

# Arbitrum DAO Social Media Group -11th Open call

(11.08.2024)

I. Help the active Arbitrum delegates get (re)delegation:  
(Re)delegation week threads strategy:

## Requirements:

- a) (re)delegates that participated in (re)delegation week
- b) delegates that have a lotta arb but are not delegates:
  - get them from here: <https://www.tally.xyz/gov/arbitrum>
  - get data via copy pasta or API
- c) How to amplify the threads? We need to trigger replies from the (re)delegates and delegates?

## Social media strategy:

- 1) CTA to the non active delegates ?  
“Heya we saw you have a lotta arb delegated to you, why not (re)delegate to these amazing people?”
- 2) Thread structure: [max 5 delegates for thread](#)  
[max 3 non active delegates per thread](#)  
[1 thread/2 days so the campaign will last for three/four weeks](#)
- 3) Share this in the next open ARB GOV call

JB Rubi will help us get the (non) active redelegates data from the Tally API

## II. Next week's missions:

- 1)Announce the announcement on Monday
- 2 )We each draft a thread by Tuesday:
  - Eren
  - Haier
  - Coffee
  - Zer8
  - Rene
  - Jb

# Arbitrum DAO Social Media Group -10th Open call

(08.08.2024)

## Agenda

1. Open discussion about the Social Media proposal
- we need to shorten it to 1-2 pages makes
  - makes things a little clearer
  - separate the retroQF round from OUR proposal

## Arbitrum DAO Social Media Group -9th Open call

(1.08.2024)

### Agenda

1. Welcome to the Social Media Group
- 2 .Contributors please share your contributions by the end of the day TODAY :D using this format:

**Name:**

**Contribution type:** Marketing post, Research, Outreach Graphic Design, etc

**Links/ Concrete achievements:** I did this research, I created this post, I made this banner, I helped structure xyz

**Eren:** *A significant achievement was my involvement in modernizing the Arbitrum DAO logo. The new design, both minimalist and distinctive, better represents the DAO's identity and aligns with our brand growth objectives. My active participation in weekly meetings allowed me to provide valuable insights during important decision-making processes. By offering a realistic assessment of our capabilities and resources, I helped shape a clear vision for both our short-term goals and long-term goals.*

**Contribution type:** Operation/strategy

**Link:**

**Haier:** After joining the fellowship, I've enjoyed developing the social media strategy proposal with my fellow members. I started by analyzing how other DAOs leverage their social media platforms, using those insights to inform our approach. During our weekly calls, I helped summarize and organize our outputs for our Notion page and discussed our social media proposal. It's been rewarding to collaborate on our content calendar, ensuring we create engaging posts that enhance our presence and interaction within the community. I have enjoyed contributing to our social media proposal and am looking forward to implementing it and starting to drive meaningful impact.

**Contribution type:** Research / operation

**Link:**

Content Calendar:

[https://docs.google.com/spreadsheets/d/1Dq8MjsIN8\\_vWvSIITbXRr5QjcDODxhblwLWo05uhYYs/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Dq8MjsIN8_vWvSIITbXRr5QjcDODxhblwLWo05uhYYs/edit?usp=sharing)

Other DAOs analysis

[https://docs.google.com/document/d/1NYFLHD2F\\_v3IX0sgV\\_dyhRFpJYCDyZh8l6dJIWNENqI/edit?usp=sharing](https://docs.google.com/document/d/1NYFLHD2F_v3IX0sgV_dyhRFpJYCDyZh8l6dJIWNENqI/edit?usp=sharing)

**Rene: Arbitrum DAO logo/banner**  
**Contribution type: Graphic Design**  
**Link:**

**coffee-crusher:**

**Contribution type:** Marketing posts, Research analysis report on Base for social media strategy, co-development of internal survey and contacted 35 delegates to complete the survey, and co-collaboration on writing draft of proposal

**Link:** Content creation for social media posts on the DAO X account (see content calendar:

[https://docs.google.com/spreadsheets/d/1Dq8MjslN8\\_vWvSIITbXRr5QjcDQDxhblwLWo05uhYYs/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Dq8MjslN8_vWvSIITbXRr5QjcDQDxhblwLWo05uhYYs/edit?usp=sharing)),

