# Interoperable Distributed Social Profiles

2025

# THE OVERVIEW

The current social media ecosystem is in **continuous deterioration**— affecting not only the platforms themselves but also the societies they operate within.

Platforms that were once heralded as tools for democratization, are now **showing their other face**— rife with disinformation, lack of transparency, declining quality, political propaganda channeling, and ultimately serving as instruments of control for multi-billionaires with no societal accountability.

In this shifting landscape— defined by the decline of traditional platforms and the rise of new technologies around historical transformation— there is a genuine opportunity to envision and build a far **better social media ecosystem.**

Many recent efforts reflect this shift, particularly in the development of **open-source interoperability** protocols and infrastructure. These initiatives lay the groundwork for what is becoming known as the **fediverse**— a decentralized, federated network of platforms and social profiles.

The path to a better social media ecosystem remains complex. Key challenges— such as **sociopolitical framing, governance, and software**— still need to be address. With collective efforts, collaboration, imagination, and experimentation such an endeavor can be done.

One promising step in this direction is the idea of **Interoperable Distributed Social Profiles** (IDSPs) within the fediverse. These social profiles could serve as important communication infrastructure for organizations, institutions, companies, and widely followed people— adding an important elements gap in the future social media ecosystem.

Beyond IDSPs, there's a need for further collective efforts— **built on fundamentally different principles, organizational models, and technologies**. Through the implementation of interoperability, cross-sectoriality, glocal thinking, and most importantly learning from past failures and forging innovative pathways for the future.
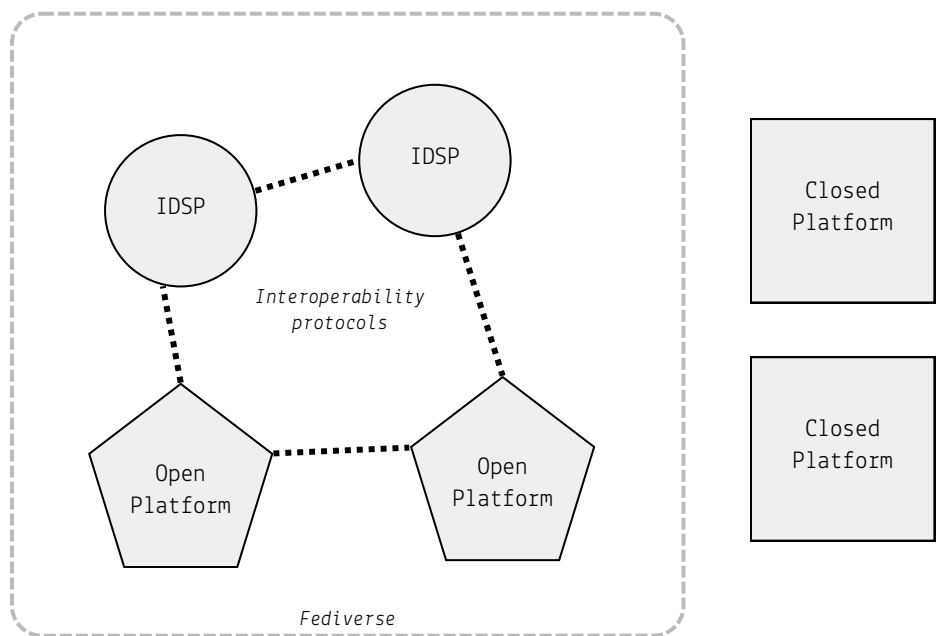
# THE NEW SOCIAL MEDIA ECOSYSTEM

A **new social media ecosystem is emerging**— one designed to interconnect humanity on a global and local scale, while embracing new modes of interaction and dimensions of life.

This novel meta-structure is arising **in response to the shortcomings of traditional social media**, learning from its widespread flaws and gaps. It aims to build something more inclusive and efficient, driven by the collaborative efforts of diverse initiatives, organizations, and technologies.

Moving beyond siloed, single-purpose platforms, this new ecosystem is evolving toward **interoperable, distributed, glocal and cross-sector environments,** whose foundational elements are being consolidated across the **Fediverse**.

| Interoperable | Distributed | Glocal | Cross-sector |
|---|---|---|---|
| Interconnected through robust protocols and infrastructure | Without a unique central authority | Local considerations within a wider global framework | Operates across very different platforms, services and areas |



*Fediverse*

# THE OLD-TRADITIONAL SOCIAL MEDIA

The **old social media ecosystem is decaying**- after decades of scandals, malpractices, and stalled innovation. One by which a a handful of people and organizations have **captured the digital commons and the general media landscape.**

### SILOED

Made by closed, isolated/walled and fragmented platforms, which captures users, data, and general resources

### UNTRANSPARENT

Lack of transparency in relation to algorithms, moderation policies, and general magament

### VERTICAL

Ruled by a few, which have the capacity to determine the digital existence of millions, with almost no accountability

