



**BUILD YOUR BRAND AS A  
DEVOPS ENGINEER USING  
PRIVACY-RESPECTING  
SERVICES AND APPROACHES**

# ./\$WHOAMI

- CypherPunk : I advocate for FOSS, decentralization, privacy and encryption as trigger to change the society.
- **I am an artist:** I play in "System Err 2052"
- I work as a PM at Tricentis in Prague



# WHO ARE YOU?

Do you have  
a personal  
space online

What are the  
tools/sites you  
usually use  
when building  
your presence  
online?

# KEY TERMS

- Zero Trust
- Free/Libre and Open Source Software



# WHAT WE ARE HERE TODAY

Working as a professional in the rapidly changing world means focusing on your day-to-day tasks **and sharing** your knowledge with others.

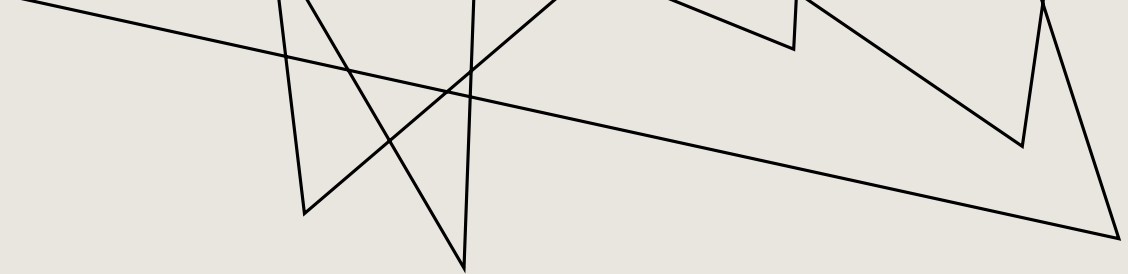
As a community, we are **responsible** for showing everyone the way and helping them build their online presence using tools and approaches that respect the values behind our movement.

# WHAT IS "A BRAND"

- **Personal brand**
  - **From Human POV**
  - **From AI POV**
  - **Authentic**
- The process of defining and promoting what you stand for as an individual
  - How someone perceives you as an individual or professional. A very limited view.
  - What the model learns about you from all the information you published
  - You are unique.

# WHY TO HAVE "A BRAND"

- **Credibility**
  - Improved credibility as you showcase your skills and highlight your knowledge.
- **Uniqueness**
  - Differentiation as you explain what sets you apart from other people in your space and demonstrate your specialties.
- **Impression**
  - A lasting impression – the more you show off your personal brand, the more you'll give people a way to remember you.
- **Connection**
  - Connection to your target audience as they begin to understand who you are and what you stand for.
  -

Abstract geometric lines, including triangles and intersecting lines, in the top right corner of the page.

