

# Mastodon: Blogpocket Technical Guide (Part IV)

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# MASTODON

## BLOGPOCKET TECHNICAL GUIDE

### PART IV

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**DO NOT DEPEND ON ANYONE!**

**RECOMMENDATIONS FOR ADMINISTRATORS**

**HOW TO CREATE YOUR OWN INSTANCE WITHOUT BEING A WEB DEVELOPER**

Through a web hosting service, become an administrator of the fediverso

**CREATE YOUR OWN RULES**

**MODERATION AND BLOCK LISTS**

Moderation and setting up block lists, two vital activities for administrators

**WORDPRESS**

The future of WordPress is federated

The return of blogs

## About this book

**Welcome.** This ebook dedicated to Mastodon is a manual that explains its basic operation. Initially, it is divided into four parts and this is the last of them.

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**Who is Antonio Cambronero.** Computer scientist, blogger and teacher, with more than 20 years of experience in departments of computer technical support, systems analysis, productivity, process optimization, customer service and training, in multinational companies. Founder of the blog Blogpocket (25-1-2001). Author of the book: "Indispensable Twitter Manual" (Ed. Anaya Multimedia, 2012). Professor of the Postgraduate in Digital Communication and Social Media, at Inesdi Digital Business School. Researcher, advisor, author and Blogging Coach at Blogpocket. Forbes Best Influencer 2021.

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**version of this ebook.** June 2023. This ebook is not for sale. This ebook is available in pdf, mobi and epub formats, in Spanish and English.

**Credits.** Authorship of all images, including the cover: Antonio Cambronero Sánchez ([blogpocket.com](https://blogpocket.com)). The cover image has been generated, using generative technology, with the Block Diffusion tool.

**Disclaimer.** Due to the changes introduced in the Twitter API and the speed with which events around the Fediverse are happening, in real boiling, it is possible that some of the tools and resources mentioned in this ebook no longer work.

**Thanks.** To José Luis Orihuela who instilled in me an interest in Mastodon, trusted me as administrator of [federate.blogpocket.com](https://federate.blogpocket.com) and created his account associated with [ecuaderno.com](https://ecuaderno.com) there.

**Dedication:** To my followers at Mastodon.

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# How to create your own instance of Mastodon without being a web developer

Do you want to have your own instance of Mastodon but do not have experience as a web developer? Don't worry, in this chapter we show you step by step how to create your own instance of Mastodon without being a web development expert. You will learn how to set up the server, install Mastodon, and customize your instance to suit your needs. In addition, we will provide you with recommendations and tools to facilitate the creation process. Read on to start building your own Mastodon community today!

Mastodon is a decentralized social network that allows users to create their own instances, which means that anyone can have their own Mastodon server and configure it according to their own needs and preferences. Next, I'll show you how to create your own instance of Mastodon, without being a web developer. But first, let's take a bird's-eye view of the steps to create an instance of Mastodon.

## Steps to follow to create an instance of Mastodon (from a bird's eye view)

1. **Get a web host:** To create a Mastodon instance, you will first need a web host. You can use any web host you like, but make sure it meets Mastodon's minimum requirements, such as having at least 2 GB of RAM and a recent version of Ruby on Rails.
2. **Get a domain:** Once you have web hosting, you will need to purchase a domain. You can buy a domain through a domain registrar, like GoDaddy or Namecheap.
3. **Set up your server:** To set up your server, you will need to follow the instructions in the Mastodon setup guide. This will include things like installing the necessary dependencies, setting up the database, and setting up the administrator account.
4. **Set up your instance:** Once you've set up your server, you'll need to set up your instance. This will include things like design customization, privacy settings, and instance feature settings.
5. **Promote your Instance:** Once you have set up your instance, you will need to promote it. You can do this through social networks, your blog or any other medium you want.
6. **Make sure to keep your instance up to date –** Over time, as new Mastodon updates are released, it will be necessary to keep your instance up to date with these updates to ensure you have the latest features available and fix security issues and bugs.