### CONCENTERED

Channelized through a few closed platforms, which serve as machines for massive resources and power concentration

### AGENDA-ORIENTED

Designed to fit the personal political agenda of those in control over the pltaforms

### NEGATIVE ENGAGEMENT

Built-in, addictive design that prioritizes negative habit formation over healthy, positive engagement

over-engagement    democracy erosion    corporate surveillance

propaganda

inter-regionality lack

resources concentration

power abuse

stalling innovation    algorithmic manipulation

# Interoperable Distributed Social Profiles (IDSPs)

**ⓘ** **What are they?**

**Interoperable Decentralized Social Profiles (IDSPs)** are **self-run, cross-platform, meta-profiles** designed to function as standalone broadcast nodes that can be **interacted within the Fediverse** and other compatible networks, enabling wide public engagement without relying on a third-party

**For whom are they for?**

Designed for **large entities of public relevance**— such as institutions, media outlets, NGOs, companies, or public figures. Serving as **trusted, interoperable identity anchors**

So, they do not need to depend on specific platforms to communicate across the social media environment

## What do they solve?

They offer features that traditional platforms cannot provide

**3. Versatility**

Capacity to be modified in accordance to specific needs and circumstances

**1. Sovereignty**

Control over infrastructure, Data ownership, moderation autonomy, censorship resistance

**2. Duplication**

Communication consistency, avoidance of multiple followers bases, maintenance effiency

| IDSPs | Platforms |
|---|---|
| are for publicly-oriented organizations and people with mass following | are for regular users |
| do not allow user log-ins, they are social profiles | allows user log-ins, are community spaces |
| self-run, meta-profiles, distributed broadcast nodes | run by an organization/company/community, not necessarily distributed |
| specific functionalities, heterogeneous | standarized, homogeneous |
| minimal moderation | intensive moderation |

# How they relate?
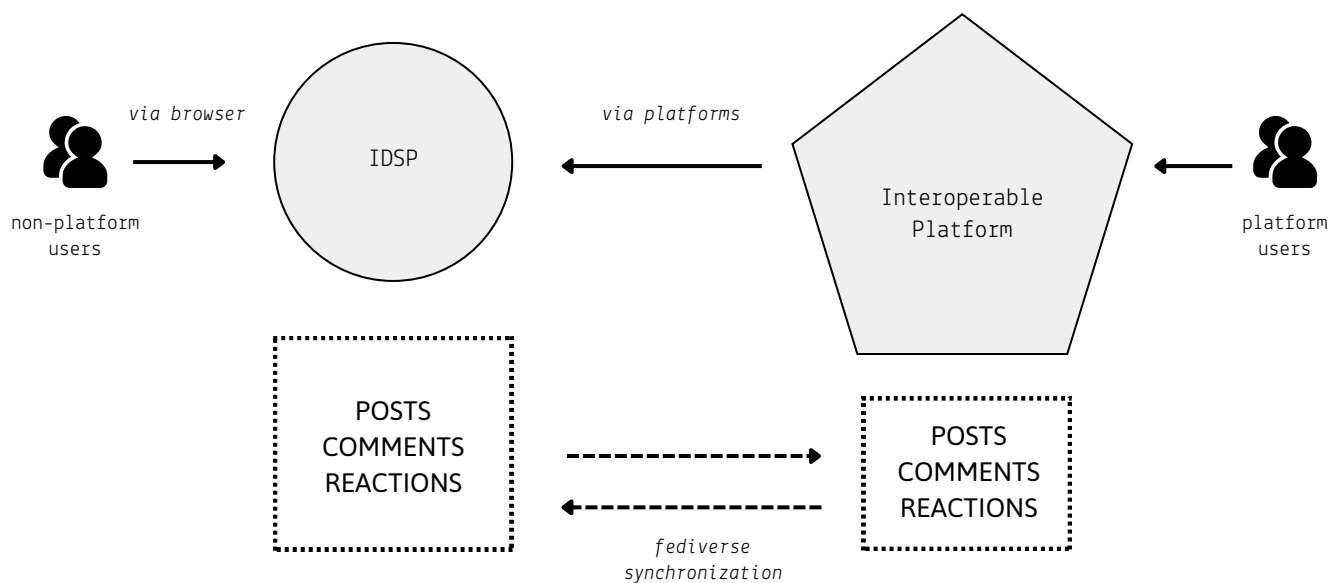
IDSP URL (own domain)

Profile name

ec.social-network.europa.eu

**Explore**
**Live feeds**
**Press release**

ⓘ ec.social-network.europa.eu is one of the many *Interoperable Distributed Social Profiles (IDSPs)* which participate in the fediverse

This instance managed by the
🇪🇺 European Union

📅 May 15, 2024
🏛 Govermental organization
🔗 ec.europa.eu
@ europa.eu/!MnfFmT

meta data

United for our future

**European Commission**
@EUCommission  ec.social-network.europa.eu

News and information from the European Commission.

