

HARRY KELLER · SFSCON 2025

# Seizing the means of communication

a plan for community-owned social media



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# Creating alternative means of communication

a plan for community-owned social media





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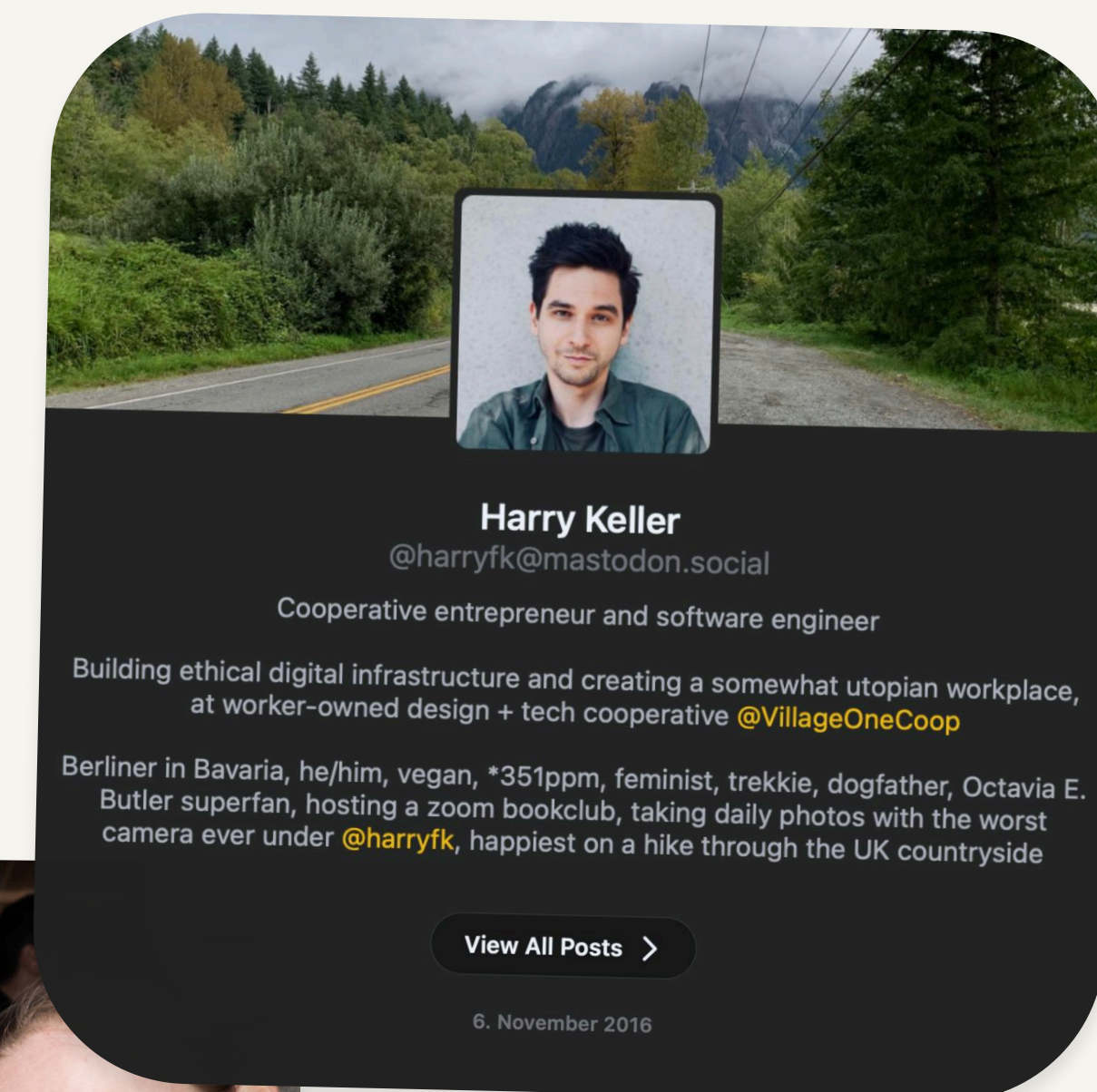
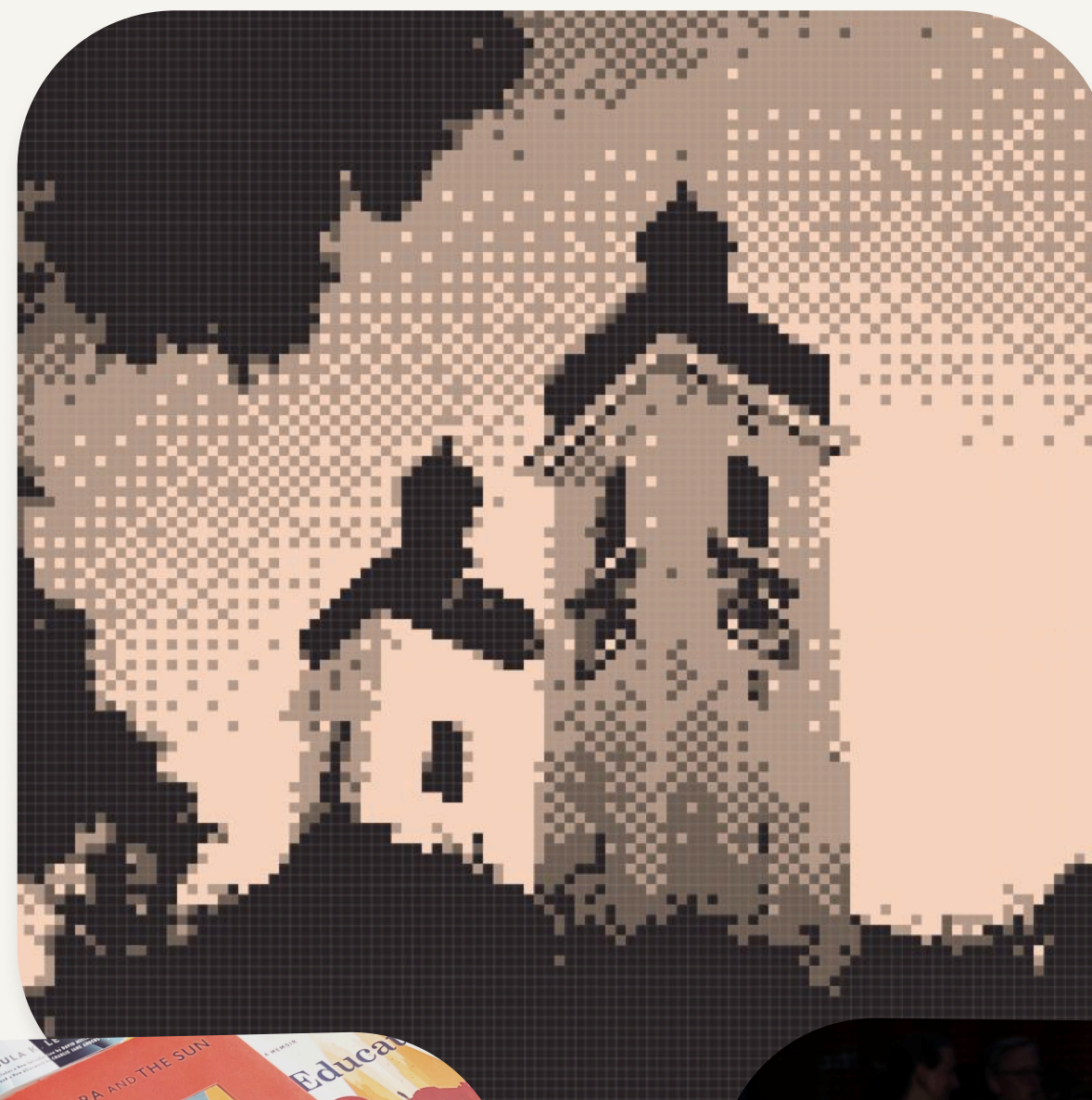
# Cooperative means of communication

