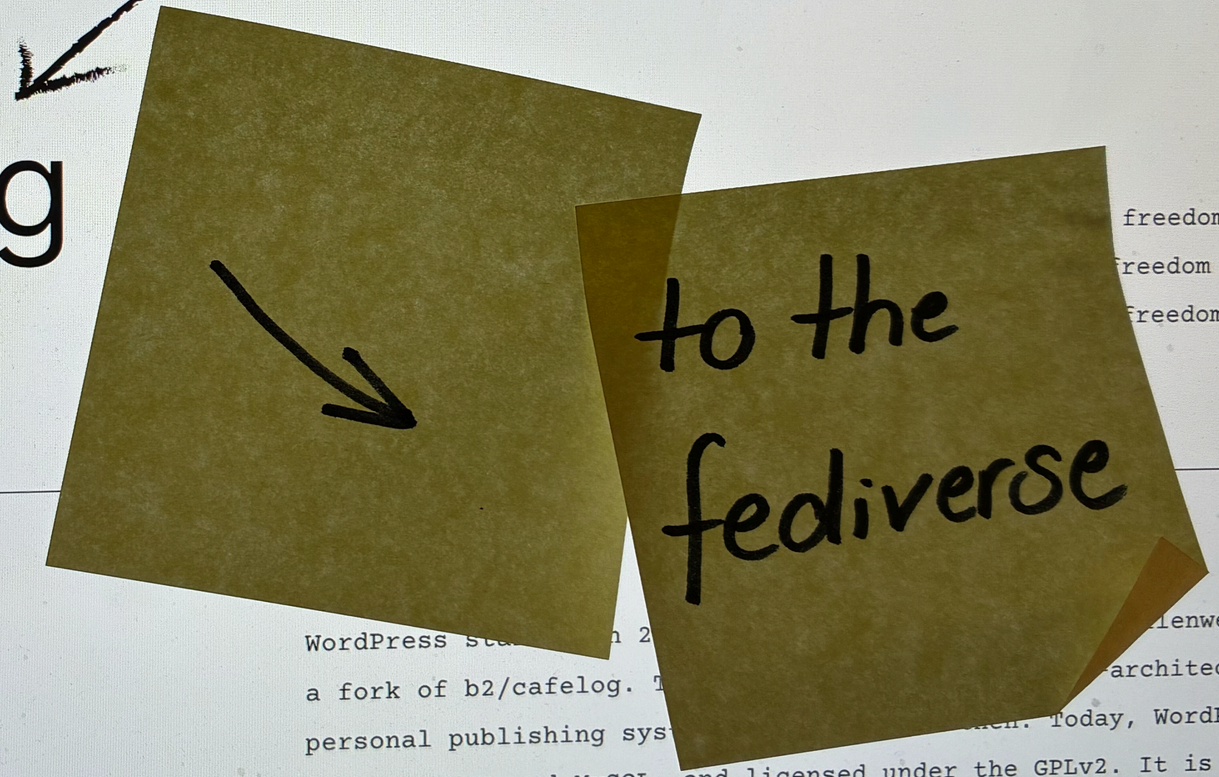
our mission:

# democratize publishing

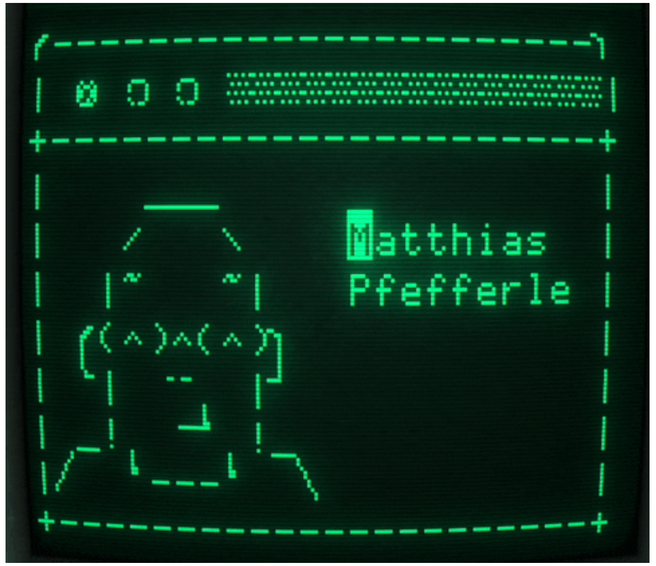



freedom to build.
freedom to change.
freedom to share.

## our story

WordPress st… 2… …lenweg created a fork of b2/cafelog. T… …architected personal publishing sys… …ech. Today, WordPress is built on PHP and MySQL, and licensed under the GPLv2. It is also the platform of choice for over 43% of all sites across the web.

# @matthias@pfefferle.org




- Open Web Wrangler @Automattic
- Creator and full time contributor to the ActivityPub plugin
- WordPress user since it was called b2 (~25 years)
- Contributor/Maintainer to/of several other IndieWeb/Fediverse Plugins (~20)

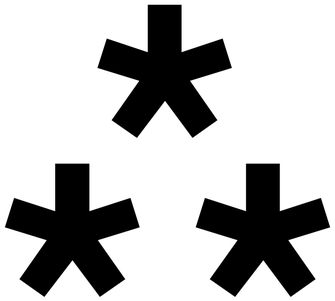
# WordPress

- Founded 2003 (as a Fork of b2)
- A content management and blogging platform
- It powers **42.8**% of all websites (source w3techs.com)
- > 60.000 plugins auf WordPress.org
- Open Source under the GPL
- Runs on classic LAMP stack

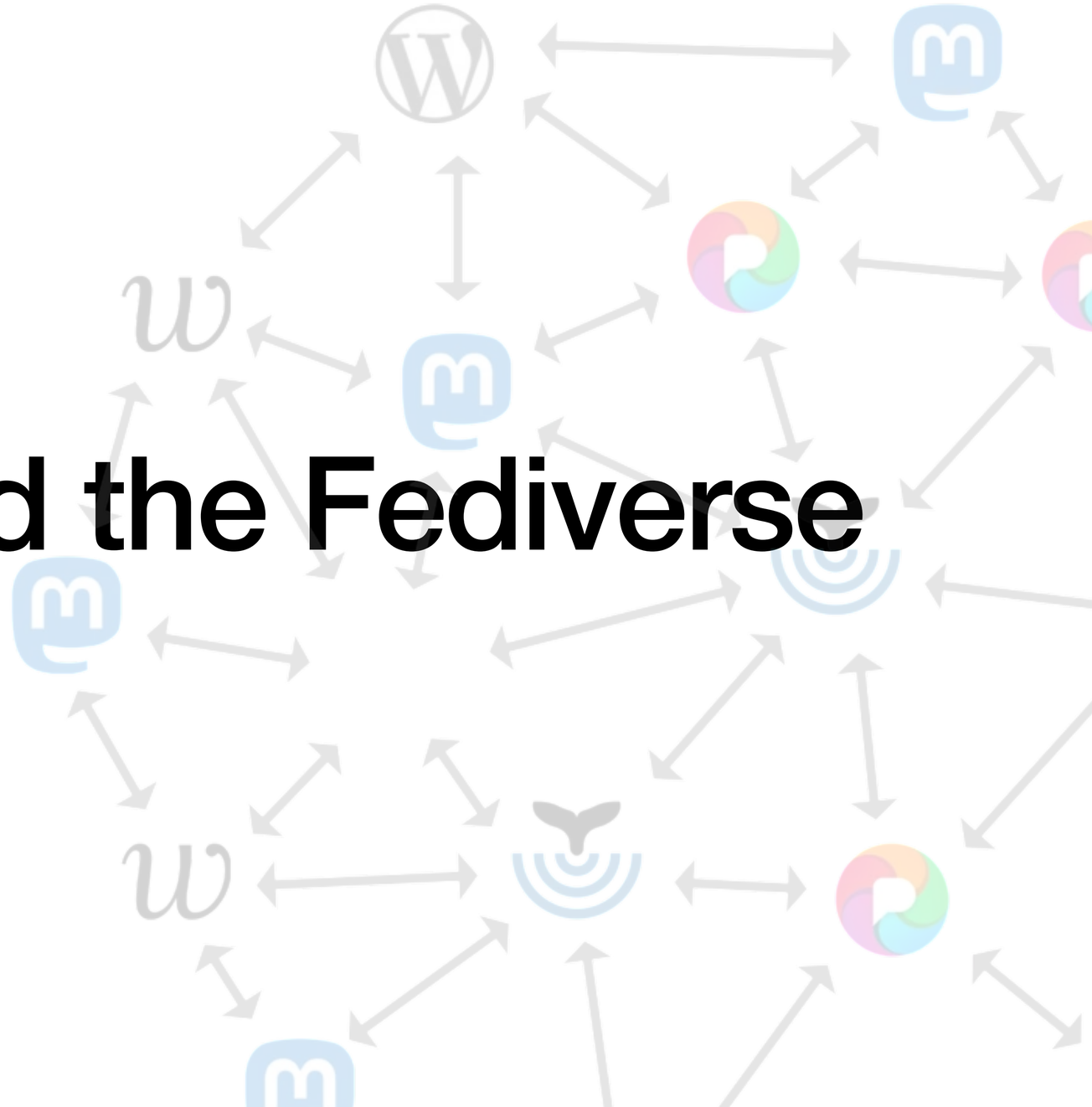
# Fediverse / Open Social Web

“The Fediverse is a collection of social networking services that can communicate with each other using a common protocol. Users of different websites can send and receive status updates, multimedia files and other data across the network. The term Fediverse is a portmanteau of federation and universe.”

