

# *How to own your content on social media.*

 filament group

11ty

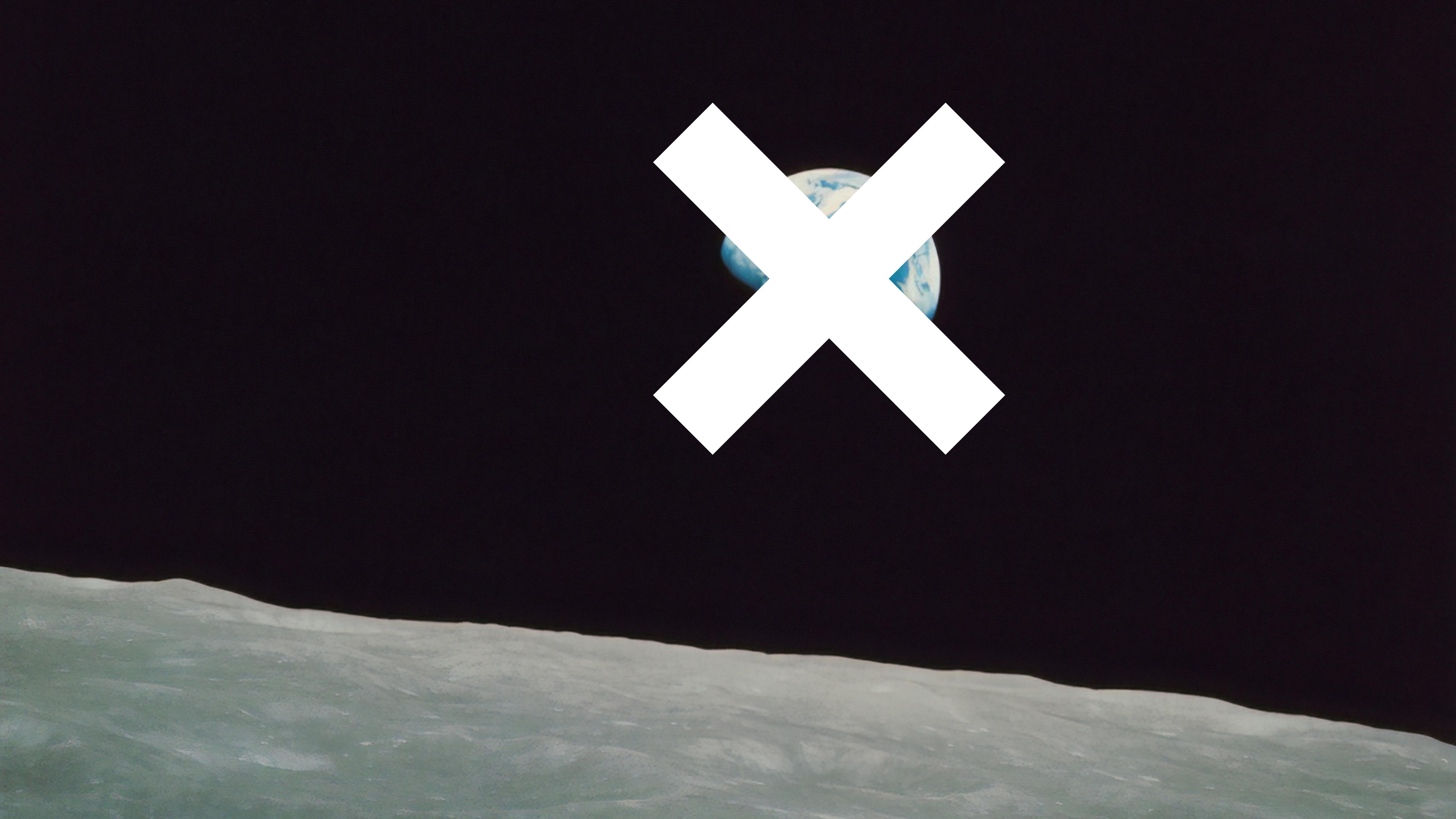


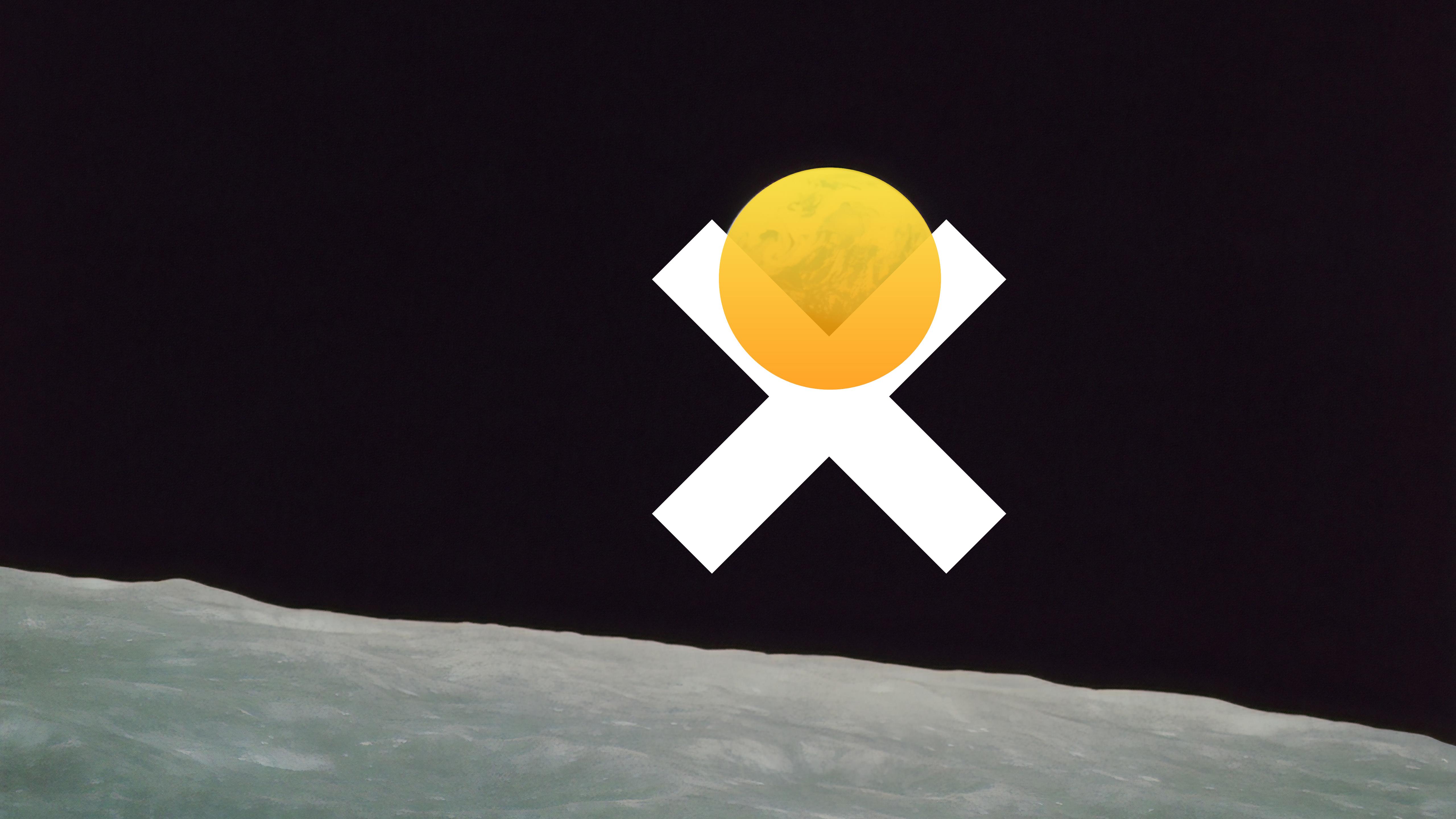
[zachleat.com](http://zachleat.com)

[zach@zachleat.com](mailto:zach@zachleat.com)

@zachleat



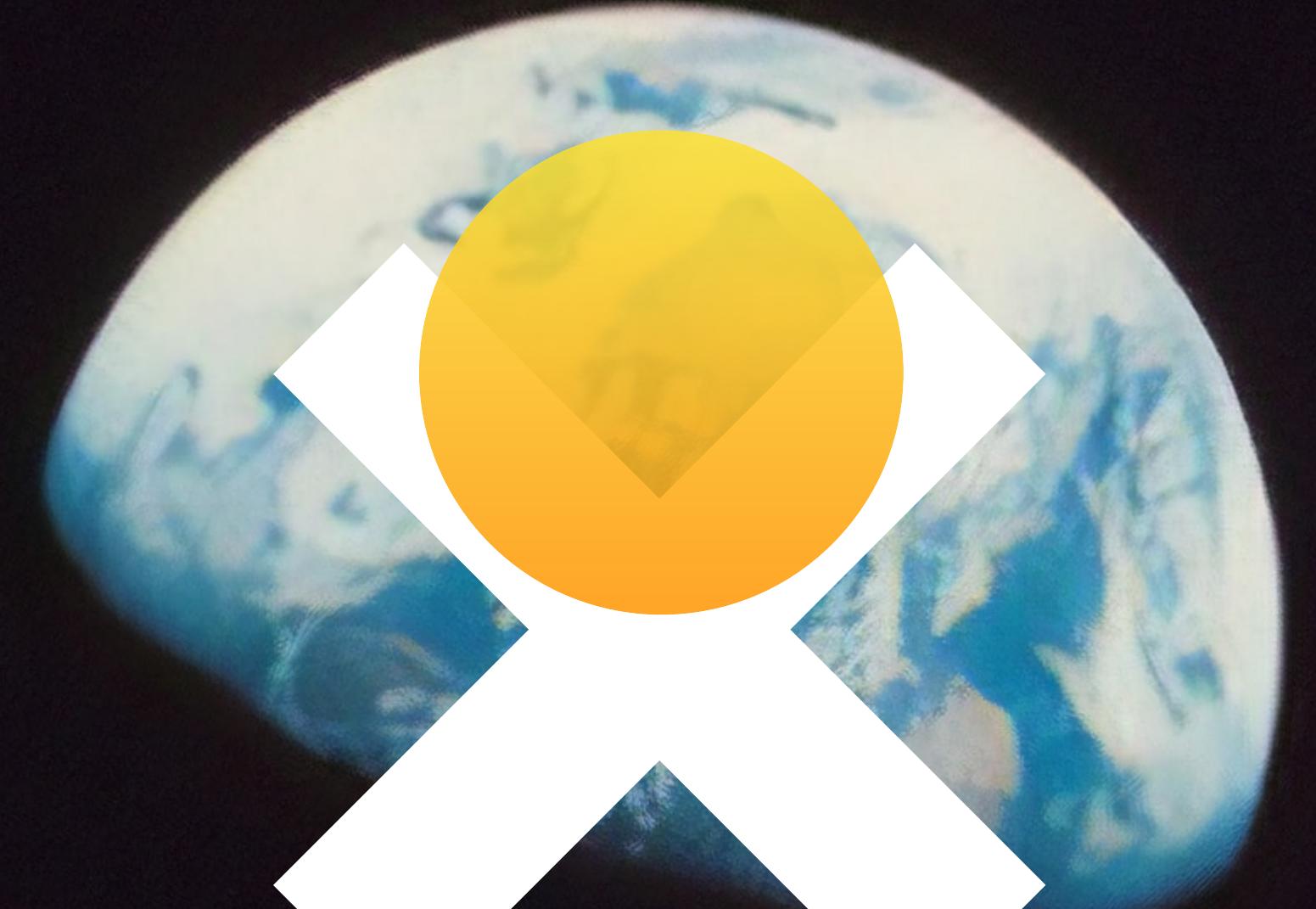






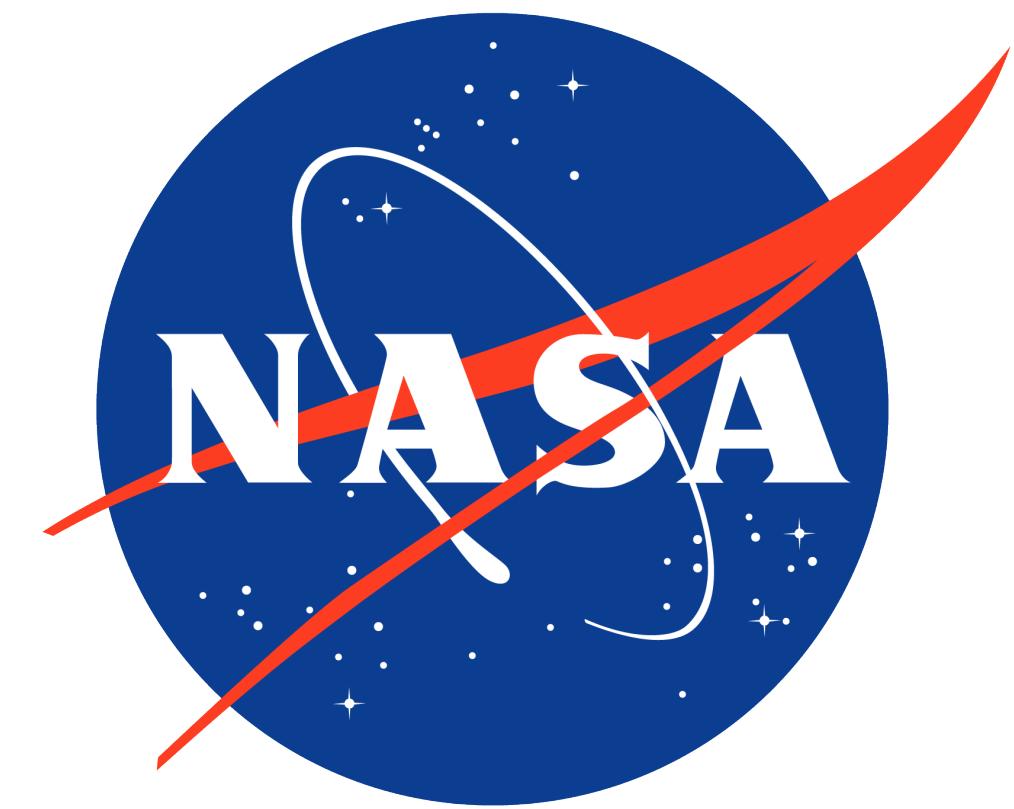
**myspacebook.info**



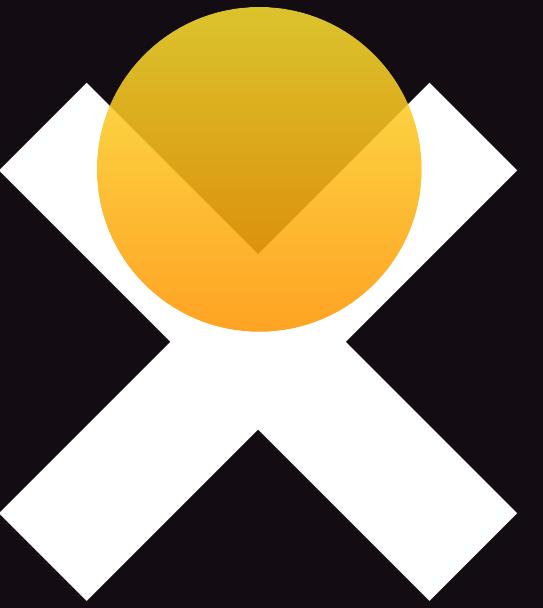


myspacebook /messages  
myspacebook /photos  
myspacebook /livestream  
myspacebook /app store  
myspacebook /VR  
myspacebook /crypto \$  
myspacebook /classifieds  
myspacebook /AI  
myspacebook /dating





ROSCOSMOS



**Don't be terrestrial.  
Be *extraterrestrial*.**

[myspacebook.info](http://myspacebook.info)

*How to own your  
content on social  
media?*

*Create a  
social media site.*



[myspacebook.info](https://myspacebook.info)

*Buy a  
social media site.*



X myspacebook.info

# *How to own your content on someone else's web site.*

 filament group

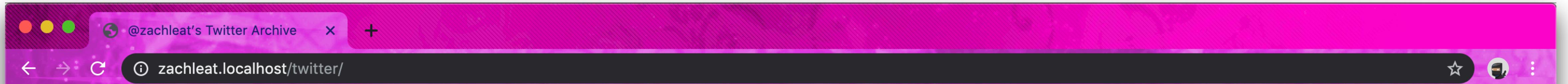
11ty



[zachleat.com](http://zachleat.com)

[zach@zachleat.com](mailto:zach@zachleat.com)

@zachleat



 [@zachleat's Twitter Archive](#)

[← zachleat.com](#)

# I've tweeted **27,989** times.

## Recent:

if I pay [@github](#) \$1 will they donate \$2.5 to charity or is this deal only applicable if ICE pays them

[Permalink](#)   2019 Oct 9 Mood +1 😊

## Popular:

# *Why?*

*My content's not  
worth saving.*



None



All

# *Content Worth Saving*

None

One



*Content Worth Saving*

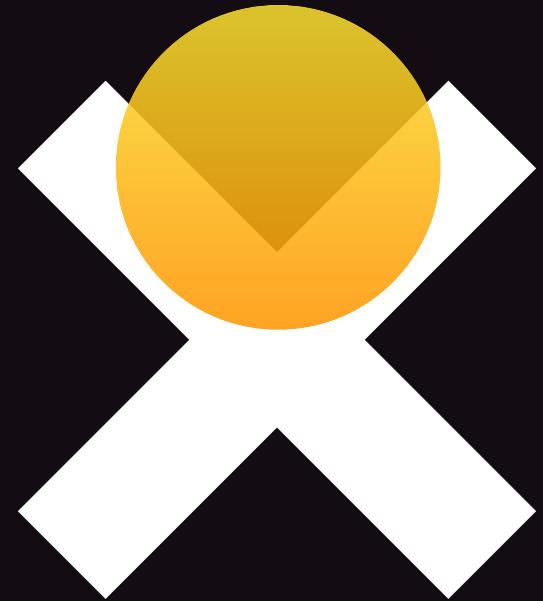
*My content has  
value to me.*

# *Supplemental Brain*



*All social media is  
inevitably doomed.*





# It has been an incredible journey!

We are happy to announce that effective immediately, **myspacebook** will be ending. Any content associated with your account will be deleted. We couldn't be happier about this transition. Thank you!