# WHAT AI KNOWS ABOUT AN ENGINEER



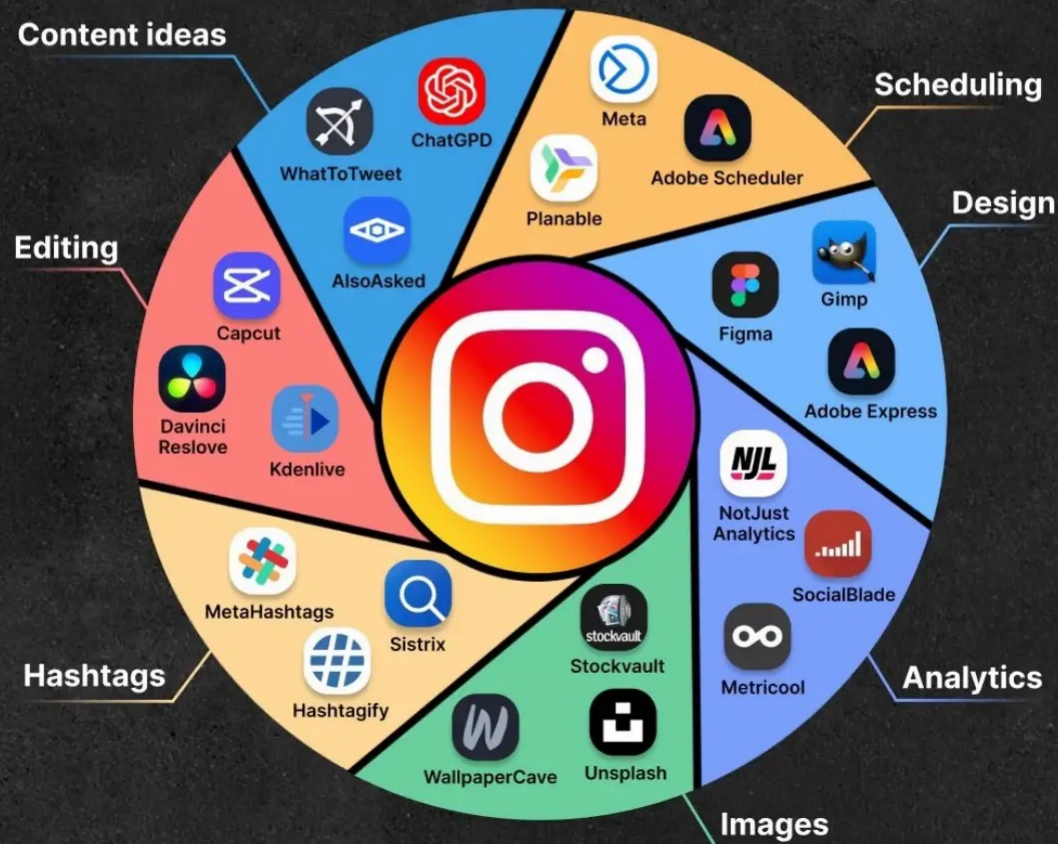
Who is Aral Balkan



Aral Balkan is an activist, designer, and developer who advocates for small technology to protect personhood and democracy in the digital network age. He is one-half of the Small Technology Foundation, a not-for-profit based in Ireland. He's also known for his work with Ind.ie, creating independent alternatives to surveillance-based technology.

Balkan has a long history in web development and open-source projects, including contributions to the Flash community. He is a speaker at international conferences and has authored books and articles on technology and design.

# 21 FREE tools for social media



WHAT AI  
KNOWS ABOUT  
THE TOOLS

# WHAT IS THE PROBLEM WITH THE CURRENT TOOLS

- **Too much tracking**
  - Cookies, Device fingerprints, super cookies, metrics, ...
- **Centralization**
  - You depend on someone else to provide you a service. What about it stops working?
- **Shady Algorithms**
  - Even if you have a good intention, maybe the platform has something else in mind.
- **Ads, Ads, Ads**
  - The platforms serve to many ads with your content.
- **Reputation "damage"**
  - Your high-quality content is mixed with random SEO posts

## Example 1:

One of the most read articles at HN written by me.

HN serves tons of Ads and uses tons of trackers!

