

# Incented

## social media pack

Created by [The ALANA Project](#)

This Pack is a practical, open-source guide designed to empower smaller projects and individuals to effectively promote their grant programs powered by Incented.

With interactive exercises, real-world examples and strategic insights, it helps raise awareness, engage your audience, and maximize impact.



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### About Incented

Incented is a decentralized platform build on blockchain technology for capital allocation and grant management. It enables transparent, efficient, and community-driven grantmaking, empowering innovators and creators in the Web3 ecosystem to access the resources they need to thrive.

### About The ALANA Project

The ALANA Project is a community of learners, creators, and builders collaborating to develop engaging, gamified products that connect people with advanced Web3 technologies. Alongside paid offerings, ALANA produces open-source guides and tools to help communities embrace and accelerate their journey toward decentralization.

We crafted this guide for project leaders, community managers, and marketing teams launching their own grant programs powered by Incented.

Designing, launching, and promoting a custom grant program can be challenging—especially for smaller initiatives with limited resources. This guide makes the process approachable, strategic, and effective, empowering you to maximize your impact and connect with your intended audience. The pack contains:

- Clear exercises to define your mission, vision, and grant program goals
- A smart guide to choosing the best social media channels for your audience(s)
- A content prep checklist for formats, messaging, and CTAs (call to actions)
- Inspiring content ideas and real-world examples
- A glossary of key social media terminology

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## Who's Behind This Guide

## Why We Created This Guide



## MISSION

## VISION

## IDENTITY

### What drives you?

- What change are you trying to create in your community or field?
- What problem are you solving and for who with your project/community?
- What makes your approach or project unique?

### Where are you headed?

- What will your community and / or project look like in 3–5 years?
- What long-term impact do you hope to achieve?
- How will your work inspire others or set new standards?

### What do you stand for?

- What principles guide your decisions and actions?
- How do you want others to describe your project or organization?
- What are you absolutely NOT willing to compromise on?

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## Exercise - Clarity Canvas

Before you share your grant with the world, take a moment to define who you are and what you stand for. Use this exercise to clarify your mission, vision, and values —so your audience instantly understands your purpose. Start by brainstorming ideas as bullet points or keywords on sticky notes or a whiteboard. Then, refine your thoughts, keeping only what truly matters, and craft a clear, two-sentence statement. Let this guide all your communications as your personal “north star.”



## SPECIFIC

## MEASURABLE

## ACHIEVABLE

## RELEVANT

## TIME-BOUND

- What exactly do you want your grant promotion to achieve?
- Who is your target audience for the promotion?
- What is the primary purpose of your grant— what problem does it solve or what opportunity does it create?

- How will you know your promotion is successful?
- What metrics will you track for your promotion (e.g., reach, applications) and its impact?
- What does success look like for the grant itself from your project's perspective?

- What resources do you have for your promotion and for distributing the grant?
- Are your targets realistic given your capacity and timeline?
- What potential obstacles could affect either the promotion or the grant's implementation, and how will you address them?

- How does your promotion support your overall mission and the goals of the grant?
- Why is this grant needed by your community or audience?
- How will achieving these goals move your project or organization forward?

- By when do you want to achieve your promotion goals?
- By when should the grant be distributed and outcomes realized?
- What are your key milestones for both promotion and grant delivery?

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## Exercise - SMART Goals Builder

Setting clear goals is essential for both your grant program and its promotion. The SMART Goals Builder guides you through defining what you want your grant to achieve, as well as how you'll reach and engage your audience. By answering targeted questions for each SMART trait—Specific, Measurable, Achievable, Relevant, and Time-bound—you'll create focused, actionable objectives that keep your efforts organized, measurable, and aligned with your mission.



## TWITTER/ X

Best for: Real-time updates, Web3 communities, viral threads.

## LINKEDIN

Best for: Professional networking, thought leadership, B2B partnerships.

## TIKTOK

Best for: Creative, short-form video, younger audiences, behind-the-scenes.

## FARCASTER

Best for: Web3-native users, decentralized social, NFT integration.

## BLUESKY

Best for: Niche tech communities, open-source advocates, custom feeds.

### Ask yourself:

- Is my audience active in crypto and tech conversations?
- Am I ready to post short, frequent updates?
- Do I have time to engage with replies and trending topics?