Vine



Google+



GeoCities



friendster®

orkut



# Pardon the interruption.

We see you've read on Medium before - there's a personalized experience waiting just a few clicks away. Ready to make Medium yours?

 Sign up with Google

 Sign up with Facebook

Already have an account? [Sign in](#)

To make Medium work, we log user data and share it with service providers. Click "Sign Up" above to accept Medium's [Terms of Service](#) & [Privacy Policy](#).



myspacebook.info wants to

Show notifications

Block

Allow

myspacebook.info wants to

Know your location

Block

Allow

# Pardon the interruption.

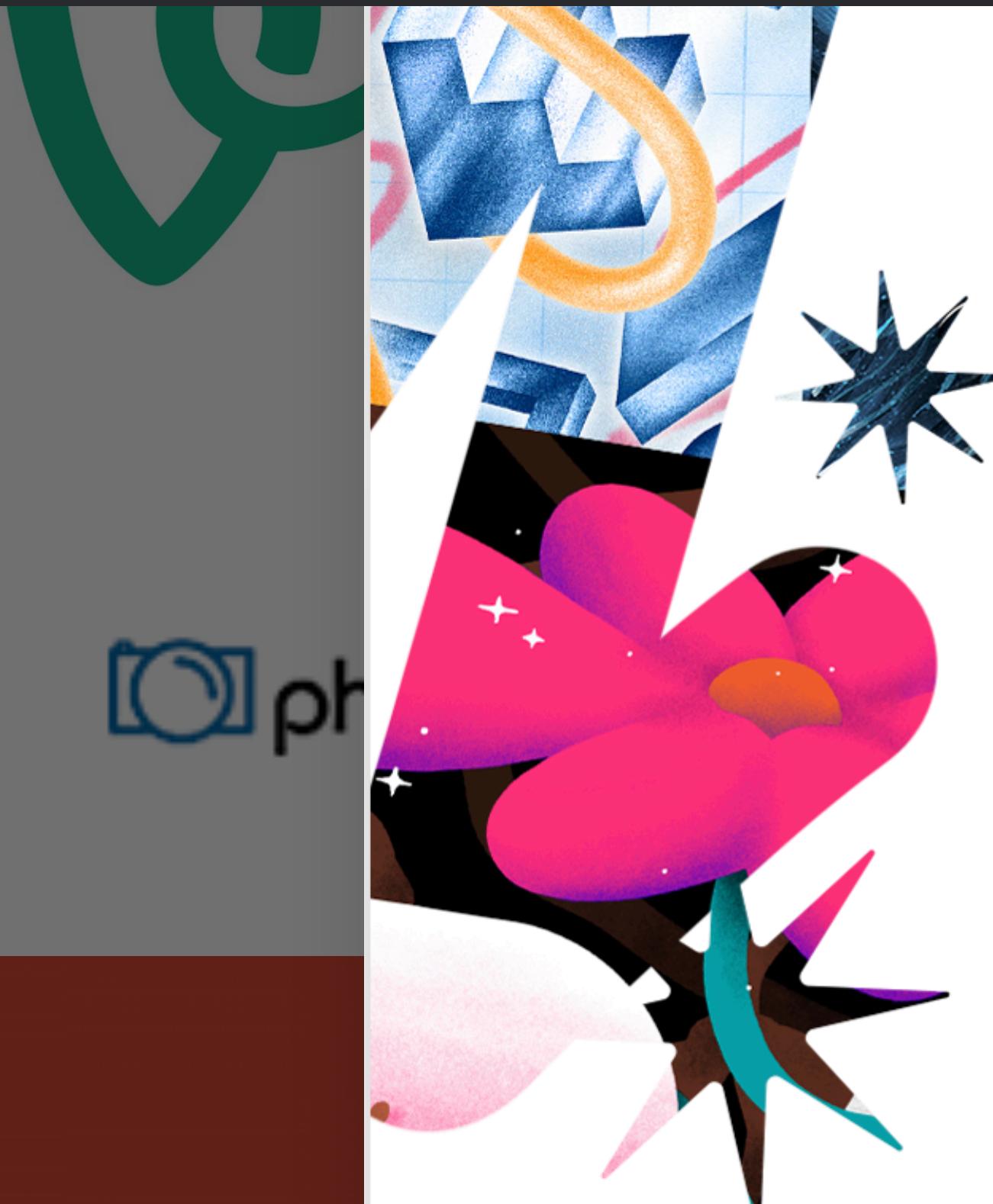
We see you've read on Medium before - there's a personalized experience waiting just a few clicks away. Ready to make Medium yours?

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Already have an account? [Sign in](#)

To make Medium work, we log user data and share it with service providers. Click "Sign Up" above to accept Medium's [Terms of Service](#) & [Privacy Policy](#).



myspacebook.info wants to

Show notifications

Block

Allow

myspacebook.info wants to

Know your location

Block

Allow

# I AM AN ADVERTISEMENT, HI

Pardon the interruption.

We see you've read on Medium before - there's a personalized experience waiting just a few clicks away. Ready to make Medium yours?

 Sign up with Google

 Sign up with Facebook

Already have an account? [Sign in](#)

myspacebook.info wants to

Show notifications

Block

Allow

myspacebook.info wants to

Know your location

Block

Allow

# I AM AN ADVERTISEMENT, HI

ve



## Pardon the interruption.

We see you've read on Medium before - there's a personalized experience waiting just a few clicks away. Ready to make Medium yours?



# AGREE TO OUR COOKIES OR ELSE

I AGREE

myspacebook.info wants to

Show notifications

Block

Allow

I AM AN A

ve



AGREE

myspacebook.info wants to

Know your location

Block

Allow



Log in to see more

Email or phone number

Password

Forgot your password?

Log in

OR

f Continue with Facebook

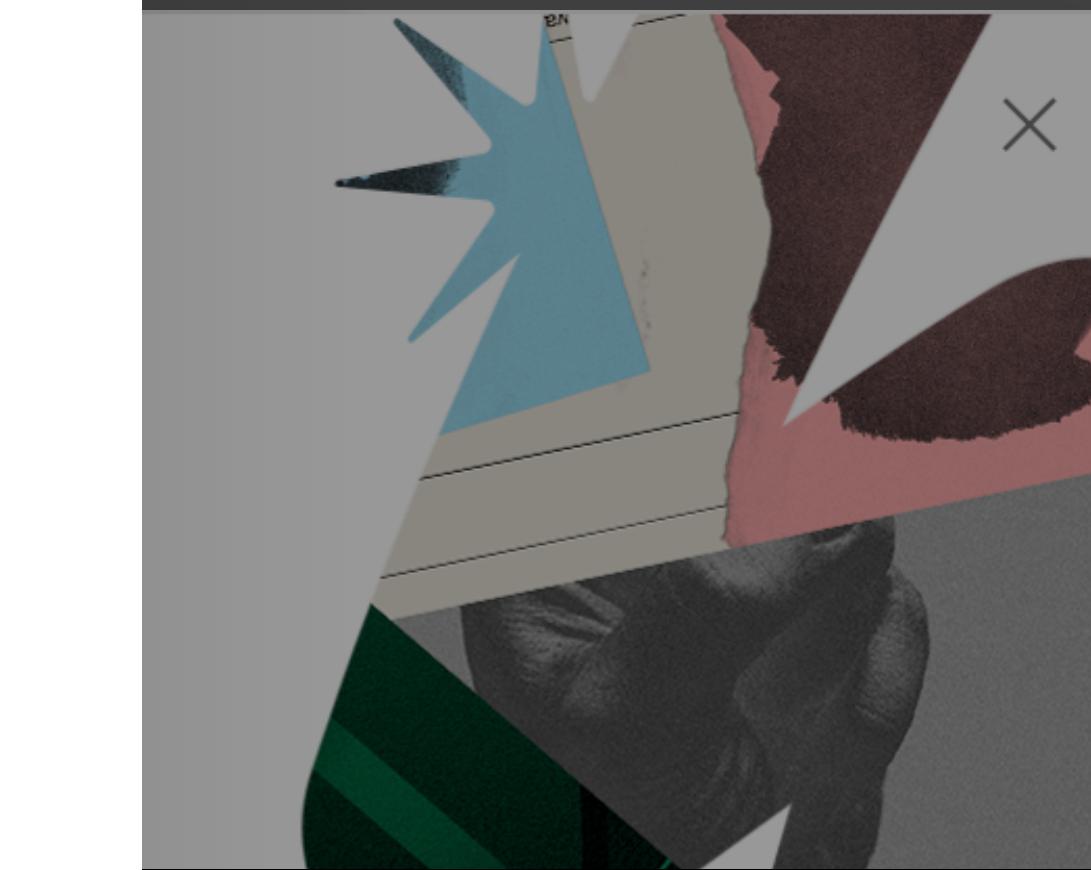
G Continue with Google

By continuing, you agree to Pinterest's [Terms of Service](#), [Privacy Policy](#)

Not on Pinterest yet? [Sign up](#)

COOKIES  
OR ELSE

MENT, HI



COOKIES

I AGREE

myspacebook.info wants to

Show notifications

Block

Allow

myspacebook.info wants to

Know your location



Log in to see more

I AM AN APPRENTICE, HI

THIS IS BETTER ON  
OUR APP

APP STORE



Continue with Google

By continuing, you agree to Pinterest's [Terms of Service](#), [Privacy Policy](#)

Not on Pinterest yet? [Sign up](#)

AGREE TO OUR COOKIES  
OR ELSE

I AGREE

**~~Everything on the web~~  
~~should last forever.~~**

~~I should host  
everything I post~~

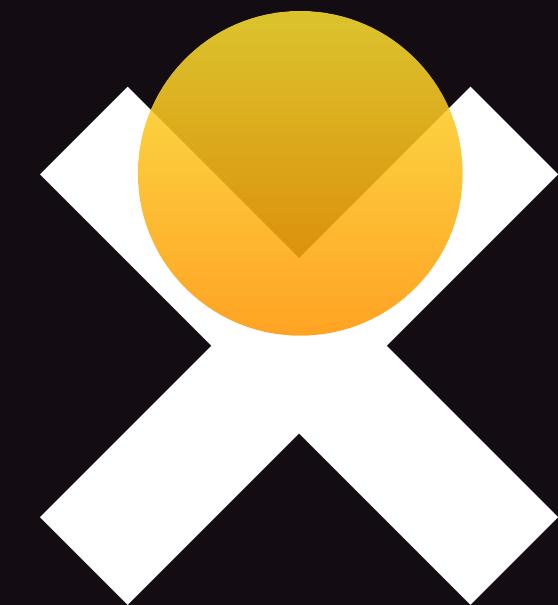
**~~Don't use cloud  
services~~**

*My content should  
exist on my terms.*

# How?

# *The URL*

# *The* CANONICAL URL



[myspacebook.info/VANITY](http://myspacebook.info/VANITY)

*If you control the full URL,  
you control the content.*

# Zach Leatherman

Zach is a Web Developer with Filament Group.



**zachleat**

Zach Leatherman

Create a new blog

**zachleat**

Tumblr URL: [zachleat.tumblr.com](http://zachleat.tumblr.com)

Use a custom domain

<http://>

[Test domain](#)

[Cancel](#)

[Save](#)

**tumblr.**

# Custom Domains service deprecation

As of November 2017, Medium is no longer offering new custom domains as a feature. Instead, you can [create a publication](#) on Medium that will live on a `medium.com/publication-name` URL.

## Existing publications on custom domains

If you already have a custom domain on Medium, nothing will change for you for the foreseeable future, and your domain will continue to work as expected.

However, if you currently have a custom domain on Medium and you maintain [CAA Records](#), you must add one for `comodoca.com` or we won't be able to renew your SSL certificate every year. If you don't have any CAA Records there's no need to add anything. Your certificate will renew seamlessly.

### Articles in this section

[Custom Domains Terms of Service](#)

[Custom Domains service deprecation](#)

[◀ Settings](#)

## Add a custom domain to your site

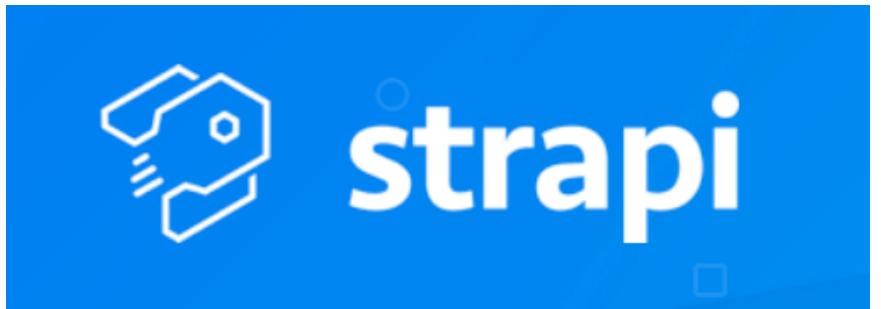
You can bring a domain name that you already own, or buy a new one. When you buy the domain with us, we automatically configure your DNS settings and provision a wildcard certificate for your domain.

