



Toot the Word - Mastodon and the WordPress Community

Key findings & learnings

The goal of this survey was to help to improve the WordPress-related Mastodon instances and Mastodon as a meeting place for the WordPress Community in general.

The *Toot the Word Survey 2023* was conducted by the admins of five WordPress-oriented Mastodon instances:

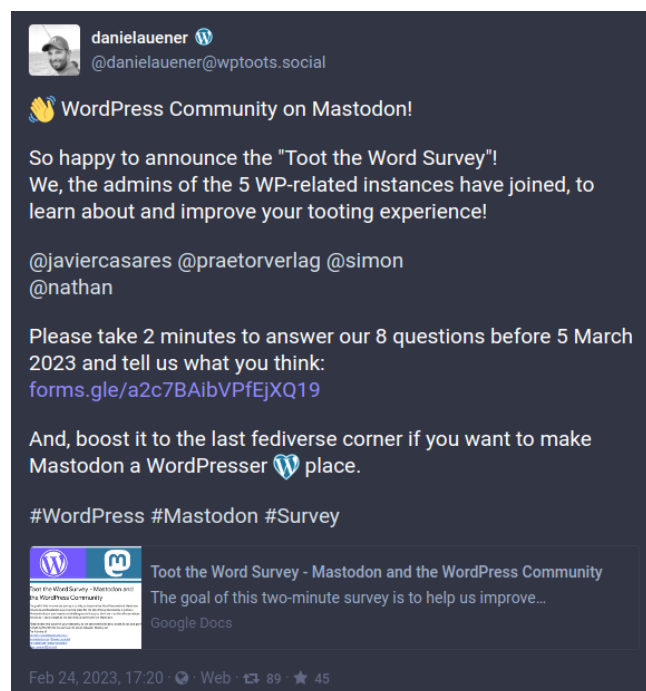
- @danielauener@wptoots.social
<https://wptoots.social>
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<https://wp-social.net>
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<https://dewp.space>
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<https://wpbuilds.social>

Besides our key learnings, we provide a general summary of the answers, as well as the raw data collected during the survey from *February 24, 2023*, to *March 05, 2023*.

The original announcement post on Mastodon was boosted 89 times and favored 45 times resulting in 208 anonymous answers.

The survey was mentioned several times on Mastodon, both from the accounts of the conductors of the study and other Mastodon users.

Sarah Gooding even mentioned the survey in a [WPTavern article](#) on March 2, 2023.



Key learnings

The *Toot the Word Survey 2023* reveals trends for the WordPress Community on Mastodon that are summarised in the following list of our learnings.

- Overall it seems that there is an active and stable WordPress community on Mastodon, which uses the network frequently. Mastodon is seen as an important channel for the WordPress community by a large majority of the participants, coming from all areas of the WordPress community and often key community members.
- The majority of participants of the study report that Mastodon is moderately important to very important to their WordPress-related social media activity. The quality of WordPress conversations on Mastodon is at least the same, but in many cases better than on other social networks.
- Nearly all participants of the survey expect Mastodon to have some kind of influence on the WordPress community in the future, a majority thinks Mastodon will be very influential or extremely influential. Most of the participants want to see more WordPress content and community discussions on Mastodon in the future.
- Generally, users on WordPress-oriented instances state that the communication with the community on Mastodon is important to their WordPress-related social media activity. They also are working with the community, or state that they are WordPress Community influencers, more often than users on common instances.
- Both the quality of conversation and the amount of WordPress community key members (rating themselves as important to the WordPress community) seem to be higher in WordPress-related instances. That might indicate that interactions in WordPress-oriented instances are more relevant to the WordPress Community than in common instances.
- Momentarily the community is widespread over a range of instances and only a smaller group of the participants in WordPress-oriented instances. That makes it difficult to target a specific audience (e.g. a certain field of work) by choosing a WordPress-oriented instance, which might change in the future when other advantages drive more community members to these instances.

We want to thank everyone who participated in the survey or boosted, favoured, or wrote about it.

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Summary of Responses to the Survey Questions

Since Mastodon has had many users flowing in after November 2022, you would expect that many of them are handling their accounts with lower priority than other social media.

How often do you use Mastodon?