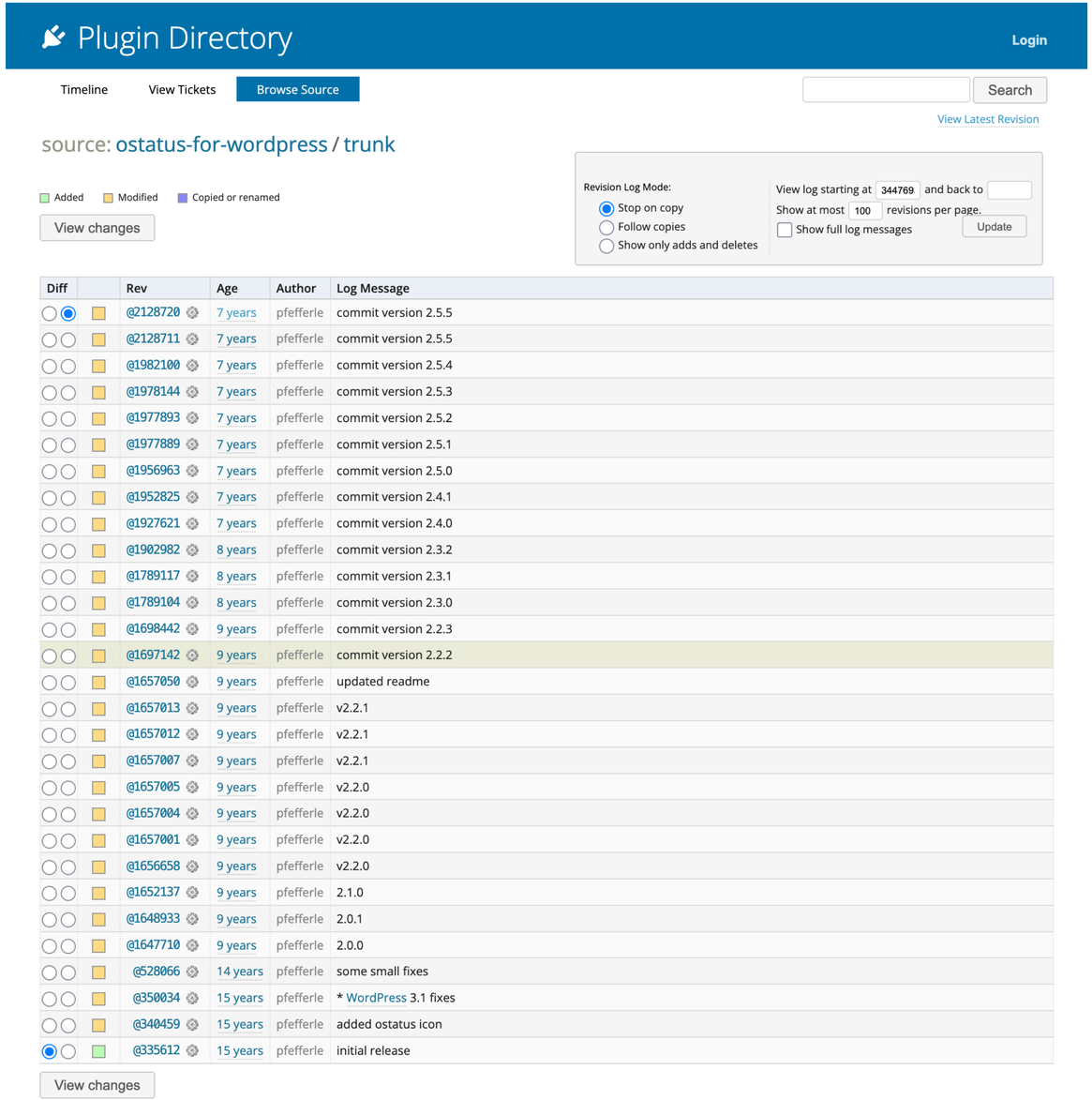
https://en.wikipedia.org/wiki/Fediverse



# WordPress and the Fediverse



# it all started 15 years ago!



# in action

https://notiz.blog/2011/01/02/federatedpress/

14 Kommentare zu “FederatedPress”

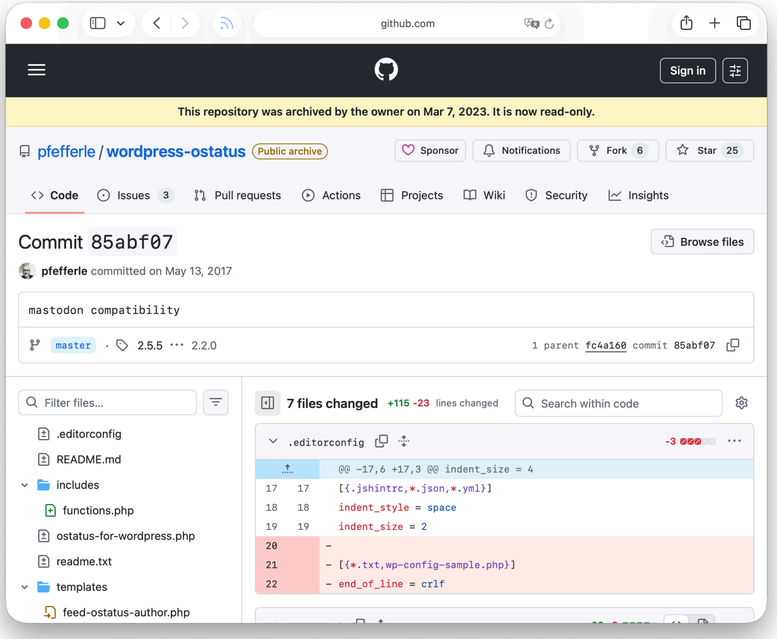
pfefferle
2. Januar 2011 um 17:33

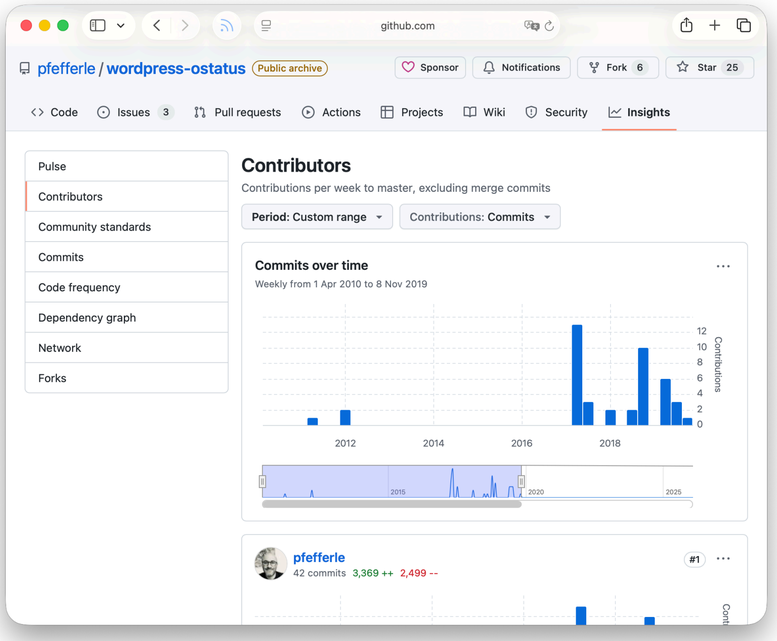
Bearbeiten

@matthiaspfefferle erstmal testen obs überhaupt noch funktioniert

Antworten

# when Mastodon entered the scene

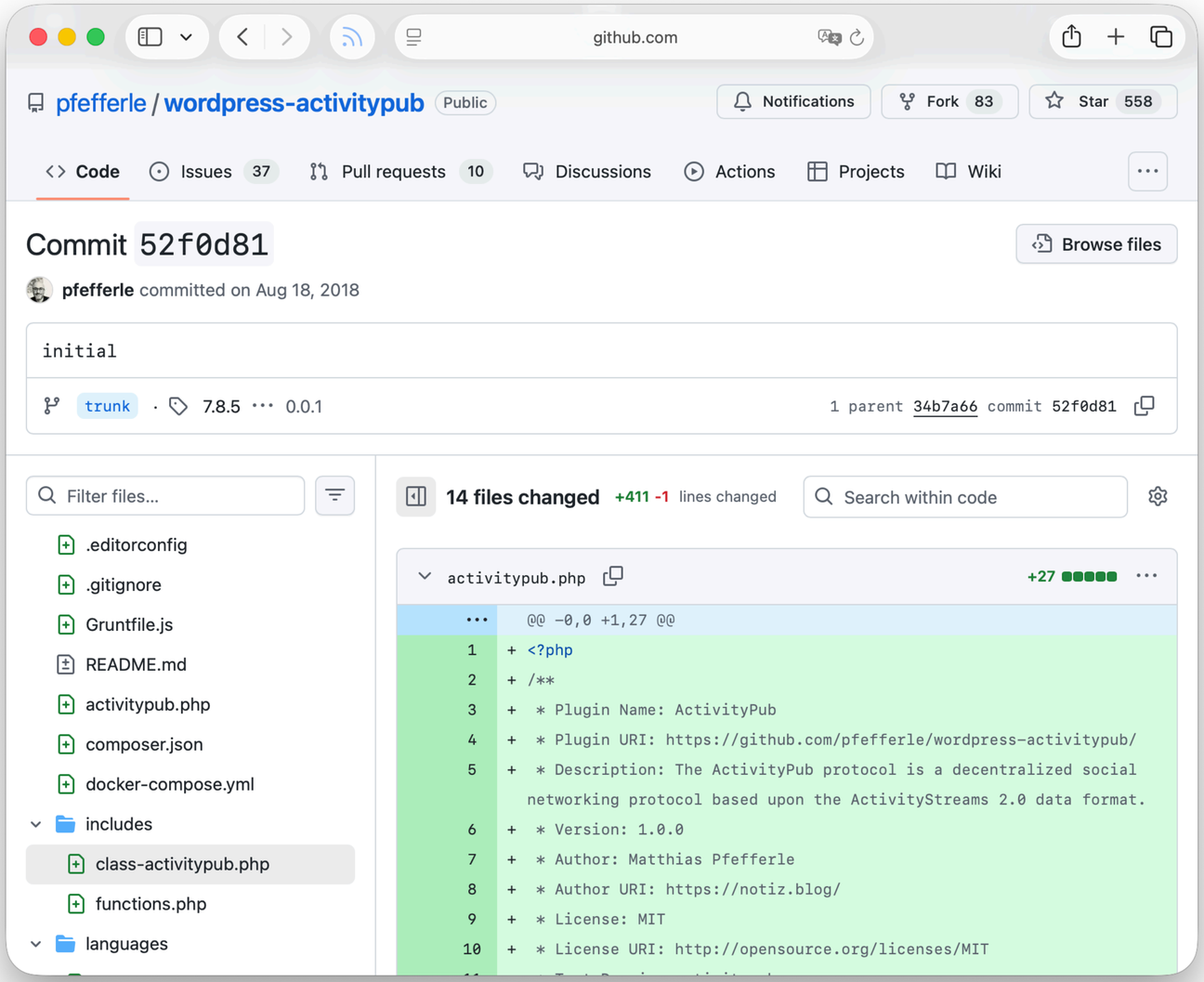


# a few moments later…

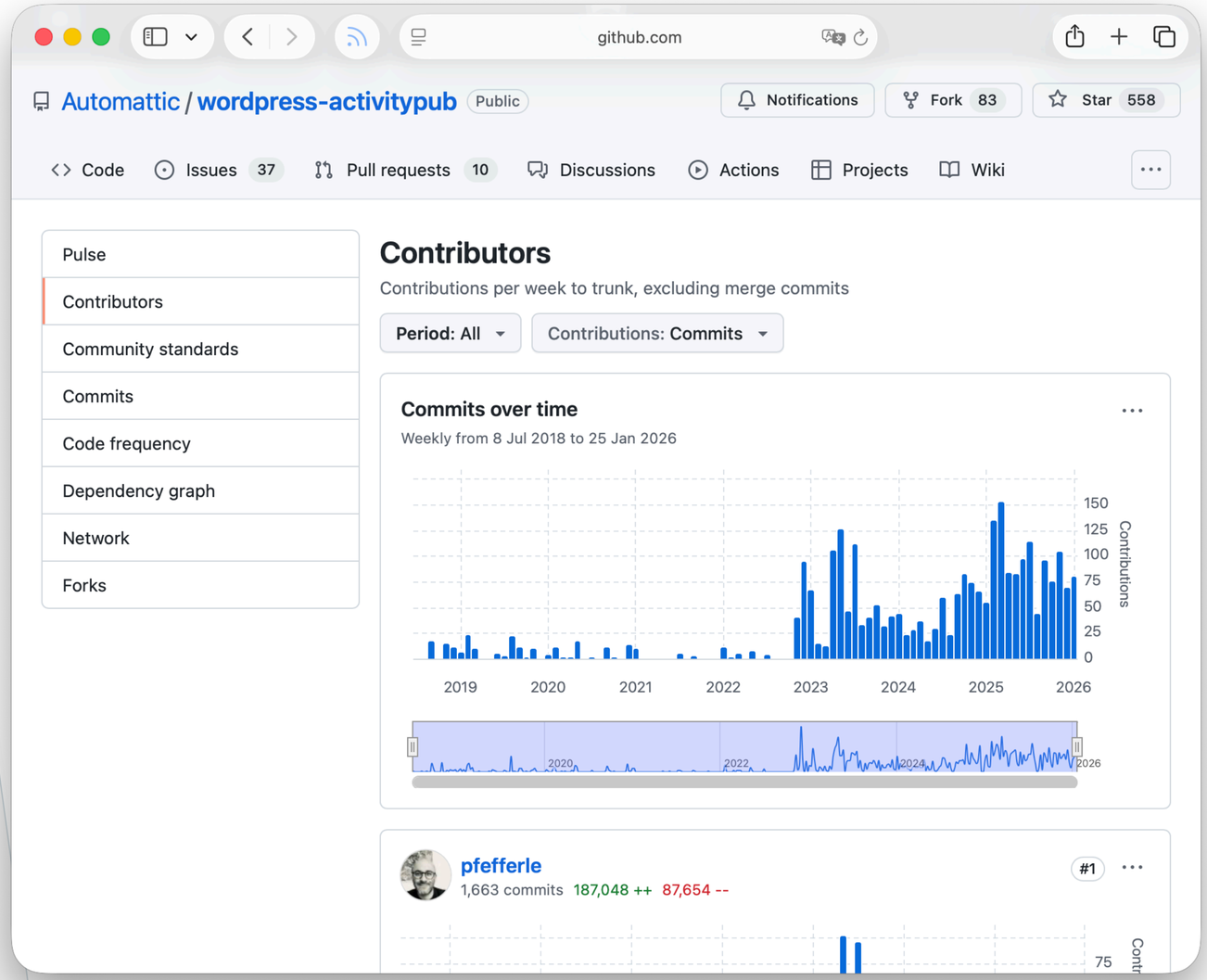
# ActivityPub

## 2018



# Automattic

## 2023



# ActivityPub

By Matthias Pfefferle & Automattic

Download Live Preview

Details Reviews Installation Development Support

## Description

Enter the fediverse with **ActivityPub**, broadcasting your blog to a wider audience! Attract followers, deliver updates, and receive comments from a diverse user base of **ActivityPub**-compliant platforms.

## Community plugin

This plugin is developed and supported by a community. Contribute to this plugin ↗

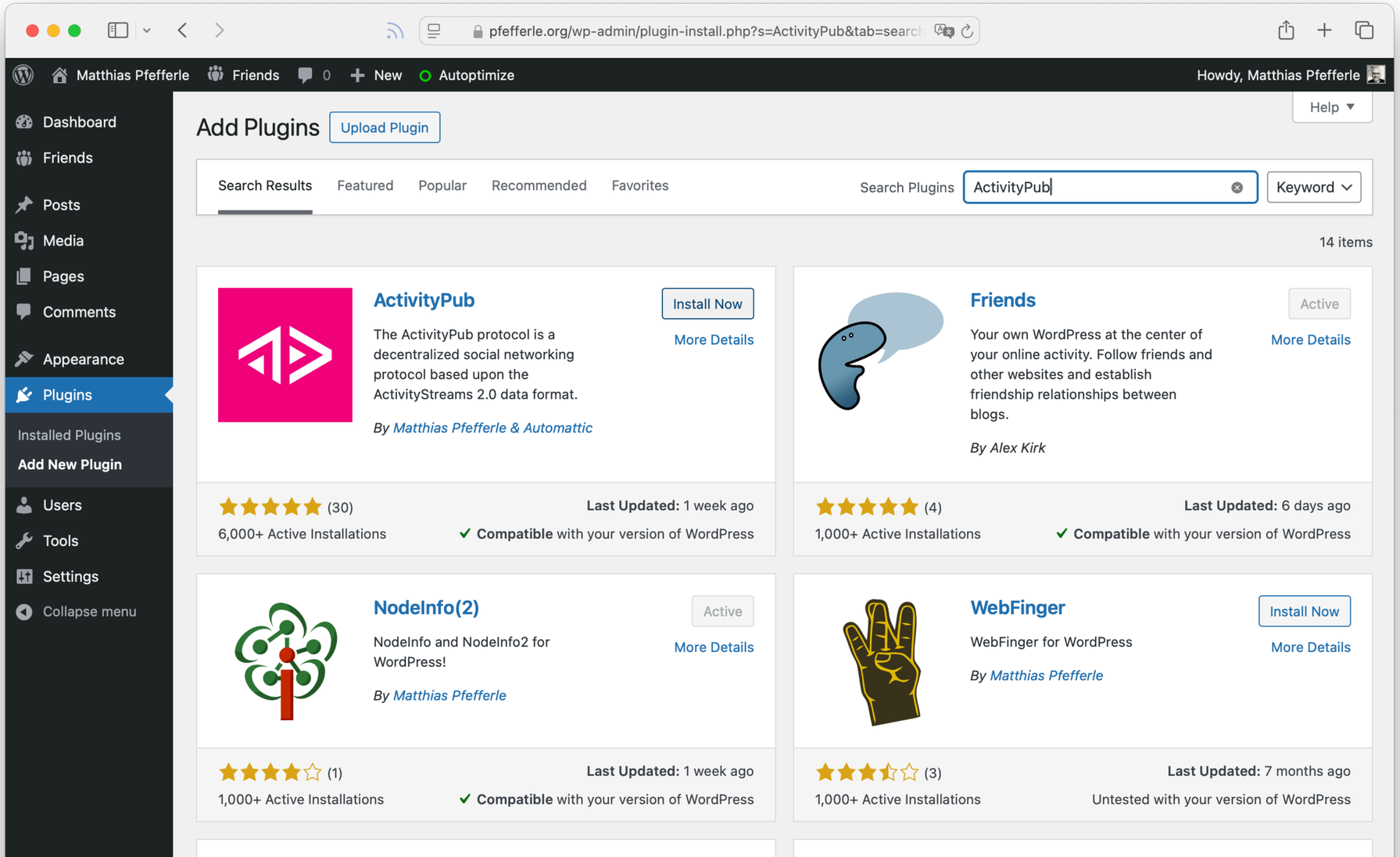
| | |
|---|---|
| Version | 4.7.3 |
| Last updated | 1 week ago |

# design principles

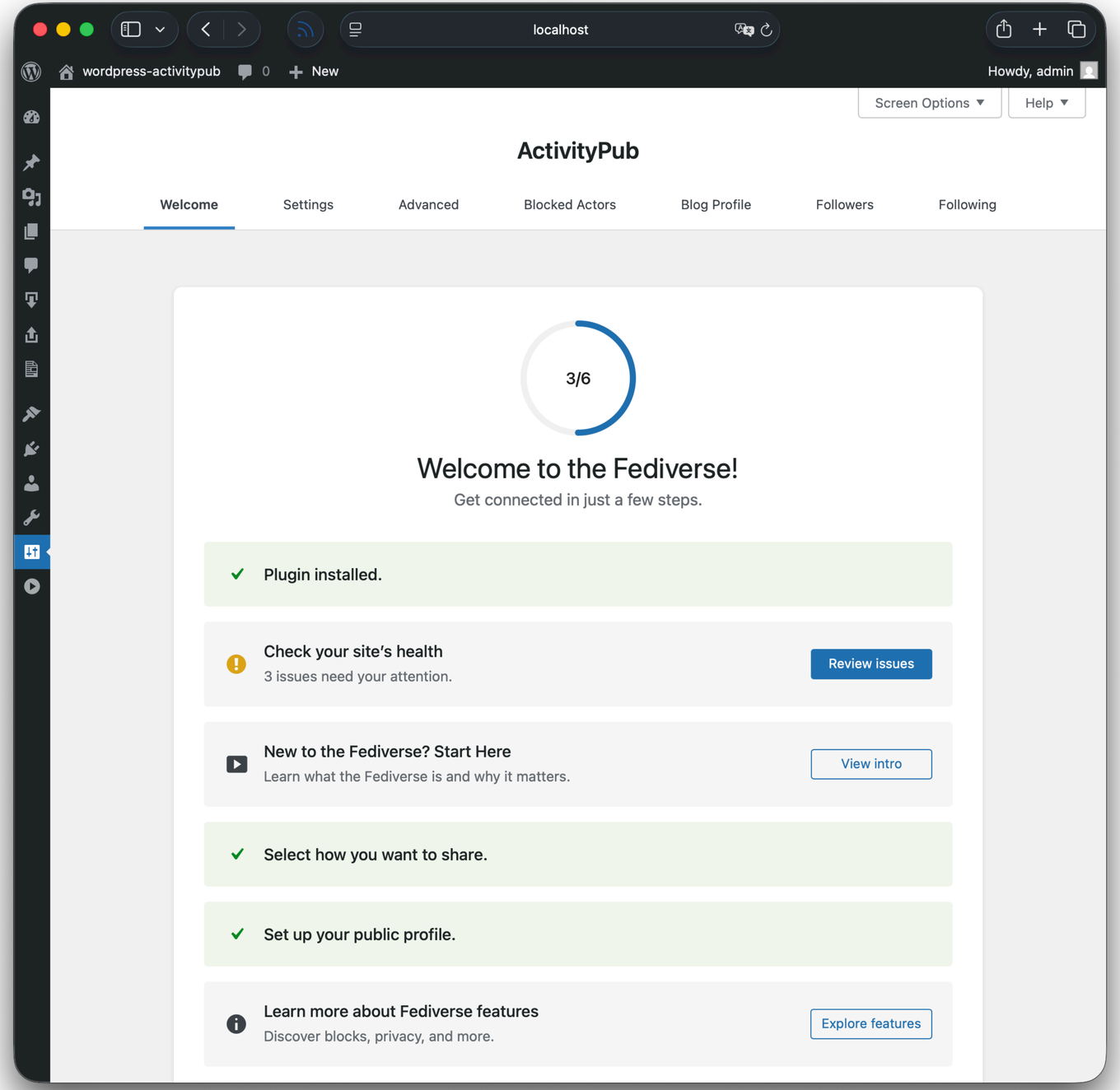
- From a user's perspective
  - Reuse existing WordPress patterns wherever possible
  - Work well out of the box
    - "Decisions, not Options"
- From a developer's perspective
  - Provide a simple, well-defined internal API
  - Stay close to the core requirements

# installation

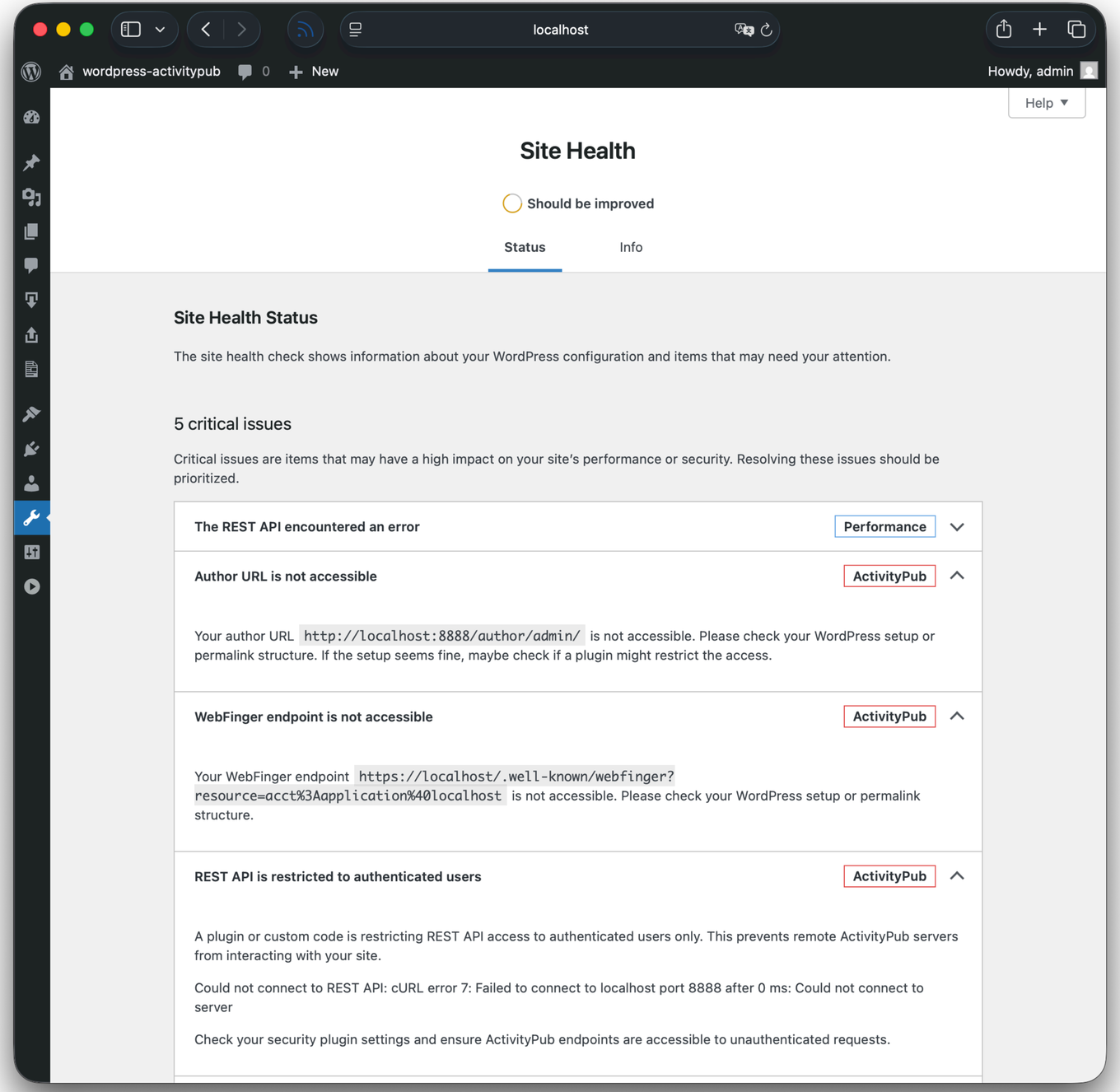
# add plugins

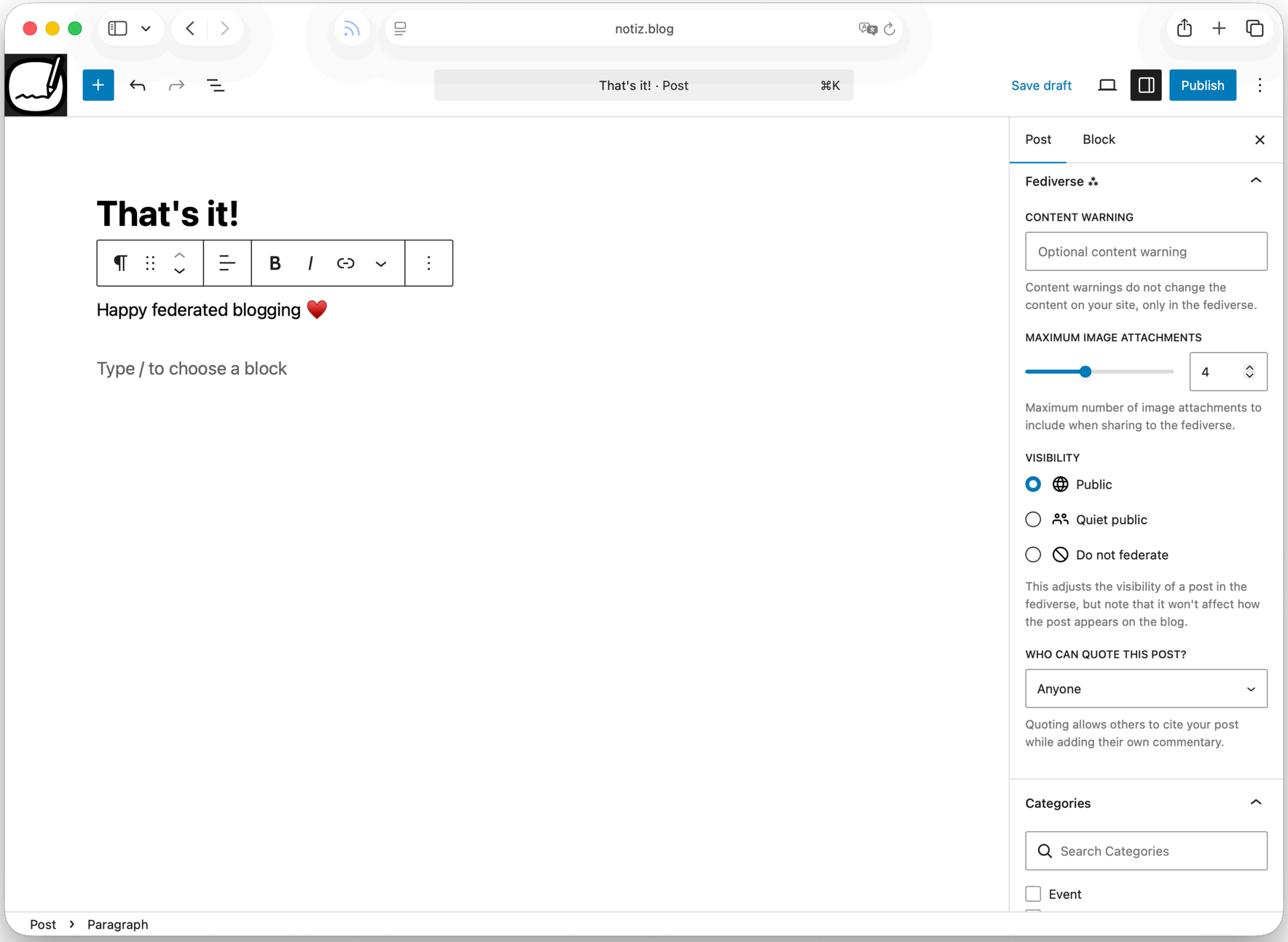

pfefferle.org/wp-admin/plugin-install.php?s=ActivityPub&tab=search
Matthias Pfefferle
Friends
0
New
Autoptimize
Howdy, Matthias Pfefferle
Dashboard
Friends
Posts
Media
Pages
Comments
Appearance
Plugins
Installed Plugins
Add New Plugin
Users
Tools
Settings
Collapse menu
Add Plugins
Upload Plugin
Help
Search Results
Featured
Popular
Recommended
Favorites
Search Plugins
ActivityPub
Keyword
14 items
ActivityPub
Install Now
More Details
The ActivityPub protocol is a decentralized social networking protocol based upon the ActivityStreams 2.0 data format.
By Matthias Pfefferle & Automattic
(30)
6,000+ Active Installations
Last Updated: 1 week ago
Compatible with your version of WordPress
Friends
Active
More Details
Your own WordPress at the center of your online activity. Follow friends and other websites and establish friendship relationships between blogs.
By Alex Kirk
(4)
1,000+ Active Installations
Last Updated: 6 days ago
Compatible with your version of WordPress
NodeInfo(2)
Active
More Details
NodeInfo and NodeInfo2 for WordPress!
By Matthias Pfefferle
(1)
1,000+ Active Installations
Last Updated: 1 week ago
Compatible with your version of WordPress
WebFinger
Install Now
More Details
WebFinger for WordPress
By Matthias Pfefferle
(3)
1,000+ Active Installations
Last Updated: 7 months ago
Untested with your version of WordPress