a plan for community-owned social media





# Heya, I'm Harry!





# Fediverse x Cooperatives



**Fediverse: community-  
driven social media**





Mastodon

Inbox...harry-k.de

23. September 2025 at 15:02

The Power of Community-Driven Technology

To: Harry Keller,

Reply-To: no-reply@mailgun.patreon.com

# The Power of Community-Driven Technology

Sep 23, 2025

View in app

Hello, supporters!

**We wanted to continue our with reflections from our previous Patreon post on what it means to build technology that belongs to the people who use it, because that is such an important value to us.** As Andy shared at FrOSCon, "We don't have to accept what people say is the new norm." In a world where most social platforms are designed to maximise engagement and extract data, Mastodon represents something fundamentally different.

**We believe in user agency.** When you search for something on Mastodon, we give you results for your search—we don't try to guess what else you might have meant or manipulate you toward content that serves our interests. When you curate your timeline by following people and hashtags, that's exactly what you see. No algorithmic surprises.

**We believe in community sovereignty.** Every instance can set its own rules, create its own culture, and make decisions that reflect their community's values. This isn't just technical—it's social. It means communities can operate according to their own customs while still being part of the same global network, just like how "we live in different communities, have different languages and cultures and customs, but we still travel between places to talk to one another."

**We believe in sustainable funding.** Your support proves that platforms can thrive without surveillance capitalism. We don't take venture capital, we don't

take ads, and we don't sell your data. We're funded by people who believe technology should serve human connection, not corporate profits.

**We believe in sustainable funding.** Your support proves that platforms can thrive without surveillance capitalism. We don't take venture capital, we don't sell ads, and we don't sell your data. We're funded by people who believe technology should serve human connection, not corporate profits.

**The result?** A growing global network where real people have real conversations, where communities maintain their autonomy while staying connected, and where the future of social media is shaped by its users rather than shareholders.

**Your contributions make this vision real.** Every month, you help us hire developers who put people first, invest in safety tools that protect communities, and prove that a better internet is possible. As Andy reminded us, "We hold on to hope and we work quietly together."

Thank you for being part of this movement. Together, we're not just building better software—we're building the foundation for a more humane internet.





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“We believe in user agency.”

“We believe in community sovereignty.”

“We believe in sustainable funding.”





Publix building in Berlin, photo by Kevin Fuchs



## Publix Open House



29. Juni 2025, 14:00–15:00 Uhr

### Workshop: So funktioniert Mastodon

Host: Johannes Filter (Data Scientist), Zora Steiner  
(Mastodon)



Publix Open House

Medien besser machen

Am 29. Juni, 10–18 Uhr



## Publix Open House



29. Juni 2025, 14:00–15:00 Uhr

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Choose your instance!



Publix Open House

Medien besser machen

Am 29. Juni, 10–18 Uhr



# Choose your instance—but how?

| Type          | Flagship        | Indie          | Self-hosted      |
|---------------|-----------------|----------------|------------------|
| Example       | mastodon.social | mozilla.social | toot.village.one |
| # of accounts | Millions        | 100s to 1000s  | Single digits    |

