enso +
nico
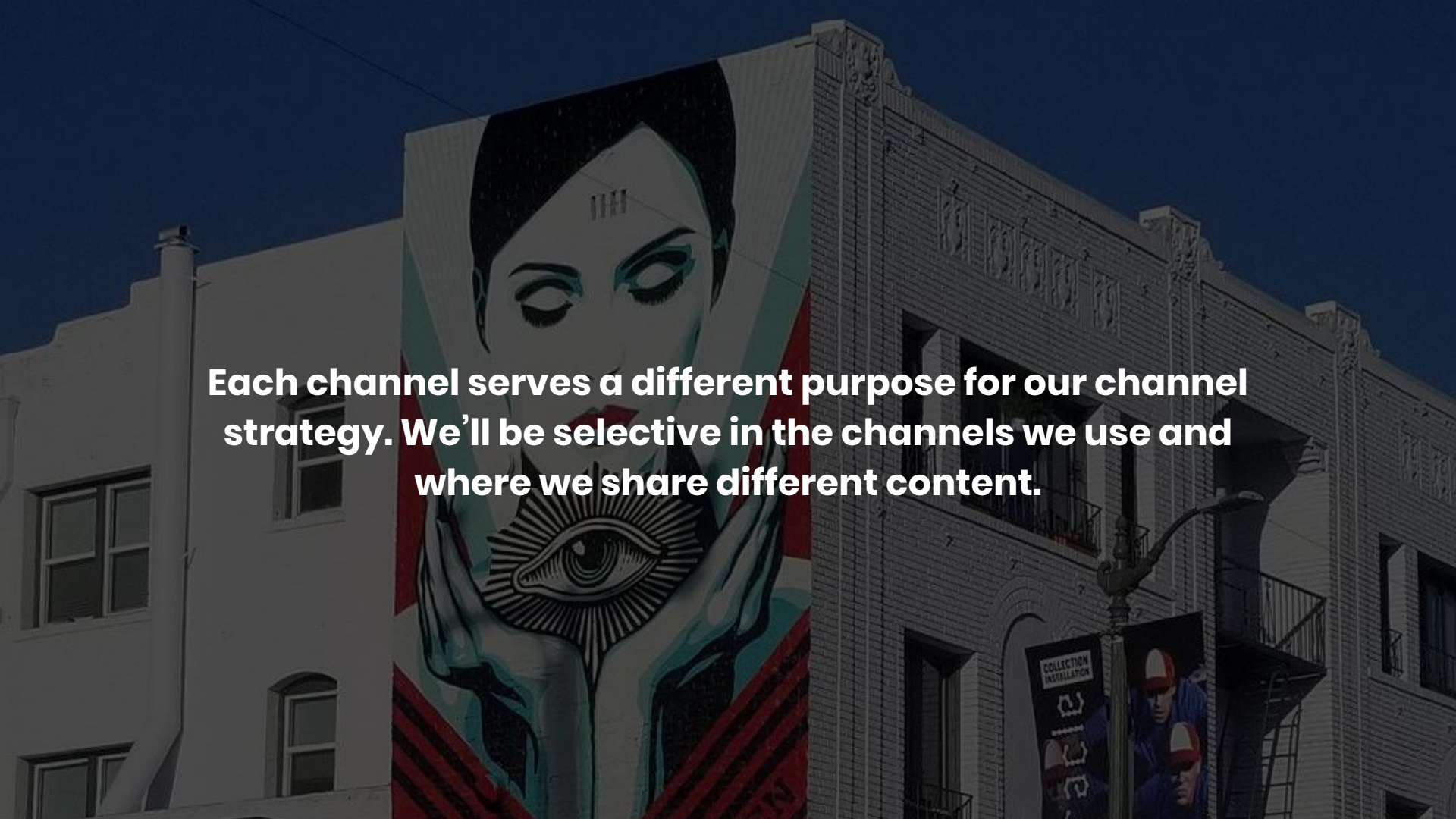
Content strategy / 10.23.19

What you'll see/agenda

a. Content pillars + content strategy

b. Launch objectives

c. Audience

d. Personality attributes

e. Moodboard + visual references

f. Sample launch content calendar

g. Voice and tone

h. Community management guidelines

Content pillars + channel strategies

Each channel serves a different purpose for our channel strategy. We'll be selective in the channels we use and where we share different content.

Channel roles

Channel	Usage	Best Content
Instagram	Visual platform for creative brand assets and imagery showing Nico's connection with Echo Park.	Brand communications Culture imagery and video
Facebook	Audience specific content for Facebook groups and our older audiences not on Instagram.	All nico content: videos, imagery, links to articles, blog posts, and event invites
Linkedin	Staff information and press for interested business partners and investors.	Brand communication highlights, press, op-eds, and team news
Angellist	Team and funding updates for prospective investors and employees.	Team updates
Email	Targeted approach to convert leads to customers during launch period.	Nico highlights
Blog	Long form stories and opinions.	Thought leadership and Nico highlights

Content pillars and content types (soft launch)

Education

Explanatory information about Nico's product and financial investing.

Nico 101: Repurposing brand content about how Nico works, why it exists, and reasons to invest.

News

Updates on Nico (i.e. new   team members, product updates, properties), press mentions, and events.

Who is Nico?: Introduction to the Nico team.

What's on?: Invitations to Nico and partner events.

