

Croissant Press Kit

What?

Croissant is an app that lets you quickly and easily post to Bluesky, Mastodon and Threads in one go.

It's got a simple, but gorgeous interface that doesn't let anything get in the way. Once you've entered some text, you can swipe horizontally to add another post to the thread, or delete your post.

Features:

- Support for Bluesky, Mastodon, and Threads
- Support for threaded posts
- Image attachments and Alt Text (no alt text for Threads just yet, hopefully soon)
- Automatic drafts
- Custom App Icons
- Custom Tint colour
- Content Warnings (for Mastodon)
- Audience Options: control the viability or who can reply as supported by each network (still in progress)

Right now, Croissant is for iPhone only, but if it's (when!) it's a hit, we hope to bring it to more platforms.

Why?

- Lately I (Ben) have been finding it very frustrating trying to duplicate posts across different social networks. Especially when adding images and alt text, it results in a lot of copying and pasting, and hunting through the photos picker to find the same images again and again.
- Aaron, who's working on a blogging platform, had already built a system for publishing to Mastodon.
- Buffer, an existing offering target social media pros charges \$60 per year *per* social network. We thought we could make something a lot friendlier to small business and creators who use social media professionally, but is not their full time job.

Who?

- Aaron Vegh, an iOS developer in Whitby, Canada. Aaron is currently working on Soapbox, an all-

in-one blogging platform.

- Ben McCarthy, a designer and developer in Dublin, Ireland. Ben is best known for Obscura, a camera app, and Ketchup for Pokémon fans.

How much?

\$2.99 monthly / \$19.99 annually / \$59.99 lifetime