208 answers

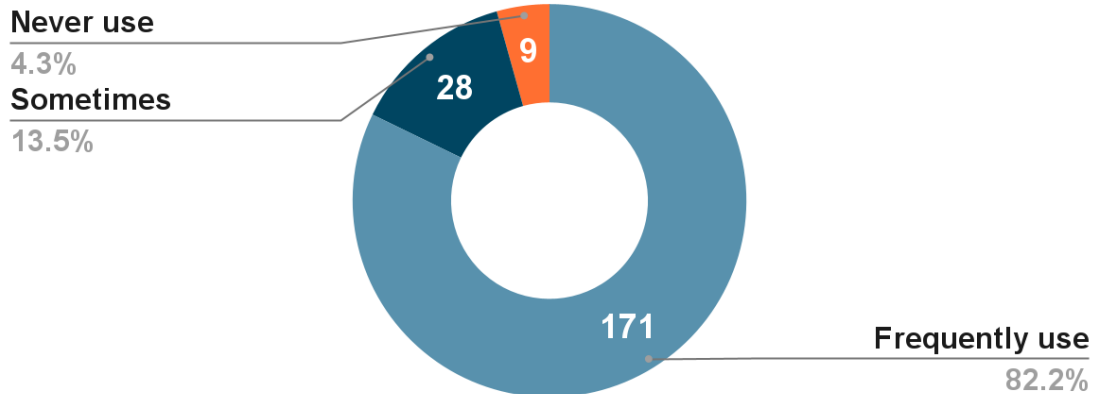


Figure 1

However, the survey tells us that the participants from the WordPress community on Mastodon use the service frequently (82.2%) (see figure 1) and rate it to be moderately important (47.6%) to very (26.4%) important to their social media strategy (see figure 2). That indicates that the WordPress community on Mastodon is active and not just testing a new service.

How important is Mastodon to your WordPress-related social media activity?

208 answers

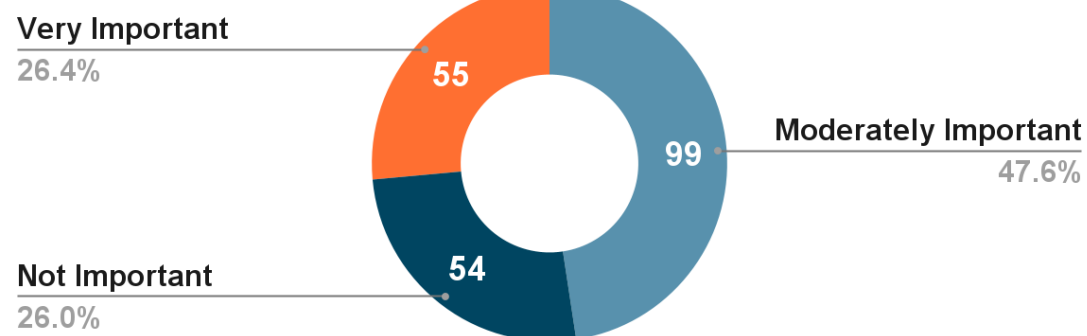


Figure 2

What describes your WordPress field of work best?