BTS: Recaps of Nico events and meetings

Culture

Stories and opinions about people, places, moments, and neighborhoods.

Op-eds: Opinion pieces expanding on Nico's mission and sharing it's pov on Echo Park, neighborhoods, and gentrification.

This is where: Stories spotlighting the people and places of Echo Park.

Content pillars and content types (public launch)

Education

Explanatory information about Nico's product and financial investing.

Nico 101: Repurposing brand content about how Nico works, why it exists, and reasons to invest.

Financial Literacy:
Tips and explainers about investing in financial products

News

Updates on Nico (i.e. new team members, product updates, properties), press mentions, and events.

Who is Nico?: Introduction to the Nico team.

What's on?: Invitations to Nico and partner events.

BTS: Recaps of Nico events and meetings

Culture

Stories and opinions about people, places, moments, and neighborhoods.

Op-eds: Opinion pieces expanding on Nico's mission and sharing it's pov on Echo Park, neighborhoods, and gentrification.

This is where: Stories spotlighting the people and places of Echo Park.

The #investlocal slogan quickly communicate our mission(to help more people earn wealth created within their own neighborhoods) and will help increase our brand recognition.

This hashtag will be included in every social post, serve as the user-generated-content hashtag, and be used to encourage more community members to invest in their community.

Launch objectives

Soft launch objectives + tactics

Objective	Tactic(s)	Tactic approach examples
Build brand awareness among target market	Introductory content on owned channels	- Nico 101 content - How to Video
	Content shared on partner platforms	- Event invitations
	Event invitations and recaps	- Swag giveaways for newsletter signups - Info sessions - Nico nights
Generate leads (subscribers)	Direct users to website	- Use CTA in communications
	Value exchange	- Product giveaways for newsletter signups
	Grow email list and social follower count	- Paid media to target audiences - Follow / unfollow strategy - Relevant hashtags
Position Nico as an industry expert	Share relevant info about the team's qualifications	- Public support from key opinion formers

Public launch objectives + tactics

Objective	Tactic(s)	Tactic approach examples
Convert general public into investors	Direct users to website	- Use CTA in communications - Paid media to target audiences - Increase content rollout
	Value Exchange	- Swag giveaways and investment incentive
	Explainers	- Nico 101 content - How to Video
	Product Announcement	- Emails to subscription list - Announcements on partner platforms
Increase number of leads (subscribers)	Content shared on partner platforms	- Event invitations
	Event invitations and recaps	- Collect emails at events
Grow brand affinity	Show Nico's relationship with Echo Park	- Co-creation content - UGC
	Events	- Swag giveaway - Info sessions - Nico nights

Audience

Echo Park has a distinct cultural identity, based on an eclectic combination of the resident demographics. Each of those audiences have their own preferred channels and relationship with the neighborhood.

Target audience profiles

Legacy local

- Preferred channels: Facebook and physical mail

- Age: 50+
- Longtime resident
- Dedicated to community and family
- Needs housing security and stability
- Low digital (exclusively uses Facebook) and financial literacy
- Non-native English speaker

Local Community leaders

- Preferred channels: Facebook and mail

- Age: Mid 30s - Early 40s
- Works at legacy business or institution
- Dedicated to their customers and audience
- Needs to sustain/grow business and community objectives
- Wary of high rent and gentrification
- Experienced with digital and financial tools
- Multi-lingual

New locals
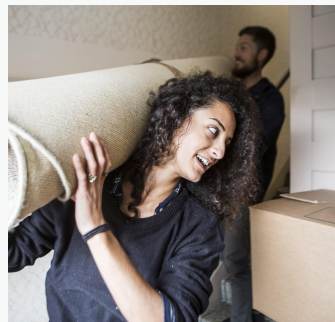
- Preferred channels: Instagram, email

- Age: Early 30s
- Recently moved to the area
- Dedicated to their career
- Needs to get acclimated to their daily routine in the neighborhood
- Focused on saving and path to homeownership
- Digitally and financially savvy
- Native English speaker

Young local

- Preferred channels: Instagram and email

- Age: Late 20s to Early 30s
- Grew up in Echo Park
- Dedicated to the community
- Acknowledges change is good but wary of tech companies and gentrification
- Need a way to support the community
- Digitally savvy but low financial literacy
- Native English speaker

Personality attributes

"The host who creates space for others."

The connector that loves to bring people together. Makes people look forward to seeing them. Well-known but prefers to be behind-the-scenes. Advocates for their community. Warm, compassionate, empathic, good listener. Wise and trusted because of their genuine intentions and follow-through. Leads with respect and kindness.

Character examples

Michelle Obama

- Classy and principled advocate
- Accomplished professional that uses intellect for social not just personal gain
- Shares knowledge for collective benefit
- The glue that brings different groups together

Father Boyle
(Homeboy Industries)

- Innovative values-based approach
- Invested in hyperlocal, grassroots community outreach
- Local role model
- High integrity
- Dedicated to a mission-driven life

Sesame Street

- Intentionally creates inclusive space for all
- Supportive, nurturing, and encouraging environment
- Provides sense of comfort and belonging
- Embraces differences as a strength

Approachable

Investing can be daunting for some, and even more when it's a new product. We should have an open door policy to assist anyone curious about our product.