### Ask Yourself:

- Am I targeting founders, professionals, or organizations?
- Can I share longer posts or articles?
- Do I want to build credibility in a formal setting?

### Ask Yourself:

- Can I create fun or educational videos?
- Is my audience Gen Z or Millennials?
- Am I comfortable showing faces or demos on camera?

### Ask Yourself:

- Does my project appeal to early adopters and crypto enthusiasts?
- Am I interested in experimenting with decentralized social tools?
- Do I want to connect with builders and innovators?

### Ask Yourself:

- Am I interested in reaching a cutting-edge, privacy-focused audience?
- Do I want to experiment with new social media formats?
- Is my content relevant to open-source or decentralized tech?

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## Channel Matchmaker

Especially for smaller teams it can be hard to manage multiple social media channels. Let's define a clear hierarchy together with the Channel Matchmaker exercise.

For each platform, answer the three questions and assign yourself 0–3 points per question. Add up your points for each platform—your maximum per platform can be nine points in total. The higher the score, the better the fit for your project's main channel!

- 0 - Not a fit for my project
- 1 - Somewhat fits, but not ideal
- 2 - Good fit, but not perfect
- 3 - Perfect fit!



# Social Media Glossary

Navigating social media—especially in the fast-evolving world of Web3—can feel like learning a new language. This glossary distills the essential terms and concepts you’ll encounter, empowering you to communicate with confidence and maximize your online impact.

Use this glossary as a launchpad for deeper learning. The more you understand these terms, the more strategically and purposefully you can design and execute your campaign.

<b>Algorithm</b>	Algorithms vary per platform but understanding them helps you optimize your posts for visibility. They are used by platforms to decide which content appears to which type of users.
<b>Alt Text</b>	Alt Text is a written description of an image or video for accessibility, allowing screen readers to describe visuals to users with visual impairments. Also helps with SEO and discoverability.
<b>Call To Action</b>	A prompt that tells your audience what you want them to do next, such as “Apply now,” “Share this post,” or “Join our Discord.” Direct CTA’s help with motivation and of course action.
<b>Engagement Rate</b>	A metric showing how actively your audience interacts with your content (likes, comments, shares, etc.), usually as a percentage of total followers.
<b>Hooks</b>	Hooks are attention-grabbing openings to your posts or videos. They work similar to a strong headline and ideally make people stop scrolling and pay attention. Example: “What if you could fund your next project in 24 hours?”
<b>Reach &amp; Impressions</b>	Impressions are the number of times your content is displayed, regardless of whether it’s clicked or not. Reach are the total number of unique users who see your content.
<b>Thread</b>	A series of connected posts (especially on X) that tell a longer story or explain a concept in detail through a nested post. It can be used well for educational, informational or instructional content.
<b>UGC</b>	User-Generated Content (UGC) is content directly created by your community or audience, like testimonials, reviews, or user stories. Sharing UGC builds trust and engagement.

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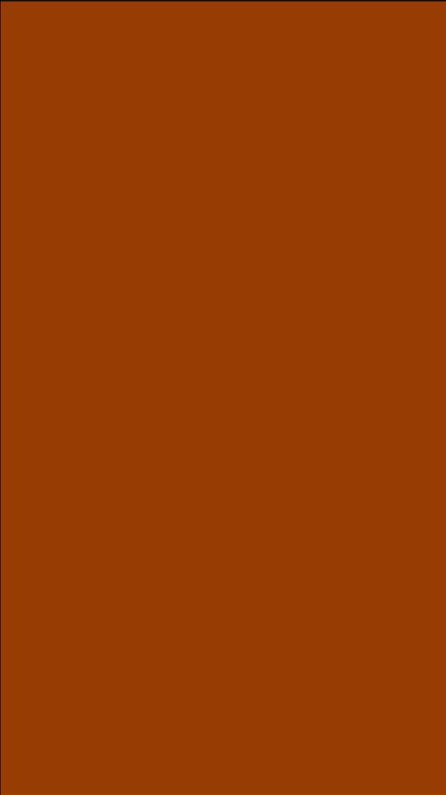
# Content Prep Kit

Before you hit “publish,” ensure your content is primed for success. This kit equips you with everything from technical specs to messaging strategies, so your posts not only look professional but also deliver results across every platform.

