



**SURF**

# **SURF Mastodon pilot**

Lonneke Walk, Wladimir Mufty

9 June 2023

SIG-Marcomms

TNC23 side meeting

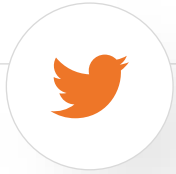
LIKE

CLICK

HELLO

SHARE

# | The start: November 2022



## Twitter

Clears out C-suite

Reducing 50% headcount

Employees can't access

“Extremely hardcore” or leave



## Individuals

Researchers

Teachers

(Community) ambassadors



## Members

Association

University's

Research groups

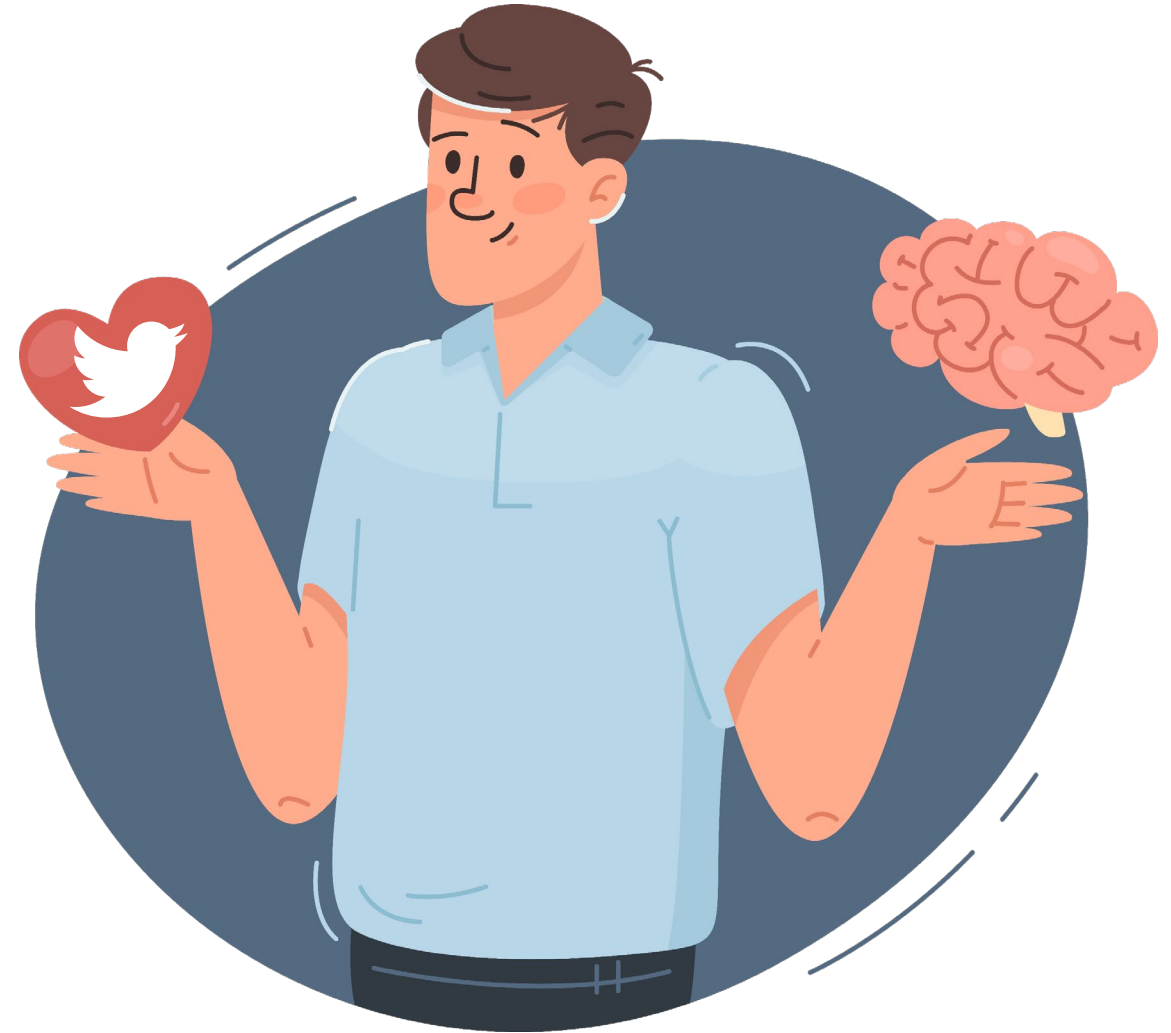
SURF colleagues



**Not the values that  
we stand for**

# | “Not the values that we stand for.....but”

- 👍 It is/was also lots of fun!
- 👍 What about my friends and connections?
- 👍 I worked hard for my following!
- 👍 It's easy to use!
- 👍 Is there any alternative as good?
- 👍 My users and target audience is there.



| Let's call SURF!