Keep in mind that creating and maintaining an instance of Mastodon can be a technical challenge, if you have no experience with servers and programming it is recommended to seek help from someone with experience in these issues, otherwise you can make configuration errors and result in a non-functional instance or with security problems.

You can find Mastodon installation instructions in the official documentation: [Running Mastodon](https://docs.joinmastodon.org/admin/prerequisites/) (<https://docs.joinmastodon.org/admin/prerequisites/>).

## Creating an instance of Mastodon without being a web developer

Another solution is to host your instance on a service dedicated to Mastodon, like [Masto.host](https://masto.host/) (<https://masto.host/>). The advantage is that you do not need to have knowledge of web development (servers, programming, etc.) since the service will take care of all those technical tasks. You need to pay a monthly fee to the hosting company but they take care of all the technical tasks including installation, updates, maintenance, etc. You don't have to be a web developer to have your own instance of Mastodon!

Next, I'll walk you through how to create a Mastodon instance on Masto.host.

### 1. Why Masto.host?

In addition to Masto.host, there are other Mastodon hosting providers:

- [Cloudplane](https://cloudplane.org/) (<https://cloudplane.org/>)
- [Toot.io](https://toot.io/mastodon_hosting.html) ([https://toot.io/mastodon\\_hosting.html](https://toot.io/mastodon_hosting.html))
- [Spacebear.ee](https://federation.spacebear.ee/) (<https://federation.spacebear.ee/>)

To choose a hosting provider dedicated to Mastodon, you should consider whether you are going to use it publicly (with user registration), restricted to colleagues, friends and family, or privately (for yourself only).

I chose Masto.host because my initial purpose was to start with a private server where I was the only user. If all goes well, the next step could be to invite people you trust and keep it closed to outsiders. Masto.host has a [basic plan](https://masto.host/pricing/) (<https://masto.host/pricing/>) Quite economical that allows you to start that way without spending a lot of money.

Maintaining a server open to the public where anyone can create an account carries with it a great challenge and greater responsibilities both practical and moral. In addition, in some countries there may be additional legal responsibilities associated with it.

The best thing, therefore, about using managed hosting, such as Masto.host, is that your work starts using the Mastodon desktop application; the same one that all users use, regardless of whether they are administrators or not, with the difference that you have more functions (administration, moderation, etc.).

### 2. Domain or subdomain name

Before you begin, you should be the owner of a domain or subdomain, with which your instance will be recognized. It is better that it does not have the word "mastodon" and contains terms like "social", "federate", "cloud", etc. to avoid possible legal problems in the future.

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I chose [federate.blogpocket.com](https://federate.blogpocket.com/) (<https://federate.blogpocket.com/>), a subdomain of blogpocket.com.

Masto.host allows you to use your own domain but it is preferable to customize your instance as much as possible.

### 3. Email address

Of course, you'll also need to have an email address specifically dedicated to Mastodon. It is recommended not to use your personal email address.

### 4. Starting a Mastodon server on Masto.host

These are the initial steps to [create a Mastodon server at Masto.host](https://masto.host/how/) (<https://masto.host/how/>):

- Choose a plan from the page [prices](https://masto.host/pricing/) (<https://masto.host/pricing/>). If your purpose is to create a private instance or dedicated to a few trusted people, the "Planet" plan (\$9/month) may suffice.
- Choose the domain/subdomain for your Mastodon server.
- Follow the instructions to make the payment.

### 5. Installing the software

This is transparent for you, you simply have to follow the following steps:

1. Set your password. You will be asked to set a password for your Masto.host account, so that you can manage your services in the control panel.
2. Point the domain/subdomain to Masto.host. If you choose to use your domain/subdomain, you will be given instructions to point the domain/subdomain to Masto.host's servers. Basically, this step consists of accessing the DNS zone of your domain provider and adding a CNAME record with the value supplied by Masto.host. For installations with a Masto.host subdomain, this step is not necessary.
3. Facility. The installation process will start automatically as soon as the domain/subdomain responds on the Masto.host servers (for Masto.host subdomains, this is immediate). This should take a couple of minutes and you'll receive an email once it's done.

