

# *THE* **ICONIST**

## **Progress Report 1**

**June 28 - July 9**

### **Notes**

- Thank you P-reps for believing in The Iconist and G3 Partners and for voting us in! We're excited for the next chapter!
- We rebooted The Iconist on June 28 and we are on course to publish 10 articles by the end of week two (July 11).
- We're speaking with community members, ICON Team and P-reps about story ideas — please feel free to suggest your own (contact [hello@theicon.ist](mailto:hello@theicon.ist)).
- We're busy working on the website update, on course for re-launch at the end of July — as planned.
- Some key takeaways from our first couple of weeks back, based on feedback from the community:
  - Positive content about ICONLOOP was well-received after a period when ICONLOOP was getting a lot of bad publicity.
  - As always, ICON-related content that we pick up from the Korean leads tends to be most well-received, especially if we can get a quote from within ICON or ICONLOOP. We will try to run these articles as often as possible going forward.

## **PROGRESS REPORT**

### **Website Update**

- New copywriting is in progress, including an 'About ICON' page
- We're researching options for the new 'Community page' where we'll aggregate third party / community news and updates - we've identified a few plugins that may work

- Refreshed design is underway, using a template that's designed specifically for this type of online publication (see below)



## The Iconist News

### Published Articles

NOTE: Our goal is to publish 5 articles per week

Week	Date	Headline & Link
Wk 1	6/28	<a href="#">\$1M VOTE IS OPEN FOR BALANCED DAO FEE DISTRIBUTION</a>
	6/29	<a href="#">DEFI SERVICE OMM TO MARK LAUNCH WITH AIRDRIP</a>
	6/30	<a href="#">KOREAN EXCHANGES JOIN HANDS TO COMPLY WITH TRAVEL RULE</a>
	7/03	<a href="#">DID MAKING JEJU SAFER FOR TRAVEL</a>
	7/03	<a href="#">CAN I USE ICX TO BUY A CUP OF COFFEE?</a>
Wk 2	7/05	<a href="#">MYID UPDATE: TRACTION ACROSS KOREA</a>
	7/07	<a href="#">SWAP ICX AT SWAPSPACE!</a>
	7/08	<a href="#">ARE DID-POWERED VACCINE PASSPORTS IN THE WORKS?</a>
	7/09	<a href="#">ICX BULL RUN WHILE OTHER COINS FALTER</a>
	7/10	REIMAGINE Reimagined With ICON Sponsor

## Articles in Progress

NOTE: Some posts are planned in advance (as below), whereas others are based on daily news. Not all articles listed below will make it to print.

ICON & P-Rep interviews / news / updates:

- ICONLOOP and ICON new hires
- ICONLOOP / ICON distinction (to coordinate with ICONLOOP, in light of recent troubles)
- Call scheduled with ICON Foundation (week of July 12)
- ICE Network, Balanced DAO

NOTE: If you have something to share with the community, get in touch (hello@theicon.ist)

ICON 2.0 update

How the MyID registration process is stamped on the blockchain (public vs private, to avoid FUD)

How it works: BTP, Staking, IconBet, etc.

Update on the next REIMAGINE conference

Best ways to stake ICX listicle

Upcoming ICON Chrome browser extension

Another ICX spotlight (if it hits top 100 again)

If you have story ideas, we welcome you to get in touch (hello@theicon.ist).

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## Podcasts / Video

- We're focused on kicking off the main Iconist news platform and the new website right now, but aim to have a podcast plan in place by the end of July and hope to kick off video in July or August.
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# Public Relations

## PR / Media Syndication

- We are reconnecting with journalists and publications in the blockchain space
- This item relies on ‘top stories’. If you have a big story coming up that you feel deserves attention beyond The Iconist, drop us an email ([hello@theicon.ist](mailto:hello@theicon.ist)).

## Weekly Newsletter

Date	Headline
7/06	<a href="#">Return of The Iconist News Weekly Newsletter</a>
7/15	Coming soon

## Social Media

- We have resumed activity on The Iconist channels, as below - please have a look and join the conversation :)
    - [Twitter](#)
    - [LinkedIn](#)
    - [Facebook](#)
  - We're pleased to see that the community remembers The Iconist and have immediately and actively engaged with our content
  - We are committed to growing our social media presence, to ensure we're informing the existing community and sparking interest from would be ICON developers and investors
  - Social media promotions will begin next week — as before, we may be restricted with some content / topics due to platform rules
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## ICON Community Portal

- This will launch with the upgraded website, planned for end of July
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If you have any questions about the content in this progress report, please contact Dean ([hello@theicon.ist](mailto:hello@theicon.ist)).