January 2026 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Abdul

Mattermost Handle: @devbasrahtop

Point Title One: Post-Hackathon Amplification

Label: Event

Notes: The Marketing Circle supported the amplification and visibility of both hackathons held in India and Nigeria. Our efforts focused on diffusing awareness across channels, ensuring consistent messaging before, during, and after the events.

Support included promotional campaigns to attract participants, real-time coverage of the live events, and the creation of content materials tailored for social media and broader ecosystem communication. This included short videos, graphics, captions, announcements, and post-event highlights designed to extend the reach and impact of each hackathon beyond the in-person experience.

Through coordinated communication efforts, the Marketing Circle contributed to strengthening engagement, increasing visibility for participating teams, and positioning the initiatives within the broader ecosystem narrative.

Point Title Two: Agentic Ideation Challenge

Label: Event

Notes: The Marketing Circle supported the Agentic Ideation Challenge through a coordinated communication campaign designed to drive awareness, attract participants, and increase overall sign-ups.

Our efforts included the development and distribution of promotional content across social media channels, clear messaging around the challenge's objectives and value proposition, and strategic amplification to reach relevant audiences within the ecosystem. The campaign was structured to maintain momentum throughout the challenge lifecycle, from announcement to reminders and closing communications. This effort resulted in 140+ ideas submitted and an opportunity to promote ASI Create with the 20 finalists who received early access to the platform.

Point Title Three: X Spaces

Label: Milestone

Notes: The Marketing Circle maintained contributions to the recurring biweekly X Spaces campaign. The Circle supported the Events Circle in promoting and amplifying each session. This included campaign planning, promotional copy, graphic production, scheduling support, and post-event visibility to extend the reach beyond the live broadcast.

Through this structured, recurring effort, X Spaces has recorded approximately consistent 20% growth in both its communication channel and community building, with over 70 live listeners at the most recent event.

Point Title Four: MatterMost Bot Campaign to solve the 40% reduction in retention on the website and create a deployment-ready dev database for Partner RFPs, projects, etc.

Label: New Initiative

Notes: Designed a three-month strategic roadmap for community engagement using a bot for the public Mattermost channel aimed at vetting the public MM channel community members and identifying their level of developer seniority and ASI tech stack readiness. The bot replaces the initial general trivia with technical challenges (e.g., architectural problems and RFP-related questions) and rewards correct responses with 'Reputation Points.' While it was not deployed, the concept is now being adapted to align with SNET's needs and will be submitted as a proposal for potential project funding.

Point Title Five: Global UTM & Event Attribution Framework

Label: New Initiative

Notes: Implementation of a Global Attribution Framework to Standardize UTM and Enhance DEEP Platform Event Tracking. This initiative establishes a "source of truth" for cross-channel performance, enabling precise conversion analysis and data-driven optimization of social media activities and web traffic.

Point Title Six: Shift from hourly-based to project-based

Label: Challenge

Notes: The circle in the last two months has been trying to define part of our efforts that could be modeled into a project. While still at it, we have encouraged members to explore the ASI ecosystem tech stacks and then submit project ideas. The notable bottleneck is understanding the clear overall SNET's expectations to create aligned proposals.

Contribution to the DEEP partner microsite website video library creation.

Date:

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October 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Abdulrahman Abdulbasit Adigun

Mattermost Handle: @devbasrahtop

Point Title One: Voiceover selection

Label: Decision

Notes: We have been working on selecting voiceovers for our project. From a list of over 30 options, we carefully shortlisted three voiceovers. The final selection includes one American voiceover, one African voiceover, and one Mexican voiceover, ensuring a diverse and representative range of accents and tones.

Point Title Two: Internal Communication workgroup created

Label: New Initiative

Notes: The Internal Communications Workgroup has been officially established with the goal of informing and educating members about processes and developments across the Circles. This group supports Operations, IT, and any other Circle that needs to share important updates with its members. As part of this initiative, the first edition of the internal newsletter has already been sent out, helping to keep everyone connected and informed.

Point Title Three: Video Creation and Education Campaign

Label: Milestone

Notes: In collaboration with the Documentation Circle and the Events team, we are developing a series of videos aimed at explaining what DF is. These videos are based on the list of topics previously shared by Jan.

