

Name of project and Project URL on IdeaScale/Fund:	Spanish Content for Social Media, Onboarding, and Education.
Project Number:	1200211
Name of project manager:	Isabella Franco Rojas
Date project started:	1 August 2024
Date project completed:	31 January 2025
Project Close-out Video	https://youtu.be/9J3bAt-l9zw

List of project KPIs and how the project addressed them

YouTube Video views: The goal of building up to 100 to 200+ views per video by month six.

There are many videos with more than 100 views, even more than 200. However, there are videos with less than 50 views; despite this, the metric was successfully fulfilled, considering that it is a new YouTube channel and it takes many years of work to position yourself on this platform. We also obtained more than 138 subscribers in the 6 months of work.

Twitter Followers: Our goal for the first 6 months was to get 2500 Twitter followers.

This goal was achieved at 86%, as the X account currently has 2,141 followers. Although it did not reach 100%, engagement and impressions were highly positive in months like December. In fact, some posts reached up to 28,000 impressions ([as shown in this tweet](#)), which is an excellent result for an account with only 2,000 followers.





Instagram Followers: Goal was 3000 in the first 6 months

Increasing followers on Instagram was challenging; this is a social network where people are conscientious about the accounts they follow, so the goal was achieved. However, the account's reach is more than 2000 people in December, and several of the published reels exceed 1500 reproductions. It is essential to highlight that growing followers on Instagram presents a significant challenge. At the time of setting the goal, I did not have a clear understanding of how the platform operates.



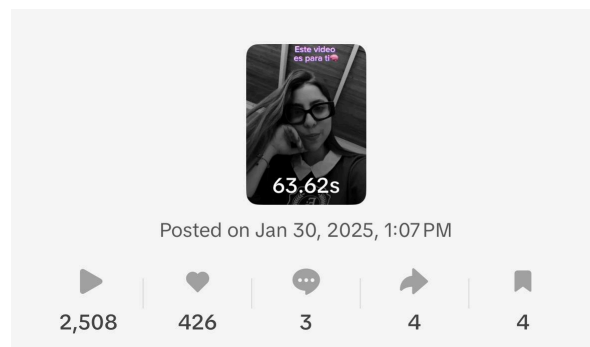
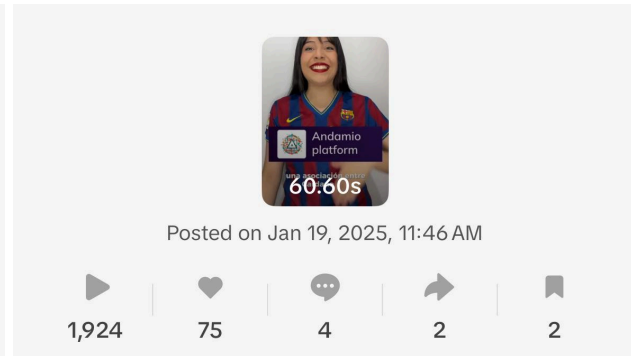
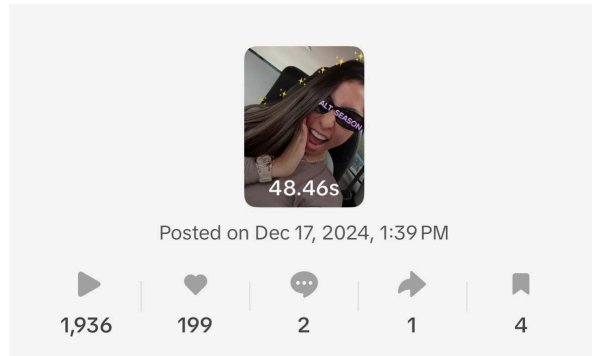
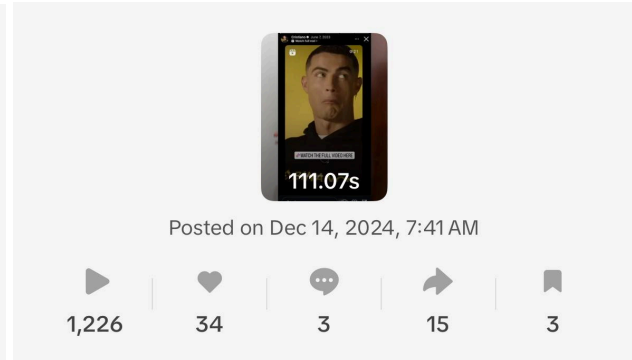
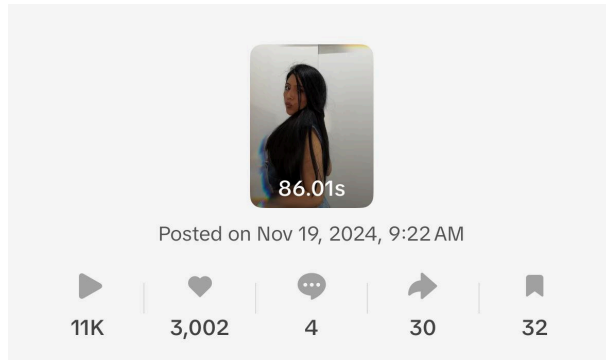
cardisalatina **Seguir** **Enviar mensaje** ...

