



DAOry Proposal #6: Allocate funds towards increasing Aurory DAO's social media presence

Introduction:

In today's digital age, social media has become an integral part of any group's marketing strategy, and Twitter, with its real-time and fast-paced nature, has emerged as a powerful platform for brands to engage with their audience. However, managing a brand's Twitter account is not an easy task, especially with the ever-changing trends and algorithms. This is where the role of a Social Media Manager becomes crucial.

A Social Media Manager is responsible for creating and executing social media strategies that align with the brand's goals, increasing engagement, and building brand awareness. For example, they have a deep understanding of Twitter's best practices, trends, and algorithms, and use this knowledge to create compelling content, schedule posts, monitor performance, and engage with the audience.

In addition, a Social Media Manager also serves as the voice of the brand, representing it on social media and interacting with the community in a fun and engaging manner. They manage the brand's reputation, respond to the community's queries and complaints, and foster a positive relationship with the audience.

In today's highly competitive market, having a Social Media Manager has become essential for brands to stay ahead of the game. They can help businesses to effectively leverage Twitter's potential to reach a larger audience, build a strong brand identity, and ultimately drive growth.

Details:

The council is proposing a monthly allocation of \$1000 towards a dedicated "social media budget". The funds will be used to hire and provide resources to social media manager(s) in order to improve the DAO's social media presence.

The goal is to increase engagement on various platforms such as Twitter, and possibly Discord, Twitch, and others.

All expenses will be publicly recorded and tracked, ensuring transparency. Any unutilized funds for the month will not be carried forward to the next month. (The remaining funds will be kept for future use in the DAO wallet.) The specific hiring details, approval of fund allocations to the social media managers, and resource allocation will be determined by the DAO councilors.

Goals:

- To increase Aurory DAO social media presence
- Promote creation of content related to Aurory NFTs/game
- Increase community engagement
- Bring more interest to the Aurory ecosystem
- Expose new people to Aurory

Risks & Concerns:

- Fail to meet goals of engagement
- Hire social media managers that may hurt the Aurory DAO image
- Inefficient use of capital during a bear market

Proposed terms:

Costs: \$1000 max, per month; starting on the first of the month.

Unused funds will not be accrued or carried over.

Funds will be used only in relation to social media and engagement related goals, including hiring personnel and dedicating resources to supporting their endeavors.

Summary:

The community has voiced interest in increasing Aurory DAO's social media presence. This proposal will allow the DAO councilors to consistently fund endeavors towards improving this aspect.