

Roadmap Civic Social

Building a safe, trusted, responsible, and sovereign social media landscape.

MAY 2025

PUBLIC SPACES, PUBHUBS, CIVIC INTERACTION DESIGN RESEARCH GROUP

DEFINITION

Civic social media are digital platforms where **communities** can communicate, collaborate and share information **in a safe, trusted way**.

These platforms are **developed responsibly** and follow **ethical values**.

They are managed in a **sovereign manner** and support **digital initiatives with a social mission**.

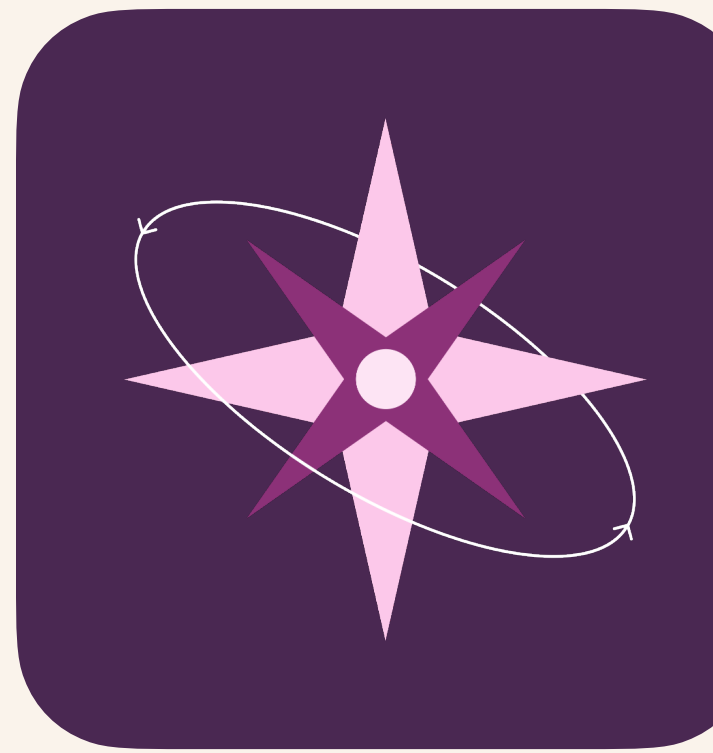
Core values



**COMMUNITY-
CENTRED**



SAFE AND TRUSTED



RESPONSIBLE

CORE VALUES



Communities

Civic social movements are groups of people who share a common goal or purpose, and whose members work together to achieve it. They are not designed for exchange with other communities and are not designed for exchange with other communities.

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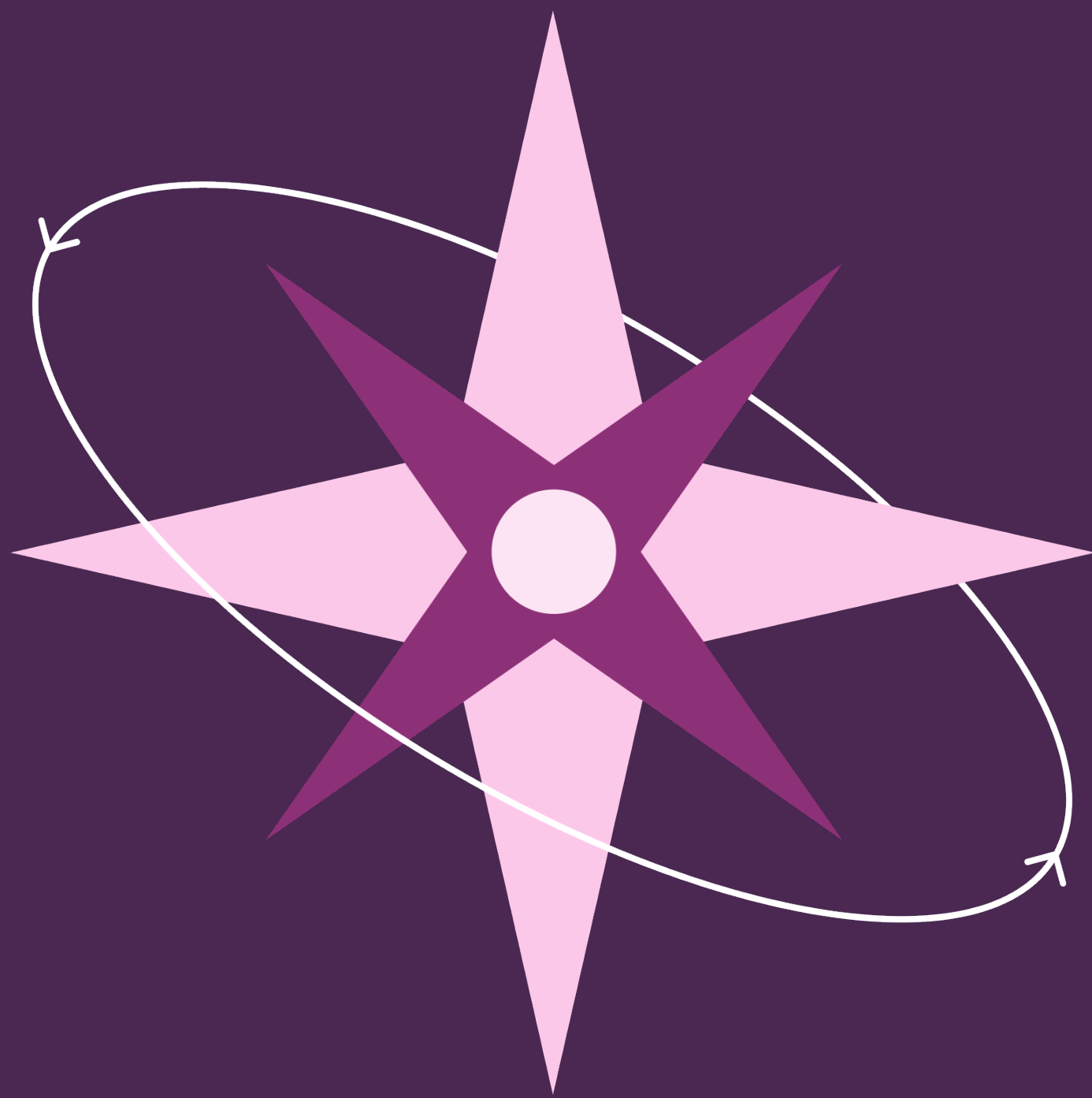
CORE VALUES