HACKERNOON

READTOP STORYESWRITE NOWCOMPANIESABOUTMORE +

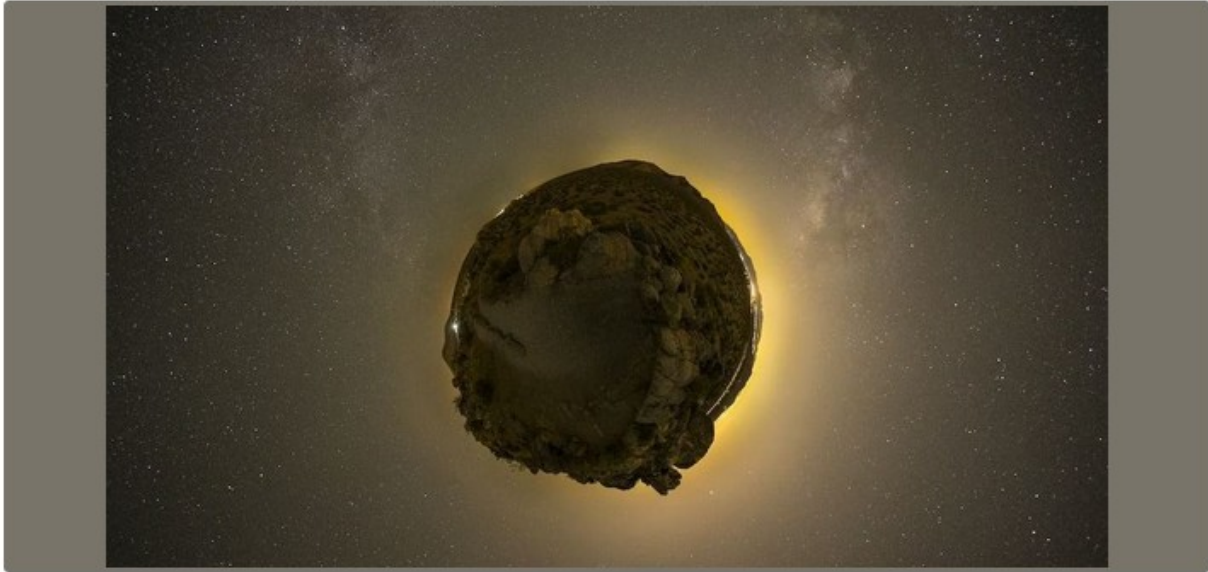
miroMiro - The Innovation Workspace



★13,339 reads

Build a Python App to Alert You When Asteroids Are Close to Earth


by Bogomil Shopov - Boro · May 9th, 2023


ENTRKODEBNESHIHZHVIPTJA









1x

Read by Dr. One

Audio Presented by 









I woke up this morning thinking about Armageddon and how fragile we are as a planet if an asteroid comes our way. I am also intrigued by exploring space and the technologies available from my desk. I will show you how to combine two APIs to be alerted via SMS when an asteroid is passing nearby (relatively speaking).

### NASA OpenAPI

The first resource is [NASA's open API portal](#). You could use tons of great interfaces for your ideas, but the one that interests me, in this case, is [NeoWs \(Near Earth Object Web Service\)](#).




Example  
2:

Mixing of  
useful  
content  
with SEO  
content

DEV

Find related posts...

Powered by Algolia




**Life is too short to browse without [dark mode.](#)**

DEV Community A constructive and inclusive social network for software developers. With you every step of your journey.

Built on [Forem](#) — the [open source](#)

[Start now](#)

Happy coding ❤️





Yashvi Bhuva


Jan 29


### Inflation is an important DEVIL

[#inflation](#) [#sharmarket](#) [#pricerise](#) [#poverty](#)

5 reactions


Add Comment

2 min read 




Hadil Ben Abdallah


Jan 29




### The Ultimate List of 27 Frontend Libraries for Creative Developers

[#webdev](#) [#programming](#) [#softwaredevelopment](#) [#coding](#)

5 reactions

Add Comment

8 min read 

13



# SO WHAT'S THE ALTERNATIVE?



- **Are there any tools that do the job AND respect the privacy and your own values?**

# INTERNET SIMULATION

- Central Server
- Bad Algorithms
- Outage

# DECENTRALIZED APPS

- **Decentralized web**

- The decentralized web is a network of independent computers that provide secure, censorship-resistant access to information and services without relying on central servers or clouds, using decentralized computing.

- **Fediverse**

- A collection of social networking services that can communicate with each other (formally known as federation) using a common protocol. Users of different websites can send and receive status updates, multimedia files and other data across the network.

- **Architecture**

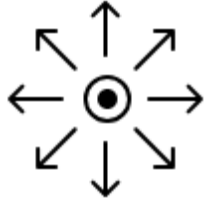
- While a traditional social networking service will host all its content on servers managed by the owner of the website, the decentralized servers that make up the Fediverse allow any individual or organization to host their own servers

- 

-

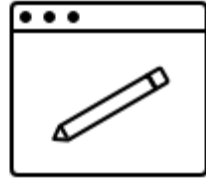


# Why Mastodon?



## Decentralized

Instant global communication is too important to belong to one company. Each Mastodon server is a completely independent entity, able to interoperate with others to form one global social network.



