

Community Plan

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5/20/23

Perspective on the Firo Community

The Firo Project is focused on privacy tech and the explicit use of Firo as a currency; however, the community is diverse in not only outlooks, perspectives, and usage. Some are here for mining only, some are only here for trade, but the bulk of the community is here for privacy. Because of this, it is logical that the primary focus should be placed on privacy - not only for usage as a currency but as a store of value. Seeing as trade is one of our weakest aspects at this time, it is logical for this to be followed by mining focus, and lastly trade.

The community has previously expressed a preference for chat platforms, and global audiences have expressed an interest through websites such as Twitter, for all things community rather than the forums. Therefore, it is logical to focus on these outlets.

Objectives & Strategy

- Increase community engagement by focusing on conversations around Firo or privacy, as well as through trivia-related materials based on the Firo Project as well as tech.
- Improve community membership by establishing a referral program as well as collecting (and leveraging) success/good stories about Firo from community members.
- Foster community-generated content and provide ways to showcase it.
- Create a collaborative feedback loop with the community by creating a channel on each chat program where they can make suggestions or provide critiques quickly and easily
- Since forums are not the preferred method of communication within the community but are likely where newcomers will end up focusing on introductory materials for newcomers

Content Strategy

- Educational Content:
 - Create informative articles and blog posts that discuss topics related to Firo, privacy, and relevant technology.
 - Develop beginner-friendly tutorials and guides that help newcomers understand the fundamentals of Firo, its features, and how to get started.

- Conversation-Stimulating Content:
 - Initiate and facilitate discussions about Firo, privacy, and related tech topics. Pose thought-provoking questions, share news or updates, or encourage members to share their experiences or opinions on privacy-related matters.
- Trivia and Fun Content:
 - Create trivia-based content or quizzes related to Firo, privacy, and tech. This can help educate and entertain community members while fostering engagement.
 - Share interesting facts, historical milestones, or little-known details about Firo.
- Content Calendar:
 - Create a content calendar for events and activities for the community.
- User Content
 - Not only providing ways to showcase user content on our chat platforms, but also finding ways to utilize that content for Firo. Such as showcasing testimonials on Twitter or the forums to encourage newcomers.
- Create Introductory Materials
 - Create introductory materials for newcomers on our forums, since this is likely where they will land first when searching for Firo.