



nontent. Communcation plan.

30.11.2022

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Overview

The *nontent* project is a common interest project, and as such will not be following a traditional path when it comes to communication. We want the tool to speak for itself and to distance ourselves from the big tech companies that we want to fight. In order to train our AI models we will need user data, and it is important to build trust with our users, and be very transparent on how exactly we will be using this data. This transparency will be at the core of our communication plan, and this document will lay out our thought process regarding this topic.

Users and data

One of the most important challenges to achieve our goal of mapping social media is going to be data collection. In essence we will be doing what big tech companies are currently doing with user data, and that might be off putting to a lot of people, the first step to gain trust from our users is to be absolutely transparent regarding collection of said data, **we are not collecting to sell, we are collecting to inform**. Therefore, all private data collected from user accounts will be **anonymized as it is collected**, since the code will be open source and available to all, anyone tech savvy enough to read code will be able to confirm and be assured of that fact. This is the first pillar of our communication and trust building process.

A common goal

While communicating around *nontent*, it is important to remind potential users of our goal, the tool we want to create will be publicly available and therefore free of use. We will not sell any private information to private companies for monetary gain, on the contrary, we will use this information to better understand and educate people on these topics.

Where do we communicate

In order to collect a large amount of data, we will need a large number of users, gaining their trust is one thing, but spreading the word is another. We will need to target spaces that share the same beliefs as ours at first, and gain trust of their big players, on Youtube, Twitter, Reddit. Identifying these big players is an essential part of our communication plan.

Here are some communities and that we will be sending our press kit to, we believe that

these communities share this common goal of leveling the playing field with high tech social media companies, and possess enough reach to help us:

- Micode ([Youtube](#))
- Jeff Orlowski ("The Social Dilemma" - 2020)
- Destiny ([Youtube](#) and [Subreddit](#))
- HasanAbi ([Youtube](#))
- Lex Fridman ([Youtube](#))

We believe that these people share both our passion and hatred for social media, and would be instrumental in helping us gain users once our product is ready.