208 answers, multiple choice

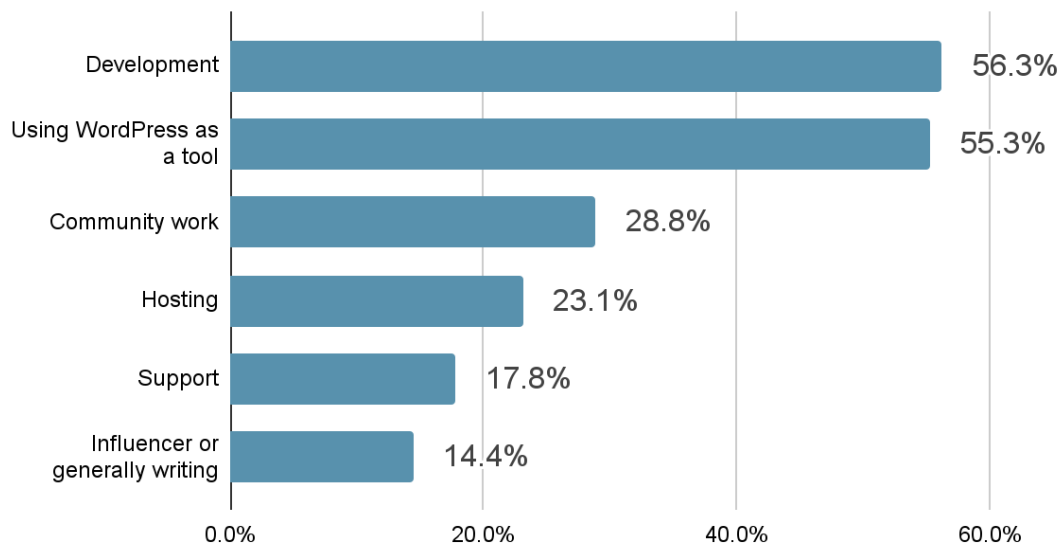


Figure 3

The adoption of Mastodon is spread across many different areas of the WordPress community (see figure 3). Even if the largest numbers of participants are developers (56.3%) and general WordPress users (55.3%), there is a number of WordPress influencers (14.4%), people working for or with the community (28.8%), as well as hosting (23.1%) and support (17.8%).

How important would you describe your role in the WordPress Community?

208 answers

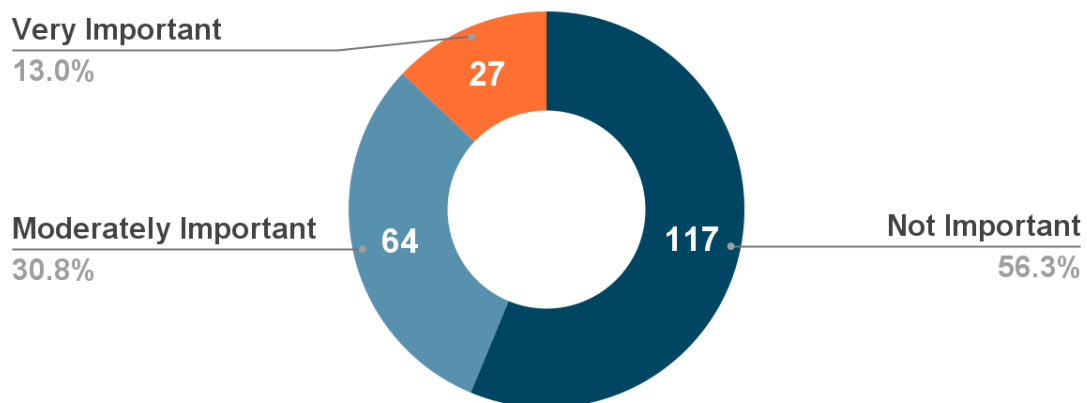


Figure 4

Furthermore, the survey indicates that even key members of the WordPress community are moving to Mastodon, with more than 43% of the survey participants rating themselves as moderately important (30.8%) or very important (13.0%) to the overall WordPress community (see figure 4).

How do you experience the quality of communication with the WordPress community on Mastodon compared to other social media?

208 answers

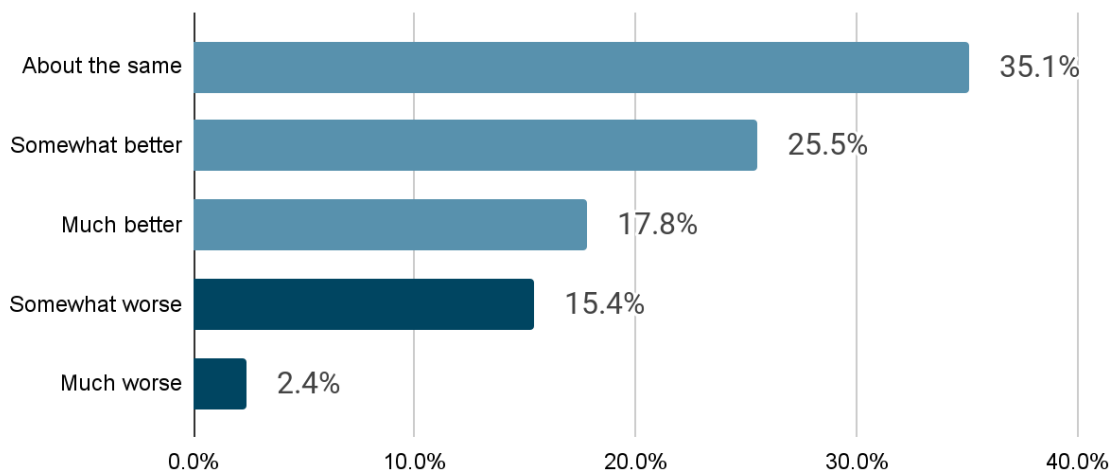


Figure 5

Overall the WordPress community rates the quality of communication amongst the community to be better on Mastodon. Many Mastodon users anecdotally describe the tone and quality of communication on the network as more constructive than on other networks¹. Our survey seems to prove that point, as 43% of the participants report their communication with the WordPress community on Mastodon to be better, compared to other networks, while only 17% report it to be worse.

