

ShapeShift Social Media Monthly Recap - Jan & Feb 2022

Summary:

As guided by our [Organic Social Strategy](#), we used these two months as an experiment to gather data insights to further optimise organic social's contribution to ShapeShift DAO.

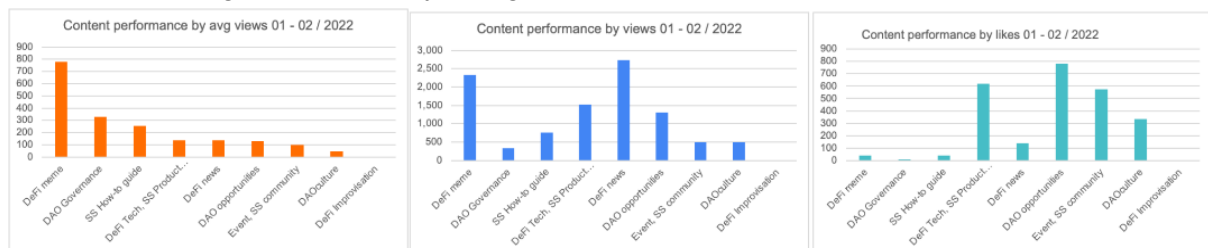
Input:

In Jan and Feb, we created 64 pieces of organic content for ShapeShift social media including Reddit, Medium, Discord, Telegram, Odysee, Hive and Twitter.

Output:

Content performance (excluding Twitter):

- Total generated views are 9,995 and total likes are 2,542.
- Top 3 performing content categories by average views are DeFi meme, DAO governance, ShapeShift How-to guide.
- And Top 3 most liked content are DAO opportunities, DeFi tech related and ShapeShift community/event related.
- Average views and number of likes might give us more insight on content performance given accumulated views also relate to number of content, we have weekly DeFi news, therefore DeFi news get the highest views.
- In March, content planning is highly encouraged to develop around topics such as DeFi meme, DAO governance, ShapeShift How-to guide, DAO opportunities, DeFi tech related and ShapeShift community/event related to repeat the early success and drive the growth efficiency of organic social.



- Most liked content are:
 1. ShapeShift will be at ETH Denver
 2. ShapeShift DAO Opportunities — We are hiring!
 3. Interview: How does a DAO Ensure Quality Assurance?
 4. Blog post “DAO Culture”
 5. Why code at a DAO - interview with Josh ShapeShift

- Most viewed content are:
 1. [In the News](#)
 2. [In the News](#)
 3. [In the News](#)
 4. [ShapeShift Meme for Valentines Day](#)
 5. [To be a ShapeShifter in 5 steps](#)

- **Social media channel growth:**

More detailed data about each social media channel could be found [here](#). A few highlights:

- a. The higher engagement rate (likes/views), the more new followers on medium. —> Encourage more claps would help us get more exposure on Medium.
- b. Almost every channel achieved significant month over month growth from Jan to Feb. Especially Reddit's views +97% MoM, Medium's views 74%, Discord new members +45%.