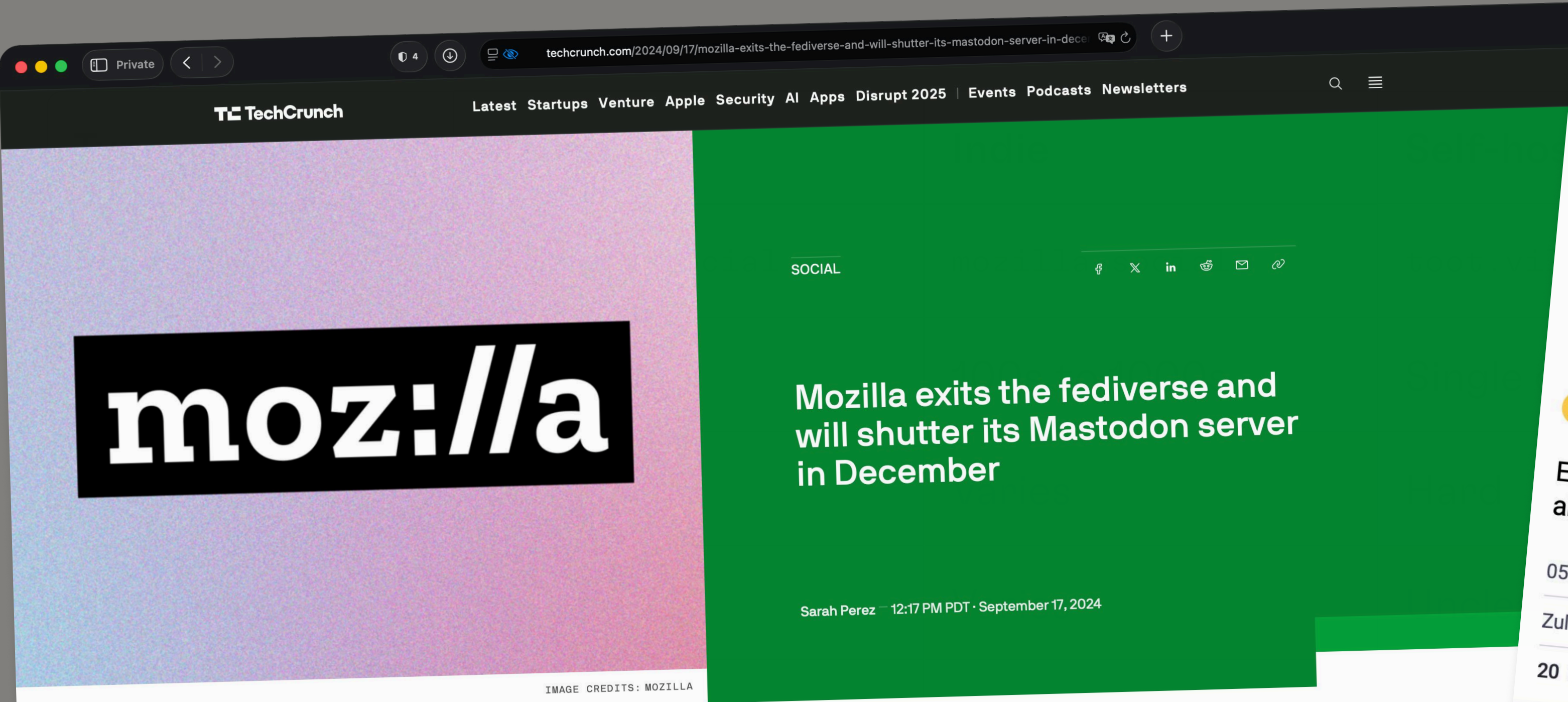


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| Agency?        | Not really      | Varies         | Check            |



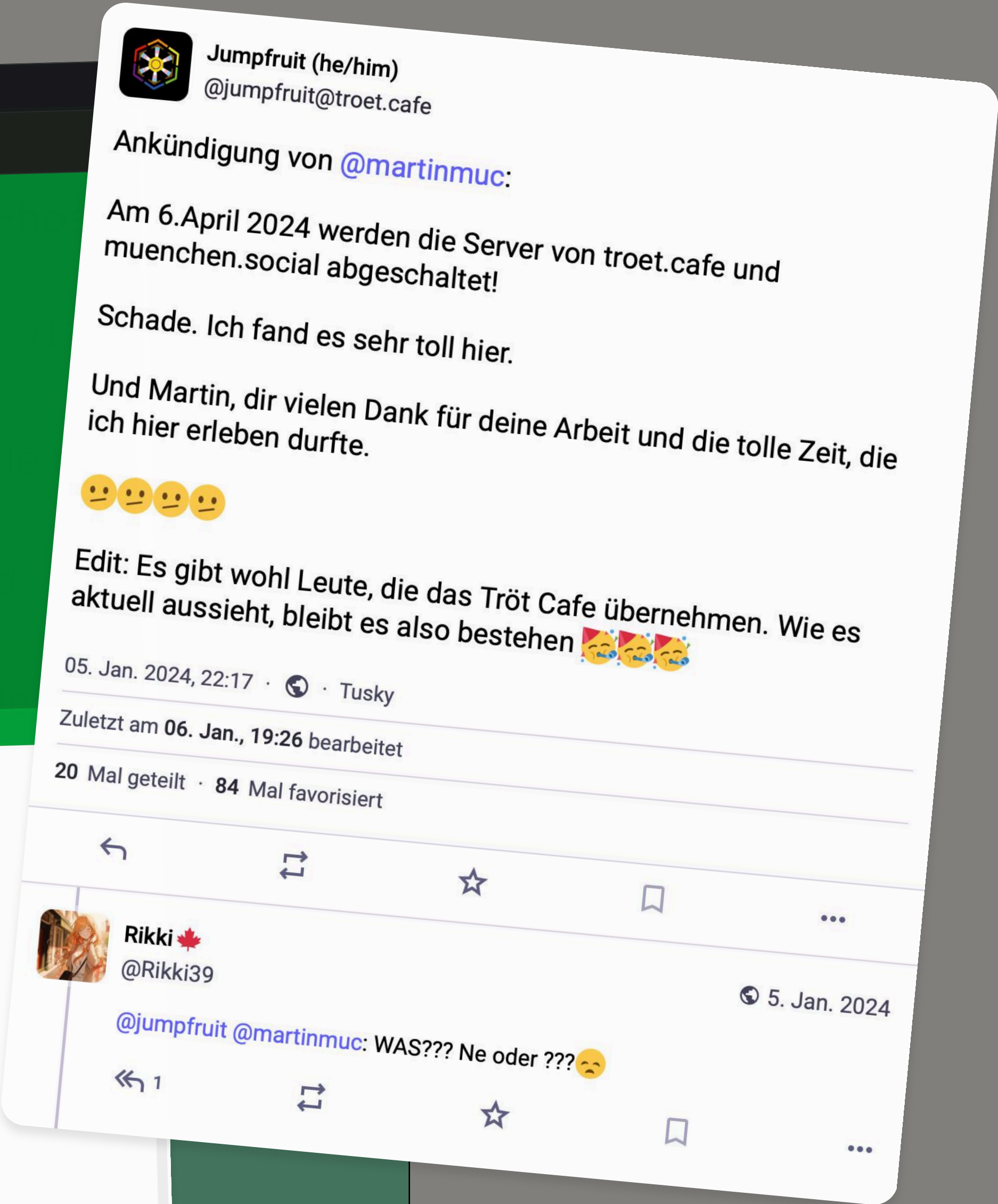
# Choose your instance—but how?