[Learn more in the docs ↗](#)

Custom domain

**Verify**

 **ghost**



# URLS ARE POWER

**URLS ARE UNDER  
ATTACK**



10:06 69°

google.com/amp/s/www.wsj.com 72

wsj.com

# THE WALL STREET JOURNAL.

BUSINESS | ON BUSINESS

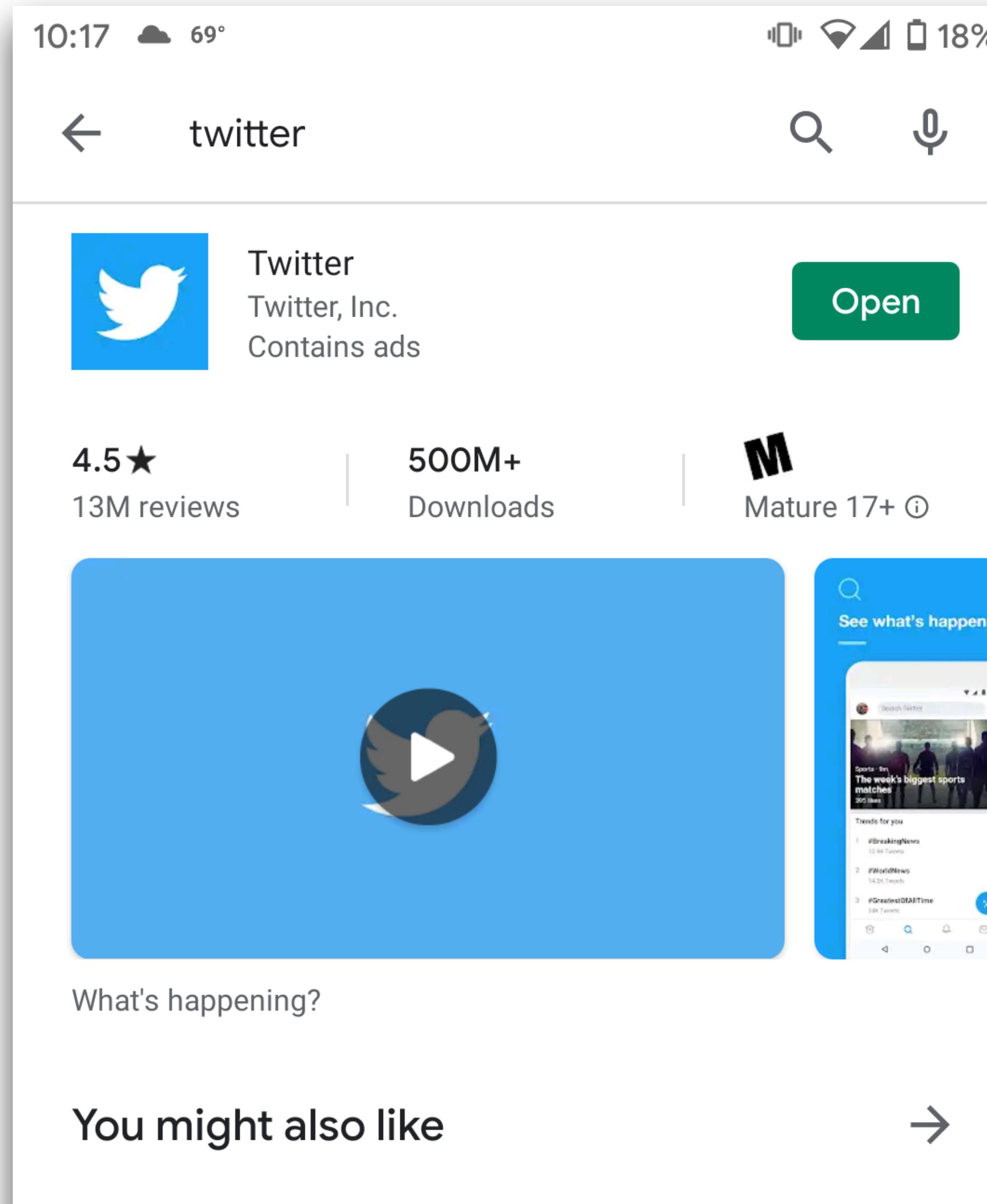
## The Business of Fearing Elizabeth Warren

Mark Zuckerberg isn't the only executive fretting about what the Massachusetts senator would do if she reaches the White House

ATTACKS ON THE URL



AMP



## ATTACKS ON THE URL



## APP STORES

*Zach is a Web Craftsperson with the award winning [Filament Group](#). He's currently fixated on [web fonts](#) and [static site generators](#). His [public speaking résumé](#) includes talks in eight different countries at events like Beyond Tellerrand, Smashing Conference, CSSConf, and [The White House](#). He also helps herd [NEJS CONF](#) and the [NebraskaJS](#) meetup. [Read more »](#)*

## ATTACKS ON THE URL

# WEB BROWSER INTERFACE

# **ATTACKS ON THE URL**

# **LIKE US ON FACEBOOK**

## **QR CODES**



**spara**  
@spara

▼

Thinking of printing QR code stickers that go to a random  
MySpace page. Physical man-in-the-middle attack.

1:34 PM · Mar 14, 2013 from [SoMa, San Francisco](#) · [Tweetbot for Mac](#)



## **KEYWORDS**

# *IndieWeb*

a people-focused alternative to  
the “corporate web”



[indieweb.org](http://indieweb.org)

# Personal sites are awesome!

**personalsit.es**

Personal sites are awesome, so this site was built so we can all discover each others. All the links are by folks that want to share their site with the world.

If you want your site to appear on here, go ahead and [submit it on GitHub](#).

---

## The sites

### Alex DeLorenzo

Has RSS Feed

No

Updates feed

<https://alexdelorenzo.dev/page/1>

Tags

Software Engineer

Technical Writer

Freelancer

### rosswintle.uk

Has RSS Feed

Yes

Tags

Full-stack Developer

Back-end Developer

WordPress

Laravel

Random Geeky Stuff

Dad

### dan-davies.co.uk

Has RSS Feed

Yes

Tags

Designer

Developer

### andy-bell.design

Has RSS Feed

Yes

Updates feed

<https://andy-bell.design/feed/page/0>

L

Tags

Personalsit.es Maintainer

Web Designer



**MXB**

01 home    02 articles    03 notes    04 about

HELLO, MY NAME IS MAX

# I make websites.

I'm lead front-end developer at Codista, a software studio in Vienna.  
I also write about the web on my Blog and on Twitter.

---

© 2019  
Max Böck

Contact  
hello@mxb.dev

Social  
Twitter / Github

Legal  
Privacy Policy / Ownership

The image shows a web browser window with a light gray background featuring a faint map of a city. In the center, there's a white rectangular area containing a personal website for Aaron Parecki. At the top left of this area is a circular profile picture of a smiling man with glasses. To the right of the profile picture is a bio text block. Further to the right is a sidebar with various links and statistics. Below this is a decorative graphic consisting of a grid of blue and green squares. At the bottom of the central area is a book cover for 'OAuth 2.0 Simplified'. The browser's header bar at the very top includes a search field, weather information (58°F), and a timestamp (12:11pm). The overall layout is clean and modern.

Paul Robert Lloyd Writing Speaking Projects

[Notes](#) [Photos](#) [Bookmarks](#)

# Hi, I'm Paul—

an independent designer, writer and speaker based in Brighton, England. I help responsible organisations make purposeful digital products.

I've been building interfaces to the web since 2004. At renowned user experience agency **Clearleft** I designed websites for a variety of organisations and instigated a comprehensive redesign of the professional web font service, **Fontdeck**. At **The Guardian**, I was part of the team that launched their responsive website and next-generation mobile applications.

Today I work with businesses to help them make a meaningful impact within their industry. I bring a critical eye to the design process, and advocate for the user in every step of the design process. I build websites that make a measurable difference to the bottom line.

*Not just for  
personal content.*



Adam Conover ✅  
@adamconover

A little more context: when I joined CH, fans watched videos on OUR SITE. That meant that we sold the ads & controlled the metrics. We had a killer ad sales team, and made custom videos for major brands. YouTube was mostly just to drive traffic to the site. It was a real business!

We posted links to FB, of course, but the links led to our site! I specifically remember the fateful day someone said "You have to see the numbers native videos get on Facebook. They're INSANE." Too good to pass up! So we started posting videos natively to Facebook instead.

The problem: no way to monetize. In fact, instead of viewers coming to OUR site & seeing ads, Facebook's model is to CHARGE YOU for access to your fans. Site traffic plummeted. So did ad rates, and thus video budgets. Our FB views were awesome!! But we now know those were a lie.



**Adam Conover**   
@adamconover

So we started posting videos natively to Facebook instead.

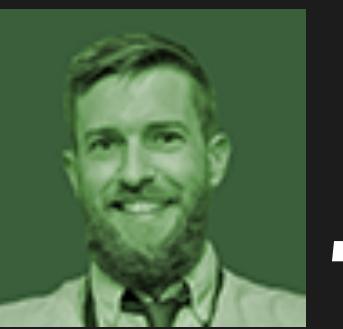


**Adam Conover**   
[@adamconover](https://twitter.com/adamconover)

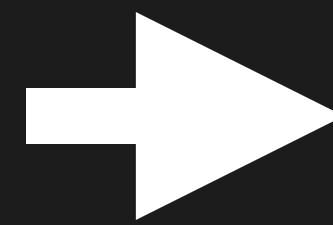
instead.

# POSSE

*Publish  
Own  
Site  
Syndicate  
Elsewhere*

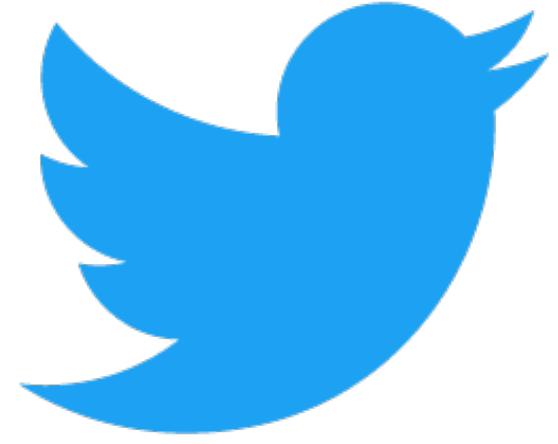


.com









***twitter.com/zachleat***

*est. 2006*

*about 27,000 tweets*

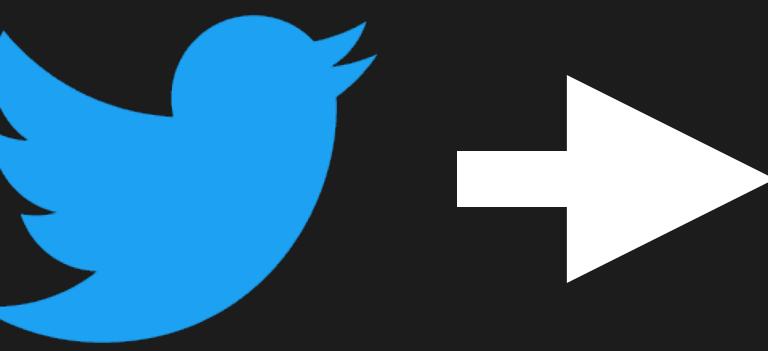
***zachleat.com***

*est. 2006*

*243 posts*

# *POSSE* vs *PESOS*

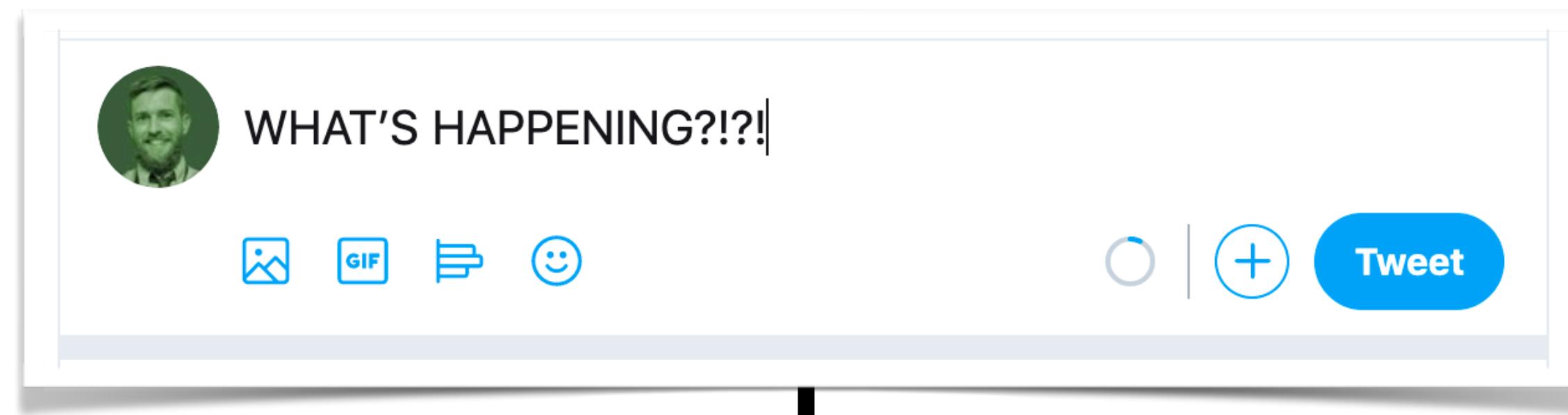
*P*ublish  
*E*lsewhere  
*S*yndicate  
*O*wn  
*S*ite



.com

**POSSIBL**





twitter.com

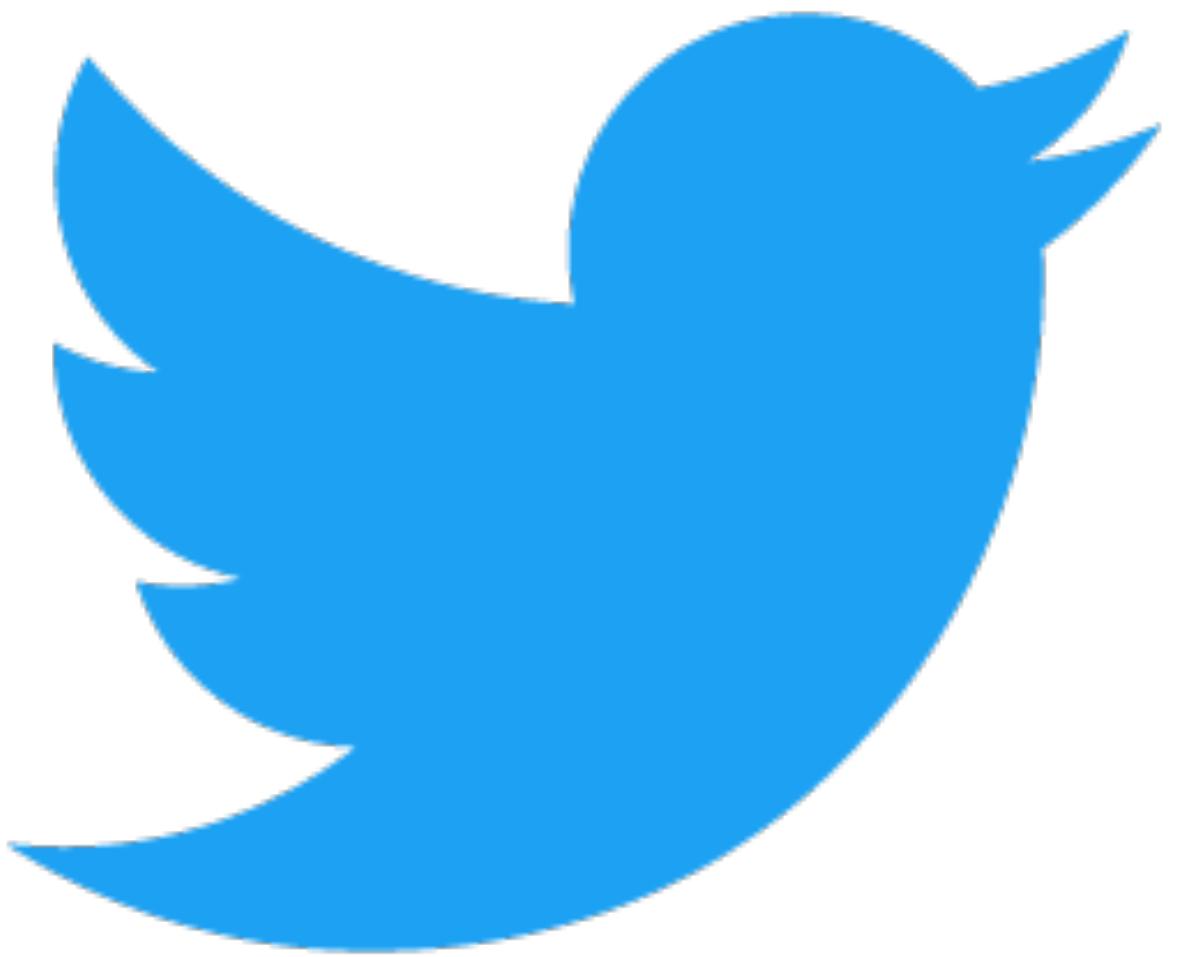
A screenshot of a Twitter feed card. At the top is the user profile of Zach Leatherman (@zachleat). Below it is the tweet text "WHAT'S HAPPENING?!?!" followed by the timestamp "7:12 PM · Jun 3, 2018 · Twitter for Android". Underneath the tweet is a link "View Tweet activity". Further down are the engagement metrics "1.5K Retweets" and "3.3K Likes". A large black arrow points downwards from this screen towards the next one.

