

Discord Community Promotion Campaign

Server Invite Link

Primary: <https://discord.gg/audityzer>

Backup: <https://discord.gg/web3security>

Welcome Message Template

```

❑ **Welcome to the Audityzer Community!** ❑

Hey @username! ❑ Welcome to the most active Web3 security community on Discord!

❑ **What we're about:**
❑ Advanced Web3 security testing and research
❑ AI-powered vulnerability detection
❑ Cross-chain bridge security analysis
❑ Open-source collaboration and learning

❑ **Get started:**
❑ Check out <#rules> and <#announcements>
❑ Introduce yourself in <#introductions>
❑ Ask questions in <#help>
❑ Share your projects in <#showcase>

❑ **What makes us special:**
❑ 5,000+ security researchers and developers
❑ Daily discussions on latest vulnerabilities
❑ Exclusive access to security tools and research
❑ Direct access to Audityzer core team
❑ Job opportunities in Web3 security

❑ **Exclusive perks for active members:**
❑ Early access to new features
❑ Free Pro account upgrades
❑ Security research grants
❑ Conference speaking opportunities

Ready to make Web3 more secure? Let's go!

Type ❑!help❑ for a list of bot commands
React with ❑ to get the Security Researcher role
  
```

Channel Structure

Information Channels

- **#announcements** - Important updates and releases
- **#rules** - Community guidelines and rules
- **#faq** - Frequently asked questions
- **#resources** - Useful links and documentation

General Channels

- **#general** - General Web3 security discussions
- **#introductions** - New member introductions
- **#random** - Off-topic conversations
- **#memes** - Security memes and humor

Technical Channels

- **#vulnerability-research** - Security research and findings
- **#smart-contract-auditing** - Smart contract security discussions
- **#defi-security** - DeFi protocol security
- **#bridge-security** - Cross-chain bridge security
- **#ai-security** - AI in security applications

Development Channels

- **#development** - Audityzer development discussions
- **#feature-requests** - Suggest new features
- **#bug-reports** - Report bugs and issues
- **#pull-requests** - Discuss open PRs
- **#code-review** - Code review requests

Learning Channels

- **#tutorials** - Security tutorials and guides
- **#study-group** - Organized learning sessions
- **#paper-discussions** - Academic paper discussions
- **#ctf-challenges** - Capture The Flag challenges

Professional Channels

- **#job-board** - Security job opportunities
- **#freelance** - Freelance opportunities
- **#partnerships** - Partnership discussions
- **#consulting** - Security consulting requests

Community Channels

- **#events** - Community events and meetups
- **#competitions** - Security competitions
- **#showcase** - Show off your projects
- **#feedback** - Community feedback

Discord Bot Features

Security Bot Commands

```
!scan <contract_address> - Quick security scan
!vuln <vulnerability_type> - Get info about vulnerability
!price <token> - Get token price and security score
!gas - Current gas prices across networks
!bridge <from> <to> - Bridge security status
!audit <protocol> - Get audit information
```

Community Bot Commands

```
!help - Show all commands
!roles - Available roles
!stats - Server statistics
!leaderboard - Top contributors
!events - Upcoming events
!resources - Quick access to resources
```

Moderation Features

- **Auto-moderation:** Spam detection and removal
- **Verification system:** New member verification
- **Role management:** Automatic role assignment
- **Warning system:** Progressive warning system
- **Raid protection:** Anti-raid measures

Role System

Skill-Based Roles

- **Security Researcher** - Active in security research
- **Smart Contract Auditor** - Professional auditors
- **AI Specialist** - AI/ML security experts
- **Bridge Expert** - Cross-chain security specialists
- **Developer** - Active developers
- **Educator** - Creates educational content

Contribution Roles

- **Contributor** - Made contributions to Audityzer
- **Core Contributor** - Regular significant contributions
- **Maintainer** - Project maintainers
- **Hall of Fame** - Exceptional contributors

Experience Roles

- **Beginner** - New to Web3 security
- **Intermediate** - Some experience
- **Advanced** - Experienced professional
- **Expert** - Industry expert

Regional Roles

- **Americas** - Americas timezone
- **Europe** - European timezone
- **Asia-Pacific** - APAC timezone

Community Events

Regular Events

Weekly Events

- **Monday**: Security News Roundup
- **Wednesday**: Office Hours with Core Team
- **Friday**: Community Showcase
- **Sunday**: Study Group Sessions

Monthly Events

- **First Friday**: Community Call
- **Second Saturday**: CTF Challenge
- **Third Thursday**: Expert AMA
- **Last Friday**: Project Demo Day

Quarterly Events

- **Security Conference**: Virtual conference
- **Hackathon**: Security-focused hackathon
- **Research Symposium**: Academic research presentations
- **Awards Ceremony**: Community recognition

Special Events

AudityzerCon 2025

- **Date**: June 15-16, 2025
- **Format**: Hybrid (Virtual + In-person)
- **Location**: San Francisco, CA
- **Expected Attendance**: 1,000+ participants
- **Speakers**: Industry leaders and researchers

Security Research Week

- **Date**: March 1-7, 2025
- **Focus**: Latest security research
- **Activities**: Paper presentations, workshops, networking
- **Prizes**: \$10,000 in research grants

Global Security Day

- **Date**: May 15, 2025
- **Format**: 24-hour global event
- **Activities**: Continuous presentations across timezones
- **Theme**: "Securing the Future of Web3"