347 publicaciones 767 seguidores 343 seguidos

Cardisa
 Blog personal
 Mi misión es incrementar el número de #latinos en #Cardano #ADA

TikTok Views: it would be great to have more than 1000 views per post on Tiktok.

On the TikTok platform, we created a variety of videos with highly diverse results, ranging from some with just 140 views to viral content exceeding 11,000 views. In a six-month period, it has been challenging to find an exact formula to ensure that each video reaches more than 1,000 views. However, TikTok stands out as one of the most dynamic platforms, allowing the creation of content ranging from short videos aimed at viralizing Cardano to more in-depth educational material.



Spotify reproductions: increase 30% more views on Spotify.

Considering that at the start of the project the plays on Spotify were 10 and now they are at 64, this represents a growth of more than 30%. Therefore, this goal has been successfully achieved.



Estadísticas clave sobre tu rendimiento en Spotify. Más información [↗](#)

14 abr 2024 - 31 jul 2024



Reproducciones ⓘ

10

Horas de consumo ⓘ

1

Seguidores ⓘ

+3

Total

Streams por inicios ⓘ 46,9%

Seguidores en Spotify ⓘ 17



Estadísticas clave sobre tu rendimiento en Spotify. Más información [↗](#)

17 feb 2025



Reproducciones ⓘ

64

Horas de consumo ⓘ

9

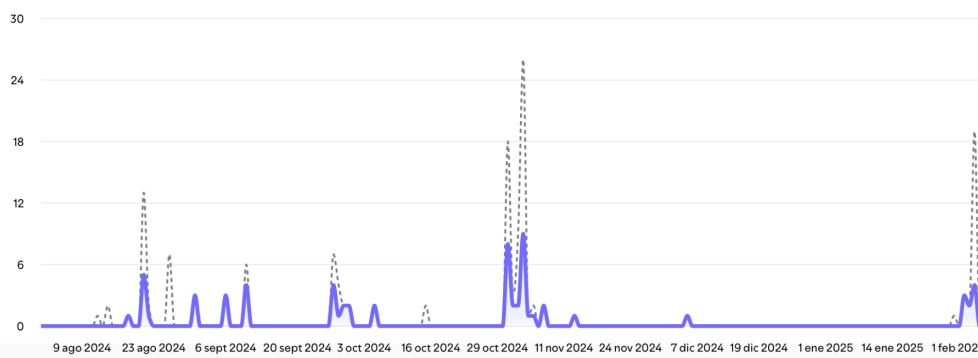
Seguidores ⓘ

+11

Total

Streams por inicios ⓘ 46,9%

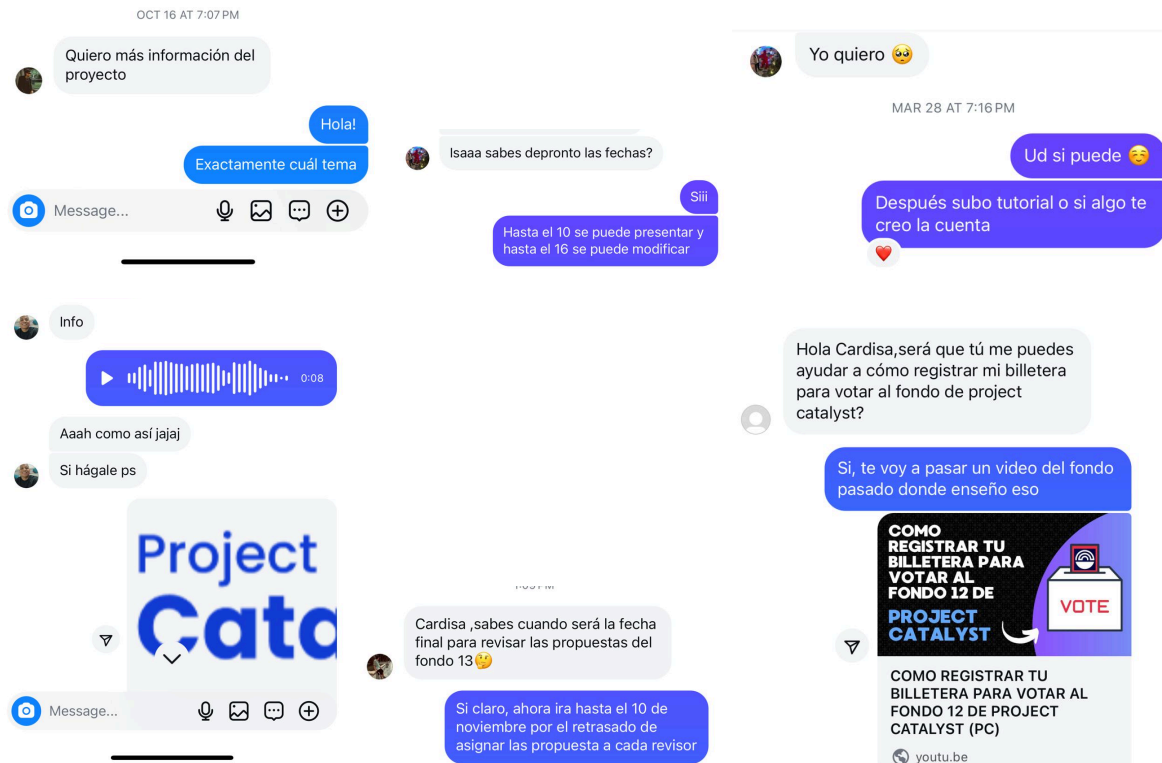
Seguidores en Spotify ⓘ 17



Key achievements (in particular around collaboration and engagement)

Through the promotion of Cardano and Project Catalyst on social networks like Instagram, several followers expressed interest in actively participating in Project Catalyst. One follower even submitted their first proposal for Fund 12. We frequently received messages from individuals asking how to get involved, and support was provided for our follower's proposal (<https://cardano.ideascale.com/c/cardano/idea/131982>) to ensure a successful submission. Encouraging this kind of engagement aligns with the proposal's objective: to generate interest

in Cardano and, in my role as an influencer, to assist those who wish to participate. Below are screenshots of questions from followers.



Key learnings

