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Social Media **Our Mission**

Blocknet uses social media
for 3 things:



Represent

Express the Blocknet mission, brand
and community with every interaction



Inform

Provide content that is factual
and informational



Connect

Create connections and relations
between projects, communities
and individuals

Reflect Who We Are

Our brand is represented
by YOU!

Official Blocknet accounts
are to always reflect
the mission of the whole,
and not the views
of an individual.

*Always use the pronouns “we”
and “our”, **never** “I” or “my”.*

Who We Are

We are an international
community with a wide
range of languages,
cultures, and religions.
Blocknet brings crypto
communities together
through a common
vision: an internet of
blockchains. We
respect others and look
to strengthen those
around us.

What We Value

Inclusion
Peace
Freedom of Expression

We Are Not

Totalitarian or
isolationist. Blocknet
does not force our
views on others. We do
not engage in
conversations that
involve debates on
religion, politics, or
other subjects that can
create controversy.

What We Do Not Value

Exclusion
Segregation
Provocation

Educate & Enlighten Others

Each post should strive to meet one or more of these guidelines:

Provide Knowledge

We can help followers understand why Blocknet utilizes certain features and functions.

Answer Questions

Help followers understand our mission, goals, technology, and our community.

Responding to Negativity, Competitors or Misinformation

Be careful not to engage others who are being disrespectful, untruthful, or competitive. Blocknet's mission and protocol are focused on helping blockchain communities work together, not tear one another down. Notify **Brands Leads** regarding any questionable content or situations.

Memes

Blocknet is always open to creative ways to express our brand and message. Memes that emulate Blocknet's message can be submitted to one of our **Brand Leads**.

Engage With Every Community

Each post should strive to inspire:



Optimism



Creativity



Empowerment



Action



Understanding



Unity

This will help to increase interaction with our followers, and it encourages them to share our message with others.

One Cross-Blockchain Community

We strive to create meaningful relationships with other projects by inspiring:

Participation

Our posts should empower our followers to participate in the development and growth of every project on the Blocknet.

Interaction

Our posts should encourage new partnerships between various projects, platforms, and communities.

Creativity

Our posts should encourage our followers to develop new ideas.

Our Roles Create Unity Through Organization

We are always looking to bring on members that can add value to our teams.

Please consider applying if you are bilingual or have skills in social media, content creation, writing, graphic design, and video production

Brand Leads

Have the responsibility to collaborate, oversee, coordinate, and train teams.

Collaborate and find solutions to negative or concerning content that requires an official response.

Content Creators

Have the ability to authorize and post official content to Blocknet social media accounts.

Review, authorize, or reject additional content submitted by **Representatives**.

Representatives

Have the ability to post messages, replies, comments, and like posts that reflect Blocknet's brand identity and core mission.

Submit content to be posted on official Blocknet accounts, but requires authorization from a **Content Creator** or **Brand Lead**.

Social Media Platforms

Twitter

Be engaging!

Post Goals: 4-6 posts/tweets spaced out at least 4 hours apart.
Use 2-3 #hashtags per tweet
Submit tweets often and throughout the entire day
Retweet other users' tweets that are in alignment with Blocknet's mission and brand
Reply to other users to encourage inspired dialogue and interest in Blocknet
Post relevant articles that inspire engaging conversations
Use an image if appropriate to grab attention

Reddit/Bitcoin Talk

Be informative!

Post Goals: 1 post a day
Don't use #hashtags
Submit new threads to encourage positive dialogue and interaction
Remember our focus is to connect various communities together
Answer questions in a respectful manner
Use an image if appropriate to grab attention

Facebook

Be informative!

Post goals: 5 posts a day
Don't use #hashtags
Post content that features our partner communities and tag them within the post
Post relevant articles that inspire engaging conversations

Instagram

Be inspiring!

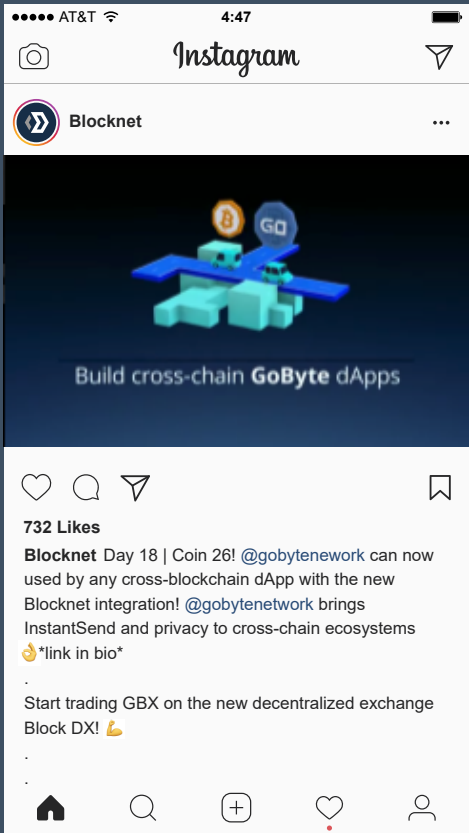
Post Goals: 5 posts a day
Use 6-30 #hashtags at the bottom of the description
Post inspirational quotes about Blocknet and blockchain technology as images
Repost other users' content if it mentions Blocknet or provides relevant content
Make sure to tag and acknowledge the original source
Post new stories often
Submit up to 5 posts per day, throughout the day

