So yeah, this Indieweb thing...

SAY BLOCKCHAIN
ONE MORE TIME

A compressed context

Professional life

- Working online for 20 years
- ISP, web-agency
- Building and marketing commercial en public sites
- Freelance 2009 - 2016
- Social media workshops and training

Blogging years

- Blogging since 2000
- Best representation for ***unedited voices*** online
- Styles, stories and discovery were great in the early '00s
- Blogging turned pro, things got bland and commodified (WordPress themes, tricks and tips etc)
- From conversation to engagement...

bloghelden.nl

Reaching people on the internet.

How it used to be:

What happened:

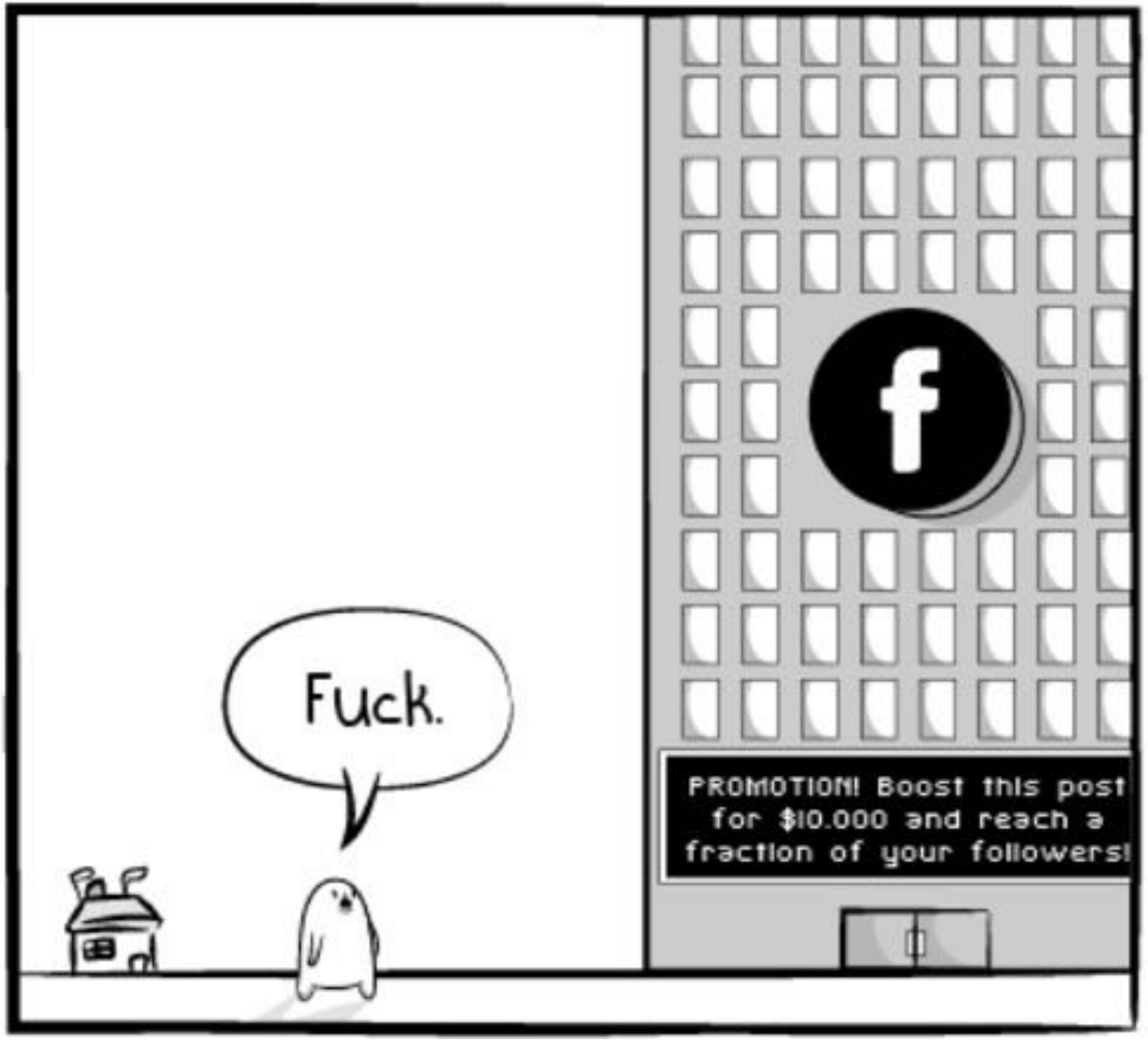
Actually, follow me over there.
It'll be easier for us to reach each other.

Welcome, new active users!