Completed research analysis report on Base for understanding other L2 social media strategies

([https://docs.google.com/document/d/1NYFLHD2F\\_y3IX0sgV\\_dyhRFpJYCDyZh8l6dJIWNENgl/edit?usp=sharing](https://docs.google.com/document/d/1NYFLHD2F_y3IX0sgV_dyhRFpJYCDyZh8l6dJIWNENgl/edit?usp=sharing)),

co-development of internal survey, with invitations sent to 35 delegates to complete the survey

(<https://forms.gle/WEySsK5ehRiPF9H17>), and co-collaboration on writing draft of proposal

([https://docs.google.com/document/d/1kzRs\\_XZ7y4SxUDY3KLOZ14jM5DdOF9k-/edit?usp=sharing&oid=101124609996000945327&rtpof=true&sd=true](https://docs.google.com/document/d/1kzRs_XZ7y4SxUDY3KLOZ14jM5DdOF9k-/edit?usp=sharing&oid=101124609996000945327&rtpof=true&sd=true)).

### **3. Announcing.... Arbitrum Social Missions... To get in the mood, next week we'll have 4 main/quests**

a) What are missions? A way of learning how to collaborate (and be able to track results/contributions)

b) Structure, structure, structure: Each week we have missions

a) Week1-2: Coordination missions

l) Reach out to the Arbitrum X accounts listed in the proposal and learn if they're asking for payments

**Deadline: 7th of August**

**CTA: Find out if they are asking for \$ for marketing and ask them to join our TG group**

Haier:

[Arbitrum Insider](#) - 30k followers

[Arbitrum Daily](#) - 48k followers

Eren:

[Arbitrum Hub](#) - 11k followers

[Arbitrum Insider II](#) - 10k followers

Coffee Crusher:

[Arbitrum Intern](#) - 4k followers

ZER8: find more accounts

b) Week 3: Mission 3: EX: Lazer focused promotions targeted at a DAO initiative

c) Week4: Mission 4: EX: Promote, Questbook, Thankarb, GCP, Proposals, Highlight Delegates, etc

## Rules

- 1) Each mission will get you a # or points, points are used to track contributions 😊
- 2) Missions are single player or multiplayer
- 2) One mission/contributor except if it's a multiplayer one
- 3) If you can't deliver pls no worries but pls let us know so we can assign to someone else

## Examples:

1. Create a thread/week about an Arbitrum DAO funded project - 20 points
2. Write 5/week posts on notable discussions that are happening on the forum - 20 points
3. Promote 2 Arbitrum DAO funded projects, can be grants awarded by Questbook, Stip, STEP projects or anything similar - 10 points
4. Host the Social Group media call - 30 points

## **Arbitrum DAO Social Media Group - 8th Open Call (11.07.2024)**

### **Agenda**

1. Discuss the proposal and review the structure.
2. Check the proposal n 16 as example:  
<https://forum.arbitrum.foundation/t/team-16-arbitrum-proposals-app/25370>

## **Arbitrum DAO Social Media Group - Seventh Open Call (04.07.2024)**

### **Agenda**

### **Specifications of proposal:**

We're agreeing in an initial three-month discovery and experimental phase to gauge the short-term impact on our metrics, such as followers and engagement on X. This will serve as a baseline to assess our social media strategy. Throughout this period, we'll maintain transparency by regularly updating the forum with our progress, key learnings, and any necessary adjustments to our strategy. This approach allows us to experiment and learn dynamically.

Initially, we'll draft an unpolished proposal to kickstart this phase, which will evolve into a more polished strategy based on the insights we gain. Furthermore, we plan to introduce additional strategy reviews and updates that will build upon this foundational work as part of our long-term goals.