*Sample hashtags: #blocknet #block #interoperability #xrouter #interoperabilityprotocol
#dex #decentralizedexchange #crypto #cryptocurrency #bitcoin #ethereum #litecoin
#blockchain #dapp*

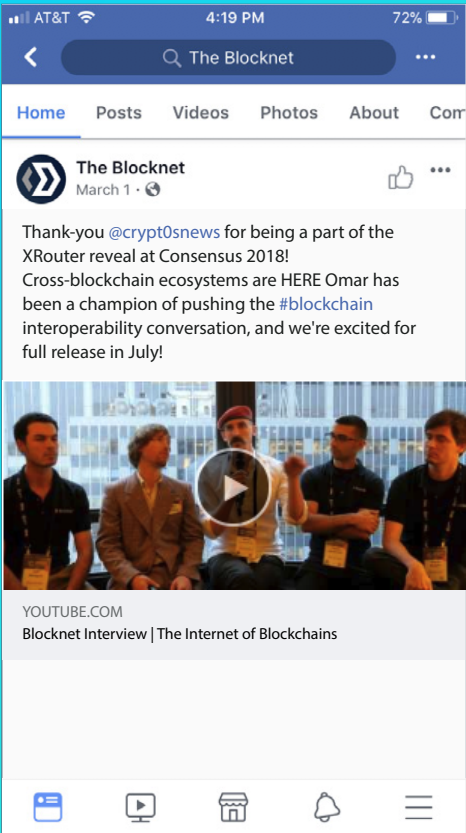
Social Media
Platforms



We want to acknowledge and build up all those who take interest in blocknet. We want to point out the strengths of those who we partner with and show support for their work.



When we are referencing other projects, we want to focus on their strengths. Our brand is about serving their mission. When other communities are introduced to Blocknet, it should be because we are celebrating a project they already love. We always strive to create synergy between projects.



We want to be vigilant in knowing those who support us. Omar has spoken much about interoperability, so want to connect on that common ground. We should always be looking for ways to connect with one another's brand message. Blocknet is about realting to others.

Social Media Replies, Interaction & Response Examples



User

"I like Blocknet's method. Project1 is based on smart contracts that require you to submit your private keys into their chain. I don't want to give my private keys away to a smart contract."

This post is in the spirit of being factual and informative. Blocknet could like this post.



User

"Ok, you keep telling yourself that. Blocknet is legit and going to the moon!"
Blocknet only engages in conversations that are positive to all involved users. This would not be part of a positive conversation.



User

"Project1 are scammers. Forcing users to give up private keys, and put them on their chain in a smart contract is absolutely ridiculous and asking for hackers. Blocknet is where it is at."

Blocknet does not want to engage in conversations that are intent on being an attack on other projects. Other projects are not our enemy.



User

"Big brother is forcing exchanges to give up users' information. This is why we need decentralization like Block DX! Give people back their freedom."
Blocknet does not engage in political conversations.



User

"Project2 just released multi-sig wallets! New features keep coming!"

Blocknet Reply

"Congrats Project2 community! Great to see the progress!"
Blocknet is happy to celebrate with the other projects that Blocknet serves. This could be liked and and replied to with a congrats to Syscoin. We want to positively reinforce the projects we serve.



User

"Interoperability is a must. Project1 is doing it through smart contracts which can transfer more than just value like atomic swaps. The ability to transfer real data is what this space needs."

Blocknet Reply

"Blocknet performs interoperability today by using atomic swaps. We chose to use atomic swaps because it can transfer any kind of data directly between users, without it ever having to go through an intermediary chain. All data stays peer-to-peer. Check us out if you'd like more info! :)"
This user thinks that atomic swaps are only for transfer of value, and doesn't realize it's a protocol that can transfer any data with unique advantages. The reply should have a friendly voice that is informative and encouraging.

FAQs & Useful Posts

When responding to difficult technical questions, always encourage users to DM or refer to our Discord and support page:
(blocknet.co/support)

Reddit

[“All in One” thread](#)

[AMA Understanding Blocknet and Interoperability](#)

What’s needed to be compatible with the protocol or list on Block DX

<https://medium.com/@theblocknetchannel/what-is-needed-to-be-listed-on-block-dx-947f5f742a5c>

The Blocknet Protocol and Interoperability/Use-Cases

<https://medium.com/@theblocknetchannel/the-blocknet-protocol-enabling-blockchain-interoperability-c5766c2165ed>

Understanding Decentralized Exchanges

<https://medium.com/@theblocknetchannel/understanding-a-decentralized-exchange-eee9e1043f45>

Blocknet XRouter

<https://medium.com/@theblocknetchannel/the-blockchain-router-architecture-for-a-decentralized-internet-847638d8c2ab>

Terminology / Conventions

XRouter

Not Xrouter or xrouter. When mentioning it for the first time, it should be introduced as “Blocknet’s XRouter” or “the Blocknet XRouter.”

Block DX

Not block dx, blockdx, BlockDX, Block DEX, etc. It should be mentioned as a proper noun, “Block DX”, rather than “the Block DX.”

Social Sharing Tips

ALL SOCIAL MEDIA TEAM MEMBERS ALSO NEED TO READ OUR COMMUNITY SOCIAL SHARING TIPS:

https://docs.google.com/document/d/1w6c4mWC4Im-_I9D7PQVYp4bkgp5QN_F0mLLEsWE5HqJg/preview