Tab 1

Unchain Summer25 Social Media Flow

A successful Unchain Summer 2025 week hinges on building momentum early, then sustaining and amplifying hype for each individual event day. Below is a comprehensive, phased social media strategy from June 9, 2025 through the event week in August designed to generate excitement, maximize registrations, and drive engagement for:

- Soccer Tournament (Sat–Sun)
- DeFi Competition (Mon–Thu)/Hackathon (Mon–Tue)
- Conference (Thu) (Web3 for everyone)
- Party (Fri)

Dates: August, 2025
Location: Lagos, Nigeria
Hashtags: #UnchainSummer #NFTNG

1. Goals & KPIs

Goal	KPI
Reach unique crypto enthusiasts	200, 000 impressions cumulatively
Sell paid tickets (price TBD)	At least 500 tickets
Grow communities	+2,000 Twitter followers, +200 Telegram members
Daily organic engagement	At least 1,000 engagements/day

Primary goals of social media for this event

- Drive ticket sales
- Increase brand awareness
- Build community engagement
- Generate buzz around five various events
- Reach at least 500 unique participants

- Fill all slots for DeFi Competition and Hackathon within three weeks of launch.
- Build community engagement

2. Platform Strategies & Target Audience

Social media platforms

- **Instagram**: Visually showcase event highlights, behind-the-scenes, speaker spotlights
- **X**: Real-time updates, announcements, live-tweeting key sessions, engaging with industry thought leaders
- **TikTok:** Short, punchy video recaps, teasers that target younger Web3 audiences
- **LinkedIn:** Professional announcements (e.g., sponsor spotlights, B2B partnerships), thought-leadership articles
- **YouTube**: Longer-form promotional videos, speaker interviews, post-event recaps, live stream

Target Segments

Newbies · Enthusiasts · Traders · Developers · Web3 Jobers · Builders/Products · Brand-pitchers

3. Content Strategy

Content Pillars

- **Speaker Spotlights:** The objective is to build authority and drive registrations by showcasing the expertise and real-world impact of our keynote and session leaders.
- **Behind-the-Scenes:** This aims to humanize the event and deepen anticipation through authentic peeks behind the curtain.
- **Countdown:** To maintain momentum and spark urgency across our socials.
- **User-Generated Content:** We'll amplify visibility with UGCs.
- **Partner & Sponsor Features:** This pillar is designed to fulfill partnership obligations and highlight the added value our backers bring. We'll roll out co-branded graphics on to display sponsor logos alongside event branding,
- **Thought Leadership & Education:** Positioning Unchain Summer as a learning hub by publishing deep-dive contents.
- **Community Engagement & Gamification:** To foster two-way interaction and reward loyalty, we'll host at least four AMAs on X Spaces or Telegram. A

branded point system will be introduced on our socials to drive healthy competition and sustained engagement.

- **Event Promotion & Logistics:** This pillar delivers all the “how to attend” essentials and ticket pushes. We’ll schedule early-bird reminder posts across all channels, illustrate venue layouts and daily agendas

- **Live Coverage & Post-Event Recaps:** During the week itself, we’ll issue real-time livestream alerts on YouTube and our website. Within seven days post-event, we’ll publish contents highlighting event activities to sustain FOMO and drive early sign-ups for 2026.

Phase & Timeline

Phase	**Description**
Pre-event phase	• Awareness posts (announcing event date, theme) • Call for volunteers • Call for sponsors • Call for speaker slot • Special appearance • Football registration • Football announcement • Waitlist • EchoFi teaser • EchoFi launch • Extra event teaser + registration • Event registration • Event teaser (storyboard video) • Partner and sponsor announcements (graphics) • Story behind Unchain Summer (video) • Party Teaser • I will be attending tags • Logistics • Tiktok trends
Peak phase (2 weeks to day of event)	• Daily countdown assets • Full banner of sponsors and partners • Last-call ticket reminders • BTS

	• Event outline • More sponsorship and partnership announcement • Host announcement • Speaker reveal + bio • Speaker banners (all speakers) • Special appearance
During event (live coverage)	• Constant real-time updates on X & Linkedin (once in 3 hours) • Instagram stories & tiktok videos capturing keynotes, panels, and attendee reactions • Community engagement prompts • Website/youtube • Media and PR
Post-event	• Thank-you posts • Thank you Emails • Survey link shares (to collect feedback) • Recap blog and YouTube video links • Highlight top tweets or quotes from attendees • Event highlights

Asset inventory

- Static graphics
- Short-form videos (15–60 seconds)
- Long videos (above 1 min)
- Carousel designs (1080×1080 images)
- Motion graphics
- Branded GIFs/stickers (for Twitter GIF responses)

Brand guidelines & tone of voice

1. Expertly Energetic
    - What it feels like: A seasoned Web3 pro who's pumped to share insider secrets.
    - How it reads: Always lead with the big promise, then back it up with a quick fact.

2. Inclusive Local Vibes

    - What it feels like: A friend from Lagos inviting you to the ultimate crypto block party.

    - How it reads: Sprinkle in familiar references or Pidgin phrases sparingly for warmth and authenticity.

3. Playfully Cheeky
    - What it feels like: A wink and a nudge enough to make you smile, never to confuse
    - How it reads:
        - On X/TikTok: FOMO is real, don't be that friend who misses out!
        - On LinkedIn: Secure your spot before tickets sell out.
4. Ultra-Scannable Formatting
    - Structuring:
        - Headlines & Bullets: One-sentence bullets
        - Paragraphs: Max two lines, ideally one

5. Clear, Consistent CTAs
    - Always end with a single, action-focused CTA
    - Position CTAs on their own line to make it visible on mobile.

6. Always add the official hashtag.

Posting Frequency

Social platform	**No of times**
Instagram	2x weekly
Twitter	4x weekly
Tiktok	2x weekly
LinkedIn	2x weekly
YouTube	All major videos, AMA replays, interviews, live streaming

Other strategies

- Media publication (TV stations /media rounds)
- Storyboard videos

- Trend hop: identify trends (videos) and repurpose content around them
- EchoFi Point system
- Ticket sales
- Giveaway
- UGC

4. Content Calendar (to be created)

5. Performance Tracking (to be created)