Reclaiming our Socials… and how you can too!

Reclaim Hosting's journey to demonstrate digital agency

SUNY Digital Learning Conference - April 2024

Hello!

Welcome to the workshop.

Before we get started, let's us introduce ourselves.

Amanda Schmidt

Taylor Jadin
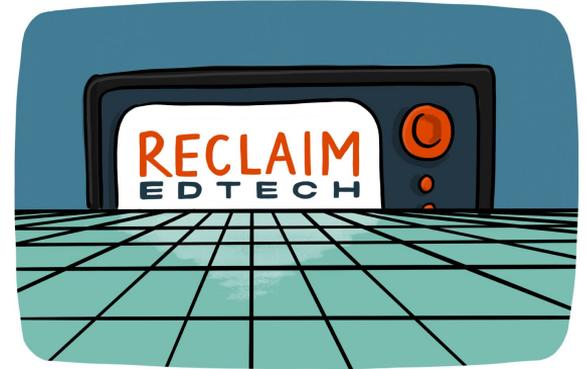
Maren Deepwell

Workshop Overview

What's in store today

- Intro: How our story started and why we went on a journey to reclaim our socials
- Activity: Collaborative pre-mortem
- Discussion + quick breather
- Showcasing our approach and how it works
- Activity: Could this work for you?
- Closing discussion + resources to take away

Need to leave early? Don't worry, there'll be plenty of resources to take away.
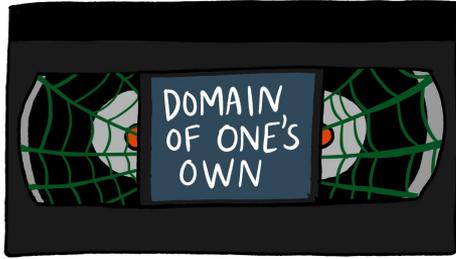
What we do and how we work with SUNY

We're proud to work with educators across the SUNY community, and we provide our Domain of One's Own service to students, faculty, and staff.

Founded in 2013, Reclaim Hosting provides educators and institutions with an easy way to offer their students domains and web hosting that they own and control. Our goal is to make the process of offering a flexible web space and domain name to your students as easy as possible and giving you the support you need to make it all happen.

sunycreate.cloud

Showcase

How our journey started…

- Changes in the social media landscape and popular newsletter platforms
- Lack of ownership and control over social media profiles and networks
- Desire to become more critically digitally and data literate
- Looking for ways to connect and communicate that are aligned to our mission and values for both personal and professional identities

Reclaiming our socials

Starting points:

- Working in the open, in every sense of the word
- Re-gain more control over the content we share online on our own channels and platforms, but also on social networks
- Desire to move beyond big-box providers and to explore the fediverse
- Taking back our autonomy - but at what cost?

Activity: Visitor Resident Mapping

Visitor Resident Mapping

Spaces where you are a **visitor** are spaces where you leave almost no social trace.

Spaces where you are **resident** are spaces where you leave behind something about yourself.
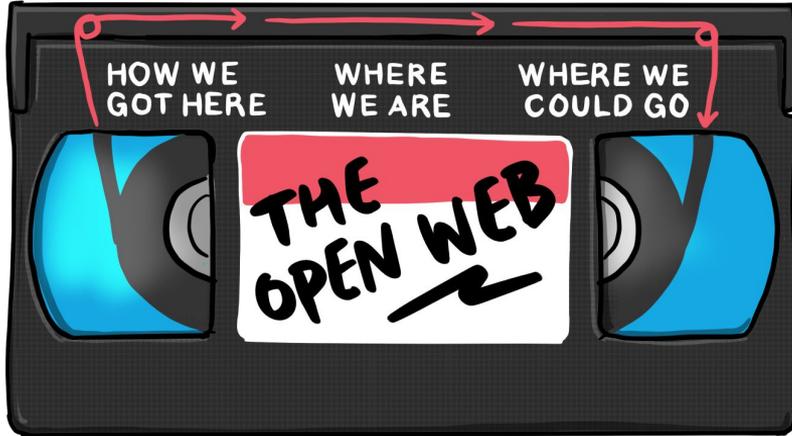
daveowhite.com/vandr

jadin.me/make-map

Share your reflections
and comments via the chat

What we did next…

After our experiments, we started to find new ways to use social media tools and platforms:

- Discord: https://reclaimed.tech/discord
- Mission Mastodon and our own Mastodon server: https://reclaim.rocks

How it works…

Beyond social media, we also explored and implemented new ways to keep in touch, connect and share:

- Collaborative blogging space for everyone on the team (on our own domain): https://blog.relcaimhosting.com
- Monthly newsletter: https://roundup.reclaimhosting.com
- Workshop and course resources: https://reclaimed.tech
- Peertube / Owncast for videos: https://reclaim.tv

Reclaiming our socials

Let's revisit our Visitor Resident Map and see what our "Social Media Ecosystem" looks like now!

Activity:
Could these approaches work for you?

How to take part:

We all know what a post-mortem is, right? It's something that you do after something or someone has died, and is an important learning process.

But what about a pre-mortem? The point of a pre-mortem is to create a 'safe space' to take a look at project risks. All you do is imagine it's six months / a year / however long into the future and the project has failed. The job of the pre-mortem is to identify in advance why that might happening.

In this activity we share examples of the risks we considered as part of our journey to reclaim our socials and invite you to add your own thoughts, comments and reflections related to your own experience whether you're just considering your options or already making changes.

Thanks to the Open Co-op for the inspiration
https://learnwith.weareopen.coop/pre-mortem/

Resources

- [Mission Mastodon](#)
- [Open Media Flex Course](#)
- SUNY Create: [sunycreate.cloud](#)
  - [Showcase](#)
  - [Help Docs](#)

Learn with peers… and reclaim your newsletter

Free flex course
Starts this week

Suitable for all

Learn at your own pace and drop in to weekly sessions during the duration of the course.

Register now
https://events.reclaimhosting.com/event/flex-course-ghost-newsletters/

Connect with our community

Join our community on Discord to learn with peers, access professional development events and resources

https://reclaimed.tech/discord

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