



# **My Social Network can Beat Up Your Social Network**

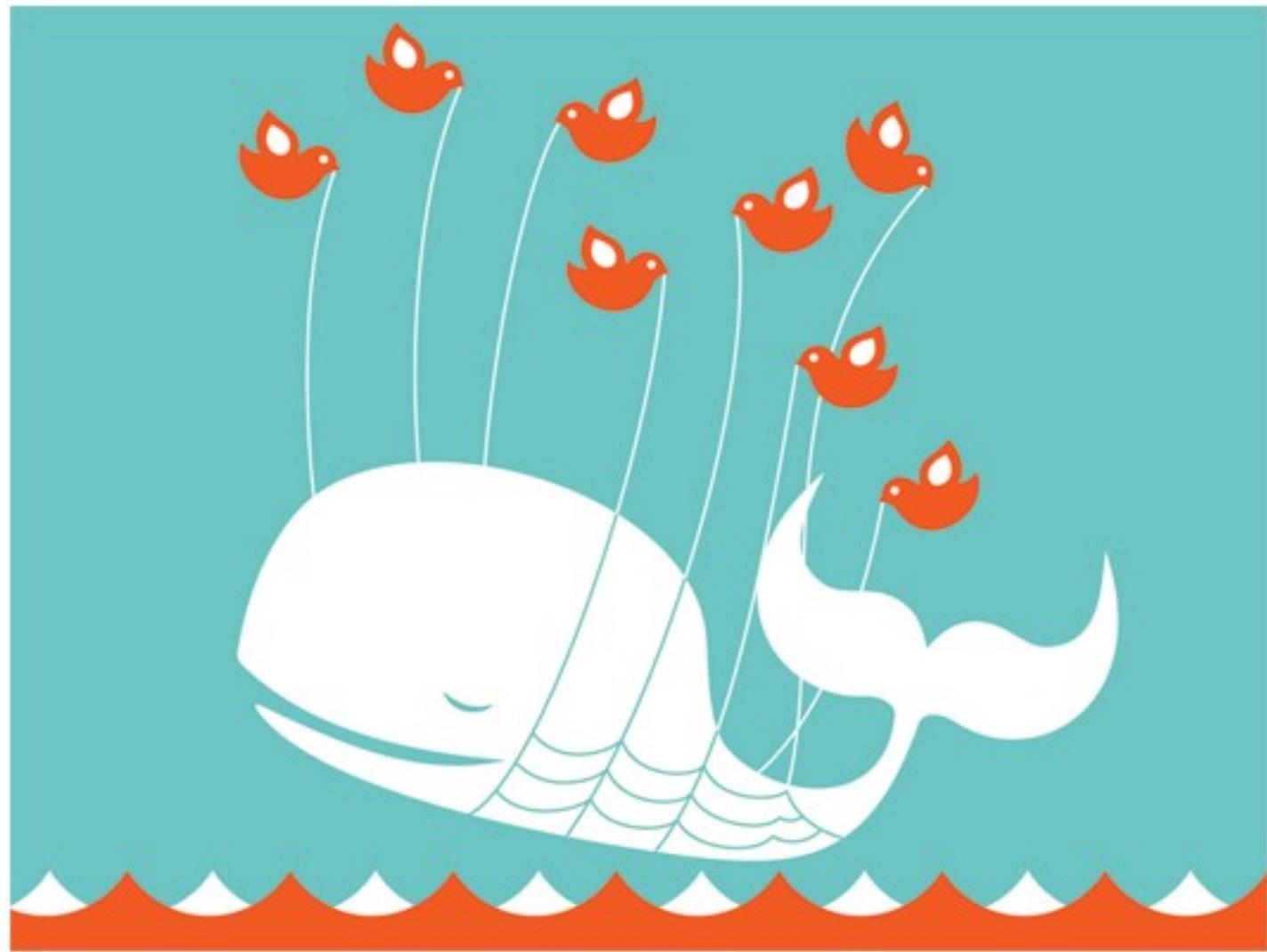
**Twitter vs. Identi.ca BATTLE ROYALE**

# Obligatory Biography

- DeLUG Founder
- 2009 IEEE GOLD PHX Chair
- ABLEconf 2009 Marketing Guy
  - First year social media was leveraged for spamming promoting ABLEconf events and information
- Procrastinator lol

# how do I microblogged?

- Microblogging is basically texting, except instead of just the NSA snooping on your messages, everyone does.
- 140 character limit
- Subscriptions to other people's notices
- Generally sounded completely useless until everyone started using it.
- Was popularized by one web app in particular...



# Twitter Nutrition Facts

- Patroned by celebrities and people that watch the E! Channel
- Pictures are viewed by posting links to other websites, like its 1999
- Started by Jack Dorsey, Biz Stone, and Evan Williams in 2006
- Based in San Francisco, People's Republic of California
- \$155 Million in funding



# Identi.ca Nutrition Facts

- Mostly open source users, like you!
- Built-in picture attachment support
- Founded by Evan Prodromou in 2008
- Based in Montreal, ~~Canada~~ Quebec
- Between \$120,135 (C\$150,000) and \$320,329 (C\$400,000) in funding

# Uses for Twitter

- Sharing pictures of Sandwiches
- Learning the secret to whiter teeth
- Rickrolling people
- Updating YOU on the latest @ableconf news and updates

# Uses for Identi.ca

- Supporting an open-source microblogging platform
- Not being spammed that much
- Pushing your updates to Twitter, from which you can also update Facebook
- Not failwhaling that much

# BATTLE ROYALE!



Too Soon?

# Identi.ca v. Twitter, Round 1: FIGHT!

- Twitter has more users
  - @kaynewest
  - @oprah
  - @hannahmontana
  - @bobsalad
- Twitter is supported in TweetDeck
- Twitter has usable third-party apps for the Blackberry. :<

# Identi.ca v. Twitter, Round 2: FIGHT!

- Identi.ca has more interesting users
  - @huertanix (Yours Truly)
  - @storming (Gnome Foundation Director)
  - @aseigo (The guy that did our keynote talk this year!)
  - @herlo (Utah Open Source Conference Director)
- Built-in picture attachment support
- NEVER GET RICKROLLED EVAR!!!
- Identi.ca Groups

# IDENTI.CA IS A WINRAR!

- Go use it!
- Follow me:  
[identi.ca/huertanix](http://identi.ca/huertanix)
- Push your updates  
from Identi.ca to  
Twitter, like a BOSS



**FIN**