twitter.com/zachleat/status/TWEET\_ID

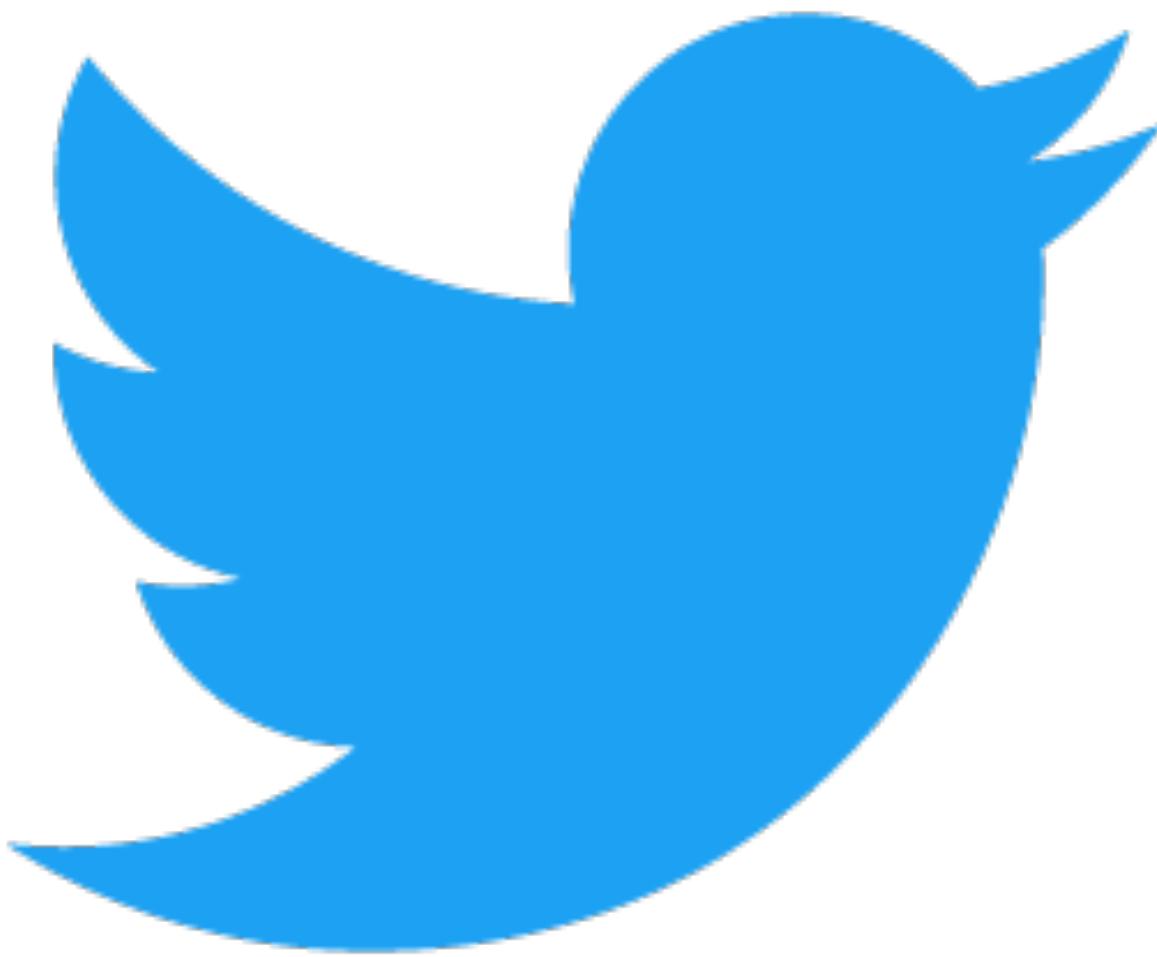
A screenshot of a Twitter feed card. At the top is the user profile of Zach Leatherman (@zachleat). Below it is the tweet text "WHAT'S HAPPENING?!?!" followed by the timestamp "2018 Jun 3 via Android". At the bottom are several sharing and interaction buttons: "Permalink", a share icon, the user's profile picture, a recycling icon with "1,521", a heart icon with "3,273", and the date "2018 Jun 3 via Android". A large black arrow points downwards from this screen towards the next one.

zachleat.com/twitter/TWEET\_ID

# URL PARITY



**[twitter.com/zachleat](https://twitter.com/zachleat)**



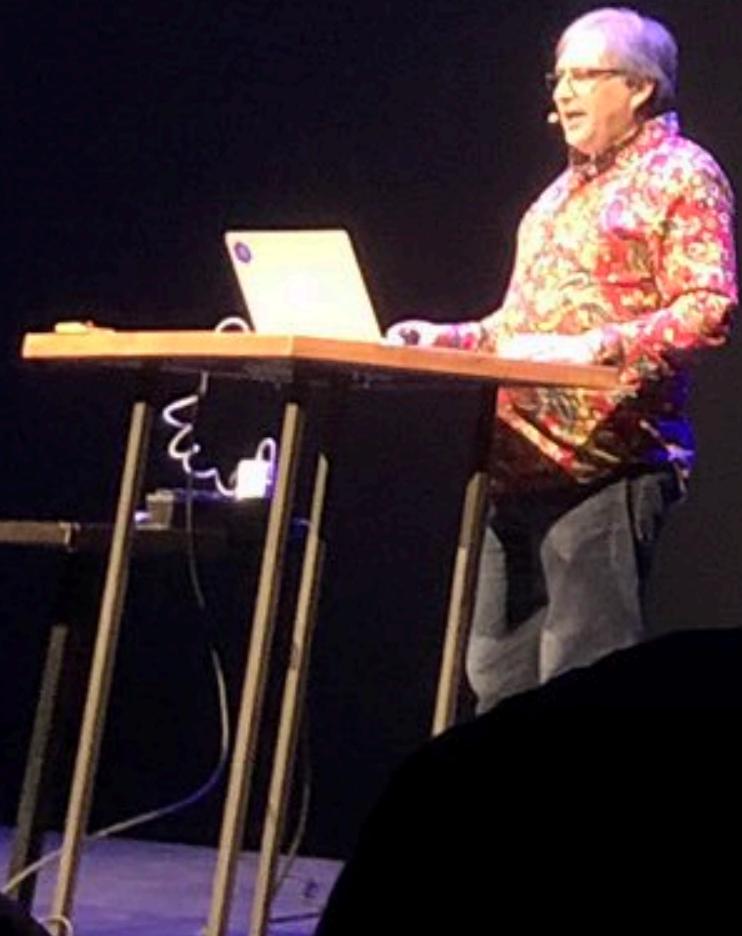
***zachleat.com/twitter***

~~[twitter.com/zachleat/status/1179000258558400050](https://twitter.com/zachleat/status/1179000258558400050)~~

[zachleat.com/twitter/1179866258558406656](https://zachleat.com/twitter/1179866258558406656)

and I would  
vers.  
developer, but  
ions you can  
help me?  
at's the  
ng to be for  
s it fail?

# How well does it fail?



Zach Leatherman on Twitter: "F" +

← → C https://twitter.com/zachleat/status/1179866258558406656

 Search Twitter Log in Sign up ...

 **Zach Leatherman**  
@zachleat

**Forever status: excited to have learned a thing that I should've known already**

4:10 PM · Oct 3, 2019 · Twitter Web App

3 Retweets 28 Likes

 **Erik Kroes**  @erikkroes · Oct 3  
Replying to @zachleat  
Excited to know a thing I never had a reason to learn.

   1 

 **Josh Duff** @TehShrike · Oct 3  
Replying to @zachleat  
ah yes, the rush of all the embarrassment you should have felt for not knowing the thing, the exhilaration of knowing you will never suffer that embarrassment, and the excitement of being able to apply the knowledge in the near future

   1 

**New to Twitter?**  
Sign up now to get your own personalized timeline!

**Sign up**

**Relevant people**

 **Zach Leatherman**  
@zachleat 

Of the web, for the web · Web fonts ·  
Created [@eleven\\_ty](#), the static site  
generator   · [@filamentgroup](#) ·  
[@nejsconf](#) 2015–2019 · [@nebraskajs](#) ·  
He/him

**Trends** 

**#GeminiMan**  
"A Non-Stop Thrill Ride" See it Now  
 Promoted by Gemini Man

1 · Trending

← → C ⓘ view-source:https://mobile.twitter.com/zachleat/status/1179866258558406656

Q ☆ 🎫 :

```
1 <!DOCTYPE html>
2 <html dir="ltr" lang="en">
3 <meta charset="utf-8" />
4 <meta name="viewport" content="width=device-width,initial-scale=1,maximum-scale=1,user-
scalable=0,viewport-fit=cover" />
5 <link rel="preconnect" href="//abs.twimg.com" />
6 <link rel="preconnect" href="//api.twitter.com" />
7 <link rel="preconnect" href="//pbs.twimg.com" />
8 <link rel="preconnect" href="//t.co" />
9 <link rel="preconnect" href="//video.twimg.com" />
10 <link rel="dns-prefetch" href="//abs.twimg.com" />
11 <link rel="dns-prefetch" href="//api.twitter.com" />
12 <link rel="dns-prefetch" href="//pbs.twimg.com" />
13 <link rel="dns-prefetch" href="//t.co" />
14 <link rel="dns-prefetch" href="//video.twimg.com" />
15 <link rel="canonical" href="https://zachleat.com/twitter/1179866258558406656">
15 <link rel="preload" as="script" crossorigin="anonymous"
16 href="https://abs.twimg.com/responsive-web/web/runtime.53254c5f31c9af464.js"
nonce="YjMxMWNhMGItZDkwNi00Zju3LTk1MGETNTk4M2E4Y2Q5NWM0" />
16 <link rel="preload" as="script" crossorigin="anonymous"
17 href="https://abs.twimg.com/responsive-web/web/vendor.55c595d8e98a5d3c4.js"
nonce="YjMxMWNhMGItZDkwNi00Zju3LTk1MGETNTk4M2E4Y2Q5NWM0" />
17 <link rel="preload" as="script" crossorigin="anonymous"
18 href="https://abs.twimg.com/responsive-web/web/i18n-rweb/en.1b7a2b33f17abded4.js"
nonce="YjMxMWNhMGItZDkwNi00Zju3LTk1MGETNTk4M2E4Y2Q5NWM0" />
18 <link rel="preload" as="script" crossorigin="anonymous"
```

CANONICAL IS A  
STATE OF MIND

DEV Designing a focus style - DEV C X +

← → ⌛ ⌂ ⌂ https://dev.to/zellwk/designing-a-focus-style-4kbd

DEV search WRITE A POST

**Safari** The quick brown fox jumps over the lazy dog

**Firefox** The quick brown fox jumps over the lazy dog

**Chrome** The quick brown fox jumps over the lazy dog

Zell Liew 😊 @zellwk

Frontend consultant; teaching frontend to self-taught devs at <http://zellwk.com>. Currently attempting to demystify Javascript at <http://learnjavascript.today>.

+ FOLLOW

location Singapore

joined Mar 28, 2018

# Designing a focus style

Zell Liew 😊 Oct 10 · 7 min read

#design #a11y

**Focus is important.** It tells us what element we're currently focusing on. Most developers suggest keeping the default focus style.

DEV Designing a focus style - DEV C X +

search

https://dev.to/zellwk/designing-a-focus-style-4kbd

WRITE A POST

other things I mentioned above. Try to avoid using `color` by itself because contrast might not be enough to draw a keyboard user's attention.

Thanks for reading. This article was originally posted on [my blog](#). Sign up for my newsletter if you want more articles to help you become a better frontend developer.



Zell Liew 😊 [+ FOLLOW](#)

Frontend consultant; teaching frontend to self-taught devs at <http://zellwk.com>. Currently attempting to demystify Javascript at <http://learnjavascript.today>.

@zellwk  zellwk  zellwk  zellwk.com

Add to the discussion

PREVIEW SUBMIT

Oct 10 ■■■



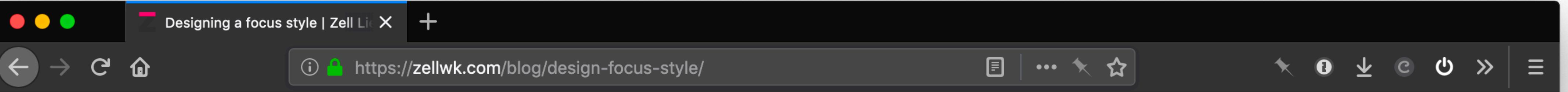
**Zell Liew** 😊  
@zellwk

Frontend consultant; teaching frontend to self-taught devs at <http://zellwk.com>. Currently attempting to demystify Javascript at <http://learnjavascript.today>.

[+ FOLLOW](#)

location  
**Singapore**

joined  
**Mar 28, 2018**



[Learn JavaScript](#) [About](#) [Articles](#) [Products](#) [Contact](#)

# Designing a focus style

2ND OCT  
2019

**Focus is important.** It tells us what element we're currently focusing on. Most developers suggest keeping the default focus style.

I think **there are problems with the default style.** I tried searching for inspiration to design a better focus style, but I couldn't find anything on this topic. So I did some quick research by visiting sites I use and paying

**NOW YOU!**



Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

## Settings

@zachleat

Account >

Privacy and safety >

Notifications >

Content preferences >

## General

Display >

Data usage >

Accessibility >

About Twitter >

## Account

### Login and security

Username  
@zachleat >

Phone >

Email >

Password >

Security >

### Data and permissions

Display language  
English >

Country  
United States >

Your Twitter data >

Apps and sessions >

Deactivate your account >







Home

# Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

## Settings

@zachleat

Account

Privacy and safety

Notifications

Content preferences

General

Display

Data usage

Accessibility

About Twitter



## Your Twitter data

Account

Account history

Apps, devices & information

Account activity

Interests and ads data

Download an archive of your data

You can request a ZIP file with the information that we believe is most relevant and useful to you. You'll get a notification and an email sent to zachleatherman@gmail.com with a link when it's ready to be downloaded. The file will include a README.txt file describing in detail the data contained in your archive and how to navigate it. [Learn more](#)



Download archive

Twitter

Periscope

Request archive

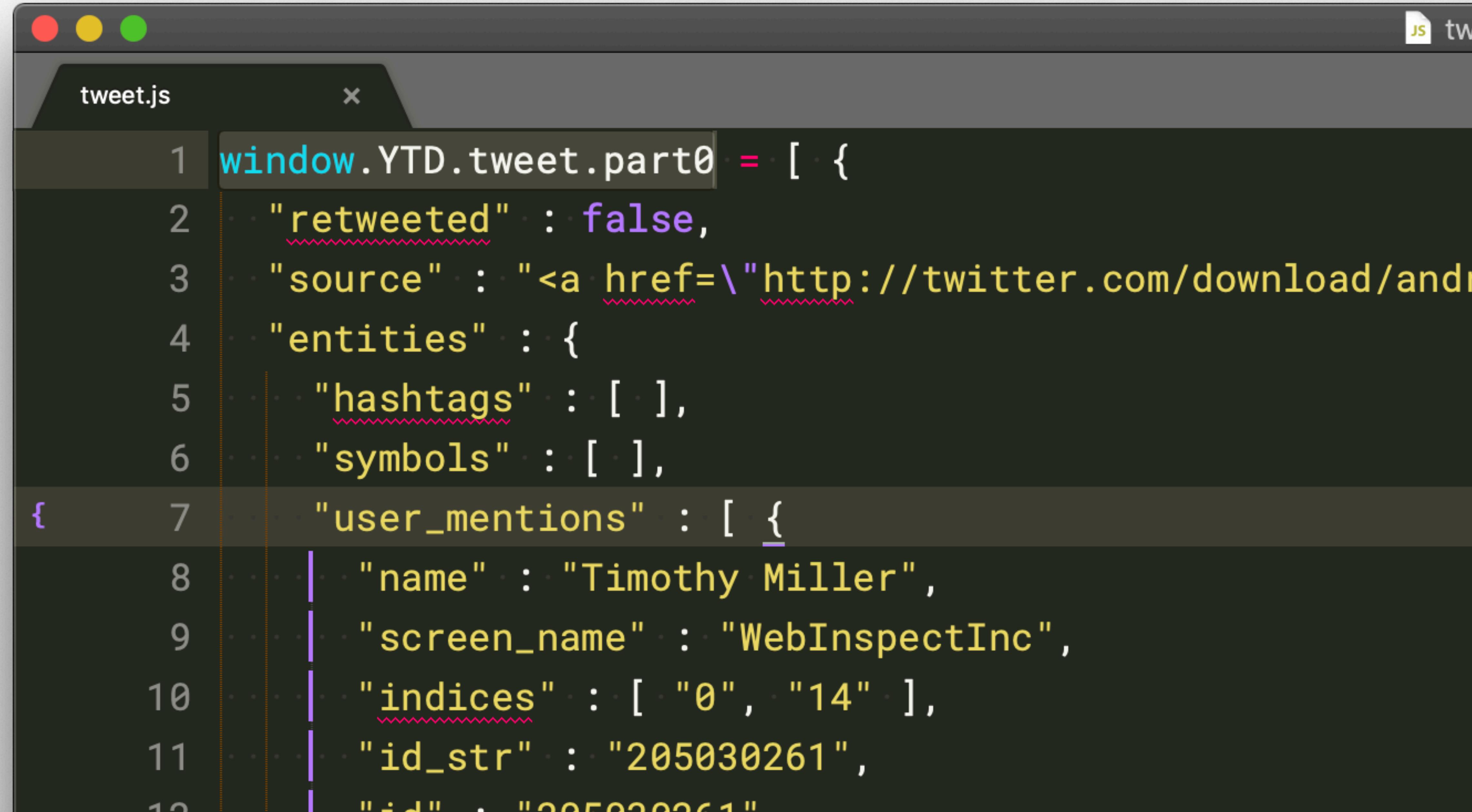
Mac OS X Finder window showing a list of files in a folder named "twitter-2019-09-05-e1212875b44dbe1fe34ca0d752b35d0c5d52f44aef3c8366846a6194595dddc4". The window includes standard Mac OS X navigation and search tools.

