By Antonio Cambronero Sánchez @acambronero@federate.blogpocket.com

https://www.blogpocket.com



### **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 first 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). 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 and created his account associated with ecuaderno.com there.

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

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# Introduction

We have written this ebook with people in mind who are looking for an alternative that gives them more control and privacy over their microblogging content.

Mastodon offers a more diverse and pluralistic social media experience than traditional platforms.

#### What is the Fediverse?

The Fediverse, or Federation of Servers, is a decentralized and distributed social network made up of multiple interconnected platforms that use common protocols and standards to communicate with each other. These platforms include microblogging systems, social networks, forums, wikis, and more.

The idea behind Fediverse is to allow users to have control over their data and their online experience, without relying on large technology corporations to connect with other users on the web. By using common protocols and standards, users can connect and communicate across different platforms on the Fediverse, even if they are hosted on different servers.

Some of the more common protocols and standards used in the Fediverse include ActivityPub, which is used in microblogging systems such as Mastodon, Pleroma, and Pixelfed, and the Zot protocol used in the Friendica social media platform. By using these technologies, users can interact and share content with other users from different platforms on the Fediverse.

Surely you are using an application, for email, such as Gmail, Outlook or Yahoo. That is a good analogy to understand what the Fediverse is. All of these email clients (and there are many more!) allow you to send messages to anyone no matter what service they use. That does not happen with Twitter and Instagram, for example. They do not communicate and you have to register separately on each of these platforms if you want to follow friends who are there. The problem is that Twitter and Instagram are closed, centralized social networks. However, Fediverse is a name for the decentralized virtual territory in which social networks work by cooperating and communicating.

#### What is Mastodon?

Mastodon is a decentralized and distributed microblogging platform that is part of the Fediverse. It was launched in 2016 and was developed by Eugen Rochko with the aim of offering an alternative to Twitter that would allow users to have more control over their online experience.

Mastodon is based on the ActivityPub protocol, which means that users can connect and communicate with other users on different platforms in the Fediverse. Users can create their own profiles and post messages, called "toots," which can contain text, images, videos, and other types of content.

Unlike Twitter, Mastodon does not have a single, centralized site where all user accounts are hosted. Instead, users can choose from a wide variety of instances, which are servers hosted by different communities or individuals. Each instance has its own user community, rules, and moderation, allowing users to find an online space that suits their needs and interests.

Mastodon also has a number of features designed to promote user privacy and security, such as the ability to post messages only to approved followers and the option to send direct messages. In short, Mastodon is a decentralized and distributed microblogging platform that offers users a more private, secure, and personalized alternative to Twitter.

# Fediverse platforms

Mastodon, is the platform best known for being the destination of thousands of users, coming from Twitter, after the latest events caused by its new owner. But there are many others:

#### Like Instagram:

• <u>PixelFed</u> (https://pixelfed.org/): Photo-sharing site, similar in style to Instagram and Tumblr.

#### Like Facebook:

- <u>Friendica</u> (https://friendi.ca/): A Facebook-style interface and plugins like calendars, a
  little more complicated to use because it offers many options and long posts with no
  character limit.
- mobilizes (https://joinmobilizon.org/): Organization of events, Fedi's alternative to Facebook Events.

#### Como YouTube, Vimeo, Twitch o TikTok:

- OwnCast (https://owncast.online/)- Live video streaming with a chat window on the side, very Twitch-esque.
- <u>PeerTube</u> (https://joinpeertube.org/)

   YouTube-style video sharing site that uses P2P technology to allow even small servers to make videos go viral, because the more people watch a video, the more bandwidth it gets.

#### Like Twitter:

- Mastodon (https://joinmastodon.org/es): most popular site in the Fediverse, where
  you can communicate with people with the same concerns and post small messages
  in the style of Twitter but without the pressure of algorithms and in a much calmer
  and more peaceful environment. relaxed.
- <u>Pleroma</u> (https://pleroma.social/): Pleroma's API is based on Mastodon's and therefore shares many features, over time more and more unique features were added, such as: reacting to posts with emoji Unicode, make posts formatted as

- HTML, BBCode or Markdown, chat with other users (currently only supported by other Pleroma instances), etc.
- <u>Calckey</u> (https://calckey.cloud/): Calckey is an actively developed fork of Misskey that hopes to add many features requested by the community.
- <u>Misskey</u> (https://misskey-hub.net/): Misskey is a microblogging platform and one of Fediverse's replacements for Twitter.

