

NFT COMMUNITY PLAYBOOK

How to set up your NFT community (well)...

Quick checklist

- NFT community platform setup:** Discord server link (recommended/popular), Telegram etc.
- Think about branding:** how will your community be unique? Think how channel names can be unique or ties in with your brand, will you use fun graphics or custom emojis, images, profile photos, names of admins etc
- Setup channels** in Discord/ platform: keep them well organised
- Community onboarding experience:** think through how new members will be welcomed and how you will treat your early adopters
- Confirm moderators/admins** who will help manage the community: ensure all timezones are covered, get everyone on the same page, how will you recruit more mods as you grow
- Engagement strategy:** how will you keep members engaged in your NFT project? Plan giveaways, art contests, monitor suggestions closely and create a plan to meet as a team at least once per week to discuss ways to continue engaging the community
- Battle plan when 🤖 hits the fan:** many rumours come up in the NFT space, members may have times when they questions aspects of your NFT project or the industry itself. It's important you have a plan in place beforehand with your team: will you arrange a meeting with certain team members to work through issues, who will address these issues with the community, be prepared to host live AMA's and go above and beyond to ensure your community members are being heard.

Community Platform setup

A lot of people make decisions on the quality of a NFT community looking at your Discord server/ (some use Telegram, Discord is better).

Highly recommended to set one up.

Need help knowing how to setup your Discord server?

This [guide](#) is amazing and simple to follow.

Discord channels guide

Consider making sub sections of your community channels so they are

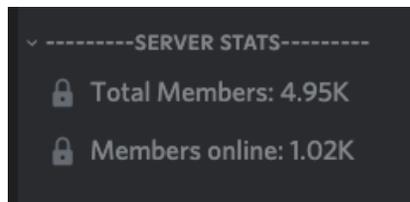
well organised - easy for members to find information

encourage engagement - between other members and with your team

meet the needs of your NFT project - how can the community help you achieve your goals

Server Stats

Include server stats if you want members to know how many people are in your group



Generally members like to see how many others are in the discord server. If you don't have many members to start, you can work on campaigns to encourage members to invite others (and do giveaways when you hit certain numbers).

Number of Channels

KEEP IT SHORTER vs. too many channels. Too many overwhelms people and they will only check 3-4 channels max usually.

Here's an idea of discord structure for channels:

-----Welcome to "NFT name"-----

#welcome

#server rules

#announcements

#FAQ

#giveaways

#twitter posts/cross-promotion channels

#contests

#voting polls

-----Community-----

#general

#ask the team,

#suggestions,

#show-off,

#shill,

#off-topic,

#bot-commands,

#join,

#follow train,

-----VIP (NFT holders only)-----

#vip-room

#any other benefits channels

-----Archives-----

#oldchannel that is archived

Most popular channels are usually Announcements, FAQ, giveaways, general, ask the team, join (for new NFT holders) and suggestions

Server Rules

The following is a good template to follow. Remember to consider your branding - you can add images, adapt the language etc to make it unique for your project.

Welcome to [NFT Name] Community Discord!

<insert branding pic here if applicable>

We are [insert goal of the project and any important values (if applicable) attached to the goal, such as “women empowerment”]

Our mission is to [insert the big picture mission here]