Name	Date Modified	Size	Kind
TOLLWER.js	Sep 5, 2019 at 6:38 PM	1.5 MB	JavaScript
following.js	Sep 5, 2019 at 6:38 PM	65 KB	JavaScript
ip-audit.js	Sep 5, 2019 at 6:38 PM	2.2 MB	JavaScript
like.js	Sep 5, 2019 at 6:38 PM	11 MB	JavaScript
lists-created.js	Sep 5, 2019 at 6:38 PM	698 bytes	JavaScript
lists-member.js	Sep 5, 2019 at 6:38 PM	30 KB	JavaScript
lists-subscribed.js	Sep 5, 2019 at 6:38 PM	302 bytes	JavaScript
moment.js	Sep 5, 2019 at 6:38 PM	325 KB	JavaScript
mute.js	Sep 5, 2019 at 6:38 PM	12 KB	JavaScript
ni-devices.js	Sep 5, 2019 at 6:38 PM	265 bytes	JavaScript
periscope-account-information.js	Sep 5, 2019 at 6:38 PM	51 bytes	JavaScript
periscope-broadcast-metadata.js	Sep 5, 2019 at 6:38 PM	50 bytes	JavaScript
periscope-comments-made-by-user.js	Sep 5, 2019 at 6:38 PM	53 bytes	JavaScript
periscope-expired-broadcasts.js	Sep 5, 2019 at 6:38 PM	50 bytes	JavaScript
periscope-followers.js	Sep 5, 2019 at 6:38 PM	41 bytes	JavaScript
periscope-profile-description.js	Sep 5, 2019 at 6:38 PM	51 bytes	JavaScript
personalization.js	Sep 5, 2019 at 6:38 PM	31 KB	JavaScript
phone-number.js	Sep 5, 2019 at 6:38 PM	93 bytes	JavaScript
profile.js	Sep 5, 2019 at 6:38 PM	515 bytes	JavaScript
protected-history.js	Sep 5, 2019 at 6:38 PM	39 bytes	JavaScript
README.txt	Sep 5, 2019 at 6:38 PM	26 KB	Plain Text
saved-search.js	Sep 5, 2019 at 6:38 PM	934 bytes	JavaScript
screen-name-change.js	Sep 5, 2019 at 6:38 PM	40 bytes	JavaScript
tweet.js	Sep 5, 2019 at 6:38 PM	30.8 MB	JavaScript
verified.js	Sep 5, 2019 at 6:39 PM	106 bytes	JavaScript

A screenshot of a code editor window titled "tweet.js". The code is a JSON object representing a tweet. The editor has dark-themed syntax highlighting. A vertical bar on the right side shows the full length of the file. The bottom status bar indicates ESLint errors, 465709 misspelled words, and other metadata.

```
1 window.YTD.tweet.part0 = [ {  
2   "retweeted": false,  
3   "source": "<a href=\"http://twitter.com/download/android\" rel=\"nofollow\">Twitter for Android</a>",  
4   "entities": {  
5     "hashtags": [ ],  
6     "symbols": [ ],  
7     "user_mentions": [ {  
8       "name": "Timothy Miller",  
9       "screen_name": "WebInspectInc",  
10      "indices": [ "0", "14" ],  
11      "id_str": "205030261",  
12      "id": "205030261"  
13    }, {  
14      "name": "Paul Lewis",  
15      "screen_name": "aerotwist",  
16      "indices": [ "15", "25" ],  
17      "id_str": "42614508",  
18      "id": "42614508"  
19    } ],  
20   "urls": [ ]  
21 },  
22   "display_text_range": [ "0", "98" ],  
23   "favorite_count": "0",  
24   "in_reply_to_status_id_str": "1169671144116502528",  
25   "id_str": "1169673280510451712",  
26 } ]  
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A screenshot of a Mac OS X terminal window titled "tweet.js". The window has a dark theme with red, yellow, and green window control buttons. The file icon in the top right corner shows a yellow "JS" and a white "tw". The code editor displays the following JSON-like structure:

```
1 window.YTD.tweet.part0 = [ {  
2   "retweeted": false,  
3   "source": "<a href=\"http://twitter.com/download/android\">Twitter for Android</a>",  
4   "entities": {  
5     "hashtags": [],  
6     "symbols": [],  
7     "user_mentions": [ {  
8       "name": "Timothy Miller",  
9       "screen_name": "WebInspectInc",  
10      "indices": [ "0", "14" ],  
11      "id_str": "205030261",  
12      "id": "205030261"  
13    } ]  
14  } ]
```

A screenshot of a Mac OS X application window titled "tweet.js". The window has the standard OS X title bar with red, yellow, and green buttons. The main area contains a snippet of JavaScript code with syntax highlighting. The code defines an object with various properties, including "retweeted", "source", "entities", "hashtags", "symbols", and an array of "user\_mentions" objects. Each "user\_mention" object has properties like "name", "screen\_name", "indices", "id\_str", and "id".

```
1 module.exports = [ {  
2     "retweeted": false,  
3     "source": "<a href=\"http://twitter.com/download/android\">Twitter for Android</a>",  
4     "entities": {  
5         "hashtags": [],  
6         "symbols": [],  
7         "user_mentions": [ {  
8             "name": "Timothy Miller",  
9             "screen_name": "WebInspectInc",  
10            "indices": [ "0", "14" ],  
11            "id_str": "205030261",  
12            "id": "205030261"  
13        } ]  
14    } ]
```



# 11ty

Eleventy is a simpler static site generator.

[Docs v0.9.0](#) | [Support Eleventy 🎁](#) | [GitHub](#) | [Twitter](#) | [@zachleat](#)

- **Fast**



**Mathias Bynens**   
@mathias

I have to say, [@eleven\\_ty](#)'s build times continue to blow me away.

10:20 AM · Oct 1, 2018 · [Twitter for Android](#)

“yeah it’s so fast” —



**Alex Russell**  
@slightlylate

11ty sites are out-and-out faster than sites from other SSGs that I've traced.

4:18 PM · Mar 17, 2019 · [Twitter Web App](#)



- ***Fast***
- ***No JS Frameworks***
- ***What goes in, what comes out***
- ***Choose your templating language***
- ***Simple and approachable***



ACADEMICS

ADMISSIONS

CAMPUS LIFE

RESEARCH

PUBLIC SERVICE

ATHLETICS



COLLABORATIVE RESEARCH  
**STELLAR  
RESULTS**



—  
**BE A BADGER**

# CERN 2019 WorldWideWeb Rebuild

2019 rebuilding of the original NeXT web browser

[Launch WorldWideWeb](#)

[Home](#) [History](#) [Timeline](#) [The Browser](#) [Typography](#) [Inside the Code](#) [Production Process](#)

## Hello, World

In December 1990, an application called WorldWideWeb was developed on a NeXT machine at The European Organization for Nuclear Research (known as CERN) just outside of Geneva. This program – WorldWideWeb — is the antecedent of most of what we consider or know of as "the web" today.

In February 2019, in celebration of the thirtieth anniversary of the development of WorldWideWeb, a group of developers and designers convened at CERN to rebuild the original browser *within* a contemporary browser, allowing users around the world to experience the rather humble origins of this transformative technology.

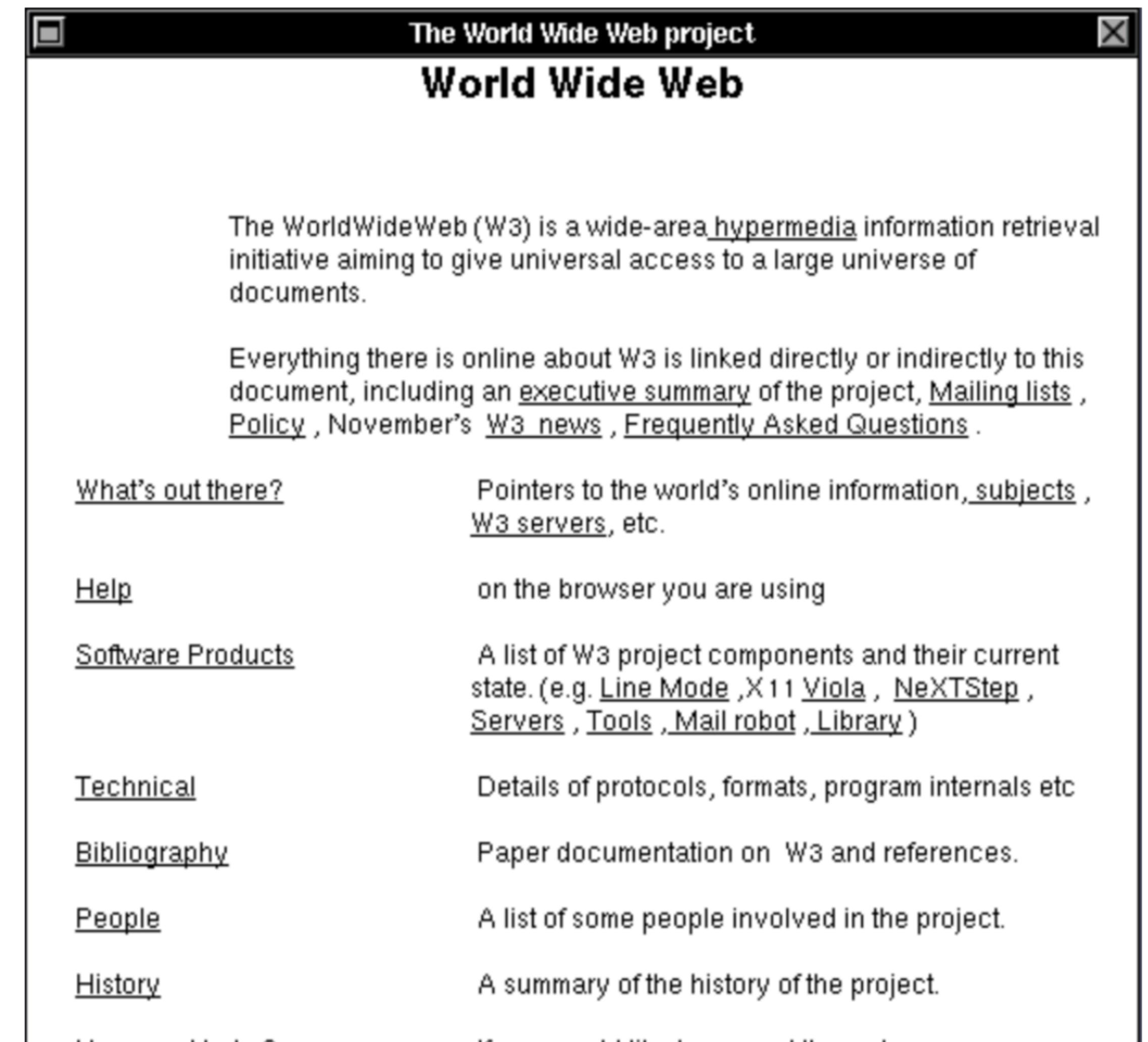
This project was supported by the US Mission in Geneva through the CERN & Society Foundation.

## Party like it's 1989

Ready to browse the World Wide Web using WorldWideWeb?

1. [Launch the WorldWideWeb browser](#).
2. Select "Document" from the menu on the side.
3. Select "Open from full document reference".
4. Type a URL into the "reference" field.
5. Click "Open".

Click here to jump in (and remember you need to double-click on links):



[Home](#)[Blog](#)[Docs](#)[JS/Wasm features](#)

# What is V8?

V8 is Google's open source high-performance JavaScript and WebAssembly engine, written in C++. It is used in Chrome and in Node.js, among others. It implements [ECMAScript](#) and [WebAssembly](#), and runs on Windows 7 or later, macOS 10.12+, and Linux systems that use x64, IA-32, ARM, or MIPS processors. V8 can run standalone, or can be embedded into any C++ application.

## Latest blog posts

97. [Improving V8 regular expressions](#) 04 October 2019 [internals](#) [RegExp](#)
96. [V8 release v7.8](#) 27 September 2019 [release](#)
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94. [The story of a V8 performance cliff in React](#) 28 August 2019 [internals](#) [presentations](#)
93. [V8 release v7.7](#) 13 August 2019 [release](#)
92. [Emscripten and the LLVM WebAssembly backend](#) 01 July 2019 [WebAssembly](#) [tooling](#)
91. [The cost of JavaScript in 2019](#) 25 June 2019 [internals](#) [parsing](#)
90. [V8 release v7.6](#) 19 June 2019 [release](#)
89. [Code caching for WebAssembly developers](#) 17 June 2019 [WebAssembly](#) [internals](#)
88. [V8 release v7.5](#) 16 May 2019 [release](#)

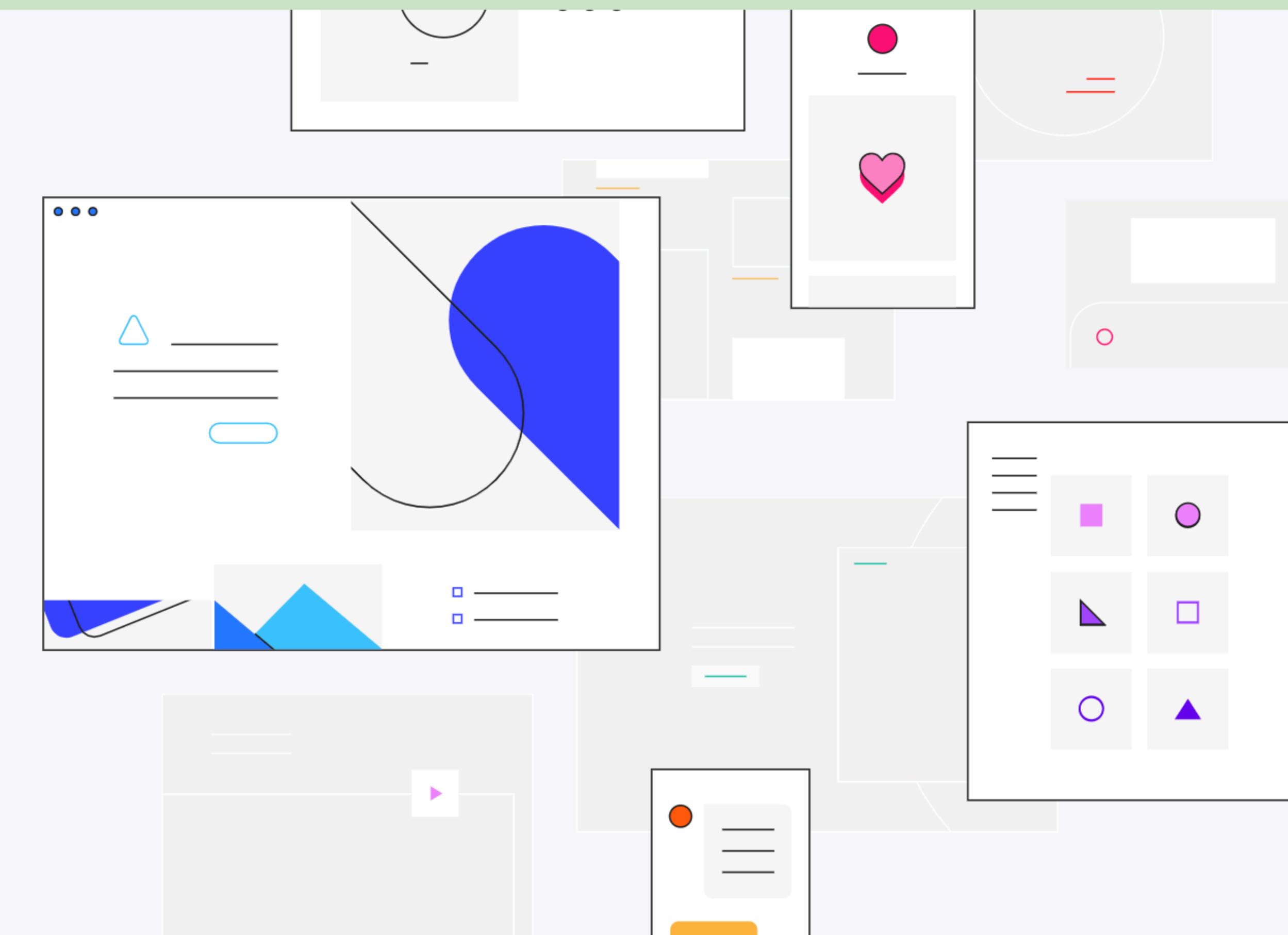
More articles can be found in [the blog archive](#).

Latest [@v8is](#) tweets

Can't make [#ChromeDevSummit](#) this year? Catch all the content (and more!) on the livestream or join your peers for a CDS Extended event at a hosted location nearby. To learn more, check out the [Chrome Dev Summit 2019 website](#)

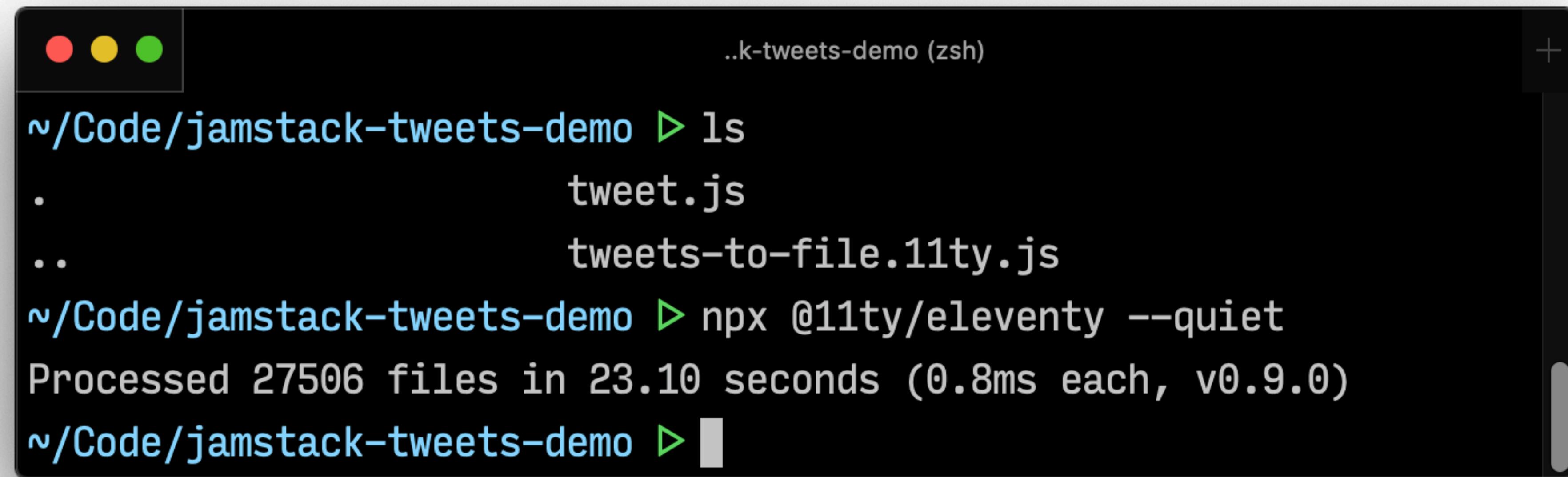
# Let's build the future of the web

Get the web's modern capabilities on your own sites and apps with useful guidance and analysis from web.dev.

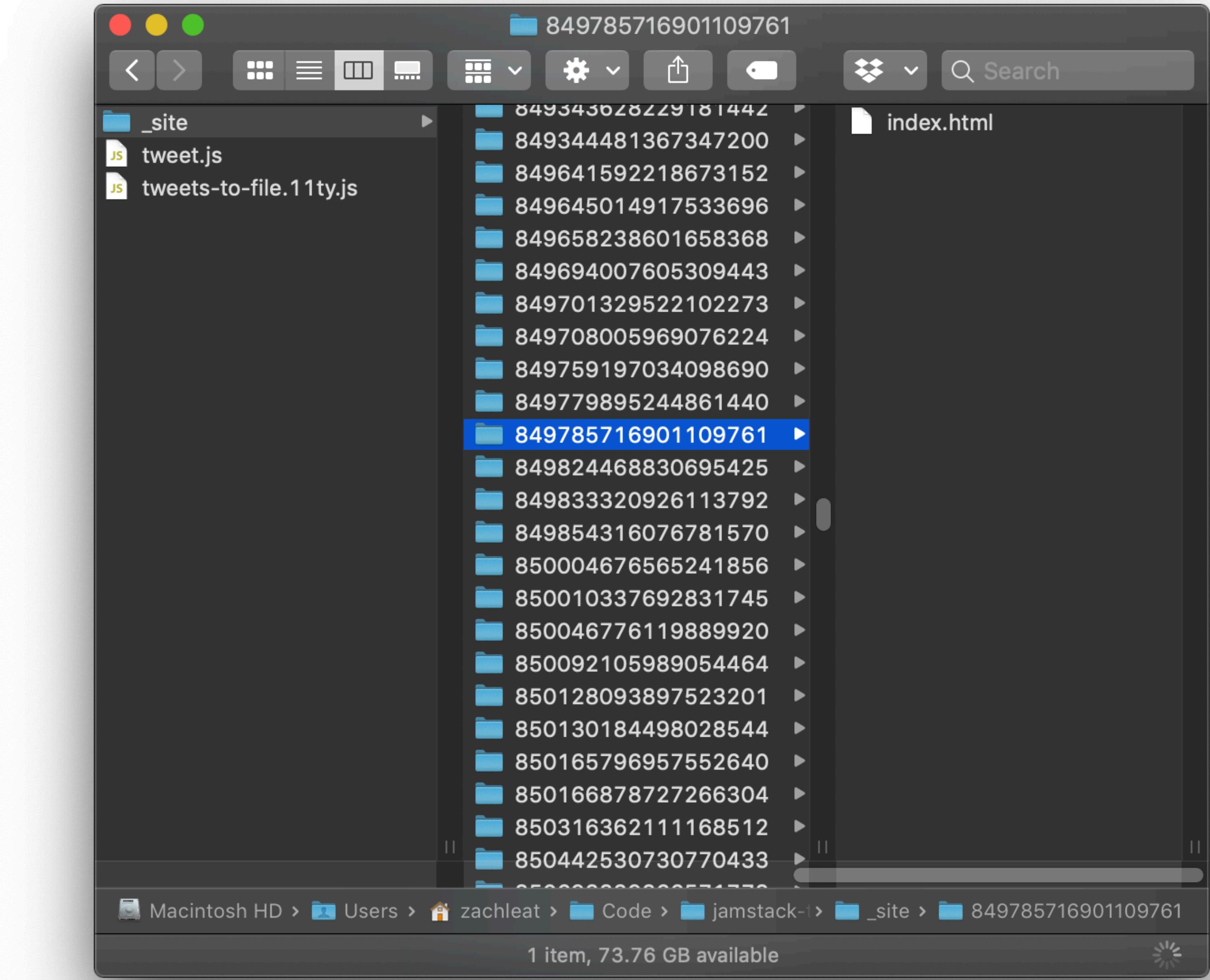
[TEST MY SITE](#)[EXPLORE TOPICS](#)