Point Title Four: New feature "Explore" Campaign

Label: New Insight

Notes: We also put a major focus on encouraging people to use the new "Explore" feature on the website. We rolled out several email campaigns and social posts targeting potential users, and they were quite effective. We successfully reached over 300 people through the email series alone! This focus on engagement paid off, as we're happy to report that **120** users have already jumped in and created their profiles to start getting the most out of the new feature. We will be working on several campaigns to keep the existing users engaged and encourage more people to create their profiles.

Date:

September 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes

Mattermost Handle: andreareyes

Point Title One: Deep Feeds

Label: New Initiative

Notes: A campaign was created to encourage circle members to create their profiles on the website and to ensure that this feature is well-known within the community. The campaign includes posts and explainer videos to guide members through the process. It also extends to the external community, raising awareness that they too can create profiles and start engaging with the platform. The aim is to strengthen visibility, foster participation, and build a more connected community presence.

Point Title Two: X Space

Label: Event

Notes: Supporting the Events Circle with the X Space campaign, held every two weeks, by providing banners, infographics, and social media posts. This also includes coordinating the delivery of media assets and scheduling the exact times when posts should go live.

Point Title Three: Internal Newsletter

Label: Milestone

Notes: The first Internal Newsletter was created and distributed to all circle members, featuring updates on processes, interactive games to engage members, and information about upcoming DF events.

Point Title Three: Concurrent posts strategy

Label: New Initiative

Notes: We launched a strategy of creating concurrent posts to ensure consistent visibility across key activities. This includes promoting Town Halls, showcasing solutions in the SNET Marketplace, and introducing short challenges aimed at sparking participation and engagement within the community. The goal is to maintain a steady flow of information, strengthen awareness of ongoing initiatives, and encourage active involvement from both circle members and the broader community.

Point Title Three: RFP Winners

Label: Milestone

Notes: In collaboration with the SNET Marketing team, we announced the Hyperon RFP Winners through a coordinated campaign that included both email communication and social media posts, amplifying the reach and celebrated the winners publicly.

Date:

August 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes

Mattermost Handle: @andreareyes

Point Title One: X Space

Label: Event

Notes: We have already supported 3 X Spaces by designing banners, and promoting them across social media and MM channels. Gael has assisted with all aspects of the campaign, contributing to decision-making.

Point Title Two: Youtube Strategy

Label: Milestone

Notes: Priscilla and Gael have developed a YouTube strategy to be implemented starting next month from September 2025–January 2026, based on 3 pillars:

- Consistency & Predictability
- Content Diversification & Optimization
- Community-Driven Engagement

Regular posting days have been established, with the “Premiere” option implemented to build anticipation and create expectations. Content will include tutorials, interviews and conversations, event recaps, as well as short-form clips and YouTube Shorts to keep the channel dynamic and varied. To drive engagement, we will incorporate interactive calls to action, feedback loops, and cross-promotion across platforms.

Point Title Three: Community Engagement Challenges Update

Label: Challenge

Notes: We are relaunching the *Finding the Word* challenge, originally developed and hosted by Robel on Telegram for three months. Since it successfully engaged the community, we are bringing it back. The *Storytelling Challenge*, developed by Abdul, has been adjusted and will soon be launched on X Spaces. In addition, we are introducing a new challenge, created by Kenichi, to activate the Public MatterMost channel.

Point Title Three: Code of Conduct workshop

Label: New Initiative

Notes: We hosted the first part of the workshop with the members of the Marketing Circle to create a code of conduct. Together, we defined the core values that represent us, identified the behaviors we want to encourage, and discussed how to address potential issues. The second part of the workshop, where we will finalize the document, will be held soon. Overall, it was a fun and valuable activity that helped bring the members closer together.

Point Title Three: Internal Newsletter

Label: New Initiative

Notes: It was decided to create an Internal Newsletter to communicate decisions and news to Circle members. Ana and Beatriz prepared a document to define which topics should be included in the Internal Newsletter and which should go to the External one. The document was shared with the three Marketing Circles, and as a result, all of them provided input on the processes Marketing should follow to gather the information for each category.

