

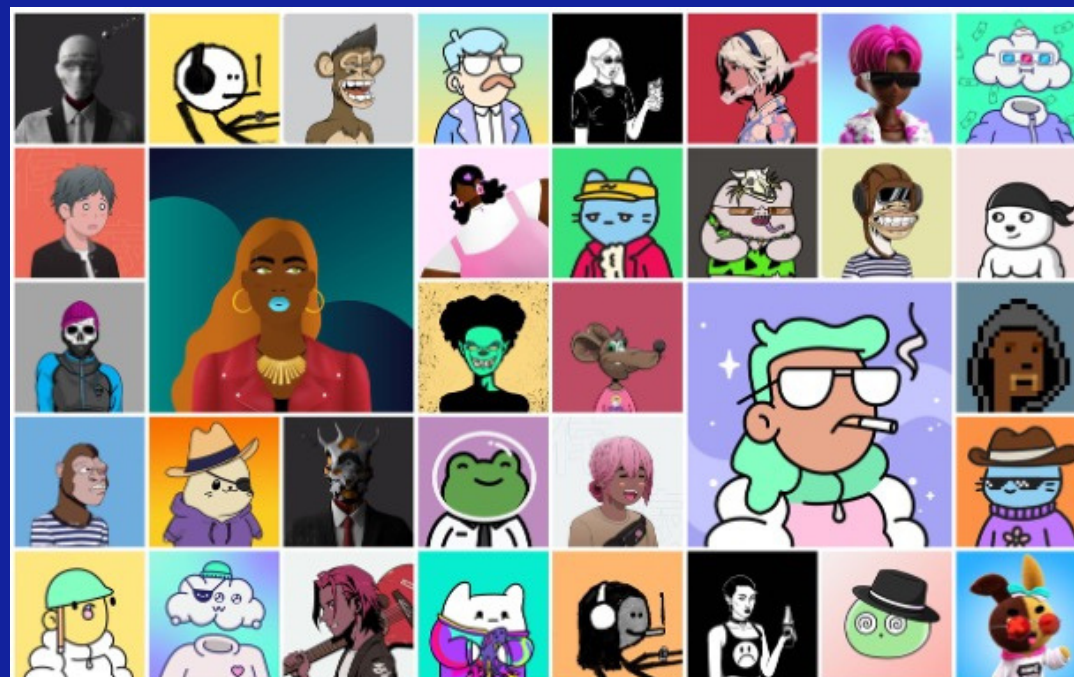
# 8 steps to building a thriving Web3 community



1

# Understand Web3 culture

Learn how people involved in Web3 talk, think, what they expect, and what they value.




2

## Be transparent

Be open about your intentions,  
what you are building and why.

Manage community  
expectations.



9gagceo  03/02/2023 07:42

Manging expectation is  
part of the NFT game



3

## Create a safe and diverse space

Promote diversity & inclusion.  
Ensure clear community rules  
while keeping a light atmosphere.



4

## Involve the community

Treat your community as co-creators. Actively seek community feedback.





# Commercial break

Hit that follow button before it's  
too late ...

+ Follow



**Thank you for the follow  
and for putting a smile  
back on this cat's face.**



**OK let's continue ...**





5

## Make the community your brand ambassadors

Educate them about your brand, its heritage, and values. Let them develop a closer relationship with your brand.



6

## Understand the responsibility

Creating and managing a community is a huge long-term commitment. Ensure enough support and resources.

CNN accused of rug pull as it abandons its NFT project

11 Oct 2022 — **CNN** is dropping the development of its marketplace selling collectible 'Moments' tied to major news events, angering users who'd spent thousands ...



