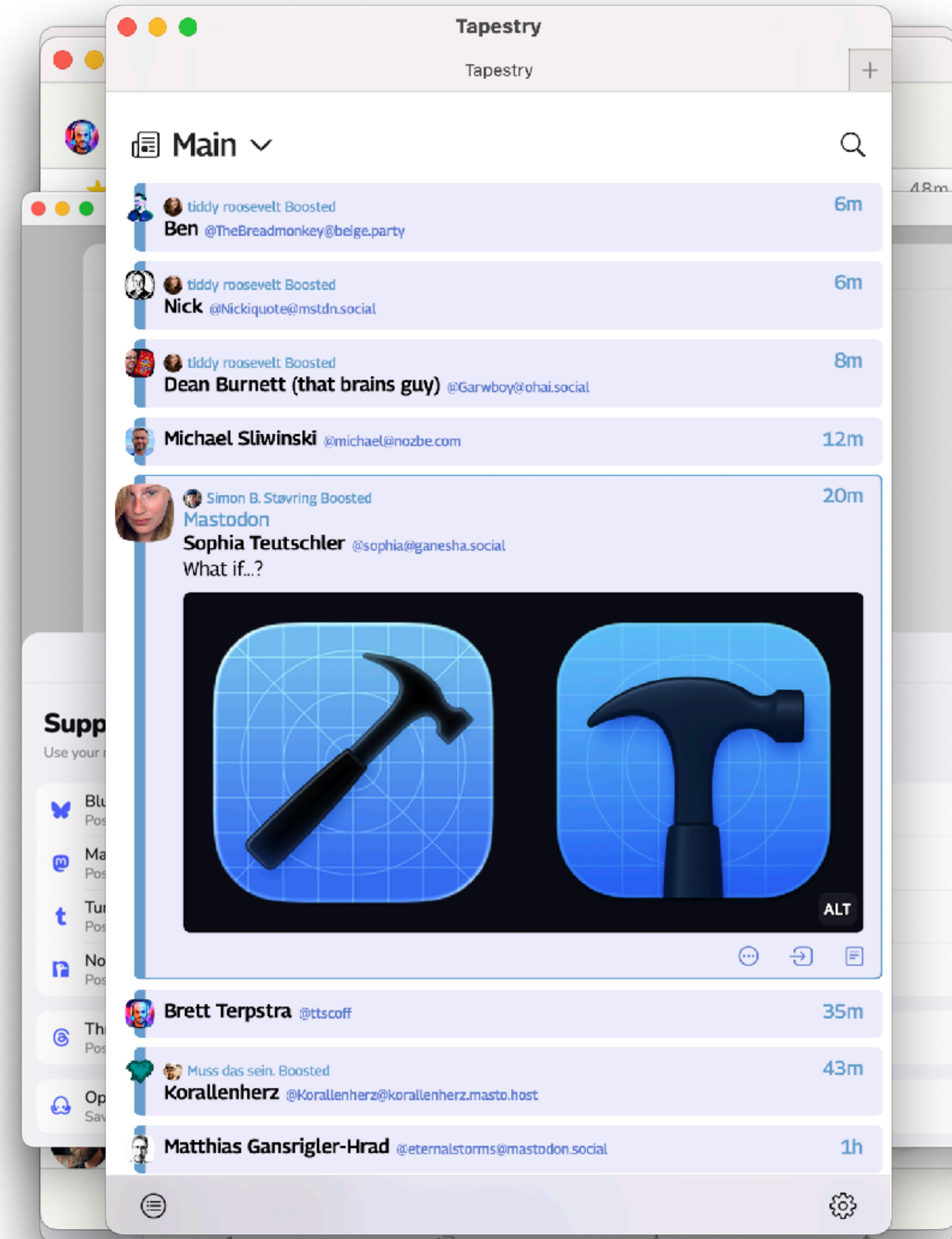
Save new filter

APPS APPS APPS

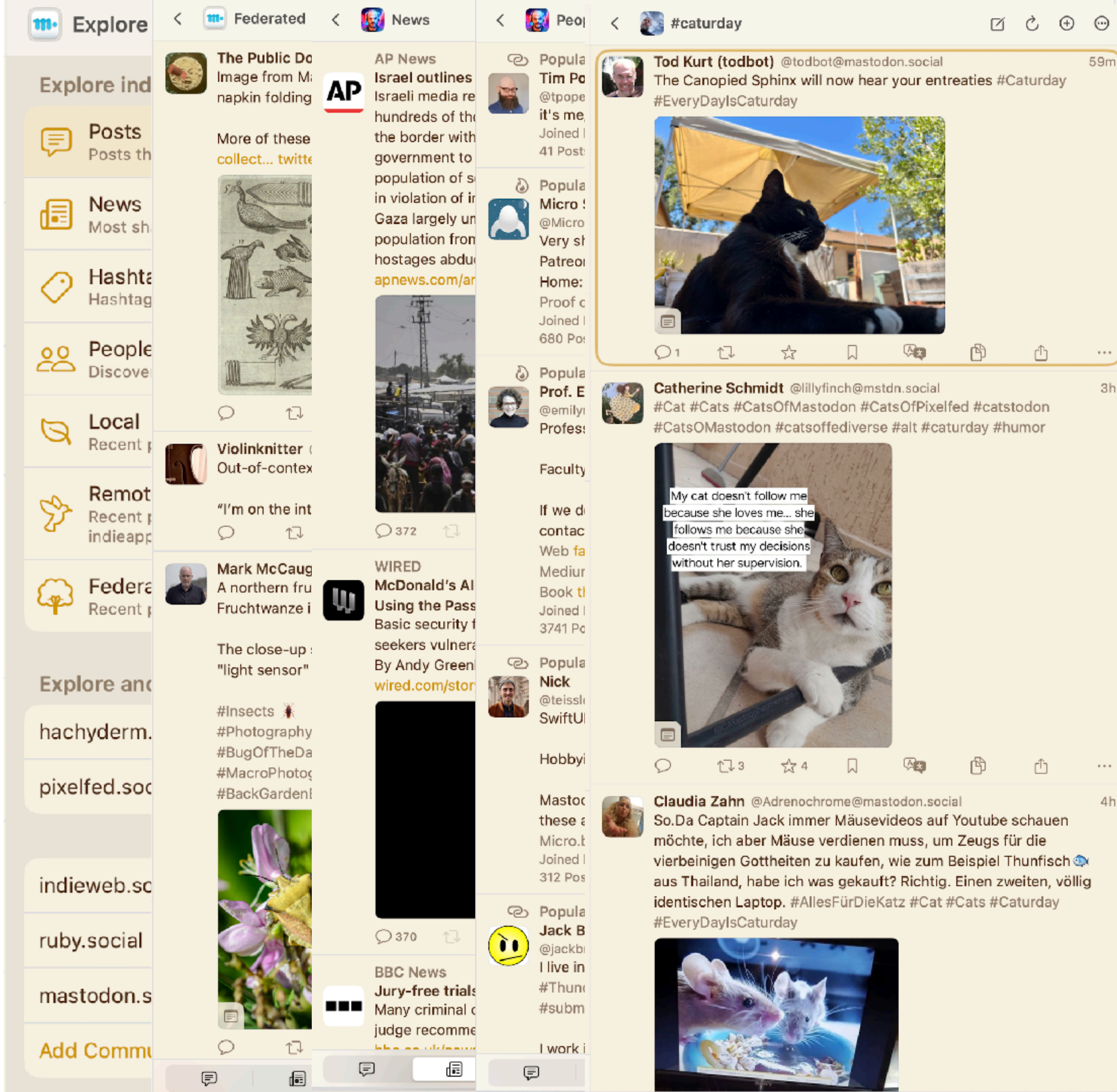
- **Dozens of apps available for Mac and iOS**
 - **(and probably Windows and Linux but that seems less relevant)**
- **Why use apps and not the web?**
 - **Multiple accounts**
 - **Better handling of media and image uploads**
 - **Notifications and alerts**
 - **Better experience on iOS**
 - **Easier management of lists, hashtag follows, and bookmarks**

APPS APPS APPS

- **Ivory by TapBots:** Polished design, ease of use
- **Mona:** Customizability, rich media support
- **Metatext:** Minimalistic focus, advanced search
- **Official Mastodon app:** Simple, single account
- **Openvibe:** Bluesky, Mastodon, Tumblr, Threads...
- **Tapestry:** RSS, Mastodon
- **Phanpy:** Slick web app, good as an SSB
- **Ice Cubes, etc.**