Means we are: accessible, friendly, charismatic, warm
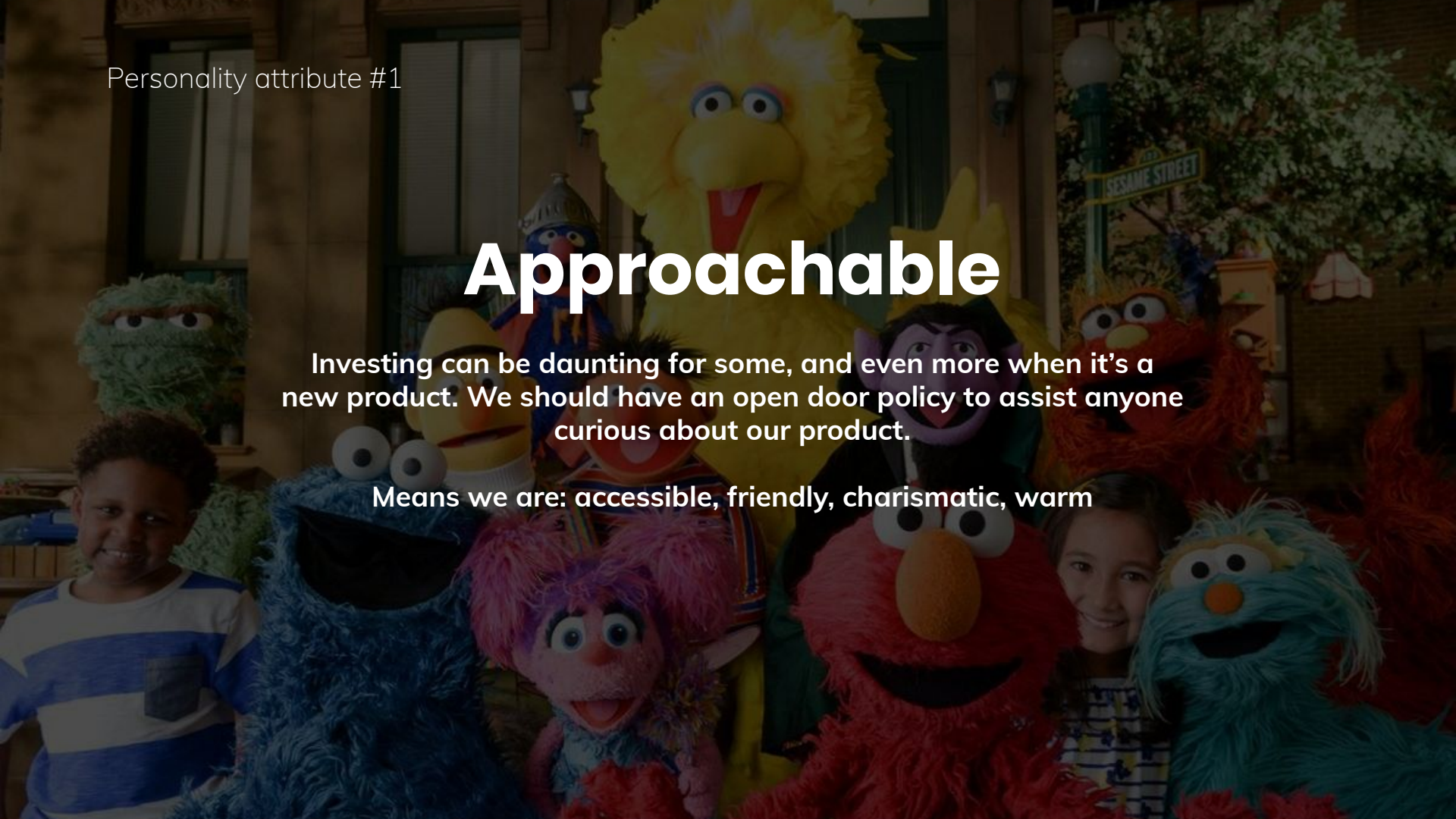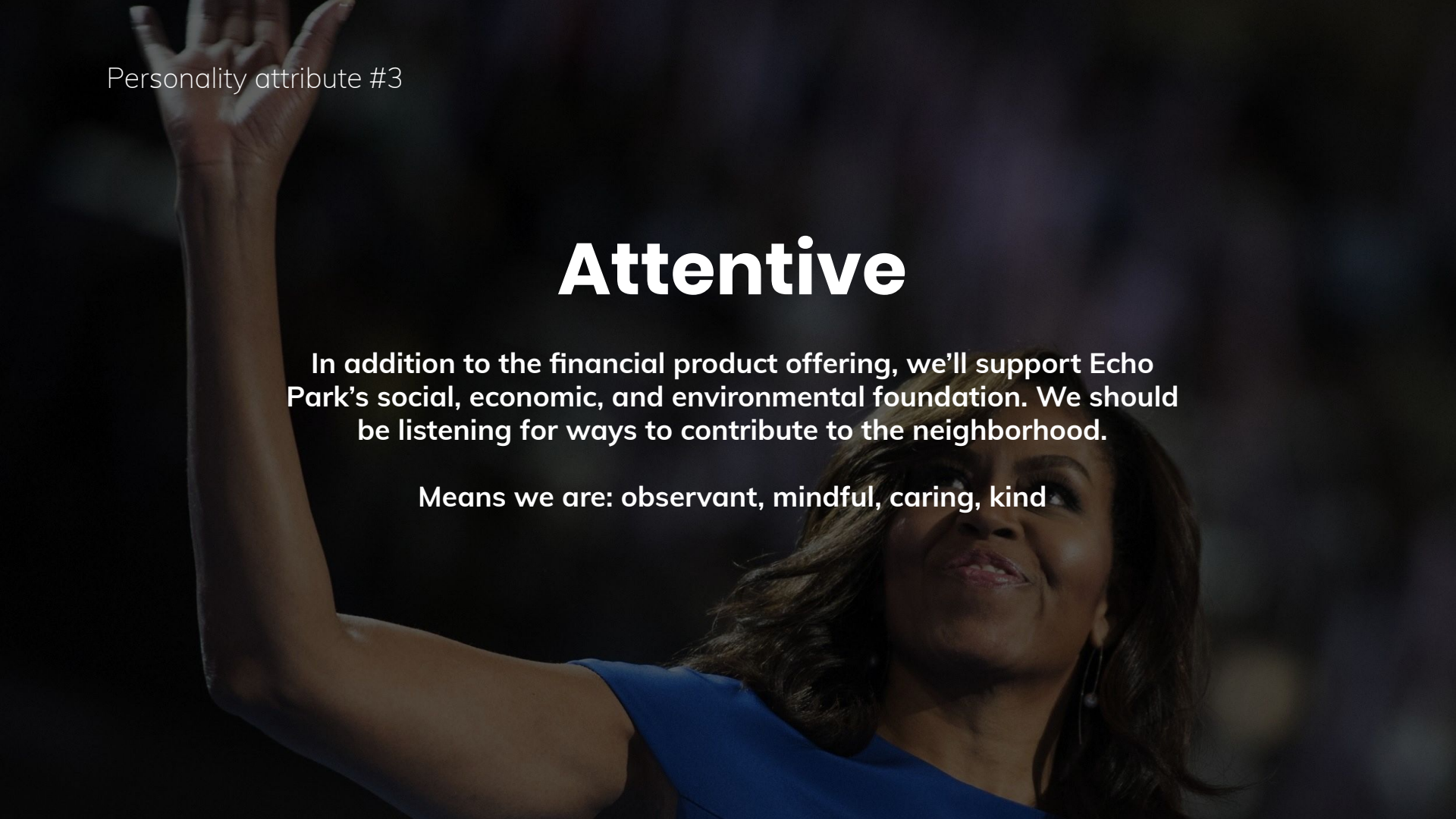
Genuine