¹ For example <https://blog.ironboundsoftware.com/2020/02/Using-Mastodon-instead-of-Twitter> (accessed 2023-03-08) or <https://algorithmwatch.org/en/mastodon-public-sphere/> (accessed 2023-03-08)

Do you think Mastodon will have a significant influence on the WordPress community in the future?

208 answers

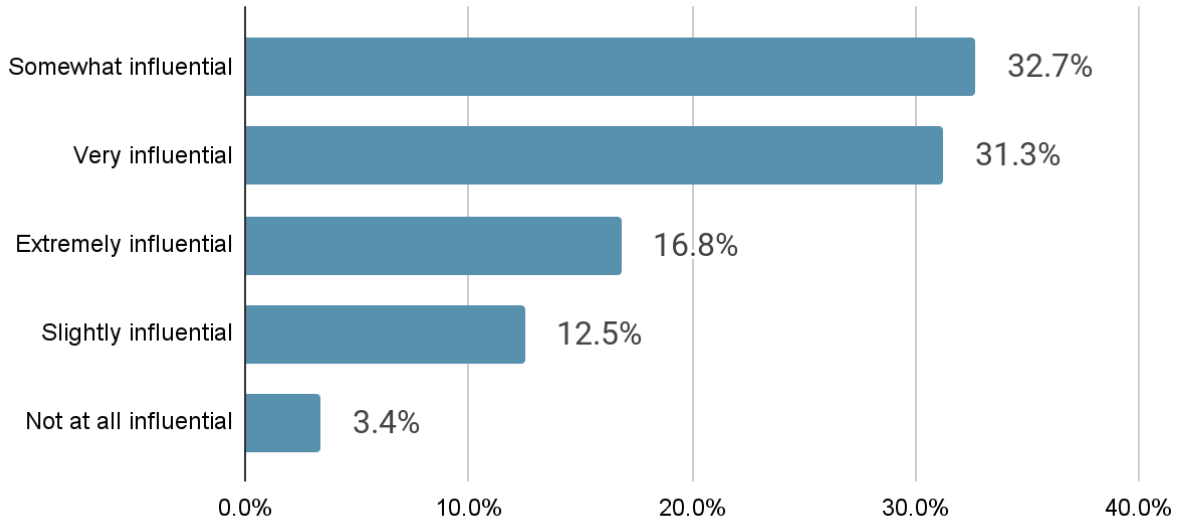


Figure 6

The participants agree broadly that the WordPress community will be influenced by Mastodon in the future and is here to stay. Less than four percent think that Mastodon will have no influence at all, while almost 64% think that it will be very influential or even extremely influential (see figure 6).

From the following options, what would you like to see more on Mastodon?

