



BEST PRACTICES FOR BUILDING WEB3 COMMUNITIES

To build a successful blockchain or crypto project, you need to build a strong online community that will support it and help it grow. (Investors in your token, developers on your platform, or believers in your vision.)

We surveyed successful crypto project leaders to learn **best practices on building Web3 communities**. Here are their battle-tested strategies to build a passionate base of believers, and help your blockchain grow.

“When building a Web3 community – and any community for that matter – the first thought we start with is what do they need to be successful, engaged and to thrive, rather than what you want them to hear.

Put yourself in their shoes, and imagine how your product, innovation, or capabilities could change their lives for the better.

Everyone’s vision of Web3 is necessarily creative and aspirational right now; is what you’re envisioning and doing and creating inspiring to them (not just to you)?

Can they see themselves in it, being more successful or more capable, or somehow transformed with what your vision and innovations can offer?

If it doesn't excite them and want them to become a part of it, then you should rethink what you're sharing, how you're engaging and even what you're creating. In the end, you're offering a *relationship* with your community – make sure your vision of how they can thrive as part of your Web3 world is clear and inspiring. And oh yes, then deliver on that vision for them.”



- **David Iseminger**
CEO, Upheaval Corporation

Have a Passion for the Project

The leaders of a successful crypto community must be what Guy Kawasaki calls “[evangelists](#)”: true believers genuinely excited to talk about the project, and promote it to others.

Enthusiasm is contagious, and it’s up to community moderators and leaders to set the tone for the community.

A good example is Ethereum co-founder Vitalik Buterin, who continually promotes a positive vision for Ethereum, which encourages the community to respond in kind. The result: Ethereum is open, welcoming, and profitable.

“When I came up with Ethereum, my first first thought was, ‘Okay, this thing is too good to be true.’ As it turned out, the core Ethereum idea was good – fundamentally, completely sound.”



– **Vitalik Buterin**
Co-founder, Ethereum

Choose the Right Platform(s)

The most popular platforms for Web3 communities are [Discord](#), [Telegram](#), [Discourse](#), [Twitter](#), and [Reddit](#).

Most Web3 projects opt for a fully-interactive community using either **Discord** or **Telegram**, which are both powerful real-time chat services.

Discord is trendier and aimed at younger users, where **Telegram** is more private for perceived “exclusivity.” Both will need technical talent to set up, maintain, and moderate.

Discourse is the favored tool for Web3 message forums. It is commonly used for governance proposals, protocol improvements, and longer-form

discussions and voting. It is frequently paired with either Discord or Telegram. A budget approach is to use social media platforms like **Twitter** and **Reddit** for “starter” communities.

Best practice is to use **Discord** for real-time conversations, **Discourse** for message forums and voting, and **Twitter** for general social media updates.



“Blockchain technology offers exciting opportunities for many demographics.

Cultivating a Web3 community will require meeting people where they are through multiple mediums and technologies.

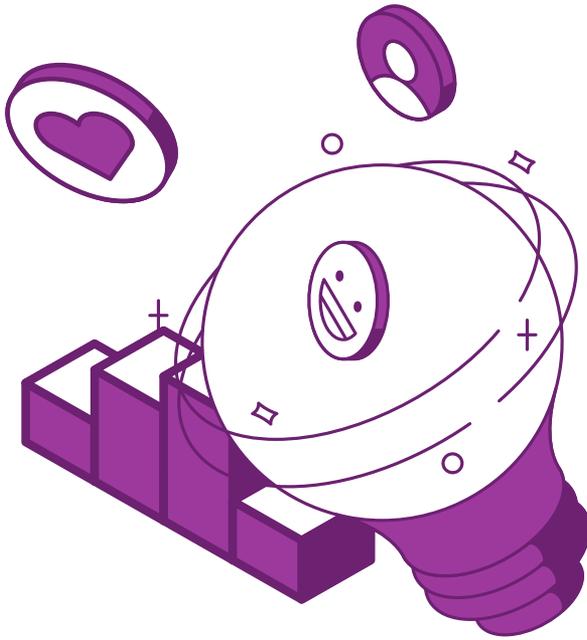
Platforms like Twitter can be helpful at attracting and engaging members, while forums like Discord offer useful organizational management capabilities.

It's important to understand who your audience is and what tools will be best for connecting with them.”



- Sean Waters

VP, Business
Development, HeightZero



Staff Properly

To nurture a Web3 community, you'll need talent, and lots of it.

Lisa Loveland, the co-founder of Lynx Club NFT, suggests the following staff for a crypto community of about 20,000 followers:

- 1-2 community managers (managing Discord, Telegram, etc.)
- 3-5 moderators (answering specific questions across all channels)
- 2 social media team members (design and posting content)
- 1 growth/marketing agency or manager (depending on size)

Loveland recommends thinking of Twitter as the “billboard” for your project, and Discord as the “party.” Have community managers ready to welcome people to the party 24/7.



