



EVERYTHING YOU NEED TO KNOW ABOUT NFTS

WITH MEL SHAPCOTT | CLASS 3

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NFT COMMUNITY

The NFT community is a global network utilizing a variety of social media and communication platforms to connect, communicate, and transact on a daily basis. You can become part of the NFT community simply by interacting with other NFT enthusiasts, artists, and collectors.

While there may be bad actors here and there, the vast majority of the people making up the NFT community are genuine and caring. Many would agree that it is the friendliest and most supportive community that they have ever encountered and is known for being welcoming and encouraging to newcomers.

Understanding and appreciating the cultural nuances of this community is a key component of success within the NFT industry.

UNDERSTANDING THE CULTURE

After short amount of time in the space you may also realize that NFT culture is rapidly evolving and staying current means tapping into whatever is happening in the moment. A lot can change in a day, especially when it comes to trends within the NFT community.

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If you are new to the scene you may be curious, overwhelmed, or even confused by words and references that are entirely unfamiliar. Here are a few basics to get you started.

“Gm” stands for Good Morning. This is simply a kind way to greet one another, and it has become a daily ritual in the NFT space. Meanwhile, “Gn” stands for Good Night. Since it’s a global community, when it’s your Gm it’s often someone else’s Gn! Whether it is Gm or Gn participating in this practice is an excellent way to forge relationships within the NFT community.

COMMON TERMS

drop - publishing an NFT or NFT collection on the blockchain

fren - alternate spelling of the word “friend”

alpha - valuable insights or insider information

hodl - alternate spelling of the word “hold,” refers to holding onto a token without selling

diamond hands - holds onto an NFT without selling, denotes confidence in a project

paper hands - sells prematurely, lacks confidence

moon - when a token rapidly increases in value

rekt - when a token rapidly devalues and your investment is lost

ape in - to follow the pack without necessarily thinking it through

degen - short for “degenerate,” an endearing term for an NFT collector who apes in with pride

sweep the floor - to buy all of the lowest priced items in a collection

floor is lava - indicates an increase in the floor price of a collection is imminent

wen - alternate spelling of the word “when”

probably nothing - used to indicate something of importance

blue chip - an NFT that is considered to be a good long-term investment due to it’s track record



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ABBREVIATIONS

WAGMI - We're All Gonna Make It

FUD - Fear, Uncertainty, and Doubt

LFG - Let's F***ing Go!

IRL - In Real Life

IYKYK - If You Know You Know

DYOR - Do Your Own Research

FOMO - Fear Of Missing Out

NFA - Not Financial Advice

ANONYMOUS VS. DOXXED

It is an accepted practice within the NFT community for members to remain anonymous, and in fact, you will find many using pseudonyms and pfps in place of identifying information. This can be fun and offers an invitation to transform into any identity of your choosing. This space puts an emphasis on defying arbitrary limitations, and taking control of one's identity is just one example of how this manifests.

While many people enjoy anonymity, creators often dox themselves, revealing their true identity in order to demonstrate sincere commitment to project. Additionally, if you have previous achievements or publications, then putting your name out there will likely work to your benefit. When collecting NFTs it is highly advisable to seek out projects with doxxed teams. If their public reputation is on the line, they are less likely to completely rug.



WHERE TO PLUG IN

If you are ready to plug into the NFT community social media is an obvious place to get started. As you make your way through the space you will begin to find the platforms that you resonate with. Use the channels that work best for you. But if you are feeling stuck, don't be afraid to branch out to a new platform and interact with an entirely new part of the community.



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TWITTER

On Twitter you will find the most up to date information pertaining to NFTs. This is the primary gathering point for the NFT community and is the number one platform that artists and collectors use to promote their NFTs. It is where you will find the most NFT influencers, as well as access to real-time information regarding security issues facing the community.

This platform also offers a feature called Twitter Spaces which has made it incredibly easy for the NFT community to speak with one another via audio chat. If you have been lurking in the corners and have yet to fully connect with the community, then Twitter Spaces is a great place to make new connections. Don't underestimate the power of voice.

Twitter also integrates with the e-news service Revue, which allows your followers and fans to sign up directly from your Twitter profile. NFT influencers, new outlets, projects, and independent artists all use this method to connect with their communities.

SOCIAL MEDIA PLATFORMS:

Twitter
LinkedIn
TikTok
Instagram

PLATFORMS FOR BROADCASTING:

Twitter Spaces
LinkedIn Audio
YouTube
Discord Voice

MORE WAYS TO COMMUNICATE:

Discord
Telegram
WhatsApp
Revue



LINKEDIN

Believe it or not, LinkedIn is the second most popular social media platform being utilized by the NFT community. LinkedIn is a great place to find current new articles pertaining to NFTs and there is a wealth of information for professionals launching an NFT business. In addition, LinkedIn offers an opportunity to connect with other experts in the industry, as well as provides a setting for finding collaborations, partnerships, contractors, and employees.



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MAXIMIZING SOCIAL MEDIA

When you set up your social media accounts make sure to add banner and profile images that reflect your art, project, or brand. Add a short bio that highlights the most relevant information about you, with the most important words first. Include the word “NFT” in your profile along with a link to your portfolio and a few hashtags to help you connect with your target audience.