208 answers, multiple choice

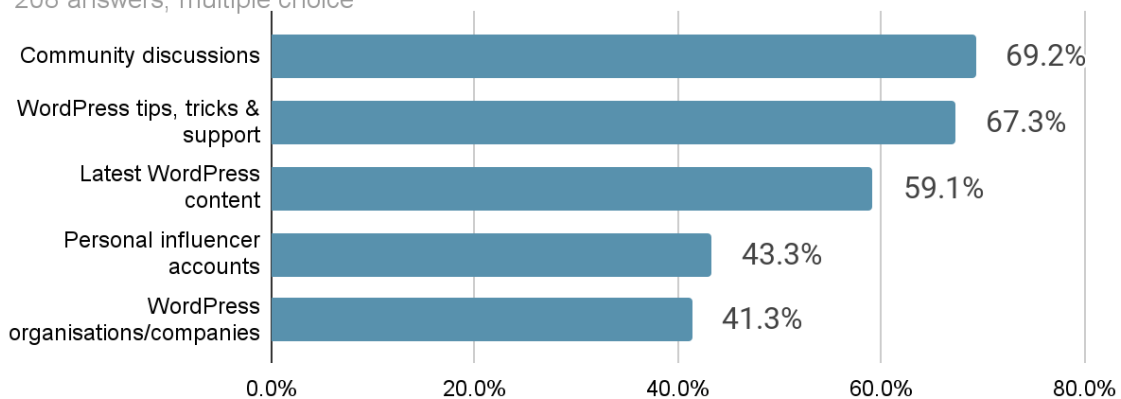


Figure 7

When it comes to what the community wants to see more of in the future, it seems like quality WordPress content is more requested than the presence of influencers of the community (individuals and organisations). But most of all Mastodon seems to be regarded as a place where community discussions and the development of the WordPress community should happen.

The last question of the survey asked for membership on a WordPress-oriented instance. 13.5% of the participants already have an account on a WordPress-focussed instance, while 31.4% are considering a move (see figure 8).

Are you using a WordPress-oriented Mastodon instance?

208 answers

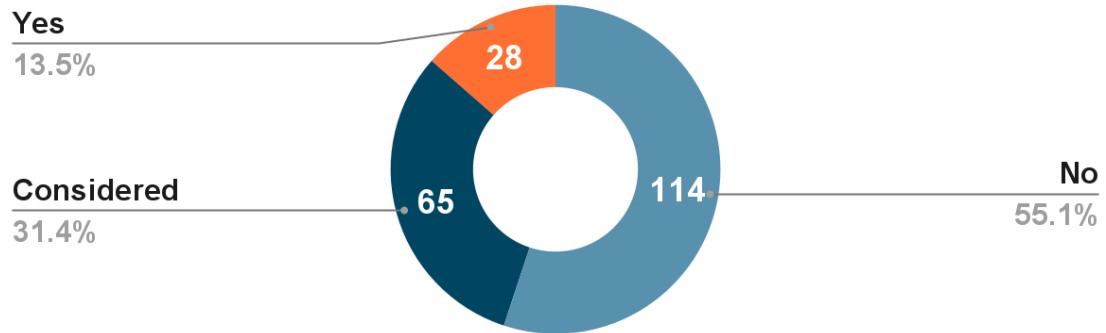


Figure 8

The Relevance of WordPress-oriented Instances

Since the survey was conducted to improve the work of the WordPress-oriented Mastodon instances, this section focuses on what we can learn about WordPress community members using WordPress-oriented Mastodon instances.

Among other things, the data gives some clues on what the gains of moving to a WordPress-oriented instance could be.

On a WordPress-related instance and self-rating as important for the Community
28 answers from users on WordPress related instances

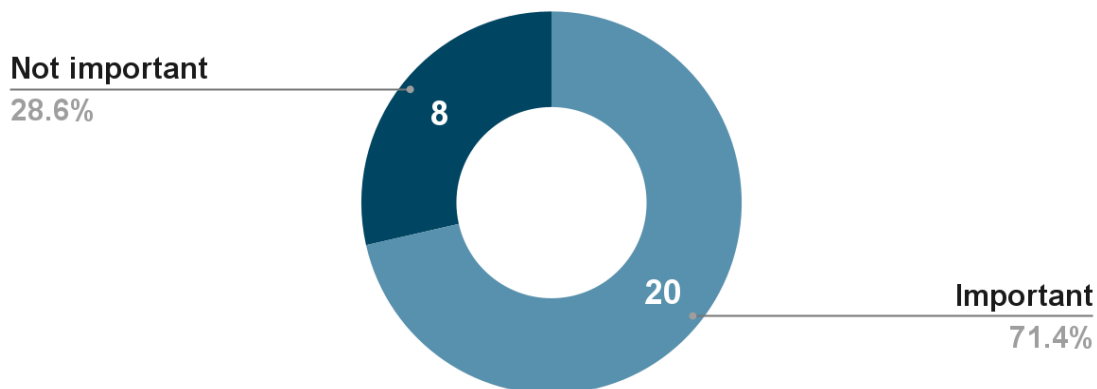


Figure 9

On a common instance and self-rating as important for the Community
179 answers from users on common instances