We shouldn't act of character by overpromising our product benefits nor seek to curate our version of Echo Park. By staying transparent and honest, we'll remain true to ourselves.

Means we are: authentic, natural, transparent, truthful

Attentive

In addition to the financial product offering, we'll support Echo Park's social, economic, and environmental foundation. We should be listening for ways to contribute to the neighborhood.

Means we are: observant, mindful, caring, kind

Personality attributes summary

Approachable

Means we are: accessible, friendly, charismatic, warm

Investing can be daunting for some, and even more when it's a new product. We should have an open door policy to assist anyone curious about our product.

Genuine

Means we are: authentic, natural, transparent, truthful

Be honest about product benefits and not seeking to curate our version of Echo Park. By staying transparent and honest, we'll remain true to ourselves.

Attentive

Means we are: observant, mindful, caring, kind

In addition to the financial product offering, we'll support Echo Park's social, economic, and environmental foundation. We should be listening for ways to contribute to the neighborhood.

Moodboard

Photography

Nico celebrates the different people and places that bring the unique identity to a neighborhood.

The photography should feel like it's been made by the people. Images must be authentic and natural, reflecting the energy of Echo Park (not feel overly stylized).

People

Neighbors, partners, team members and any other person featured here should be portrayed in the most authentic light possible. Optimism and joy should be the dominant emotions we read in people's faces and social interactions.
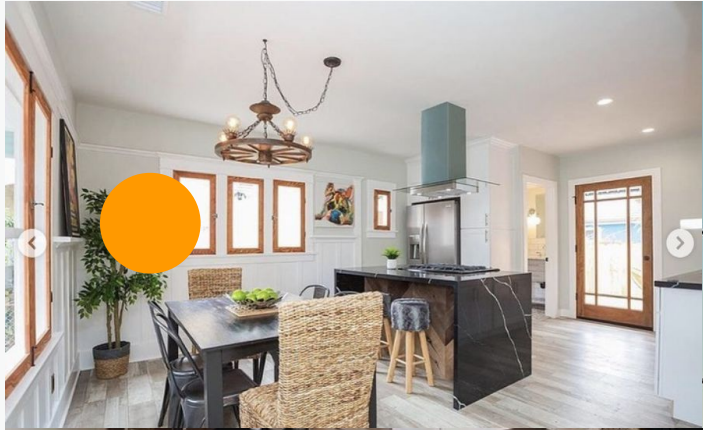
Place