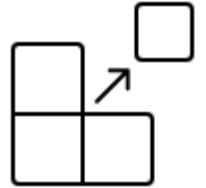
## Open Source

Mastodon is free and open-source software. We believe in your right to use, copy, study and change Mastodon as you see fit, and we benefit from contributions from the community.



## Not for Sale

We respect your agency. Your feed is curated and created by you. We will never serve ads or push profiles for you to see. That means your data and your time are yours and yours alone.



## Interoperable

Built on open web protocols, Mastodon can speak with any other platform that implements ActivityPub. With one account you get access to a whole universe of social apps—the fediverse.

# Flocking to Mastodon: Tracking the Great Twitter Migration

Jiahui He\*

Hong Kong University of Science and  
Technology (GZ)  
Guangzhou, China  
jhe976@connect.hkust-gz.edu.cn

Haris Bin Zia\*

Queen Mary University of London  
London, United Kingdom  
h.b.zia@qmul.ac.uk

Ignacio Castro

Queen Mary University of London  
London, United Kingdom  
i.castro@qmul.ac.uk

Aravindh Raman

Telefonica Research  
Barcelona, Spain  
aravindh.raman@telefonica.com

Nishanth Sastry

University of Surrey  
Guildford, United Kingdom  
n.sastry@surrey.ac.uk

Gareth Tyson

Hong Kong University of Science and  
Technology (GZ)  
Guangzhou, China  
gtyson@ust.hk

## ABSTRACT

The acquisition of Twitter by Elon Musk has spurred controversy and uncertainty among Twitter users. The move raised both praise and concerns, particularly regarding Musk's views on free speech. As a result, a large number of Twitter users have looked for alternatives to Twitter. Mastodon, a decentralized micro-blogging social network, has attracted the attention of many users and the general media. In this paper, we analyze the migration of 136,009

## ACM Reference Format:

Jiahui He, Haris Bin Zia, Ignacio Castro, Aravindh Raman, Nishanth Sastry, and Gareth Tyson. 2023. Flocking to Mastodon: Tracking the Great Twitter Migration. In *Proceedings of the 2023 ACM Internet Measurement Conference (IMC '23)*, October 24–26, 2023, Montreal, QC, Canada.

## 1 INTRODUCTION

In October 2022, Elon Musk, a self-declared "free speech absolutist" [3] acquired Twitter — the social network that he regarded

## What are the main advantages of PeerTube?

PeerTube is unique because (as far as we know) it's the only video hosting web application which combines three advantages:

### An open code under a free/libre license

- PeerTube is freely provided, no need to pay to install it on your server;
- We can look under the hood of PeerTube (its source code): it's auditable, transparent;
- It can be enhanced by everyone's contributions.

### A federation of interconnected hosting providers

- It decentralizes video storage and decision-making power;
- We can display videos and accounts of other PeerTube websites;
- It's based on ActivityPub to connect with tools like Mastodon for example.

### Peer-to-peer broadcasting

- It reduces server bandwidth overload if a video becomes viral;
- We become an actor of the video broadcasting;
- It's based on WebRTC, a free and open-source project for web browsers.

# Create a minimalist blog

WriteFreely is built around writing. There's no news feed, notifications, or unnecessary *likes* or *claps* to take you away from your train of thought. You get a distraction-free writing environment, and readers can enjoy a clean reading experience.

## Publish to the fediverse

Reach outside your own site with federation via ActivityPub. WriteFreely lets anyone on Mastodon, Pleroma, or any ActivityPub-enabled service follow your blog, bookmark your posts, and share them with their followers. See how it works.

## Easy on the eyes (and your server)

WriteFreely is written in Go (golang), so it runs anywhere and takes up very few resources — you can even run it on a Raspberry Pi! Installation is as easy as downloading a binary and a few supporting files, no other dependencies required.



