

Overview

PolkaWorld had worked on **46** articles, made **4** English education videos, **3** videos interviews, **and 3 online broadcasts**. 36,093 followers on the Wechat official account, and got **42,000+ views** in the WeChat ecosystem in 2022 June!

We support ParityAisa to spread the Polkadot Decoded 2022 this month, broadcast the live locally, got nearly 3000 views, and prepared the lighting talk and after-party.

Wechat Contents

- Published **4** Polkadot weekly reports
- Write **7** original articles related to Kusama/Polkadot parachains auctions, Polkadot Decoded 2022 and etc.
- Translated and published **5** articles for Polkadot medium, github, and related news
- Translated and edited **4 long videos of Gavin and Robert**, and all added Chinese subtitles
- Post **19** articles related parachains and eco-dapps (Acala, Moonbeam, Equilibrium, Bifrost, Litentry, Zenlink, Zeitgeist, Parallel and Crust)

You can get more details [here](#).

Meetup

We support ParityAisa to spread the Polkadot Decoded 2022 this month, broadcast the live locally, got nearly 3000 views, and prepared the lighting talk and after-party. So far we have:

- Published 4 articles to spread the Polkadot Decoded 2022
- Prepare a speech on "How to Contribute to Polkadot" and made the slides
- Made 50 swags (Polkadot tshirt)
- Broadcast the live locally, got nearly 3000 views, performance below

直播信息	直播时长 	观看人数 	最高在线 
broadcast info	live duration	online people	

	Polkadot Decoded Hang...	06月30日 14:25	3小时5分钟45秒	481	34
	Polkadot Decoded Hang...	06月29日 14:45	3小时5分钟39秒	1073	96
	Polkadot Decoded Hang...	06月29日 11:41	1小时11分钟35秒	1481	189

Online Broadcast

We host 3 online broadcasts with PolkaWorld, Web3GO, and Relation on the Wechat Channel.

- design 6 promotion/sign-up posters
- spread the posters in 30+ WeChat group
- Made 60 swags (Polkadot Hoodie)
- An average of **280 participants** per online broadcast
- recap here: PolkaWorld, [Relation](#), [Web3GO](#)

Posters are below:



Performance data of the online broadcast here:

直播信息	直播时长	观看人数	最高在线
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broadcast info

live duration

online people

	Relation-如何基于Polkadot构建Web3.0社交网络 06月16日 18:57 桂林市	1小时1分钟35秒	253	64
	PolkaWorld 社区问答 06月09日 18:59	1小时5分钟28秒	281	60
	Web3Go 新版本上线，分享最实用的功能！ 06月02日 18:57 北京市	1小时2分钟1秒	309	64

(performance date: screenshot from PW Channel Account backstage)

PW Interview with Parachains & Eco-projects

As more and more parachains connect Kusama and Polkadot and more Dapps are launched on parachains, PW launched a parachain interview program to help the Polkadot community learn all parachains through video interview.

[Moonglade - Bridge virtual NFTs with reforestation](#)

[Zeitgeist : Next Generation of Prediction Market on Blockchain](#)

[Equilibrium: One-stop platform for DeFi 2.0 【PW Interview】](#)

Education video making

As you may have noticed, PolkaWorld has already published many educational English videos on YouTube in the last few months! Now we have already posted nearly 20+ original videos which get really great responses! We will continue to make these kinds of educational videos for the community! And here are the videos we made in May!

[Different from move to earn , Nodle cash tell you how to earn on the go](#)

[Unique Network : NFT Chain on Polkadot](#)

[What is the Staking derivative and StakeFi ?](#)

[PNS - Personalized domain name ends with .dot](#)

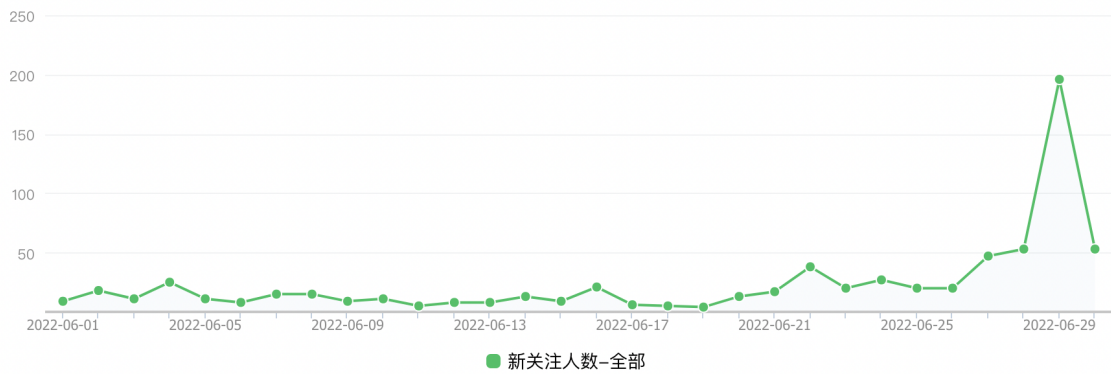
Wechat Performance Date

1. Total followers

- Total followers: **36,093**



■ 趋势图 ?