# onboarding


localhost
wordpress-activitypub
0
New
Howdy, admin
Screen Options
Help
ActivityPub
Welcome
Settings
Advanced
Blocked Actors
Blog Profile
Followers
Following
3/6
Welcome to the Fediverse!
Get connected in just a few steps.
Plugin installed.
Check your site's health
3 issues need your attention.
Review issues
New to the Fediverse? Start Here
Learn what the Fediverse is and why it matters.
View intro
Select how you want to share.
Set up your public profile.
Learn more about Fediverse features
Discover blocks, privacy, and more.
Explore features

# site-health


localhost
wordpress-activitypub
0
New
Howdy, admin
Help
Site Health
Should be improved
Status
Info
Site Health Status
The site health check shows information about your WordPress configuration and items that may need your attention.
5 critical issues
Critical issues are items that may have a high impact on your site's performance or security. Resolving these issues should be prioritized.
The REST API encountered an error
Performance
Author URL is not accessible
ActivityPub
Your author URL http://localhost:8888/author/admin/ is not accessible. Please check your WordPress setup or permalink structure. If the setup seems fine, maybe check if a plugin might restrict the access.
WebFinger endpoint is not accessible
ActivityPub
Your WebFinger endpoint https://localhost/.well-known/webfinger?resource=acct%3Aapplication%40localhost is not accessible. Please check your WordPress setup or permalink structure.
REST API is restricted to authenticated users
ActivityPub
A plugin or custom code is restricting REST API access to authenticated users only. This prevents remote ActivityPub servers from interacting with your site.
Could not connect to REST API: cURL error 7: Failed to connect to localhost port 8888 after 0 ms: Could not connect to server
Check your security plugin settings and ensure ActivityPub endpoints are accessible to unauthenticated requests.

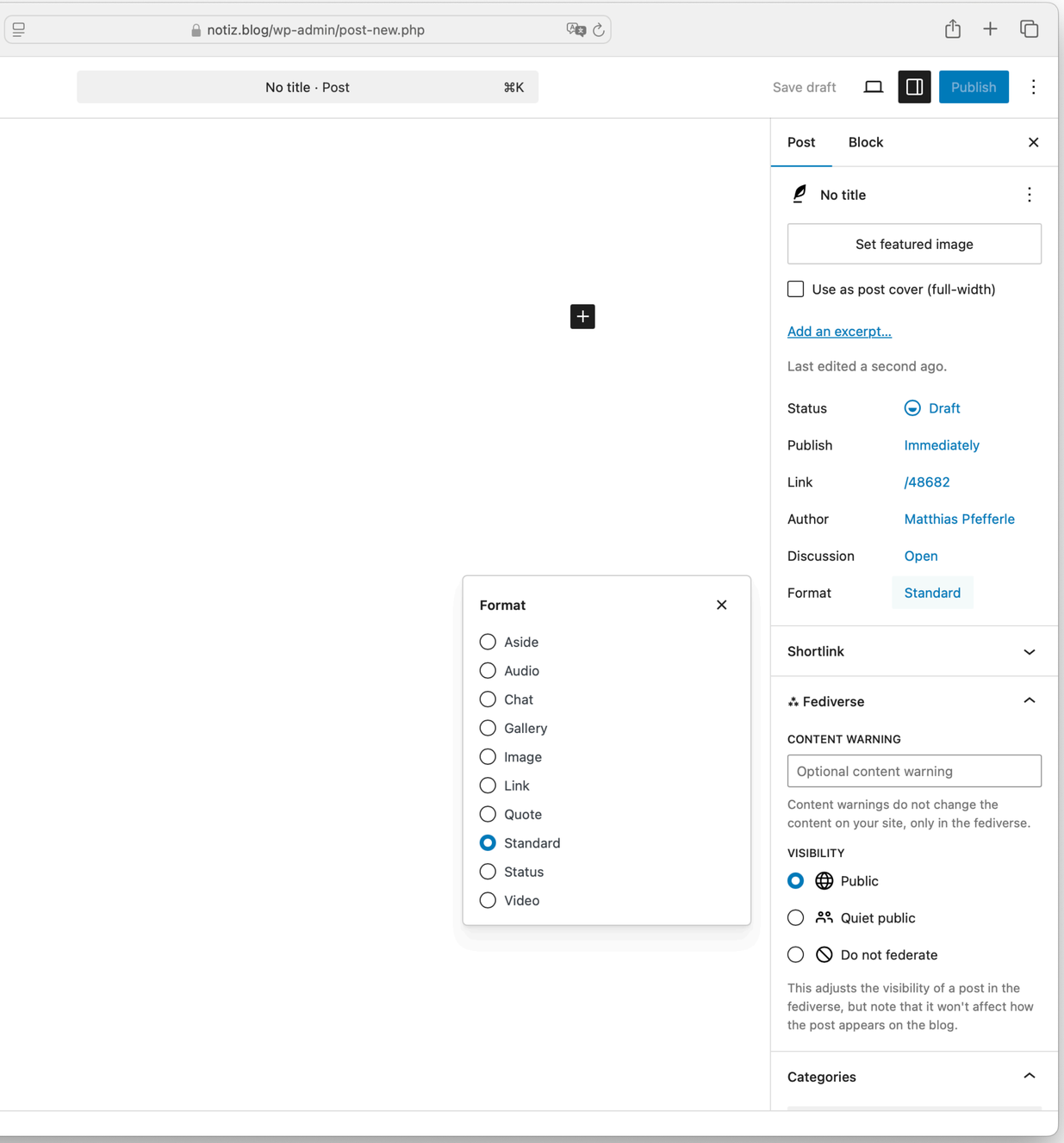

notiz.blog
That's it! · Post
⌘K
Save draft
Publish
That's it!
Happy federated blogging ❤️
Type / to choose a block
Post
Block
Fediverse
CONTENT WARNING
Optional content warning
Content warnings do not change the content on your site, only in the fediverse.
MAXIMUM IMAGE ATTACHMENTS
4
Maximum number of image attachments to include when sharing to the fediverse.
VISIBILITY
Public
Quiet public
Do not federate
This adjusts the visibility of a post in the fediverse, but note that it won't affect how the post appears on the blog.
WHO CAN QUOTE THIS POST?
Anyone
Quoting allows others to cite your post while adding their own commentary.
Categories
Search Categories
Event
Post › Paragraph

# plugin functionality

# Content type

## determined by a few factors

- Length of the text
  - Short posts (≤ 500 characters) are sent as Notes
  - Longer posts are sent as Articles
- Presence of a headline




# post-format

## set the focus on specific attachment types

mastodon.social

openchannels.fm

**Matthias Pfefferle**
@pfefferle

Public, anyone can quote

English

What's on your mind?

500 **Post**

mastodon.social: About · Status · Profiles directory · Privacy policy

Mastodon: About · Get the app · Keyboard shortcuts · View source code · v4.5.0-nightly.2025-10-03

Back

Open Channels FM boosted

**BobWP**
@DotheWoo@openchannels.fm

Sep 23

In this episode of Fediverse Flows, Matthias Pfefferle chats with Dave Winer about the open web's evolution, emphasizing interoperability, linking, and decentralized publishing through WordPress, while discussing challenges faced by contemporary platforms.

1 7 4

Open Channels FM boosted

**BobWP**
@DotheWoo@openchannels.fm

Sep 19

**Agentic AI: The Next Evolution for WordPress Websites?**

mastodon

Home
Trending
Live feeds
Notifications 1
Lists
Followed hashtags
Favorites
Bookmarks
Private mentions
Preferences
More

TRENDING NOW

**#strikeasongorpoem**
73 people in the past 2 days

mastodon.social

Search or paste URL

Matthias Pfefferle
@pfefferle

Public, anyone can quote
English
What's on your mind?
500 Post

mastodon.social: About · Status · Profiles directory · Privacy policy

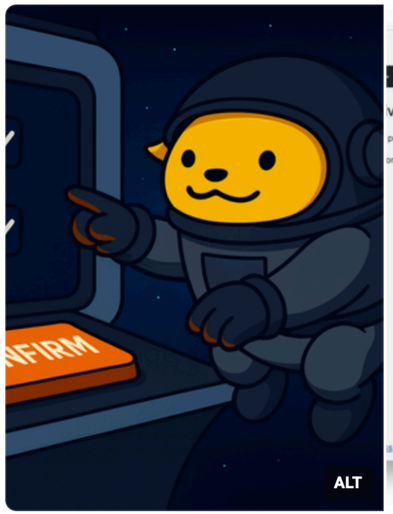
Mastodon: About · Get the app · Keyboard shortcuts · View source code · v4.5.0-nightly.2025-10-03

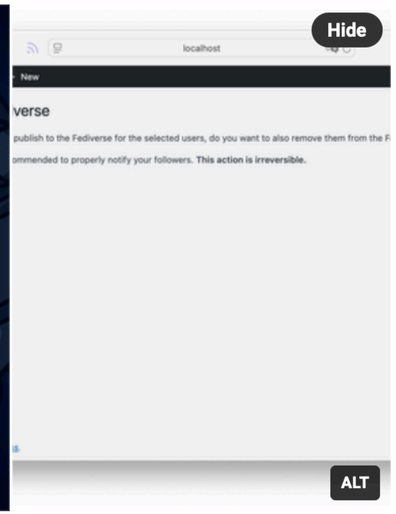
Back

ActivityPub for WordPress
@activitypub.blog@activitypub.blog

## 7.4.0 – More Control, Less Waiting

Fediverse life just got a little easier! This release is all about giving you more confidence in how you manage your users — and making your follower, following, and block lists feel lightning fast. Let's dive in.
activitypub.blog/2025/09/15/7-...




#activitypub #delete #fediverse ...and 3 more

Sep 15, 2025 at 05:31 PM ·

34 boosts · 0 quotes · 8 favorites

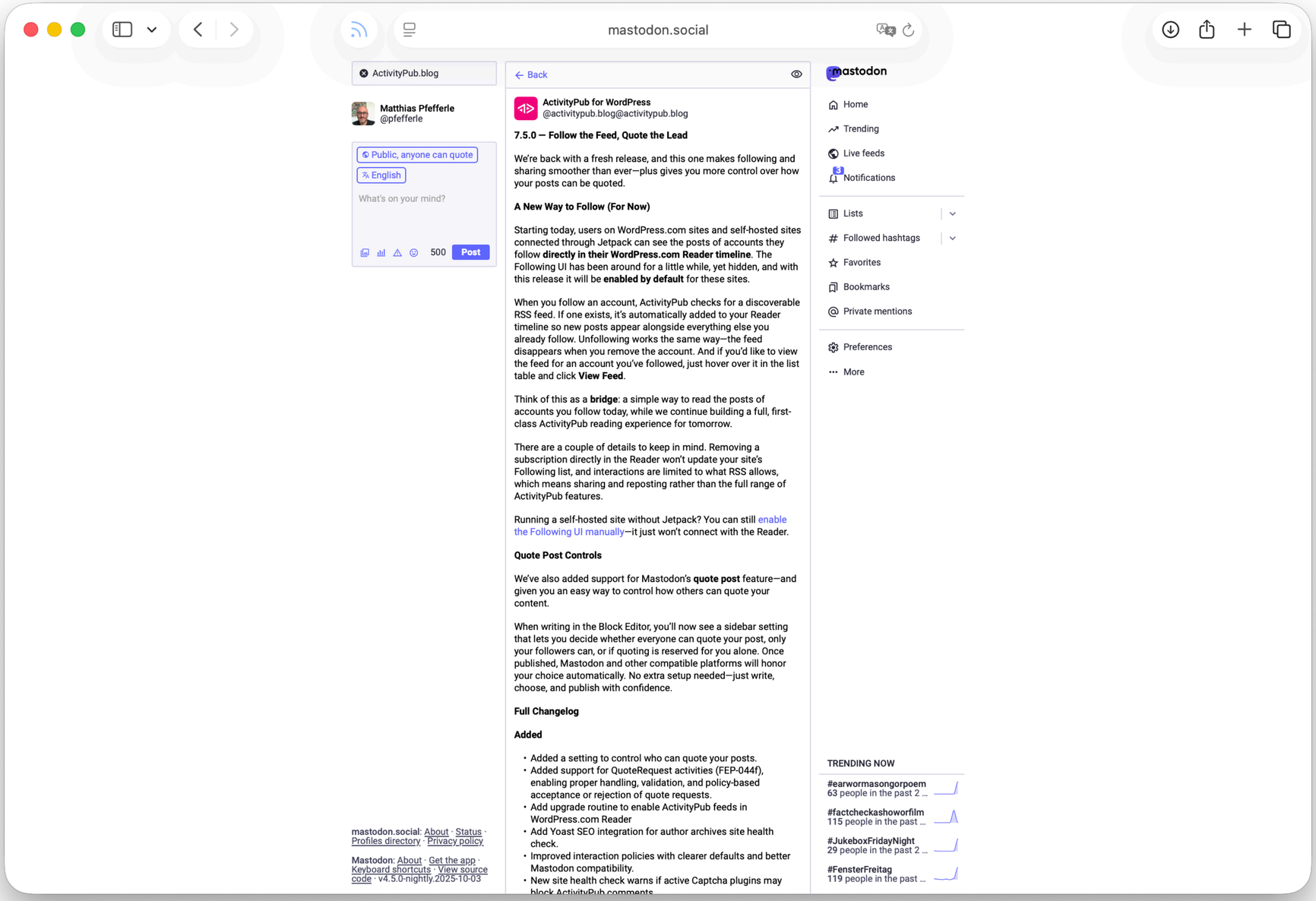
mastodon

Home
Trending
Live feeds
Notifications 3
Lists
Followed hashtags
Favorites
Bookmarks
Private mentions
Preferences
More

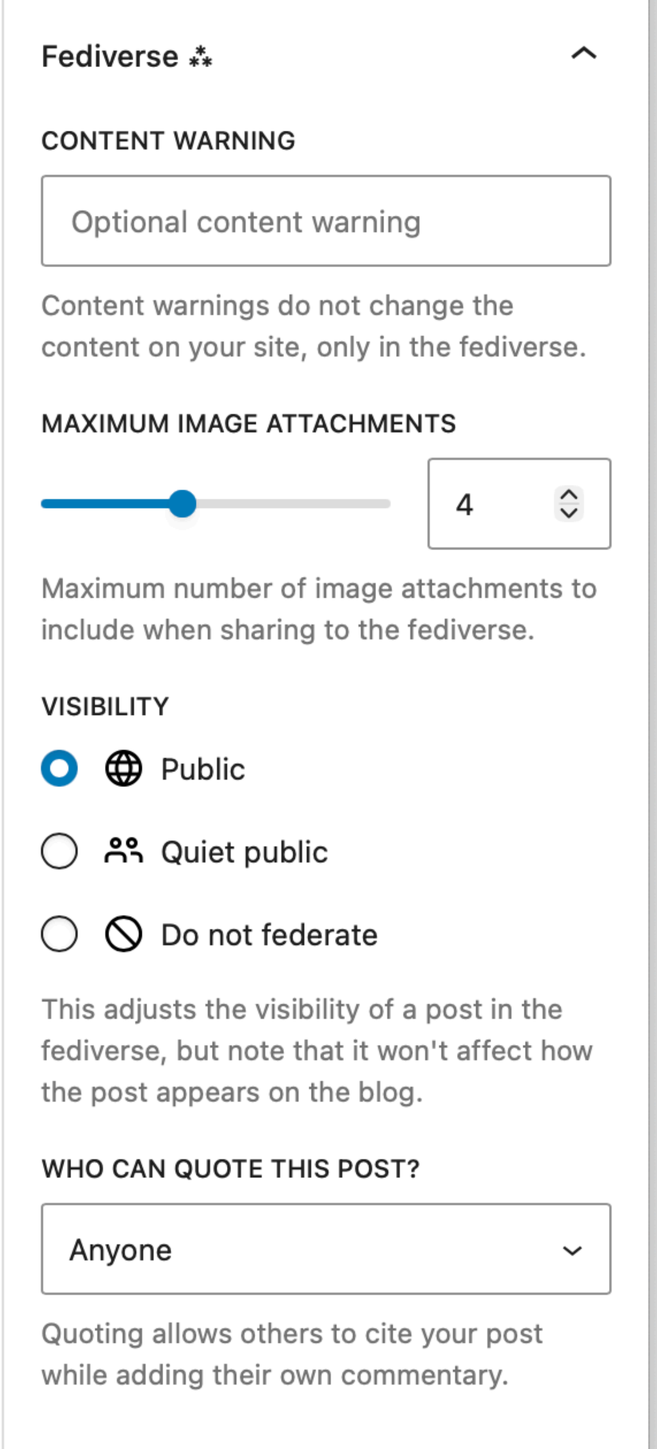
TRENDING NOW

#earwormasongorpoem
63 people in the past 2 days

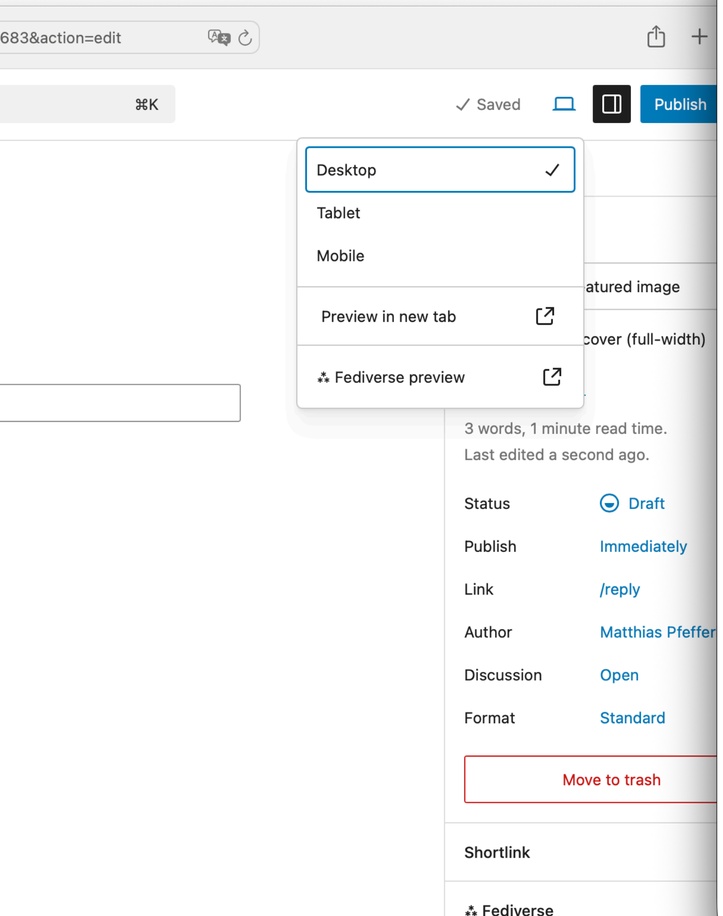
#factcheckashoworfilm
115 people in the past 2 days

