GUIDELINES

- Obtain **feedback** and gather ideas from our community members through real conversation

- Provide **support** for community members, fans, and customers when they need it.

- Increase brand and **product awareness** among our audience. Always post the latest announcements in our TG/Discord channels. *Subtly* incentivize the community to use Grape tools.

- Learn about our users/members and what they desire, expect, and require in terms of **content** and **support**.
  This allows us to incentivise engagement, activity and continue community interaction.

- Build **one-on-one** and **one-to-many** relationships to show the human side of this community and what makes us the best community in Solana.

- Provide value to our members beyond our typical support. If there is time, explain how their specific wallet works, what de-fi is, basics on how to obtain, stake $Grape (**predominantly the tokens/NFTs relevant to the server we support**).
  - Always **assume people want to know more** because a lot of the time they do, *sometimes it can be scary for new users to start engaging in Discord knowing everyone can see the discussion.*
  You are there to help them feel welcomed, not alone in misunderstanding something and confident enough to engage more - Especially if they're new to

crypto, let their first interaction be a pleasant one.

- If someone is asking to talk to a team member for business related reasons ei. Partnership proposals, developers, artists or investors. Please let them know someone from the team will be happy to chat to them and relay it back to the moderation channel. <mark>See **Possible partners interaction stance** below for further information.</mark>

- **Moderators channel should be** used for all questions and reporting relating to what you do, this is the central hub and is where **all information related to moderation** will be posted and discussed, please don't be shy to use it. *For more delicate issues, you can bring the discussion to our moderation channel within the Grape server.*

- We care about **you** and it's important that you feel **appreciated and respected** within the community and workplace. If you ever feel attacked or unsafe please let someone from the team know.

CUSTOMER SERVICE

- No man left behind

- We are not just here to solve Grape Access Support Questions. Grape is here to support the users of the Solana Ecosystem and guide them through their adventures within it.

- Create a bond, interact as a human and not as a response bot.

- Relate and empathise with the user, build real connections.

- When people think of *the server(s) we support* (and Grape), we want that to be instantly related to an emotion rather than "a tool to access my exclusive

channels on Discord".

- We are the market leaders in Solana regarding the tools we provide and we aim for them to be something everyone has to use to interact with any Solana project discord (and later beyond). We are in the perfect position to become the fatherly/motherly presence within the ecosystem and the beacon for all information re: Solana.

- **Always be thinking about, how would this server look if I were a newcomer and where- how can I improve that for Grape, or X, Y project? As a newcomer, where would I go to utilize my energy and skills, to further grow this community.**

- We were all beginners once, remember how daunting and scary it once was. It is easy to become complacent in knowledge and development paths when you progress in experience within crypto yourself.

- Be careful to cause faults, always be thinking about how you word the advice you're giving. If a user is wondering how to link their wallet with Ledger, rather than saying "currently it is not available for Grape tools.

- Be confident and be yourself, you are a member of this team for a reason and we are all contributing to something bigger than ourselves (crypto - the financial revolution).

- Intentions aligned with long term values

When suggesting third party Dapps, always finish with "as always DYOR and be sure to join their community for help and tips before making any serious financial decisions."

<u>INCENTIVIZE</u>

- Friendly atmosphere and communication

- Be open to questions and conversation all the same

- Make people feel good for asking questions, try to think of how you can relate to them based on the question. Maybe you struggled with the same kind of issue at some point in the past as well.

- Hype! Always recognize opportunities within interactions where you can promote excitement, curiousity or a sense of family.

BANNING

Community can be irritating but banning members should be the absolute last option available.
If a member of the community is; not following the community guidelines, not being respectful of either staff or other community members or is displaying suspicious activity then the best thing to do is to bring it to the attention of the Solrise team by posting in the #moderation channel.

Reasons for permanently banning;
(Always provide an explanation in the given space within the Discord)

- Promoting another project (saying another project is great is no problem, but spamming links repeatedly about a project is bannable, when in doubt check with the team).
- Impersonating team members.
- Posting spam/phishing links.
- Blatant racism, sexist or vulgar behaviour
(any nazi or similar avatars, language, names and other offensive content of any kind).

GRAPE PURPLE RULES

- **If you're not sure, always ask.**
All the things you are not 100% sure on - post it in them in the moderators channel.
And we'll work it out together - **TEAMWORK makes the dream work** *(cringey, I know, but true)*

- Everyone is innocent until solid evidence is shown or you have **permission from admin.**

- Be friendly, be kind and treat everyone as if they were your neighbour or family.

- Be **professional**. The more experience you have with **the product**, the easier it will be to understand, assist, promote and inform the community.

- Only ever copy and paste from the Q&A when moderating in **heavy** traffic, you are the welcoming face at the gates of solrise and we want people to get to know you and your personality.

- **Do not use terms like 'we' or 'us'** when referring to Grape or the server(s) we support, this can have implications on Grape if you accidentally give false information for example.

- If you are in a situation where you need to respond to someone but are **unsure what to say,** remember you can always say something like, "I'm not sure about that sorry, but **I am happy to find that out for you**" or "check with the team for you".

POSSIBLE PARTNERS INTERACTION STANCE

When someone approaches you representing a **Company or Dapp** either directly or indirectly and asks you if you are a team member, it is important that you inform them that you are **solely a provider of support for the community** and **do not represent Grape or the server(s) we support staff in any way.**

Always be polite and let them know **you are happy to get them in touch with someone who can represent Grape** in a business manner. Once contacted, send the information to a member of the Grape Crew or Team, be sure to be concise and informative on **who they are, what they want and their preferred contact method.**

However, if this is an **Influencer** or **Crypto PR Firm** you want to make it explicitly clear that *Grape does not do paid promotions* and are not interested in what they have to offer, whilst being polite, send them away with <u>no</u> promise of 'getting them in touch'.

~~For **Exchanges,** let them know that Grape is not looking for any further listings at this time and to send them away politely. (Excluding Binance - If Binance contacts Solrise then ping Jarrah, Alex or Matt although the chances of this happening through the Discord are low).~~

- The reason for this is to both **protect yourself** as an individual **and Grape** and/or the server(s) we support as a business, **Grape can be held responsible for your actions** if you aren't clear about your relation to Grape and the server(s) we support.

- There are people with **malicious intent** who will even try and trap you into saying something they can use to tarnish the brand, that is why we must **maintain this separation.**