### 6. Register as an owner

Once the software is installed and the server created, the instance is ready to support its first user: you!

The first thing is that you enter your instance, using the computer (preferably), and register as a new user.

The next thing will be to change the profile of your user to "Owner" (owner).

With that you will have full control of your instance and you will be able to configure your instance to your liking.

## 7. Configuration.

Log in with your username and go to "Preferences". On the Preferences page, you'll see a variety of options in the sidebar menu. Visit Administration->Server Settings.

The most important settings to start with are:

- Registration mode.
- Brief description of the server.
- Contact username
- business email
- server description

You can read about these settings at: [First steps after installing a Mastodon server](https://masto.host/mastodon-server-first-steps/) (https://masto.host/mastodon-server-first-steps/).

## 8. Complete your profile information

Click on the Preferences link and then go to: Profile->Appearance  
Fill in:

- Avatar.
- Display name
- Biography

# Rules and recommendations to guarantee a positive experience for your users

As Mastodon is a decentralized network, each instance is independent and can have its own policies and rules. However, there are some general recommendations that should be followed to create a secure and sustainable instance.

1. Make sure you have a clear and transparent privacy policy.
2. Make sure you have a clear content policy that prohibits harassment, hate, and defamation.
3. Provides an easy way to contact instance administrators.
4. Make sure you have a moderation system in place to handle inappropriate content.

5. Make sure you have enough resources (hosting, bandwidth, etc.) to support the growth of your instance.

In addition, it is recommended to follow the Mastodon community guidelines to ensure that your instance is aligned with the values and principles of the network. The most important is the [Mastodon Servant Pact \(https://joinmastodon.org/covenant\)](https://joinmastodon.org/covenant).

To add rules on your Mastodon server, go to Preferences > Administration > Server Policies . These rules will be visible to anyone visiting your server's website.

To add the privacy policy on your Mastodon server, go to Preferences > Administration > Server Settings > About.

## moderation

Moderation is an important aspect when creating your own instance of Mastodon. It is important to have a moderation system in place to handle inappropriate content, such as harassment, hate, and slander. This will help create a safe and positive environment for your users.

There are several options available for moderation on Mastodon, such as the ability to designate instance administrators, or to create a moderation team. It's important to make sure you have a clear content policy and process for handling reports of inappropriate content.

Also, it's important to have an easy way to contact instance admins so users can report inappropriate content or issues.

In short moderation is an important part of creating your own Mastodon instance, you need to have a moderation system in place to handle inappropriate content, and a clear content policy and process to handle inappropriate content complaints.

In general, moderation actions can range from warning someone, temporarily restricting or suspending your account, to permanently deleting an account. You must also manage the "block list" of your server (see next section).

In a federated network like Mastodon, moderation is also necessary on a practical level. And it is that if you allow your users to publish inappropriate content, your server will be blocked by other servers. This would mean that your users' posts would no longer be visible to anyone on the servers that block it.

There are three possibilities:

- You are the only user on your instance (other than managing it): don't post anything illegal or antisocial.



- Your instance is for friends and family: try to choose family/friends you trust and let them know not to post anything illegal or anti-social. Direct them to your server's privacy policy and rules.
- Your instance is open to the public: you'll need to act as a moderator and be ready to intervene if your users post something inappropriate, illegal, or antisocial. In this case, you could test users before they join by going to Preferences > Administration > Server Settings > Logs > Approval required to log in. This mode of approval means that anyone who joins has to write a few sentences explaining why they want to join, and you have to manually accept each member.

Document that may be useful: [Mastodon Moderation Guide](https://github.com/joyeusenoelle/GuideToMastodon/blob/main/Moderation.md)  
(<https://github.com/joyeusenoelle/GuideToMastodon/blob/main/Moderation.md>).

## Blocking and block lists

Mastodon version 4.1 adds the ability to add blocklists, at the instance level, automatically.

