

Posting wisely

Posting Publicly

In this context, “smart posting” means “in a way that reaches as many people as possible.” To ensure this happens, the setting should always be set to “Public.” This way, the post appears in the home timeline of your own instance, and others on the same instance will see it. At the same time, all your followers will definitely see the post. If any of them have the “bell” icon enabled, they’ll even receive a notification.



These followers can be on different instances. Whether it’s rollenspiel.social, bonn.social, or whatever—people will still see it. If any of them click “Boost,” the same thing happens as when you post something yourself: all of their followers will see it. Is any of them also a follower of yours? Then this gives them another chance not to miss your post.

How do you reach people who don’t follow you?

Mainly by using relevant hashtags. In the Fediverse/Mastodon, you can follow hashtags as well as other accounts. If the instances are already connected, searching for a hashtag will also bring up posts from other instances. We can use this ourselves to find posts relevant to us, but also when writing a post.

#scrum #agile #AgileParty #lean are hashtags “we” could use just about anywhere, so to speak.

Another option is to use groups. We’ve created **@agile@fedigroups.social**. This is an account you can follow, and whenever it’s mentioned in a post anywhere, the account boosts that post, and all followers get it delivered to them.

And what about images?

It’s really important to fill out the “alt text”—that is, the alternative description of the image’s content. This should be standard practice anyway, but it’s even more essential in the Fediverse, since many users only boost posts with images that have alt text. To make sure you don’t miss this, many clients also display a warning message so you don’t forget.

Am I not seeing all the comments?

Next Mastodon pro tip: <https://substitoot.kludge.guru/>

With this browser add-on, it fetches all the replies from every possible server and posts them below for you. This makes it easier to participate in other people’s threads because you can see “everything.”

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