

CHURCH
+ STATE

MASTODON

A Quick Dive Into The Up-and-Coming App

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+ WHAT IS IT?



+ WHAT IS IT?

- Mastodon is a microblogging website and is the largest decentralized social network on the internet
- They are a registered nonprofit and development is supported directly by donations
- There is no advertising, no monetization and no venture capital, the plan is to keep it that way
- It was originally released on March 16th, 2016 but gained popularity after Elon Musks' purchase of Twitter
- Instead of using a single website, it operates as a network of users in independent communities that can all interact with each other easily
- Each community has its own guidelines and moderators to keep members safe

+ WHO IS USING IT?



+ WHO IS USING IT?

- Majority of Mastodons 1 million+ users come from Twitter as a result of Elon Musks takeover
- There are a handful of users who are long time supporters of the app
- There are a limited number of small business on the app with few followers but no large corporations
- There is a small group of users likely including marketers downloading the app to get some insight and footing

WHAT TYPE OF CONTENT
+ IS ON IT?

Search hashtags and users

Hashtags

News

Community

 BBC News

Elon Musk tells Twitter staff to work long hours or leave

19 people talking



 WIRED

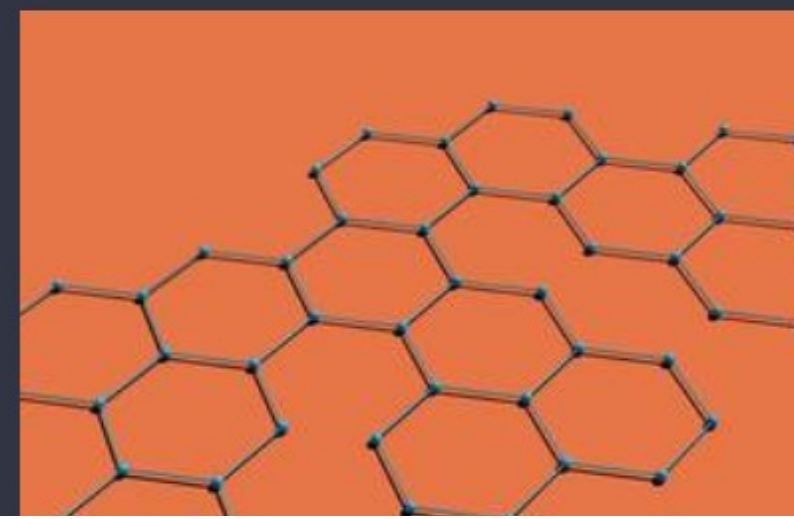
'Pentiment' May Be 2022's Best Game You've Never Heard Of