Another important aspect when creating your own Mastodon instance is the ability to block and manage block lists. The blocking feature allows users to block other users who are behaving inappropriately or harassing. Once blocked, the user will not be able to interact with the account that blocked them.

Block lists are also an important moderation tool. Instance administrators can use blocklists to block multiple accounts at once, allowing them to efficiently handle inappropriate content on their instance.

You can block individual posts or users from other servers by clicking the “...” link under their post and selecting “Open moderation interface”. You can also report them to their home server by selecting “Report” and selecting the option to forward the report anonymously. If this doesn't work, you may want to send an email to the public contact address for your main server.

In extreme cases, for example if servers refuse to moderate their own users, you can block entire servers. You can do this by adding that server's domain name to your block list. You can access your block list through the admin tools on Mastodon, by going to Preferences > Moderation > Known Instances (Federation). Type the domain name of the site to block and click the "Add New" button. Then choose the severity (Mute or Suspend) and finish by clicking the “Create block” button.

Creating block lists for your Mastodon instance is, manual moment automatic (see how below). You can start from already created lists or even public block lists established on trusted instances. These public block lists are usually visible on their “About this server” pages.

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In the following document there is a list that is updated frequently and explanations that may be very useful to you: [The Oliphant Block List](https://writer.oliphant.social/oliphant/new-mastoadmin-ban-list-fediblock) (<https://writer.oliphant.social/oliphant/new-mastoadmin-ban-list-fediblock>).

Another source of information, when drawing up block lists, is to follow the hashtag [#FediBlock](https://joinfediverse.wiki/FediBlock) (<https://joinfediverse.wiki/FediBlock>) (it is important to verify the reason for any block before copying it).

Here is a very interesting document as an attempt to list as many different projects/tools/scripts as possible related to Mastodon and fediverse block management: [mastodon-block-tools](https://github.com/ineffyble/mastodon-block-tools) (<https://github.com/ineffyble/mastodon-block-tools>).

Markus Gerstel [@markus](https://github.com/Anthchirp) has created a tool to help administrators of small Mastodon instances: [Authchirp](https://github.com/Anthchirp/mastodon-defederate) (<https://github.com/Anthchirp/mastodon-defederate>) (uses to load block lists of larger instances to avoid self-moderation).

To automatically import blocklists, go to Settings > Moderation > Known Instances and click Import, select a CSV file exported from another Mastodon instance and click Upload.

More information:

- [Running your own server on Mastodon and Fediverse](https://fedi.tips/running-your-own-server-on-mastodon-and-the-fediverse/) (<https://fedi.tips/running-your-own-server-on-mastodon-and-the-fediverse/>)
- [Create your own Mastodon server in 10 steps](https://growyourown.services/making-your-own-mastodon-server-in-10-steps/) (<https://growyourown.services/making-your-own-mastodon-server-in-10-steps/>)
- [10 things not to do in Mastodon](https://jlori.substack.com/p/decalogo-negativo-10-cosas-que-no) (<https://jlori.substack.com/p/decalogo-negativo-10-cosas-que-no>)

By far the easiest way to create your own instance of Mastodon, without being a web developer, is to use a managed hosting service like Masto.host, where you pay a monthly fee to the hosting company and they take care of all technical tasks, including installation, updates, maintenance, etc. You only dedicate yourself to the configuration, administration and moderation of the instance.

## The future of WordPress is federated

On November 22, 2022, almost freshly landed on Mastodon, and reading the notes from [fedi.tips](https://fedi.tips/the-fediverse-beyond-mastodon/#WordPress) (<https://fedi.tips/the-fediverse-beyond-mastodon/#WordPress>), related to WordPress, I realized the importance of the fediverse.