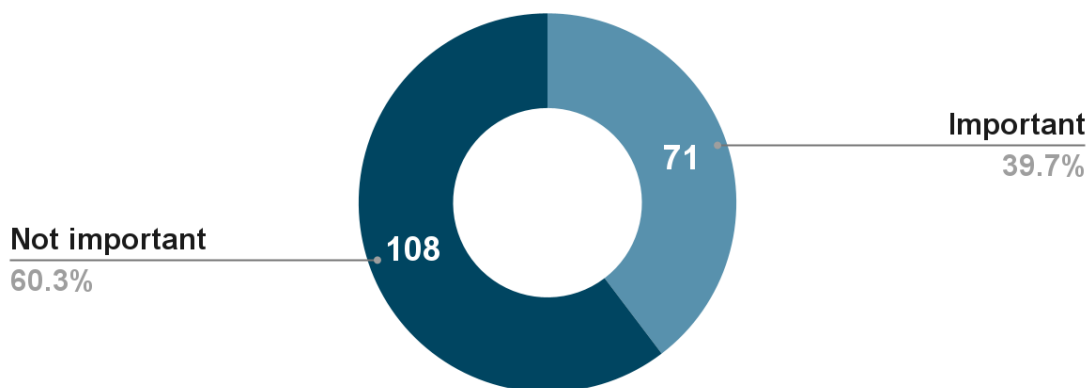


Figure 10

Users looking to connect to key members of the WordPress community should have a bigger chance on a WordPress-oriented instance because 71.4% of the survey participants from a WordPress-oriented instance did rate themselves as important (see figure 9) for the community. Only 39.7% on a common instance did the same (see figure 10).

Quality of conversation with the WordPress community on WordPress-related instances
28 answers from users of WordPress-oriented Mastodon instances

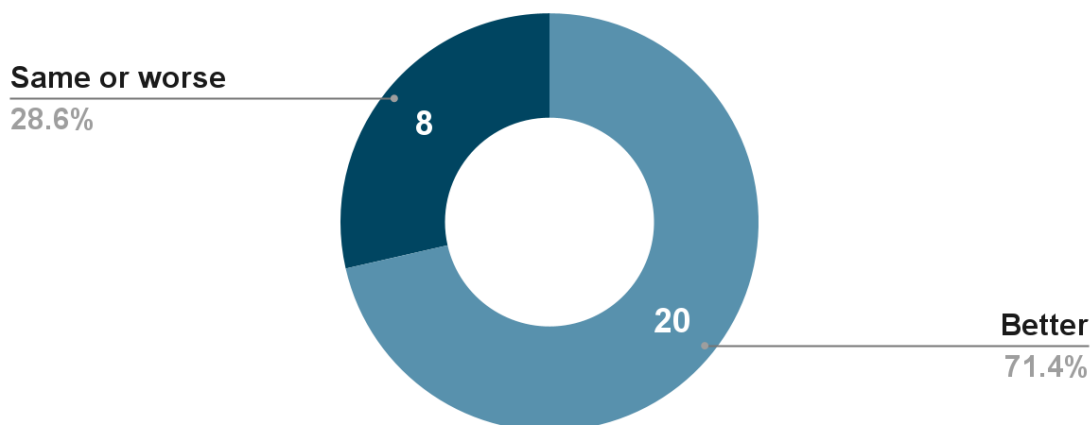


Figure 11

Quality of conversation with the WordPress community on common instances
172 answers from users of common Mastodon instances