Safe and

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CORE VALUES



Respons

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values: auton
sovereignty, h
sustainability.

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Sovereign

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CORE VALUES



Diverse e

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through open-
protocols.

A roadmap for Civic Social Media

How do we create an
environment where civic
social media can thrive?

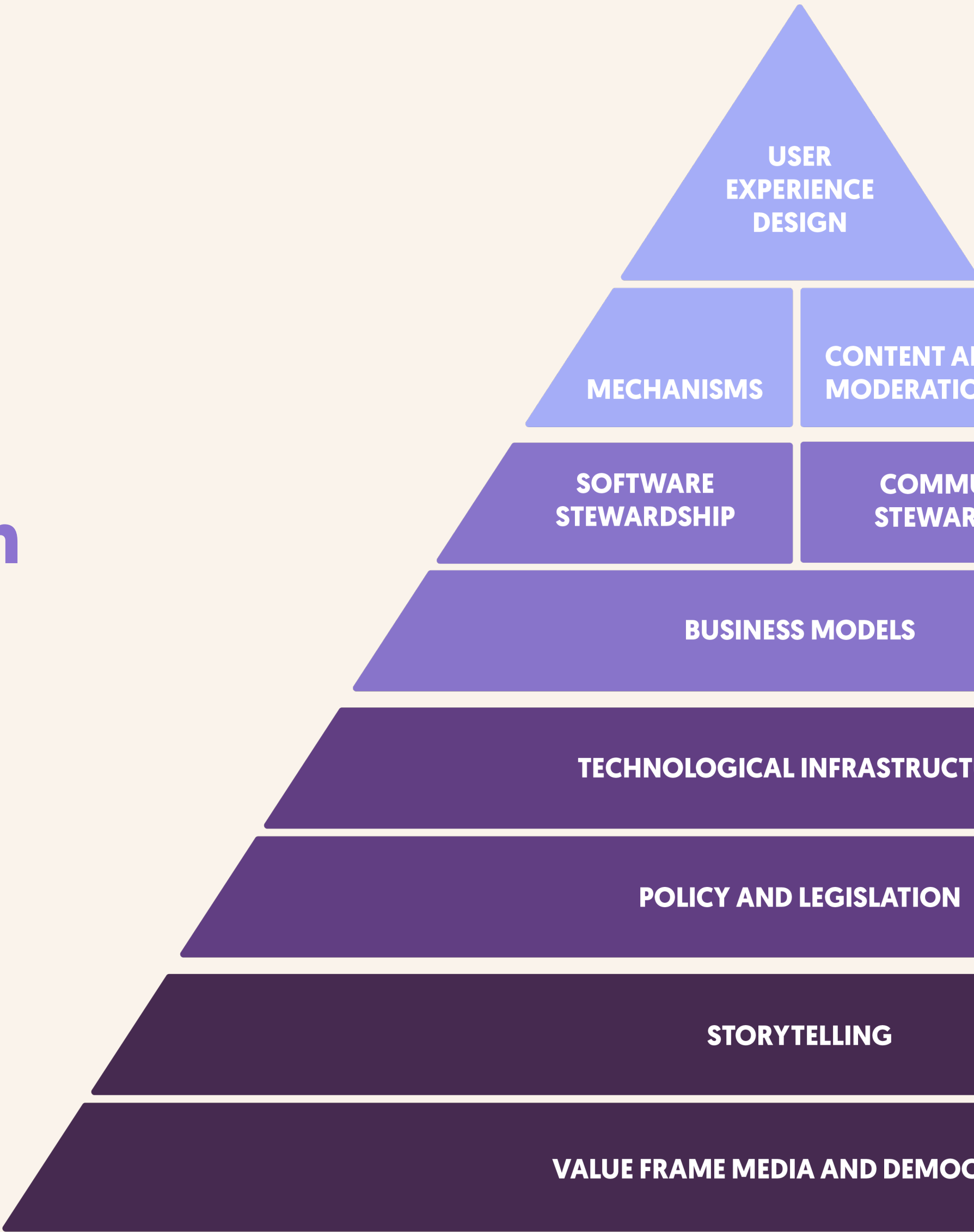


Application

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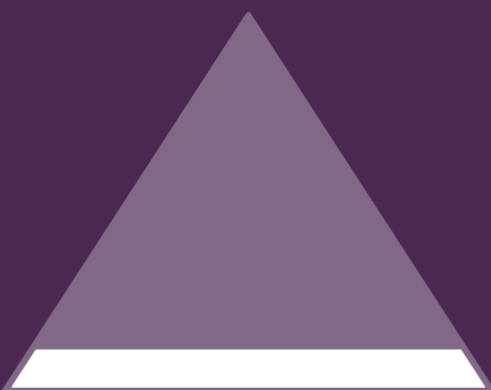
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Culture



Culture

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Systems

Technological Infrastructure



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Organisation

Software stewardship

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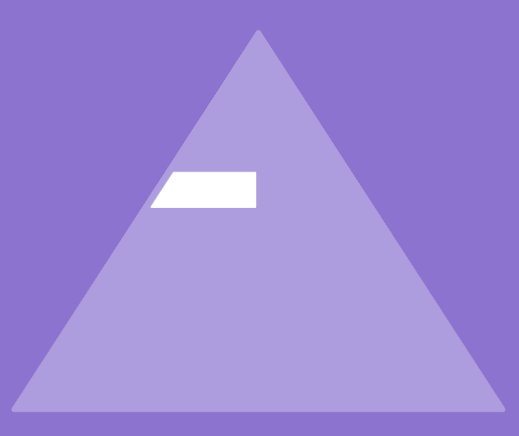
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Software stewardship



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Community stewardship



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Application

User experience design

Content & Moderation

Mechanisms

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Application

User experience design

Redactie & Moderatie

Mechanismes



TASKS

Enhance user experience

Design user interface for content management system

Develop architecture for content collection and distribution

Design user interface for content management system

User authentication and authorization

Application

User experience design

Redactie & Moderatie

Mechanismes

TASK

Visie

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COLOPHON & BACKGROUND

This roadmap is the result of a collaboration between the [Civic Interaction Design Lectorate at the Amsterdam University of Applied Sciences](#), [PubHubs](#), [Public Spaces](#), the City of Amsterdam and the Universities of [Nijmegen](#) and [Utrecht](#) on the development of a UX design and Use Cases for PubHubs. This research was made possible by a financial contribution from the [SIDN Fund](#). Public Spaces took the lead in developing the Roadmap.