#### As Medium:

• <u>WriteFreely</u> (https://writefreely.org/): Minimalist blog where the focus is on the text, like a calmer version of Medium.

#### Like GoodReads:

• <u>BookWyrm</u> (https://joinbookwyrm.com/): A social reading platform, an alternative to Amazon's GoodReads.

#### Other platforms:

- Funkwhale (https://funkwhale.audio/): Storage and sharing of music and podcasts.
- <u>Lemmy</u> (https://join-lemmy.org/): Lemmy is similar to sites like Reddit, Lobste.rs, or Hacker News: you subscribe to the communities that interest you, post links and discussions, and vote and comment on them.

# First steps in Mastodon

In this first part of the book we will take you on a journey through the Mastodon decentralized social network, showing you the basic features that make it unique and exciting.

From choosing an instance, recommendations for creating your profile and the possibility of interacting with users from different parts of the world, to security and privacy settings; and verification of your profile.

# How to choose an instance of Mastodon?

choose one <u>instance</u> (https://joinmastodon.org/servers) in Mastodon it can be a significant task, since each instance has its own user community, rules and moderation. Here are some things to consider when choosing an instance on Mastodon:

- 1. **Thematic**. Some instances are focused on specific topics, such as technology, art, politics, or sports. If you have a particular interest in a topic, searching for a related instance can be beneficial in connecting with other users who share your interests.
- Rules and moderation. Each instance has its own rules and moderators, so it's
  important to review them before joining. Some instances may be more strict in what
  is allowed to be posted, while others may take a more relaxed approach. It's
  important to make sure that the rules of an instance align with your own beliefs and
  values.
- 3. **instance size**. Some instances may have a large number of users, while others may be smaller and focused on a smaller community. A larger instance may have a larger amount of content and a more active community, while a smaller instance may be more intimate and personal.
- 4. Geographic location. Some instances may be hosted in a specific geographic location, which may be important to some users. If you are looking to connect with users in your same region, an instance hosted in your country or city may be a good option.

In short, when choosing an instance on Mastodon, it's important to consider the theme, rules and moderation, instance size, and geographic location to find an online community that suits your needs and interests.

# Tips for selecting your instance

Here are some resources you can use as a basis for choosing a Mastodon instance:

- 1. <u>Joinfediverse.wiki</u> (https://joinfediverse.wiki/Main\_Page). Communities of the Fediverse according to interests.
- 2. <u>Fediverse.info</u> (https://fediverse.info/explore/people). Communities por the functions offered by the various networks.
- 3. <u>Instances.social</u> (https://instances.social/): This is a list of instances of Mastodon that focuses on the privacy and security of the users. The list includes instances that

do not collect user data, are ad-free, and have a zero-tolerance policy towards harassment and hate speech.

- 4. <u>JoinMastodon.org</u> (https://joinmastodon.org/): This is a list of instances of Mastodon that focuses on diversity and inclusion. The list includes instances that have a zero tolerance policy towards discrimination and harassment, and that strive to create safe and welcoming communities for all users.
- 5. <u>instance list</u>: (fediverse.party/en/portal/servers/)
- 6. <u>List of Twitter and Mastodon users: Twittodon.com</u> (https://twittodon.com/)

Those lists can be a good starting point for finding a Mastodon instance that suits your needs and interests. However, it's important to remember that there are many other lists and resources available online for finding Mastodon instances, and that each user will have different needs and preferences when choosing an instance.

Don't worry if you choose an instance and later regret it. It's easy to move to another instance and take your follower and following lists with you. If you can't find an instance you're comfortable with, you can always create your own instance, as i have done (https://www.blogpocket.com/2023/01/18/how-to-create-your-own-instance-of-mastodon/). And there is another possibility:federate your WordPress blog (https://www.blogpocket.com/2023/01/09/que-es-un-blog-de-wordpress-federado-y-como-constrir-uno/), installing the ActivityPub plugin. But keep reading because we'll talk about that later too. Also read:Lessons learned from running a single person Mastodon instance (https://stefanbohacek.com/blog/lessons-learned-from-running-a-single-person-mastodon-in stance/#hosting).

### What format are usernames on Mastodon?

On Mastodon, usernames are known as "account names" or "Mastodon usernames". These names have the format "@user@instance", where "user" is the username chosen by the user, and "instance" is the name of the Mastodon server hosting the user's account.