Mozilla is exiting the fediverse. Though the concept of the open social web, also known as the [fediverse](#), has been picking up momentum ever since Meta [last year introduced](#) its first-ever federated app, [Instagram Threads](#), Firefox maker Mozilla on Tuesday [announced](#) it would be ending its experiment in running a server on the fediverse. The server, Mozilla.social, today connects users with the Mastodon social network, an open source rival to Twitter/X. It will be shut down on December 17.

In the meantime, users will be able to [download](#) their data or [migrate](#) their account to another Mastodon instance, if they choose.

The latter takes advantage of the account portability offered by the open social web. Unlike on centralized platforms, users don't have to abandon an account and lose both their content and followers if they don't like how a server is being run or the rules it has in place. Instead, they can opt to relocate to another Mastodon server at any time or even run their own. The same applies to when a server's owner chooses to shut down their instance—so





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**Maybe there's another way?**



**A cooperative way?**

**What the heck is a cooperative?**



**A cooperative is an organisation  
under collective ownership  
and democratic governance,  
supporting its members.**



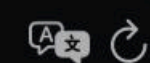
Private



1



taz.de/?v=45dd710a-25d1-45d5-bcf5-fce24b72cbf2/



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# genossenschaft

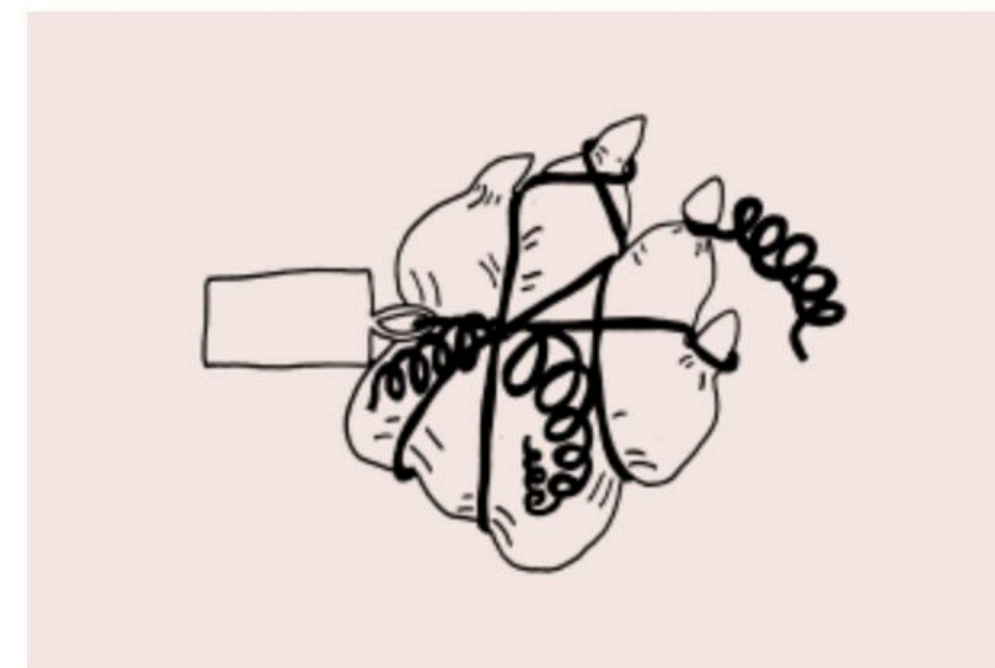
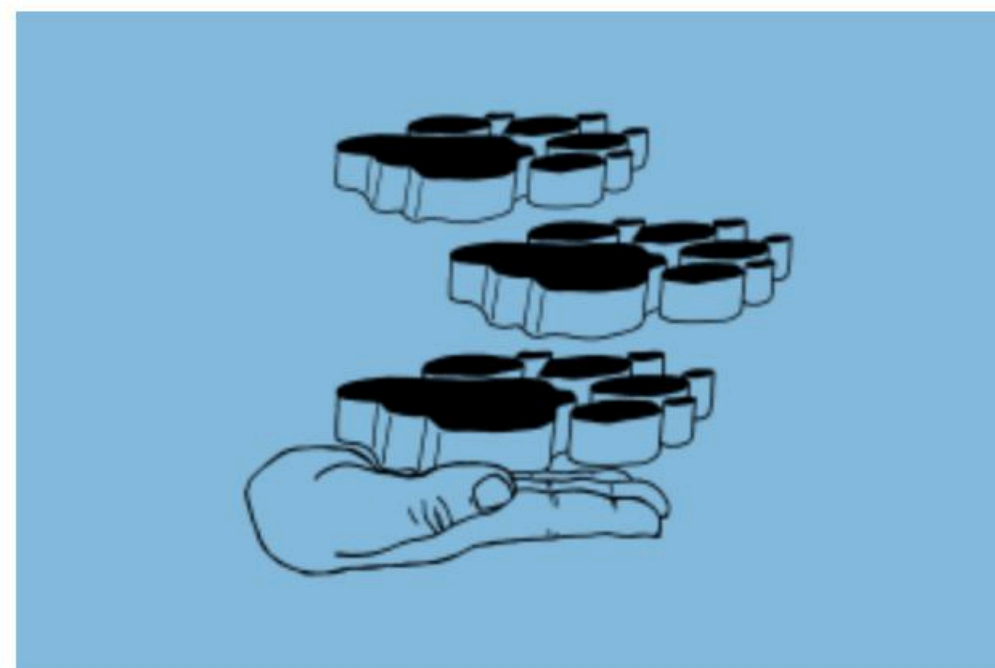
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♥ taz zahl ich