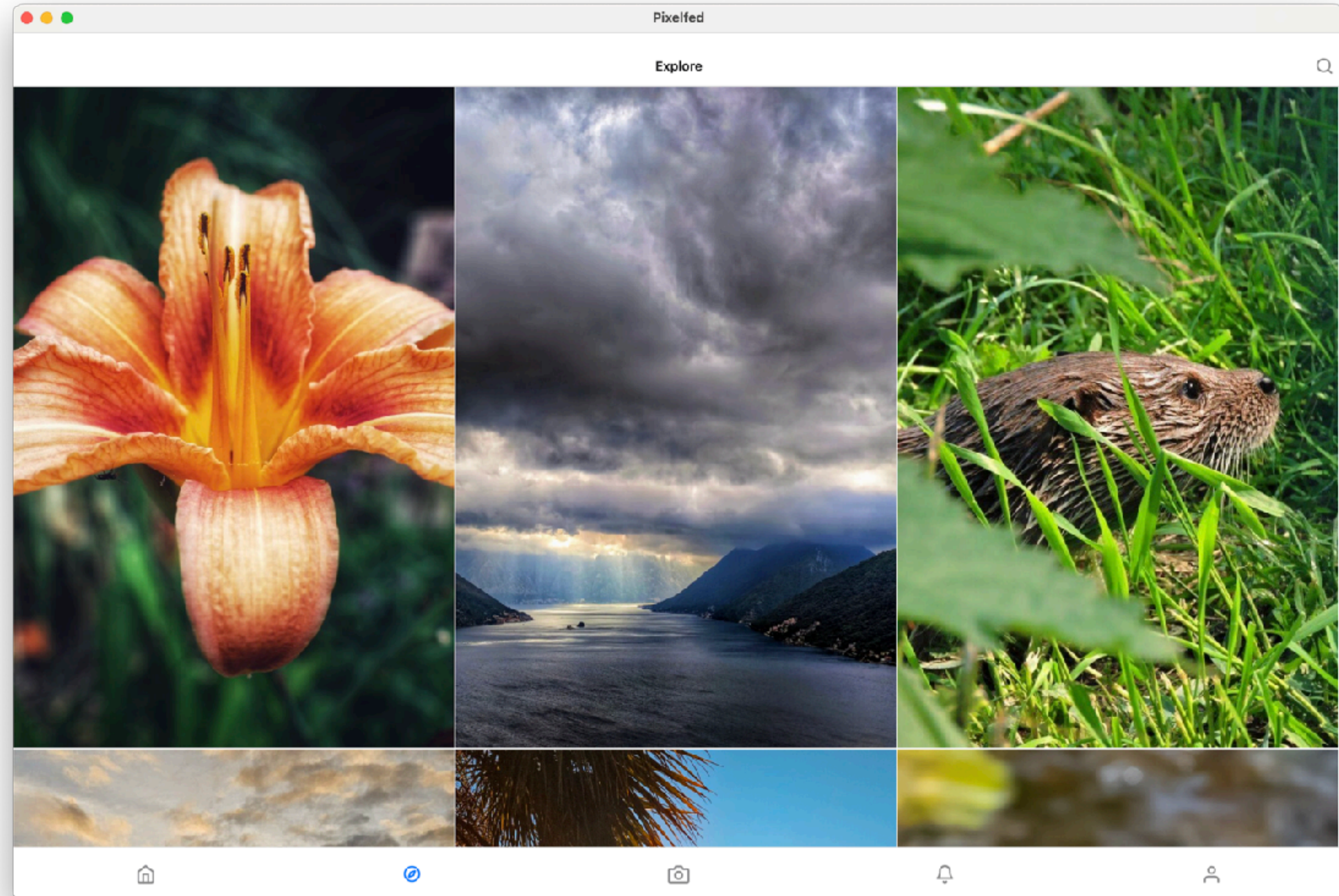


EXPLORING



PIXELFED

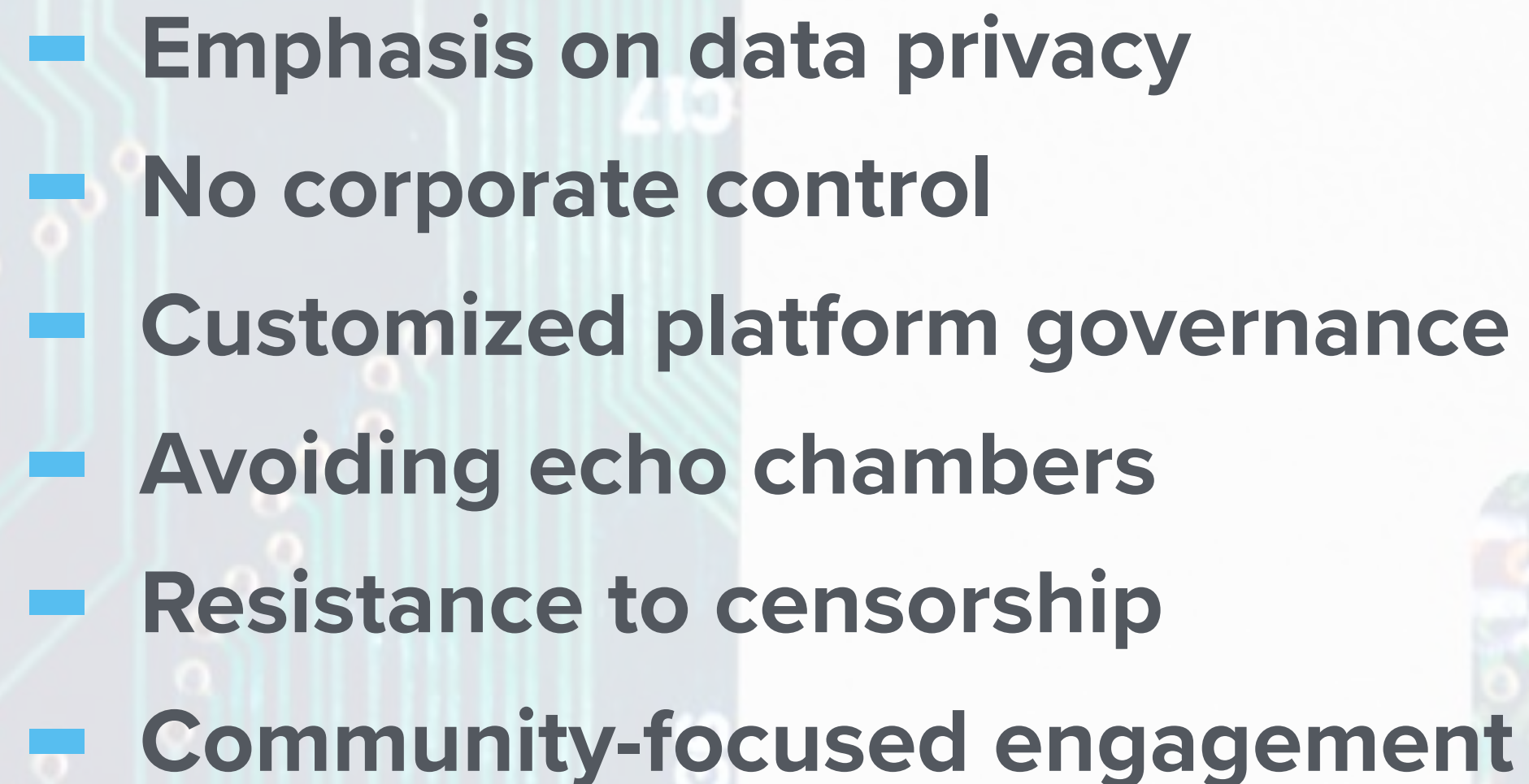
- A great Instagram replacement
- Free photo sharing
- Works with any Mastodon client
- Specialized apps available



WTF IS FEDERATION?

- Independent servers (Instances)
- Autonomy and user choice
- Interaction across instances
- User Control: Choose your own instance based on values and needs
- Interoperability: Communication without a central authority

W(HY)TF FEDERATION?


- 
- **Emphasis on data privacy**
 - **No corporate control**