WRITEFREELY

Posts

Comments


Subscribed

Local

All



Active

↑  
808  
↓



We always knew they weren't serious about Pride...

lemmy.world

 return2ozma@lemmy.world to  memes@lemmy.world · 16 hours ago

49

↑  
1.12K  
↓




Amazon Artificially Discounting Items \$0.01 Below the Free Shipping Limit

lemm.ee

 ArchRecord@lemm.ee to  Mildly Infuriating@lemmy.world English · 1 day ago



161

↑  
1.08K  
↓




Putting the die in diet

lemmy.dbzer0.com

 SnokenKeekaGuard@lemmy.dbzer0.com to  Lemmy Shitpost@lemmy.world · 1 day ago

246

↑  
638  
↓



Bill Gates calls Elon Musk's embrace of far-right politicians abroad 'insane shit'

www.theguardian.com

 MicroWave@lemmy.world to  World News@lemmy.world English · 10 hours ago

81

↑  
685  
↓



Nvidia falls 14% in premarket trading as China's DeepSeek triggers global tech sell-off

www.cnbc.com

 schizoidman@lemm.ee to  Technology@lemmy.world English · 1 day ago

209

Infosec.Pub

132 users / day

248 users / week

349 users / month

566 users / 6 months



4.27K users

143 Communities

14.4K Posts

58.3K Comments

Modlog

admins:  jerry  shellsharks

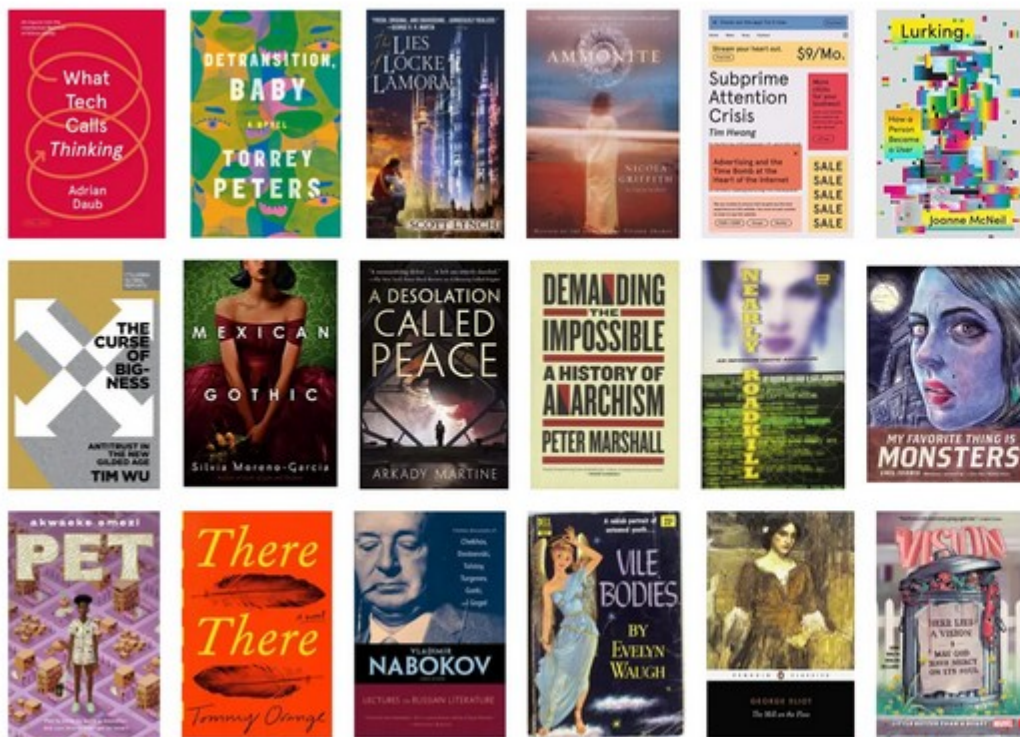
LEMMY



# Welcome to BookWyrM

Social Reading and Reviewing, Decentralized

BookWyrM is a social network for tracking your reading, talking about books, writing reviews, and discovering what to read next. Federation allows BookWyrM users to join small, trusted communities that can connect with one another, and with other [ActivityPub](#) services like [Mastodon](#) and [Pleroma](#).