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**WT.Social**  
The non-toxic social network



**diaspora\***

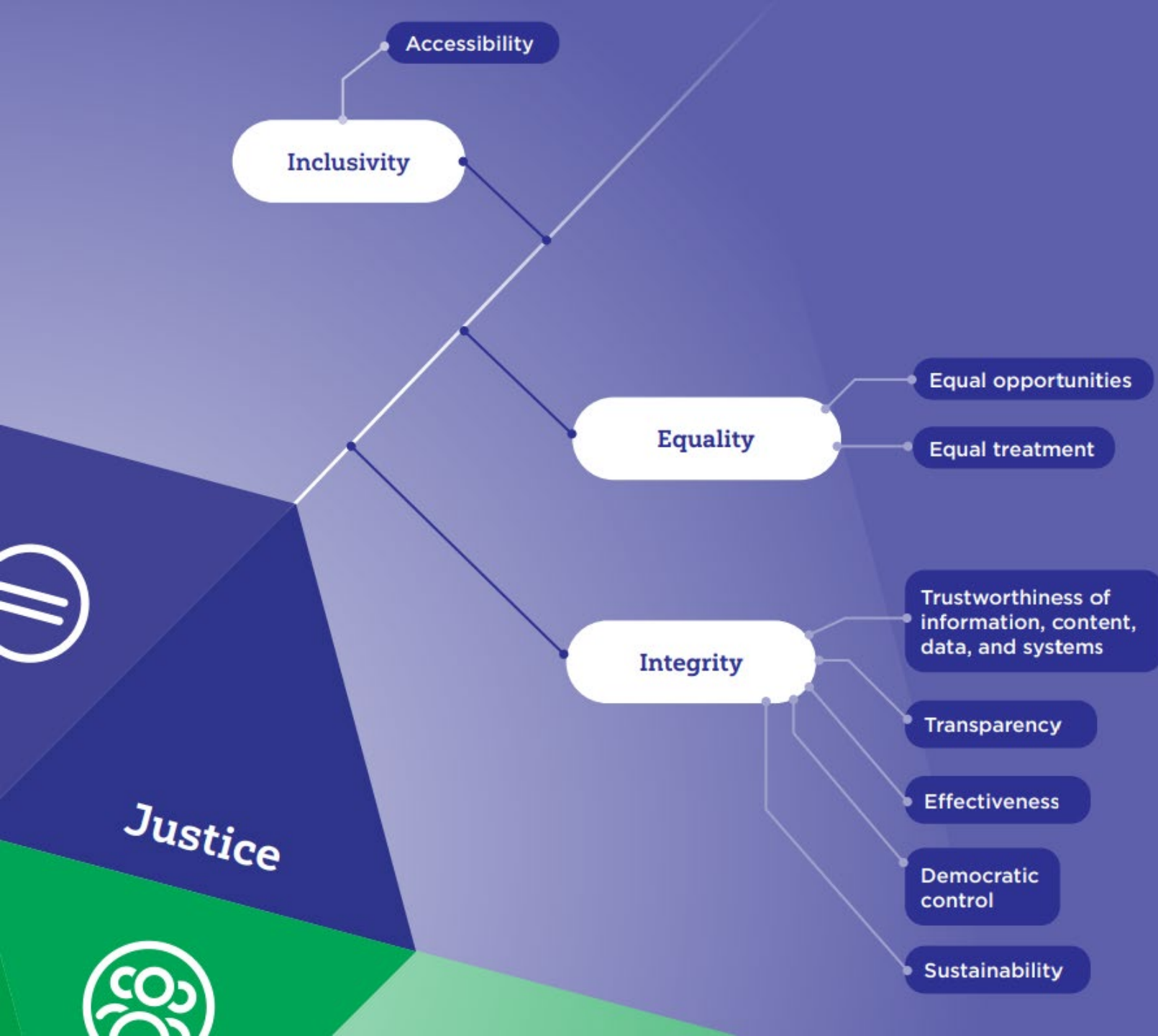


**Bluesky**

# | Make decisions based upon **our** public values



| Values such as





*Humanity*

Social cohesion

Health, well-being

Safety

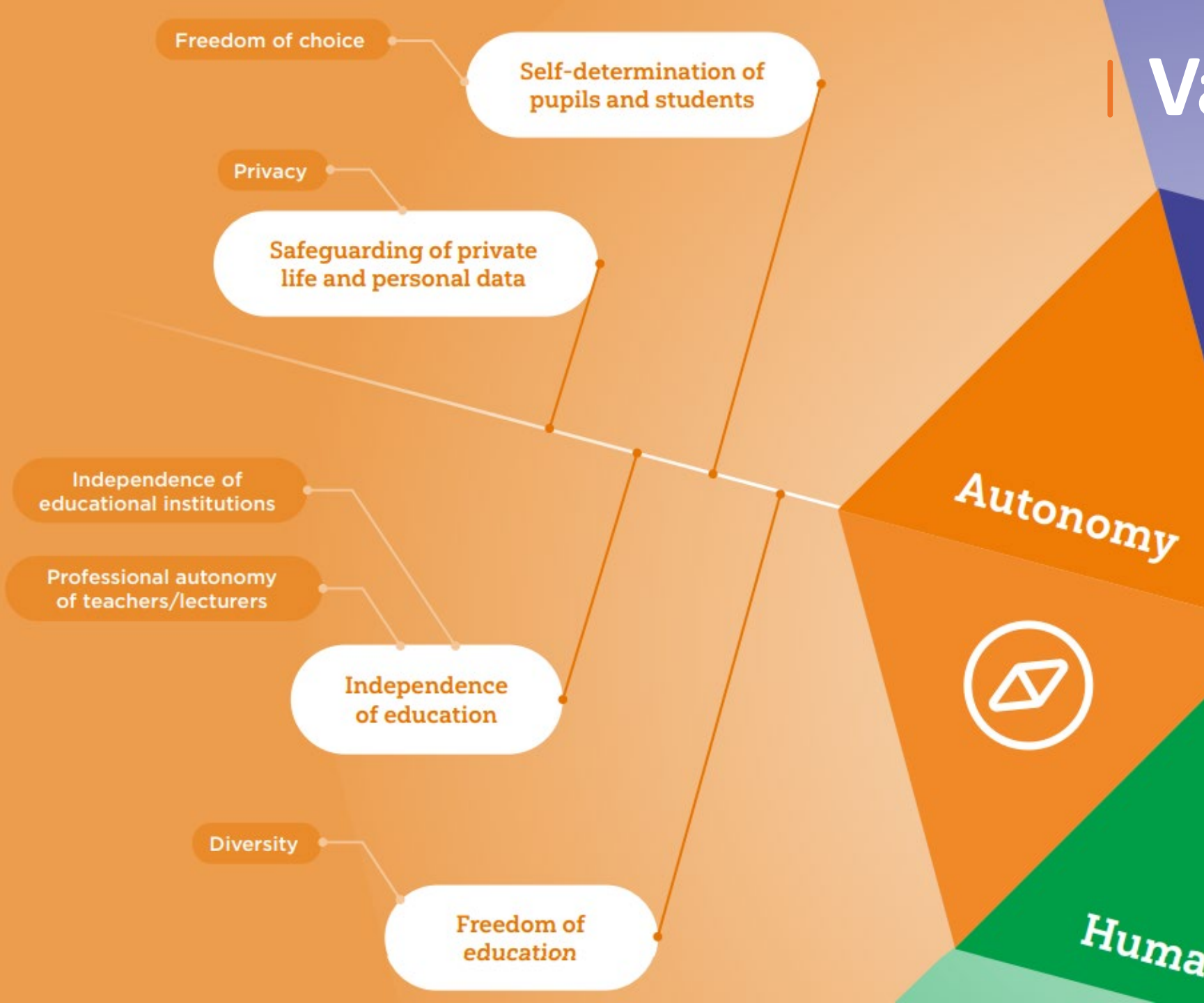
Respect

Meaningful contact

Personal development

| Values such as

# Values such as



**| Fast forward: we concluded...**



**mastodon**

**Social networking,  
back in your hands**



**SURF**

# | Mastodon? A must read



**Mastodon: the open source social media  
attracting researchers and academics**

SIG-Marcomms February 2023

**Leonardo Marino**  
Communications Officer - GÉANT

SIG-Marcomms, Kajaani, Finland  
22 February 2023

Public



# | The issues with (human) comparison

- Independent and decentralized
  - Filtering feature
  - Respect for data protection
  - It has no algorithm
  - Zero advertisements
- Search
  - Amount of users
  - Moderation

| We started a pilot

A background image of a person with dark curly hair, wearing a blue denim jacket and carrying a red backpack, standing outdoors. The image is slightly blurred and serves as the backdrop for the infographic.

**550**

users

**31**

Institutions

**171**

GB media storage

**15**

Groups (shared account)

**03**

Complaints (spam)

**01**

Bug fix in new release

| **Some Keynote Performance Indicators (not KPI's)**

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# | Removing barriers



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## NREN - aim high

Single Sign on - existing account

Students, Researchers & Staff

Create MARCOM value

- Groups accounts
- Group management



## User centric

Website with all the info

Pro active communication

Training and information  
- 19 June for MARCOM  
professionals!



## Showing by doing

Collaboration = spirit

Alternatives

Let's Try

Non-technical innovations



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# Current situation



No harassment

Institutions are joining Mastodon



Mostly Research and Education orientated content and goals



Researchers are in it for the long run



Users asking for help and longer running conversations

# Step by step

## NREN's in the lead shaping our own futures



SURF

eua  
EUROPEAN  
UNIVERSITY  
ASSOCIATION

### EXPERT VOICES



Wladimir Mufty  
SURF

"This is my appeal to EUA members: we ourselves will have to be at the steering wheel of digital transformation. If vendors (...) want to ride along in the passenger seat, then fine. But we must make decisions based on public values that we ourselves select, stand for and will need to guard."

The New York Times

### *How the Netherlands Is Taming Big Tech*

Dutch privacy negotiators have spurred major changes at Google, Microsoft and Zoom, using a landmark European data protection law as a lever.



## We did it in the past. We will do it in the future!

