

Overview

PolkaWorld had worked on **52** articles, made **3** English education videos, 4 videos interviews, **and 4 online broadcasts**. 36,093 followers on the Wechat official account, and got **36,000+ views** in the WeChat ecosystem in 2022 August!

The Polkadot August meetup was originally planned to be held in the small town of Dali, but when we prepared everything before the event and arrived in Dali, the local epidemic broke out, so unfortunately the event was cancelled. So we plan to host an online community meetup with Moonbeam, Bifrost, Parallel, Phala, Zenlink, Gear, CESS, Dante Network, Hamster, Manta and PNS on September 1st to discuss three topics:

- Under the narrative of the new public chain, where is the road of parachains?
- Is it really necessary for assets to cross chain between multiple chains?
- What kind of infrastructure does the Web3 world need most?

Wechat Contents

- Published **4** Polkadot weekly reports
- Write **10** original articles related to Polkadot Meetup, parachains, Kusama treasury proposals, Tornado, Aptos compare with Polkadot and etc.
- Translated and published **7** articles from Polkadot/W3F blog, and related news
- Translated and edited **3 long videos of Polkadot Decoded 2022**, and all added Chinese subtitles
- Post **23** articles related 8 parachains and eco-dapps (Acala, Moonbeam, Bifrost, Interlay, Subquery, Zenlink, Parallel and Manta)

You can get all details [here](#).

Polkadot Meetup

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So far, we have

- Published 4 articles to spread the Polkadot August Meetup
- design 4 posters
- Made 100 swags (50 Polkadot tshirt, 50 Polkadot Fisherman hat)

Polkadot 社区

8 月

线上聚会

Polka World.

时间
2022 年 9 月 1 日
下午 14:00

圆桌 1 公链叙事下，平行链路在何方？


Jennifer
@Parallel


Yuki
@Moonbeam


Marvin
@Phala


Lurpis
@Bifrost


主持: KIKO
@PolkaWorld

圆桌 2 多链的资产跨链真的是刚需吗？


Lu1
@Zenlink


Jason
@Dante Network


Liam
@Hamster


Shooter
@Gear


主持: 邹杨
@Polkadot
生态研究院

圆桌 3 Web3 世界最需要什么样的基础设施？


Ryan
@PNS


Holly
@Manta


Evelyn
@Unique Network


Wenfeng Wang
@Phala


Andy
@CESS


主持: Kristen
@PolkaWorld



关注「波卡世界」视频号
收看直播！

Online Broadcast

We host **4 online broadcasts** with PolkaWorld, Bifrost, Acala, and Manta on the Wechat Channel.

- design **8** promotion/sign-up posters
- spread the posters in 30+ WeChat group
- Made 40 swags (Polkadot Hoodie)
- An average of **150 participants** per online broadcast
- recap here: PolkaWorld, [Bifrost](#), [Acala](#), and [Manta](#)

Posters are below:



Performance data of the online broadcast here:

直播信息	直播时长	观看人数	最高在线
broadcast info	live duration	online people	
 Manta专场：NFT也可隐... 08月18日 19:57 杭州市	51分钟32秒	234	53
 Acala专场：Staking 新花... 08月13日 18:55 杭州市	53分钟36秒	173	38
 Bifrost专场：Crowdloan ... 08月09日 18:59 杭州市	1小时7分钟40秒	202	29
 PolkaWorld 社区直播，有... 08月04日 19:00	1小时9分钟35秒	151	45

(performance date: screenshot from PW Channel Account backstage)

PW Interview with Parachains & Eco-projects

As more and more parachains connect Kusama and Polkadot and more Dapps are launched on parachains, PW launched a parachain interview program to help the Polkadot community learn all parachains through video interview.

[Parallel : Bring DeFi to 1 Billion People](#)

[Bifrost : How to release the Cross-Chain Liquidity](#)

[Talisman : Unlock the Paraverse](#)

[Gear: Wasm Smart Contract Chain on Polkadot, Lower the threshold for development](#)

Education video making

As you may have noticed, PolkaWorld has already published many educational English videos on YouTube in the last few months! Now we have already posted nearly 40+ original videos which get really great responses! We will continue to make these kinds of educational videos for the community! And here are the videos we made in August!

[Sumi Network : a email replacement system for Web3](#)

[SubQuery : A new Web3 data revolution](#)

[Zenlink: the DEX composable hub of Polkadot](#)

Wechat Performance Date

1. Total followers

- Total followers: **36,093**



PolkaWorld

原创内容 862

总用户数 36,093 +8

昨日阅读(次)

1,217

昨日分享(次)

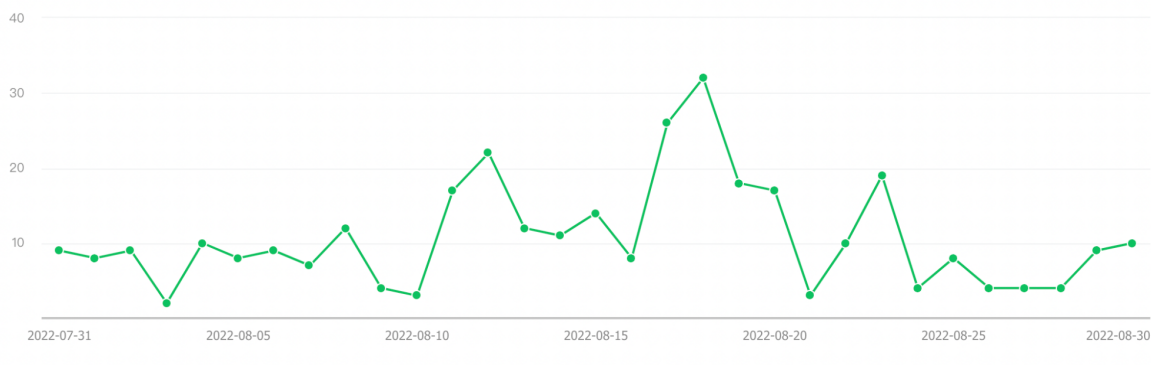
51

昨日新增关注(人)