## Track your reading

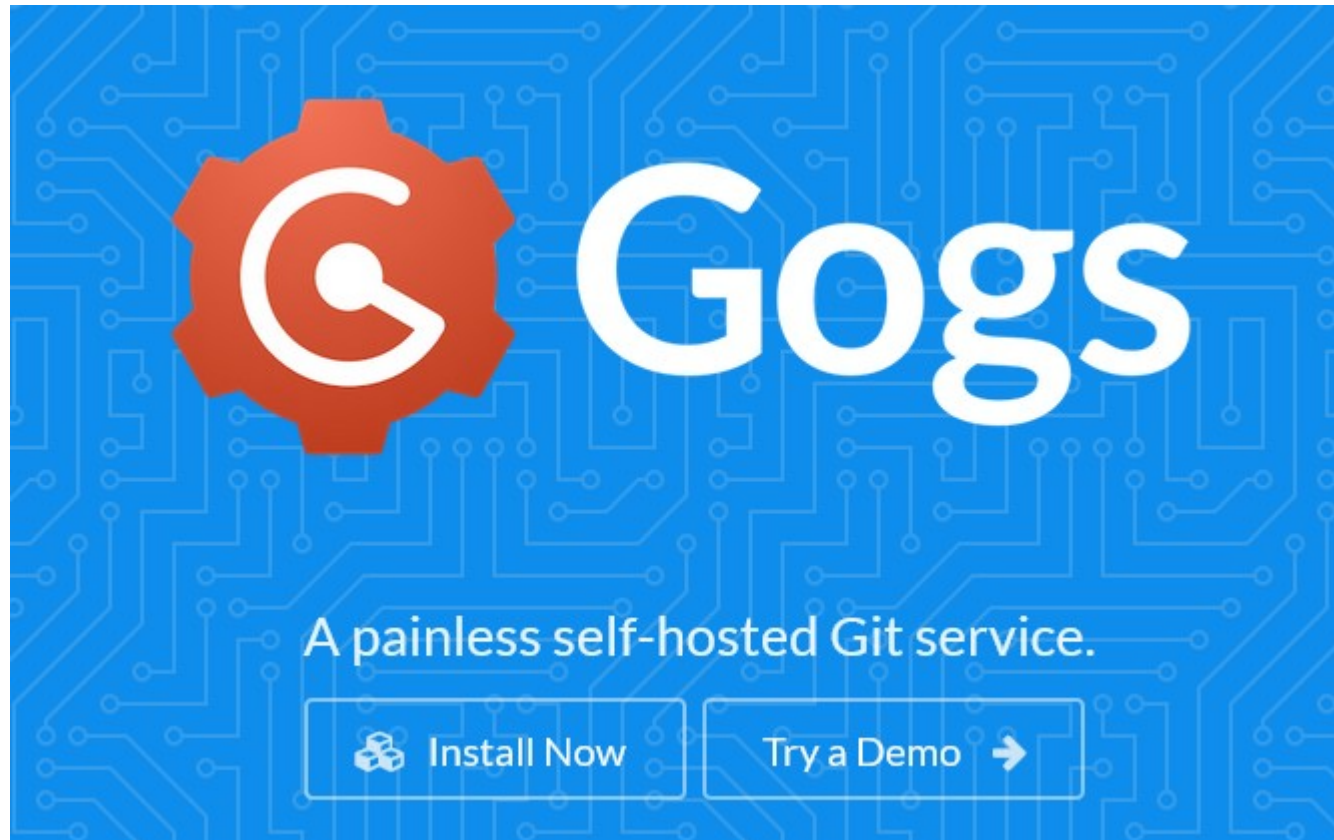
And what your friends are reading

Update your reading status as you start and finish books, post status updates as you go, and set an annual reading goal.

# SELF-HOSTING

- **Hosting**
- **Data**
- **Tracking**

- Host it at home or at a provider you trust.
- You decide what data to collect and how to store it.
- Remove all the tracking or anonymize it if you want.



### Easy to install

Simply [run the binary](#) for your platform. Or ship Gogs with [Docker](#) or [Vagrant](#), or get it [packaged](#).