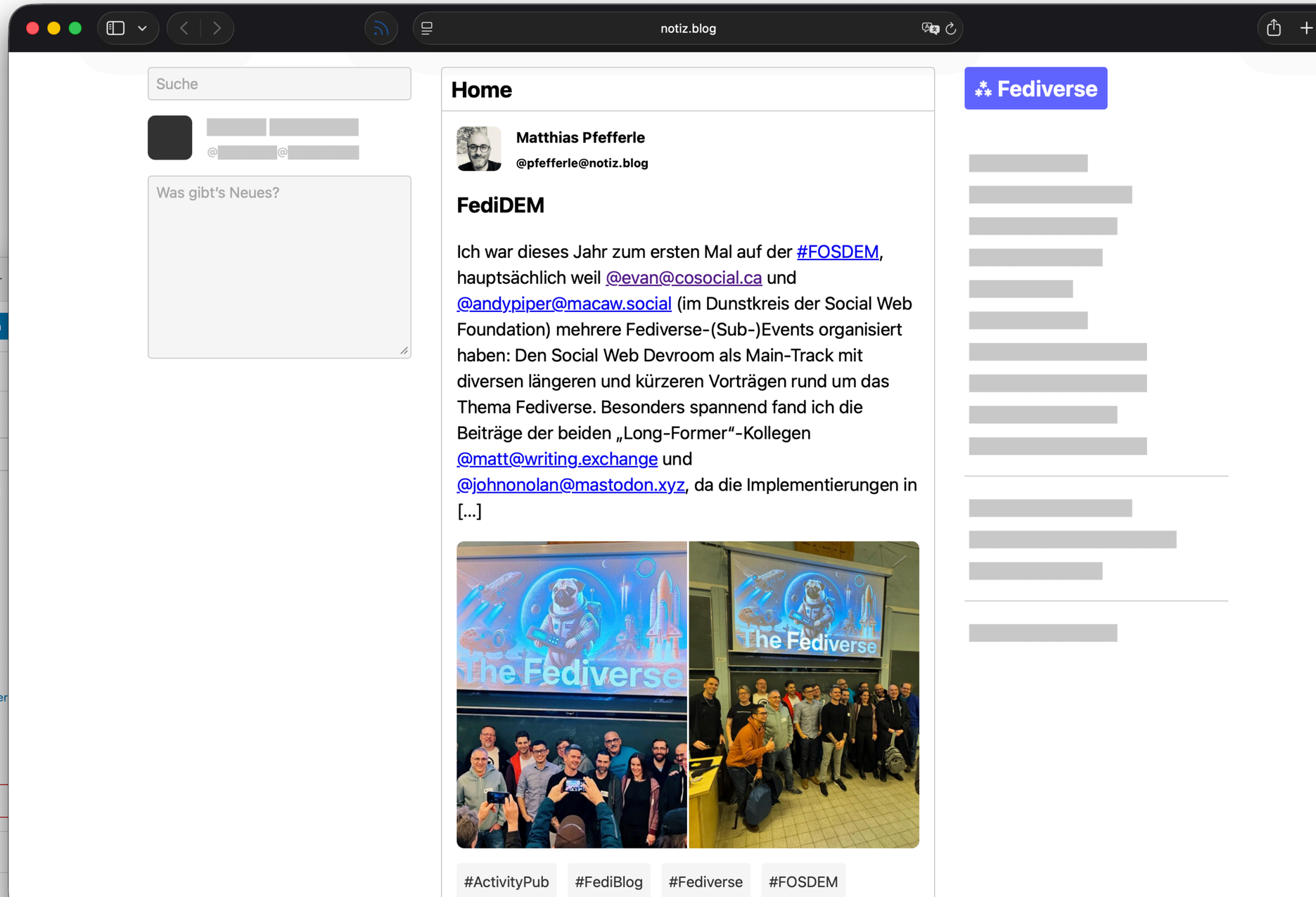

mastodon.social
ActivityPub.blog
Matthias Pfefferle
@pfefferle
Public, anyone can quote
English
What's on your mind?
500
Post
mastodon.social: About · Status · Profiles directory · Privacy policy
Mastodon: About · Get the app · Keyboard shortcuts · View source code · v4.5.0-nightly.2025-10-03
Back
ActivityPub for WordPress
@activitypub.blog@activitypub.blog
7.5.0 — Follow the Feed, Quote the Lead
We're back with a fresh release, and this one makes following and sharing smoother than ever—plus gives you more control over how your posts can be quoted.
A New Way to Follow (For Now)
Starting today, users on WordPress.com sites and self-hosted sites connected through Jetpack can see the posts of accounts they follow directly in their WordPress.com Reader timeline. The Following UI has been around for a little while, yet hidden, and with this release it will be enabled by default for these sites.
When you follow an account, ActivityPub checks for a discoverable RSS feed. If one exists, it's automatically added to your Reader timeline so new posts appear alongside everything else you already follow. Unfollowing works the same way—the feed disappears when you remove the account. And if you'd like to view the feed for an account you've followed, just hover over it in the list table and click View Feed.
Think of this as a bridge: a simple way to read the posts of accounts you follow today, while we continue building a full, first-class ActivityPub reading experience for tomorrow.
There are a couple of details to keep in mind. Removing a subscription directly in the Reader won't update your site's Following list, and interactions are limited to what RSS allows, which means sharing and reposting rather than the full range of ActivityPub features.
Running a self-hosted site without Jetpack? You can still enable the Following UI manually—it just won't connect with the Reader.
Quote Post Controls
We've also added support for Mastodon's quote post feature—and given you an easy way to control how others can quote your content.
When writing in the Block Editor, you'll now see a sidebar setting that lets you decide whether everyone can quote your post, only your followers can, or if quoting is reserved for you alone. Once published, Mastodon and other compatible platforms will honor your choice automatically. No extra setup needed—just write, choose, and publish with confidence.
Full Changelog
Added
• Added a setting to control who can quote your posts.
• Added support for QuoteRequest activities (FEP-044f), enabling proper handling, validation, and policy-based acceptance or rejection of quote requests.
• Add upgrade routine to enable ActivityPub feeds in WordPress.com Reader
• Add Yoast SEO integration for author archives site health check.
• Improved interaction policies with clearer defaults and better Mastodon compatibility.
• New site health check warns if active Captcha plugins may block ActivityPub comments
mastodon
Home
Trending
Live feeds
Notifications
Lists
Followed hashtags
Favorites
Bookmarks
Private mentions
Preferences
More
TRENDING NOW
#earwormasongorpoem
63 people in the past 2 ...
#factcheckashoworfilm
115 people in the past ...
#JukeboxFridayNight
29 people in the past 2 ...
#FensterFreitag
119 people in the past ...

# content warning and visibility

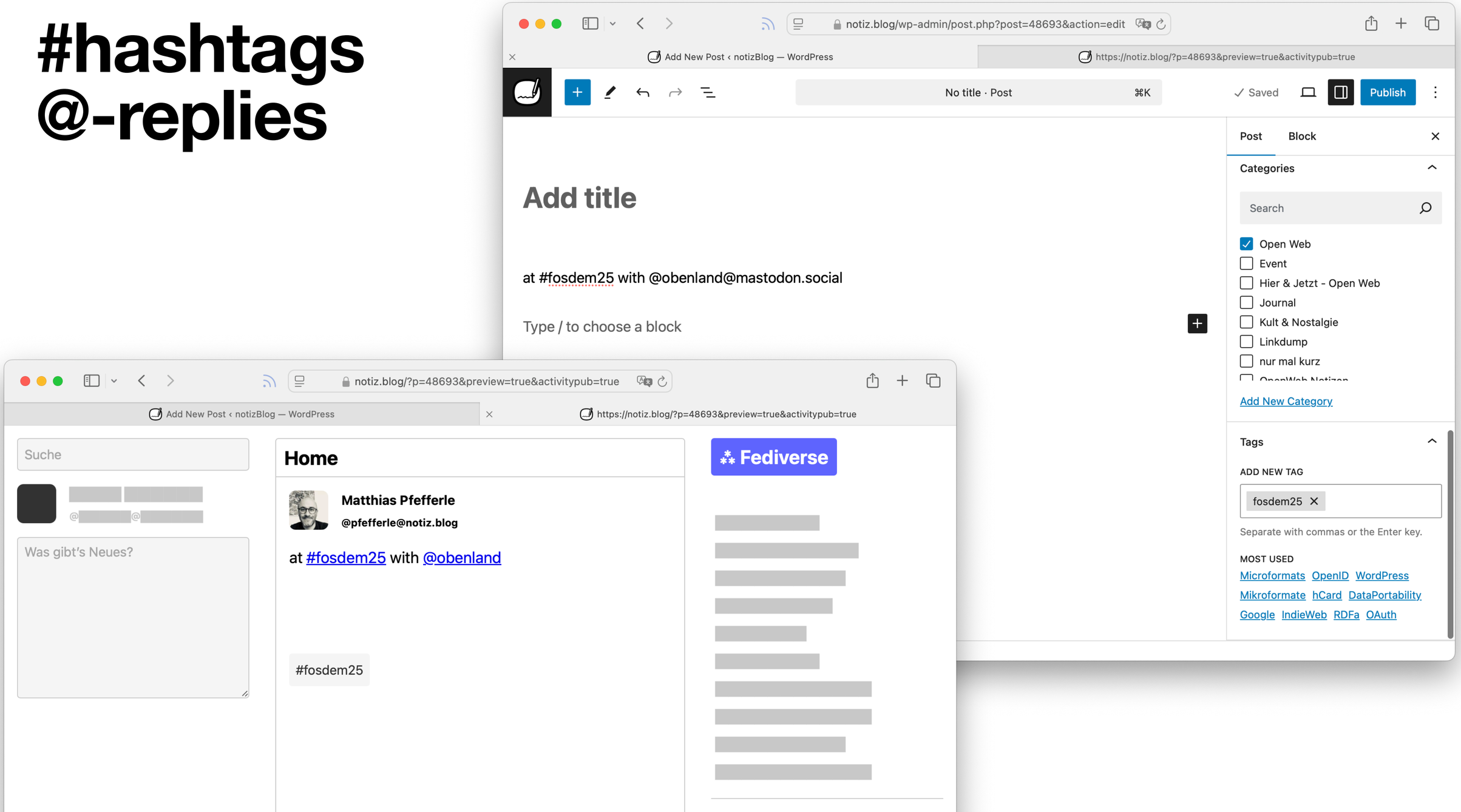


# preview


683&action=edit
⌘K
Saved
Publish
Desktop
Tablet
Mobile
Preview in new tab
Fediverse preview
atured image
cover (full-width)
3 words, 1 minute read time.
Last edited a second ago.
Status
Draft
Publish
Immediately
Link
/reply
Author
Matthias Pfeffer
Discussion
Open
Format
Standard
Move to trash
Shortlink
Fediverse

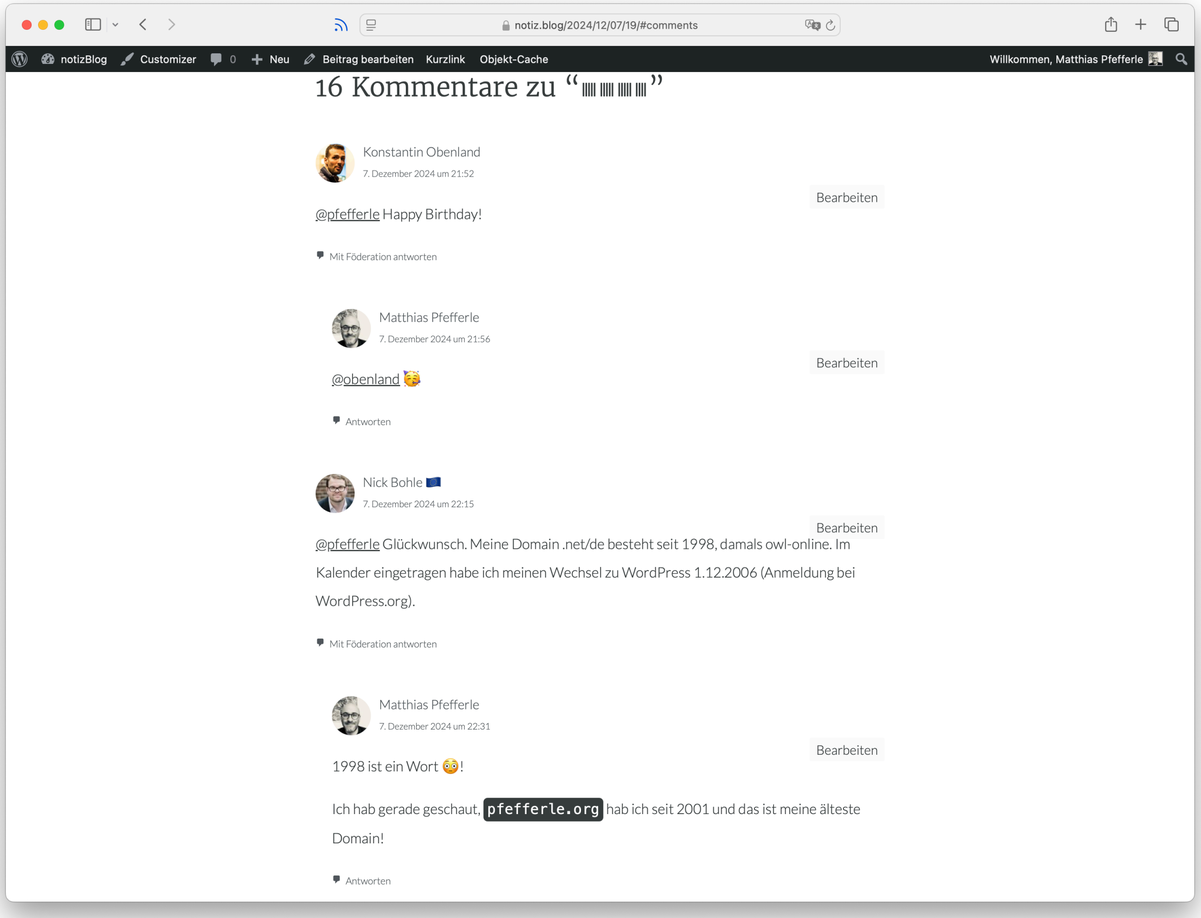

notiz.blog
Suche
Was gibt's Neues?
Home
Matthias Pfefferle
@pfefferle@notiz.blog
FediDEM
Ich war dieses Jahr zum ersten Mal auf der #FOSDEM, hauptsächlich weil @evan@cosocial.ca und @andypiper@macaw.social (im Dunstkreis der Social Web Foundation) mehrere Fediverse-(Sub-)Events organisiert haben: Den Social Web Devroom als Main-Track mit diversen längeren und kürzeren Vorträgen rund um das Thema Fediverse. Besonders spannend fand ich die Beiträge der beiden „Long-Former"-Kollegen @matt@writing.exchange und @johnonolan@mastodon.xyz, da die Implementierungen in […]
The Fediverse
The Fediverse
#ActivityPub
#FediBlog
#Fediverse
#FOSDEM
Fediverse