taz Genossenschaft

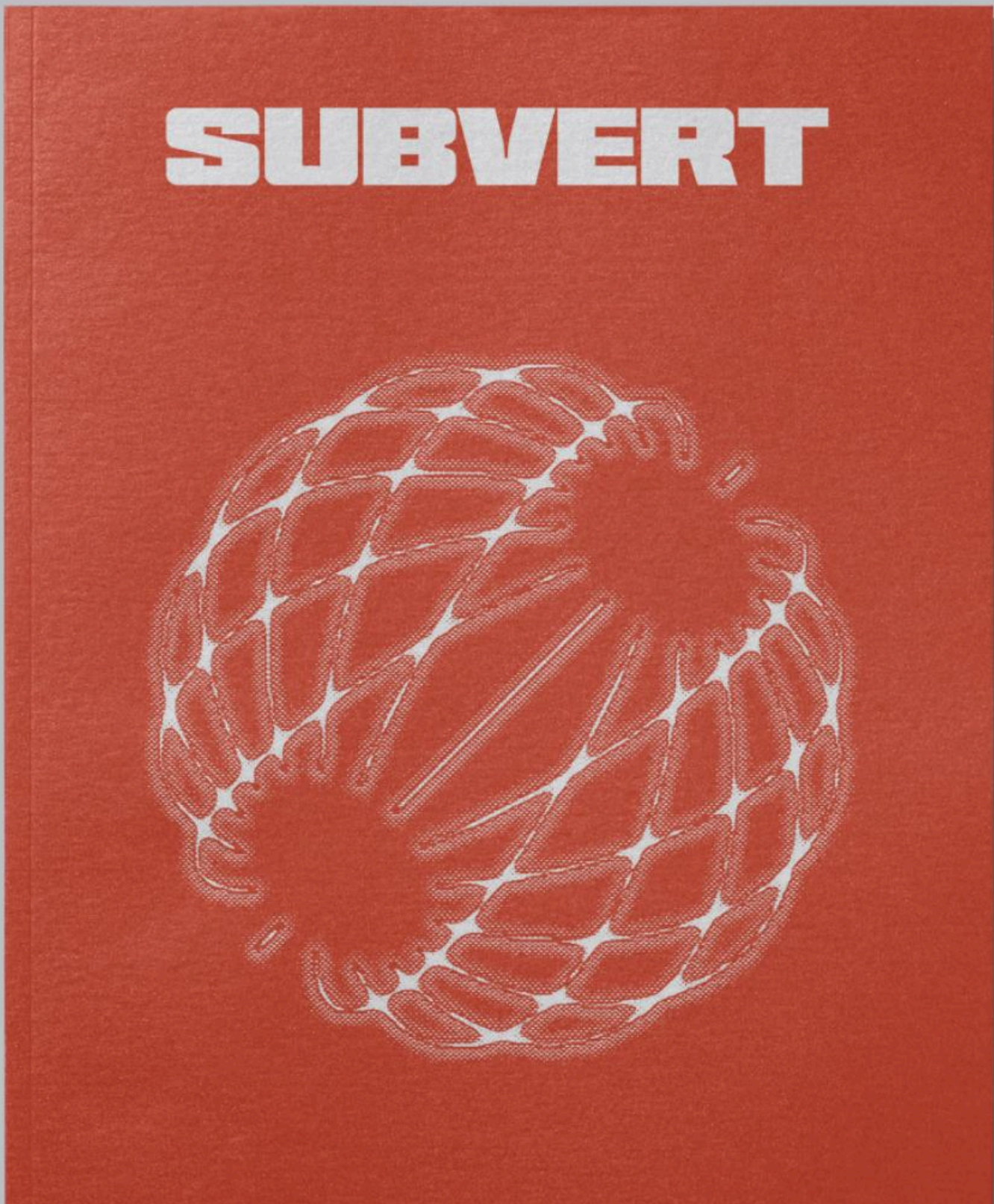
**Die taz in besten Händen: vielen**  
Über 25.000 Eigentümer\*innen  
ermöglichen unsere unabhängige  
Zeitung





# Own and control the next Bandcamp.

Join 10270 artists, 1760 labels, and 1460 supporters in collectively owning and shaping Subvert.







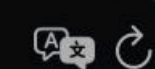
Private



3



green-planet-energy.de/genossenschaft



Greenpeace Energy  
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Für dich

Für Unternehmen

Für die Immobilienwirtschaft

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Blog



Jetzt wechseln ♥

Start > Genossenschaft

ENERGIEGENOSSENSCHAFT

# Traue nur einem Energieversorger, der dir gehört!

Als Mitglied unserer Energiegenossenschaft setzen Sie sich für eine regenerative Energieerzeugung ein und sind Teil wichtiger Entscheidungsprozesse für eine umweltfreundlichere Stromversorgung.

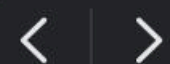
Jetzt Mitglied werden







Private



www.kulturland.de



Wir organisieren „**Allmende**“ – **Gemeinschaftseigentum an Grund und Boden** – für die bäuerlich geführte, ökologische Landwirtschaft. Wir erwerben Ackerland, Wiesen, Weiden, Hecken und Biotope und stellen das Land **regional eingebundenen Bauernhöfen** zur Verfügung, die Bio-Lebensmittel vor Ort vermarkten, Führungen anbieten, Naturschutz und Landschaftspflege betreiben, soziale Betreuung leisten oder erlebnispädagogisch mit Schulklassen arbeiten. Mit **Anteilen an der Kulturland-Genossenschaft** kannst Du für Deine **2.000 m<sup>2</sup>** Verantwortung übernehmen und Dich, wenn Du möchtest, am Hofleben beteiligen.







Search Co-op...