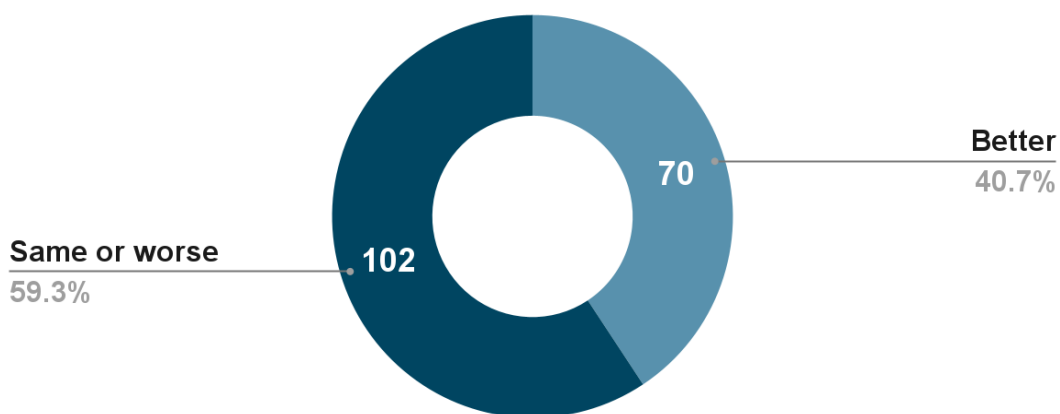


Figure 12

There even seems to be a difference in the quality of conversation in WordPress-related instances. 40.7% of the users on common instances find the conversation to be better than in other social media platforms (see figure 12) whereas in WordPress-oriented instances 71.4% experience communication with the community to be better (see figure 11).

Mastodon as an important communication channel on WordPress-related instances
28 answers from users of WordPress-related instances

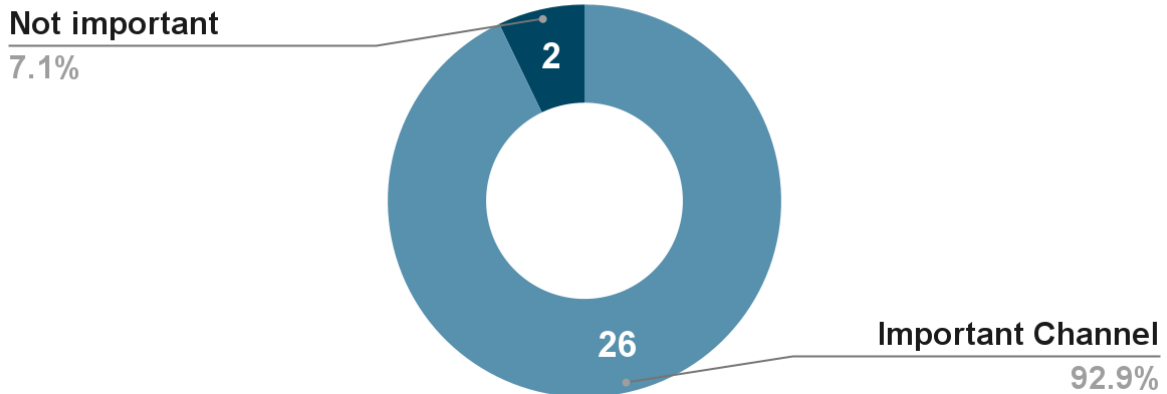


Figure 13

Mastodon as an important communication channel on common instances
179 answers from users on common instances

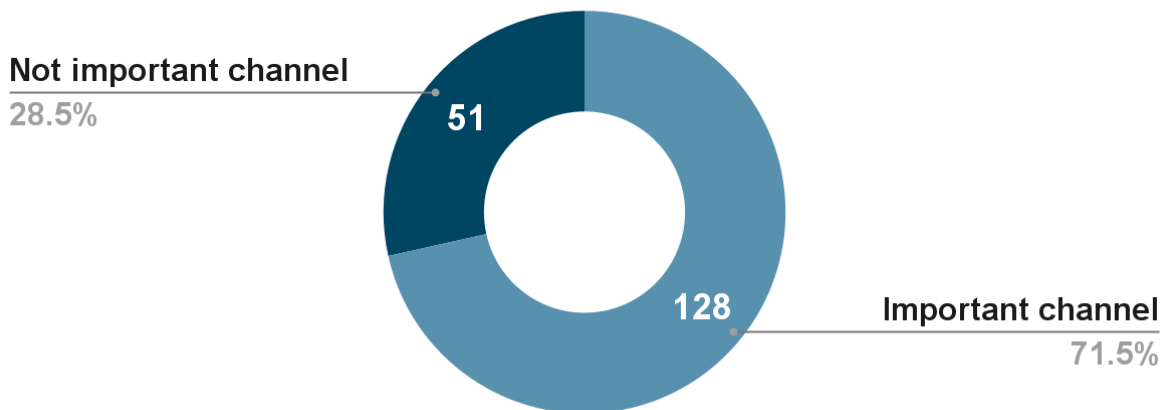


Figure 14

Another advantage of a WordPress-related instance could be that users share space with more people, rating Mastodon as an important channel to their community communication (92.9%, see figure 13), while that is the case for only 71.5% on common instances (see figure 14).

