

Good & Bad Communications



And how to NOT onboard users into Blockchain technologies

Why are communications important?

- It's your external face/image/reputation
- We need it for recruiting the best talent
- Biz Dev
- Because sometimes shit goes wrong
- We are the first connection that users have with the ecosystem
- This space needs empathy and communicators know how to inject it in tech environments.

1. Know your product & the ethos of your project

- What do you guys believe in? What is your vision?
- Which principles drive you?
- Product: what is it? what does it facilitate?
- How did your team get into Blockchain technologies?
- How committed to the ecosystem are you?

2. Know your user - BUT KNOW THEM GOOD



KNOW THY USER!!!

As communicators, we are as responsible for onboarding new users as the technologists are.

What channels does your audience use to learn more about the space or to communicate?

Don't ever assume your user has previous knowledge. Ask them.

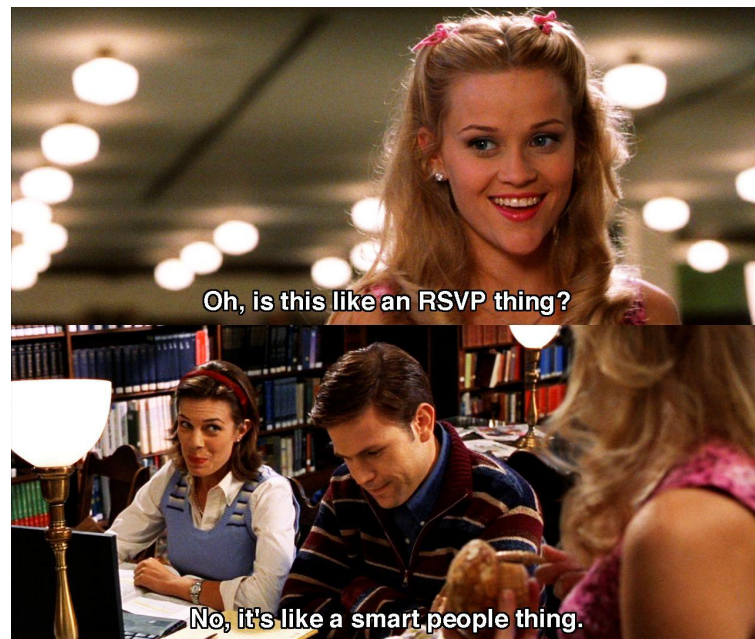
Learn about the UX issues we are facing, think about those people that have never used or thought of Web 3.0 products - you will then figure out how to best communicate with them.

Dissect the terms used in your project's lingo, and make them understandable, but don't be condescending.

NO, not everyone knows why the blockchain is important

Onboarding is hard.

1. Not everyone wants to be onboarded → some people just want the coin to moon and THAT IS FINE - don't treat them as they have no value.
2. Some people don't know if they want to be onboarded or not: don't go at them as if you were their decentralized messiah - they probably think you're a bit delusional.
3. Explain the fundamentals: our systems are broken. Banks have failed us. We are finding solutions that are fair and secure.



Now that you managed to convince a few....

1. Congrats, you are not a prick.
2. Follow up on them, answer all questions
3. Ask questions, find out what the users are thinking and drive the conversation
4. Never leave your user alone. Ask for feedback constantly. They will help you identify the direction of your communications.



3. Cool, your users sort of like you, and now it's time to continue building identity.

As you earn the trust (in a trustless setting, of course) of your users, you will feel more confident about continuing to dig deep into your job.

Communications in the blockchain is not only about pumping your latest release, but about educating and reflecting why we are here.

You need to build your identity based on this.

Then you need to find a tone that corresponds with your users and identity, and stick to it.

Identity & tone

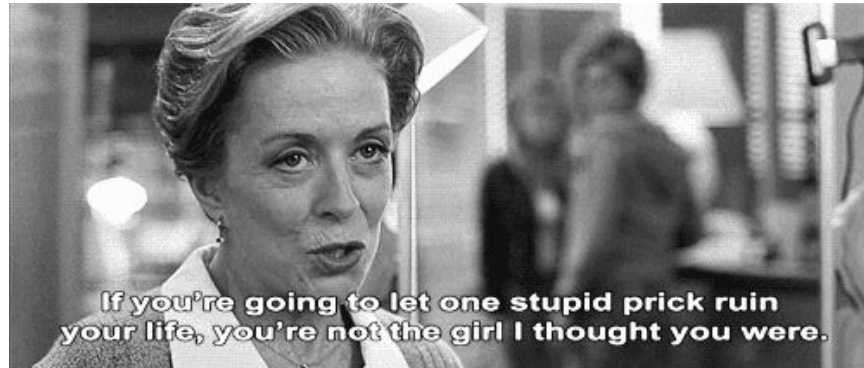
When you know your user, you know how and what they want to hear. However, you cannot adapt everything.