And it wasn't just decentralization, or open source, or the feeling of fresh air in the air. It was, above all, the wonderful possibility of not even having to [open an account in one of the instances of Mastodon](https://www.blogpocket.com/2022/12/20/guia-rapida-de-iniciacion-a-mastodon-para-usuario-s-de-wordpress/) (<https://www.blogpocket.com/2022/12/20/guia-rapida-de-iniciacion-a-mastodon-para-usuario-s-de-wordpress/>) (or another of the fediverse platforms). It was not necessary either create your own instance, hosting it on one of the existing services (such as Masto-host). What was really striking was that you could participate in the decentralized fediverso, and outside the commercial maelstrom, in an absolutely independent way; plain and simple with your blog.

For this reason, right away and as soon as I started at Mastodon, I installed [ActivityPub](https://wordpress.org/plugins/activitypub/) (https://wordpress.org/plugins/activitypub/), the plugin that at that time had developed [Mattias Pfefferle](https://notiz.blog/) (https://notiz.blog/). and that's how [my blog became a kind of instance of the fediverso](https://www.blogpocket.com/2023/01/09/que-es-un-blog-de-wordpress-federado-y-como-construir-uno/) (https://www.blogpocket.com/2023/01/09/que-es-un-blog-de-wordpress-federado-y-como-construir-uno/).

With the [english version of my blog](https://social.blogpocket.com/) (https://social.blogpocket.com/) I gave one more twist, using the plugin [Friends](https://wordpress.org/plugins/friends/) (https://wordpress.org/plugins/friends/), achieving the typical functions of a social network (follow, like, boost, etc.). However, your friends must also have the Friends plugin installed. ActivityPub is a little more restricted in terms of functionality but it supports, for the moment and with a very simple configuration, the two basic operations to interact in the fediverse:

- Follow the federated blog from a fediverse platform (eg Mastodon)
- Reply to messages. In this case, the responses are displayed in the comments section of the blog.

It's no surprise, therefore, that Automattic - the company behind WordPress - has come on board as the plugin's author, alongside Mattias Pfefferle and other developers. I have no doubt that this union will generate notable improvements in the plugin and, consequently, in the WordPress blog federation.

Before that, and although Automattic has not made any official announcement, its CEO, Matt Mullenweg, promised that [Tumblr will soon have ActivityPub enabled for interconnection](https://www.whatsnew.com/2022/11/22/tumblr-sera-compatible-con-mastodon-y-otros-servicios-integrando-protocolo-activitypub/) (https://www.whatsnew.com/2022/11/22/tumblr-sera-compatible-con-mastodon-y-otros-servicios-integrando-protocolo-activitypub/). Tumblr is also owned by Automattic and is a very interesting microblogging social network. The ability for both Tumblr and WordPress to communicate with the fediverse is simply exciting.

For that reason, and other reasons, I think that blogging is back.

Another forgotten issue, due to the interest of the centralized platforms in which we have lived abducted for a long time, is that a blog is the place where you can control everything. Hence, the important concept of [POSSE](https://indieweb.org/POSSE) (https://indieweb.org/POSSE) (Publish -on your- Own Site, [Syndicate](https://indieweb.org/Category:syndication) (https://indieweb.org/Category:syndication) Elsewhere) which is the basis of the [Indieweb](https://www.blogpocket.com/2023/01/23/prueba-a-comer-lo-que-cocinas-en-tu-propia-web/) (https://www.blogpocket.com/2023/01/23/prueba-a-comer-lo-que-cocinas-en-tu-propia-web/).

When you post to a centralized platform (Medium, Blogger, Substack, LinkedIn, Twitter, or whatever) you relinquish that control and the algorithm dominates you.

Indieweb is an alternative to fediverso and with some WordPress plugins we can also achieve a federated blog. A communication protocol between the fediverso and Indieweb would be great news.

I recommend that you take a look at the [plugins developed by David Shanske](https://indieweb.org/User:David.shanske.com) (https://indieweb.org/User:David.shanske.com), an Indieweb enthusiast.

On the other hand, the WordPress community has been very interested -from the first moment- in the fediverso. In a way, the reason is that the WordPress community is -to a large extent- a Twitter community. With everything that has happened around the little bird house, many of us wonder what will happen to the network of WordPress colleagues, experts, developers, designers and vendors that has formed over the years [20 years of WordPress](https://wp20.wordpress.net/) (https://wp20.wordpress.net/).