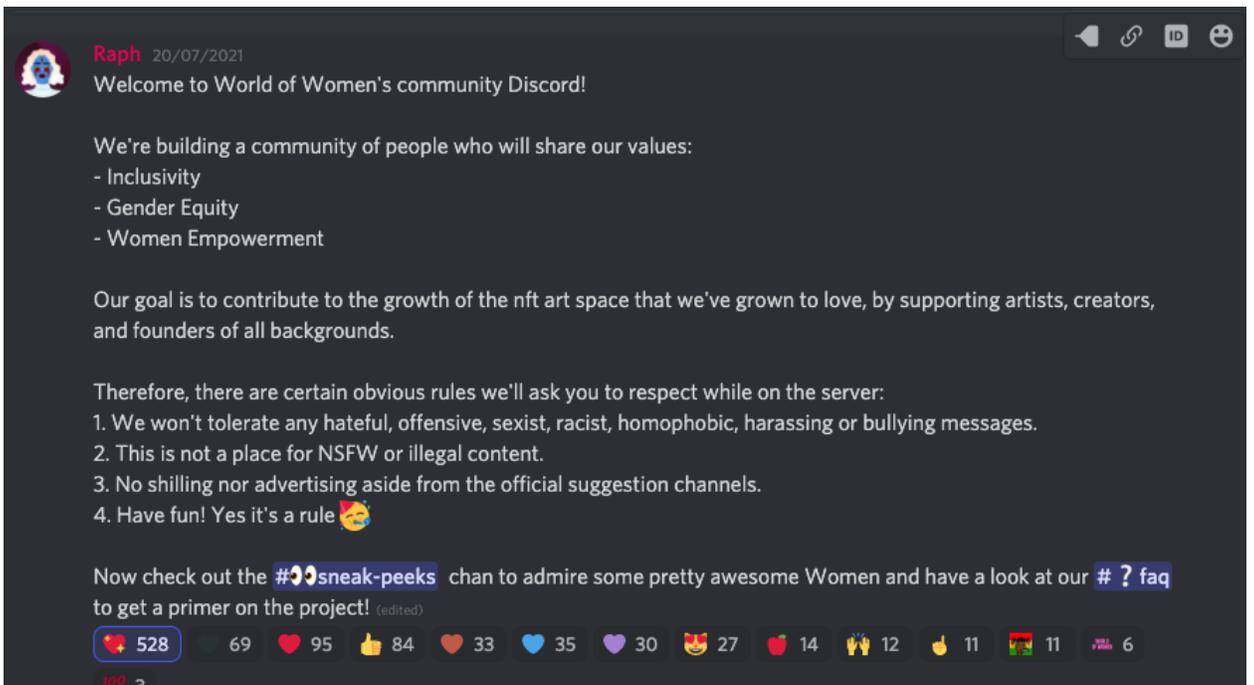
Therefore, there are certain rules we’ll ask you to respect and follow whilst on our server:

[Add your server rules here, included some examples below]

Now check out the #[insert channel here] **to** [e.g. “admire the talent of our artist!”] **and our #faq to get up to speed on our project.**

Here are a few examples of server rules...

World of Women:



Raph 20/07/2021

Welcome to World of Women's community Discord!

We're building a community of people who will share our values:

- Inclusivity
- Gender Equity
- Women Empowerment

Our goal is to contribute to the growth of the nft art space that we've grown to love, by supporting artists, creators, and founders of all backgrounds.

Therefore, there are certain obvious rules we'll ask you to respect while on the server:

1. We won't tolerate any hateful, offensive, sexist, racist, homophobic, harassing or bullying messages.
2. This is not a place for NSFW or illegal content.
3. No shilling nor advertising aside from the official suggestion channels.
4. Have fun! Yes it's a rule 🥳

Now check out the [#👁️sneak-peeks](#) chan to admire some pretty awesome Women and have a look at our [# ? faq](#) to get a primer on the project! (edited)

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CyberKongz:



myoo | CyberKongz 15/07/2021

RULES

🚫 Frequent violation of our rules will result in warnings and an eventual ban. 🚫

- 1** No offensive messages or nicknames - Anything that a reasonable person might find offensive.
- 2** No spam - This includes but is not limited too, loud/obnoxious noises in voice, @mention spam, character spam, image spam, and message spam.
- 3** No Gorey, Sexual, or scary content - Screamer links, porn, nudity, death.
- 4** No harassment - Including sexual harassment or encouraging of harassment.
- 5** No self or user bots - These are in some cases **against** the Discord TOS and if you need a bot for something use one of the bots already on the server.
- 6** Swearing is allowed so long as it is **not** directed at another member.
- 7** Use the appropriate **channels**.
- 8** Shilling of other projects is **tolerated** in #🌐shill-zone - **No** unrequested discord invites.
- 9** Make sure to **read** the #🗣faq
- 10** There may be situations not covered by the rules or times where the rule may not fit the situation. If this happens the moderators are trusted to handle the situation **appropriately**.