Point Title Three: Perception Survey “Marketing internal workflow”

Label: New Insight

Notes: Oscar helped develop a survey for the Marketing Circle to assess their perception of the recent adjustments in processes and workflow over the past six months. The results showed that using a content calendar has helped keep tasks organized, while the new content strategy team structure and weekly calls have improved coordination and kept everyone updated. Team members have also grown more confident in their roles as communication and collaboration have increased. Regarding task distribution, we found that allowing each member to initially select two tasks, and waiting 24 hours before choosing additional ones, gave members in different time zones a fair opportunity to participate. Finally, collective and transparent decision-making, conducted anonymously and unanimously on important matters, has proven to be an effective approach.

Point Title Three: Bluesky platform

Label: New Initiative

Notes: An anonymous survey was conducted within the Content Strategy team to decide whether to add Bluesky to our current social media platforms. The results showed 5 out of 6 in favor, so we will implement the same strategy we currently use for X, at least for now, until we gain a better understanding of how the platform performs.

Point Title: Voiceovers

Label: Decision

Notes: Lucas and Abdul prepared a list of voiceovers featuring African, Latin American, Australian, British/European, and American accents. From this list, three voices from three different countries will be selected to be incorporated into every YouTube video, in line with what was agreed during the Town Hall. To facilitate the selection, Beatriz prepared a form for voting.

Date:

July 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes
Mattermost Handle: @andreareyes

One: Content Calendar Update

Label: Challenge

Notes: The content calendar has been a valuable tool for the Circle, helping the team stay organized, meet deadlines, and ensure timely publication. The coordination system has worked effectively, with responsibilities distributed among five members. This setup supports transparency and provides a clear overview of progress and completed tasks.

Two: SSOT Campaign

Label: New Initiative

Notes: The Marketing Circle launched a 3-month Single Source of Truth (SSOT) campaign, designed by Beatriz, the campaign promotes regular documentation reviews, discourages duplication, and improves access to information. Regular posts will only be published on MatterMost in the DF All Circles channel with internal team members, Circle and workgroup participants, new contributors, and coordinators.

The initiative has three phases:

1. Awareness (Weeks 1–2) – Spark interest and communicate the “why.”
2. Adoption (Weeks 3–6) – Educate and enable use.
3. Reinforcement (Weeks 7–12) – Promote routine use and gather feedback.

Three: AI For Good Campaign

Label: Challenge

Notes: Last week, the Marketing Circle created and carried out a campaign to reach potential partners and developers interested in funding opportunities. Gael played a key role in making it happen, taking on team management to coordinate posting schedules and explore different outreach methods.

The campaign included targeted messages and content designed to engage new audiences and strengthen connections with the builder community.

Four: Formation of the Internal Communications Team

Label: New Initiative

Notes: To improve clarity and coordination across circles, a new Internal Communications Team has been formed. This initiative emerged from the need to better manage updates, announcements, and important information coming from IT, Operations, and other circles.

The team is currently coordinated by Beatriz (lead), Robel, and Andrea, with Beatriz taking the lead on campaign creation. A dedicated task list has been set up to streamline efforts and prioritize communication initiatives. As this effort evolves, we are looking forward to expanding the team and welcoming new contributors who are passionate about effective communication within our decentralized community.

Date:

June 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes

Mattermost Handle: andreareyes

Point Title One: New Content Strategy

Label: New Initiative

Notes: A few months ago, Priscilla, Robel, and Abdul collaborated on a content analysis across Twitter, Telegram, YouTube, and LinkedIn, now Oscar is helping delivering a monthly analysis. Their goal was to identify ideas and strategies to help each platform grow more effectively. This process highlighted the need to better understand the behavior of our target audiences.

To support this, Gael (our new content reviewer) conducted audience research and identified two main audience segments. These include developers, early-stage AI startups, researchers and academics, the SNET community, reviewers, mentors, and others.

Based on these insights, we're developing a new content strategy tailored to each audience, ensuring we deliver relevant, engaging, and impactful content across all platforms.