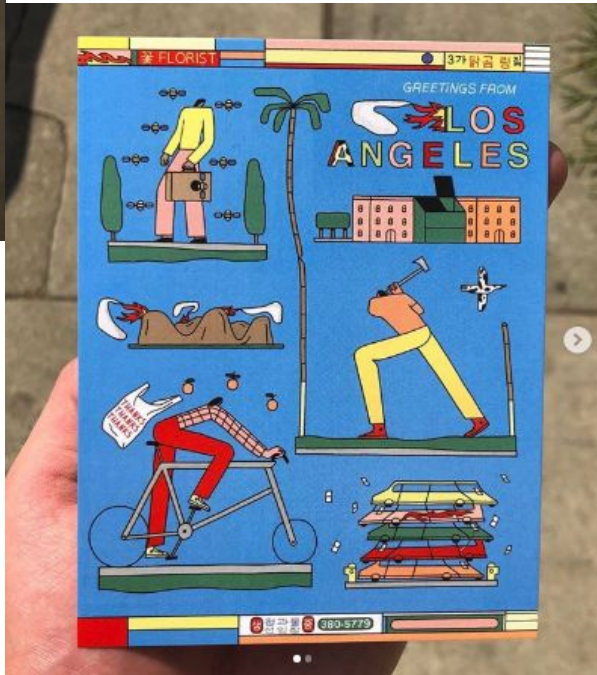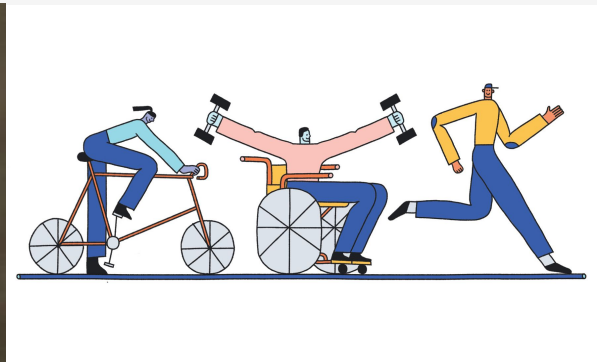People's homes, offices, businesses, public areas and events should feel real, familiar and natural.

Product and Brand

Branded communication helps us establish and build our brand within our community.

Graphic material should be clear and simple. When using branding alongside photography, we should maintain a level of authenticity and spontaneity.
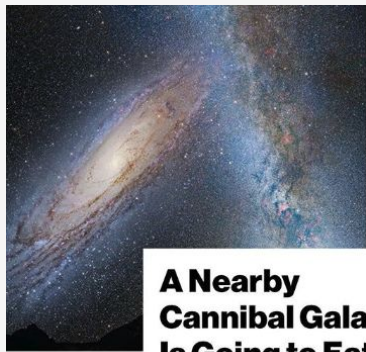
A Nearby Cannibal Galaxy Is Going to Eat the Milky Way, Scientists Say

ASAP ROCKY REMINDING EVERYONE THAT IT'S NOT LAME TO TRY.

SOURCE: INSTAGRAM | @NDLOCAL

when Carti said 'im the most humble star' I felt that

—Kenny Beats, @kennybeats

GENIUS

"LUXURY IS SUPPOSED TO BE ABOUT GOOD CRAFTSMANSHIP. IT'S MORE ABOUT THE EXECUTION ITSELF: THE PRODUCT, THE CRAFT." (HIROSHI FUJIWARA)

THE NEW LUXURY
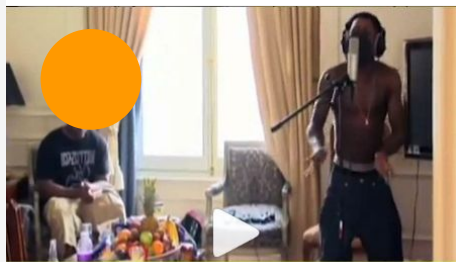
Lil Wayne recording his "Swagga Like Us" verse in his hotel room is too iconic 🔥

THE CARTER DOCUMENTARY

GENIUS

I'm anti-Santa Maria Only Christopher we acknowledge is Wallace

JAY-Z, "OCEANS"

GENIUS

"I want people to notice, 'hey, yeah, that's New York, but she also brings this other thing to the table,' which is wisdom, support, an acknowledgement of uplifting people."

—TIFFANY 'NEW YORK' POLLARD VICE

"I'm not worried about breaking out anymore ...I just wanna keep making music. I feel a little bit more fulfilled by other things now, and it doesn't entirely depend on being accepted as a famous musician."

—Angel Olsen
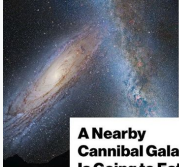
FADER

Feed

A Nearby Cannibal Galaxy Is Going to Eat the Milky Way, Scientists Say
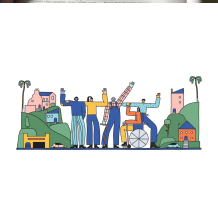
BIG BUD PRESS

Buyer Beware!

"I want people to notice, 'hey, yeah, that's New York, but she also brings this other thing to the table,' which is wisdom, support, an acknowledgement of uplifting people."

— TIFFANY 'NEW YORK' POLLARD VICE

What is a Neighborhood REIT?
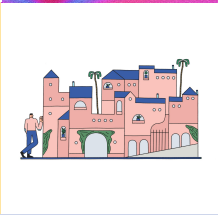
How can I invest in Nico?