Each platform has its own formula for success — unique sizing, content preferences, and display quirks. For example, Twitter/X favors original posts over link attachments, TikTok’s overlays can obscure parts of your video if not planned for, and LinkedIn will automatically downscale images that don’t meet its resolution standards, leaving your visuals looking unprofessional.

Taking these platform-specific details into account from the start is essential. By doing so, you’ll maximize your reach, maintain high-quality visuals, and ensure your message lands exactly as intended.





**Twitter/X**

Images: 1200 x 675 px  
Videos: MP4, up to 2:20 min, 1200 x 1200 px or 1920 x 1080 px

**LinkedIn**

Images: 1200 x 627 px  
Videos: MP4, up to 10 min, 2560 x 1440 px

**TikTok**

Images: 1080 x 1920 px (vertical)  
Videos: MP4/MOV, 9–60 sec, 1080 x 1920 px

**Farcaster**

Images: 1200 x 800 px (recommended)  
Videos: MP4, 5 min max., 1080 x 1080 px or 1200 x 628 px (due to weird cropping) or a streaming format such as 1920 x 1080 px

**BlueSky**

Images: 1200 x 800 px (recommended)  
Videos: MP4/MOV, 3 min max., 1080 x 1080 px or a streaming format such as 1920 x 1080 px will display best between desktop and mobile application

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# Image/Video Sizing Guide

Getting the resolution and sizing right for each platform is essential to ensure your content appears as intended. Proper formatting prevents unwanted downscaling, pixelation, awkward cropping, or videos being cut off—so your message always looks its best.

For correct sizing of additional social media platforms review the metricool guide [here](#).



# Tips, Tricks & Cheat Sheets

Standing out on social media starts with the right words and a clear message. The attached cheat sheets for grabbing hooks and effective CTAs will help you bring attention to your grant program and its purpose.

Combine these with our clarity tips and platform-specific advice to ensure every post is tailored, impactful, and aligned with your goals — no matter which channel you choose.

## Clarity

### Is your message easy to understand at a glance?

- Does the tone of voice match your project's personality (e.g., friendly, authoritative, innovative)?
- Does your content explain why your audience should care?
- Is there a clear next step aka. Call To Action included (e.g., "Apply now," "Learn more")?

## Platform Specific Tips

- **Twitter/X** → Use concise text, 1-2 hashtags, and tag relevant accounts.
- **LinkedIn** → Share insights or behind-the-scenes stories; use 2-3 hashtags.
- **TikTok** → Start with a strong hook, keep it short, use trending sounds or effects.
- **Farcaster/ BlueSky** → Highlight your Web3 angle, engage with community threads, and experiment with polls or questions.

