Balancer CowAMM was never announced there.

Arbitrum and Base deployments were never announced there.

I only found out about them when I went to swap some tokens which I don't do very often.

Twitter/Discord/Telegram/etc are literal cancer. I use an RSS Reader to  $ge\underline{blog.cow.fi}$  updates. Post the actual news to  $\underline{blog.cow.fi}$ , then post a link to that blog + a headline to the various social media sites.