For example, if a user named "John" signed in to the "mastodon.social" instance, his account name would be "@John@mastodon.social".

It is important to note that Mastodon account names are unique across the Fediverse, which means that no other user on any other platform can have the same account name as a user on Mastodon. Also, account names cannot contain spaces or special characters, and only letters, numbers, and some special characters such as ".", "\_" and "-" are allowed.

My username on Mastodon is: <u>@acambronero@federate.blogpocket.com</u> (https://federate.blogpocket.com/@acambronero)

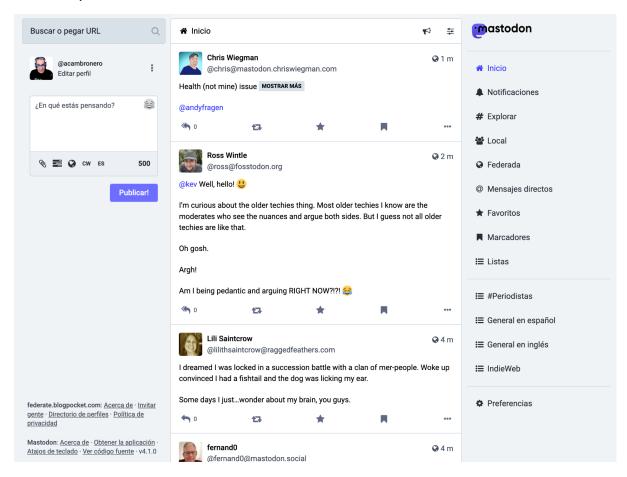
The @user@instance style format is only valid for references, mentions and searches within Mastodon. If you want to access a Mastodon account, through the address bar of your browser, you must write the associated URL that is of the type<a href="https://instance/@username">https://instance/@username</a>. For example, in my case: https://federate.blogpocket.com/@acambronero.

#### How to create an account on Mastodon?

- Choose an instance of Mastodon. Before creating an account on Mastodon, you need to decide which instance you want to join. You can choose an instance that meets your interests, your values, or has an active community in your region. Some popular instances include mastodon.social, mstdn.io, and mamot.fr, but there are many other options available.
- 2. **Access the instance registration page**. Once you've decided which instance you want to join, you'll need to go to the instance's registration page.
- Complete the registration form. On the registration page, you will need to fill out a
  form with basic information such as your desired username, email address, and
  password. Be sure to choose a unique and strong username, and create a strong
  and easy-to-remember password.
- 4. **Read the terms of service and privacy policy**. Before creating your Mastodon account, you must read and agree to the instance's terms of service and privacy policy. Be sure to read these documents carefully before accepting them.
- 5. **Verify your email address**. Once you have completed the registration form and accepted the terms of service and privacy policy, you will need to verify your email address. The instance will send you a verification email, and you will need to click the confirmation link in the email to activate your account.
- 6. Personalize your profile. Once you have verified your email address, you will be able to access your Mastodon account and customize your profile. You can add a profile photo, a short description, and in some cases, additional information such as your location and website.

And that's it! You are now ready to start using Mastodon and connect with other users on your chosen instance.

# Normal and advanced appearances; and choice of style (light or dark)



In the image that precedes this line, you can see the normal appearance once you enter your Mastodon account. The first thing you can do is access Preferences (right column) and then in Preferences> Appearance, choose the style. You'll see that you have three layout options: Mastodon, High Contrast, and Mastodon (Light). And, in the advanced web interface section, you can choose this option if you want to use the entire screen width and configure several different columns to see as much information at the same time as you want: Home, notifications, federated timeline, any number of lists and labels.

# Recommendations to optimize the profile pages

Here are some recommended things to do to have an interesting profile page on your Mastodon account:

- Add a profile photo. Adding a profile photo can make your account more easily discoverable and help other users identify you. Choose a photo that is clear and representative of yourself.
- Write a short description. The short description is a section where you can write a short summary about yourself or what you post on your Mastodon account. Try to be concise but informative, and emphasize the topics and interests that you are passionate about.

- Include links to your website or other social accounts. If you have a website or social accounts on other platforms, you can include links to them in your Mastodon profile so that other users can discover more about you and your work.
- 4. **share your interests**. On Mastodon, it's common for users to connect around shared interests. You can add your interests to your short description or even as tags on your profile, so other users can discover and connect with you through them.
- 5. **Customize your profile design**he. In some instances of Mastodon, it is possible to customize the design of your profile, for example by changing the background color or adding a background image. This can help your profile stand out and better reflect your personality or personal brand.