👍 90

Animetas:

Welcome to #✅rules!

This is the start of the #✅rules channel.

 **cyberh49** 27/06/2021

1. Zero(!) tolerance policy for any toxic behavior - hate speech, scamming, bullying, etc.
2. Use appropriate channels.
3. If an admin tells you to stop doing something, you should stop doing that thing.
4. Don't get scammed! We won't ask you for any passwords or seed phrases ever. We recommend not to trade based on trust alone. Use the appropriate platforms for selling/trading your Animetas (and NFTs in general).
5. No politics. This community is diverse, and holds diverse opinions. Let's respect that.
6. No unsolicited DMs.
7. No NSFW content.
8. Be respectful.
9. If something is unclear, you can always ask one of the admins.
10. Have fun!

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VeeFriends:

 **zaingaziani** 28/04/2021

Welcome to the VeeFriends Community!

We're so excited to have you here 🙌

Some guidelines below we are holding all members to:

1. Please be aware of potential spam or scams and take your personal info and security seriously. Sadly there are Discord users and profiles across social media with malicious intent. If you ever get a random DM from someone from this server, or any other platform, be very cautious with any information you share! Gary or our team will never reach out to you asking for your wallet seed or to send us money.
2. Positive vibes only
3. Be respectful and kind
4. Bullying of any sort is not allowed
5. No self promo, link sharing, or shilling
6. No dropping wallet addresses to ask for funding
7. Do not send unsolicited messages to members

If you have any questions, please message me or any admins or mods - we're happy to support! (edited)

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FAQ section

Make sure the basics are covered. Here are some good topics to include:

What is [NFT Project]? Include the story.

How many tokens are there?

Who's the artist? What's their background?

**The TEAM: who is behind the project? Who are the admins/mods even?
Members care about this**

Where can I buy your NFT?

What perks do I get from owning your NFT?

How can I access my benefits?

How much is the NFT? (Mint price or where to find the floor price etc)

Rarity Tools?

How many traits?

How will you give back (charity or any other initiatives)?

Where can I find your roadmap?

I want to help, what can I do/ how can I get involved as a community member?

Community onboarding experience

When new members join your NFT community, what is the experience like for them?

Also important to think about: how are you giving value to your EARLY SUPPORTERS?

Think through how new members would find out information about:

- 1) What your NFT project is all about
- 2) What is the mission, goals and roadmap?
- 3) Where would they find the most important information about the future of the project?
- 4) Where would they go if they have questions and need help?
- 5) What are 1 or 2 things you are encouraging a new member to do to get more involved (instead of just reading channel posts, what will encourage them to interact more?). This could be introducing themselves to other members in the channel (nice and easy start), participating in giveaways, updating their profile pic etc

Discord is optimal because you can create **bots**.

Bots can welcome community members automatically!

You just set it up once and every time a new member joins the bot will welcome them in with your messaging.

Need help selecting a welcome bot or want to learn more about other Discord bots?

[Here's a good list...](#)

Top ones include MEE Bot, Pro Bot...

Consider branding your bots in line with your NFT projects.

ADMINS and MODS

Tip 1) Have them!

Make sure all of your admins/mods understand the “culture” of your brand and how you want them to interact with community members.

Is there certain language they should use?

Do you want them to be super professional or more casual with members?

How quickly do you expect members in your community to get an answer to a question?

Create expectations and manage accordingly.

Consistency is key here. You can't have one admin who is managing the community completely differently to another one.

Play to your strengths, if one is really good with people that have them as lead admin/mod managing the community more.

Tip 2) Work out who in your team is good with people!

If you are a small team, you may have to share the admin roles until you reach a critical mass with your community or they are passionate enough that people within the community put up their hand to want to help become community admins (you can work out how to pay them)

Tip 3) Timezone coverage is important!