```
tweets-to-file.11ty.js  x
tweets-to-file.11ty.js — jamstack-tweets-demo

1 class TweetsToFile {
2   data() {
3     return {
4       tweets: require("./tweet.js"),
5       pagination: {
6         data: "tweets",
7         size: 1,
8         alias: "tweet"
9       },
10      permalink: data => `${data.tweet.id_str}/`
11    };
12  }
13
14  async render(data) {
15    return `<!doctype html>
16 <title>@zachleat's Tweet: ${data.tweet.full_text}</title>
17 ${data.tweet.full_text}`;
18  }
19 }
20
21 module.exports = TweetsToFile;
22
```

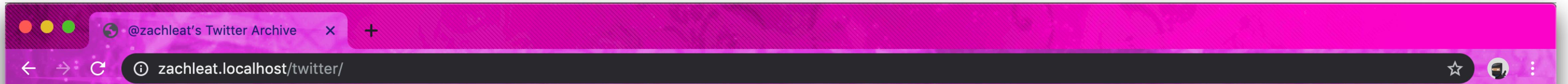


```
..k-tweets-demo (zsh)
~/Code/jamstack-tweets-demo > ls
.
..
tweet.js
tweets-to-file.11ty.js
~/Code/jamstack-tweets-demo > npx @11ty/eleventy --quiet
Processed 27506 files in 23.10 seconds (0.8ms each, v0.9.0)
~/Code/jamstack-tweets-demo > █
```





# BACKUP COMPLETE



 [@zachleat's Twitter Archive](#)

[← zachleat.com](#)

# I've tweeted **27,989** times.

## Recent:

if I pay [@github](#) \$1 will they donate \$2.5 to charity or is this deal only applicable if ICE pays them

[Permalink](#)   2019 Oct 9 Mood +1 😊

## Popular:

# • Analytics

## Top 5 Emoji Used in Tweets

1. 😎 used 407 times on 383 tweets
2. 👍 used 363 times on 314 tweets
3. ❤️ used 269 times on 248 tweets
4. 🕶️ used 202 times on 78 tweets
5. 😱 used 189 times on 126 tweets

246 unique emoji on 2,392 tweets (10.0% of all tweets\*\*\*)

## Top 5 Swear Words

1. s\_it used 68 times on 67 tweets
2. d\_mn used 60 times
3. h\_ll used 56 times
4. a\_s used 19 times
5. h\_ used 7 times on 6 tweets

258 swear words on 255 tweets (1.1% of all tweets\*\*\*)

I've accidentally posted [2 tweets with filthy AMP urls](#)

My tweets have been given about 23,681 retweets and 106,560 favorites

**Retweets** 14.4%

**Replies** 60.1%

**Mentions** 4.6%

Remainder 20.9%

● ○ ● @zachleat's Twitter Archive × +

← → ⌂ i zachleat.localhost/twitter/popular/ ☆ ⌂ :

 [@zachleat's Twitter Archive](#) [← zachleat.com](#)

## Popular Tweets

A de-duped list of popular tweets by retweets and favorites.

- GitHub Starter
- GitHub Home Basic
- GitHub Home Premium
- GitHub Professional
- GitHub Enterprise
- GitHub Ultimate

[Permalink](#)   1,521  3,273 2018 Jun 3 via Android Mood +6 😊

---

as a programmer and as a parent, I'm always cleaning up

- **Confront my own bias (embarrassing)**

### Most Retweeted

1. [REDACTED] 103 retweets
2. [nejsconf](#) 100 retweets
3. [nebraskajs](#) 75 retweets
4. [REDACTED] 68 retweets
5. [REDACTED] 64 retweets

### Most Mentions To

1. [REDACTED] 46 mentions
2. [REDACTED] 27 mentions
3. [REDACTED] 26 mentions
4. [REDACTED] 22 mentions
5. [REDACTED] 22 mentions

### Most Replies To

1. [REDACTED] 275 replies
2. [REDACTED] 274 replies
3. [REDACTED] 263 replies
4. [REDACTED] 188 replies
5. [REDACTED] 179 replies

- **Threading!**

Backward  
and  
Forward

trying to own my twitter content and host my tweets  
on my personal web site and I accidentally built a  
very fast HTML-first twitter client—oops

(alt: an example of how a thread renders)



[Permalink](#)



2019 Sep 10

...in reply to @zachleat

the biggest pain point I've uncovered so far is that  
Twitter export data doesn't include the original alt text  
for media 😱



2019 Sep 10

...in reply to @zachleat



on a static website no one can tell you used  $O(n^2)$  code  
to build it



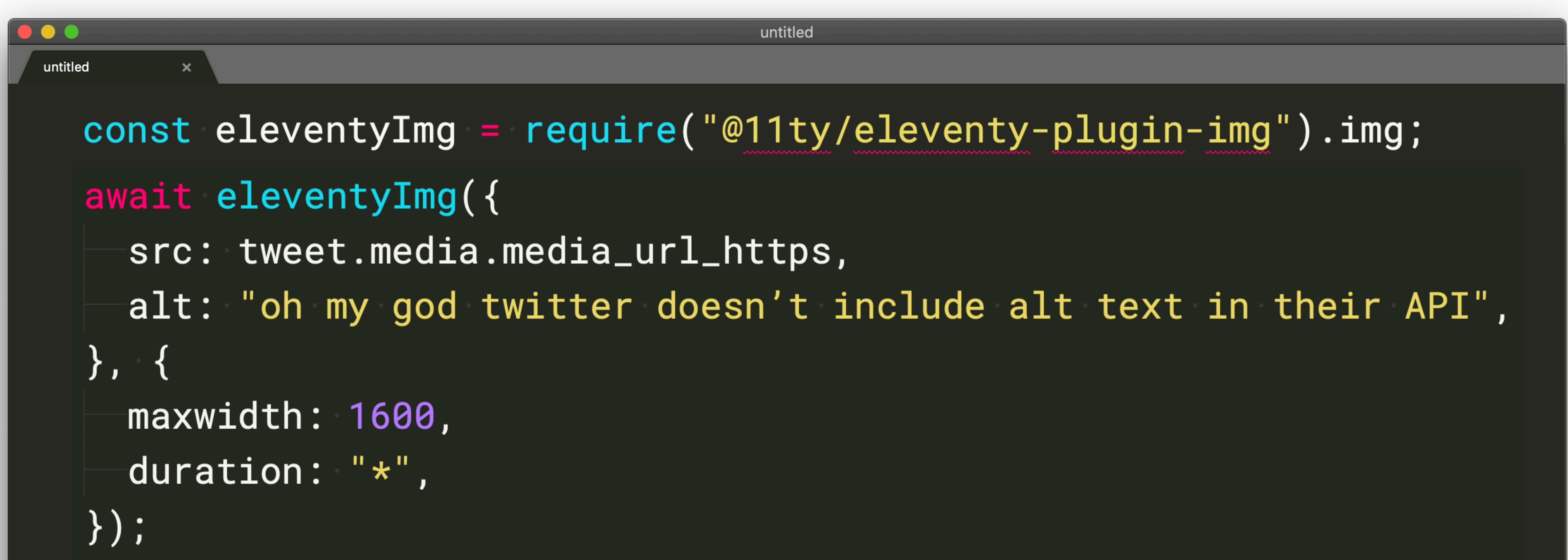
2019 Sep 10

# *Front-end performance*

---

# *Back-end performance*

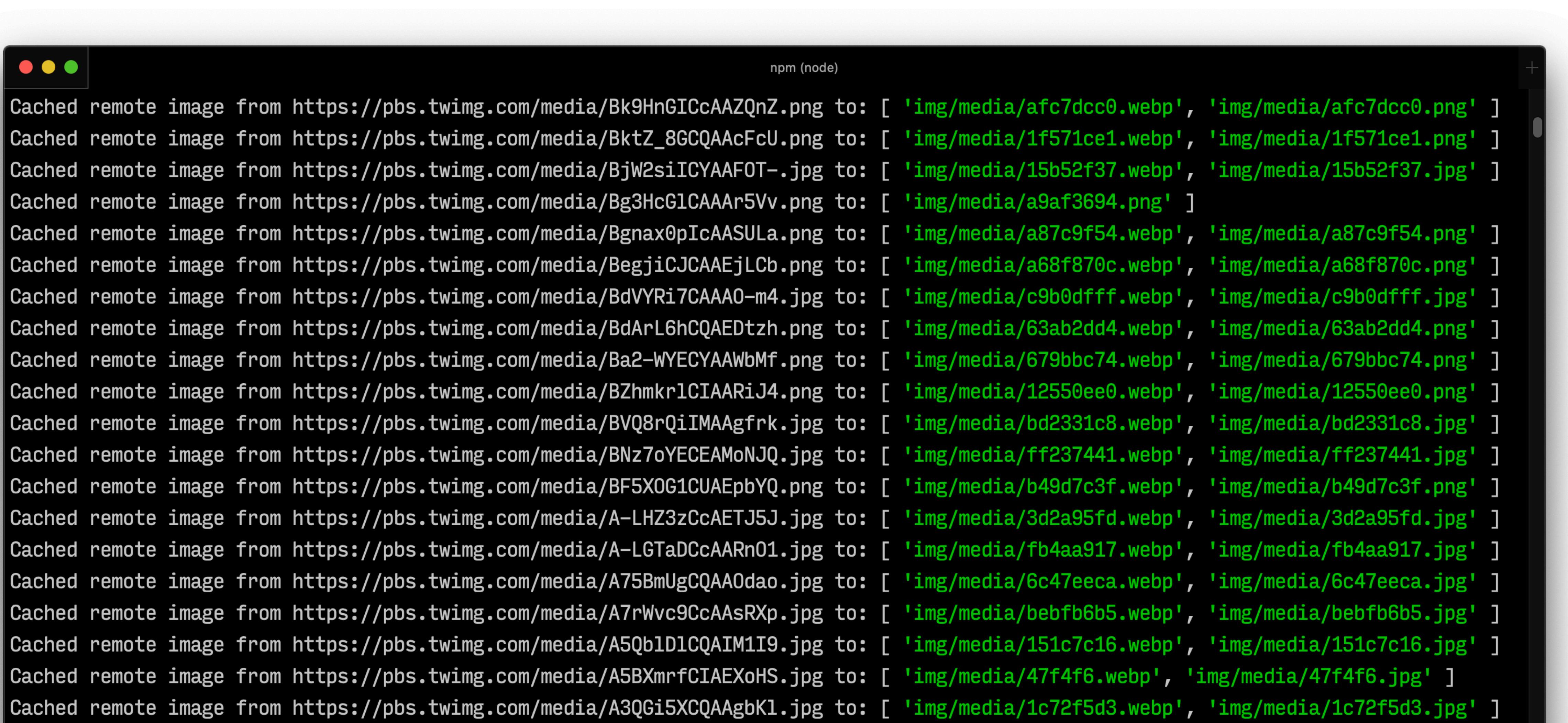
- ***Self Hosting Media***



A screenshot of a code editor window titled "untitled". The code editor has a dark theme with syntax highlighting. The code shown is a JavaScript snippet:

```
const eleventyImg = require("@11ty/eleventy-plugin-img").img;  
await eleventyImg({  
  src: tweet.media.media_url_https,  
  alt: "oh my god twitter doesn't include alt text in their API",  
}, {  
  maxwidth: 1600,  
  duration: "*",  
});
```

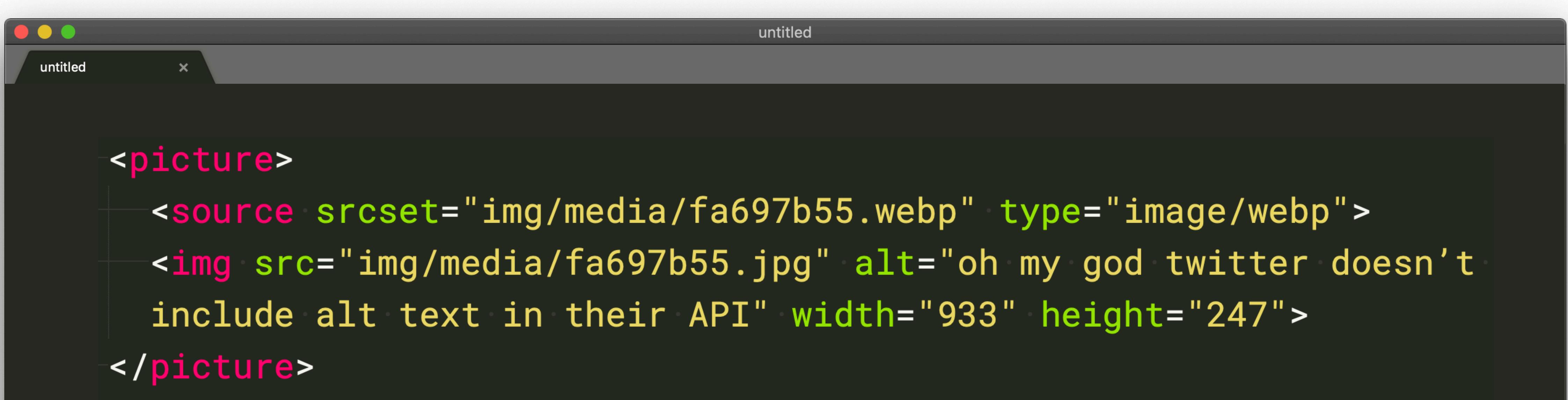
# • *Self Hosting Media*



```
npm (node)

Cached remote image from https://pbs.twimg.com/media/Bk9HnGICcAAZQnZ.png to: [ 'img/media/afc7dcc0.webp', 'img/media/afc7dcc0.png' ]
Cached remote image from https://pbs.twimg.com/media/BktZ_8GCQAAcFcU.png to: [ 'img/media/1f571ce1.webp', 'img/media/1f571ce1.png' ]
Cached remote image from https://pbs.twimg.com/media/BjW2siICYAAFOT-.jpg to: [ 'img/media/15b52f37.webp', 'img/media/15b52f37.jpg' ]
Cached remote image from https://pbs.twimg.com/media/Bg3HcG1CAAAr5Vv.png to: [ 'img/media/a9af3694.png' ]
Cached remote image from https://pbs.twimg.com/media/Bgnax0pIcAASULa.png to: [ 'img/media/a87c9f54.webp', 'img/media/a87c9f54.png' ]
Cached remote image from https://pbs.twimg.com/media/BegjiCJCAAEjLCb.png to: [ 'img/media/a68f870c.webp', 'img/media/a68f870c.png' ]
Cached remote image from https://pbs.twimg.com/media/BdVYRi7CAAA0-m4.jpg to: [ 'img/media/c9b0dfff.webp', 'img/media/c9b0dfff.jpg' ]
Cached remote image from https://pbs.twimg.com/media/BdArL6hCQAEDtzh.png to: [ 'img/media/63ab2dd4.webp', 'img/media/63ab2dd4.png' ]
Cached remote image from https://pbs.twimg.com/media/Ba2-WYECYAAWbMf.png to: [ 'img/media/679bbc74.webp', 'img/media/679bbc74.png' ]
Cached remote image from https://pbs.twimg.com/media/BZhmkrlCIAARIJ4.png to: [ 'img/media/12550ee0.webp', 'img/media/12550ee0.png' ]
Cached remote image from https://pbs.twimg.com/media/BVQ8rQiIMAAgfrk.jpg to: [ 'img/media/bd2331c8.webp', 'img/media/bd2331c8.jpg' ]
Cached remote image from https://pbs.twimg.com/media/BNz7oYECEAMoNJQ.jpg to: [ 'img/media/ff237441.webp', 'img/media/ff237441.jpg' ]
Cached remote image from https://pbs.twimg.com/media/BF5X0G1CUAEpbYQ.png to: [ 'img/media/b49d7c3f.webp', 'img/media/b49d7c3f.png' ]
Cached remote image from https://pbs.twimg.com/media/A-LHZ3zCcAETJ5J.jpg to: [ 'img/media/3d2a95fd.webp', 'img/media/3d2a95fd.jpg' ]
Cached remote image from https://pbs.twimg.com/media/A-LGTaDCcAARn01.jpg to: [ 'img/media/fb4aa917.webp', 'img/media/fb4aa917.jpg' ]
Cached remote image from https://pbs.twimg.com/media/A75BmUgCQAA0dao.jpg to: [ 'img/media/6c47eeca.webp', 'img/media/6c47eeca.jpg' ]
Cached remote image from https://pbs.twimg.com/media/A7rWvc9CcAAsRXp.jpg to: [ 'img/media/bebfb6b5.webp', 'img/media/bebfb6b5.jpg' ]
Cached remote image from https://pbs.twimg.com/media/A5Qb1D1CQAIM1I9.jpg to: [ 'img/media/151c7c16.webp', 'img/media/151c7c16.jpg' ]
Cached remote image from https://pbs.twimg.com/media/A5BXmrFCIAEXoHS.jpg to: [ 'img/media/47f4f6.webp', 'img/media/47f4f6.jpg' ]
Cached remote image from https://pbs.twimg.com/media/A3QGi5XCQAAgbK1.jpg to: [ 'img/media/1c72f5d3.webp', 'img/media/1c72f5d3.jpg' ]
```

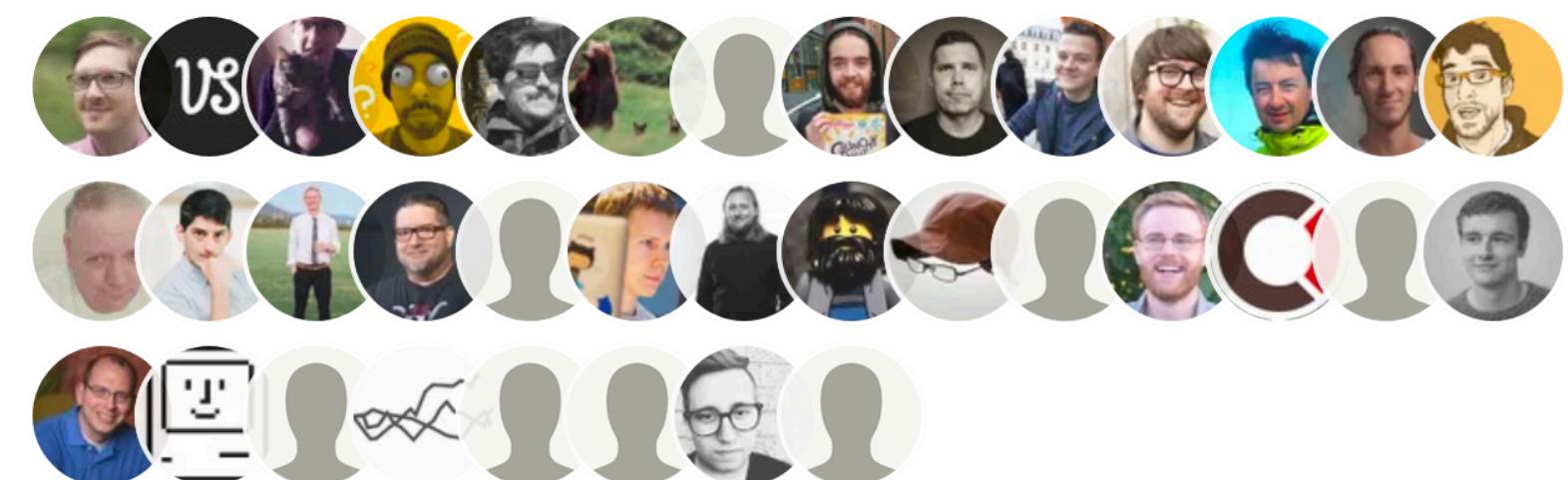
- ***Self Hosting Media***



A screenshot of a dark-themed code editor window titled "untitled". The editor shows a single file tab labeled "untitled". The code in the editor is:

