Problem

Whenever a new proposal goes to Snapshot, there is a large number of voters who see it for the first time on Twitter and make their voting decision based on the discussion that takes place there.

For more complicated projects, it can be difficult to understand all of the nuance of a project via Twitter and require members to read 10+ pages to get a detailed understanding of the project.

A potential improvement

There are a number of things we can do to improve this, but one idea would be to have the ApeCoin Twitter handle host a weekly AMA for any Snapshot that is going live.

This AMA would give teams 15-30 minutes to make a case to voters and answer any questions. A recording of this call would also be attached in the Snapshot announcement thread via Twitters recording feature.

AMA Timing

One option would be to have the AMA an hour before the vote begins, this way people get all the info before they vote.

A second option wold be to have the AMA start right when voting begins. People could then listen in and vote during the AMA. A regular AMA could also turning voting into a live, interactive event, which might boost engagement.

Implementation and Cost

This would be a part of the regular social media for the DAO. I assume there would be no or minimal cost for the @ ApeCoin handle to host 1 AMA per week.

Next steps

I'd love to discuss this and see what people think about codifying this into our social media strategy.