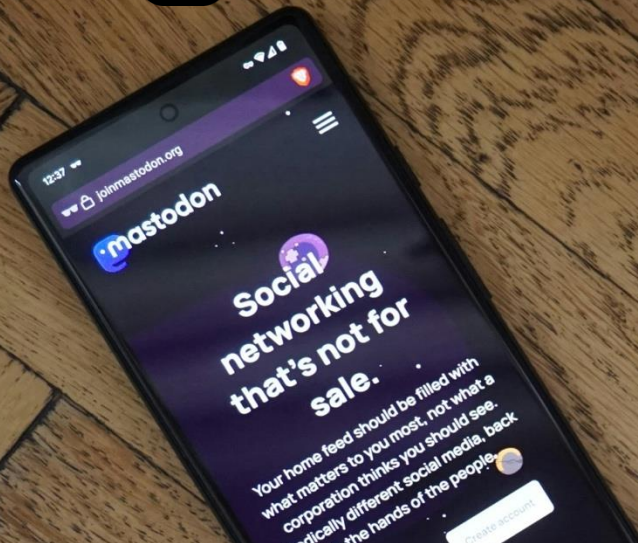


SURF



Lessons learned from Mastodon

Alexandra van Straaten

15 October 2024

How many Dutch moderators does X have in the Netherlands?





X has just one person proficient in Dutch on moderation team

November 7, 2023



What is the X (problem)?

SURF



X and public values



- Safety
- Respect
- Democratic oversight
- Meaningful contact
- Independence of education
- Protection of personal privacy

Why a Mastodon
pilot for research
and education?



Statistics Mastodon pilot



943

users

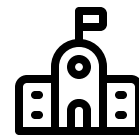
172

Active users



38

group accounts



37

Educational
institutes

The start of our eXit



SURF
@SURF@social.edu.nl

As of 2 May, we will stop using X (formerly Twitter).

The reason is that X no longer matches SURF's public values such as humanity, autonomy and justice.

Also, the reach is declining on X and more and more academics and researchers are leaving the platform.

Read more about our decision: surf.nl/en/news/surf-stops-usi...



SURF.nl

SURF stops using X (Twitter)

From 2 May, SURF will stop using X (formerly Twitter) as its communication chan...

#Xit #Twitter

29 apr 2024 13:00 · Bewerkt op 30 apr 07:48 · Web · 361 · 511

5 Lessons learned from Mastodon





Lesson 1: start before you're ready for Mastodon.

That can be done without a complete strategy.

Lesson 2: The people
are the algorithm on
Mastodon.





Lesson 3: It's not about the clicks, likes or reposts.

Lesson 4: Growing your account on Mastodon takes effort and time.

But it's worth it!





Les 5: You're the ambassador
of the platform that you
manage.

SURF

Questions?