One of the key insights from this project was the difficulty of engaging the general public in learning even brief or straightforward concepts. Capturing interest in foundational terms and concepts proved challenging, underscoring the need for a methodology leveraging trends, humorous videos, or visually appealing content to hold attention. While personal images may be considered unconventional, this approach has been highly effective, highlighting the unique marketing potential a “Cardano Girl” persona can offer.

Next steps for the product or service developed

Cardisa Latina is now recognized as an account that focuses on Cardano and Project Catalyst. For this reason, I will continue working to promote and report on everything related to Project Catalyst, encouraging people to participate in upcoming funding rounds. I will remain highly active on X and will continue creating short videos, which have a strong reach on social media. In particular, I will keep helping and providing information to anyone who wants to learn more about Cardano.

Final thoughts/comments

I firmly believe that Cardano should continue focusing on Latin America. Key milestones for the region, such as the Cardano Constitutions signed in Argentina and the Cardano Constitutional Workshop in Bogotá, have reinforced my conviction that Latin America is a strategic priority. I feel privileged to be the face of Cardisa, engaging with and educating people of all ages across Latin America, including Venezuela, Mexico, and Argentina. This experience has been both

enriching and challenging. Demonstrating our team's reliability and capability to the Cardano community through this project has been particularly rewarding, as evidenced by the positive feedback from Community Reviewers comparing our Fund 11 and Fund 12 proposals. Below are some high-engagement posts from various platforms:

- Here's an example of creative engagement: a video featuring Cardano Girls, designed to capture attention and increase reach: [Trend Cardano Girls Christmas](#) .
- Our podcast episode on blockchain investments was particularly popular, reflecting the interest in financial opportunities within the blockchain space: [Spotify Podcast](#)
- On TikTok, when we combined dance and a famous artist while incorporating cryptocurrencies into their songs, we achieved a viral video. [Tiktok Video](#)