Buy food online

Find a store

Shop now

Deals

Christmas

Membership

Community

Co-op Live

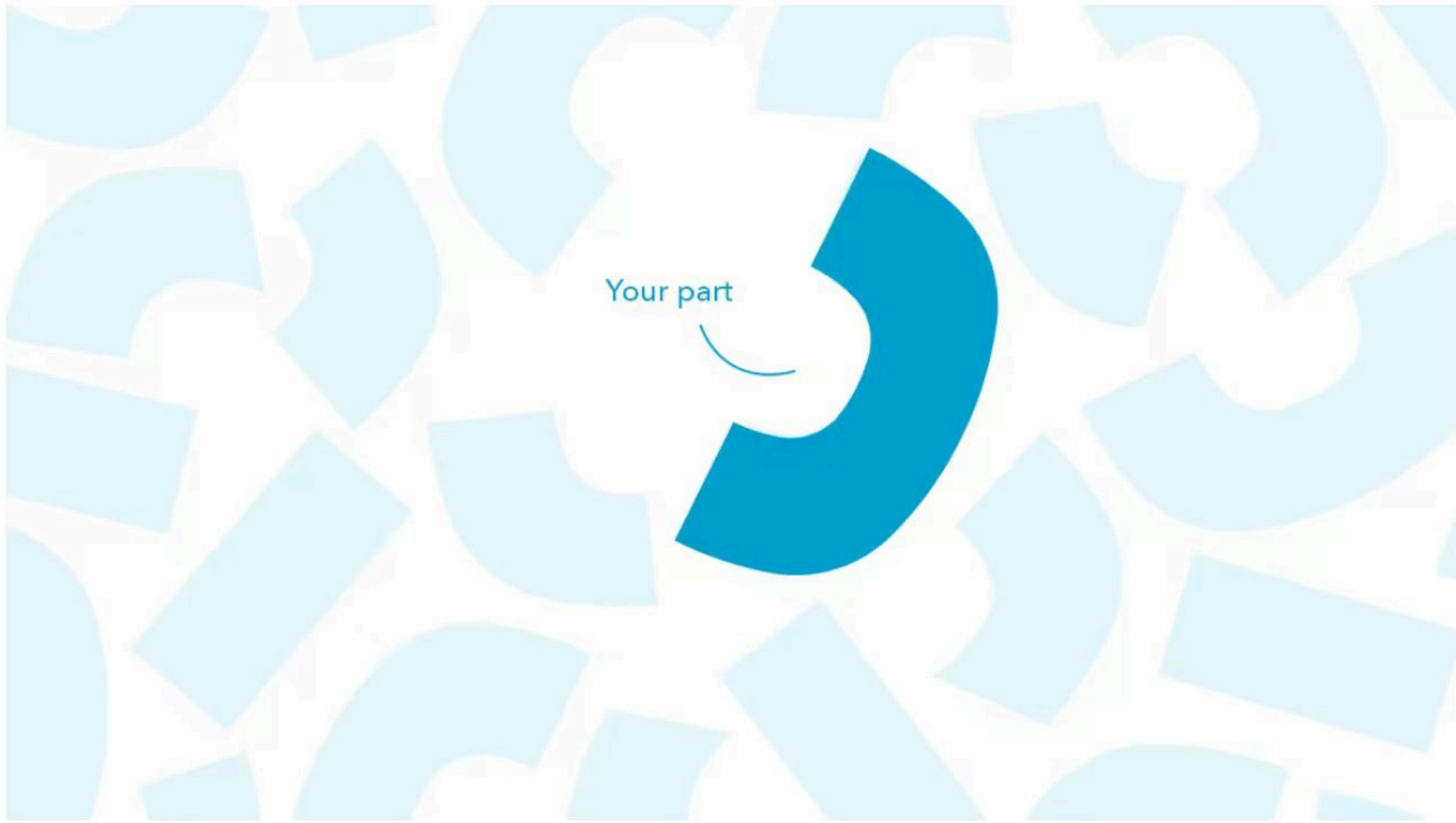
# BECOME A MEMBER. SEE THE BENEFITS.

We're a co-operative owned by our members. They have a say in how we're run, get lower prices on everyday essentials, and help choose local causes to support.

It costs just £1 to join – and you'll get that £1 back on your first shop in store when you select your personalised offer.

Become a member

Bought a card in-store?



What you get as a member





Konten & Karten

Sparen & Investieren

Finanzieren

Vorsorgen

Nachhaltigkeit & Über uns

Konto eröffnen



GLS Mitgliedschaft & GLS Bank Anteile

Jetzt GLS Bank Anteile zeichnen

Werde Teil der GLS Genossenschaft!