Field of Work on WordPress-related and common Instances

208 answers, multiple choice

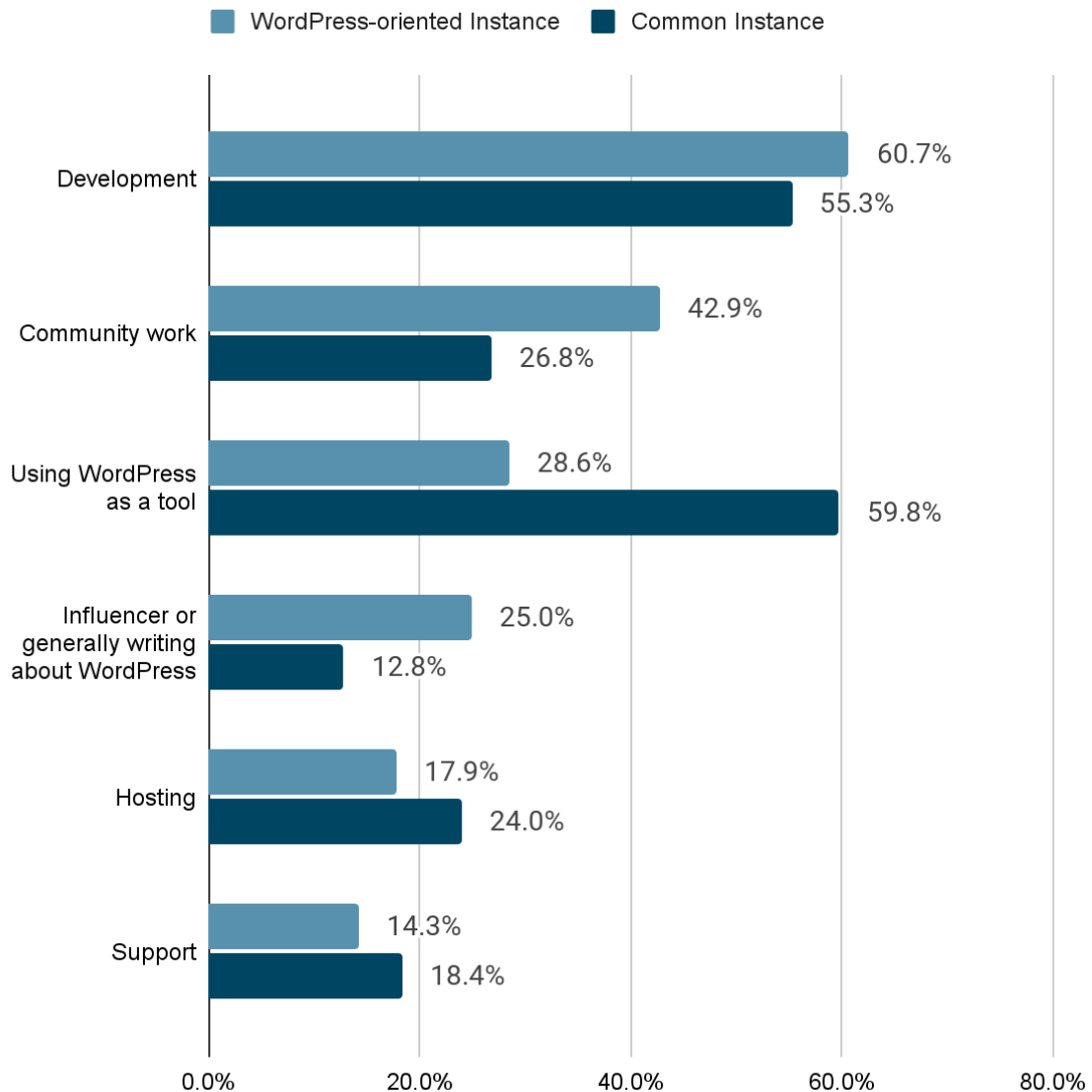


Figure 15

Another reason to choose a WordPress-related instance, might be to target a specific audience. Here WordPress-oriented instances seem to be somewhat more appropriate if you want to communicate with people working for/with the community, as well as influencers. Developers, hosting, and support people seem to be distributed quite evenly. WordPress users on the other hand seem not to choose common instances mostly (see figure 15).