Point Title Two: A New Content Calendar

Label: Decision

Notes: We've created a new content calendar to help us plan and manage our posts more efficiently. Identifying what to publish, when to publish it, and where it should go.

The calendar includes dedicated columns to track task deadlines, status updates, document links, content owners, publishing dates, and platform links once published. It also specifies the target audience for each piece, ensuring that our content remains relevant and strategically aligned with our goals.

To keep the calendar up to date and running smoothly, different responsibilities have been assigned to team members: one person is in charge of filling out the document with the assigned tasks, another is responsible for adding the links to the published posts, and a third is following up on assignments and progress.

Point Title Three: Content Strategy Weekly Call

Label: Milestone

Notes: As we implement our new strategy, it's essential to track what we publish, assess audience engagement, and generate insights that help us refine our approach. We've decided it's important to hold regular weekly calls to evaluate what's working in our content strategy, and what isn't. These meetings give us dedicated space to reflect, adjust, and continuously improve the quality, consistency, and relevance of our content.

These calls will help us stay aligned as a team, remain responsive to data and feedback, and ensure that our content continues to support our goals.

Date:

May 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes

Mattermost Handle: Andrea Reyes

Point Title One: Regular Social Media Announcements

Label: Milestone

Notes: Regular Posts to raise awareness around the OpenCog Hyperon RFPs and deadline, AI4P Ideation challenge, RFP Ideation, the upcoming Hackathon and social media post that provide a quick overview of the funding opportunities in Deep Funding.

Point Title Two: New Members joined the circle

Label: Decision

Notes: We welcomed Beatriz and Gael, who have strong writing skills and marketing backgrounds. They will be taking on the reviewing task. Abdul was assigned to help with administrative tasks.

Point Title Three: Training in the Open Project System

Label: Milestone

Notes: The team came together for a training session on the new payment system, ensuring everyone understands the updated process for logging tasks and submitting payment requests.

Date:

H1 Half-Time Circle Update – April 2025

Circle Name: Marketing Circle
Coordinator(s): Judith Williams, Andrea Reyes
Reporting Period: January 2025 – April 2025

Highlights of Plans/Goals and Their Actual Status (as of April 2025)
See your H1 2025 projections here **Marketing Circle Jul- Dec 2024 Half-Yearly Report**

Update on the progress of each planned activity, with short notes.

- **New circle members -**Get the basics up and running with new circle members: SM posts, newsletter, blogs - To always keep people informed about what is going on, show what opportunities we offer and help people take advantage of those
- On Track
  Notes: We have regular Social Media Posts, newsletter, blogs, meeting recordings, education going out to our community, the goal of getting the Circle back up and running is successfully completed.

- **Creative Freedom -** Decide on how the circle should be run to give everyone creative freedom and encourage self-sufficient action-taking instead of being directed by coordinators
- On Track
  Notes: Getting there - some circle members already work autonomously while others need more guidance - currently a lot of help from the coordinators is needed in terms of coming up with content ideas. We're working on having self sufficient teams that can create content without much direction from the coordinators

- **Increase Community Engagement -** more initiatives to let people connect authentically with each other and the brand

- On Track

  Notes: We launched our ‘Community Engagement Initiatives’ to increase engagement with the DF Brand. Our first initiatives have been launched and we are planning on launching new ones often or keep current ones running.

Highlights: What's Going Well

Share what’s going better than expected or any major wins.

- Our content output has increased steadily every month, there is a huge difference between January and April!

- We have been adding new members regularly and found matching tasks for their skill sets. In December we only had 3 members and are now at +/- 15 members that contribute. We are also constantly improving our strategy for circle management and content strategy

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Challenges / What’s Lagging

Identify any issues or activities falling behind, and briefly explain why.

- We still need more members as lots of members are already at capacity and tasks often get delayed.

- Quality of content in some areas has room for improvement, sometimes sound too similar and could use more creativity - some members are still not fully familiar with our ecosystem, therefore it's difficult for them to write certain content pieces with detailed information

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New or Emerging Activities

Anything new you're working on that wasn't originally planned.