Engagement Strategies

Onboarding Flow

1. **Welcome Message:** Automated welcome with server tour
2. **Role Selection:** Interactive role selection menu
3. **Channel Introduction:** Guided tour of key channels
4. **First Interaction:** Encouraged to introduce themselves
5. **Mentor Assignment:** Paired with experienced member

Gamification Elements

- **XP System:** Earn XP for participation
- **Leaderboards:** Monthly and all-time leaderboards
- **Achievements:** Unlock achievements for milestones
- **Badges:** Special badges for contributions
- **Rewards:** Real rewards for top contributors

Growth Tactics

- **Referral Program:** Rewards for bringing new members
- **Content Sharing:** Easy sharing of valuable content
- **Cross-Platform Promotion:** Promote on other platforms
- **Influencer Partnerships:** Collaborate with Web3 influencers
- **Event Marketing:** Promote events to attract new members

Visual Branding

Server Appearance

- **Server Icon:** Audityzer shield logo
- **Banner:** Dynamic banner showcasing features
- **Color Scheme:** Dark theme with blue accents
- **Emojis:** Custom security-themed emojis

Custom Emojis

- `:audityzer:` - Main logo
- `:shield:` - Security symbol
- `:vulnerability:` - Vulnerability found
- `:secure:` - Secure/safe
- `:bridge:` - Cross-chain bridge
- `:ai:` - AI/ML related
- `:audit:` - Audit completed
- `:bug:` - Bug found

Channel Icons

- Security channels
- Research channels
- Development channels
- Learning channels

- Professional channels
- Community channels

Mobile Experience

Mobile Optimization

- **Simplified channel structure** for mobile users
- **Voice channels** for mobile-friendly discussions
- **Mobile-friendly bot commands**
- **Push notifications** for important updates
- **Mobile-specific welcome flow**

Voice Channels

- **General Voice** - Open voice chat
- **Study Room** - Quiet study sessions
- **Office Hours** - Weekly office hours
- **Event Stage** - Large events and presentations
- **Breakout Rooms** - Small group discussions

Security and Moderation

Security Measures

- **Verification Level:** Medium verification required
- **2FA Requirement:** For moderators and above
- **Link Filtering:** Automatic malicious link detection
- **Scam Protection:** Anti-scam measures
- **Privacy Protection:** No DM advertising allowed

Moderation Team

- **Community Manager:** Overall community management
- **Senior Moderators:** Experienced community members
- **Moderators:** Active trusted members
- **Auto-Moderator:** Bot-based moderation
- **Escalation Process:** Clear escalation procedures

Community Guidelines

1. **Be Respectful:** Treat everyone with respect
2. **Stay On Topic:** Keep discussions relevant
3. **No Spam:** Avoid repetitive or promotional content
4. **No Scams:** Zero tolerance for scams or fraud
5. **Help Others:** Share knowledge and help newcomers
6. **Follow Discord ToS:** Adhere to Discord's terms

Analytics and Metrics

Key Metrics

- **Member Growth:** Track new member acquisition
- **Engagement Rate:** Messages per member per day
- **Retention Rate:** Members active after 30 days
- **Event Attendance:** Participation in community events
- **Contribution Rate:** Members contributing to projects

Growth Targets

- **Q1 2025:** 7,500 members (50% growth)
- **Q2 2025:** 10,000 members (33% growth)
- **Q3 2025:** 15,000 members (50% growth)
- **Q4 2025:** 20,000 members (33% growth)

Success Indicators

- **Daily Active Users:** 500+ daily active members
- **Message Volume:** 1,000+ messages per day
- **Event Participation:** 200+ attendees per major event
- **Contribution Rate:** 10% of members contributing monthly

Launch Campaign

Pre-Launch (2 weeks)

- **Teaser Announcements:** Build anticipation
- **Influencer Outreach:** Partner with Web3 influencers
- **Content Creation:** Prepare launch content
- **Beta Testing:** Test with core community

Launch Week

- **Day 1:** Official announcement across all platforms
- **Day 2:** Reddit AMA with core team
- **Day 3:** Twitter Spaces discussion
- **Day 4:** YouTube live demo
- **Day 5:** Community celebration event

Post-Launch (4 weeks)

- **Week 1:** Focus on onboarding new members
- **Week 2:** First community events
- **Week 3:** Feedback collection and improvements
- **Week 4:** Growth optimization and scaling

Exclusive Discord Perks

Member Benefits

- **Early Access:** New features before public release

- **Exclusive Content:** Discord-only tutorials and guides
- **Direct Access:** Chat directly with core team
- **Priority Support:** Faster response to questions
- **Special Events:** Discord-exclusive events

VIP Program

- **Criteria:** Top 100 most active members
- **Benefits:**
 - Private VIP channel access
 - Monthly 1-on-1 with team members
 - Free Pro account upgrades
 - Conference ticket discounts
 - Exclusive merchandise

Contact and Support

Getting Help

- **#help** channel for general questions
- **Ticket system** for private support
- **Community moderators** for immediate assistance
- **Core team** available during office hours

Direct Contact

- **Community Manager:** community@audityzer.com
 - **Technical Support:** support@audityzer.com
 - **Partnership Inquiries:** partnerships@audityzer.com
 - **Media Inquiries:** media@audityzer.com
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Join the revolution in Web3 security!

Discord: <https://discord.gg/audityzer>