 - **Customized platform governance**
 - **Avoiding echo chambers**
 - **Resistance to censorship**
 - **Community-focused engagement**

CHOOSING YOUR INSTANCE

- Several sites offer lists
- Active user counts and topics of focus
 - mastodonservers.net/servers
 - instances.social

Mastodon Instances

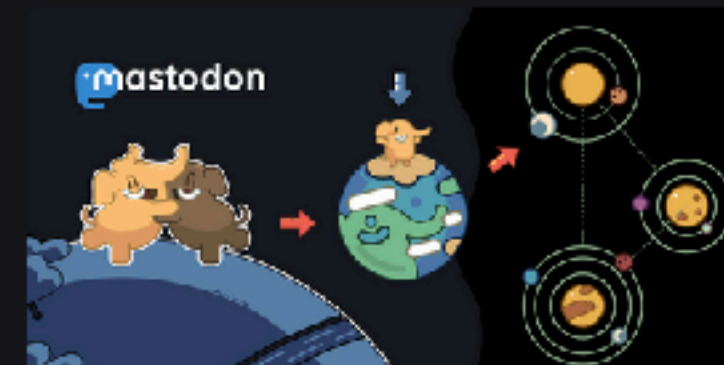
Browse thousands of Mastodon Servers

 baraag.net

 baraag.net

By clicking past warnings of any sensitive content, you a...

294,056 Users



Mastodon 

A general-purpose Mastodon server with a 500 character li...