Remember that the Mastodon profile page is the first impression that others will have of you, so it is important that it reflects your interests, personality and/or personal brand well.

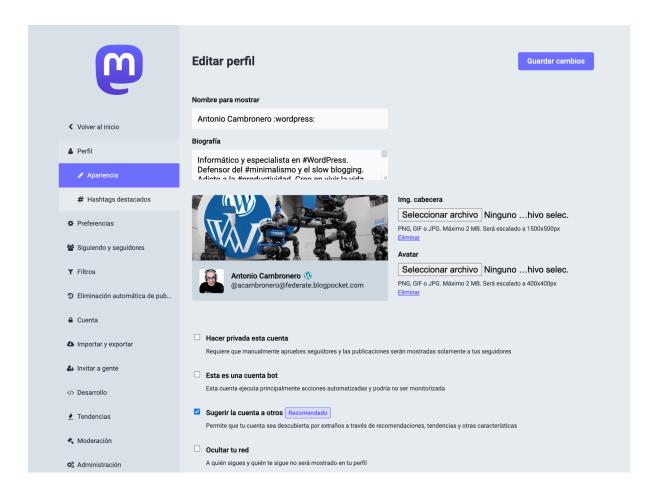
The first "toot" (post) on your Mastodon account should be an introduction to you and what others can expect from your account. Also, you can consider pinning this post to your timeline so that new visitors to your profile can easily read it.

An intro post can help new followers learn more about you and your interests, which can be helpful in networking and building relationships on the social network. Also, pinning this post to your timeline can make it more easily accessible to new visitors and ensure it's one of the first things they see when visiting your profile.

In your intro post, you can talk about your interests, your job, your hobbies, your values, and any other aspects of yourself that you'd like to share with others at Mastodon. You can also indicate what type of content you can share on your account and what you can expect from your followers.

Remember that Mastodon is a community social network, so the more you can share about yourself and your interests, the easier it will be for others to connect with you and build a meaningful relationship.

If there's a particular hashtag that clearly identifies a topic of interest that you're focusing on on your Mastodon account, you could naturally include it in your bio description, along with other descriptive keywords and phrases. In general, try to keep your bio clear and easy to understand so that others quickly know what to expect from your Mastodon account.



To configure your profile, go to Preferences and then Profile > Appearance. You will see a screen similar to the one in the previous image.

# Recommendations to improve the security and privacy of a Mastodon account

Here are some recommendations to improve the security and privacy of your Mastodon account:

- Set your account privacy. Mastodon allows you to choose between various privacy options for your posts (toots) and for your account in general. You can choose to make your account completely public, visible only to your followers, or completely private. Be sure to select the option that best meets your privacy needs.
- Use a strong password. As with any other online service, it is important to use a strong password for your Mastodon account. Use a combination of letters, numbers, and symbols, and avoid using obvious personal information like your date of birth or name.
- 3. **Enable two-factor authentication (2FA).** Two-factor authentication is an additional security measure that adds a layer of protection to your Mastodon account. Enable 2FA in your account's security settings, and then you can use an authenticator app like Google Authenticator to add a second verification step at sign-in.

- 4. **Check the instance**. Before joining an instance on Mastodon, check their reputation and privacy policy. Some instances may be managed by malicious individuals or may not have adequate security measures.
- Limit personal information on your profile. Be sure not to include sensitive personal information in your profile, such as your phone number, email address, or physical address.
- 6. Check the privacy settings of your posts. Before you post anything, make sure your privacy settings are what you want. If you want to share content only with your followers, make sure your post is not public.
- 7. **Do not share sensitive or personal information in your posts**. Avoid sharing personal or sensitive information in your posts, such as financial or medical information. If you need to share personal information with someone in particular, use direct messages.
- 8. **Report any abusive or inappropriate behavior**. If you encounter abusive or inappropriate behavior on Mastodon, please report it to the instance moderators. Do not tolerate any type of harassment or offensive behavior on the platform.

# Enable two-factor authentication (2FA)

Two-factor authentication is an essential security measure that you should implement in your profile. This will help prevent someone from stealing your account.

By enabling 2FA, you will be required to enter a verification code in addition to your username and password each time you log in or perform certain actions on your account. This helps prevent unauthorized access to your account and protect your data and privacy.