- Exploring tools for automation and easier content creation. We now have new Canva templates for faster graphic design and have explored several video creation tools e.g. Doodle video software and AI Avatar Video software to be able to create educational videos much faster

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Budget Note (if applicable)

Only mention budget if there's a notable issue or adjustment needed.

- [e.g., Underspent due to delayed activity]
- [e.g., Budget will need to be reallocated due to X]

Let You may select only one status tag/label for your highlights, so it is okay to delete the tags/labels you do not need.

Label: Changed | Completed | Postponed | On Track | Delayed | Other

April 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes

Mattermost Handle: Andrea Reyes

Point Title One: New Initiatives

Label: New Initiative

Notes: Two members of the circle have recently launched new initiatives to engage the community and attract new members.

- "Find the Word Challenge": An interactive activity that invites community members to search for hidden words on the website to complete a sentence and win rewards.
- Storytelling: A call for personal stories about experiences with AI and Web3, which will be featured on X. The top 3 stories will be selected and awarded as winners.

Point Title Two: Regular Social Media Announcements

Label: Milestone

Notes: Regular Posts to raise awareness around the BGI NEXUS, AI4P, RFP Ideation, OpenCog Hyperon new RFP's, the upcoming Hackathon and social media post that provide a quick overview of the funding opportunities in Deep Funding.

Point Title Three: Starting Plans To Expand the Circle

Label: Decision

Notes: We put out a call for new marketing talent to join the Circle, onboarded 1 new member (Welcome Beatriz!) and hired a new Coordinator (Welcome Ines as Coordinator!)

Date:

23.04 .2025

March 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Andrea Reyes

Mattermost Handle:@andreareyes

Point Title One: Regular Social Media Announcements

Label: Milestone

Notes: Regular Posts to raise awareness around the BGI NEXUS, AI4P, RFP Ideation, the upcoming Hackathon and designing an infographic, blog post, and social media post that provide a quick overview of the funding opportunities in Deep Funding.

Point Title Two: New Members joined the circle

Label: Decision

Notes: We welcomed Ines and Ana, who have strong writing skills, and they will be taking on the monthly newsletter task**.**

Point Title Three: Designing a Community Engagement Initiative

Label: Challenge

Notes: Three members in the circle (Priscilla, Abdulrahman and Robel) were in charge of creating strategies to foster active participation within the community. These initiatives involve planning and executing activities that encourage collaboration, discussions, and meaningful interactions, ensuring members stay engaged and informed.

Date: 26th March 2025

February 2025 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Judith Williams

Mattermost Handle: @judith.williams

Point Title One: Onboarded 5 New Members

Label: Milestone Event Challenge Decision Milestone New Insight

Notes: New Members had an onboarding call with Andrea and Monica and started actively contributing to the MKT Circle

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Point Title Two: Onboarded New Coordinator

Label: Event Decision Event New Initiative New Insight Decision

Notes: Decided to onboard a new Co - coordinator - Andrea Reyes. She will be helping with reviewing the tasks that have been assigned to members, reviewing the content before it goes out and keeping schedules on time

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Point Title Three: Raising Awareness For Current Funding Opportunities and Opportunities

Label: New Initiative New Insight Decision Challenge Decision Decision

Notes:

1) **BGI NEXUS Promotion**

Regular Posts to raise awareness around the BGI NEXUS round and the submission period - 90 submissions received

2) **BGI NEXUS Community Reviewer Awareness**

Regular Posts to raise awareness that BGI NEXUS Community Reviewers are needed for the review period Feb 23- March 24

3) **RFP Awareness**

Raising Regular Awareness for 3 RFPS

RFPs Reputation and Voting Weight System - so far got 4 proposals
Decentralized Digital Identity - so far got 10 proposals
Community Hub RFP - received 40 proposals!

Point Title Four: HackIndia Partnership Preparations

Label: New Initiative | New Insight | Decision | Challenge | Decision | Decision

Notes:

Discussions/calls with the HackIndia team
Designed materials for them to distribute to their student and to use for promotional purposes

Point Title Five: Redesign of DF Community Website

Label: Milestone | New Insight | Decision | Challenge | Decision | Decision

Notes:

Complete redesign of the DF Community Website lead by Marcelo.