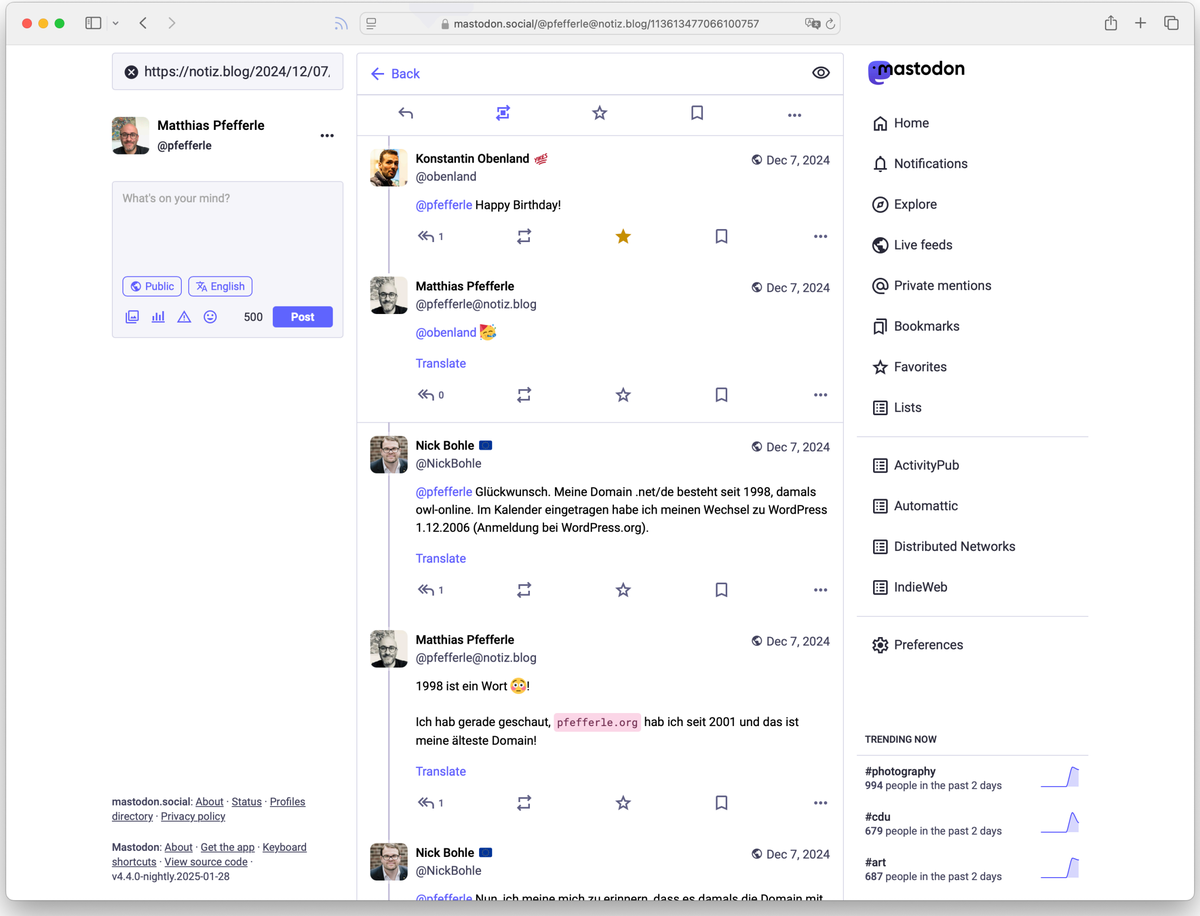
# #hashtags
# @-replies



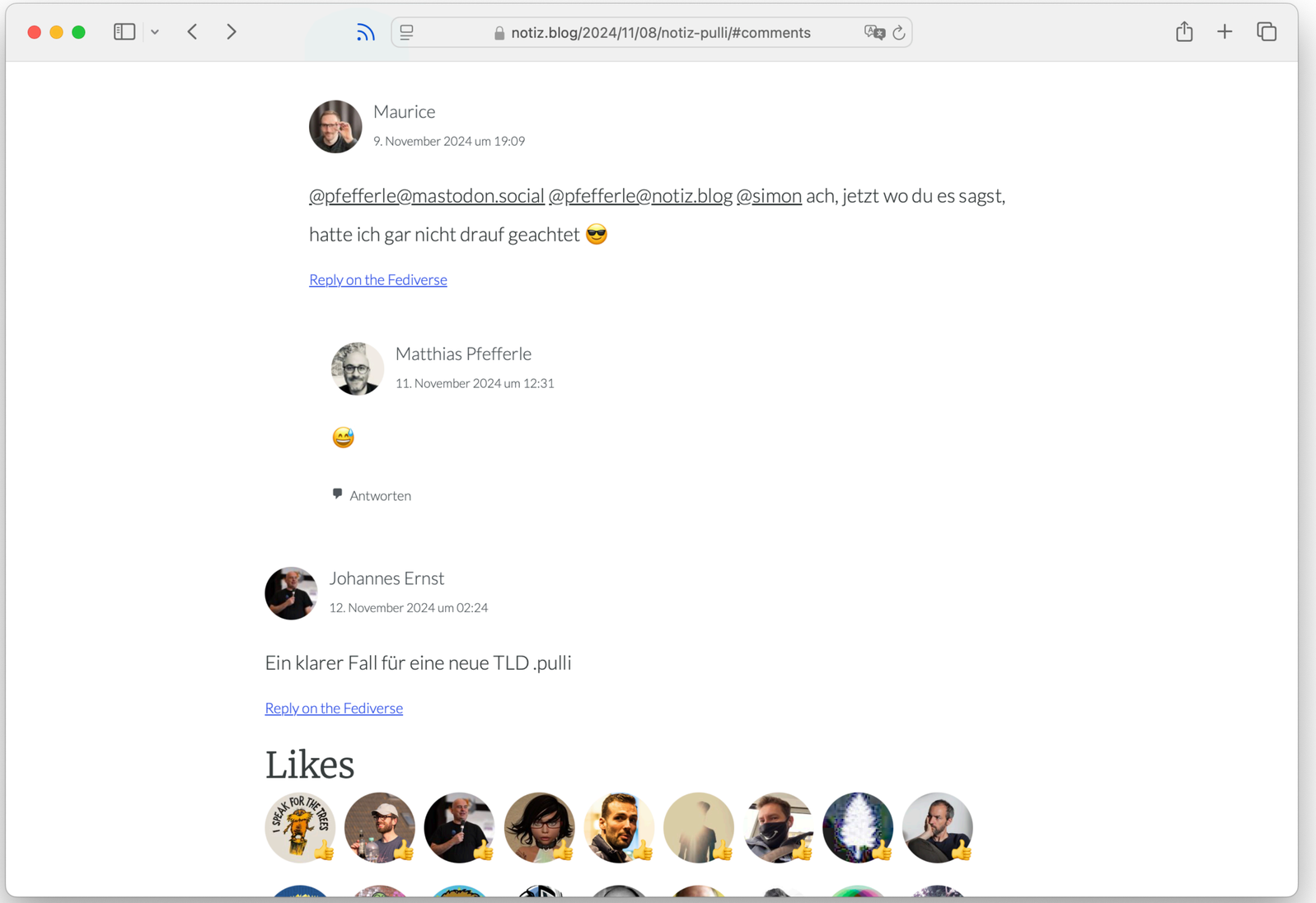
# federated comments

## ...on my blog and mastodon

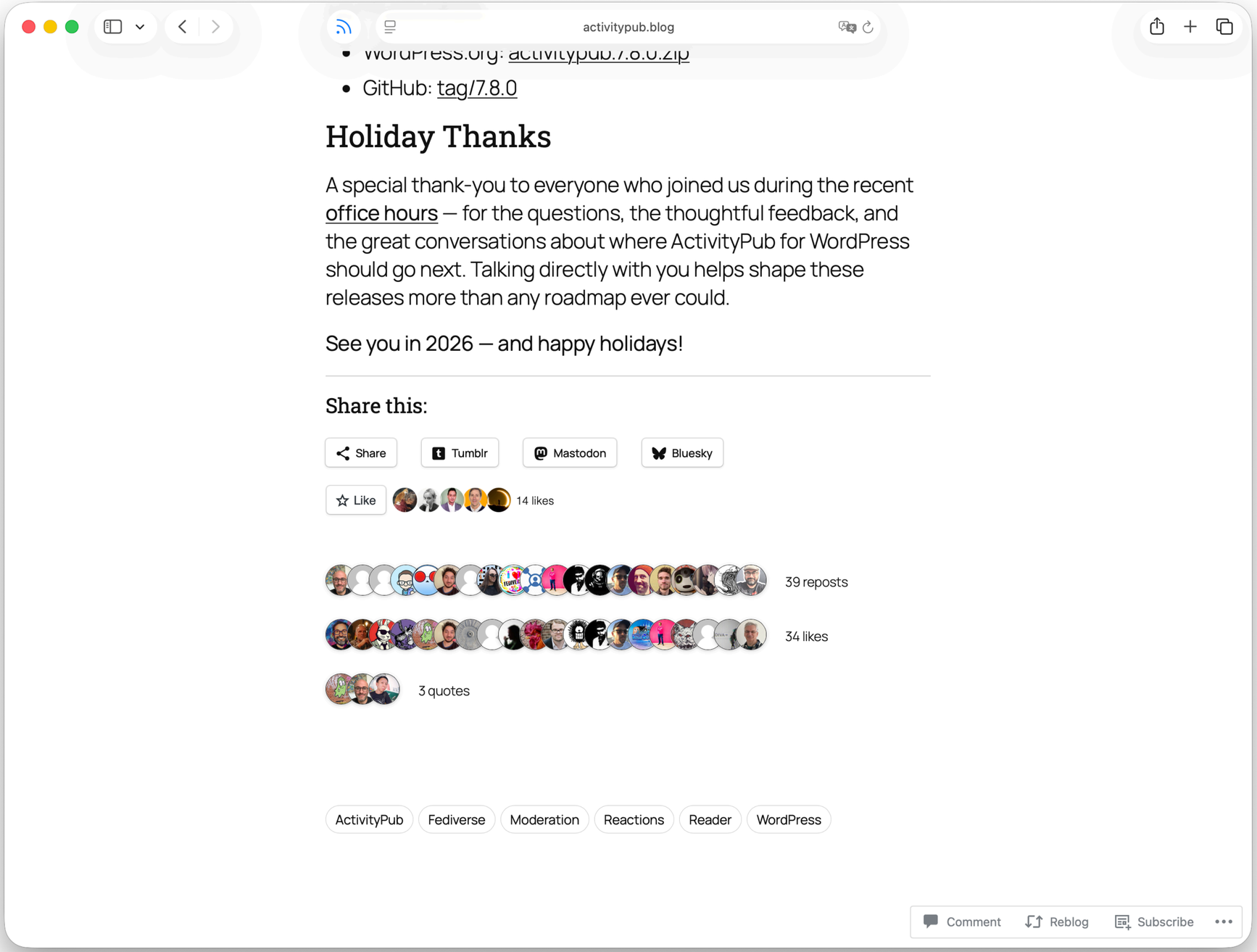


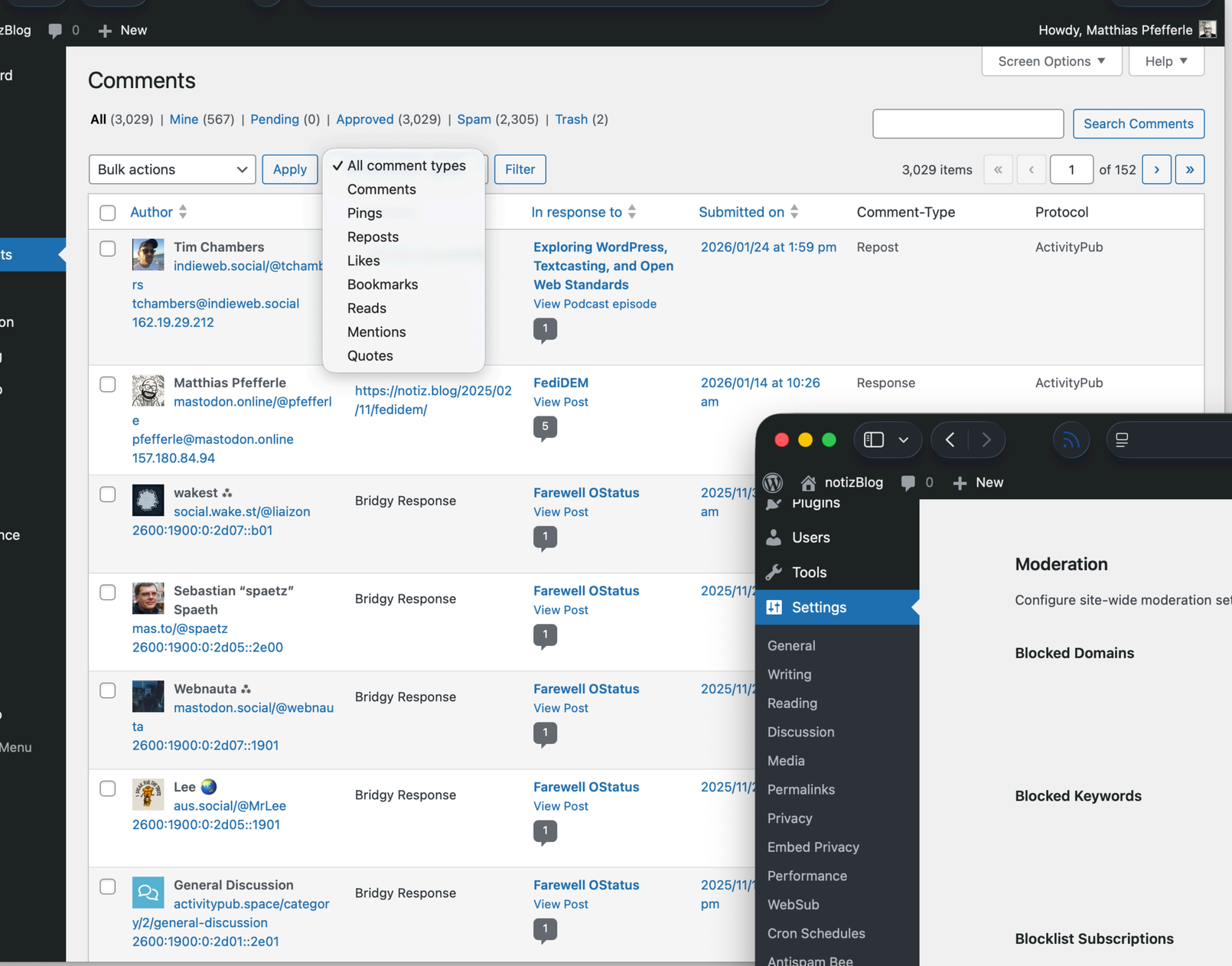
# local vs federated replies

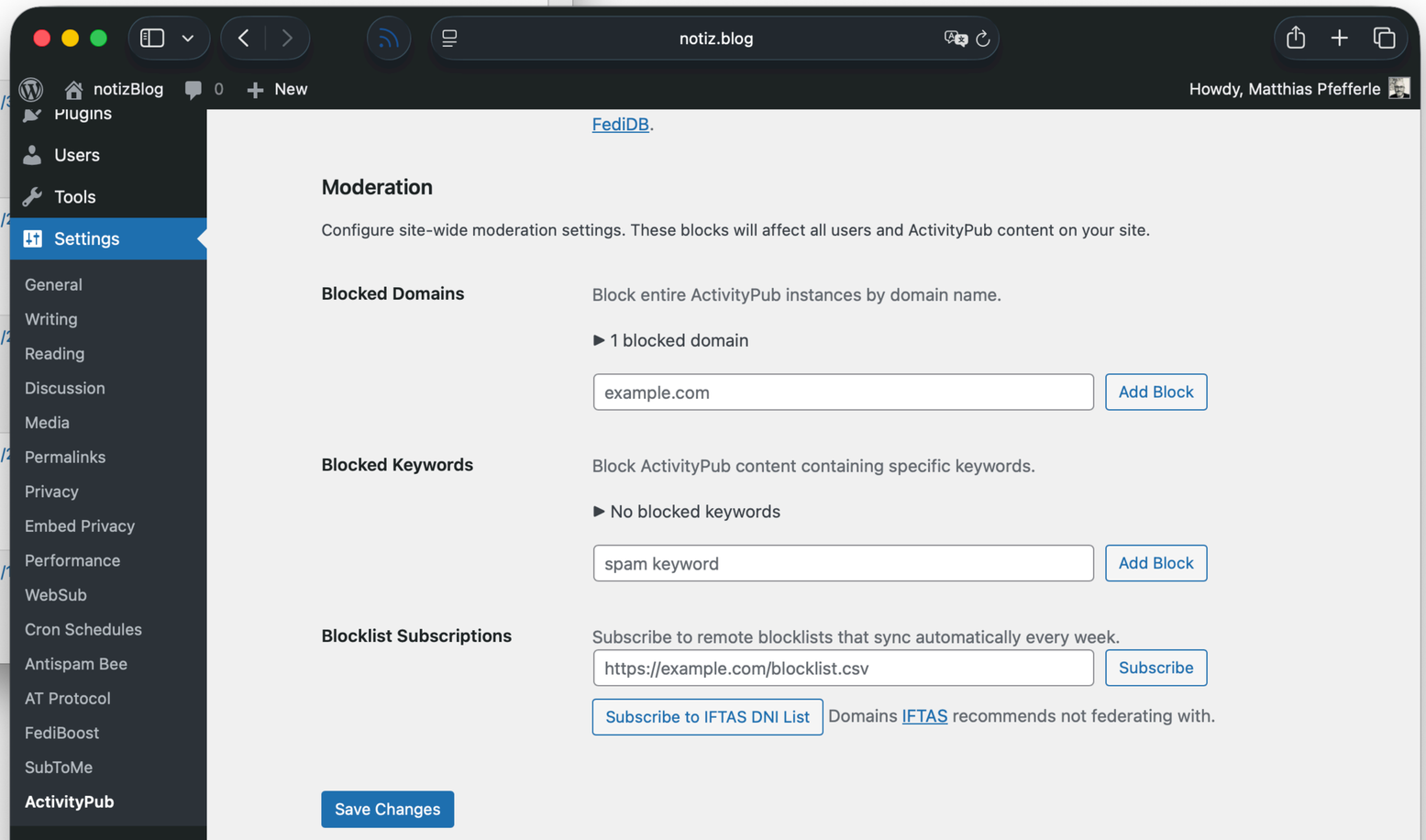


# reactions


activitypub.blog
WordPress.org: activitypub.7.8.0.zip
GitHub: tag/7.8.0
Holiday Thanks
A special thank-you to everyone who joined us during the recent office hours — for the questions, the thoughtful feedback, and the great conversations about where ActivityPub for WordPress should go next. Talking directly with you helps shape these releases more than any roadmap ever could.
See you in 2026 — and happy holidays!
Share this:
Share
Tumblr
Mastodon
Bluesky
Like
14 likes
39 reposts
34 likes
3 quotes
ActivityPub
Fediverse
Moderation
Reactions
Reader
WordPress
Comment
Reblog
Subscribe

# moderation

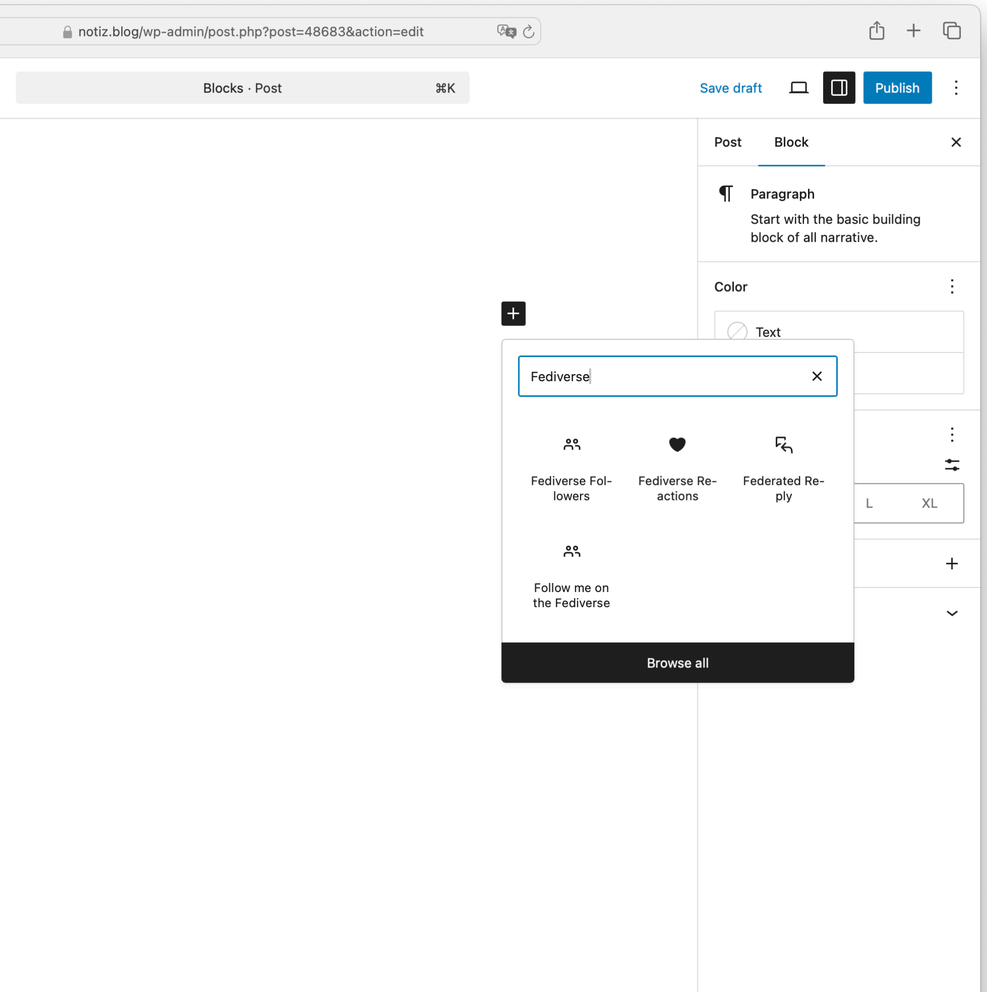

Howdy, Matthias Pfefferle
Screen Options
Help
Comments
All (3,029) | Mine (567) | Pending (0) | Approved (3,029) | Spam (2,305) | Trash (2)
Search Comments
Bulk actions
Apply
All comment types
Comments
Pings
Reposts
Likes
Bookmarks
Reads
Mentions
Quotes
Filter
3,029 items
1
of 152
Author
In response to
Submitted on
Comment-Type
Protocol
Tim Chambers
indieweb.social/@tchambers
tchambers@indieweb.social
162.19.29.212
Exploring WordPress, Textcasting, and Open Web Standards
View Podcast episode
2026/01/24 at 1:59 pm
Repost
ActivityPub
Matthias Pfefferle
mastodon.online/@pfefferle
pfefferle@mastodon.online
157.180.84.94
https://notiz.blog/2025/02/11/fedidem/
FediDEM
View Post
2026/01/14 at 10:26 am
Response
ActivityPub
wakest
social.wake.st/@liaizon
2600:1900:0:2d07::b01
Bridgy Response
Farewell OStatus
View Post
Sebastian "spaetz" Spaeth
mas.to/@spaetz
2600:1900:0:2d05::2e00
Bridgy Response
Farewell OStatus
View Post
Webnauta
mastodon.social/@webnauta
2600:1900:0:2d07::1901
Bridgy Response
Farewell OStatus
View Post
Lee
aus.social/@MrLee
2600:1900:0:2d05::1901
Bridgy Response
Farewell OStatus
View Post
General Discussion
activitypub.space/category/2/general-discussion
2600:1900:0:2d01::2e01
Bridgy Response
Farewell OStatus
View Post