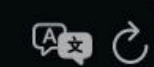




Private



www.hostsharing.net



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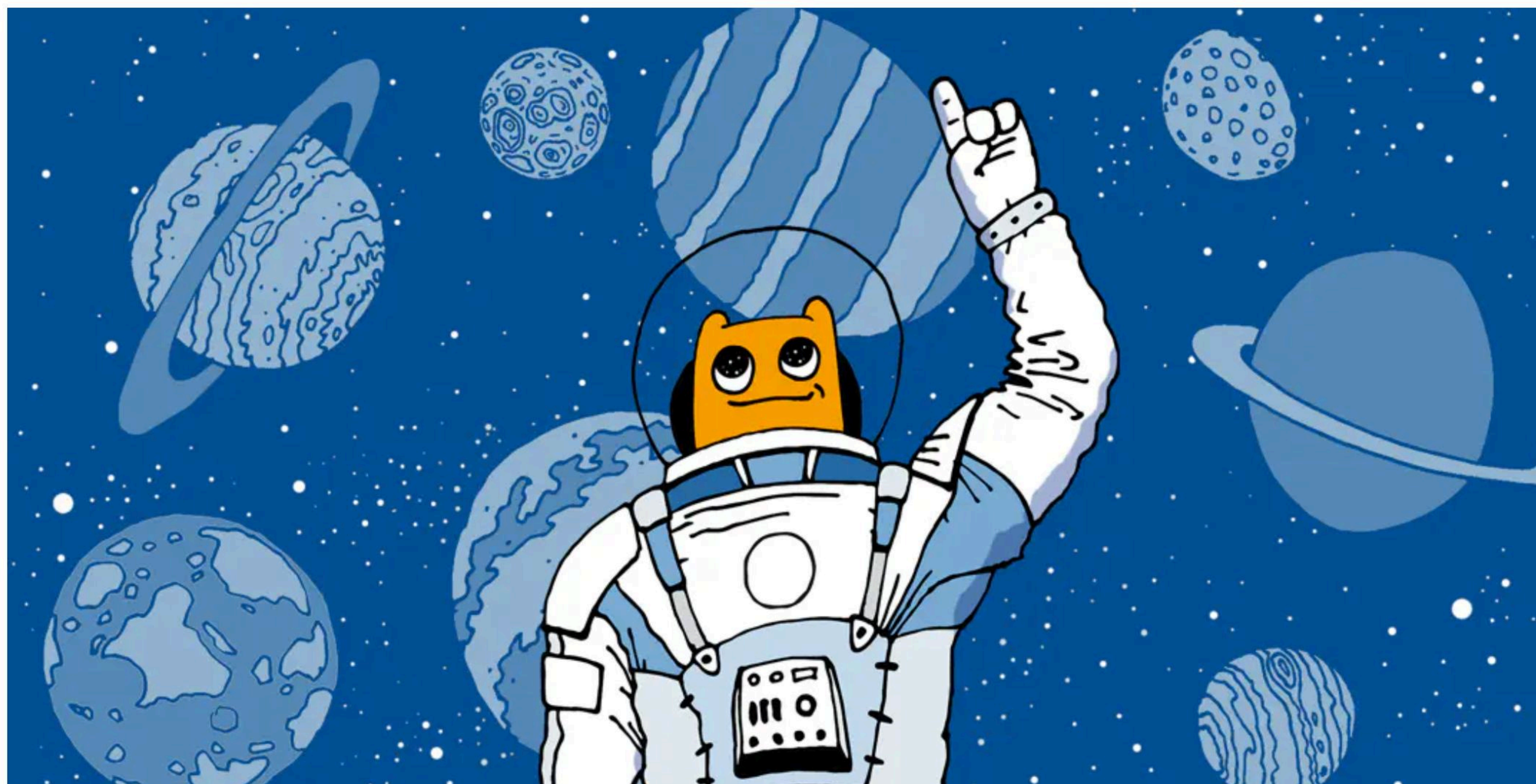


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Genossenschaft ▾ Intern ▾

# Cooperative Community Cloud

Dein Stück vom Himmel.





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Our featured selection of models. Choose the bike that's best for you.



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OFFICE HOURS: DISCUSS YOUR PROJECT WITH US



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# Village One is a worker-owned studio for ethical design + technology

We are an experienced team of researchers, designers and software engineers, working with clients big and small on their digital projects.

We champion economic democracy and social justice, which is why we



- ① **Voluntary and open membership**
- ② **Democratic member control**
- ③ **Member economic participation**
- ④ **Autonomy and independence**
- ⑤ **Education, training, and information**
- ⑥ **Cooperation among cooperatives**
- ⑦ **Concern for community**





**Cooperatives** are everywhere:

Newspapers, housing, cafés,  
supermarkets, worker-owned  
companies, banks, energy, ...



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Newspapers, housing, cafés,  
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Why not **social media?**



# **Social media cooperatives**



# cosocial.ca | social.coop | data.coop

cosocial

Sign Up

About

Blog

Contact us

Cooperative non-profit social media for Canada

CoSocial, officially CoSocial Community Cooperative, is a member-owned organization with the **purpose** of providing democratically-run open social media.

The crisis at Twitter in 2022 led to explosive growth and interest in alternatives like Mastodon. This growth presents a unique opportunity to reimagine social media as a force for justice, equity, and inclusivity in Canada and around the world. We have the chance to break from a decade of corporate social media that divided and exhausted us with hate speech, misinformation, and information overload.

Join us to create a new kind of online community in Canada.

Become a member today

Follow @coop@cosocial.ca

cosocial

Content on this site is licensed under a [Attribution-ShareAlike 4.0 International license \(CC BY-SA 4.0\)](#).

CoSocial acknowledges that we operate from the unceded and unsurrendered territories of many Indigenous peoples—First Nations, Inuit, and Métis—in what is now known as Canada. [Read more](#).

Quick Links

[About](#)

[Getting Started](#)

[CoSocial.ca](#)

[Service Status](#)

[Members Discourse](#)

[Code of Conduct](#)

JOIN SOCIAL.COOP

SOCIAL.COOP

GOVERNANCE

OPERATIONS

PLATFORMS

TUTORIALS

JOIN

A COOPERATIVE CORNER OF THE FEDIVERSE

WELCOME

Social.coop is a cooperative corner of the **fediverse**. We primarily operate a **Mastodon** social-media server. Our members fund our operations and decide how to set our community policies, steward our data, and manage our shared technologies. Members also provide the labor to run Social.coop at all levels.

If you are interested in joining Social.coop, visit our **registration form**.

Social.coop was founded in 2017 in the wake of the **BuyTwitter** campaign. Since then, we have worked toward the goal of placing ever more of our online social lives under good cooperative governance. To get a sense of how we operate, or to start your own fediverse cooperative, see our guide on "**How to Make the Fediverse Your Own**."

New to using the fediverse? Check out the **Social.coop guide to Mastodon**.

Learn more

To learn more please visit some of the pages on our **Wiki**:

data coop

vores data i vores hænder

Bliv Medlem

Om os

Tjenester

Vedtægter

Blog

Dansk

English

Velkommen til data.coop

2025-08-29: Medlemmerne beslutter at give 10% til open source: [Læs mere >>](#)

data.coop er et kooperativ, som ejer og driver en digital infrastruktur for medlemmerne. Vores grundlæggende formål er at passe på medlemmernes data.

Vores kerneprincipper er:

**Privatlivsbeskyttelse**

Vi er fælles om at beskytte vores data. Vi deler dem ikke for profit. Dine data transmitteres krypteret på nettet.