Sample digital content calendar

Soft launch digital content

Soft launch Objectives + Tactics

Objective	Tactic(s)	Tactic approach examples
Build brand awareness among target market	Introductory content on owned channels	- Nico 101 content - How to Video
	Content shared on partner platforms	- Event invitations
	Event invitations and recaps	- Swag giveaways for newsletter signups - Info sessions - Nico nights
Generate leads (subscribers)	Direct users to website	- Use CTA in communications
	Value exchange	- Product giveaways for newsletter signups
	Grow email list and social follower count	- Paid media to target audiences - Follow / unfollow strategy - Relevant hashtags
Position Nico as an industry expert	Share relevant info about the team's qualifications	- Public support from key opinion formers

Content pillars and content types (soft launch)

Education

Explanatory information about Nico's product and financial investing.

Nico 101: Repurposing brand content about how Nico works, why it exists, and reasons to invest.

News

Updates on Nico (i.e. new   team members, product updates, properties), press mentions, and events.

Who is Nico?: Introduction to the Nico team.

What's on?: Invitations to Nico and partner events.

BTS: Recaps of Nico events and meetings

Culture

Stories and opinions about people, places, moments, and neighborhoods.

Op-eds: Opinion pieces expanding on Nico's mission and sharing it's pov on Echo Park, neighborhoods, and gentrification.

This is where: Stories spotlighting the people and places of Echo Park.

Digital content (soft launch) - education

Content	Description	Facebook	Instagram	Linkedin	Email	Blog
Introduction Post (Hello neighbor)	Nico hello neighbor graphic + about copy to post before sharing intro op-ed	Nico logo + about copy	Nico logo + about copy	Nico logo + about copy	n/a	n/a
How to video	Explains how nico works	Post video in full w/ caption	IGTV post w/ caption and relevant hashtags (link to website / IGTV allows links)	Share video	Send In follow up after user subscribes	n/a (information is prominent on website)
Nico 101	Why isn't real estate investing inclusive? What is REIT? What is public benefit corporation? How can I invest?	Individual post for each theme (4)	Individual post for each theme (4) *Make story for each and pin to story highlights*	Share blog post	Include blog preview in monthly email newsletter	Summary post including question sections for each theme
Reasons to invest	Summary reasons about the positives of Nico's product	Individual post for each reason (8)	Individual post for each reason (8)	Post	n/a included in website	n/a (information is website)
How it works (single post)	Repurpose how it works website content	Reshared how it works website content w/ graphic and caption	Reshared how it works website content w/ graphic and caption	n/a	n/a	n/a

Digital content (soft launch) - news

Content	Description	Facebook	Instagram	Linkedin	Email	Blog
Nico Properties	Imagery and cultural descriptions about Nico's properties	3 posts (one for each property)	3 posts (one for each property)	1 post w/ link to website	n/a (no blog post for this content)	n/a (information is website)
Meet the Nico team	Profiles of who's behind Nico What drives you?	Share link	Post per member	Share link	Content block in newsletter	Post article
Event Flyer	Flyers for Nico or partner event	Post flyer and event about	Post flyer and event about	Post flyer and event about	Send flyer and event about	n/a
Event BTS	BTS recap NIco events & partner event	Image + Recap caption of event	Image + Recap caption of event	One post w/images	Included in next newsletter	Images + recap summary
Product launch date announcement	Announcement of specific launch date. The soft launch campaign will begin with a time period for the launch, this post will announce the specific date.	post w/ caption and image	post w/ caption	post w/ caption and image	Tailored email to prospects list / tailored email to partners thanking them for support	Blog post
Launch event flyer	Flyer for Nico launch event at Echo Park	Post flyer	Post flyer	Post flyer	Email flyer	Post about vendors, activities, food, etc

Digital content (soft launch) - culture

Content	Description	Facebook	Instagram	Linkedin	Email	Blog
Our Mission	Op-ed on expanding on Nico's mission	Share link	1 post	Share link	Content block in newsletter	Post article
This is Where	Co-created stories people and places of Echo Park	Post question response + photo of person or place	Post question response + photo of person or place		Include blog preview in monthly email newsletter	Long-form article/interview
What inspire us about Echo Park	An opinion piece about why we choose to Echo Park and commitment to the future of the community	Share link	1 post	Share link	Content block in newsletter	Post article
Neighborhood Partners spotlight	Carousel post thanking some of Nico's neighborhood partners	Carousel post thanking some of Nico's neighborhood partners	Carousel post thanking some of Nico's neighborhood partners	Post referencing some of the business supporting Nico	Included blog post in the next newsletter	Blog post highlighting work done by Nico's neighborhood partners
Nico swag collab artist spotlight	Photo of swag created by local artist for Nico + info on artist	Carousel of nico swag + caption abt artist	Carousel of nico swag + caption abt artist	n/a	Blog interview in next email newsletter	Interview w/ artist
Our take on the housing affordability crisis in California	An opinion piece that explores the current real estate market (the problem) Example	Share link	1 post	Share link	Content block in newsletter	Post article
The idea of ownership is changing	An opinion piece that explores alternatives to owning a house (solutions) Example	Share link	1 post	Share link	Content block in newsletter	Post article

Soft launch posting cadence (6 weeks)

Bolded = repurposed content
Unbolded = needs to be made

■ = Education
■ = News
■ = Culture

		Mon	Tue	Wed	Thu	Fri
November	Week 1	**Intro - 'hello neighbor' post**	Our mission (op-ed)		**How it works**	
	Week 2	Event Flyer		**Nico 101**		
	Week 3	**Nico 101**	Event recap	Nico properties	Event Flyer	
December	Week 4	Event recap	**Nico 101**		Event flyer	
	Week 5	**Nico 101**	Product Launch date announcement	Launch event flyer		
	Week 6	**How to video**	Event recap		This is where	

