

MEDIA TEAM

The media workstream is responsible for creating internal and external content that drives visibility, awareness and affinity for football.xyz that is in line with its vision and core mission to be a global community pioneering the exploration of web3 within football.

Season 0 objectives:

1. Develop our external presence by creating and implementing a consistent content strategy; building key content pillars
2. Develop an internal content strategy that highlights FXYZ members, educates new web3 users, and encourages participation within the community
3. Propose a bounty and compensation structure for member content creation and contribution

Questions/Comments to Add

- What are the primary channels to connect with new members?
 - ◆ Short-form social content, long-form written content, video content?
- How can we harness the power of [analogy based learning](#) to build a bridge between web3 and the traditional football landscape?
- Can we build personas of the current and future member-base to help us guide content creation?
- What are our non-negotiables (i.e. brand guidelines, mission, vision, values) and how can we ensure they are present in the created content?
- Potentially a naive DAO related question, but can we reward social amplification via the DAO? Could this be a bad thing with members misrepresenting the mission/vision of FXYZ?
 - ◆ Ex: Encouraging members to promote content on their personal channels via reposts/retweets. In return, they are provided exclusive accolades or acknowledgements (special badges/art/coins?)

Dec. 1 Meeting Notes

- How can we be the leaders for football fans to get onboarded into web3?
 - Roundtable or webinar to help newbies set up basics?
 - Are people going to be too busy to attend this?
 - Direct members towards learning resources
 - Rabbothole.gg
 - Layer3.xyz
 - Set up Notion or homepage to contain web3 educational assets
- Anonymous question submissions? Airtable form
- DAO Comms/Media tool stack
 - Discord - community communication
 - Twitter - larger network and DAO to DAO interactions

- Mirror - on-chain blogging for thought leadership, vision, potential crowdfunding etc, member stories
- Notion - internal information/wiki/repo
- Instagram - use the WIF instagram to tell or point towards football-centric stories crafted by FXYZ and FXYZ members
- How do we fuel the football supporter pipeline: web2 to web3
 - Passion > interest > contribution
- Parallel path with the creation of a bounty structure and tapping into the passion of being part of positive change within the sport
 - What is the normie way to describe a bounty structure? Avoid Web3 jargon where possible
 - Reward activity over completed tasks
- Content strategy topics
 - Highlight our community
 - Member profiles
 - Showcase updates on what's happening inside the discussion (hot take of the day/week)
 - Sharing thought leadership and our different point of views on a selection of topics
 - Community owned clubs, governance, etc

Next steps:

- Media team to identify members who are engaging in the community, reach out to these members and brief content ideas
 - Thought leadership pieces for Mirror
 - Organize member roundtables to share experiences
 - Build internal engagement
- Set up Bounty program
 - Start with metaphorical token quantities until ICO
- Draft first pass at our FXYZ content strategy
- Tweets?
 - <https://docs.google.com/document/d/1-tbXURaDDBX4gVgsRpyCK-esVHEv-SwUBaAz55cuQII/edit>
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