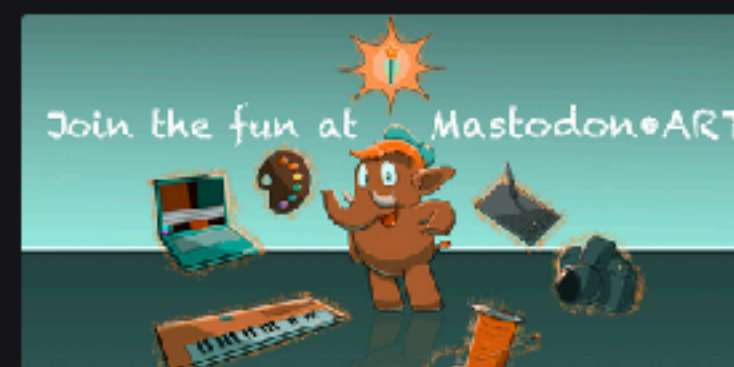
166,503 Users



Mastodon Uno So

Mastodon.Uno è la p comunità generalist...

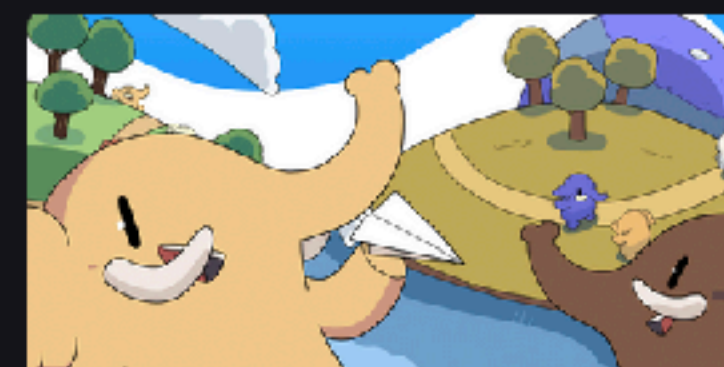
53,494 Users



Mastodon.ART

Mastodon.ART — Your friendly home on the fediverse ...

35,071 Users



troet.cafe - Mastodon

Hallo im troet.cafe. Dies ist eine deutschsprachige Mas...

28,503 Users

[Mastodon](#)

Mastodon

A general Mastodon for all languages.

27,785 Users

[Mastodon](#)


[Mastodon for Tech Folks](#)

[toot.community](#)

CHOOSING YOUR INSTANCE

CONSIDERATIONS

- Community and content alignment
- Moderation policies
- Size and activity level
- Technical features
- Server performance and reliability
- You can always switch instances



Accept rulesYour detailsConfirm email

Some ground rules.

These are set and enforced by the mastodon.social moderators.

1

Sexually explicit or violent media must be marked as sensitive or with a content warning
This includes content that is particularly provocative even if it may not show specific body parts, as well as dead...

2

No racism, sexism, homophobia, transphobia, ableism, xenophobia, or casteism.
Transphobic behavior such as intentional misgendering and deadnaming is strictly prohibited. Promotion of...

3

No incitement of violence or promotion of violent ideologies
Calling for people or groups to be assassinated, murdered, or attacked physically is strictly prohibited. Support for...

4

No harassment, block evasion, dogpiling, or doxxing of others
Repeat attempts to communicate with users who have blocked you or creation of accounts solely to harass or...

5

Do not share information widely-known to be false and misleading
False and misleading information and links from low-quality sources may not be posted, especially if they are...

6

Content created by others must be attributed, and use of generative AI must be disclosed
Content created by others must clearly provide a reference to the author, creator, or source. For adult content, this...

Accept

Back

CHOOSING YOUR INSTANCE

POPULAR CHOICES

- **mastodon.social**: All-purpose and diverse
- **hachyderm.io**: Friendly and welcoming
- **pawoo.net**: Japanese culture-focused
- **mstdn.party**: Creative community-driven
- **trans.lgbt**: LGBTQ+ focused
- **social.tchncs.de**: Tech-savvy and privacy-conscious
- **scholar.social**: Academic engagement
- **fosstodon.org**: FOSS discussions
- **Pixelfed.social**: Photo sharing platform

BUILDING BRIDGES

- Brid.gy Fed creates bridged accounts automatically
- Follow `@bsky.brid.gy@bsky.brid.gy` on Mastodon
 - On bluesky you'll get: `@[handle]@bsky.brid.gy`
- Follow `@ap.brid.gy` on Bluesky
 - On Mastodon you'll get: `@[user].[instance].ap.brid.gy`

BUILDING BRIDGES

— Link and Verify your blog:

Public profile

[Edit profile](#)[Privacy and reach](#)[✓ Verification](#)[# Featured hashtags](#)

Website verification

Verifying your identity on Mastodon is for everyone. Based on open web standards, now and forever free. All you need is a personal website that people recognize you by. When you link to this website from your profile, we will check that the website links back to your profile and show a visual indicator on it.

