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| **Project Name:** | ox.social: Ethical, Decentralised, Democratic Social Media |
| **Project Lead:** | Tom Campbell (Univ) he/him |
|  **Project updates** |  |
| **Spending**: Bought the domain ox.social, which is the biggest one-off purchase of the project. It will renew at ≈£25/year.**Conversations**: Had a meeting with Youni CEO Omar Lingemann to discuss how the two services can be integrated yet remain organisationally and financially independent. We agreed that having a Mastodon client within their app, which would allow you to login to ox.social directly, would both increase the use, functionality, and reach of both services. This solves our problem of initial sign-up and their problem of having a discussion/social side to their event platform without then becoming responsible for running/moderating it. (Note: you can still use any of the many other mobile apps to use ox.social, with no interaction with Youni at all)Also in discussion with the University’s PAD and IT teams and CISO (Graham Ingram, Chief Information Security Officer), to launch the University’s own presence, run separately from the student one, but integrated nevertheless. They have seemed keen so far but slow to mobilise.**Publicity**: Launched accounts on traditional social media (Instagram and LinkedIn), no posts as of yet. Advertised the project on the CompSoc newsletter which received some replies of expression of interest to help.**Site** currently: About page with some information about the project. This is being hosted for free in the meantime. |
|  **Future plans** |  |
| Looking to launch the actual service at the start of Trinity. Hopefully this will be at the same time as Youni’s social tab of their app to login to ox.social (or any other mastodon server) is up and running, and potentially at the same time as the University launches their presence, although this is likely to take a while. I plan to chat more with other Universities (UK and high-ranking ones abroad like Harvard and MIT) who already have a Mastodon presence, to see how it worked with them.Running up to that, I will make some posts about the state of social media, in society as a whole and in Oxford’s student community, which should raise awareness of the issues behind the project.Any ideas from you of how to increase involvement in the meantime would be great, since Student Council is all about participation. |