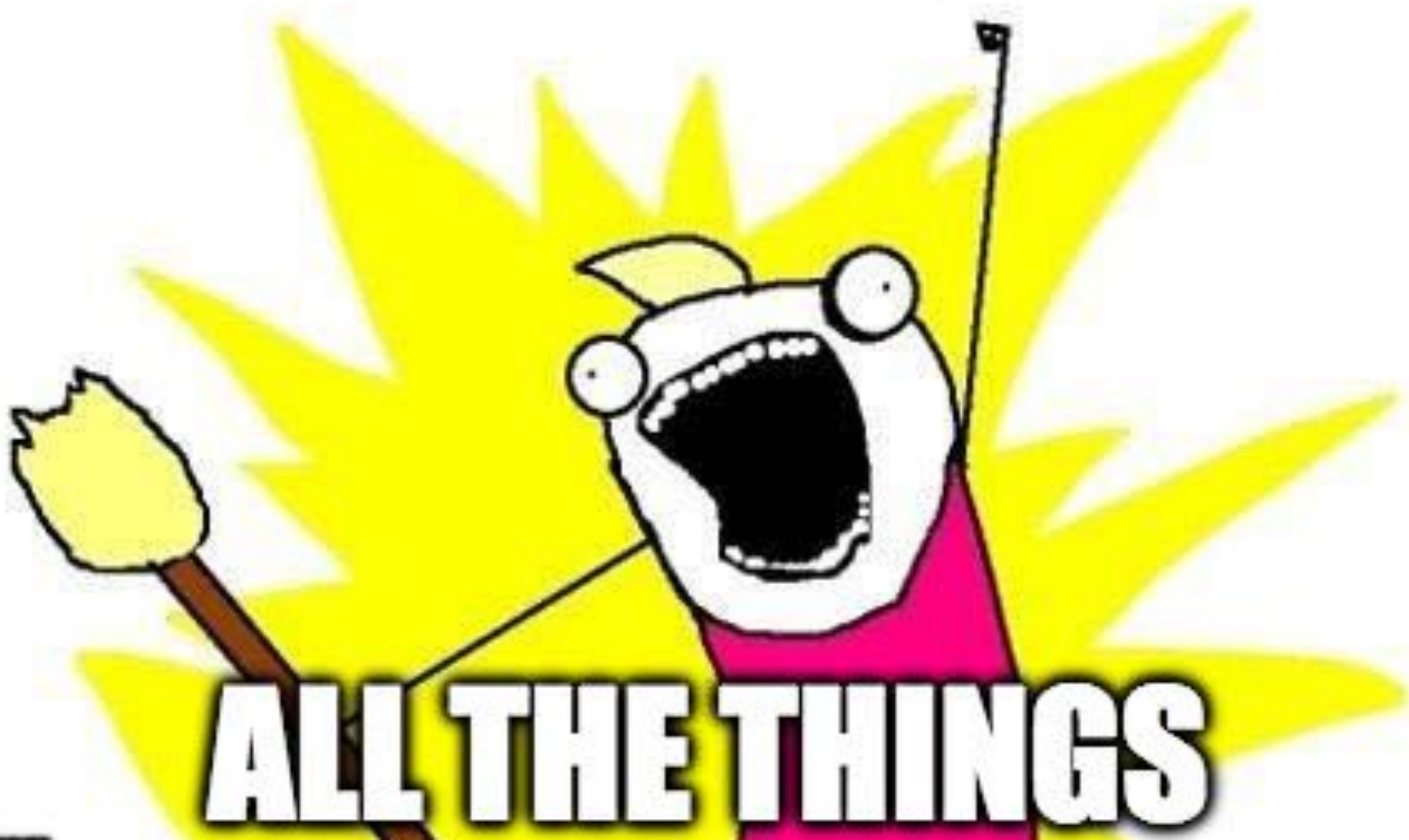
Where we're at now:

Hey, I made some new stuff. Can you show it to my followers?

Door locks ENGAGED.


Fuck.
PROMOTION! Boost this post for $10.000 and reach a fraction of your followers!

DECENTRALIZE



ALL THE THINGS

What is the Indieweb?

A people-focused alternative to the commercial web

- ***Your content is yours***, not a corporate silo
- ***You are better (inter)connected*** between services
- ***You are in control***, you can do what you want
- Your domain is ***your primary identity***

Check indieweb.org for more

Some of the concepts

- Own your data on your own site/blog/webpresence
- Use the tools you make
- Open Source
- Have fun

Some (technical) concepts

- Microformats > Markup for data, text, people, events
- Indieauth > Federated login protocol to sign in with your own domain on other services
- Webmentions > Comment on a blogpost through your own site
- Micropub > Publish on your own domain with 3rd party software
- Microsub > Own your feed-subscriptions
- ActivityPub > Decentralized Networking Protocol

POSSE principle

Publish (on) **O**wn **S**ite, **S**yndicate **E**lsewhere

My experiments in my social presence

- Building my own blog in Jekyll
- Removed Facebook (trackers, consuming vs producing)
- Unfollowed everyone on Twitter. And restarted from scratch
- Examining decentralization/indieweb principles

Decentralized (Smart) Alternatives

- Twitter/Facebook > Mastodon
- Whatsapp > Signal or Telegram
- Instagram > Pixelfed
- Gmail > Fastmail or Protonmail
- Google > Startpage or DuckDuckGo
- Medium > Known, Jekyll, WordPress selfhosted
- Closed API's > ActivityPub
- Chrome browser > Beaker Browser (p2p & .dat protocol)

Talk to me on Mastodon : https://mastodon.social/@frankmeeuwsen
Read more (in Dutch) on http://diggingthedigital.com/