The following steps are the most important for maximizing your social media accounts. They may seem basic, but they are effective nonetheless. Many people ask about hashtags. Hashtags are the icing on the cake and I recommend placing your attention on these other areas first:



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1. **Follow NFT Accounts** — It's simple but it works! The fastest way to grow your account is to follow other NFT accounts. No need to go crazy with it, but if you're just getting started or your growth has slowed a bit, jumpstart the algorithm by following other NFT artists, collectors, and projects.
2. **Tune Your Feed** — If you've had a social media account for a while and you want to tune it for NFTs, then you will need to begin unfollowing accounts that are not related to NFTs. If you have a account that is well established and you don't want to dismantle it, then it is advisable to make a new social media account strictly for your NFT business. Once you have deployed a fresh account only follow, engage with, and retweet other NFT related accounts.
3. **Post Everyday** — This sounds easy, but it's deceptively difficult to master. Establishing a pattern where you show up at the same time everyday to engage and post content is the most effective way of growing an account and fostering trust with your audience.

CREATING CONTENT

Creating good content is key to building a strong following. Whether you are sharing images, video, or text, it is important that you are delivering the highest quality content that you can. However, I recommend striking a balance between quality and quantity to achieve the maximum amount of both without wearing yourself down.

It's nice to achieve a rhythm and flow with your content, but if it starts to feel stale and you want to shake things up, try one of the following and then post about it:

- Host a Twitter Space or LinkedIn Audio
- Participate in a Metaverse Event
- Tune in for an NFT Webinar
- Submit Your NFT to a Metaverse Gallery
- Visit a Physical NFT Gallery
- Create a Giveaway or Reward
- Collaborate with Another Creator
- Create Your Own NFT Gallery
- Write a Creative Bio
- Compile Your Stats
- Run a Silly Poll
- Get Featured in an Event



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I wrote a popular post that shared a few personal and humorous facts about myself titled, “Ten Things About Me That Have Nothing to Do with NFTs.” Not only was it a great way to cultivate a friendly connection with my audience, but it offered a soft lead-in to the events I was promoting that week. It trended on NFT LinkedIn afterwards with quite a few people reusing the idea to share fun facts about themselves. I’ve added the link below, so feel free to give it a try too.

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REACHING YOUR AUDIENCE

Whether you are an artist, influencer, or collector, it is important to connect with your audience. You will naturally gravitate towards one another, but your followers will only be able to find and connect with you if you are visible. If you want to be seen then you need to stand out!

DESIGNING YOUR BRAND

Whether you are new to NFTs or you’ve been in the space a while, it’s worth taking stock of your identity and reflecting on your public image. We are constantly growing and evolving and crafting your brand or image to reflect who you are in the present moment can be incredibly rewarding, even if you are doxxed. Feeling aligned with your brand, your business image, and mission will give your project passion and keep you feeling motivated. Your authenticity will help you to attract an audience of genuine followers. Take some time to play around with it. Try on some different ideas. The NFT space is the perfect place to reinvent, or give life to a new persona.

Many creators and influencers have a logo or symbol that they use as part of their branding. You can create something yourself, work with a graphic designer, or use stock images. A custom color palette, emoji set, or font style can also help to distinguish your identity. Once you’ve



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settled on the elements of your brand, be consistent with their use so that your audience can become familiar and quickly recognize your content.

SHARING YOUR LINKS

Be prepared to share your links when someone asks. A common way to do this is to have a list of links that point to the various platforms where your NFT collections can be found. Add your branding and design elements, as well as information for contacting you.

If you have a website, published interview, news article, or press release, these are all great additions to your list of links and will help your audience to learn more about you.

LinkTree is a popular solution, y.at was super trendy for a while, and I personally use a platform called Flowpage. Lynkfire also looks like a great new choice!

- <https://linktree.com/>
- <https://y.at/>
- <https://www.flowcode.com/page>
- <https://lynkfire.com/>

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NAVIGATING THE PACE

This is probably one of the most important topics that we will cover. If you intend to stay in the NFT space for any length of time navigating burn out becomes a real concern. The entire NFT experience can feel like it is moving at the speed of light. It is easy to get swept up and carried away. There are limitless opportunities both in the metaverse and in our local and global NFT communities. We often joke, but in reality there is just a whole lot of hustle going on and it can feel like a race. FOMO (Fear of Missing Out) is strategically engineered into many NFT projects and is driving the pace at a rapid clip.



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We are sensitive beings. Flashing lights and spinning things that are now commonplace in the NFT space can trigger a sensory overload, especially when combined with the pace. At the end of the day the land of NFTs can feel like a cross between a carnival and a competition where you need to push to win.

The reality is if you find a way to pace yourself, then you will be setting yourself up for a long-lasting adventure into brave new territory.

SUPPORTING YOUR MENTAL HEALTH

Always be conscious about supporting your mental health. Reach out to people in DMs and small groups to connect. Lasting friendships are being formed as people from around the world lean in to support one another in the NFT community. Make no mistake that this is a rigorous journey. Being on social media will take its toll. Be prepared for the psychological impact of doing this and strategize a plan that will preserve your sanity and your health.

If you are starting to stress try one of these things. Some of these suggestions may seem overly simple, but you may be surprised by their effectiveness.

- Plan time off
- Listen to music
- Breathe
- Use a post scheduler
- Go outside
- Eat
- Set a time limit
- Get a massage
- Meditate
- Hire someone to help
- Drink water
- Sleep



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ADDITIONAL READING

10 Ways to Jumpstart Your NFT Twitter:

https://www.linkedin.com/posts/melshapcott_nfts-nftcommunity-twitter-activity-6901569227484934144-4fJJ

10 Things About Me That Have Nothing to Do with NFTs:

https://www.linkedin.com/posts/melshapcott_linkedin-nfts-nftcommunity-activity-6904048106128637952-_xvx

You Might Be Into NFTs If...

https://www.linkedin.com/posts/melshapcott_nfts-nftcommunity-twitter-activity-6901903771530522626-LaLn

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HOMEWORK

Explore identity and design your brand.

Publish a links page to showcase your NFTs.

Create a social media strategy.

