

## So, what's the deal?

You can watch this short video to understand Mastodon, or read this handy summary if you don't have time:



Mastodon isn't hard, just different from what you're used to. Mastodon is a technology, not a company, so don't think of it like Twitter, think of it like email (a technology). Anyone can set up an email account with (for example) Google, Microsoft, their school, or the company they work for. But regardless of where they sign up, they'll be able to send email to anyone else with an email address, regardless of where they sign up. This "federation" concept is how Mastodon works too! Mastodon servers are called "instances", and they're mostly run by people like you! All you need to do is pick an instance, sign up, and you're off! Mastodon has no algorithms, so your feed might be a bit empty at first. To remedy this, just type a hashtag followed by something you like in the search bar, scroll down until you see a post you like, and then check out and perhaps follow that account! Simple as that!

## Okay, what are the advantages?

Mastodon is free and open source (anyone can look at Mastodon's computer code and suggest improvements), and it's owned by a nonprofit and not centralized (so no one can buy it all out and ruin it). It also has no ads or tracking, you're encouraged to donate to your instance of choice to help it stay afloat. Mastodon has a very strict no-bigotry policy. Every instance does its own moderation, so moderators have more time and that means that you can actually report content and expect it to be removed. Bad instances are dealt with by "defederation". Instance A can decide to defederate Instance B, which means no one on Instance A can see any posts on Instance B, and vice versa. If an instance is bad enough, it's only a matter of time before it's cut off from the whole network.



**If all this sounds good to you, you can scan the QR code to join the flagship instance at mastodon.social!**

## The Fediverse, you say?

The Fediverse is the network created by all the Mastodon instances. It's short for Federated Universe, and you can think of it like a sort of "social web". But there's more to the Fediverse than just Mastodon! Many apps are compatible with the same protocol (a sort of language computers use to talk to each other) that Mastodon uses. This means that you can post an image on Pixelfed (the Fediverse version of Instagram) and someone can interact with it from Mastodon (and vice versa)! This means that you only need one account for everything, you can do it all without leaving your home instance! Mastodon.social is a good starter instance, but if you're looking to broaden your horizons, the Fediverse Observer (<https://fediverse.observer>) has a good list of instances to pick from and a way to search them all. And last but not least,

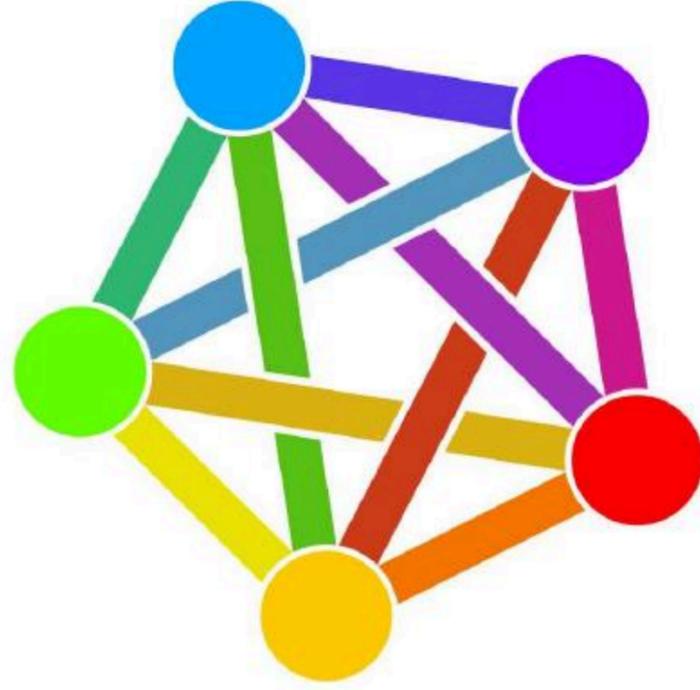
### **Copy me, I want to travel!**

Now that this flier has served its purpose, feel free to pass it on to a friend. Or make photocopies and pass those on to several friends. Or even download a printable version here: <http://bluepixelcomputing.com:8141/fedi/flyer.htm>

Oh, and QR codes for Mastodon apps are on the back.

# Mastodon and the Fediverse

*A New Breed of Social Media*



Learn about:

- Mastodon and the Fediverse, a new form of social media that aims to solve social media's existing problems by completely rethinking the way it works and is governed
- How the revolutionary "federation" technology works and why it's useful
- How to get started, pick an "instance", and have fun!

*Please note: This little brochure thingy is in no way affiliated with Mastodon or the Fediverse. A happy user made a little paper doodad for other happy users to print out, and then one of those happy users gave it to you!*

## Ready to download?

Use these handy QR codes!

Apple App Store – iOS (iPhone, iPad,

iPod Touch)



Google Play Store – Android



## Ready to make Twitter your X? Blueskies turning gray?

It's time to join Mastodon, a social media application that aims to solve problems that traditional social media face, such as:

- Corporate greed
- Poor moderation
- Predatory algorithms
- Did I mention corporate greed?

...by completely rethinking how social media works, to build a better online world for us all. Look inside to learn more! (and bear with us, we'll explain everything eventually)

...take a peek... -->