Date: 26th February 2025

December 2024 Summary Report DF Marketing Circle

Name of Reporter/Coordinator:

Mattermost Handle:

Point Title One:

Label: Content Creation Event Milestone Challenge Decision

Notes:

Point Title Two:

Label: Milestone New Insight New Initiative Challenge Decision

Notes:

Point Title Three:

Label: Challenge Milestone Decision New Insight New Initiative

Notes:

Date:

November 2024 Summary Report DF Marketing Circle

Name of Reporter/Coordinator:

Mattermost Handle:

Point Title One:

Label: Content Creation Event Milestone Challenge Decision

Notes:

Point Title Two:

Label: Milestone New Insight New Initiative Challenge Decision

Notes:

Point Title Three:

Label: Challenge Milestone Decision New Insight New Initiative

Notes:

Date:

October 2024 Summary Report DF Marketing Circle

Name of Reporter/Coordinator:

Mattermost Handle:

Point Title One:

Label: Content Creation Event Milestone Challenge Decision

Notes:

Point Title Two:

Label: Milestone New Insight New Initiative Challenge Decision

Notes:

Point Title Three:

Label: Challenge Milestone Decision New Insight New Initiative

Notes:

Date:

September 2024 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Mauro Andreoli and Juan Pablo Barea

Mattermost Handle: @mauandreo and @jotape

Point Title One: DF Workshop Cardano Summit

Label: New Initiative

Notes: Started full support with Rafael Cardoso for the DF Workshop Cardano Summit. Next steps: meeting with Rafael 25/09.

Point Title Two: SNET Hackathon Support

Label: New Initiative

Notes: Started full support with Andrea, Ubio and Gavriel for the SNET Hackathon Support. Post made with a poll for the community. 66.7% voted for Yes, they will participate, No for the 33.3%. Next Steps: wait for Andrea, Ubio and Gavriel to have the definitions to start up the Hackathon Social Media campaign.

Point Title Three: SNET LATAM Town Halls Videos

Label: Content Creation

Notes: Full edition and upload to the DF Youtube Channel of the SNET LATAM Townhalls Videos (Spanish and Portuguese). Playlist: https://www.youtube.com/watch?v=vFj5fTP6aCU

Point Title Four: New Townhall and All-Hands graphs and opening videos.

Label: Content Creation

Notes: These graphs and opening videos created by Lucas could be seen at the latest Town Hall Recording: https://www.youtube.com/watch?v=RvzsCu7ASrQ

Point Title Five: RPF Process Marketing Presentation

Label: Content Creation

Notes: Ana Paula and Judith are working with Jan and Greg Kuebler to have a RFP presentation for the Community.

Date: 25/09/2024

August 2024 Summary Report DF Marketing Circle

Name of Reporter/Coordinator: Mauro Andreoli and Juan Pablo Barea

Mattermost Handle: @mauandreo and @jotape

Point Title One: Awarded Teams Posts

Label: New Initiative

Notes: Communicate to the DF Community that the 29 winners from the DFR4 were onboarded. To achieve this goal, a Google Form was created and posted in the Mattermost channel of the Awarded Teams with 3 reminder notices. 14 out of the 29 winners provided their information. The campaign lasted throughout the month of August. One post was made for each winner at X, LinkedIn, Discord and Telegram.

Link:
https://docs.google.com/spreadsheets/d/1f87j422r4iNGqGkWRTt4KxPYOhMg6GDr3q6sm9DOVRo/edit?usp=sharing

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Point Title Two: DeepDive Newsletter #006

Label: Milestone

Notes: On Friday 16th, the 6th edition of the DeepDive newsletter was released and sent to the subscribed community. The main headlines were:

- A recap of AGI-24
- New RFPs for Hyperon
- July Milestones

Point Title Three: From Project to Impact Week

Label: Event

Notes: We had the From Project to Impact Week regarding “SIBYL: The General-Purpose Forecaster” app with completed milestones. Posts at X, LinkedIn, Discord and Telegram were made between August 5th and August 9th.

Date: 26/08/2024