The themes in this roadmap emerged from desk research into recent developments in the field of social media and the broader [design research trajectory](#) of the AUAS into the User Experience and Use Cases for PubHubs. The focus was on the design of what we have come to call Civic Social Media, and that design angle has also colored this roadmap. Specifically for this roadmap, two additional workshops were organized in which project partners and representatives of various organizations such as Waag, Ypsilon, Rathenau Institute, KennisCloud and the Ministry of the Interior and Kingdom Relations provided input.

Various other research agendas, many research reports have inspired us, such as the work of Waag on the [Public Stack](#); the [Radars](#) of the Municipality of Amsterdam; the Rathenau programme [Inclusive Society](#); the [Rathenau reports on safeguarding values](#) in the digitalisation of society; the advice on [Media and democracy](#) and the work of the Commons Network on [community goods](#). Concrete examples in the Netherlands we found at [GebiedOnline](#), [Openstad](#), among others. In the recent debate we find connections with the work around the campaign [Make Socials Safe](#) and various manifestos and position statements have been published, such as Bert Huisman's Manifesto [Big Tech Alternatives: What's better](#). Internationally, the work around [Public](#), [Decidim](#) and [Pol.is](#) has been an inspiration, as well as the recent discussion around the [Euro Stack](#), the Nesta report [Towards public digital infrastructure](#) and the work of [Open Future](#).

COLOPHON & BACKGROUND

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www.pubhubs.nl
www.publicspaces.net
www.civicixd.com

<https://civicixdproject.com/civicsociety>

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