

Polkadot Social Media Management

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Request: 75,000 USDT

TLDR;

The management of Polkadot's social media accounts is decentralized. Multiple entities contribute content, including [ET90266](#), the Polkadot Social Media Editorial Board (EB), and Distractive. The EB has five members. This proposal is to fund their salary for the next 6 months (September 15th - March 15th). Each of the five members will receive 2,500 USDT per month.

BACKGROUND

Polkadot's social media management historically sat within the MarComms team at Parity. With the decentralization of Parity announced in October 2023, ET90266 (ET90266) put forth a proposal for a novel approach to managing the social media accounts: the Social Media Editorial Board. ET90266 [received a Decentralized Futures grant](#) to take the concept forward.

For a detailed overview of the Social Media Editorial Board concept, please see this forum post: <https://forum.polkadot.network/t/decentralized-social-media/5192>

SOCIAL MEDIA EDITORIAL BOARD

The (EB) approach is a hybrid model, it incorporates the strengths and agility of a structured marketing entity, while also creating a mechanism for the community and ecosystem to contribute to the social media accounts in an organized way.

This framework borrows from the decentralization process discussed in "The Starfish and Spider 3."

On the spectrum of centralized-to-decentralized, the optimal point is where Polkadot finds the most advantageous position among competitors. Polkadot's social media presence should be quick and responsive in order to compete with centralized actors, while also inviting the many talented Ecosystem Agents from across the community to contribute.

	Centralized	Hybrid	Decentralized
Speed & Decision Making	Streamlined, predictable and normally quick, but can be paralyzed by bureaucracy.	Quick decisions made within a framework/guidelines. Balances consistency with agility.	Diversity in input, but gaining consensus may take too long for effective marketing.
Competency & Expertise	Limited to members in the org.	Robust skill sets from around the community paired with dedicated, full-time experts.	Wide range of competencies and expertise but may lack coordination.
Security	Fewer points of failure/hacking.	Creates checks and balances, and limits potential for abuse.	Rogue members may put their interests over Polkadot's interests. More credentials mean more vulnerabilities.
Audience Engagement	May not engage niche audiences effectively.	Engages all audience personas based on input from a larger group.	May struggle with a unified brand message.
Innovation & Creativity	May be limited by rigid guidelines.	Creativity within strategic guidelines.	High potential for creativity thanks to diversity of inputs.
Accountability & Oversight	Clear accountability but may not be overseen by the community.	Accountability of core group and overseen by the community.	Complicated oversight when accountability is spread over a large group of contributors.
Resource Allocation	Economies of scale. Shared use of subscriptions/tools, but work may be siloed.	Can share tools and ensures the work of <i>Ecosystem Agents</i> is coordinated	Several <i>Ecosystem Agents</i> may be unknowingly working on overlapping initiatives.

In short, the five members of the EB collaborate to create and curate content.

- Board Members serve six-month terms.
- An independent board observer, called the Auxiliary, assists the EB. ET90266 is Auxilliary.
- The Auxiliary is tasked with building out the Social Media Editorial Board concept, ensures regulatory compliance is upheld, manages day-to-day content, and coordinates with other independent marketing entities, such as Distractive.
- Members of the first iteration of the EB were selected and vetted by the Auxiliary.

- The EB meets bi-weekly and is in constant contact with each other via chat group. They use Notion to manage a social media calendar, and Typefully to draft content.

Decentralized Social Media

What does decentralized mean exactly?

This framework uses the definition provided by the Fellowship Manifesto 3:

“...a system which is decentralized in this way aims to systematically reduce the level of influence of any single participant in an effort to maximize the chances that the overall system performs as intended.”

This definition then prompts the question: how is it determined if the system (Polkadot social media, in this case) is performing as intended?

The answer relies on a defined intent, or purpose, of the Polkadot social media accounts.

The content shared across Polkadot's social media accounts should:

- **Educate:** Help new entrants to the Polkadot ecosystem (and the crypto-curious) understand what makes Polkadot the #1 network.
- **Inspire:** Motivate VCs, entrepreneurs, devs, enterprises, crypto enthusiasts etc. to join the ecosystem.
- **Build Community:** Nurture the community by offering a platform for engagement, discussion, and feedback.
- **Create Awareness:** Capture mindshare by showcasing innovations, successes, partnerships etc.
- **Capture Insights and Feedback:** Track sentiment, trends, community input.
- **Others:** crisis management, thought leadership, networking, collaboration

Founding Philosophies

No system will be perfect from the outset, so rather than try to engineer a system down to every last detail, it's prudent to lay out guiding principles, which allow the system to evolve organically over time, so long as the principles are adhered to.

The proposed system shall:

- Allow for community contribution. The system ultimately answers to the community of DOT holders.
- Be agile in decision making, which is essential in the fast-paced world of social media. It should streamline processes, not complicate them.
- Aim for content neutrality, every project in the ecosystem will have equal opportunity, however it's reasonable to assume the projects with better user traction may end up getting more "airtime".
- Ensure a coherent marketing strategy by coordinating with other marketing entities in the ecosystem.
- Coordinate with appropriate legal teams to limit existential risks to Polkadot, and avoid using language and imagery that may invite regulatory action.

SOCIAL MEDIA EDITORIAL BOARD MEMBERS

The five members of the Editorial Board represent a wide range of expertise:

-  Emil (<https://x.com/EmilKietzman>)
 - Content Conjurer & Threader Extraordinaire
 - Account Address:
143faiSeYd3agjdp5PBbg4iuFioeRJyC12ZuGsXJRGetaBNU
-  Esther (<https://x.com/estherjade1>)

- Wordsmith Wizard @ Unique
- Account Address:
12eG9pcfYthDyqV12koahZDj3rd7J3zrWhFwww3zXbjQRV9s

-  Flavio (https://x.com/Flavio_leMec)
 - Maestro of Marketing and Brand Builder at Polimec
 - Account Address:
12gtHEvUQzHV2n4CnYsHZfs9iKRaVwssaLsP3xHbqwpapfH1

-  Goku (https://x.com/0xgoku_)
 - Master of Engagement, the Shareability Shaman
 - Account Address:
121avdvM8H6BUgxFrg8fVT5mH346XNYW5YEwdo3xvLnhL9rn

-  Irvin (<https://x.com/irvinxyz>)
 - CT OG and Polkahaus provocateur
 - Account Address:
16fn8ZaWKUJ8XVnRsJjsHZqJy1ZUHUfkzDwiUPRRKUV4o2BN