

Non-constitutional:

Activate the Arbitrum community and market Arbitrum DAO

( the end result of the Arbitrum Fellowships [Introducing Arbitrum Fellowships](#) )\*\*

Abstract

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This proposal aims to increase the quality and quantity of communication for all Arbitrum DAO initiatives based on the findings of the Social Media fellowship and our collective experience in web3 marketing. The Arbitrum DAO Social Media Fellowship, established through [Arbitrum Fellowships](#), aimed to coordinate DAO contributors around marketing.

This proposal represents the outcome of the only Fellowship that “survived” and was a requirement of the program, it may not follow the proposal “pipeline” and could apply to a grant program, eg: Questbook. We have delayed posting the proposal to gather more relevant feedback.

We propose a focused three-month experimental phase with two main objectives:

1. Becoming the go-to resource on everything related to Arbitrum DAO and its initiatives.

We are already using the ARB DAO X/Twitter platform and have promoted Arbitrum DAO events, hosted spaces, initiated and tested targeted social media strategies to amplify certain efforts and promote on request. The account has over 500 very high context Arbitrum delegates, service providers, Dao contributors and project leads.

1. Develop a permissionless approach for promoting DAO proposals, initiatives, and programs, driving engagement with the community and established programs.

Motivation

The Arbitrum ecosystem is in steady (and hopefully sustainable) expansion mode! This means there is a constant influx of contributors, proposals, projects, grant recipients, builders, etc. that need marketing support, education, and nurturing. The Arbitrum Foundation handles the majority of the marketing, but it cannot support all the DAO initiatives and projects (eg: projects that were funded by the DAOs grant programs).

To address this, a survey was sent to delegates, contributors, and foundation employees, resulting in 19 responses (12 from major delegates with over 30M ARB voting power, 5 from service providers, and 2 from the foundation). [Feedback from the Arbitrum community](#) highlighted the following opportunities:

1. Promoting/highlighting new DAO proposals, contributors, projects, grantees, initiatives and more.
2. Coordinating with the marketing outlets that are available and enabling different initiatives from the DAO to submit marketing requests to increase their reach.
3. Nurturing a memetic subculture that leads to the organic activation of our community members: NAME TBD - should be chosen with the community (similar to the Link Marines)
4. Creating Arbitrum DAO marketing strategies that are relevant today and stick. We want to test, learn, and reiterate

Rationale

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Reflecting on Arbitrum DAO’s marketing needs, we’re reminded of the quote from Tally’s governance book: “From chaos, patterns emerge, and from patterns come insights”.

Based on DAO feedback, we’ve identified key patterns:

- The need for a dedicated Arbitrum DAO social media account that can help the service providers, contributors, curious arbinauts up to date.
- The need for a more cohesive Arbitrum DAO social media strategy.
- The need for more coordination with all the Arbitrum DAO ecosystem accounts and also other valuable and educative partner media outlets.
- The need to launch the Arbinauts on Orbit. Attempt to organically activate people that are already passionate about Arbitrum that can evangelise the rest of web3 around Arbitrum (Ex: Link Marines, Solana Super team, MEGAETH Mafia, etc).
- The need to promote, highlight and support Arbitrum DAO grantees, small/medium/large projects, service providers, etc. amplify their efforts.

- Coordinate with other marketing outlets(Foundation, Community accounts, etc)
- An independent Arbitrum DAO marketing outlet with decentralised inputs aligns with Arbitrums vision

#### Missions:

1. Build a clear, cohesive social media strategy and a single channel for all initiatives.
2. Allow DAO members to submit marketing requests easily.
3. Increase awareness of the DAO's mission and key programs, such as Arbitrum Orbit and Stylus.
4. Measure and refine engagement strategies in real time.
5. Launch "Arbitrum Winter" campaign, sharing daily updates to warm up the community during the season.

Example of the action plan for the next three months:

Duration: December 1 – February 28

Goal: Create a cohesive, memorable marketing strategy for Arbitrum DAO.

Action Items: Daily quality posts, weekly threads, and biweekly community spaces with ALL projects that want 2.

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image

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\*Based this on posts 7 days a week (including meme development), Partner engagement with other X Accounts, delegates, grantees, etc.

The team lead has discretionary decision power and can remove/add contributors based on the context/workload. We will provide regular updates on our progress and continuously listen to the community to adjust the focus.

#### MILESTONE 1

1. Streamline DAO social media communication and coordination role between other Arbitrum DAO accounts
2. Create a central hub on X for all news, events, undermarketed, new projects for Arbitrum DAO
3. Be the Arbitrum DAO "reply guy"

#### MILESTONE 2

1. Promotion of educational content, highlights of contributors, community partnership campaigns. strategic partnerships, showcases of community and developer engagement, but also helping promote the hundreds of grant recipients, contributors, dozens of Orbit chains and THEIR projects, and smaller projects that need marketing support.

This includes hosting X spaces, outreach, etc and coordinating with Arbitrum communities: meme community, orbit ecosystems, regional accounts, etc

#### MILESTONE 3

1. Expand Arbitrum DAO to Lens and Farcaster and explore other platforms as well
2. Research ways of permissionlessly running the account by Arbitrum DAO members and enable at least one way of submitting marketing requests, bounties, etc
3. The Fund amount is based on the amount of work put into the Social Media Fellowship(both participation in the Social Media workgroup and the proposal). The goal is to lower the gap between the Team Lead and the contributors as they

gather more context into Arbitrum DAO.

Active members of the working group:

Name

TG Handle

X account

Experience

ZER8 - Team Lead

@zer8\_future

@zer8\_future

Managed grant programs, created marketing campaigns and runs X accounts for 1Hive.

Coffee-crusher - Marketer/AMA Host

@coffeecrusher

@achartersmith

Marketer with +20 years of experience.

Haier - Marketing Strategy/ Research

@Haier\_Ten

@TenHaier

Web3 marketing, Social Media and Community Manager

Tekr - Community updates

@tekr0x

@tekr0x

Builder, co-founder of Iggy Social, Update manager

René - Graphic Designer

@rene\_hdz

@rene\_\_hdz

Graphic designer with +10 years of experience

Eren - Partner relations

@Eren\_Targ5

@Eren\_Targ5

Strategist with +7 years of experience

Multisig:

The funds should/will be managed by the MSS.

Milestone-based funding will be based upon the deliverables of the marketing team at the end of Month 1 (20%), Month 2 (40%), and Month 3 (40% ) and requires active contribution for each milestone (month), to receive payment. Any remaining marketing compensation at the end of month 3 will be clawed back to the Dao or used to fund other initiatives that require urgent resource allocation.

This proposal is the final conclusion after three months of work by the first bottoms-up initiative in the Arbitrum DAO, the contributors were not part of a team or had any connections on the social graph prior to this, but still managed to coordinate, market Arbitrum DAO and draft this proposal. We know this is far from perfect, but we believe these types of efforts should be nurtured, learned from and duplicated. At the end of the day, this is Arbitrum DAO.

You can read about the accomplishments of the Social Media Fellowship [here](#).

If you're interested in joining us, you can do so here: [Telegram: Join Group Chat](#)

This proposal is also meant to ask some open questions like:

- How do Dao funded projects get marketing support from Arbitrum? Will it get support from the DAO, Foundation, OL, or?
- How can we coordinate better across all Arbitrum X accounts?
- How can we permissionlessly allow anyone(curated) to post from the DAO X account?

PS. This group was recruited by the Fellowships group and formed organically in a bottoms-up way, the contributors didn't know or have ever collaborated with each other prior to this effort and are from very diverse geographical locations