10

数据统计时间: 8月30日 00:00 - 24:00

趋势图

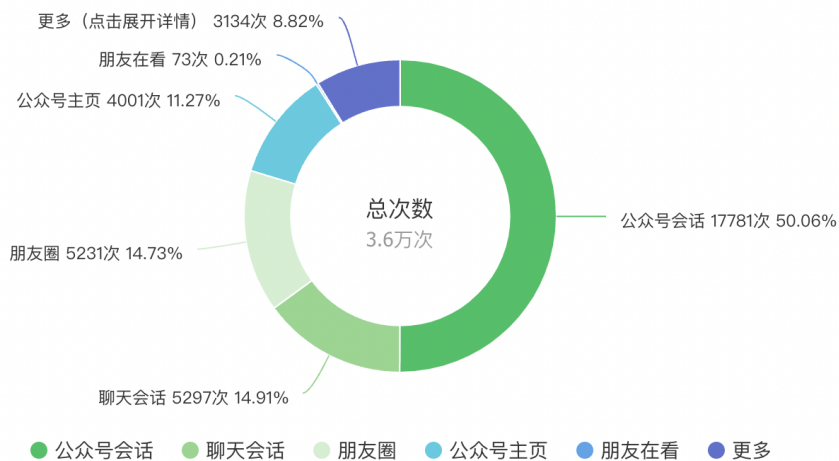


(performance date: screenshot from PW Wechat account backstage)

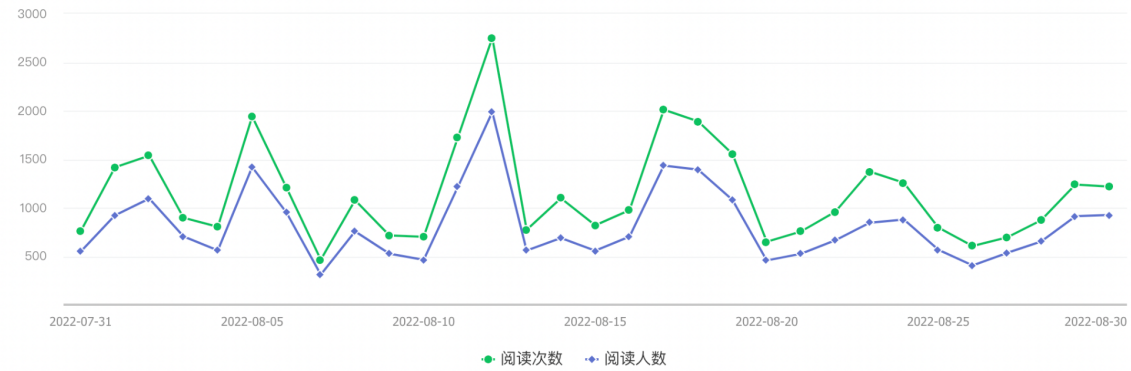
2. Different Channels Distribution in Wechat

Where did users read our articles in the Wechat ecosystem:

- PolkaWorld WeChat account: 50.06%
- WeChat search: 20.09%
- PolkaWorld WeChat group: 14.91%
- PolkaWorld Moments: 14.73%



数据趋势



(performance date: screenshot from PW Wechat account backstage)

3. 10 top views articles

Article	Date	Type	Total views	Total shares	Reading completion rate
Talking about Web3 at Cangshan and Erhai Sea Polkadot Eco Gathering Dali Station	20220811	original	3548	295	0.5157
3 Days Countdown to Polkadot Dali Party! Make sure Web3 decentralization happens in Dali!	20220817	original	3236	224	0.36
With the rise of the new publicchain Aptos, how should the Polkadot ecosystem respond?	20220805	original	2984	167	0.4731
Web3 is not only a technical problem, but also an educational problem Gavin quotes 8	20220801	original	1032	58	0.4091
AstridDAO Interview: Polkadot Stablecoin Dark Horse BAI	20220822	PW interview	957	51	0.1771
Tornado was sanctioned, how Polkadot created a blockchain and decentralized applications that unstoppable	20220812	original	880	32	0.3711
Parity is about to launch a "collective" parachain on Polkadot!	20220824	Polkadot Blog	880	29	0.3001
Polkadot Weekly Kusama is about to access 50 parachains! Cosmize is getting ready to launch the first Astar-based metaverse!	20220828	weekly report	878	33	0.1802
BitGo supports Polkadot! Now 700+ institutions in 50+ countries can securely access the DOT ecosystem!	20220816	translation	746	23	0.5063
Inventory of Polkadot ecological privacy projects: Manta, Phala, Automata	20220826	original	739	31	0.3285

Get all articles' performance dates [here](#).