Haier to update the proposal based on the above

Proposal draft here:

<https://docs.google.com/document/d/1ueHP7ptLgXFZDLdfBuhnaNPCOjlqCNoaZyhy8658E9o/edit?usp=sharing>

### **Costs**

Any tool? like <https://tweethunter.io>

Verified account on X

### **Timelines**

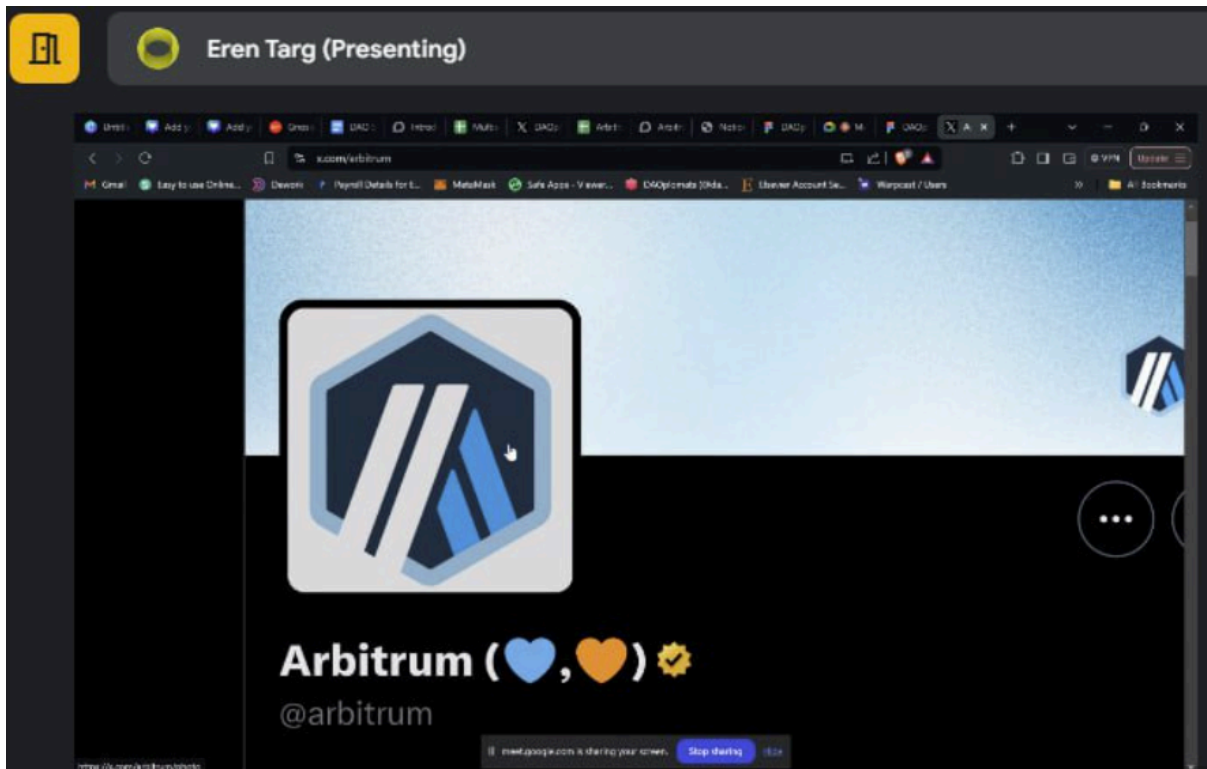
August 8 start date?

### **Steps to implement**

Multisig - Coffee Crusher to investigate

Other things discussed:

- Update description of the profile "official account for the DAO"
- Logo: can we make the word DAO from the Arbitrum logo below including the orange Rene to look into a mock-up



## Arbitrum DAO Social Media Group - Sixth Open Call(27.06.2024)

### Agenda

1. Check-in
2. Priorities:
  - a) Opening up content requests to the Arbitrum community

#### Execution:

- a) prioritize requests (who wants to do it? everyone can do it also)
- b) draft tweet requests (who wants to do it? everyone can do it also)
- c) review/posting
  - b) Creating a cool-ture like ARBINAUTS (similar to Link marines)
  - c) Creating new branding for the Arbitrum DAO account