In that sense, [Daniel Auener](https://github.com/danielauener) (https://github.com/danielauener) believe [a CSV list](https://wp-community-on-mastodon.wptoots.social/) (https://wp-community-on-mastodon.wptoots.social/) (which can be imported into your Mastodon following list) with all accounts, related to the WordPress community, where the account owner has at least one community badge on their WordPress.org profile page. And, recently, he promoted -together with the administrators of four other instances of Mastodon- the survey [Toot The Word](https://github.com/danielauener/toot-the-word) (https://github.com/danielauener/toot-the-word). This survey is intended to help improve instances of Mastodon related to WordPress and Mastodon as a meeting place for the WordPress community at large. As well as helping the WordPress community in Mastodon to know the needs and challenges of its members.

And finally, I must not end this chapter without citing the conceptual project [OpenPress](https://openpress.social/) (https://openpress.social/), sponsored by [Mike McAlister](https://mikemcalister.com/) (https://mikemcalister.com/) of [Ollie](https://olliewp.com/) (https://olliewp.com/). OpenPress is a design concept intended to use WordPress as a place to create, share, and consume content for a network of community members.

OpenPress is the future I envision for WordPress, a federated future where you don't need to "leave" your blog or website to socialize on a decentralized, open, and non-commercial platform.

However, OpenPress is just an idea. And in that initial concept of OpenPress, I have deliberately not introduced any specific technology - to make OpenPress work - because there are a dozen different ways to achieve it within WordPress (React, REST API, RSS, [ActivityPub](https://www.w3.org/TR/activitypub/) (https://www.w3.org/TR/activitypub/), the block editor, etc.). But ideally it would communicate with the fediverso and, if possible, also with Indieweb.

The recent move by Automattic, in favor of the ActivityPub plugin, clears up the main doubt: the interest in the fediverso, on the part of one of the most important agents in the world of WordPress.

[It's time to federate](https://jlori.substack.com/p/tendencia-en-desarrollo-ahora-toca) (https://jlori.substack.com/p/tendencia-en-desarrollo-ahora-toca), but with everything described here, I have no doubt that -specifically- the future of WordPress is federated and it won't be for a long time.

## Blogging is back

I thought I would never say this: blogging is back! Although they never left completely, a return to the origins that the old guard celebrates is perceived in the environment.

I'm going to argue in the following points why I think (probably wrongly) that blogging is back.

The decline of Twitter. Someone acquired Twitter to destroy it. But even though, as Martin Weller says in [Blogs are back baby](https://blog.edtechie.net/weblogs/blogs-are-back-baby/) (https://blog.edtechie.net/weblogs/blogs-are-back-baby/), that was not true; the damage has already been done and many people have migrated to other cities. And although there is a [chasm between Twitter and Mastodon](https://www.elcorreo.ae/opinion/jose-luis-orihuela/abismo-twitter-mastodon/20230219164419153493.html) (https://www.elcorreo.ae/opinion/jose-luis-orihuela/abismo-twitter-mastodon/20230219164419153493.html) Many of us have realized that the [stinky](https://www.blogpocket.com/2022/11/22/tu-blog-de-wordpress-como-una-instancia-de-mastodon-fediverso/) (https://www.blogpocket.com/2022/11/22/tu-blog-de-wordpress-como-una-instancia-de-mastodon-fediverso/) it's more like what we envisioned when we did the blogging revolution.

We no longer believe in social media. Of course there are still many social media users. But in my case, I stopped using Facebook and Twitter (at least as frequently) as a meeting point with my community of followers. My presence there is now eventual. I deleted my Pinterest account. And on Instagram, I only upload photos from time to time, in an attempt -perhaps- to recover the sensations of the early days. All this is due to excessive marketing, and the perception that everyone is little involved. The case of LinkedIn is special. There, there is still some interest in others but with an excessive focus on the job search.

