

Interoperable Distributed Social Profiles

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.

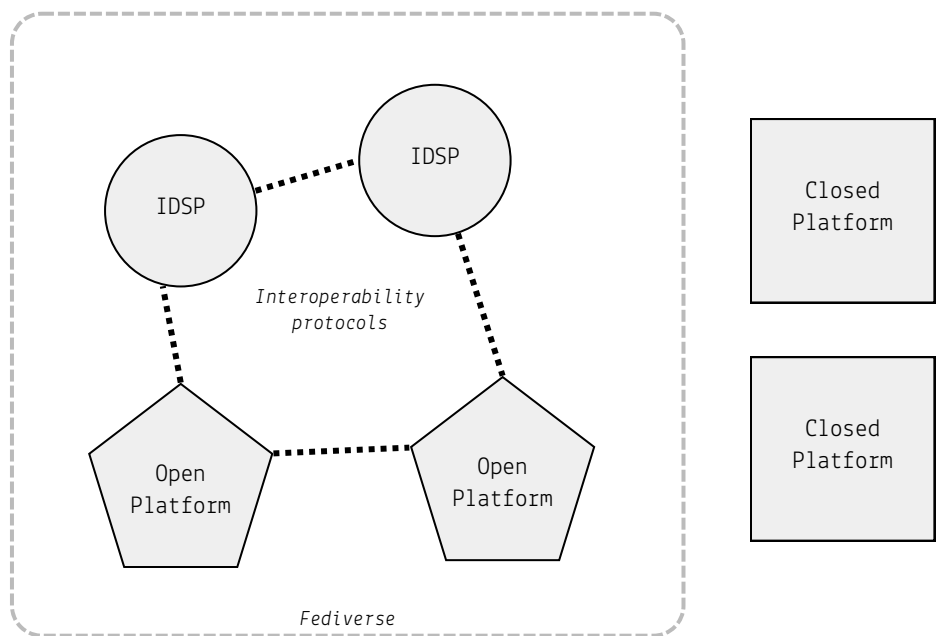
THE NEW SOCIAL MEDIA ECOSYSTEM

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



THE OLD-TRADITIONAL SOCIAL MEDIA

The **old social media ecosystem is decaying**- after decades of scandals, malpractices, and stalled innovation. One by which 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 management

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 platforms

NEGATIVE ENGAGEMENT

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



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

1. Sovereignty

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

3. Versatility

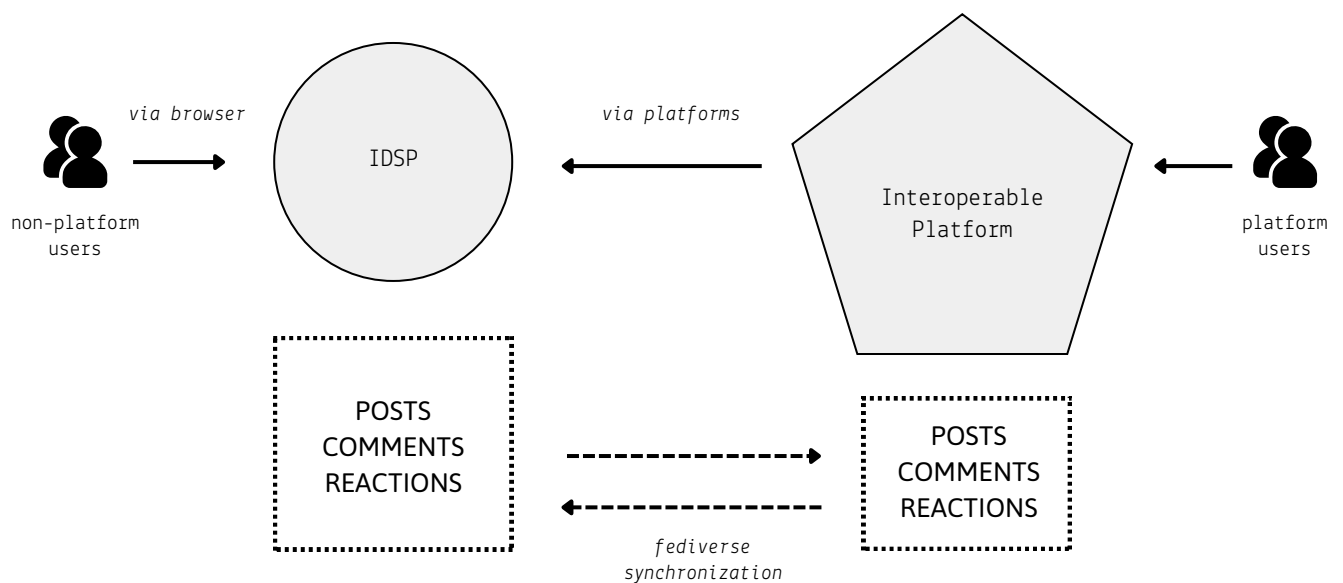
Capacity to be modified in accordance to specific needs and circumstances


2. Duplication

Communication consistency, avoidance of multiple followers bases, maintenance efficiency

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	standardized, homogeneous
minimal moderation	intensive moderation

How they relate?



This mockup **is an example**, in this case resembling an *European Commission* IDSP, a live front-end (non functional) version of it can be viewed [here](#) 



European Commission (@EUCommission) | ec.social-network.europa.eu

United for our future

European Commission → Profile name
@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

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!

Say yes to health. Say no to tobacco.

1.3K 3.2K 5.2K

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/IN4dNpV

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
Governmental organization
ec.europa.eu
europa.eu/IN4dNpV

meta data

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 release

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) [ActivityPub Protocol](#) 
- c) [Mastodon Open-Source infrastructure](#) 

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

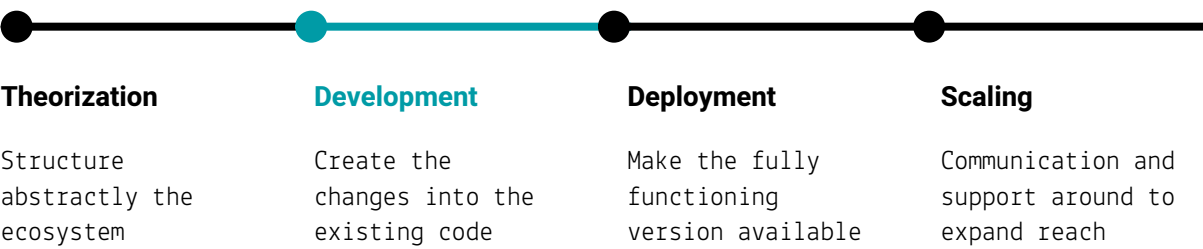
❑ EXPAND ACTIVITYPUB PROTOCOL

The AP protocol still doesn't have 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



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...