**Repurposed content is evergreen. Content not shared during soft launch can be shared during public launch.

Public launch digital content

Public launch objectives + tactics

Objective	Tactic(s)	Tactic approach examples
Convert leads into investors	Direct users to website	- Use CTA in communications - Paid media to target audiences - Increase content rollout
	Value Exchange	- Swag giveaways and investment incentive
	Explainers	- Nico 101 content - How to Video
	Product Announcement	- Emails to subscription list - Announcements on partner platforms
Increase number of leads (subscribers)	Content shared on partner platforms	- Event invitations
	Event invitations and recaps	- Collect emails at events
Grow brand affinity	Show Nico's relationship with Echo Park	- Co-creation content - UGC
	Events	- Swag giveaway - Info sessions - Nico nights

Content pillars and content types (soft and public launch)

Education

Explanatory information about Nico's product and financial investing.

Nico 101: Repurposing brand content about how Nico works, why it exists, and reasons to invest.

Financial Literacy:
Tips and explainers about investing in financial products

News

Updates on Nico (i.e. new team members, product updates, properties), press mentions, and events.

Who is Nico?: Introduction to the Nico team.

What's on?: Invitations to Nico and partner events.

BTS: Recaps of Nico events and meetings

Culture

Stories and opinions about people, places, moments, and neighborhoods.

Op-eds: Opinion pieces expanding on Nico's mission and sharing it's pov on Echo Park, neighborhoods, and gentrification.

This is where: Stories spotlighting the people and places of Echo Park.

Digital content (public launch) - education

Content	Description	Facebook	Instagram	Linkedin	Email	Blog
How it works	Reshare how it works content	1 post	1 post	1 post	Include blog post in thank you email to new subscribers	Blog post
Reasons to invest	8 reasons to invest	Link to blog post	Share top 3 reasons / Post all 8 on story and pin to story highlights	Link to blog post	Include blog post in newsletter	Blog post
Nico 101	Re-share nico 101 (in different forma) for new followers	Reshare original Nico 101 blog post	Create new posts	Re-share blog post	Share older blog post to new followers	n/a

Digital content (public launch) - news

Content	Description	Facebook	Instagram	Linkedin	Email	Blog
Launch Event recap	Content series about launch event	Share blog post	Carousel of images	Share blog post	Share blog post in launch event thank you email	Blog Post
Press share	Relevant press about Nico	Share link	Share on instagram story pin	Share link	Share link in next newsletter	n/a

Digital content (public launch) - culture

Content	Description	Facebook	Instagram	Linkedin	Email	Blog
This is where	Co-created content at nico events	Image + prompt response	Image + prompt response	Share blog post (if applicable)	Share blog post (if applicable)	Long form Interview
What inspire us about Echo Park	An opinion piece about why we choose to Echo Park and commitment to the future of the community	Share link	1 post	Share link	Content block in newsletter	Post article
Neighborhood Partners spotlight	Carousel post thanking some of Nico's neighborhood partners	Carousel post thanking some of Nico's neighborhood partners	Carousel post thanking some of Nico's neighborhood partners	Post referencing some of the business supporting Nico	Included blog post in the next newsletter	Blog post highlighting work done by Nico's neighborhood partners
Nico swag collab artist spotlight	Photo of swag created by local artist for Nico + info on artist	Carousel of nico swag + caption abt artist	Carousel of nico swag + caption abt artist	n/a	Blog interview in next email newsletter	Interview w/ artist
Our take on the housing affordability crisis in California	An opinion piece that explores the current real estate market (the problem) Example	Share link	1 post	Share link	Content block in newsletter	Post article
The idea of ownership is changing	An opinion piece that explores alternatives to owning a house (solutions) Example	Share link	1 post	Share link	Content block in newsletter	Post article

Voice and tone

Our process

Calibrating
dimensions of tone

Playful ←——————————————————→ **Serious**

Formal ←——————————————————→ **Casual**

Respectful ←——————————————————→ **Irreverent**

Enthusiastic ←——————————————————→ **Matter-of-fact**
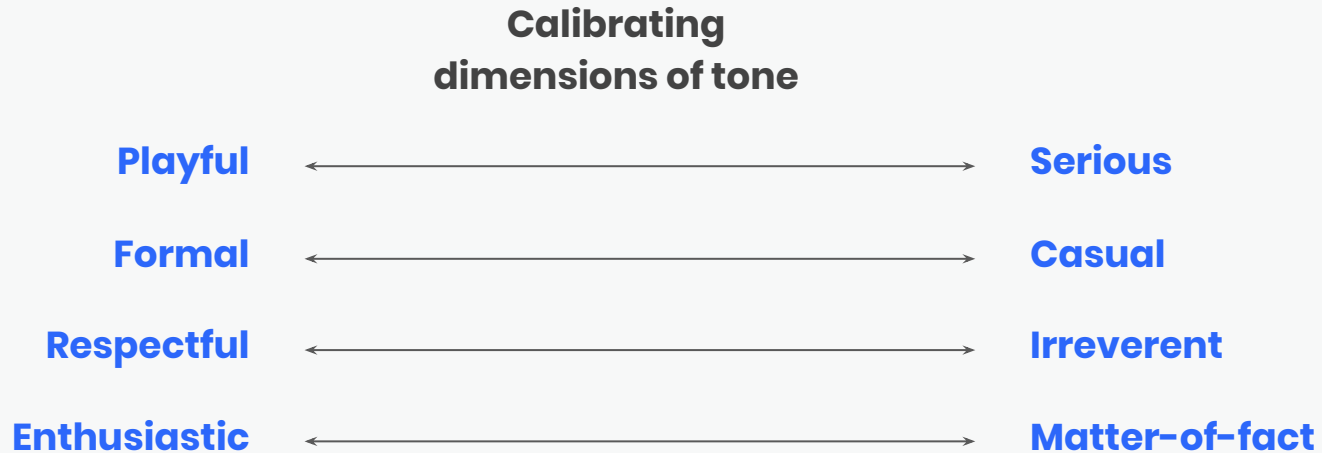
Example: See how tone changes for "Error Message" by tweaking just one dimension