3. "THE ABCs " Always be content sharing"

-using our twitter content plan:

[https://docs.google.com/spreadsheets/d/1Dq8MjsIN8\\_vWvSIITbXRr5QjcDODxhblwLWo05uhYYs/edit?pli=1&gid=282267238#gid=282267238](https://docs.google.com/spreadsheets/d/1Dq8MjsIN8_vWvSIITbXRr5QjcDODxhblwLWo05uhYYs/edit?pli=1&gid=282267238#gid=282267238)

**We are waiting for clarification from the Fellowship creators,  
should we create a proposal or should we apply to a grant  
program?**

# Arbitrum DAO Social Media Group - Fifth Open Call(20.06.2024)

## Agenda

4. Check-in
5. RECAP of the work done
  - a)Form got 20 responses, 10 delegates, 5 contributors, 5 service providers  
-reviewed responses
  - b)We had Sam and Sinkas join us and gave direct feedback
  - c)Research on competitors:  
[https://docs.google.com/document/d/1NYFLHD2F\\_y3lX0sgV\\_dyhRFpJYCDyZh8l6dJlWNENgl/edit](https://docs.google.com/document/d/1NYFLHD2F_y3lX0sgV_dyhRFpJYCDyZh8l6dJlWNENgl/edit)

### NEW VERSION:

[https://docs.google.com/spreadsheets/d/1TN\\_vAKzwMWnW81eQwkuu7q4B-Q-ljWVoXfEU-VBpEEw/edit?gid=0#gid=0](https://docs.google.com/spreadsheets/d/1TN_vAKzwMWnW81eQwkuu7q4B-Q-ljWVoXfEU-VBpEEw/edit?gid=0#gid=0)

6. Short term action plan:  
Isolate the ongoing DAO initiatives that need more amplification and draft content
  - a)Arbitrum HUB:
  - b)DAO Fees discussion:

### What are we actually doing?

1. Consistency on content and a posting strategy
2. Expanding
- 3.Growing the account

### PROCESS:

1. Check out forum for new proposals
2. Check out [snapshot](#) for new proposals



4. Open discussion  
How do you want to get involved?

**Types of roles:**

Zer8: Coordination/Growth Strategy

Haier:

Coffee:

Rene:

Eren:

Nicole:

## **Arbitrum DAO Social Media Group - Fourth Open Call(13.06.2024)**

### **Agenda**

7. Check-in

8. Analyzing [form results](#)

**30 minutes**

**Feedback from the delegates: focusing on promoting Arbitrum DAOs ongoing programs!!!!!!!!!!!!!! Proposals that pass need promotion!!!!!!!!!!**

**1. What we need?**

**2. Who's gonna do it?**

**To do:**

1. Content Calendar
2. Zer8 will post
3. Threads, Spaces, etc
4. Space with the foundation to support us
- 5.

**Mission until next**

9. Start Drafting [proposal](#) here in the doc. Three milestones **30 minutes**  
**We need to do a lot of research to be sure we will get funded!!!**

10. Proposal timelines: 2 week forum => 2 weeks snapshot => Tally

Anyone can post on Forum, but to get it to Snapshot if a delegate posts it (min 500k, 1m for Tally)

## **Arbitrum DAO Social Media Group - Fourth\* Open Call(30.05.2024)**

### **Agenda**

#### **11. Analyzing [form](#) results**

**Top three ideas from the form:**

##### **Zer8s Top Three:**

**Bonus:** Hiring and hand holding a marketing agency. How to? Open community vote to hire the marketing agency or contest to outsource what we need from them? Prize for the best Arb dao logo and branding, stuff like that

- Creating an overarching strategy: highlight and give a platform to the smaller projects and help them grow their reach and user base
- Create a sub culture like the linkmarines and meme the hell out of Arbitrum - Host a joke race to get this feedback from the community with prizes. The most memetic idea gets 500\$ and they join us to implement it
- Experiment with innovative growth tactics