To enable 2FA on Mastodon, follow these steps:

- 1. Go to your profile settings (side column, Preferences option).
- 2. Go to the "Account" section and there you will find an option to enable two-factor authentication. Click on "Two Factor Authentication" to start the process.
- 3. Download a two-factor authentication app on your mobile phone like Google Authenticator. The app will provide you with a unique verification code each time you log in or perform certain actions on your Mastodon account.
- 4. Follow the instructions to scan the QR code provided to you on Mastodon with your authenticator app. This will link your Mastodon account to the app and allow you to generate verification codes.
- 5. Enter a verification code to confirm that you've successfully set up two-factor authentication.
- Keep your 2FA recovery codes in a safe place. If you lose access to your authenticator app or mobile phone, you can use these codes to regain access to your Mastodon account.

Once you have enabled 2FA on Mastodon, you will be required to enter a verification code each time you log in or perform certain actions on your account. Make sure you have access to your authenticator app or mobile phone so you can generate verification codes.

To change your password, go to Account > Account Settings. There, you will also find the web browsers currently connected to your Mastodon account and you can revoke it.

# On Mastodon, you are not the absolute owner of what you publish

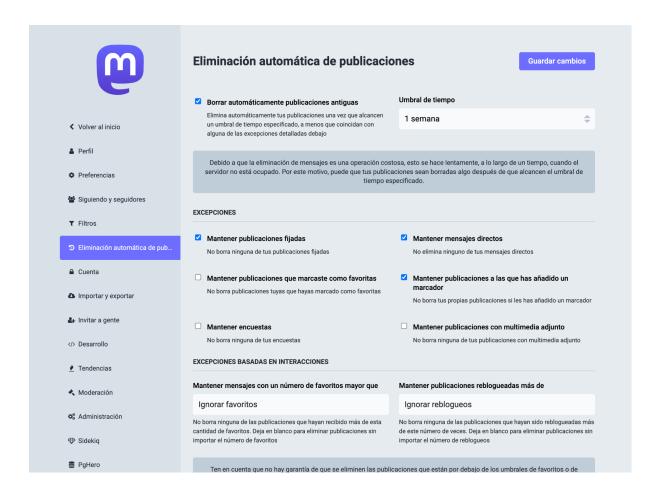
The problem with posting on Mastodon is that by federating, you don't fully own what you post. When you post something to your Mastodon instance, that post is distributed over the Fediverse network to other instances and stored on several different servers. This means that once you post something on Mastodon, you don't have complete control over where that post ends up or who sees it.

Also, while you can remove your posts from your Mastodon instance, you cannot guarantee that they will be removed from all other instances to which they have been distributed. Some instances may have saved copies of your posts even after you deleted them from your original instance.

This can be a problem for people who want complete control over their online content and protect their privacy. It is important to remember that although Mastodon offers certain privacy and security measures, it is not a perfect solution and there is always a risk associated with sharing information online.

# How to automatically delete your posts on Mastodon?

In Mastodon, posts are automatically deleted after a certain period of time, based on the instance settings. If you want to set up automatic deletion of posts on your Mastodon instance, you can follow these steps.



To set up automatic post deletion, go to Preferences (side column) and then Auto Post Deletion. You will see a screen similar to the one in the previous image.

You can delete old posts once they reach a specified time threshold, unless they match one of the exceptions listed below. Select the time threshold from the drop-down.

Since deleting messages is an expensive operation, this is done slowly, over time, when the server is not busy. For this reason, your posts may be deleted some time after they reach the specified time threshold.

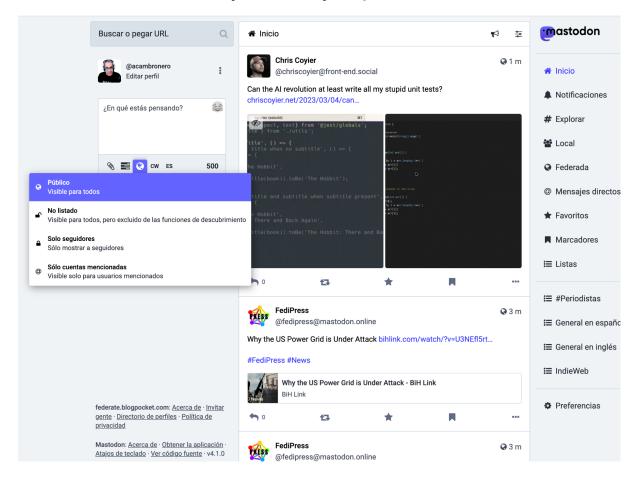
# How to enable the option to approve each new follower?