1-2 community managers



3-5 moderators



2 social media team members



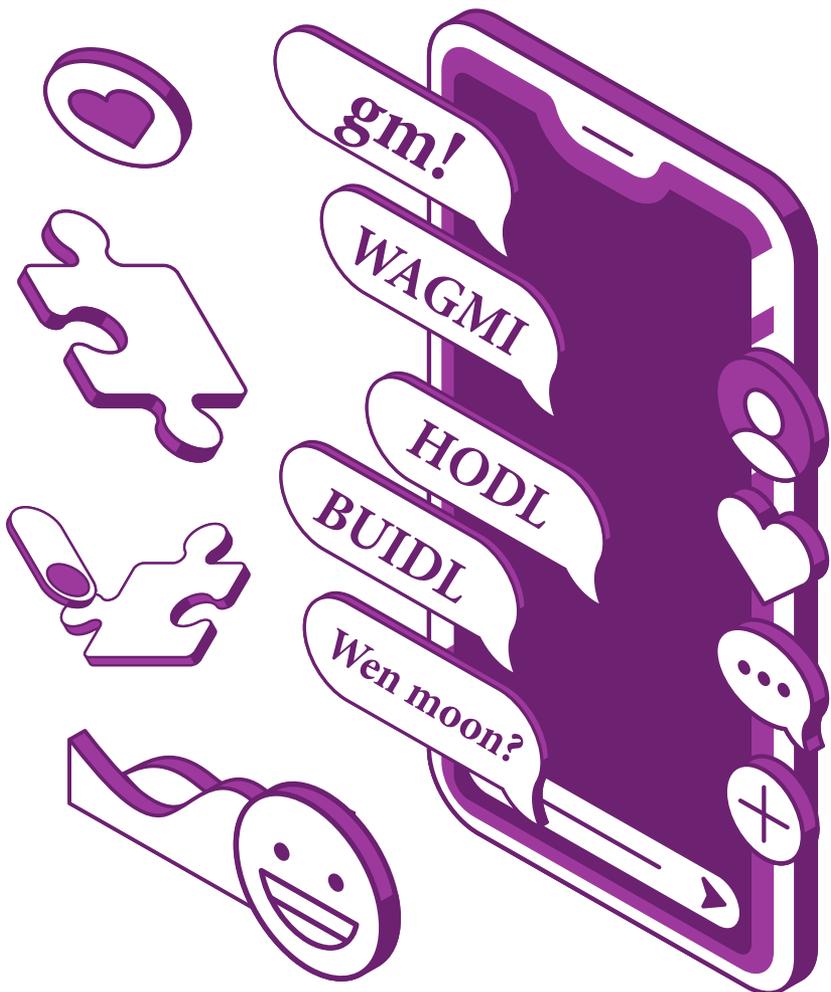
1 growth/marketing agency or manager

Develop a Welcoming Culture

New members need to instantly feel like they belong. Lara Lyberg, blockchain product manager at American Century Investments, suggests using crypto slang like “gm” (good morning) as a conversation starter, reinforcing the feeling that “we are early” and “our future is bright.”

Another basic approach is to be sure your community managers offer a personalized welcome to each new member who joins the “party.” Ask newcomers to post introductions about themselves, and follow up with another welcome.

Lisa Loveland also suggests hosting regular giveaways, airdrops, or AMA (Ask Me Anything) sessions with your community, to strengthen ties and help everyone feel that WAGMI (We're All Gonna Make It).



“The key to any successful Web3 community is to build on a foundation of trust. You can attract more members to your community if you empower them to engage rather than profiting from the data in their profiles.

Transparency with your members puts them in the driver’s seat and gives you a truly member-driven community.”



– **Leanne Johnson**,
Director of Marketing,
BurstIQ

Prepare for the Long Haul

Start small, but prepare for the long haul. Rather than trying to get it right all at once, it's better to take an “agile development” approach, trying out Minimum Viable Product (MVP) versions of your community before scaling them up. This means starting small, testing and learning, and continually getting feedback from your community on what's working.

A best practice is to give new Web3 communities a runway of **at least one year**. This means you should allocate people and resources to grow the community for twelve months, with monthly check-ins to review KPIs like number of members, followers, and engagements.

Platform	Key Metrics
Twitter	<i>Followers, Posts, Likes/Shares/Retweets</i>
Reddit	<i>Subreddit members, posts, comments</i>
Discord	<i>Members, messages, channels</i>
Discourse	<i>Members, messages</i>
Telegram	<i>Members, messages</i>



Get the Help You Need

If your team is small, you may need help that goes beyond your expertise. There are any number of [blockchain consulting companies](#) that can help you develop a crypto community, but be sure they have the right experience. (Ask to join a few of their communities, and see how welcomed you feel.)

Media Shower has provided content and marketing for the crypto industry since 2017, including our own community of 100,000 crypto investors. Our content comes with evidence-based marketing plans and strategies that have garnered proven results for hundreds of companies.

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