#### **Haier top3:**

- **Unified brand and Social Media strategy:**
  - a. **Consolidation of social media efforts:** Arbitrum DAO has multiple social media accounts, but they are not coordinating and don't have a common strategy.
  - b. **Choosing an audience to target.**
  - c. **Consider hiring a marketing agency.**
- **Brand Building:**
  - a. **Ensure all social media content follows a consistent brand voice, tone, and visual style to build a recognizable and trustworthy brand**
- **Content planning and innovative strategies:**
  - a. **Telling positive stories of builders, highlighting challenges worth solving at Arbitrum, storytelling of the entrepreneurs, new dApps**
  - b. **Lack of less technical content for the "non-tech or non-programmer" audience (opportunity to liaise with the onboarding fellowship? )**
  - c. **data group and assisting projects, contributors, and Arbitrum DAO with telling stories on socials via data.**
  - d. **Become memelords of the ecosystem and build a X/Twitter army like linkmarines.**

#### **coffee-crusher - Top 3:**

- **Brand Building:**
  - **Consistent Branding:** Ensure all social media content follows a consistent brand voice, tone, and visual style to build a recognizable and trustworthy brand
- **Influencers/Partnerships - Credibility:**
  - **Partnership Announcements:** Highlight partnerships and collaborations to build credibility and showcase the growing ecosystem around Arbitrum DAOs
- **Education content :**
  - **General educational content:** Create and share content that educates the community about what Arbitrum DAOs are, how they function, and their

benefits. This could include explainer videos, infographics, blog posts, and AMA (Ask Me Anything) sessions

- **Developers/Builders: Hackathons and Bounties:** Promote hackathons, bounties, and other initiatives to encourage developer participation and innovation within the Arbitrum ecosystem.
- **Success stories - Validation:**
  - Telling positive stories of builders, highlighting challenges worth solving at Arbitrum
  - marketing campaigns for grantees

**12. Start Drafting [proposal](#) here in the doc. Three milestones**  
**We need to do a lot of research to be sure we will get funded!!!**

**13. We need to send the form in all the Arbitrum groups, share it on twitter, etc - [send form to all delegates until 08.06](#)**

**Outreach to delegates:**

*Rene can take the first 25%*

*S the next 25%*

*Ana the next 25%*

*zer8 will take the bottom 25%*

**BONUS: L2 Social Media Research: Where is the ecosystem heading?**

**Optimism** is using Farcaster to market, onboard, but also to allow the community there to decide on how to distribute OP to creators:

Info here: <https://x.com/Optimism/status/1797657822328754573>

**Starknet** is introducing new branding elements, the cat and wolf vid:  
<https://x.com/Starknet/status/1797617463372492974>

**Arbitrum** is expanding on Farcaster via the Frames incentives

**Polygon**

**Linea**

**Zksync**

**Base:**

## Base Marketing analysis:

- Focuses on only four social channels from their website: X, Warpcast, GitHub and Discord, even though they do have secondary channels that are active: YouTube and Mirror (listed on #official links Discord channel)
- Very specific target audience and messaging: “Build on Base”.
  - Supported with Discord channels focused on: Onchain Summer, Base camp, Buildathon, Base announcements and Base creators (non tech contributors).
  - GitHub - focused for Base devs with details for node operators, Brand kit, Base chain support.
  - #1 Ambassador/Evangelist: Jesse Pollak - Jesse does the majority of original postings and AMA's on X and Warpcast.
  - Primary social activity is on Warpcast channel. Base “official” promotes product updates, partner announcements, etc. but Jesse's posts get the most engagement. Jesse is also very active on commenting on Base content (by others) and engaging with social community.
- TL;DR on marketing strategy and lessons learned from Base:
  - ARB needs a product champion/evangelist to be the “voice for the builder/dev community (the face of the dev community).
  - All social media posts focus on three things: a) are educational (why Base is fast and low cost), b) why to be a builder on Base (Onchain summer event with grants), and c) momentum posts (“Onchain Stories” - Spaces type events that are cross promoted on YouTube channel, X and Warpcast) that showcase conversation style discussions with Jesse Pollak and interesting Base built project owners.
    - These strategies demonstrate a very focused strategy:
      - How to build on Base
      - Why to build on Base (and the benefits) - Grants/On-chain Summer
      - Who else (large momentum and interesting projects) is building on Base
  - Base's marketing strategy is very focused, for a very specific ICP target (primary focus on devs and secondary focus on non-technical builders (promotion of Base)).
  - Base uses very focused social channels to reach those audiences with specific purposes for each social channel (i.e. not reposting the same content for all four channels).