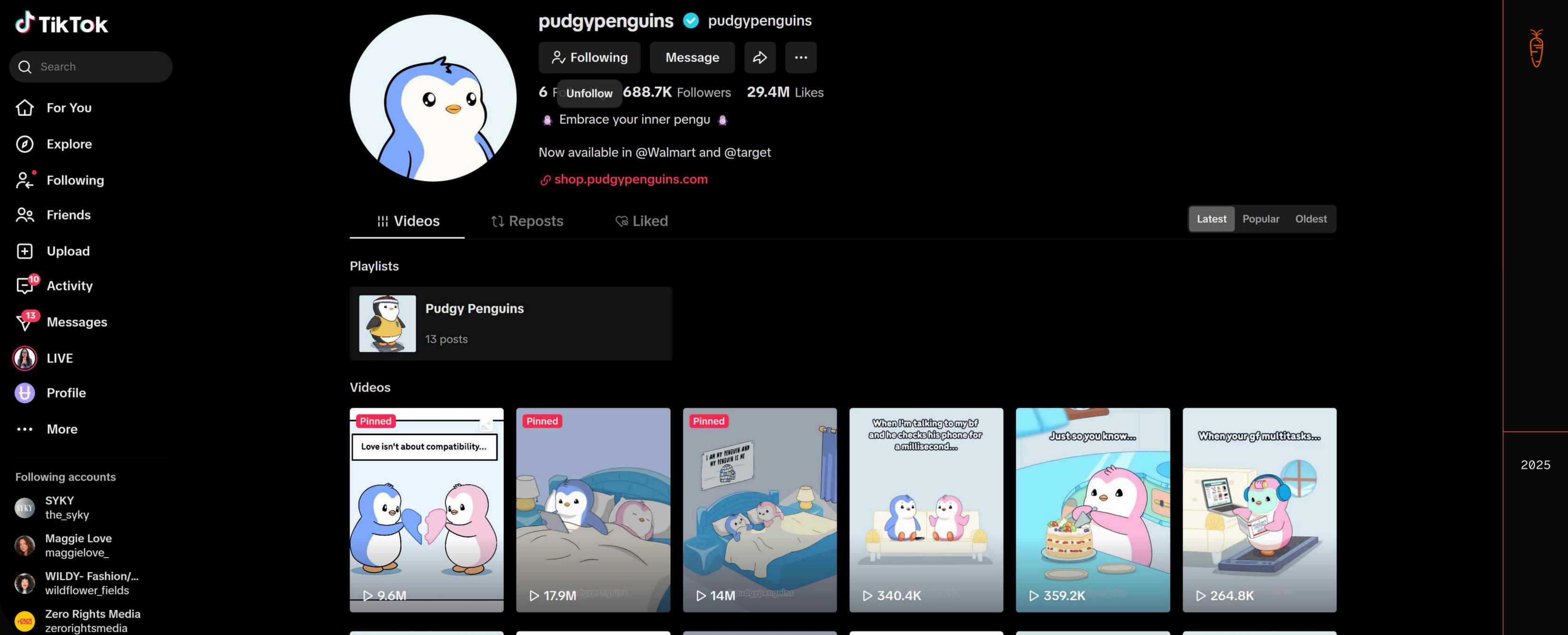
## CTA Cheat Sheet

- "Discover our grant program."
- "Share your ideas below!"
- "Apply by [deadline]."
- "Apply for a [TokenName] grant and become a core community builder."
- "Claim your spot in our ecosystem — submit your proposal now."
- "Share this with a builder/ friend who needs funding/ should see this."
- "Subscribe to our newsletter and get updates on future grants."
- "Have questions? DM us or join our info session to learn more."

## Hooks Cheat Sheet

- "Stop scrolling — this could be the opportunity that changes your project."
- "Are you building in Web3? Here's a grant you can't afford to miss."
- "The #1 mistake most grant applicants make (and how to avoid it)."
- "Fuel your next idea with [TokenName]! Apply for our grant!"
- "We're not just giving grants — we're building our economy."
- "Unpopular opinion: Most grants don't help builders — but this one does."
- "Watch this if you want to turn your vision into reality."
- "Ready to level up your impact? This grant could be your launchpad."

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## Example - Pudgy Penguins

While Pudgy Penguins is an NFT collection rather than a grant program, there's much to learn from this highly viral example. One key takeaway is that sharing the authentic story behind your grant—why you're launching it, what you aim to change, and who inspired you—can inspire people to apply. Additionally, Pudgy Penguins shows the power of original content and high-quality visuals. For your grant, this means showcasing real faces, voices, and stories from yourself, your team, and your community. Making the pre-grant process interactive will also yield significant benefits and deeper engagement.

### Why it works:

- Emotional storytelling and humor made the project memorable.
- Community involvement (resharing fan art, interactive tweets) fostered loyalty and creativity.
- Consistent, authentic engagement built trust and momentum.
- Their launch strategy created FOMO, leading to rapid NFT sellouts.

- X
- Home
- Explore
- Notifications 5
- Messages
- Grok
- Bookmarks
- Jobs
- Communities
- Premium
- Verified Orgs
- Profile
- More

← **Gitcoin** 16.2K posts

⋮ 🔍 ✉ 🔗 Following

**Gitcoin** 🌟 📍  
@gitcoin

Grants = Growth 📍 Gitcoin Grants Program 🌱 Gitcoin @GrantsStack 🗣️  
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📁 Science & Technology 📍 Find us at 👉 [gitcoin.co](#) 📅 Joined April 2017

890 Following 218.1K Followers

👤 Followed by AfriLearn, Let's GROW, and 372 others you follow

Posts
Affiliates
Replies
Highlights
Media

↻ Gitcoin reposted

**Grant Ships** 🌟 @grantships · May 30

[@Gitcoin](#) Grants 23 voting ends tomorrow!

🔗

Who will move on to GG24?

Click the green "Check Eligibility" button to find out if you're eligible to vote.

