

Community Manager in Crypto: Metrics Report (LATAM Focus)

As Community Manager for Neo Smart Economy Español, I focused on strengthening the project’s presence in Spanish-speaking markets. I managed and grew the community across Telegram, Discord and X (Twitter) localized content into Spanish, and executed campaigns tailored to the LATAM audience.

Between October 2024 and July 2025, I managed and scaled Neo Smart Economy Español’s presence in LATAM. The focus was community growth, localized engagement, and brand visibility. Results included:

- ☐ **+30% growth** on **X (Twitter)**: from ~7,700 to 10,012 followers.
- ☐ **+48% growth** on **Telegram**: +600 new members, with engagement spikes of +70% during AMAs.
- ☐ **+21% growth** on **Discord**: +800 LATAM members, DAU/MAU improved from 18% to 26%.

These results demonstrate the impact of local-language strategies (Spanish) on adoption and engagement in Latin America.

Telegram Performance

Metric	Oct 2024	Jul 2025	Growth %	Insight
Members	~1,250	1,850	+48%	Growth driven by localization + campaigns
Daily Active Users	~300	450	+50%	AMAs and polls nearly doubled activity
Avg. Messages/Day	~700	1,200	+71%	Consistent engagement during interactive events
Spam Reduction	-	-40%	-	Improved moderation improved quality

Discord Performance

Metric	Oct 2024	Jul 2025	Growth %	Insight
LATAM Members	~3,800	4,600	+21%	Regional sub-community expanded
DAU/MAU	18%	26%	+8 pts	Clear retention improvement
Avg. Event Size	~25	~60	+140%	Workshops drove consistent attendance
Conversations	-	+35%	+35%	Localized campaigns fueled activity

DAU = Daily Active Users.

MAU = Monthly Active Users}.

DAU/MAU ratio = $\text{DAU} \div \text{MAU} \times 100$.

X (Twitter) Performance

Metric	Oct 2024	Jul 2025	Growth %	Insight
Followers	7,700	10,012	30%	Local-language threads drove organic growth
Engagement Rate	2.9%	4.1%	+1.2 pts	Outperformed industry avg.
Impressions/Post	~150	~2,000	+1,233%	Educational content performed best