HERE'S HOW

Copy and paste the code below into the HTML of your website. Then add the address of your website into one of the extra fields on your profile from the "Edit profile" tab and save changes.

```
<a rel="me" href="https://hachyderm.io/@ttscoff">Mastodon</a>
```

[Copy](#)




















Tip: The link on your website can be invisible. The important part is `rel="me"` which prevents impersonation on websites with user-generated content. You can even use a `link` tag in the header of the page instead of `a`, but the HTML must be accessible without executing JavaScript.

YOUR VERIFIED LINKS

✓ <https://brettterpstra.com>

BUILDING BRIDGES

- WordPress plugins
- Brett's Jekyll plugins
- Micro.blog/ActivityPub platforms allow HTML markup

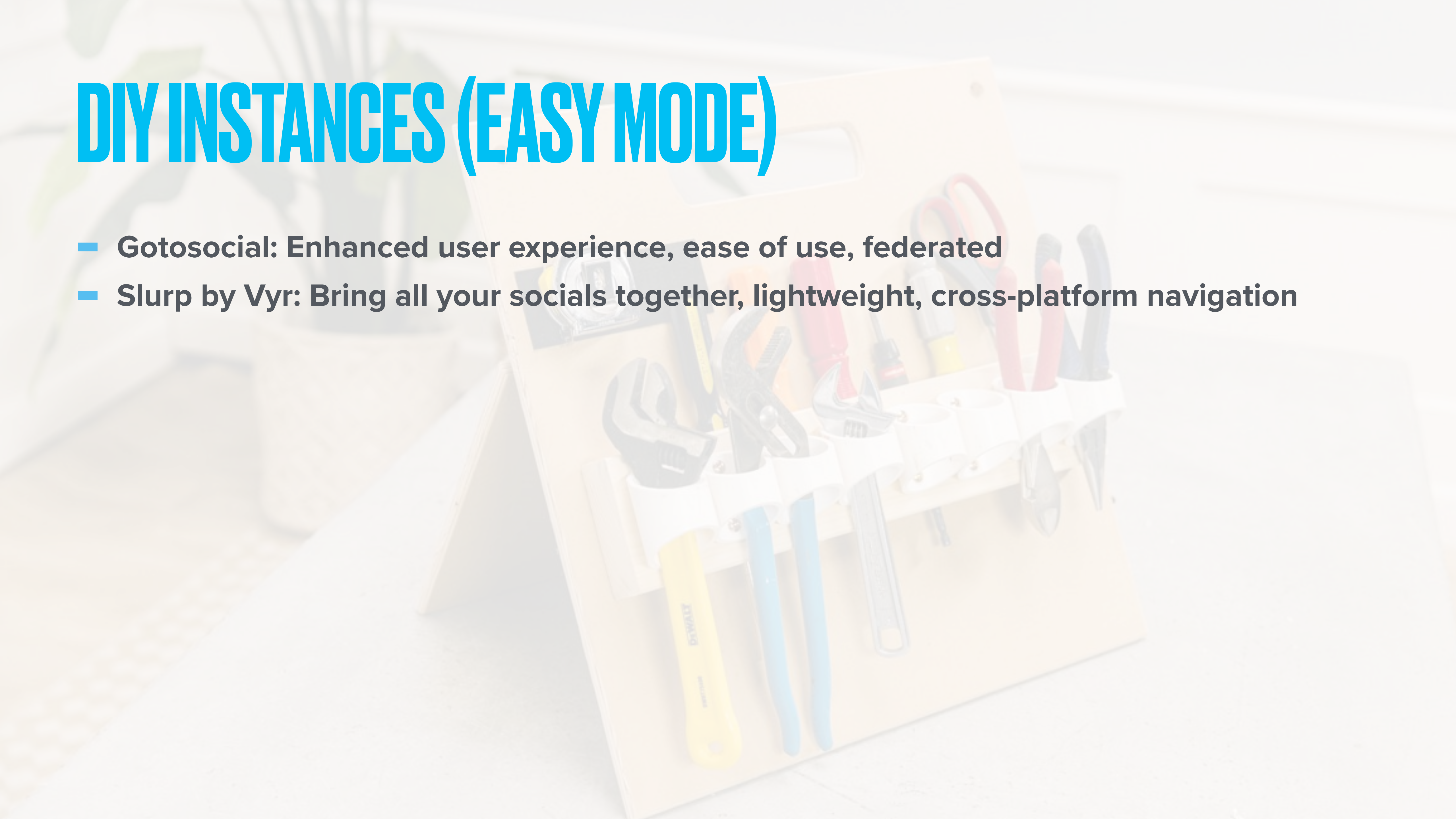
 XPoster - Share to Bluesky and Mastodon by Joe Dolson <p>Posts to Bluesky, Mastodon or X when you update your WordPress blog or add a link, with your chosen URL shortening service.</p> <p>Free ★ 3.8 (88)</p>	 Share on Mastodon by Jan Boddez <p>Automatically share WordPress posts on Mastodon.</p> <p>Free ★ 4.8 (10)</p>	 Mastodon Autopost by LiamD <p>A Wordpress Plugin that automatically posts your new articles to Mastodon. The best: It is set and forget!</p> <p>Free ★ 4.4 (20)</p>
 Simple Mastodon Verification by Jay McKinnon <p>Provides a General Settings menu option to define a rel="me" in metatags for the whole site and also individual contributors.</p> <p>Free ★ 5 (13)</p>	 Include Mastodon Feed by wolfgang.lol <p>Plugin that provides a shortcode to easily integrate mastodon feeds into wordpress pages.</p> <p>Free ★ 5 (15)</p>	 Enable Mastodon Apps by CMA <p>Allow accessing your WordPress with Mastodon clients. Just enter your own blog URL as your instance.</p> <p>Free ★ 3.3 (6)</p>