A project to foster our presence in the fediverse and support our commitment to European social media platforms based on open source technology.

**2.9K** posts    **130K** followers

Follow

Featured    Posts    Posts and replies    Media

European Commission
@EUCommission                                4h

🚭 Time to choose a healthier lifestyle!

Every year, 700,000 people in the EU lose their lives because of tobacco consumption. It is the leading cause of preventable cancer in Europe.

Here's what we're doing in the EU to promote healthier lifestyles:
🚭 Creating smoke-free environments
⚠️ Regulating packaging, labelling & ingredients of tobacco products
🔴 Restricting advertising
💰 Investing €96 m in research & addiction prevention

Our goal: a tobacco-free generation by 2040!

a post / with an image

Say yes to health.

Say no to tobacco.

💬 1.3K    🔁 3.2K    👍 5.2K

fediverse status bar

↩ Continued thread

European Commission
@EUCommission                                2d

Learn more about the European Commission's assessment of the National Energy and Climate Plans (NECPs) here : europa.eu/!N4dNpV

30 May 2025

EU survey: record high trust in the EU and strong support for common defence

21 May 2025

Commission launches ambitious Strategy to make Europe a startup and scaleup powerhouse

23 April 2025

New EU strategy for secure, prosperous and resilient Black Sea region

14 April 2025

EU closing in on the 2030 climate and energy targets, according to national plans

Specific features / press relsease

# Which is the structure behind IDSPs?

IDSPs, as they are being conceived here, do not need to be built from scratch, as they can leverage existing theories, developments, and infrastructure, as:

a) **Theory related to the current problem of traditional platforms, and ways to move forward from them towards new ecosystems**

b) <u>ActivityPub Protocol</u> 🔗

c) <u>Mastodon Open-Source infrastructure</u> 🔗

## WHAT STILLS NEEDS TO BE DONE?

### IMPROVING SOCIOPOLITICAL THEORY

Above everything,  as a base, there's the need to continue to develop theory towards a new social media ecosystem: related to the geopolitics of social media, innovation in governance, new models of management, and many other things of this area

### CHANGE THE FRONTEND UX/UI

The Mastodon default UX/UI is conceived for platforms, not IDSPs, so there's the need to create a new frontend experience that is adapted to the functionalities and characteristics needed for IDSPs

### ENHANCE FEDIVERSE SYNCHRONIZATION AT THE BACKEND LEVEL

There is the need to develop code and tools that can enable a better synchronization of the IDSPs with the Fediverse, because Mastodon default code is done in a way that is adapted to small scale servers that have limited performance and available resources for synchronization
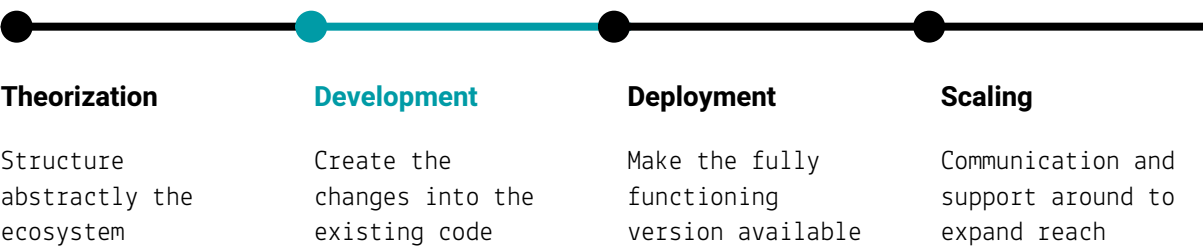
### EXPAND ACTIVITYPUB PROTOCOL

The AP protocol still doesn't many relevant content type interoperability, and there's the need to expand that, for example to: articles, direct messages, streaming, and other services that concern a full fediverse experience

# GOALS AND STRATEGY

**1** The primary near-term goal is to release a **first version of a fully functional IDSP infrastructure** that is **freely available**— allowing everyone to install and run their own IDSP

**2** To do this, it's essential to establish a **dedicated team** oriented towards three 4 sub-objectives: **a) sociopolitical framing; b) software development; c) support; d) communication**

# TIMELINE AND TASKS

**Theorization**

Structure abstractly the ecosystem

**Development**

Create the changes into the existing code

**Deployment**

Make the fully functioning version available

**Scaling**

Communication and support around to expand reach

| Framing | Mockup | Testing & Staging | Support documentation |
|---|---|---|---|
| Structuring | Frontend | Beta Launch | Support team |
| Project documentation | Backend | Full-version Launch | Communication |
| Feedback | MVP | Post-Launch Maintenance | Evaluation |

IDSPs are just one of the step
elements towards a new social media
ecosystem

And for that there is still
the need to expand on other
relevant elements

Like new platforms

And beyond...