On Mastodon, you can enable the option to manually approve each new follower to have more control over who can see your posts. To enable this option, follow these steps:

- 1. Go to Preferences (side column).
- 2. Select the Profile > Appearance option.
- 3. Activate the Make this account private option. This forces you to manually approve followers and the posts will be shown only to your followers.
- 4. Click the "Save Changes" button at the bottom of the page.

Once you have enabled this option, whenever someone tries to follow you on Mastodon, you will receive a notification allowing you to approve or deny the follow request.

# How to limit the visibility of what you post?



On Mastodon, you can limit the visibility of what you post by using the privacy options. There are four privacy options available (see image above).

- 1. **Public**. Your post will be visible to anyone on Mastodon, even if they don't follow you.
- 2. **not listed**. Your post will be visible to everyone but excluded from discovery features.
- 3. **followers only**. Your post will only be visible to people who follow you.
- 4. **Straight**. Your post will be visible only to the people mentioned in the post and to you. It is similar to the typical Twitter direct message with some caveats (see section "Warning about direct messages", a little later).

To change the privacy of a post on Mastodon, follow these steps:

- 1. Begin typing your post in the "Write a toot" text box.
- 2. Click the globe icon below the text box.
- 3. Select the privacy option you want for your post.
- 4. Write your post and click the "Publish" button to publish it.

Keep in mind that while you can limit the visibility of your posts, anyone who follows you will still be able to see all of your posts on their timeline, even if they haven't seen them at the time. Therefore, it is important to be careful with the information you share online and think about the consequences before posting anything on Mastodon or any other social network.

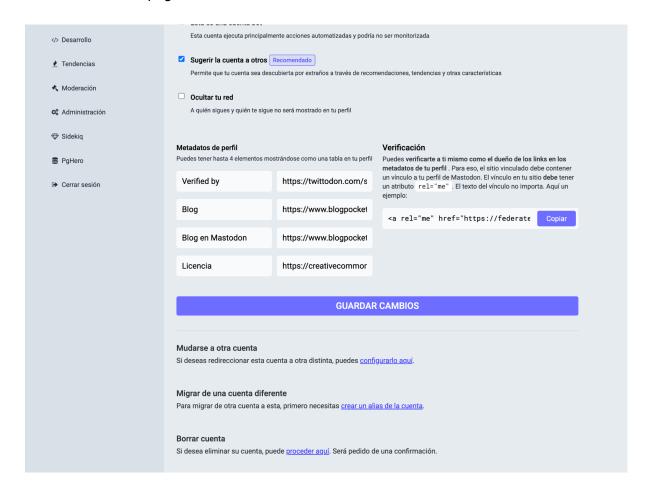
# Warning about direct messages

Direct messages are not end-to-end encrypted on Mastodon. In theory, the administrators of your instance could read your direct messages if they wanted to. Never exchange sensitive data using Mastodon direct messages.

Consider direct messages on Mastodon as "semi-public". The same is true for any social network with a direct messaging system that does not offer strong end-to-end encryption.

# Verification of the links that you include in your profile

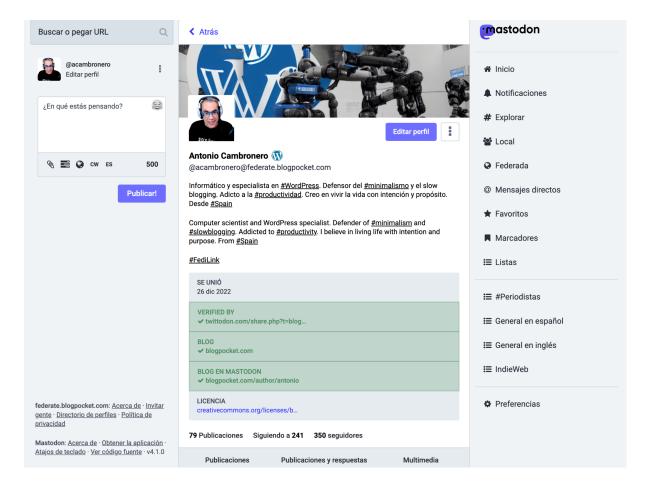
In Mastodon, the first thing you have to fill in is your profile. This allows you to add up to four links and if you want to verify any of them, you simply have to add to those pages an HTML code that you can capture from the same profile. But verification can only be done if you are the owner of those pages.