 Link Verification for Mastodon by overengineer <p>An unofficial WordPress plugin to quickly verify a link on your Mastodon profile.</p> <p>Free ★ 5 (4)</p>	 Add Fediverse Icons to Jetpack by Jan Boddez <p>Adds Fediverse icons to Jetpack's Social Menu module.</p> <p>Free</p>	 Mastodon Auto Share by Hellexds <p>Publish your posts on your Mastodon's instance.</p> <p>Free ★ 4.1 (9)</p>
 Fediverse Embeds by stefanbohacek <p>Embed fediverse posts easily.</p> <p>Free ★ 5 (1)</p>	 Simple fediverse:creator by Jay McKinnon <p>Provides a General Settings menu option to define a fediverse:creator in metatags for the whole site and also individual...</p> <p>Free</p>	 TootPress by Marco Hirschler <p>TootPress copies your toots from Mastodon to WordPress.</p> <p>Free ★ 4.5 (4)</p>
 Mastodon Social Icons by Isaac Joseph <p>This plugin replaces footer menu URLs of the top-100 (by user) Mastodon domains (as of plugin publication) with the...</p> <p>Free</p>	 Shortcode Mastodon Feeds by Andrew Leahy , Jay McKinnon <p>Display your Mastodon posts on a WordPress page.</p> <p>Free ★ 5 (1)</p>	 ShareOpenly by David Artiss <p>The official plugin for ShareOpenly - adding modern, open social media sharing links to your website.</p> <p>Free</p>
 Mastalab comments by Thomas Schneider <p>Mastalab comments allows to display comments from Mastodon and Peertube related to an URL or Peertube videos.</p> <p>Free</p>	 Replies Importer for Mastodon by Donncha O Caoimh <p>Import replies from your Mastodon posts linking to your WordPress site as comments.</p> <p>Free ★ 5 (1)</p>	 Favorite Toots by Colin Devroe <p>Add a list of your favorite toots from Mastodon to any page on your website using a block.</p> <p>Free</p>
 Author rel=me Link by topdownjimmy <p>Add a rel="me" link to the head of an author page, if the author has a website set in their profile.</p> <p>Free</p>		

