Posterous and the faff-free future

Wed, Nov 25, 2009 | Posted by Charlie Peverett

It?s possible that the internet is going to keep me and many others in a permanent state of mental adolescence.

2009?s been a bad year for it ? first there was Spotify, which instantly transformed my music listening and sharing habits. Then there was Twitter, which woke up after a year snoozing and ate my blog.

And now my world?s been realigned again: this time by Posterous.

I was alerted to it by Antony?s recent presentation, which gave it a special mention among things to watch out for in 2010. Since then I?ve gone slightly nuts for it.

Pre-Posterous printing press, 1930, from Seattle Municipal Archive

Others have done the hard work of describing what Posterous does: in short, it?s a tool that makes it absurdly easy to publish text/audio/images/video and push it to wherever else you?d like it go.

Apathy + telepathy

At its simplest and most powerful, it allows you to post almost anything via email ? simply attach the document, jpeg or MP3 to your email ? or just include a URL for it - and send to post@posterous.com. The subject field dictates the post title.

Send a bunch of photos (or links to photos) and it arranges them into a tidy gallery without being asked. If you?ve hooked up your Posterous account to Flickr, attached files will automatically be uploaded to your photostream as well.

If you have another ?proper? blog you can you autopost to that too.

It also syncs with Facebook, Twitter, Tumblr and most other things, with the capability of posting to one, several or all of them.

And ? I haven?t yet tried this myself ? but publish an audio file and it will turn it into a podcast, to which anyone can subscribe via iTunes.

You don?t even have to sign up for an account. Just send an email to post@posterous.com and you have your first blog post online. Short of telepathy, I can?t imagine a more user-friendly process.

Way of the web

The instant attraction of Posterous is symptomatic of a problem I?m usually reluctant to acknowledge.

I can bore for Britain about how revelatory, how revolutionary the internet is. But in the midst of my enthusiasms, I?m prone to gloss over the rubbish stuff ? the information overload; the daily task of resetting some or other password; the ease with which you can be busy doing nothing.

The simplicity of Posterous reaffirms the inspiring possibilities, while dispensing with much of the tedious admin. Because on the one hand, it?s further reason to believe that super-easy, non-techie publication will draw the web into even more lives and areas of life - making it possible to find, connect, arrange and improve more of the stuff of life itself.

And on the other, it looks like a significant step towards a faff-free online future.

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