Communications Proposal (Cycle #1), December 2022 – February 2023

Team: Communications

Operations cycle: #1

Period: 22 December 2022 – 22 February 2023 (2 months)

Amount: 15,840 USDC

Destination: API3m.eth

address signers:

Midhav

Marcus

Can

2/3 Multisig

Outline

We will help maintain API3's various social channels - Discord, Telegram, Reddit, LinkedIn.

We will implement a pay-per-piece system to incentivize writers on the team, so as to put out content regularly on our social channels.

We will provide writing support to the teams across API3.

We will provide graphics and support with the planned work on the website as and when needed.

We will take up roles that are adjacent to the aforementioned responsibilities.

The approval of the DAO for the creation of this team will be by attesting to the transfer of 0 USDC to API3m.eth, following which we will take control of the multisig and deduct the amount from it, thereafter returning the remaining amount to the secondary treasury.

Scope

The Communications Team functions as the communications branch of API3, creating value by delivering a brand-aligned message across our social channels. We will be focused on moderation

Cycle 9 outline

Deliverables Cycle 9

- Project Management: coordination between API3 and an external firm (TBD)
  - Presentation Deck template upon receipt of branding guide
- Content
- Hygiene posts
- Content calendar
- Announcements
- Writing/Editing support for other teams
- Social Media Management

Team Member Roles

Midhav

We expect Midhav to work on administration and content.
- Schedule responsibilities (when is who doing what) - overseeing this on a daily and weekly basis
- Distributing content on various channels: Twitter, LinkedIn, Medium, Reddit - Heikki's stamp of approval required before pushing out items on Twitter
- Planning announcements in tandem with BD and Ecosystem teams - these will be listed on a content calendar
- Writing copy for these announcements
- Moderation of channels including engaging with BUNCH (expanded in Marcus's section)
- Adding input on the reorganisation of channels or roles in these channels when needed
- Inbound (and in some cases, outbound) business development
- Assisting members of this proposal when faced with any blockers
- Working on ecosystem-related activities, such as assisting projects that intend to use and/or support API3.

Can

We estimate Can will spend 20 hr/wk on branding and design work.

Research
- Lead the deck creation for external agency
- Lead communications with external agency
- Implement branding as designed by external agency with Technical/Product teams
- Maintain consistency across all products
- Define color, typography, spacing. (Digitally: buttons, input & forms, icons, errors prevention & status)
- Work with technical team to implement external brand guides

2D Graphic Design

- Create a request process
- Creating graphics for digital publication
  - for Ecosystem, Marketing, BD, etc
  - Proactively look for visuals to make while reading through blogs and documentation.
  - Digital collateral includes: web pages, web banners, social media assets, etc
- Creating graphics for physical products
  - Handling sourcing and production
  - Physical collateral includes: business cards, brochures, package design, flyers, stationary, stickers, promotional material, environmental collateral
- Create visual templates: Presentation decks
  - Wireframe
  - Apply brand guidelines from external firm
- Expansion of the icon library
- Proactively looking for useful, missing icons.
  - Management of the library.

Marcus

We estimate Marcus will spend 14 hr/wk on community management, and 21 hr/wk on research for content creation, and receive API3 tokens in a pay-per-piece agreement for content creation, detailed in the salary section below.

Community Management

Administrative

- Work to research, implement, and maintain a contemporary presentation and organisation of community channels like Discord
- Support-resource management
    - Create and manage resources that help to clarify questions and concerns by the community, such as the API3 FAQ and troubleshooting guides
- Manage bots and webhooks
- Provide monthly community reports that include growth and engagement analytics

Audio Equipment Optimization

- Teach team members how to set up their existing audio equipment
    - auxiliary or internal computer microphone to improve the quality of their recordings and streams
- Perform sound checks for team members recording community calls or other content

Audio Post-Processing

- Detect and filter out background noise and distractive sounds
- EQ properly for voice, so speaker is clear and consistent
- Ensure smooth transitions for sections that are cut out or pasted in from other parts of the timeline or other videos

Support and External Moderator Management

- Handle any incoming support tickets via email
- Manage BUNCH
    - Outline how to address questions and concerns by the community, and how to detect and counter suspicious activities on Telegram and Discord
    - Provide assistance for the moderation team if they need input on how to handle a particular situation on our community channels
    - Hold monthly meetings with the moderation team to discuss incidents within the community and provide potential feedback

Research & Content Creation

Educational

- Blog series "Connecting the Dots": an introduction to API3 for people with little to no technical background

Encouraging contribution

- Create case studies highlighting contributions by community members that were valuable both to the DAO and rewarded the contributor
- Conduct interviews with contributors of the API3 DAO to learn about their story how they discovered API3, why they got involved in the DAO and how they applied their meat space experience to Web3

German Translation

- Translate new technical updates by Burak and major announcements that are shared through Twitter
  - Tweet the German translations from personal handle
- Translate existing API3 content if down time exists
- Submit translations to German publications

Expenses

Grants

Marcus: $2700 + pay-per-piece

Can: $2500

Midhav: $2000

Pay-per-piece (PPP)

Payable in API3 token equivalent, and requested from the hot wallet.

Writing:

- $0.3/word

Translating:

- $0.1/word

Miscellaneous

Purpose		Amount (USDC)
Content	|	API3 2,000
Transaction & Exchange Fees	|	0
Total	|	API3 2,000

- Content:
  - PPP: API3 2,000 (Source: hot wallet)
- Transaction & Exchange Fees: 0
- 1.6688 ETH is in the wallet, which we will keep to cover costs