- X strategy: not a lot of reposting, mostly original content. Topic themes are: events (IRL), Product updates, Partnership announcements - but most importantly all content is engaging (non corporate “speak”)
- Warpcast strategy: more engaging conversation style with postings by Jesse Pollack + 3-4 regular Base contributors. Topic themes include events, product updates, and use of Frames in a lot of their content, and mostly On-chain Summer topics. All casts on their channel include personal impressions/thoughts of the Base “caster”. This gives their Warpcaster a more personalized and engaging vibe to their channel (“a personality behind the Base brand”)

## Arbitrum DAO Social Media Group - Third Open Call(30.05.2024)

This week's mission: Create the best form and send it out to the delegates.

..... BUT before we begin, pls share the nastiest thing you have ever eaten! 🤢

### Agenda

#### 14. Co-creating form that will be sent out to delegates

#### 15. Accelerating the Social Media group

-We have two calls left to deliver the proposal!

Invitation to be proactive => this depends on our ability to coordinate and deliver

-Each week we will have a mission to coordinate on

-Each week we will have 1 max 1 hour task that we should work on independently

16. Next week's mission: gather data start drafting proposal

17. Open discussion

Ideas:

Decentralized content curation

**Form link:**

[https://docs.google.com/forms/d/1z9QrE25bGUO\\_x48Ytd3ehUAKDWEEDnTuUTtNdQ-WI\\_s/edit](https://docs.google.com/forms/d/1z9QrE25bGUO_x48Ytd3ehUAKDWEEDnTuUTtNdQ-WI_s/edit)

## **Arbitrum DAO Social Media Group - Second Open Call**

“Brainstorming on Arbitrum DAOs social media needs”

Date: 16.05.2024

Time: 7 PM CET

Location: [Google meet](#)

### **Agenda:**

- |                                  |                  |
|----------------------------------|------------------|
| 1. Entropy Advisors presentation | <b>1-20 min</b>  |
| 2. Planning ahead                | <b>20-45 min</b> |

- 1. Last time we all listed our relevant skills, if you're a newcomer pls add yours:**

**ZER8:** Twitter Marketing, Growth Marketing, Creative problem solving, etc

**Andrei:** Sales & Biz Dev with a focus on partnerships, and strategic alliances

**Karthik:** Twitter Space operations, Creative problem solving, Newsletter writing, Event Promotions, Educational Content Production, Graphic Design

**Haier / Sara:** Growth Marketing, SEO, Content, Social Media, Digital PR, Product Marketing

**René:** Organization (PM), sales (in a projects way), social media tools, Biz DEv (in projects and Latam communities), creativity, strategy (do the strategy of brands and comms), video edition (basic way), and little of UX writing.

**Anna:** analytic and critical thinking, attention to detail, communication skills, ethical judgement, problem-solving, stress management

**Your name:** your skills

What other skills do you have?

**ZER8:** Grant reviews, Qf rounds management, etc

**Rene:** Marketing strategy, social media strategy, and content, PM, a little for editing video.

**Haier/Sara:** CRO (Conversion rate optimization), UX for Marketing, Project Management

**Karthik:** Product Development, UI/UX Design, Framer Website Development, Strategy

**Andrei 2:** go to-market strategy, biz dev planning, fundraising

**Anna:** grant reviews, conflict management

**Your name:** your skills

## 2. Coordination experiment.

If this were your “DAO” how would you handle Social Media? What would you build, add, or coordinate with? Don’t worry if you don’t have a lot of context, just try to be creative and create a small plan using this template (20 minutes)

Example template:

*Goals.....Expanding Social Media reach in X community*

*Reasoning.....What's the upside to the DAO?*

*Execution.....Wow will this be executed, in what time, and by who*

*Metrics.....How is this measured*

3. [The Social Media Group Fellowship Forum Post](#)

4. We have a [Notion](#) page (YAY)

5. How to expand the DAO account reach:

How do we want to reach?