10 people talking



 WIRED

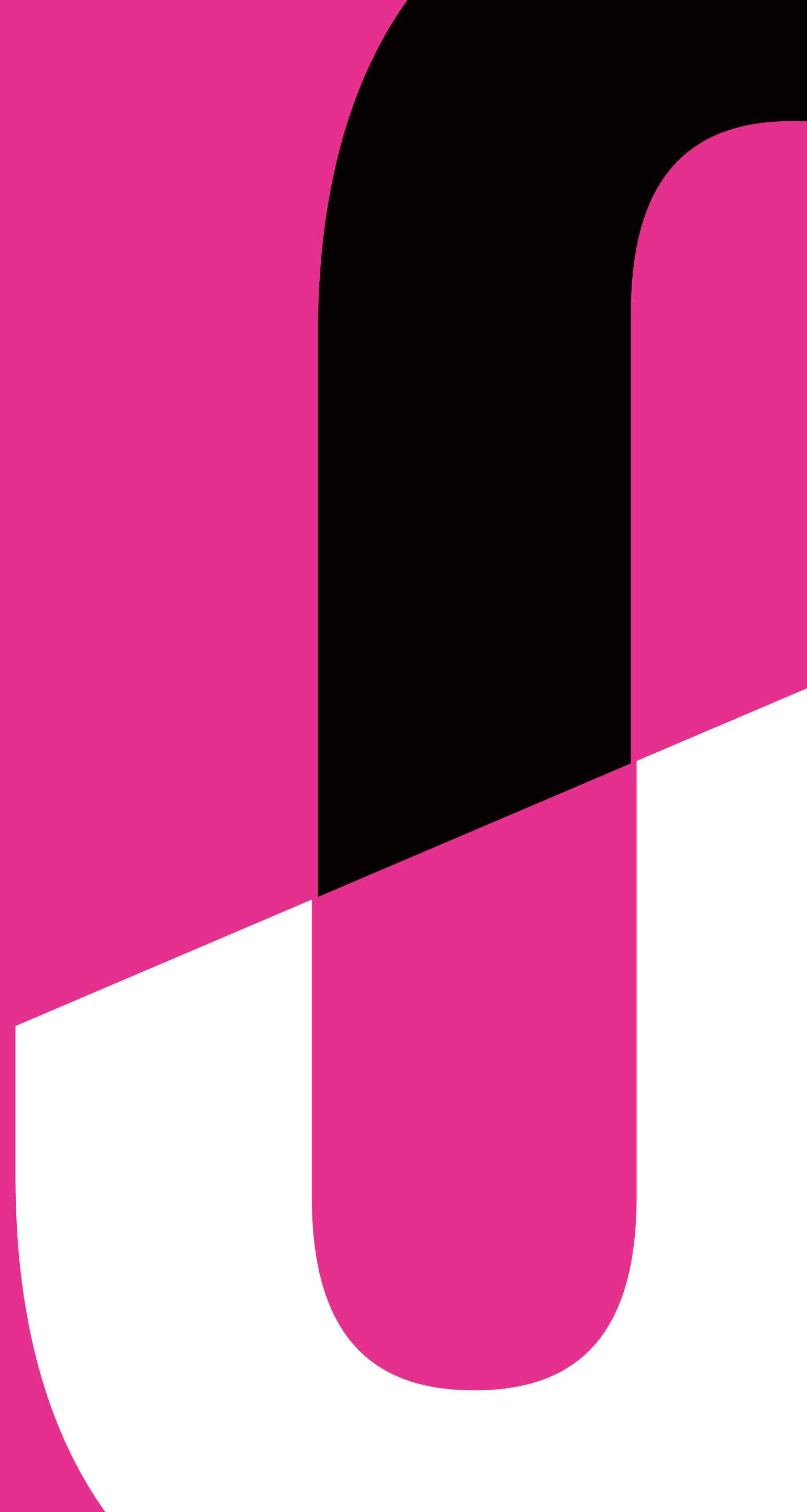
The Man Behind Mastodon, Eugen Rochko, Built It for This Moment



WHAT TYPE OF + CONTENT IS ON IT?

- Content on the platform includes videos, photos, GIF's, micro-blogs and much more. It can support almost any type of media.
- The app includes sections fairly similar to Twitter: hashtags, news, community & "for you".
- The content is a combination of what is found on Instagram, Tumblr and Twitter.

IS THERE ANY
OPPORTUNITY FOR BRAND
+ PLAY?



IS THERE ANY OPPORTUNITY FOR + BRAND PLAY?

- The only opportunity for brand play on Mastodon is through organic content
- There are no ads allowed on the app so the only opportunity is to make an account and create some brand awareness
- There could be an opportunity to partner with influencers on the app however there is not much information surrounding the topic, and no significant influencers on the app

WHAT IS THE MEDIA
+ SAYING?



DAVID MEERMAN SCOTT

“I just don’t believe that people will switch in any significant numbers. When a new social network pops up and the defining characteristic is that it is like another social network but better, it’s doomed. I think marketers can safely ignore Mastodon. I do not think that this little flurry of interest is sustainable, and I do not think that Mastodon or any other social media service will take the place of Twitter.” (CMSWire)



BENJAMIN GOH

“As for Mastodon, my initial inquiry with my network is that most of [our clients] have not even heard of it. I guess it will require some time before it gains some significant presence here.” (CMSWire)



EVAN HAMILTON

“I joined Mastodon to secure my username and explore. Marketers should absolutely do this — it's good to explore new territory — but I worry that the complexity of Mastodon and the difficulty of moving your audience will keep it from taking off.” (CMSWire)



+ MAIN DIFFERENCES

MAIN DIFFERENCES BETWEEN + MASTODON AND TWITTER

- Mastodon has no ads
- They have fewer active users (1.03 million as of Nov. 7 for Mastodon vs. 238 million as of Q2, 2022 for Twitter)
- No universal verification system
- Users get 500 characters per post instead of 280
- Posts are in chronological order rather than based on an algorithm
- They do not support direct messages, only public posts that include @username

+ CONCLUSION

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Mastodon is not great for brands. At least not yet. There are no significant brands using the platform and usability is currently limited.

George Davidson, founder of the marketing consultancy *The Lantern*, said “it’s not clear Mastodon will take off. However, brands that like to be first in a space and show their customers they're leaders, had better get a move on.”