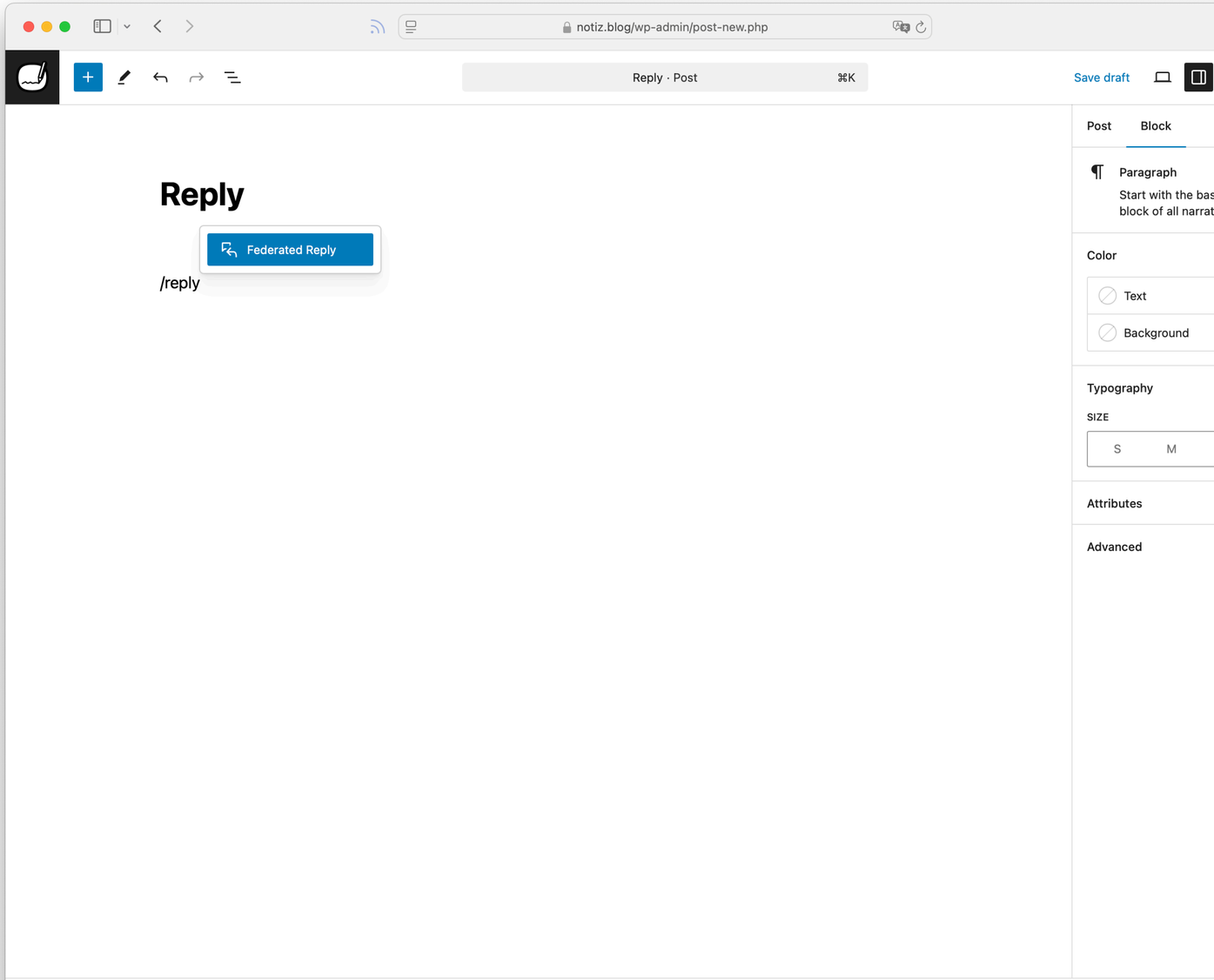

notiz.blog
notizBlog
New
Howdy, Matthias Pfefferle
Plugins
Users
Tools
Settings
General
Writing
Reading
Discussion
Media
Permalinks
Privacy
Embed Privacy
Performance
WebSub
Cron Schedules
Antispam Bee
AT Protocol
FediBoost
SubToMe
ActivityPub
FediDB.
Moderation
Configure site-wide moderation settings. These blocks will affect all users and ActivityPub content on your site.
Blocked Domains
Block entire ActivityPub instances by domain name.
▶ 1 blocked domain
example.com
Add Block
Blocked Keywords
Block ActivityPub content containing specific keywords.
▶ No blocked keywords
spam keyword
Add Block
Blocklist Subscriptions
Subscribe to remote blocklists that sync automatically every week.
https://example.com/blocklist.csv
Subscribe
Subscribe to IFTAS DNI List
Domains IFTAS recommends not federating with.
Save Changes

“Block components. No code. Just click and insert content.”