DIY INSTANCES

- Just get a custom handle, or build a whole community
- Requirements:
 - VPS w/ 2GB RAM and a reliable internet connection
 - Docker
 - Domain and SSL
- Configure settings, moderation, and privacy
- Build a community
 - Get listed
 - Invite your friends
 - Share your instance on all your socials (including Mastodon)

DIY INSTANCES (EASY MODE)

- **Gotosocial:** Enhanced user experience, ease of use, federated
- **Slurp by Vyr:** Bring all your socials together, lightweight, cross-platform navigation



SORCERY

- Every Mastodon instance has an API
 - It's free!
 - Availability and endpoints vary
- Interaction with timelines
- Support for RSS feeds

Brett on Mastodon

July 08 at 12:19PM, 2025 [🔗](#)



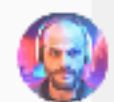
So Google Workspace is raising my price because they've added AI I don't want. However, when I log into my account, they show my price as the same but note that I'm "receiving a discount." It's like they know I'm not down with adding AI.

July 07 at 12:51PM, 2025 [🔗](#)



If you want a great editor to work with Marked, try TextBuddy, Drafts, Bear, The Archive, or MultiMarkdown Composer, all of which have built-in support for Marked. You can even work in MindNode and see your mind maps as Markdown while you brainstorm. The list goes on. What's your favorite? What editor would you like to see add Marked support?

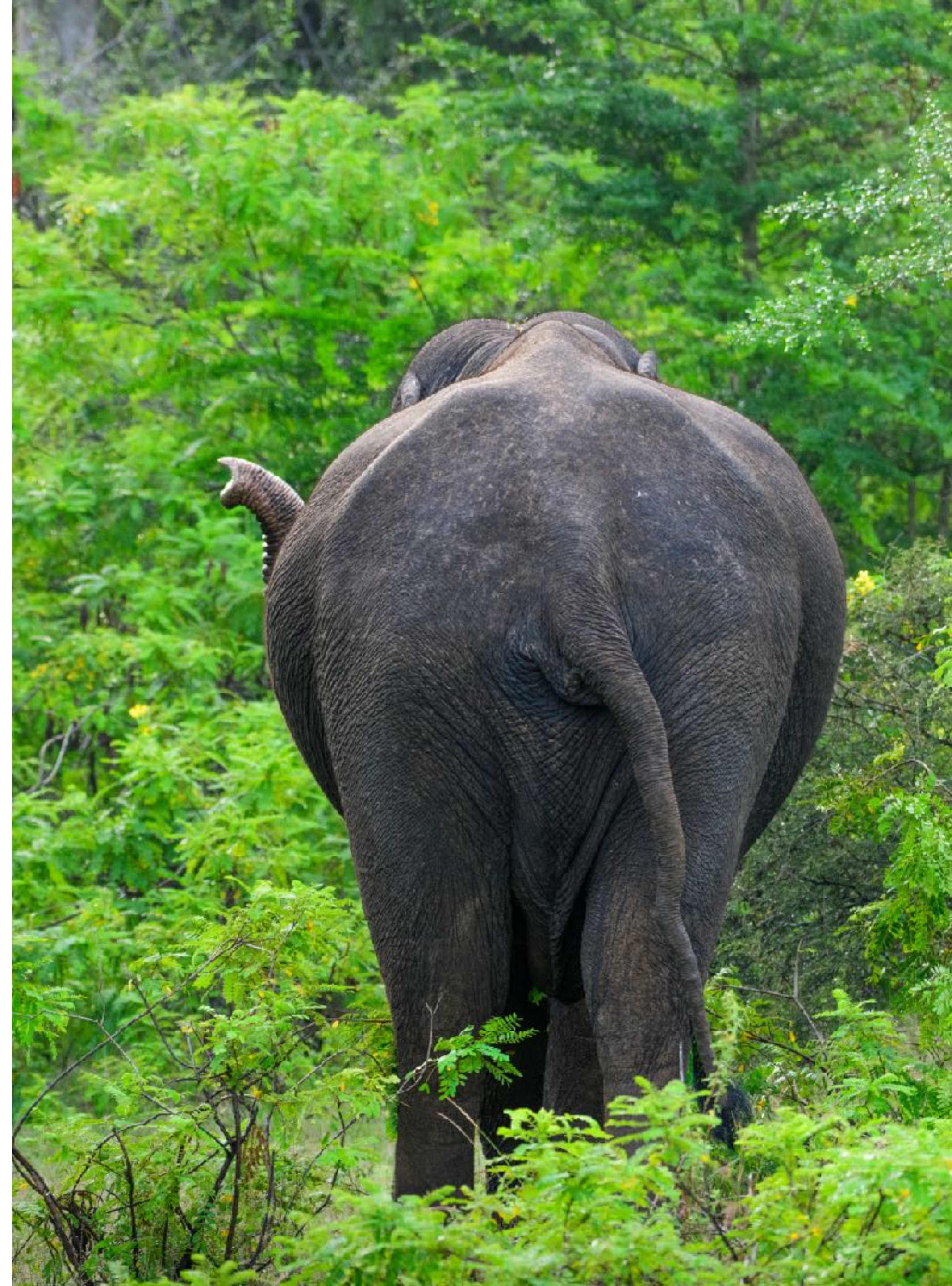
July 07 at 11:52AM, 2025 [🔗](#)



I can't tell you how many times I've thought "there must be a German word for what I'm feeling right now."

BUTT WHAT NOW?

- Choose an instance, set up an account!
- An excellent alternative to centralized platforms
- Diversity, privacy, and user control
- Towards a user-centric internet



FINDING BRETT

- brettterpstra.com
- @ttscoff@hachyderm.io
- @ttscoff@pixelfed.social

