

Continuing the discussion from [AIP-246: Working Group Charter - Marketing & Communications](#)

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Discord is a key platform for this collaboration with the community and will remain a key space for engaging with the most actively involved community members. This highly engaged group of people is a key strength for ApeCoin DAO.

In terms of Discord, our key priorities will be to assist the Governance Working Group in terms of branding, to help provide opportunities for community involvement, to share branding information and to understand how best to leverage DAO tools to create more opportunities for community involvement in marketing and communications.

Good to have a discussion on these 3 points:

1. Which Discord server?
2. What entity will own it?
3. What entity will operate it? and on what terms?