https://wordpress.org/blocks/

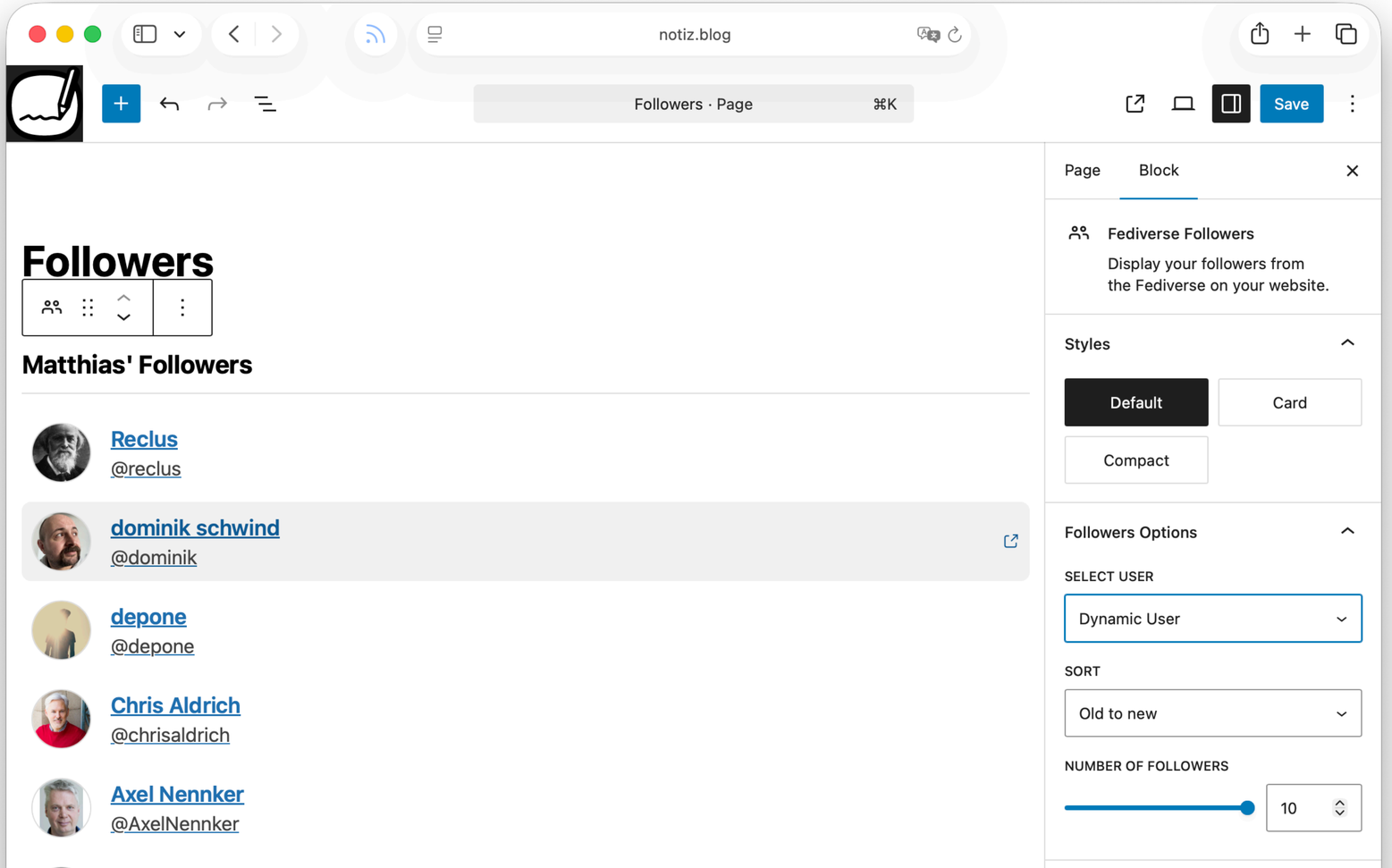
# how blocks work



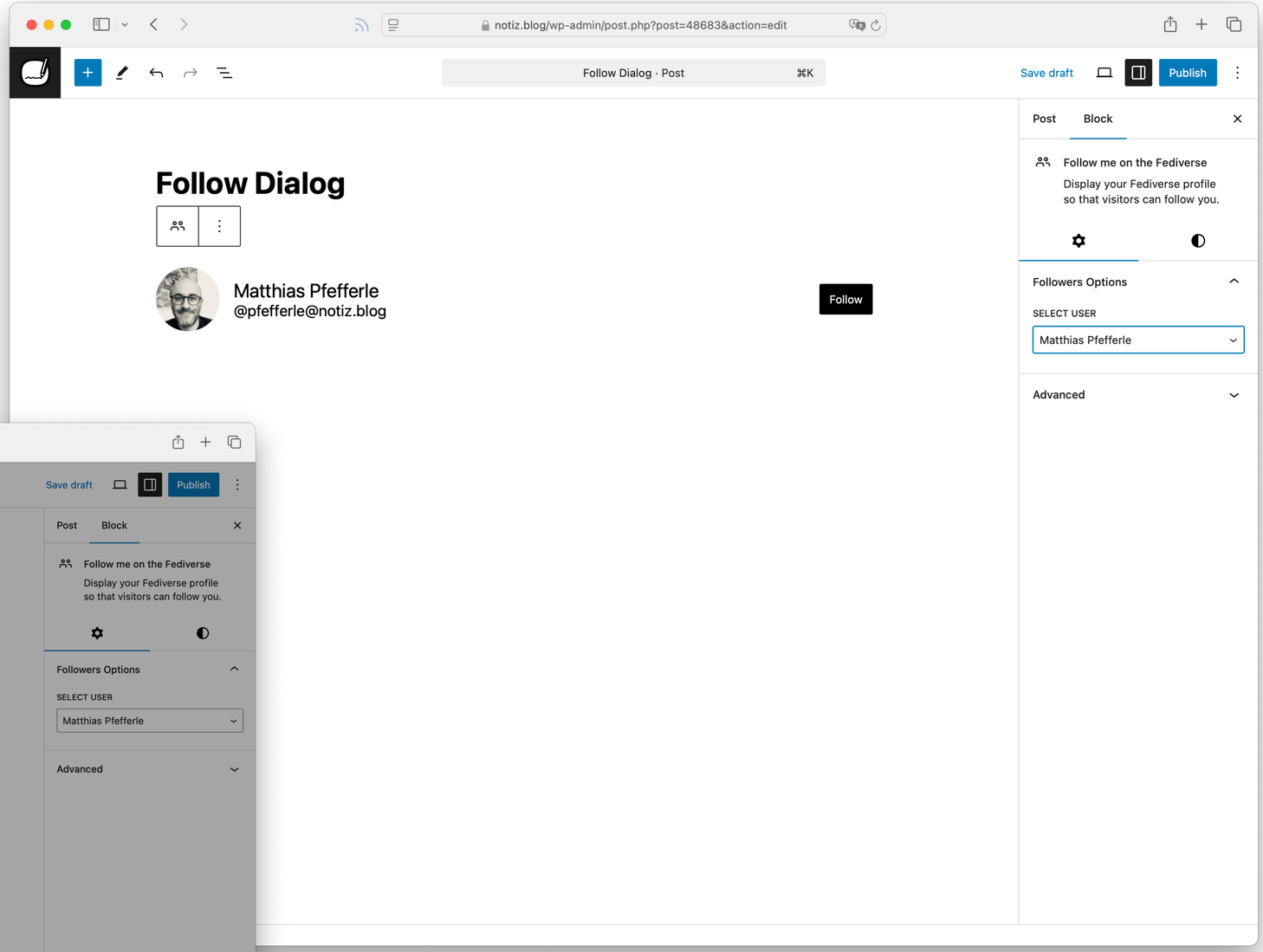
# followers

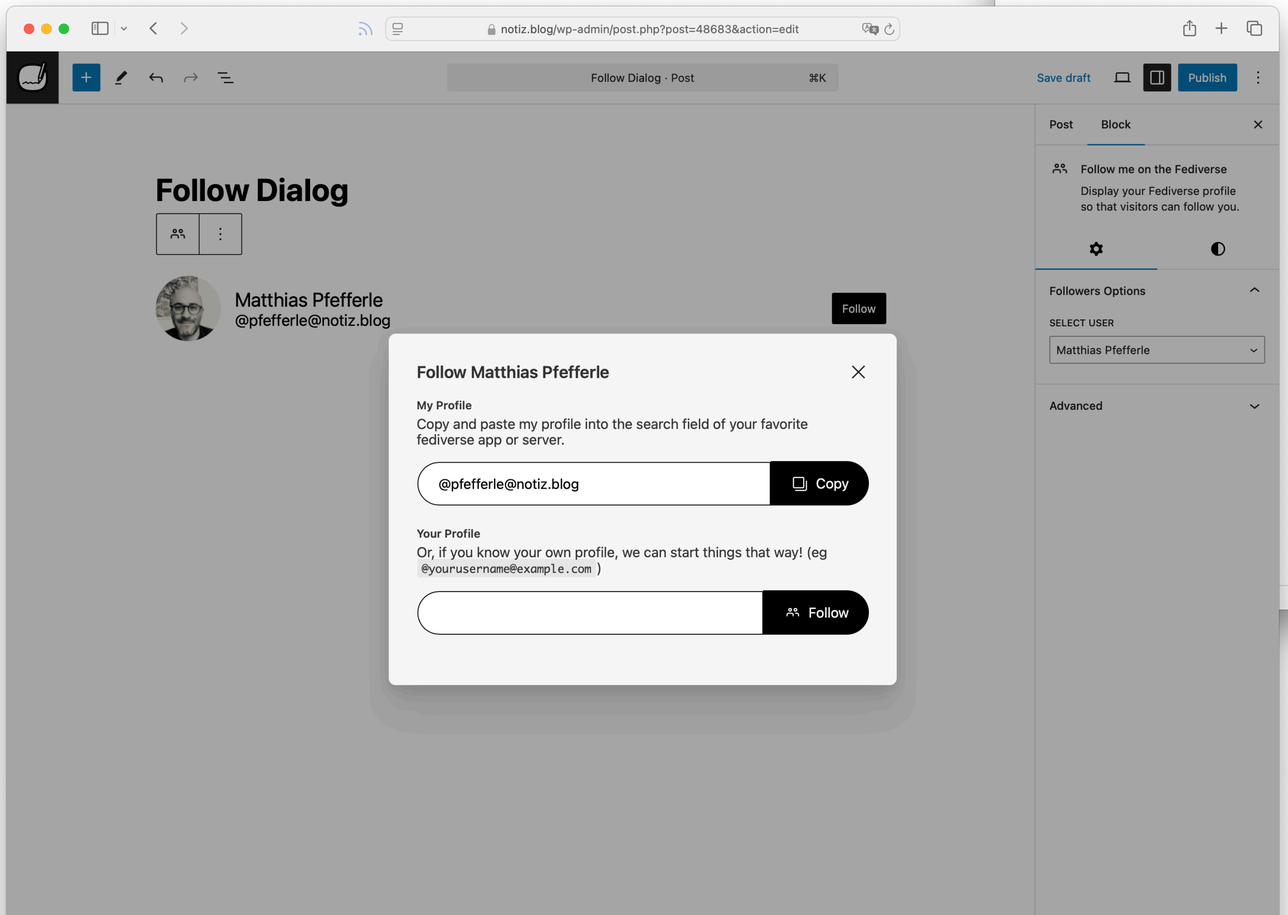
## /followers



# follow dialog

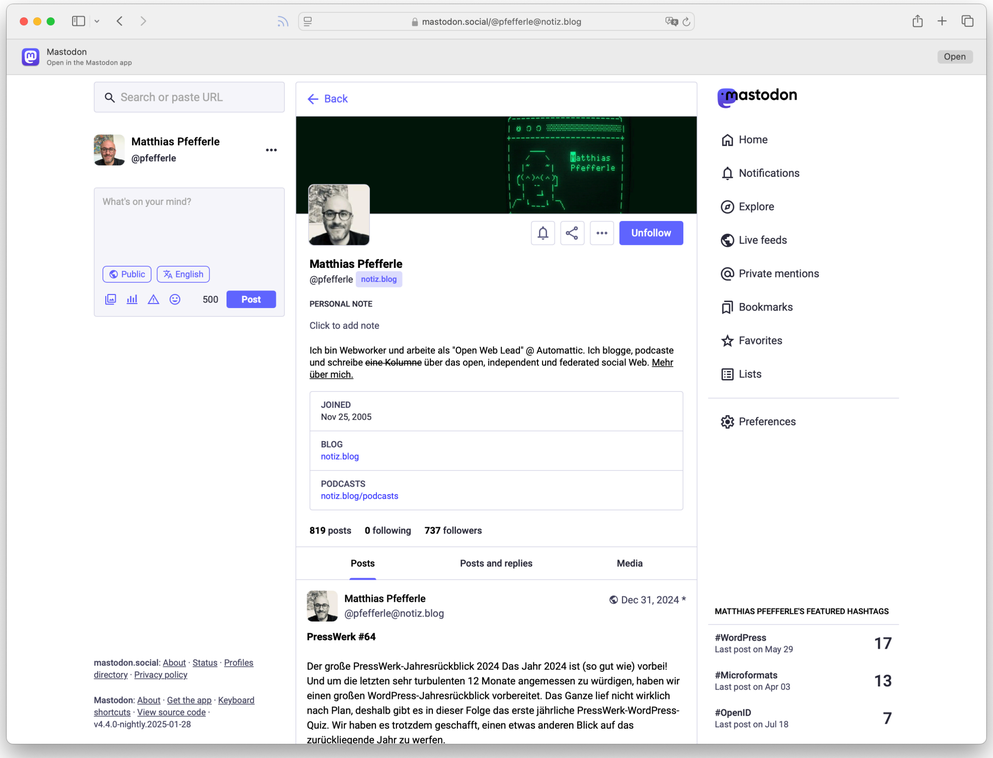
## /follow

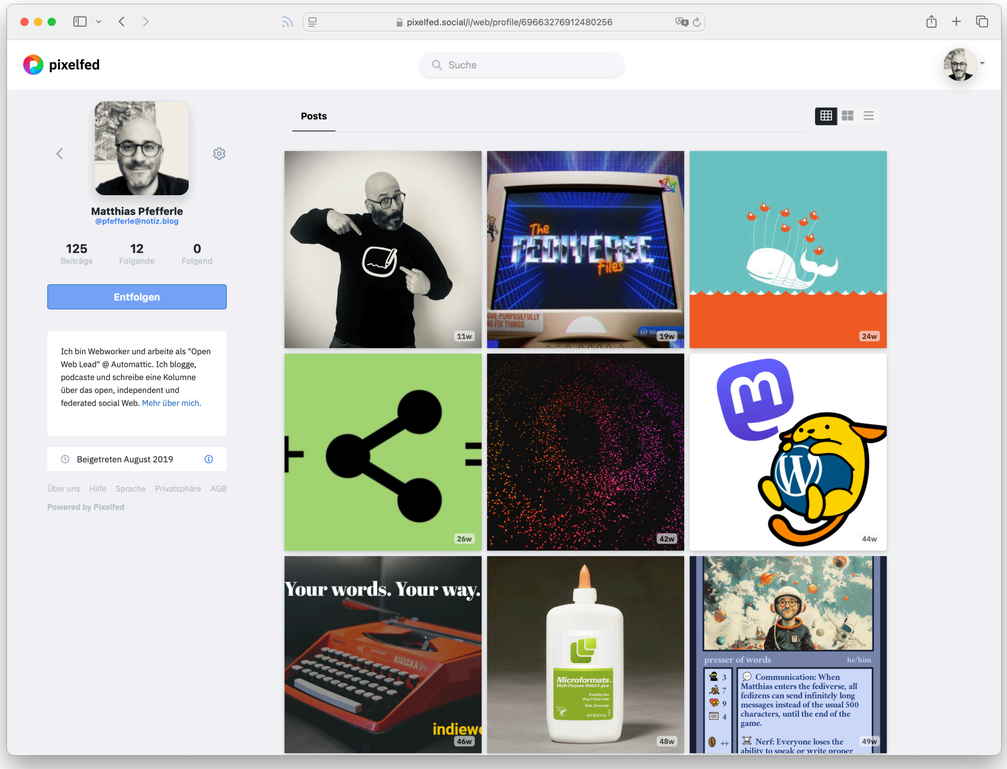


# how does it look like?

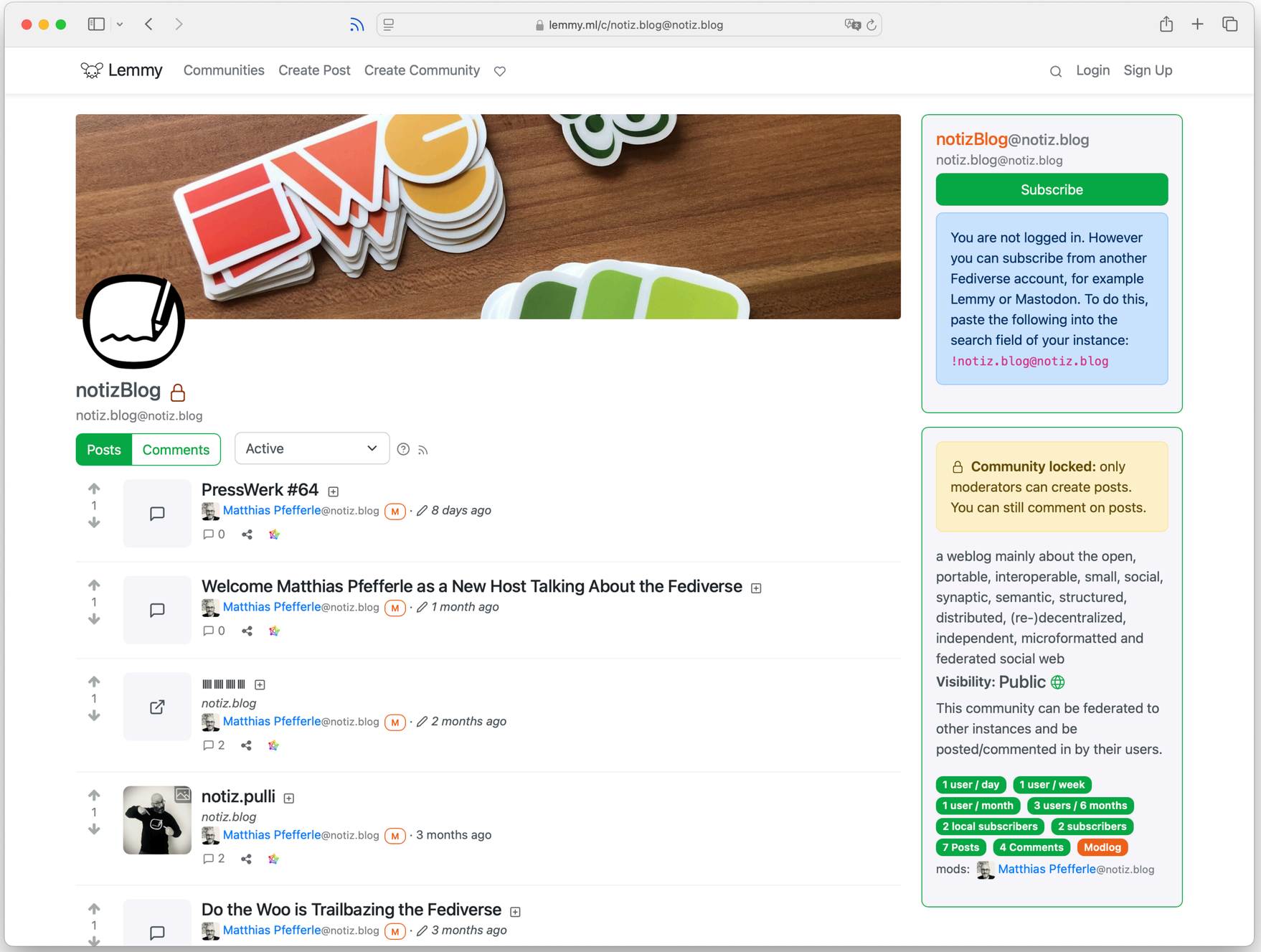
# Mastodon




pixelfed

# Lemmy

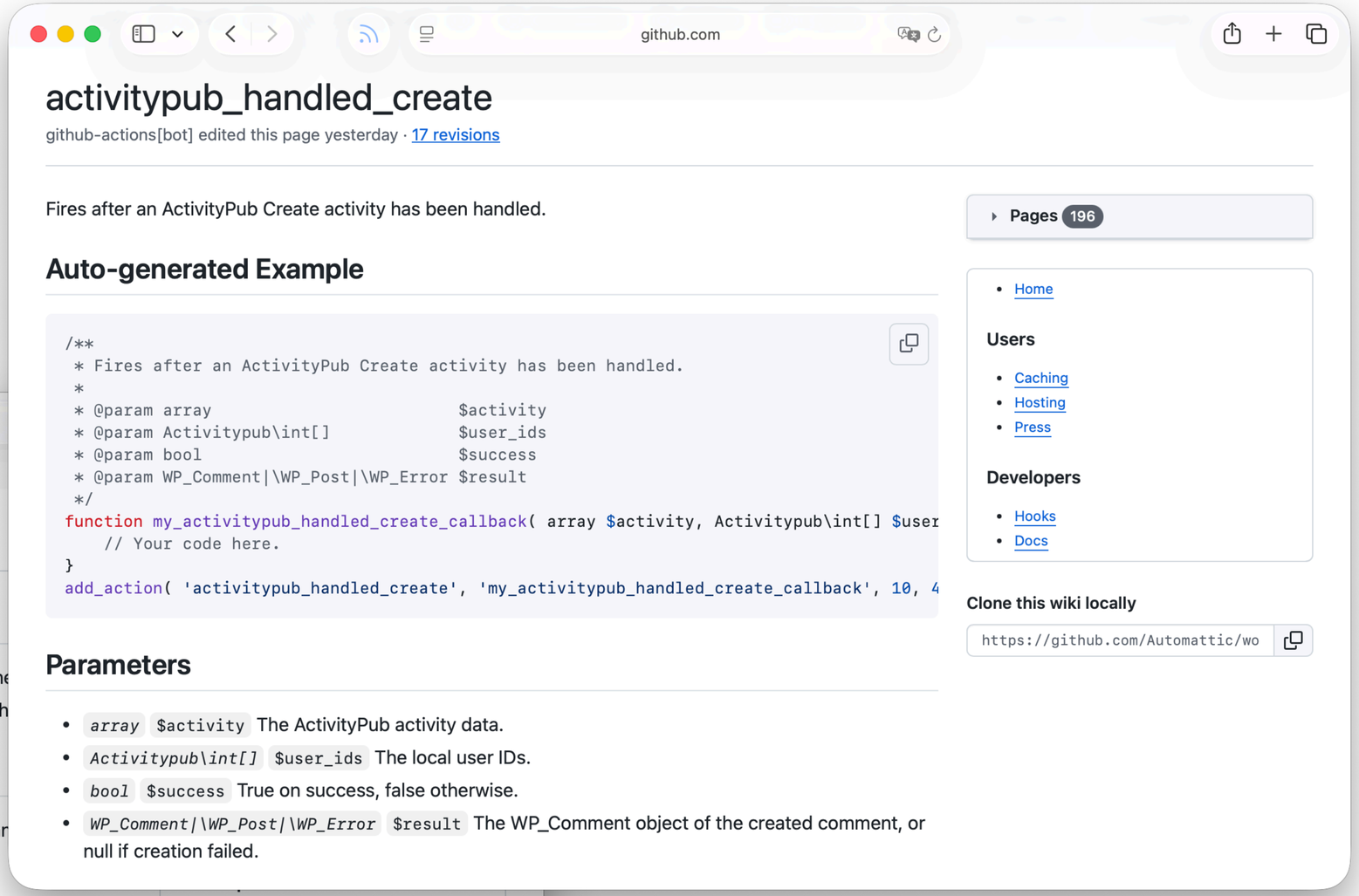

lemmy.ml/c/notiz.blog@notiz.blog
Lemmy
Communities
Create Post
Create Community
Login
Sign Up
notizBlog
notiz.blog@notiz.blog
Posts
Comments
Active
PressWerk #64
Matthias Pfefferle@notiz.blog
8 days ago
Welcome Matthias Pfefferle as a New Host Talking About the Fediverse
1 month ago
notiz.blog
2 months ago
notiz.pulli
3 months ago
Do the Woo is Trailbazing the Fediverse
3 months ago
notizBlog@notiz.blog
notiz.blog@notiz.blog
Subscribe
You are not logged in. However you can subscribe from another Fediverse account, for example Lemmy or Mastodon. To do this, paste the following into the search field of your instance:
!notiz.blog@notiz.blog
Community locked: only moderators can create posts. You can still comment on posts.
a weblog mainly about the open, portable, interoperable, small, social, synaptic, semantic, structured, distributed, (re-)decentralized, independent, microformatted and federated social web
Visibility: Public
This community can be federated to other instances and be posted/commented in by their users.
1 user / day
1 user / week
1 user / month
3 users / 6 months
2 local subscribers
2 subscribers
7 Posts
4 Comments
Modlog
mods: Matthias Pfefferle@notiz.blog

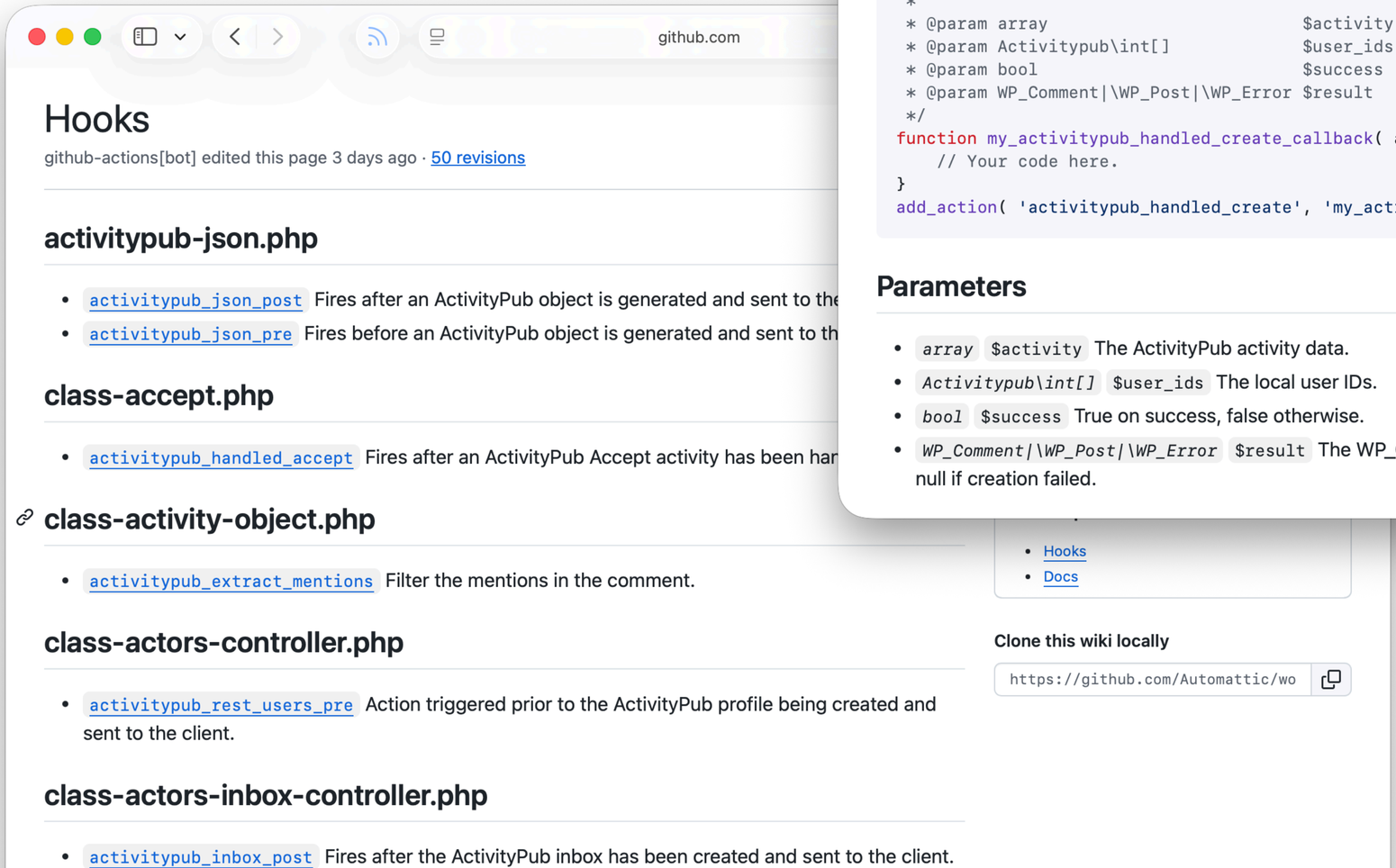
# for developers

- Event and Filter System
- Persistent Inbox/Outbox
- REST API Endpoints
- Transformers API
- Custom Post Type Support
- Actor Abstraction
- Signature Handling