The future of the network is decentralization. Call it fediverso, indieweb or whatever you want, but after having been abducted by centralized social tools and once we have reached the end of the road (to which the crisis of the bird site ), a decentralized network of nodes, interconnected with each other, seems to be the only viable solution to the problem of extreme commercialization, user submission, trolls, fake news, etc. A sigh of relief is what you feel when you realize that any of those nodes can be a simple blog, and still have the ability to federate with any other node on the network.

A place of your own where you have all the control. In a third-party social network, you, your data and metadata are the product. You are not in control of what you post and you are not even in control of what you want to see or read. [What did you say](https://mobile.twitter.com/yoriento/status/1045593597813428225) (https://mobile.twitter.com/yoriento/status/1045593597813428225), Alfonso Alcántara (@yoriento), «without a blog you are digitally homeless, spent all day on social networks».

On the contrary, a blog is an independent but federable and syndicable node, with which you can implement your digital identity without any external influence, without dominant algorithms and absolutely free.

RSS still works and makes syndication easy and simple. Another reason to intuit that blogs are back is that, in the context of decentralized networks, people are hearing a lot about RSS again (Really Simple Syndication or, in Spanish, Really simple syndication). The format allows content to be distributed -without the need for a browser- using programs -called [aggregators](https://es.wikipedia.org/wiki/Agregador) (https://es.wikipedia.org/wiki/Agregador) news- and was very important in the sweet days of blogs. It never stopped being used, thanks -above all- to podcasting, since in this medium it is essential to share audio on the different existing platforms. Syndication of your blog's content, via RSS, is a perfect substitute for the serendipity of social media.

Platforms like WordPress make it easy to create federated blogs. If there is a platform, free, open source and scalable, with which you can implement from a simple blog to the most complex website, that is WordPress. The state of the art of WordPress implies an immense

facility not only to maintain a blog but also to develop, without code and -therefore- without the help of third parties, any website. In addition, some available plugins allow the implementation of federated blogs, not only in the fediverse (Mastodon, etc.) but also in the indieweb. On the other hand, projects like [OpenPress](https://openpress.social/) (https://openpress.social/) (still in concept phase) are looking to add functionality and an interface to your website that allows you to run your own micro-publishing platform using available WordPress technology. Thus, your website and the content you are publishing will be able to connect to a network of other websites that also use OpenPress. The result will be a network driven by individuals, but connected as a community.

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For all these reasons, I think that we are facing a unique opportunity to recover blogs as a social communication tool and we should not be afraid of abandoning social networks and third-party services. However, I know that this is not easy given the level of use and habits acquired. But the restlessness, plus the movement in favor of a "return" to blogs and their decentralized philosophy, is perceived in the environment.

And what about the newsletters?

In case an email marketing strategy is needed, associated with your blog, there are executable tools within WordPress, such as the plugin [The Newsletter](https://www.blogpocket.com/2022/09/05/empezar-un-boletin-de-noticias-con-the-newsletter-plugin/) (https://www.blogpocket.com/2022/09/05/empezar-un-boletin-de-noticias-con-the-newsletter-plugin/). With this plugin, it is even possible to create newsletters from your posts (made with the WordPress block editor) and, with a paid add-on, automate the creation and sending of a newsletter with the latest updates from your blog.

Also remember that with WordPress you can have -therefore and in addition to a blog- on the same site a podcast, a video blog, a newsletter, an online store, etc.

Probably neither the blogs, nor [the RSS](https://techcrunch.com/2018/04/07/rss-is-undead/) (https://techcrunch.com/2018/04/07/rss-is-undead/) are the solution. Boredom may be the biggest problem.

However, I think that decentralized networks, like ActivityPub's fediverse, are a breath of fresh air that for me, if nothing else, has rejuvenated me. Perhaps, as José Luis Orihuela says, the misguided expectations, the antiviral design and the change in scale complicate the jump from Twitter to Mastodon. But if we think that a fediverse node doesn't have to be a Mastodon instance, but a simple WordPress blog, then everything changes. That's why I think the blog is back and that it wasn't dead. I was just partying.