ICP

Helping other protocols, dapps promote themselves in the Arbitrum ecosystem

stylus, orbit, et - Present every new development in the arb ecosystem

Announcement tweet

create a backlog of content

thread a day

strategy of reposts

reply guy strategy

3. GOAL

45-55 min



**Identify the best platform:**  
**Make it permissionless:**

**Arbitrum DAO Social Media Group - First Open Call Agenda**

# “Introducing the Social Media Group”

Date: 02.05.2024

Time: 7 PM CET

Location: [Google meet](#)

.....BUT before we begin, pls share the spiciest thing you ever ate!



## 1. Introductions & backgrounds (1-15min)

- a) About the call
- b) Short Intro max 3 minutes/each
- c) Read more about the Arbitrum Fellowships [here](#)

## 2. Mapping out common goals (15-35min)

- a) Why are you here? (1-2 minutes each)
- b) What relevant skills do you have for this group? (co-working on the doc)  
(Add your name and skills like: content creation, marketing, copy, etc)

**ZER8:** Twitter Marketing, Growth Marketing, Creative problem solving, etc

**Andrei:** Sales & Biz Dev with focus on partnerships, and strategic alliances

**Karthik:** Twitter Space operations, Creative problem solving, Newsletter writing, Event Promotions, Educational Content Production, Graphic Design

**Haier / Sara:** Growth Marketing, SEO, Content, Social Media, Digital PR, Product Marketing

**René:** Organization (PM), sells (in a projects way), social media tools, Biz DEv (in projects and Latam communities), creativity, strategy (do the strategy of brands and comms), video edition (basic way), and little of UX writing.

- c) What other skills do you have?

**ZER8:** Grant reviews, Qf rounds management, etc

**Rene:**

**Haier/Sara:** CRO (Conversion rate optimization), UX for Marketing, Project Management

**Karthik:** Product Development, UI/UX Design, Framer Website Development, Strategy

**Andrei 2:** go to market strategy, biz dev planning, fundraising

### 3.Mapping Dao needs (35-55)

- a) What is something that Arbitrum DAO really needs social media wise? Feel free to propose multiple items( HOMEWORK)

ZER8: EX: Linkedin account,

Person 1: Research/Development projects for students/young talent - this allows us to involve students to help us create content/marketing.

Person 2:

Person 3:

René: Warpcast, X/Twitter,

- b) What Social Media Outlets does the Arbitrum DAO have atm?

ZER8: Twitter: Arb DAO [Twitter](#)

Person 1:

Person 2:

Person 3:

René

- c) What can we each work on until the next meeting that can really help the DAO

ZER8: co-creating an agenda async, making the DAO twitter account go viral, growing followers strategy, etc

Andrei : inviting other link minded individuals

Person 2:

Person 3:

- d) (Feel free to propose some ideas)



## **GOALS:**

1. Expand Arbitrum Social Media reach worldwide

- a) Map out current social media outlets: ThankARB, ArbDAO, ANNDAO, etc
- b) Consolidate current social media accounts, expand to popular outlets
- c) Expand to new audiences and new regions
- d) What resources do we have?

Cover new and interested demographics

any data on it?

## Expansion plan:

1. QF Round to vote for the most urgent Arbitrum DAO accounts, the arbitrum community will vote which ones need to pop up: max5

By hosting a month long QF round we want to help the Arbitrum community signal which social media accounts should Arbitrum have worldwide. We are also allowing people to organically create them during this round! The best ones will get in and people will donate to them!

The Arbitrum social media group will use Karma to verify how the accounts are performing

## Refund & Redesign: The path to community enabled social curation!

Use streamingQF to fund them

Community curation

ThankARB + QF + Karma + Arbitrum community = ❤️