

Social Media Project Final Report

Summary

This project was a step towards figuring out how to do secret sharing in a trust-less way so that individual projects could have direct access to social accounts to make posts about their project announcements and other updates.

The project successfully used LastPass to manage these secrets, and so far we have not had any leak of the passwords and have maintained security despite the risks involved with sharing these accounts with others.

Along with Twitter and LinkedIn there were also many posts on Instagram (1.7k followers with 256 follower increase over the last 90 days) and YouTube (600 followers with 77 subs over 90 days).

We've also bought a typefully subscription for teams to add their project's updates directly onto socials to have their updates reviewed before being posted.

Original Proposal

[MDP-76: Increase Social Media Reach and Security](#)

Results

1. **Objective #1:** Increase overall engagement on social media channels, and funnel people into our Discord for community onboarding.
 - a. **Key Result 1:** *Twitter Followers increase by 20% on a quarterly basis*
 - i. **Members:** *Pablo, Ryan*
 - ii. **Results:**
 1. **November:** *+515*
 2. **December:** *+7,000*
 3. **January:** *-95*
 4. **February:** *-695*
 5. **March:** *-631*
 6. **April:** *-424*
 7. **May:** *-177*
 8. **June:** *-406*
 - iii. **Learnings:** *Probably a lot of bot followers when we did the token listings. Would be interesting to get an idea of verified users to get a cleaner*

metric on social media growth. It would be great to get better statistics on all our social channels so we can clearly measure the impact.

*iv. **Maintenance:** Still need to post on Twitter to continue growth.*

*v. **Self-reported Score: 0.4** There probably was some growth, but because Twitter killed a lot of the bots, overall we're probably flat.*

*b. **Key Result 2:** LinkedIn followers are up to 5,000 people within the quarter.*

*i. **Members:** Ryan*

*ii. **Results:***

1. 534 Followers in Total. This quarter: 907 page views, 400 unique visitors.

2. 120 new followers in the last 90 days. 30% growth.

*iii. **Learnings:** Still need more consistency with the content, traction through some of our other socials. Biggest boost was through ZeroG when there was a flurry of activity. 5k growth was an extremely ambitious goal, still had 30% growth which is a positive framing of it.*

*iv. **Maintenance:** Still need to post on LinkedIn to continue growth.*

*v. **Self-reported Score: 0.3***

*c. **Key Result 3:** Increase Guild onboarding requests by 50%.*

*i. **Members:** Ryan, Pablo*

*ii. **Results:** Not sure how many guild onboarding requests we've had then v.s. now. Will need to check in with Stewards.*

*iii. **Learnings:** Better metrics collection and tracking of onboarding requests and numbers.*

*iv. **Maintenance:** None.*

*v. **Self-reported Score:** ?*

2. Objective #2: Give access to social media for projects to increase their awareness in a secure manner.

a. Key Results for Objective #2: Set up a secure protocol for onboarding project marketers to our social channels, and have a risk mitigation strategy if passwords are breached or someone is using the tool in a way that is not beneficial for the DAO.

*i. **Members:** Pablo, Ryan*

*ii. **Results:** Gave secure password access to twitter and instagram to Lucas and Ari*

*iii. **Learnings:** Lastpass can work for us going forward, but the UI for secret sharing can be clunky and limited.*

*iv. **Maintenance:** Continue to be conscious of who has access and remove access as needed from socials.*

*v. **Self-reported Score:** 0.8*

Team Member Contributions

Pablo @pmoncada

1. **Objective:** Increase overall engagement on social media channels, and funnel people into our Discord for community onboarding.
 - a. **Key Result:** *Twitter Followers increase by 20% on a quarterly basis*
 - i. **Specific Contribution:** Made 90%+ of all Twitter posts to keep the community informed and engaged about MoonDAO
 - ii. **Impact:** I'm the only one posting on Twitter on a consistent basis, so without this we would not have any engagement on our main social platform.
 - iii. **Complexity:** It takes up a lot of time to be engaged on social media.
2. **Objective #2:** Give access to social media for projects to increase their awareness in a secure manner.
 - a. **Key Results for Objective #2:** *Set up a secure protocol for onboarding project marketers to our social channels, and have a risk mitigation strategy if passwords are breached or someone is using the tool in a way that is not beneficial for the DAO.*
 - i. **Specific Contribution:** This has been set up and is operational.
 - ii. **Impact:** Completed.
 - iii. **Complexity:** Took a few days of testing and letting people get access to get a feel for it. Lastpass is pretty complicated but we were able to get it to where we need.

Ryan @ryand2d

3. **Objective:** Increase overall engagement on social media channels, and funnel people into our Discord for community onboarding.
 - a. **Key Result:** *Instagram Posts*
 - i. **Specific Contribution:** 13 posts, 159 stories, 3 reels.
 - ii. **Impact:** 11.2k accounts reached (+1,194%), 672 accounts engaged (+1,001%), and 1,770 followers (+16.9%) in past ninety days (vs previous 90 days)
 - iii. **Complexity:**
 - b. **Key Result:** *YouTube Activity*
 - i. **Specific Contribution:** 15 live streams, 2 videos, 1 short.
 - ii. **Impact:** 1.1k views (+243%), 54 hours watch time (+610%) +77 subscribers.
 - iii. **Complexity:** Livestreams were usually broadcasting weekly town halls or senate meetings via streamyard, one special live event for ZeroG, creation of short via Canva for Lifeship.

Coordinape Results

Link: N/A Distributed between team

Member Name	% of total rewards	Upfront Payment
@pmoncada	50	0 MVP
@ryan	50	0 MVP

Treasury Transparency

No Treasury on this one.

Two transactions need to be initiated from the multisig:

- 1.) 1000 DAI, 100k MOONEY Payment to Ryan for his MVP.
- 2.) Payment to Pablo to cover 1 year of LastPass, and 1 year of Typefully.
 - a.) Lastpass cost: \$432/year
 - b.) Typefully cost: \$348/year
 - c.) DaCast Yearly Cost (cancelled): \$300/year. This one was a mistake by me, where we used DaCast to do a decentraland interview once and then we didn't end up deleting the streaming software.
 - d.) **Total: \$1080 DAI**

Nonce	Txn Title	Recipient	Deliverable
0			
1			

Project Wrap Up Checklist

- ☐ Added Project Final Report onto the Website Dashboard
- ☐ Upload Final report to the Google Drive
- ☐ Returned excess funds to the Treasury
- ☐ Presented Final Report to Senate
- ☐ Update Discord Roles
- ☒ (if needed) Create documentation for users of the work, or people who will need to maintain the project once it is completed.