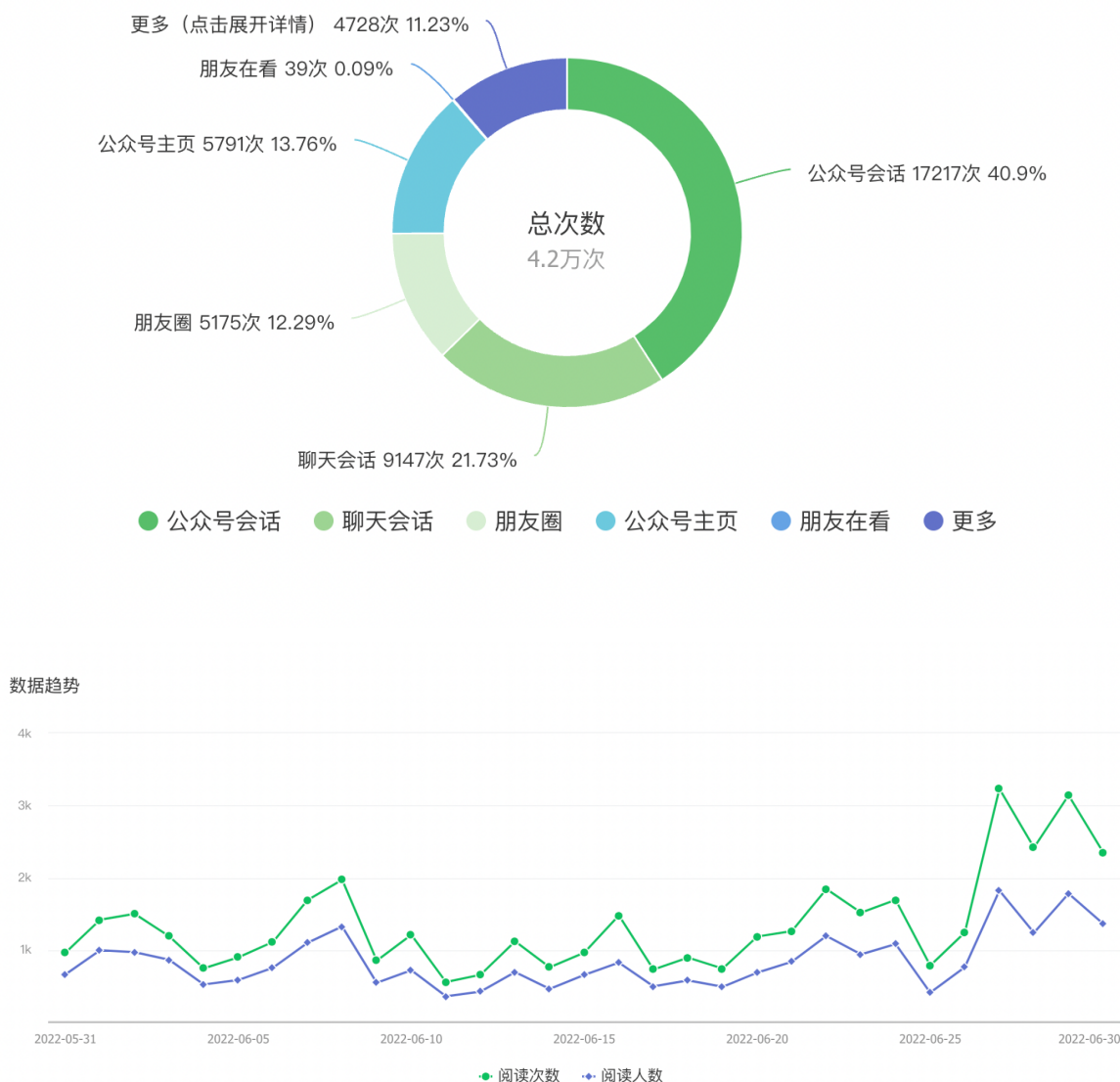


(performance date: screenshot from PW Wechat account backstage)

2. Different Channels Distribution in Wechat

Where did users read our articles in the Wechat ecosystem:

- PolkaWorld WeChat account: 40.9%
- WeChat search: 24.99%
- PolkaWorld WeChat group: 21.73%
- PolkaWorld Moments: 12.29%



(performance date: screenshot from PW Wechat account backstage)

3. 10 top views articles

Article	Date	Total views	Total shares	Reading completion rate
The Polkadot Decoded Hangzhou After Party is here! DOT, parachain peripherals are waiting for you to win!	20220627	2785	219	0.499
Registration for Polkadot Decoded in Hangzhou is now open! Join the Polkadot June Party!	20220607	2413	253	0.5584
Gavin Wood: Why are Web3 applications not popular? Where are the obstacles?	20220602	1906	244	0.9985
Web2 is dead, long live Web3 New interview with Gavin	20220629	1706	273	0.9992
Gavin Wood thinks blockchain can fix social media!	20220601	1524	93	0.3835
Litentry has partnered with PhalaWorld to be the first to use DID to build a Web3 game scene!	20220623	918	63	0.4095
List of Guests of Hangzhou Polkadot Decoded Conference	20220616	845	55	0.3868
Gavin Wood: How Decentralized Social Networks Can Build a Better Web	20220615	840	72	0.995
Summary of Polkadot Crowdloan Reward Distribution: Including Reward Collection Tutorial	20220617	813	32	0.5238
Summary of Polkadot's third batch of parachain Crowdloan rewards distribution	20220624	794	16	0.4502

Get all articles' performance dates [here](#).