

# Communications Proposal (Cycle #2), February 2023 – June 2023

Team: Communications

Operations cycle: #2

Period: Mid-February 2023 – June 2023 (3.5 months)

Amount: 38,786 USDC

Destination: API3m.eth

address signers:

Midhav

Marcus

Can

Erich

2/4 Multisig

## Outline

We are helping and will continue to help with the maintenance of API3's various social channels - Discord, Telegram, Reddit, Medium

We have implemented and will continue to implement a pay-per-piece system to incentivize writers, so as to put out content periodically on our social channels

We have provided and will continue to provide social support to the teams across API3

We have provided and will continue to provide graphics-related support as and when needed

We have taken up roles that are adjacent to the aforementioned responsibilities

We will aim to deliver an adequate minimum in terms of our presence at one conference

## Scope

The Communications Team functions as a communications branch of API3, creating value by delivering a brand-aligned message across most of our social channels. We will be and have focused on moderation and periodic delivery of content, with the intent of keeping our public-facing social channels adequately engaged. We will provide financial support for the attendance of ETHDubai. We had maintained a flow of content which started with Twitter and then flowed into other social channels, but have since handed this off to the Copywriter team led by Greg in the middle of this cycle. Our content focus now is instead more oriented towards our community and public presence, the former of which has been attempted with grant recipient interviews and other DAO related content from the previous cycle.

## Cycle 2 outline

### Deliverables Cycle 2

- Content
- Hygiene posts
- Announcements
- Community management
- Conference attendance

## Team Member Roles

### Midhav

Midhav works on administration and content:

- Coordinating responsibilities/tasks of others on the team
- Writing copy and distributing this content on various channels: Twitter, LinkedIn - this has been handed over to the Copywriter team, but we will still be involvement here on an advisory basis, especially from a community perspective
- Community management through moderation of social channels, including engaging with BUNCH (expanded in Marcus's section) and advisory on capturing narratives for external audiences
- Adding input on the reorganisation of channels or roles in channels when needed
- Inbound and outbound business development
- Attending relevant conferences to help with the latter, and to make sure that we are represented in some form at these events
- 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**

Can will work ad-hoc on graphics design work:

- Creating social media assets for digital publication for the various teams in the DAO
- Creating graphics for physical products like merch
- Revision adjustment of the presentations
- Coordinating with external design collaborators regarding video and other media.

## **Marcus**

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 quarterly [community reports](#) that include growth and engagement analytics

#### *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 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
- Writing quarterly [API3 recaps](#) that highlight the accomplishments of the various teams

### *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 meatspace experience to Web3 - '[DAO Snippets](#)'

## **Expenses**

### **Grants**

Marcus: \$3000 + pay-per-piece

Can: \$1000

Midhav: \$3000

### **Pay-per-piece (PPP)**

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

Writing:

- \$0.3/word

Translating:

- \$0.1/word

## Conferences

The communications team will support the attendance of ETHDubai by 2 representatives of API3, by allocating financial resources accordingly.

The cost of Dubai for one individual is \$400 for flights, ~\$500 for 4 nights of stay (the event is 2 nights), and \$400 for the most optimal ticket. Vansh from the ecosystem team is the only other person who attended this conference.

<u>Purpose</u>		<u>Amount (USDC)</u>
Costs for two individuals		2,600 (1,300 x 2)
Misc expenses (travel, food) (+10%)		260
Total for one conference		2,860

## BUNCH

The team will be taking over the payments sent to BUNCH for community support

<u>Purpose</u>		<u>Amount (USDC)</u>
Cost per month		3,000
Cost for 3 months		9,000 (3,000 x 3)

## Miscellaneous

<u>Purpose</u>		<u>Amount (API3)</u>
Content		2,000 (based on prior last word count)
Total		2,000

## Total

### ***Non-stable coins:***

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

### ***USDC:***

- Grants: 24,500
- Conferences: 2,860
- BUNCH: 9,000
- Carryover: -1,100
- Total so far: 35,260
- Buffer (+10%): 3,526
  
- **USDC Total: 38,786**