To verify ownership of the links you include in your profile, you must complete a manual process that requires control of your website via HTML. Therefore, you can verify yourself as the owner of the links in your profile metadata. For that, the linked site must contain a link to your Mastodon profile. The link on your site must have a rel="me" attribute. The link text does not matter. Follow these steps (see image that precedes these lines):

- 1. Add the link you want to verify in your Mastodon profile, in the "Profile metadata" section (Profile > Appearance option, within Preferences -lateral column-)
- 2. Copy the code that appears in the "Verification" section.
- 3. Add the code that Mastodon provides for verification, inside the HTML corresponding to the linked page (usually between the "head" tags).
- 4. Mastodon will look for the HTML code on your website and verify that it matches the link provided in the Mastodon profile.

Once the link is verified, the link in your profile will be displayed in green along with the check icon (see the image below). Link verification helps increase the credibility of your profile and gives other Mastodon users a way to verify that the links you share are authentic and belong to you.



It is important to note that profile verification on Mastodon is not the same as account verification on other social networks, such as Twitter or Instagram, and does not guarantee any kind of official verification of the information you share on your profile. Profile verification on Mastodon is simply a way of indicating that your profile is authentic and represents a real person or organization.

Actually, what can be verified are the four links that you can include in the profile. The method, as we have just seen, is manual, copying the provided HTML code, within the profile itself, and pasting it on those pages that correspond to the link included in the profile.

Note that in the image above, there is a Verified by link that corresponds to a verification based on the tool Twittodon (https://twittodon.com/). The main goal is to create a large database of verified Twitter-Mastodon connections, to find people you know from one platform and follow them on the other.

### Verification on WordPress websites

For the verification of links to pages belonging to WordPress websites, you can do it manually, if you are able to access the HTML code (with the WordPress site editor that is very easy) or through a plugin.

The plugin you can use is <u>Simple Mastodon Verification</u> (https://wordpress.org/plugins/simple-mastodon-verification/). This plugin provides a General Settings menu option to define a rel="me" in meta tags for the entire site.

As of version 1.1, this plugin also offers the option to verify individual authors, providing publishers with an easy method to verify author Mastodon profiles.

# Backup of your data

In Mastodon, you can back up your data using the data export feature. This feature allows you to download a copy of your followed, lists, people you've blocked, those you've muted, domain blocks, and bookmarks; in CSV format.

To back up your data on Mastodon, follow the steps below:

- 1. Enter the configuration panel of your account (Preferences option, side column).
- 2. Select "Import and Export" > Export Information...
- 3. Click the CSV download icon corresponding to the file you want to get.

Followers cannot be exported.

You can also request an archive of your uploaded posts and media files. The exported data will be in ActivityPub format, readable by any compatible software. To do this, click on the "Request your file" button. Immediately, you will see the message "Gathering your file...". When it's ready, you can download it by clicking "Download your file". You will also receive an email notifying you of the availability of the backup.

## Extra feature



#### **HeMastodon Brief Manual**

(<a href="https://www.ecuaderno.com/2023/03/03/manual-breve-de-mastodon/">https://www.ecuaderno.com/2023/03/03/manual-breve-de-mastodon/</a>) (Ed. EUNSA, Pamplona, 2023) is the first book in Spanish about Mastodon. Written by <a href="https://mastodon.social/@jlori">Jose Luis Orihuela</a> (<a href="https://mastodon.social/@jlori">https://mastodon.social/@jlori</a>) is a general non-technical review with the following content:

- Chapter I: twelve step sequence to start a Mastodon account.
- Chapter II: alphabet around the themes that articulate the culture of the federation.
- Chapter III: Basic information that new users need: instances in which to sign up, accounts to follow, labels to enter conversations, and resources, guides and official sources to consult.
- Finally, exhaustive compilation of themain articles that have been published about Mastodon between the end of 2016 and the beginning of 2023.

Reference: Orihuela, Jose Luis. Mastodon Brief Manual (https://www.amazon.es/gp/product/B0C2Z6R6TC/), EUNSA, Pamplona, 2023, 128 pages. ISBN: 978-84-313-3836-7. First edition: April 17, 2023. Conversation on social networks: #ManualBreveDeMastodon.