[👉 gg23.grantships.com/vote](#)

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**What's happening**

**Kings World Cup Clubs**  
LIVE

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Trending in Peru ⋮

**#tds4inlima**

## Example - Gitcoin Grants

Gitcoin's Grants Rounds are a standout example of how to keep your community energized, informed, and truly engaged throughout the grant process. Instead of simply announcing a round, Gitcoin creates a whole season of dynamic social media activity—highlighting applicants, sharing regular updates, and hosting AMAs to address questions in real time. Their commitment to transparency and hands-on support sets a high standard. Take a page from their playbook: invite your applicants into group chats or forums where they can connect, ask questions, and feel supported every step of the way.

### Why it works:

- Regular updates will keep everyone engaged, people who already submitted and those who still might.
- Using gamified mechanisms such as live stats, countdowns and “top applicant” spotlights.
- Encourage applicants to share their own stories or progress, and reshare these to your main feed.
- Transparency about the process, deadlines, and what happens next will create trust!



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Instagram

- Home
- Search
- Explore
- Reels
- Messages 6
- Notifications
- Create
- Dashboard
- Profile
- Meta AI
- AI Studio

humansofny Verified

Following ▼ Message ⋮

5,763 posts 12.7M followers 519 following

**Humans of New York**

humansofny

New York City, one story at a time. Created by Brandon Stanton. Preorder 'Dear New York' below: [bit.ly/DearNewYorkBook](https://bit.ly/DearNewYorkBook)

Humans

POSTS REELS TAGGED

## Example - Humans of New York

This example offers valuable inspiration for showcasing your grantees. While it originates on Instagram, the content style and core elements translate well across any platform. If video isn't feasible, high-quality images paired with authentic storytelling are just as effective.

The key is to foster relatability and emotional connection, helping your message resonate with both your existing community and new audiences. When using this approach, focus on humility and genuine storytelling—authentic voices are far more compelling than overconfidence or self-promotion.

**Why it works:**

- Deep, personal and relatable stories paired with high-quality portraits.
- The content type let's viewers empathize and builds emotional connections.
- Consistent and regular, high-quality posts.



# Pre Grant Launch

These ideas are especially well-suited for first-time grant providers who need to inform and prepare their audiences—ensuring that potential applicants hear about the opportunity before the grant window closes. While these recommendations offer a strong starting point, we encourage you to tailor and adapt them to fit your unique needs, tone of voice, and brand strategy.

In addition to social media, don't overlook the enduring power of email marketing. Building and nurturing a robust newsletter subscriber list can significantly amplify your reach and engagement. If you don't yet have an email list, let this grant initiative be your catalyst—use these pre-launch ideas to attract new subscribers. Simple CTAs like “Want to stay updated? Subscribe to our newsletter—link in bio!” can help you grow your audience and keep your community informed.

## Grant Giver Diary Video/Images

Document the days before launching the grant so your audience has sufficient time finding you once the grant has been published—show the workspace, brainstorm/virtual meetings, or even sticky notes. Share regular updates on your learning process, mistakes, and wins.

- TikTok: Quick cuts, real moments.
- Farcaster/Twitter/BlueSky: Photo/screenshots with a short caption.

## Why We're Doing This Video/Thread/Live

Share a heartfelt video or thread explaining your motivation for launching a grant program with Incented. This topic could also be structured as an AMA or Livestream session.

- TikTok: Use a trending sound and captions or just go live.
- Twitter/X: Thread with personal story and a call for feedback.
- LinkedIn: Short personal article on what motivated you to launch the grant.

## Meet the Team/Founder Carousel/Image

Introduce yourself and/or your team with fun facts, hobbies, or “two truths and a lie. Be personal about this, less formal more authenticity. Invite people in!

- LinkedIn: Professional but personal.
- TikTok (photo post feature): Series of posts with images, visually and creatively introducing yourself/ the team.

## Countdown to Launch Images/Snippets

Share a small update each day leading up to the grant opening, starting about two weeks before launch date. Keep it short so it doesn't dilute other messages that might be more important to share before the grant starts.

- BlueSky/Farcaster: Quick facts or behind-the-scenes shots.
- TikTok: Stories to engage on a daily basis without overwhelming yourselves.

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# During The Grant

Once your grant has launched, it's essential to maintain momentum so you attract high-quality applicants and maximize submissions. Use the content ideas on the right as inspiration to craft your own engaging posts. Focus on answering questions, spotlighting standout applicants, and encouraging participation by removing any doubts. Remember your grantees need to collect votes. Whatever helps them and you can support them with, will ultimately also help you to spread the word.