**Kryptering**

Vi tilbyder løsninger, der er sikre og grundigt deklarerede.

**Decentralisering**

Vores services snakker gerne sammen med andre decentrale services på nettet.

**Zero-knowledge**

Når det er muligt, sørger vi for, at systemadministratorer rent teknisk ikke kan tilgå medlemmernes data.

Ud fra de kerneprincipper vil vi med tiden udbyde onlinetjenester til medlemmerne. Hovedtanken er, at vi som udgangspunkt stoler mere på hinanden end på "de store" som f.eks. Google, Microsoft eller Facebook.

[matrix]



# Choose your instance—but how?

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|----------------|-----------------|----------------|------------------|
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| # of accounts  | Millions        | 100s to 1000s  | Single digits    |
| Setup?         | Easy            | Varies         | Hard             |
| Stability?     | Great           | Varies         | Varies           |
| Future-proof?  | Great           | Varies         | Varies           |
| Funding?       | Secure          | Uncertain      | Secure           |
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| # of accounts  | Millions        | 100s to 1000s  | Single digits    | 10s to 100s  |
| Setup?         | Easy            | Varies         | Hard             | Members-only |
| Stability?     | Great           | Varies         | Varies           | Varies       |
| Future-proof?  | Great           | Varies         | Varies           | Good         |
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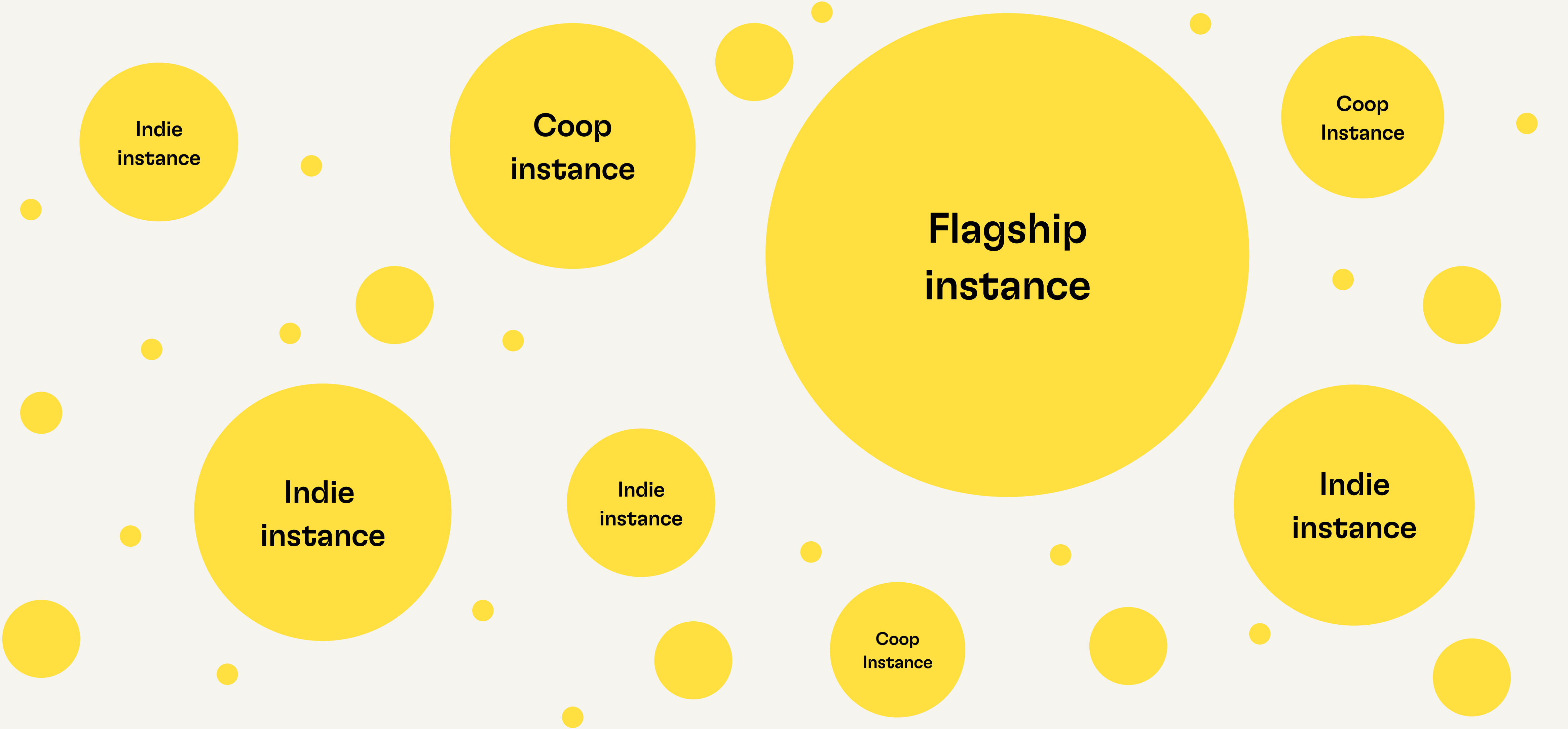


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# A sprawling ecosystem of services and instance choices





Even if we create many social media coops, how do people find us? How do they get onboarded and involved?

**Maybe we need to meet people where they are?**

**What if... ~~social media~~ coop?**



# Social cooperative: local community services + accounts on the social web for members



Café, pub, library, coworking space, bike shop, book store, child care, ...



Social media tools for members



Community space, like a social club



Regular fediverse onboarding sessions



# Topics we didn't get to cover in 15mins

- How to start a cooperative
- Financial considerations
- Downsides of the model / real-life struggles
- Examples of successful platform cooperatives
- Other coops (e.g. tech coops) active on the fediverse
- ...





# Let's continue the conversation!



hello@harryfk.com

@harryfk@mastodon.social

<https://www.harryfk.com>



hello@village.one

@VillageOneCoop@toot.village.one

<https://www.village.one>



**Keep dreaming and see  
you on the interwebs!**