7

## Understand the risks

**Discord hacks. Open criticism of your brand. Make sure you are prepared.**



8

## Have a strong team

**No strong community is built overnight. Hire great community managers. Pay attention to active community members to join you.**





“With Web3 exploration, adidas is shifting and using this new decentralized infrastructure to evolve from traditional ideas of “brands” and “consumers”, to a multi-faceted and dynamic community. One where everyone can, and should, have a say and a stake in the creation of future adidas products and activations

Erika Wykes-Sneyd  
Global VP, Adidas

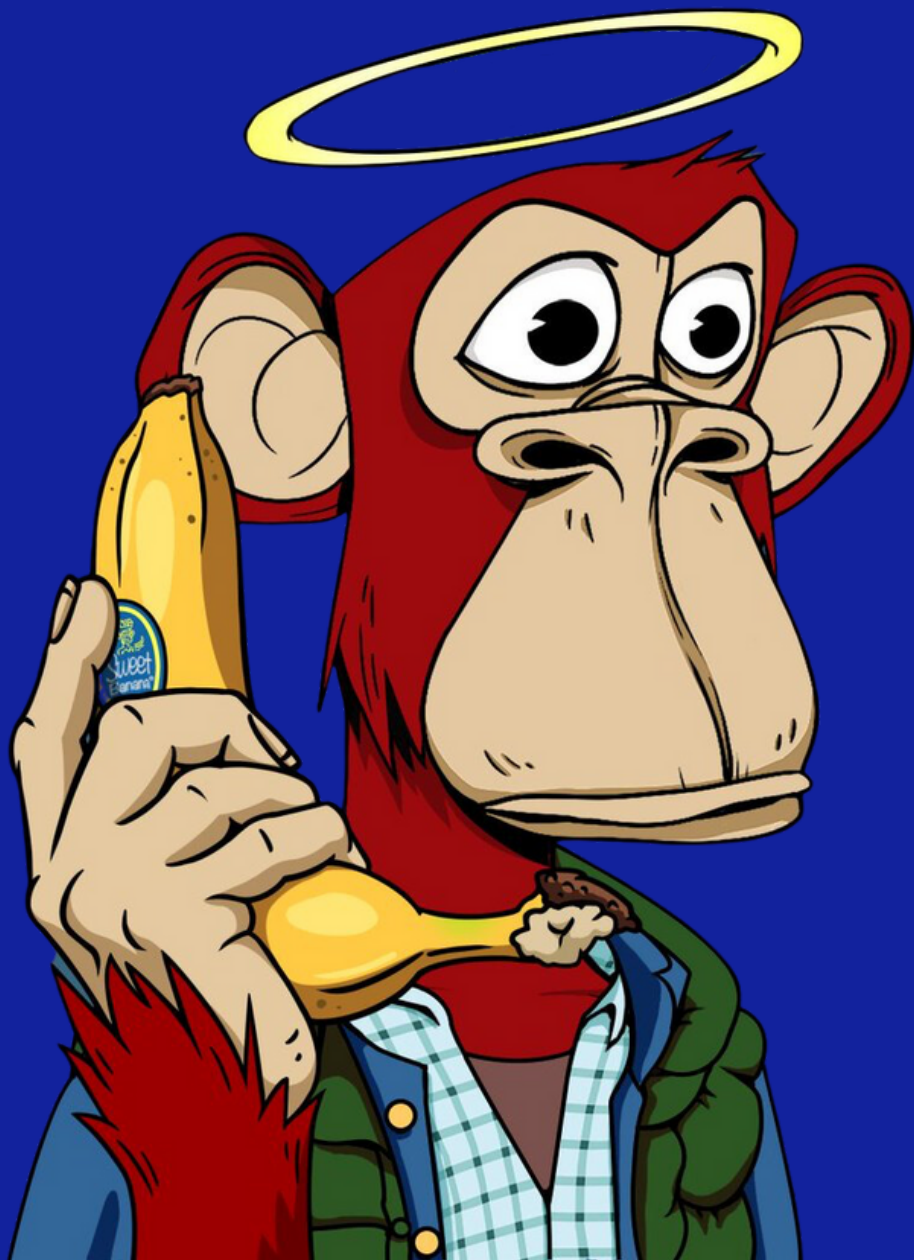




What else would you add?



Let me know if you  
liked the post and ...



... get in touch  
to begin your  
brand's  
Metaverse and  
Web3 journey  
today.