```
<picture>
  <source srcset="img/media/fa697b55.webp" type="image/webp">
  
</picture>
```

# 11ty



- **I CAN EDIT MY TWEETS**



A screenshot of a web browser displaying a Twitter archive page. The title bar shows the URL `zachleat.localhost/twitter/778253134162382849/`. The page header includes the user's profile picture and the text `@zachleat's Twitter Archive—Nº 14,345`. On the right, there are navigation links for `Newest ← Newer Older →`. The main content area contains the text `please enter a password that has 8 characters or less` above a photograph of a dark wooden door with a silver handle and a small metal lock. At the bottom left, there is a timestamp `2016 Sep 20`.

- **I CAN EDIT MY TWEETS**



A screenshot of a web browser displaying a Twitter archive page. The title bar shows the URL `zachleat.localhost/twitter/778253134162382849/`. The page header includes the user's profile picture and the text `@zachleat's Twitter Archive—Nº 14,345`. On the right, there are navigation links for `Newest ← Newer Older →`. The main content area contains the text `please enter a password that has 8 characters or less` above a photograph of a dark wooden door with a silver handle and a small metal lock. At the bottom left, there is a timestamp `2016 Sep 20`.

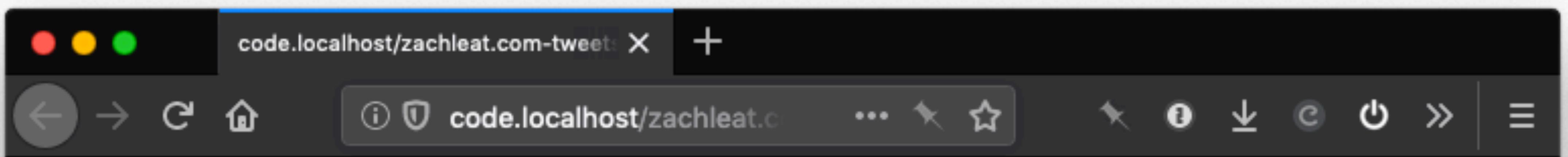
- **I CAN EDIT MY TWEETS**



A screenshot of a web browser displaying a Twitter archive page. The title bar shows the URL `zachleat.localhost/twitter/778253134162382849/`. The page header includes the user's profile picture and the text `@zachleat's Twitter Archive—Nº 14,345`. On the right, there are navigation links for `Newest ← Newer Older →`. The main content area contains the text `please enter a password that has 8 characters or fewer` above a photograph of a dark wooden door with a silver handle and a small metal lock. At the bottom left, there is a timestamp `2016 Sep 20`.

- **Show real links (no t.co URLs)** 
- **New tweets fetched from Twitter API**
- **Hide like/retweet counts**
- **Markdown** ``backtick``
- **Style it however I want**

- **More Reliable Embeds!**



proposal: make “framework” a standard unit of time

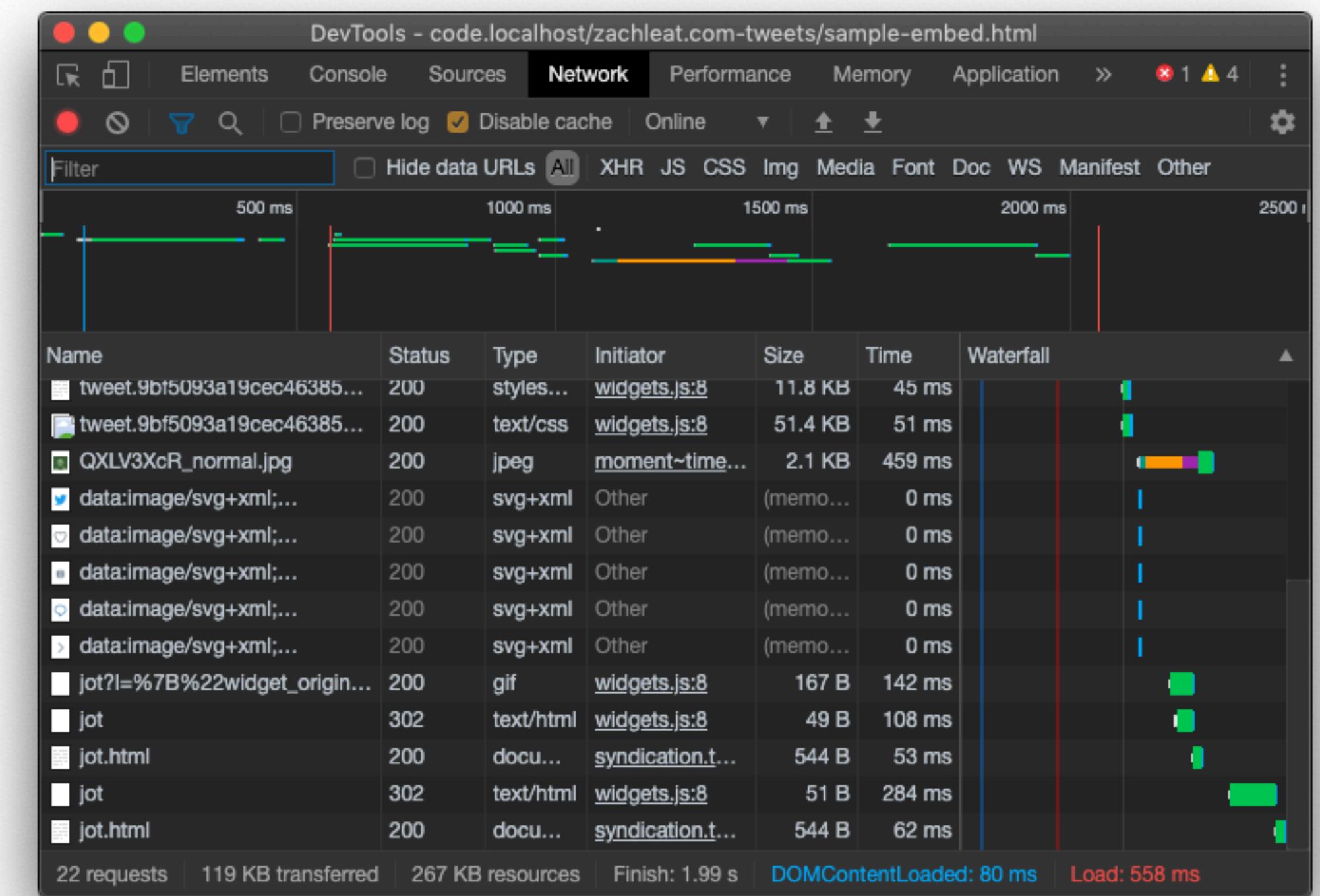
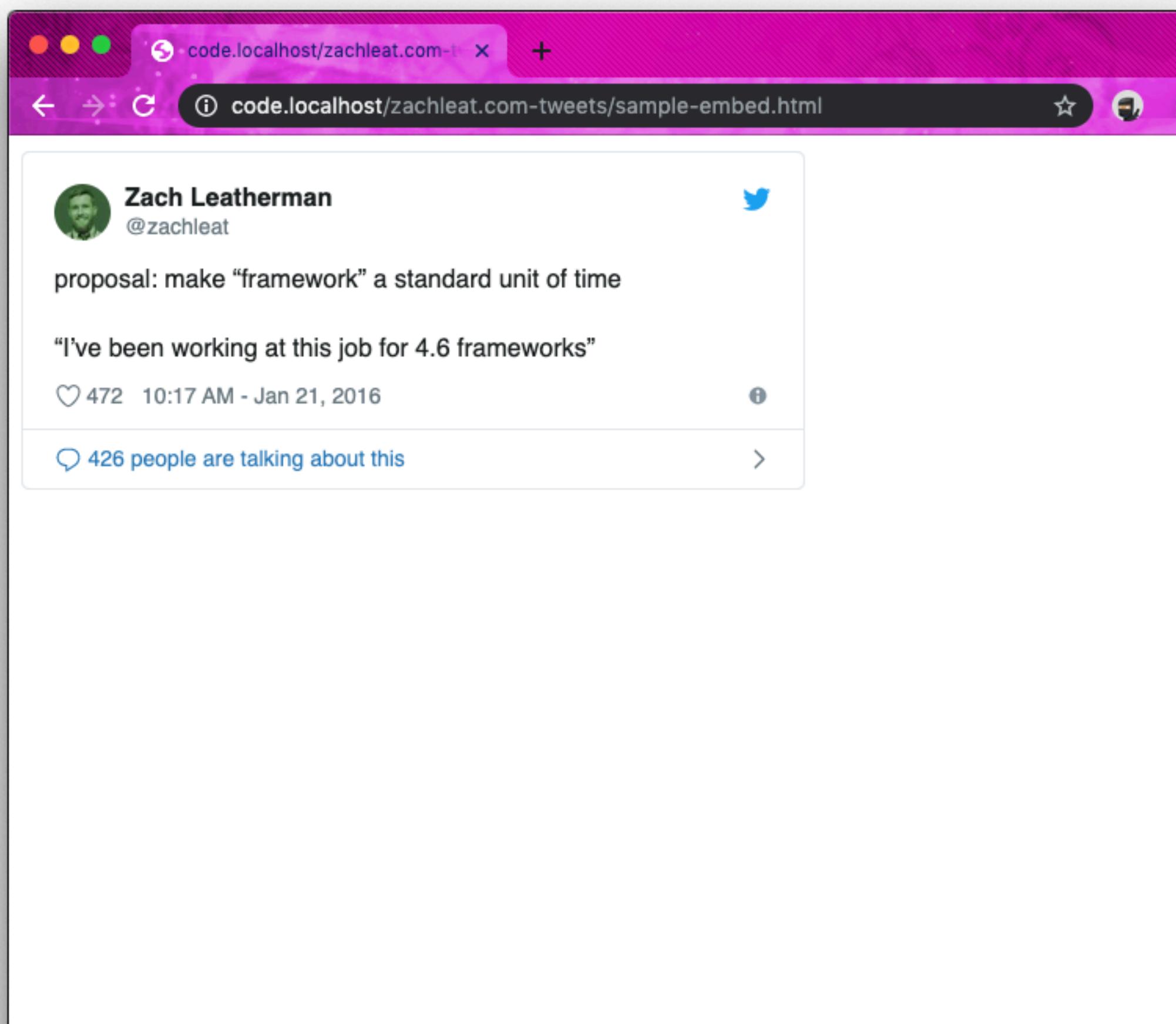
“I’ve been working at this job for 4.6 frameworks”

— Zach Leatherman (@zachleat) [January 21, 2016](#)

**Firefox blocks  
Twitter’s  
Third Party  
JavaScript** 

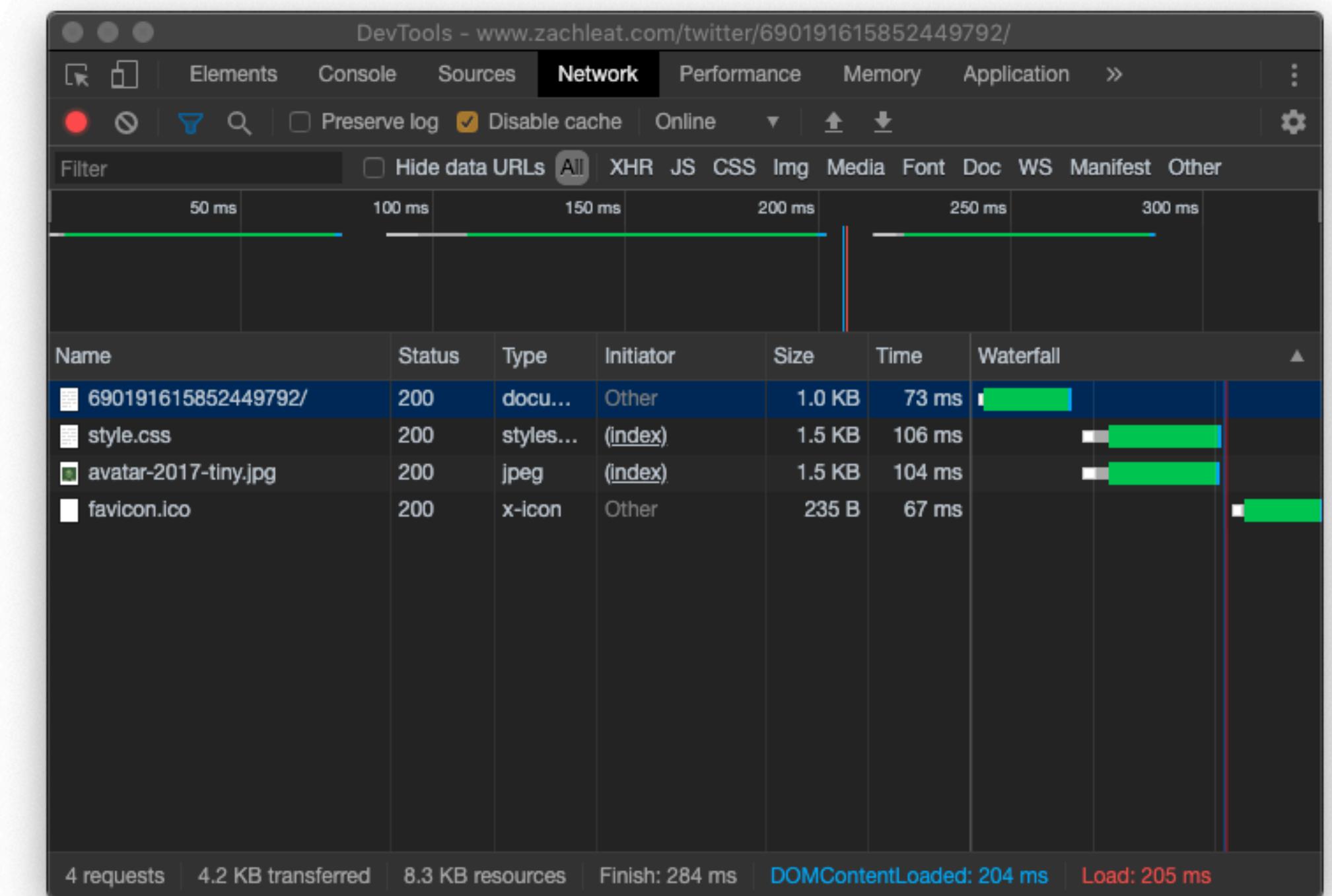
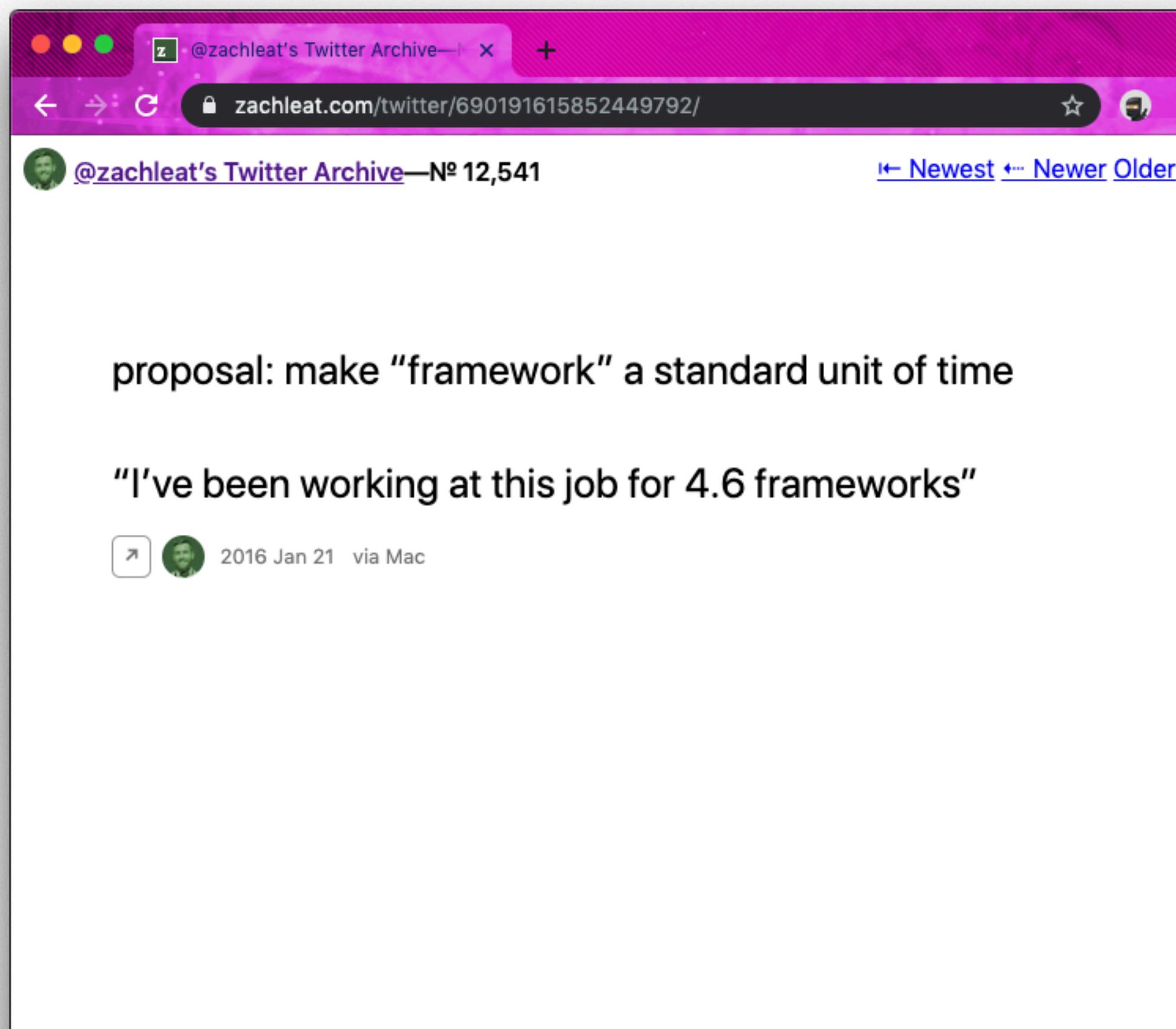
# • Faster Embeds!

119 KB transferred



- **Faster Embeds!**

*4.2 KB transferred*





## Which has a better First Meaningful Paint time?

- ① a raw 8.5MB HTML file with the full text of every single one of my 27,506 tweets
- ② a client rendered React site with exactly one tweet on it

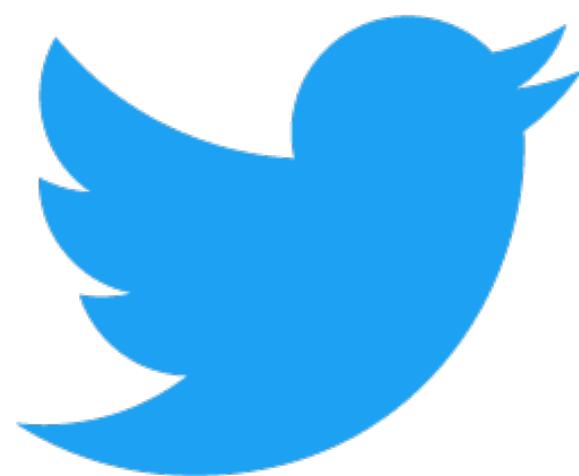
(Spoiler: [@lighthouse](#) reports 8.5MB of HTML wins by about 200ms)



2019 Sep 6

SCOPE CREEP

# **THE RIGHT TO BE FORGOTTEN-ish**



# CONTROL

# CREATIVE CONTROL

# CONTENT CONTROL

# *DELETE* CONTROL

# UX CONTROL

# JAMstack

— empowers —

# FRONT-END DEVELOPERS

**“Don’t do it like me,  
Do it like you”**



– *Matthias Ott*  
@m\_ott

<https://matthiasott.com/articles/into-the-personal-website-verse>

# **THANK YOU**



[zachleat.com](http://zachleat.com)

[zach@zachleat.com](mailto:zach@zachleat.com)

@zachleat

#NoTechForICE

**INSPIRED BY**