Your project has milestones and it's complex - it has a roadmap and it's a serious one.

Technical things need to stay technical, however, work with the devs to make sure the blogposts or releases are understandable for at least, your more seasoned users. (eg. some things sound okay in your head or within the team - but might make no sense to the wider audience - it's your job to adapt these)

Some tips..

- Dare to be cheeky
- Take your time to educate on all social media channels
- FFS stop it with the emojis - you're not talking to a kindergarten
- Unicorns are cool, but have you ever heard about tech & disruption? We need to fight institutions so make sure the identity is not excessively playful, and has content.
- There's trolls everywhere- don't take it personal. However, there's a difference between negative users and trolls. Listen to the negativity, and use it to your advantage. See how to persuade and change their minds.
- Find allies in the community and have always a direct line with them, they can help a lot!



4. Decentralize, empower but be aware that we still need a certain structure

1. Talk with your peers, so when there is a new release, the first to communicate should always be the person managing the official channels.
2. This is no ego race. Respect the fact that some communications should be done from the project's profile. If you do want to be cheeky, then do it from a personal account.
3. Once you transmitted the message, share the links so everyone else can do their thing on social media - the more the merrier, but let's try to be civilized.

5. In case of emergency

What's the worst thing that can happen? Well, a lot. Here's some steps:

1. Go silent till you manage to identify the problem internally and have hard facts.
2. Learn about bug etiquette and stick to it.
3. Don't ever use another project's tragedy to highlight yours.
4. After identifying the problem (and getting legals on board) → be honest with your users, explain that you will be a bit constrained (if its a big emergency) and try to give as much tranquility as possible. You'll be freaking out, but they will too. Monitor social media constantly. Our ecosystem is global, therefore 24/7
5. After all has passed, review all social media for reputation issues. Don't forget to monitor all potential hashtags and spellings!

6. Dealing with the Crypto Winter

Let's face it, our social media it's not exactly exploding. Take this time to explore and learn. Engage in community activities and create content for your project.

Focus on the building progress - think less about big announcements, and time these correctly. Make sure they don't get swallowed up by other stuff in the media agenda.

Always be in touch with others in the space in order to time announcements without becoming TMI for the crypto audience.

Manage your and your team's expectations before announcements: what's maybe big for us, might be nothing to the users, especially when it's bear.

7. What NOT to do

1. Leaving your communications channels alone - users begin to get angry, self-organize and feel you don't care about them. Even if you have nothing to communicate, be around to answer. Share other news in the community that will engage your users.
2. Don't announce exchange airdrops or exchange listings (at least I wouldn't) - there is a very fine line between being giving and market manipulation ;)
3. Never assume that just because you have documentation people will read it. You will need to walk them through - until a certain point.
4. However, don't over explain everything - users need to discover things by themselves and that's how they'll get more involved.



Content strategy

Every project is different. You need to find a good ratio between “institutional” articles (e.g. meet our new boss) and tech ones.

Control the project’s ego. It’s not so interesting to read 10 interviews about who’s behind it, or what happens inside the company - seriously NOBODY CARES. Not even you, let’s face it.

Open up to AMAs to discover the users interests and work on that for further content.

70% tech - 10% institutional - 20% community updates

Almost forgot... let's talk about **EVENTS**.

Guidelines to pick good quality events:

1. Speakers + CONTENT - educational and aimed towards building better tools always win.
2. Past editions
3. Sponsorship slots - is the value good?
4. Transparency in terms of the info they present. Little info & big promises are always a big no.
5. Ecosystem friendly - no marketing explosion (aka Consensus - WHY?) - Ticket prizes are important!
6. Avoid events with too many exchanges or pitch nights
7. Organizers experience
8. Location (by blockchain hubs). Is that a relevant location for you?
10. What would your sponsorship imply: hacker prizes? any responsible initiatives?

And your own **EVENTS.**

1. Find community in the city of choice that can help you with the event. Partner up with projects Credit them at all stages.
2. Keep events simple if you don't have experience.
3. Try to provide the basics - drinks, food, livestream (or recording).
4. Be mindful of the culture of the place, in order to schedule accordingly and to determine how the audience will behave
5. Be ready to translate slides - not everyone speaks English, and slides in the native language are very useful for them to follow the presentation.
6. Don't overdo it! You're not Beyoncé on a world tour.

Now, to the questions. Ask us and maybe we know how to fix it :)