Managing a community takes a LOT of effort and it is around the clock - most likely your NFT members will be based around the world.

You need to make sure you have most timezones covered.

This is especially crucial in the NFT space where more people freak out at the smallest sign of bad news and it can easily happen at 3am local time for some admins.

They are putting their trust in complete strangers and even the smallest rumour can completely set the discord server off.

You need to make sure there are mods/admins who are managing communications well during these times.

Tip 4) Bad time coverage is even more important

The way you approach the bad times matters a LOT to the community, and they will remember this more.

If you show them:

you are listening,

you are addressing their concerns,

being completely transparent,

taking their concerns seriously

taking ACTION to show them they are being heard and communicating with them...

It will show your members that you care about their concerns and your community will bounce back even stronger.

Tip 5) Building your MOD team: look internally

When your community starts to grow bigger, you need more mods to keep up with the many conversations happening in the channels.

You may also get more members join your server that needs to be booted...

(Scammers, toxic members, spammers...)

The more Mods you have as you grow, the better equipped you'll be to manage your growing community.

Engagement ideas

- Art contests
- General giveaways
 - ASK THE COMMUNITY what do they want? Take note of their conversations and requests in your feedback channel, then run competitions, giveaways based on these
- Lookalike competitions - what does your NFT token look like vs. the real world celebs etc (if applicable)
- Many NFT communities run twitter competitions (Like and RT this tweet and we'll giveaway a free NFT to a randomly assigned participant etc). Try to go one step up on this, ask them to RT but with THEIR spin on something so it shows their personality more
- Meme contests with your NFT
- Collabs OR competitions with other NFT projects, get creative!

Whatever you choose to do, make sure you involve the community as much as possible, encourage community members to vote on winners where applicable and generally speaking DO NOT DO ANYTHING TO ANNOY OR FRUSTRATE YOUR COMMUNITY MEMBERS!!!! Try to think one step ahead and adapt quickly if the response is not positive.

Want to follow some GREAT NFT communities?

Here's some recommendations of Discord servers to jump into:

World of Women - [discord link](#)

Great server rules, FAQ's are well written, admins and mods always online answering questions, fun giveaways and competitions that are consistent with branding, goals and their mission.

Animetas - [discord link](#)

Check out their bots ("Animetas police" - the branding is on point), plus they have a SUPER engaged community, lots of their members are huge supporters, clever at recruiting superfans as mods (they have a public channel in their server for mod applications, the whole community can view and vote on applications)

VeeFriends - [discord link](#)

Professional, SUPER educational about NFTs and their concept, utility NFT (access to VeeCon, 3 year conference plus other tokens offer other perks,

CyberKongz - [discord link](#)

EPIC branding across all of their community (channel names, mod names, graphics used in FAQs - it all helps to set them apart from all the other discords)

Want to see some NFT communities HUSTLING HARD to become the next big project?

Here are some I noticed are hustling hard:

Gutter Cats

Wannabes (music NFT)

Sollamas NFT

Last tip: keep the community happy! Continually add value for early supporters. Listen to Beanie...



Beanie
@beaniemaxi



The NFT creator alpha playbook is quite simple. Price low. Community in money day 1. Rich community is happy community. Continually add value for early supporters. This is what builds a vibrant community that will drive your marketing engine. Cash in on secondary sales royalties.

11:49 PM · Aug 14, 2021 · Twitter for iPhone

87 Retweets **17** Quote Tweets **620** Likes

Other resources:

I'm on Youtube! My channel covers how to build and engage with communities (7+ years community management experience). You can check out [my channel](#)...

Here are my top NFT Community videos:

[TOP 10 NFT collectible communities...rated by me!](#)

[Learnings from this NFT Community \(Animetas\)](#)

[Learnings from the World of Women NFT community: what makes it special?](#)

Hope this playbook has helped!

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If you like my content, feel free to donate whatever you like via:

[Metamask donation link](#)

Want to chat to me about your NFT project? Still have questions?

DM me on twitter [@acomunitycoach](#)