### Cross-platform

Gogs runs anywhere [Go](#) can compile for: Windows, Mac, Linux, ARM, etc.



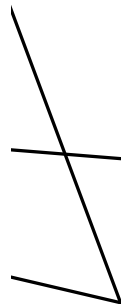
### Lightweight

Gogs has low minimal requirements and can run on an inexpensive Raspberry Pi. Some users even run Gogs instances on their NAS devices.

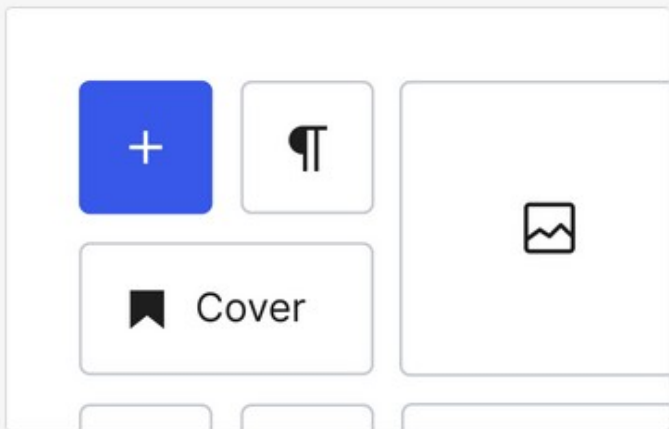


# Meet WordPress

The open source publishing platform of choice for millions of websites worldwide—from creators and small businesses to enterprises.

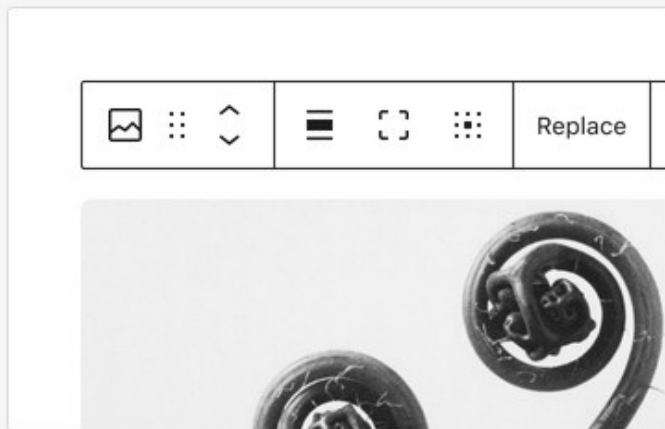


WordPress is also available in [Čeština](#).



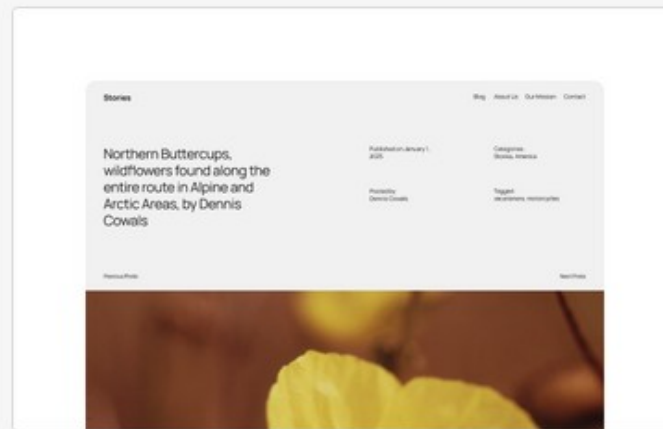
## Design

Create any website with flexible design tools and the power of [blocks](#). Start with a blank canvas or choose a [theme](#). Customize every detail—no code needed.



## Build


See how your site will look in real time, even as you add, edit, and rearrange content—with intuitive editing and integrated features to manage it all.