### Bonus tips for first-time grant providers:

- Document your journey — audiences connect with authentic, behind-the-scenes stories.
- Invite feedback and ideas — empower your community to help shape future grant processes.
- Celebrate small wins — every milestone is worth sharing and builds excitement.
- Be transparent — open communication fosters trust, especially when you're just starting out.

### Grant Application Video/Carousel

Screen-record or illustrate how to apply, step by step. Make it easy and accessible and be sure to mention which resources are needed. Make the path for applicants a direct one with the link in your bio.

- TikTok: Fast, visual demo video with a limited amount of steps. Start with where to find the application link!
- LinkedIn/Twitter: Short article or thread with instructional steps.

### Live Q&A or AMA Session Thread/Live

Plan a livestream or start a thread to answer questions about your grant. People might feel insecure about how a good application may look like. Make sure they feel encouraged and motivated.

- Twitter/X: Start a Q&A thread to which potential applicants can respond with their questions.
- LinkedIn/TikTok/Twitter: Schedule a Live event to help erase doubt and encourage more applications.

### Community Shoutouts Carousel/Images/Live

Make sure you support potential grantees by celebrating applications with a shoutout and regularly providing a platform for them to showcase their work. Remember grantees need to collect votes to succeed in the round!

- Twitter/TikTok/Farcaster: Tag and celebrate them with visuals and short content writing or a livestream.
- LinkedIn: Write a weekly summary of your favorite applicants (to rise quality submissions). Don't forget to tag them to spread the word wide and far!

### How to Stand Out Tips Carousel/Video

Offer your top three tips for a strong application! What will grantees make stand out. Be precise and

- LinkedIn/TikTok: Simple, actionable advice as an article or short-form video.
- Twitter/X: Thread with instruction slides (text + image)

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# Aftercare – Celebrate & Reflect

When your grant window closes, your journey with the community is just beginning. Keep the energy alive by celebrating wins, sharing the impact your grant has made, and inviting feedback. This is your chance to build lasting relationships, discover new voices, and set the stage for even more exciting projects ahead. It's also the perfect time to experiment, learn, and truly connect with your audience.

### Here are a few tips for additional content:

- Embrace platform-native features (like TikTok effects, Twitter polls, or Farcaster Frames).
- Encourage your community to share, tag friends, and join the conversation.
- Spotlight real people and genuine stories from your journey.
- Blend humor, education, and transparency to keep things fresh and relatable.
- And always, always include a clear call to action!

### Celebrate Video/Carousel

Recognize and celebrate those who contributed ideas, support, or feedback throughout the process. Most importantly, thank everyone who participated and share what's next.

- All platforms: Heartfelt message, tag supporters and just be your kind self!

### Our Grant Values Video/Carousel

Reiterate your mission and the values behind your grant which ideally explains the winners of the grant. This is best shared in a video format but can also be highlighted in a carousel. (The idea can also used before the grant is launched.)

- Farcaster/Twitter: Video and ensure it is pinned to your channel.
- LinkedIn: Short article about the above in a structured manner, tagging all grantees for better visibility.

### Meet the Grantees Video Interviews/Quotes

Now it is time to introduce your grantees, their stories and what drove them to apply. By providing a platform to your successful applicants you will succeed as well! Share stories and interviews with recipients to showcase impact.

- Farcaster/BlueSky/Twitter: Quoted posts with your brand visuals.
- TikTok: Video interviews with the most important key points from grantees.
- LinkedIn: Short interview article on your individual grantees.

### Before & After Carousel/Article(s)

In between your usual posts and other engagement strategies ensure to have highlights pop up once in a while reporting from where your grantees are. This helps build further trust and reach a wider audience. It is all about showing the transformation a grant provide and therefore the impact it creates.

- BlueSky: Individual posts or threads, both work depending on how exciting the progress of your grantees looks like.
- TikTok: Story posts or carousels and if more resources available a video.

## Want Your Custom Content?

No problem, The ALANA Project got your back!

Please reach out to our community via [Telegram](#) or email us:  
[contact@the-alana-project.xyz](mailto:contact@the-alana-project.xyz)

Learn more about ALANA [here](#) and subscribe to our blog.