# hooks

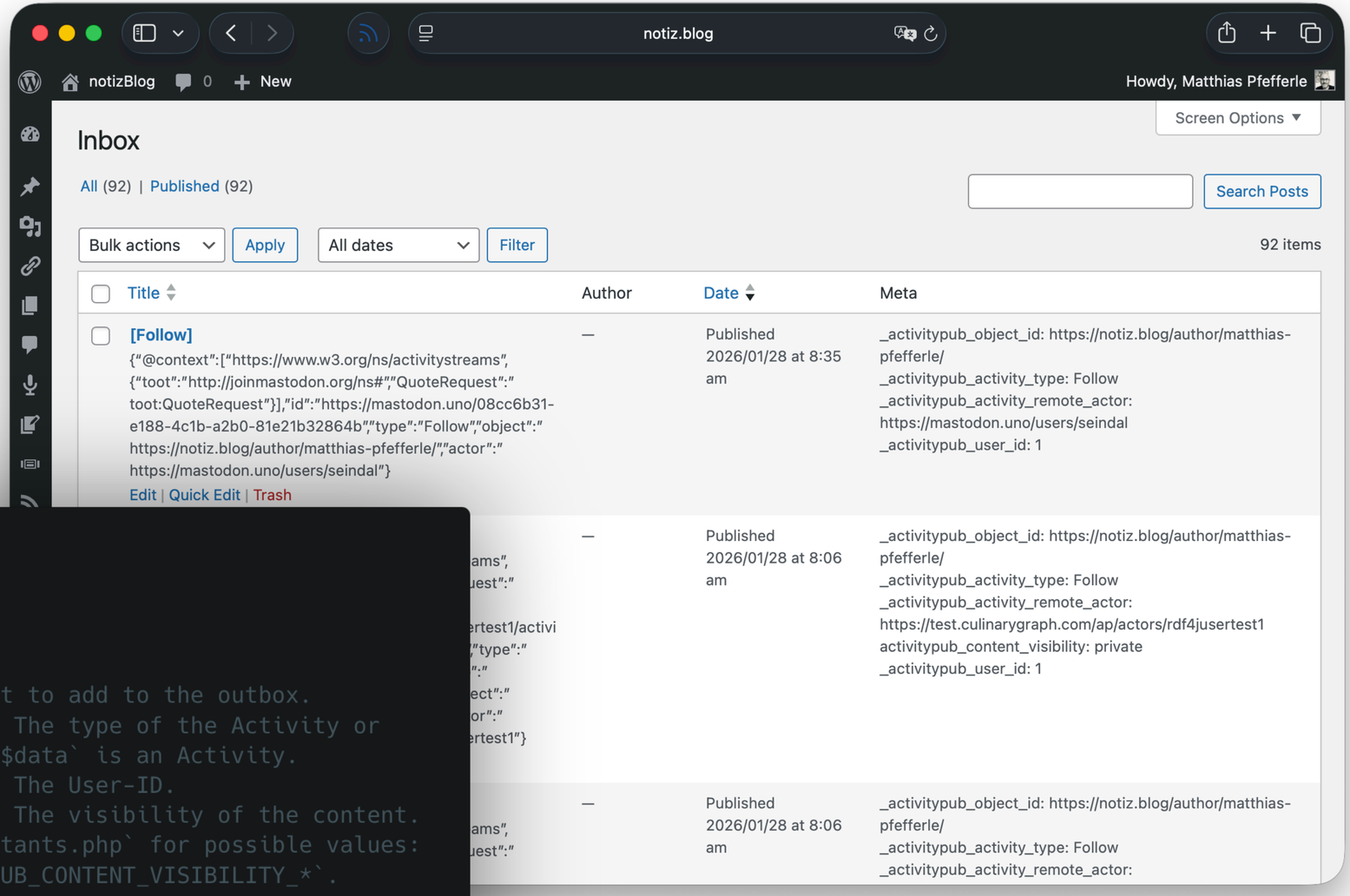
## actions and filters



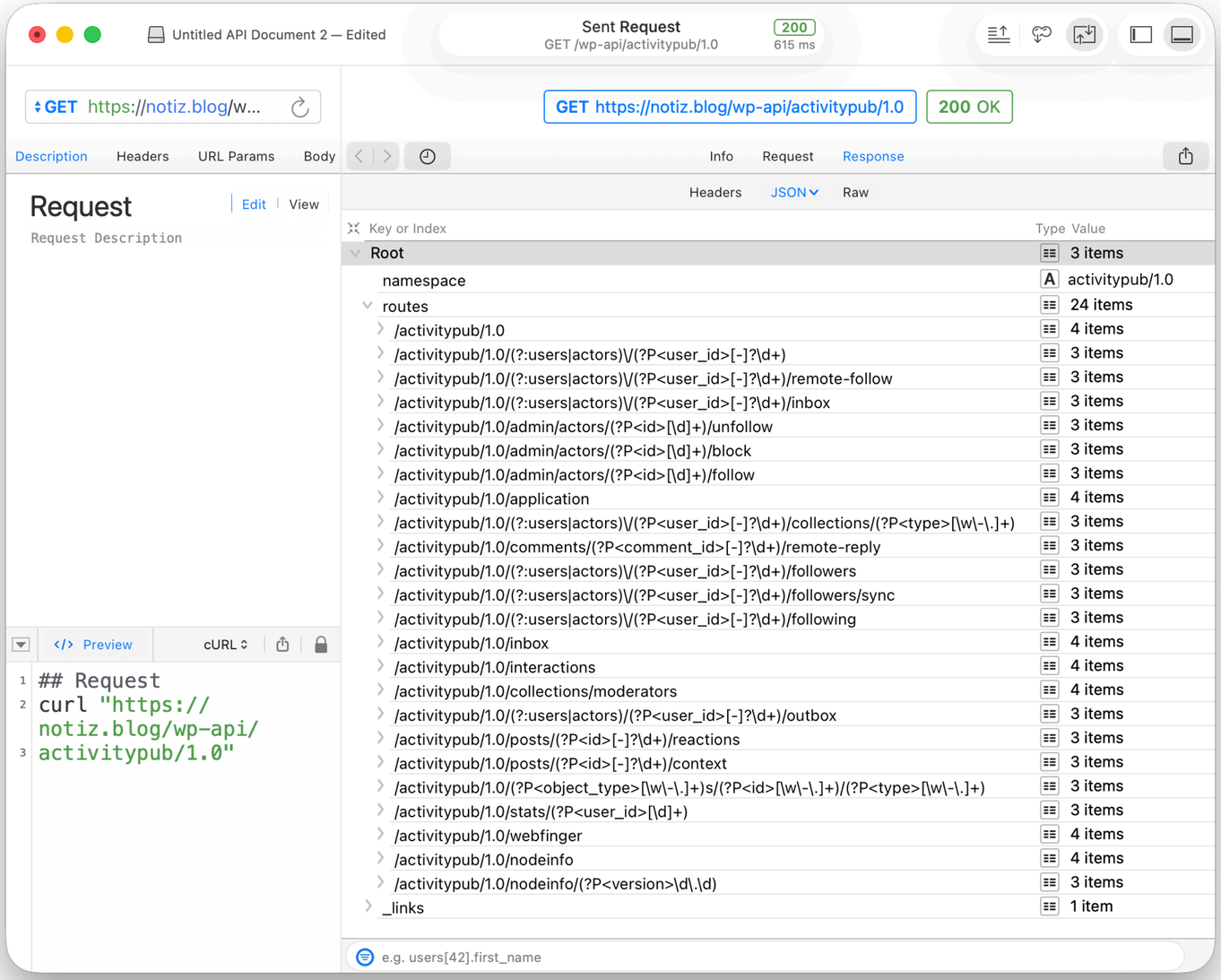

https://github.com/Automattic/wordpress-activitypub/wiki/Hooks

# inbox/outbox

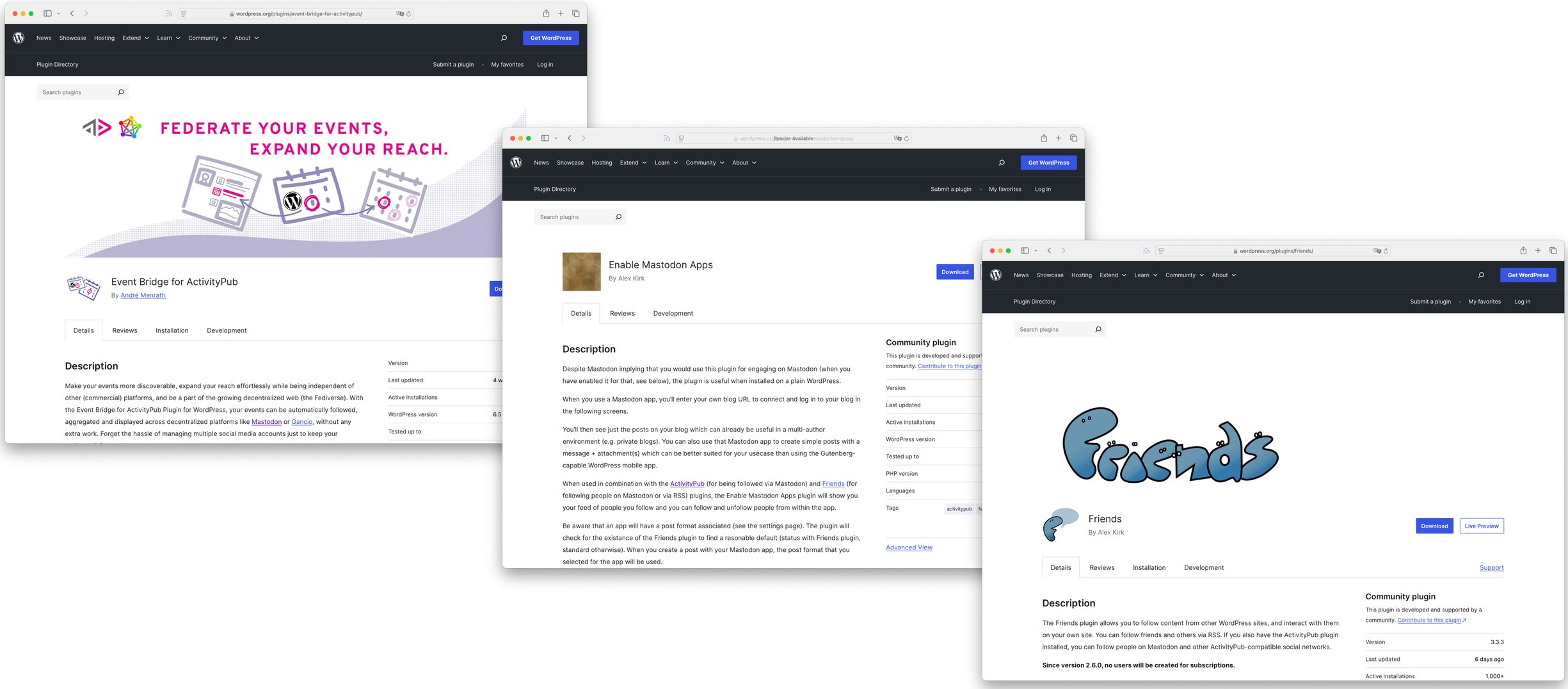



```php
/**
 * Add an object to the outbox.
 *
 * @param mixed       $data             The object to add to the outbox.
 * @param string|null $activity_type    Optional. The type of the Activity or
 *                                      null if `$data` is an Activity.
 * @param integer     $user_id          Optional. The User-ID.
 * @param string      $content_visibility Optional. The visibility of the content.
 *                                      See `constants.php` for possible values:
 *                                      `ACTIVITYPUB_CONTENT_VISIBILITY_*`.
 *
 * @return boolean|int The ID of the outbox item or false on failure.
 */
function add_to_outbox( $data, $activity_type, $user_id, $content_visibility ) { }
```

# APIs


Untitled API Document 2 — Edited
Sent Request
GET /wp-api/activitypub/1.0
200
615 ms
GET https://notiz.blog/w...
GET https://notiz.blog/wp-api/activitypub/1.0
200 OK
Description
Headers
URL Params
Body
Info
Request
Response
Request
Edit
View
Request Description
Headers
JSON
Raw
Key or Index
Type
Value
Root
3 items
namespace
activitypub/1.0
routes
24 items
/activitypub/1.0
4 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)
3 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)/remote-follow
3 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)/inbox
3 items
/activitypub/1.0/admin/actors/(?P<id>[\d]+)/unfollow
3 items
/activitypub/1.0/admin/actors/(?P<id>[\d]+)/block
3 items
/activitypub/1.0/admin/actors/(?P<id>[\d]+)/follow
3 items
/activitypub/1.0/application
4 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)/collections/(?P<type>[\w\-\.]+)
3 items
/activitypub/1.0/comments/(?P<comment_id>[-]?\d+)/remote-reply
3 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)/followers
3 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)/followers/sync
3 items
/activitypub/1.0/(?:users|actors)\/(?P<user_id>[-]?\d+)/following
3 items
/activitypub/1.0/inbox
4 items
/activitypub/1.0/interactions
4 items
/activitypub/1.0/collections/moderators
4 items
/activitypub/1.0/(?:users|actors)/(?P<user_id>[-]?\d+)/outbox
3 items
/activitypub/1.0/posts/(?P<id>[-]?\d+)/reactions
3 items
/activitypub/1.0/posts/(?P<id>[-]?\d+)/context
3 items
/activitypub/1.0/(?P<object_type>[\w\-\.]+)s/(?P<id>[\w\-\.]+)/(?P<type>[\w\-\.]+)
3 items
/activitypub/1.0/stats/(?P<user_id>[\d]+)
3 items
/activitypub/1.0/webfinger
4 items
/activitypub/1.0/nodeinfo
4 items
/activitypub/1.0/nodeinfo/(?P<version>\d\.\d)
3 items
_links
1 item
e.g. users[42].first_name
Preview
cURL
## Request
curl "https://
notiz.blog/wp-api/
activitypub/1.0"

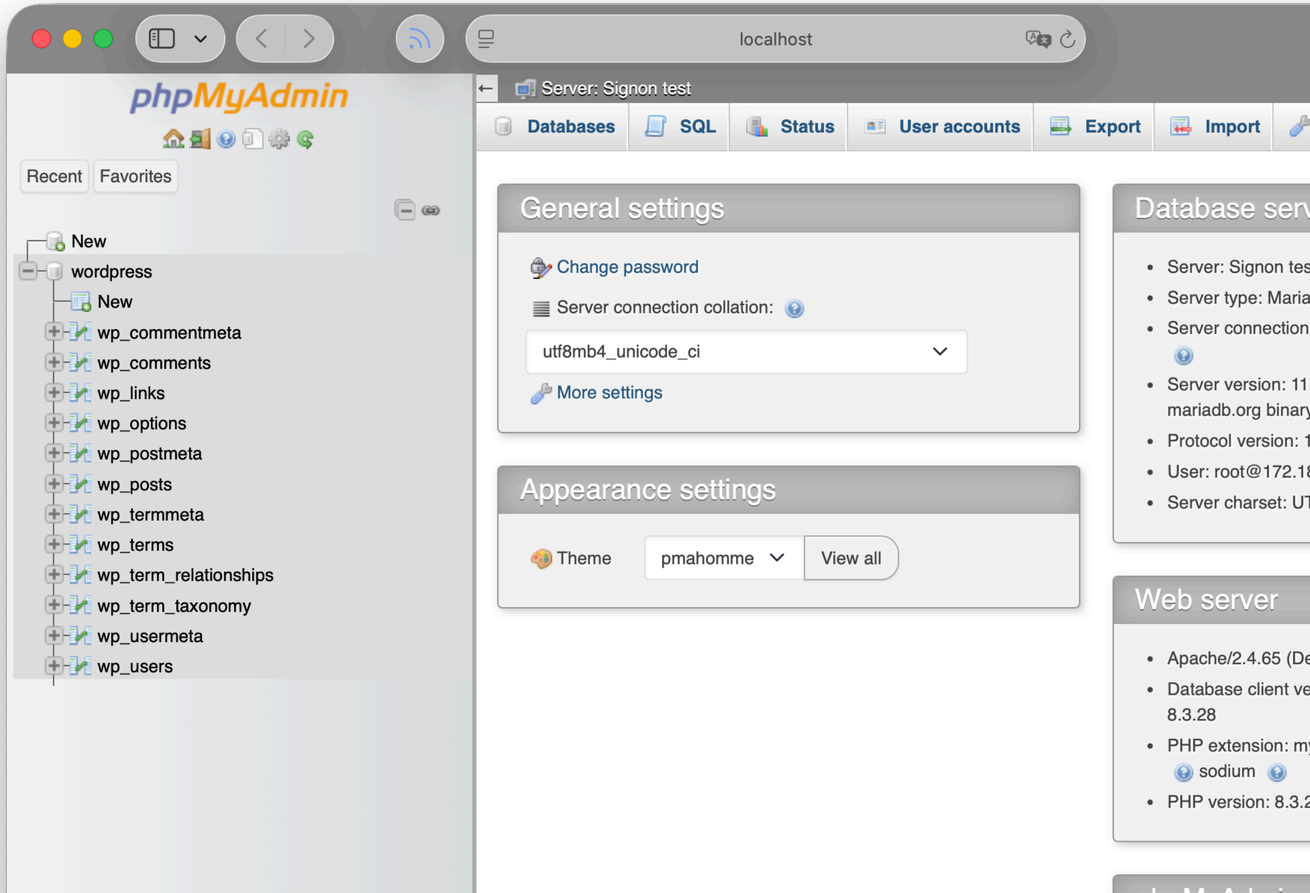
# some example implementations



# the challenges

# technical challenges

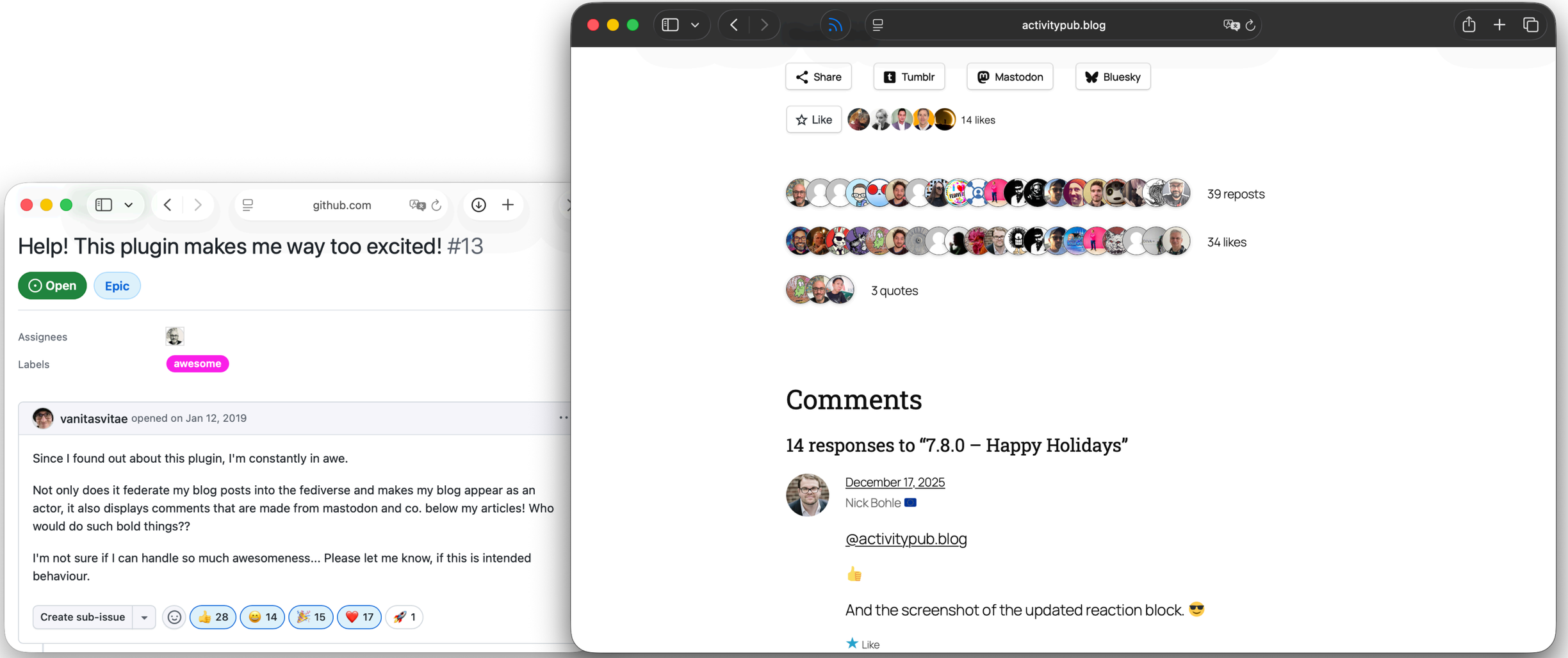
- (Shared) Hosting
- Other plugins (> 60.000)
- Limited or no DB Extensibility
  - Comments != Posts
- Domain changes



# general challenges

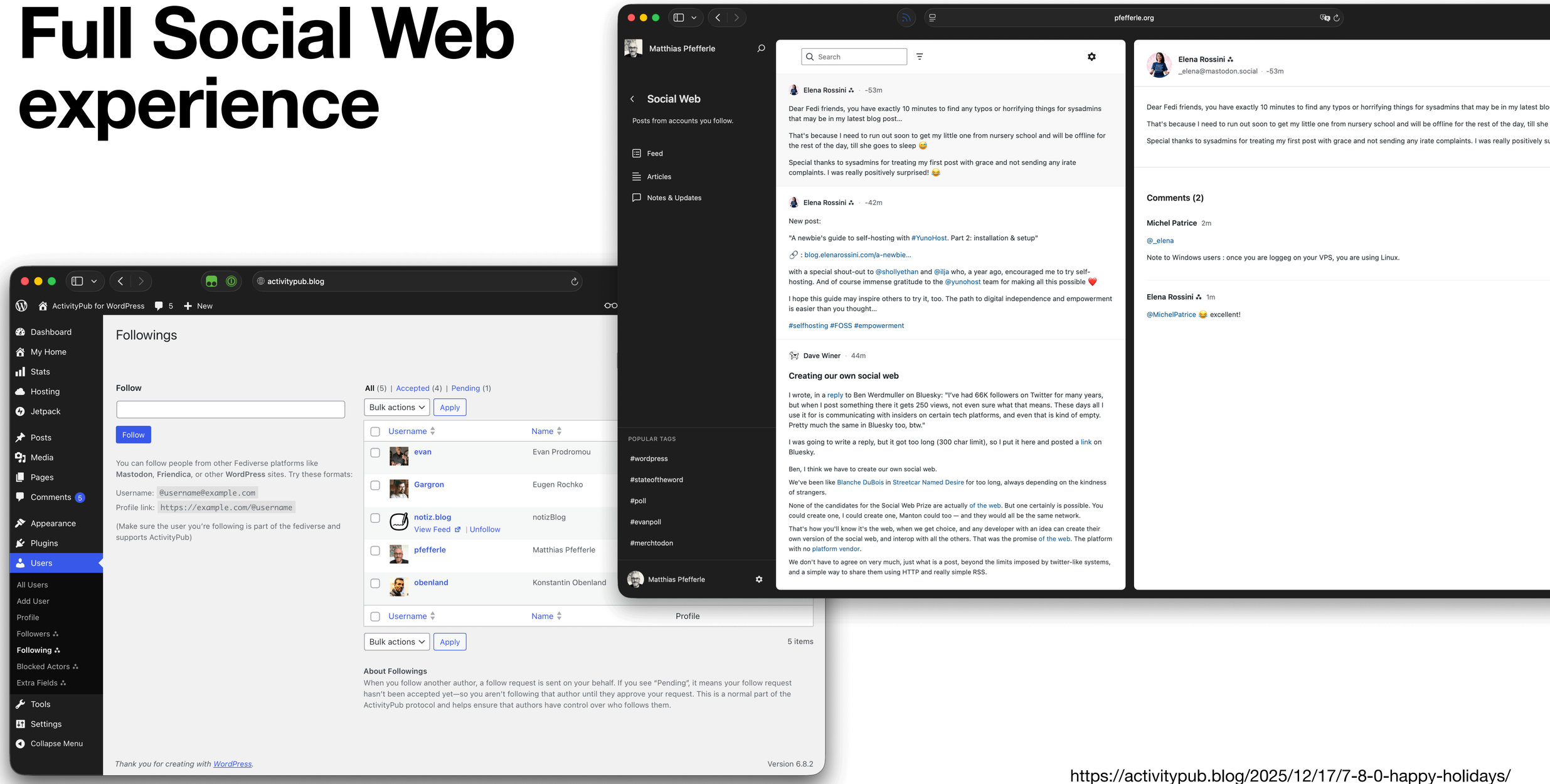
- ActivityPub != Crossposting
  - The blogosphere lost its role as a social layer
  - We trained users to rely on social networks for interaction
- WordPress is no social network!
  - There are no network effects
  - A federated WordPress feels like a single user mastodon instance

# give it a try!


activitypub.blog
Share
Tumblr
Mastodon
Bluesky
Like
14 likes
39 reposts
34 likes
3 quotes
Comments
14 responses to “7.8.0 – Happy Holidays”
December 17, 2025
Nick Bohle
@activitypub.blog
And the screenshot of the updated reaction block.
Like
github.com
Help! This plugin makes me way too excited! #13
Open
Epic
Assignees
Labels
awesome
vanitasvitae opened on Jan 12, 2019
Since I found out about this plugin, I'm constantly in awe.
Not only does it federate my blog posts into the fediverse and makes my blog appear as an actor, it also displays comments that are made from mastodon and co. below my articles! Who would do such bold things??
I'm not sure if I can handle so much awesomeness... Please let me know, if this is intended behaviour.
Create sub-issue
28
14
15
17
1

# what comes next?

# Full Social Web experience




https://activitypub.blog/2025/12/17/7-8-0-happy-holidays/

# milestones for 2026

- Improve the reader experience
- Support starter kits/packs/lists
- Support the Fediverse Auxiliary Service Provider

# any questions?

# Linkdump

- The official blog: https://activitypub.blog (@activitypub.blog@activitypub.blog)
- GitHub: https://github.com/Automattic/wordpress-activitypub/
- WordPress.org: https://wordpress.org/plugins/activitypub/
- Support Forums: https://wordpress.org/support/plugin/activitypub/
- Docs: https://github.com/Automattic/wordpress-activitypub/