## Extend

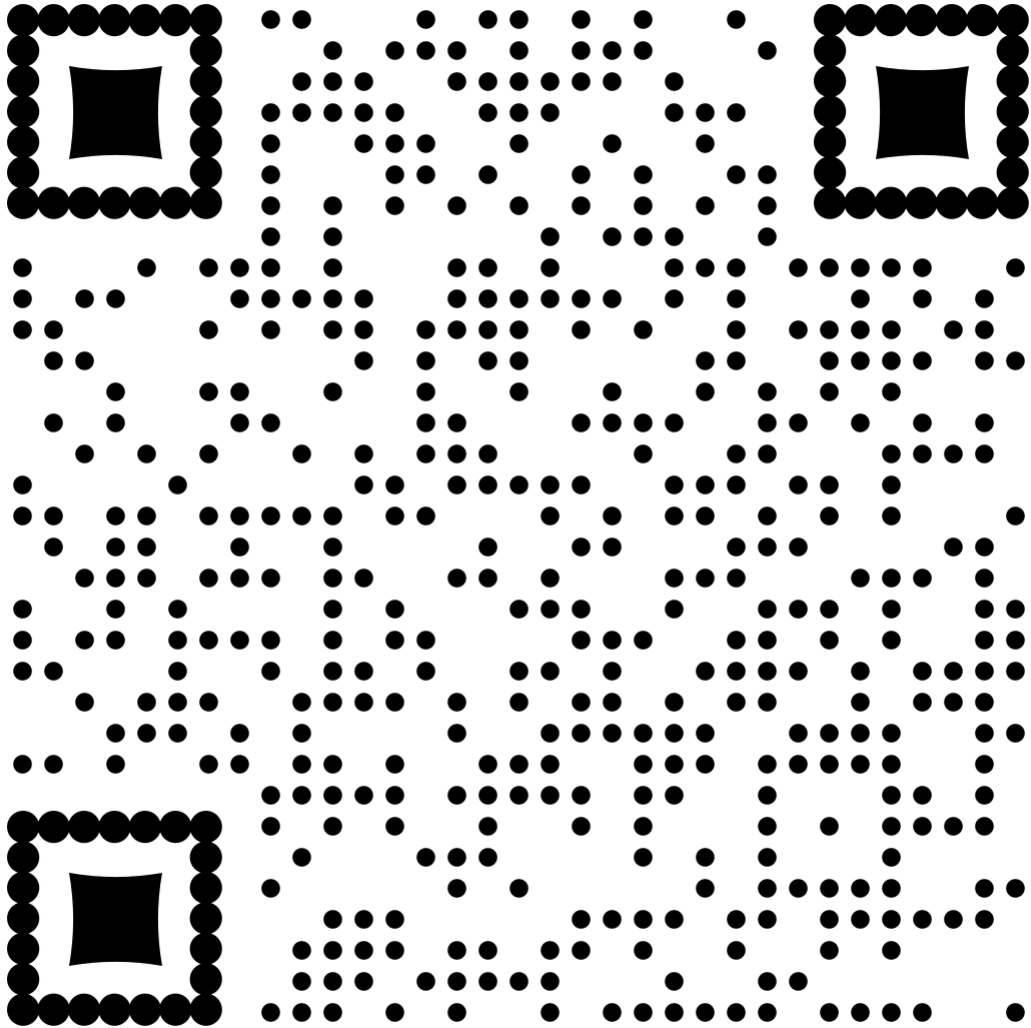
Make your site do whatever you need it to. Add a store, analytics, newsletter, social media integration; you're in control with an extensive library of [plugins](#).

# Easy to use and privacy-friendly **Google Analytics alternative**

Plausible is intuitive, lightweight and open source web analytics. No cookies and fully compliant with GDPR, CCPA and PECR. Made and hosted in the EU, powered by European-owned cloud infrastructure 

# WHAT IS THE PROBLEM WITH THE CURRENT TOOLS?

- **Too much tracking** ✓
  - Use privacy-respecting services and tools.
- **Centralization** ✓
  - Fediverse
- **Shady Algorithms** ✓
  - Privacy-respecting services.
- **Ads, Ads, Ads** ✓
  - Choose advertisements relevant to your audience.
- **Reputation "damage"** ✓
  - You can control the content.



Bogomil Shopov - Боро  
@bogo@happyyr.com -  
Fediverse