serious , formal, respectful, matter-of-fact

"We apologize, but we are experiencing a problem."

serious , *casual*, respectful, matter-of-fact:

"We're sorry, but we're experiencing a problem on our end."

serious , *casual*, respectful, *enthusiastic*:

"Oops! We're sorry, but we're experiencing a problem on our end."

***playful*, *casual*, *irreverent*, *enthusiastic*:**

"What did you do!? You broke it! (Just kidding. We're experiencing a problem on our end.)"

Traditional real estate and financial firms use a formal and matter-of-fact tone. Nico is a new investing product focused on local support. To create strong relationships we should humanize our brand by using **casual** language and **enthusiasm** (when appropriate).

In simple terms, our tone is:

Serious

Casual

Respectful

Enthusiastic (but not kitschy)

Ways to flex tone across Nico channels

EDUCATION & CULTURE	NEWS & CULTURE
serious , casual, respectful, matter-of-fact	serious , casual, respectful, enthusiastic
Examples: ● Nico 101 content ● Product explainer content ● Op-ed / commentary on housing/social issues ● Housing / real estate facts ● Sharing product specific details (i.e how to qualify)	Examples: ● Responding to inbound messages ● "Year-in-review" recaps ● Tie-ins to cultural moments & special occasions ● Employee profiles ● Behind-the-scenes ● Event announcements ● Partnership announcements ● Product news

Tone example #1

Sample comment: This looks like another company that is coming in to gentrify Echo Park. I've been living here from 20 years, and I feel every other year there's a new real estate company promising they will be different than the last.

Why this works:

To support our approachable personality use casual greetings and language to anchor matter-of-fact information.

Write like this:

*Serious, **casual**, respectful, matter-of-fact*

Alice! Thank you for sharing this. We hear you. It's tough to muster optimism for real estate companies these days. We aren't entitled to your trust, but we do hope we will earn it over time. As a B-corp, we're bound to social, and environmental performance standards for the neighborhood. Here's a link to our impact assessment framework. <link>

If you still have any question, please feel to each out to me at support@mynico.com.

Not like this:

*Serious, **formal**, respectful, and matter-of-fact*

We appreciate you sharing your concerns. As a B-corp, we're bound by (institution name) to social, and environmental performance standards for the neighborhood.

For more information, read our impact assessment framework (link).

If you still have questions, email us at support@mynico.com

Tone example #2

Sample comment: Oh cool! Do I need a credit check to sign up for Nico?

Why this works:

Opening with an enthusiastic response shows more gratitude s and makes users feel comfortable sharing questions.

To have a casual tone, avoid formal academic language like "democratized wealth acquisition ".

Write like this:

*Serious, **casual**, respectful, **enthusiastic***

Hi Sarah! No catch. Nico will be available to almost everyone. What you'll need to qualify for an account is an email address, social security number, a bank account, and $100.

Not like this:

*Serious, **formal**, respectful, and **matter-of-fact***

We've democratized wealth acquisition to local investing in Echo Park. To qualify to invest you need an email address, social security number, a bank account, and $100.

Tone example #3

Sample comment: This seems too good to be true. What's the catch, is Nico really going to be available for all?

Why this works:

Both examples follow the same voice and tone structure, but the first example is a more authentic way to show gratitude and enthusiasm by strategic use of exclamation points and emojis.

And as a new investment avoid being playful in copy, to establish trust and respect between the user.

Write like this:

serious, casual, respectful, enthusiastic

Good question! You don't need a credit check to create a Nico account because legally you can't use credit cards to purchase shares. What you do need to sign up is an email address, social security number, a bank account, and $100.

If you more questions, feel free to email me at support@mynico.com or call our team at (281)330-8004.

Not like this:

serious, casual, respectful, and enthusiastic

Thanks for the question! We've tried to simplify the investing process 💰. To invest you need email address, social security number, a bank account, and $100 🤑!

We value your response . Send your question to this support@mynico.com.

Community management

Community management responses are public, so when we respond to one, we're responding to all. Each interaction is an opportunity to gain more community support and investors.

Best practices

Use personal name sign off after each community management response.
This will help humanize our product and build a stronger connection with our social audience.

Remove hate /discriminatory language .
In some instances, hate comments might make it past social guide moderators, but we should immediately delete those comments and block those users from our channels.

Be selective when interacting with trolls and detractors.
In the first few months are responding to a few cases we can better create more defined guidelines on when to engage with trolls and detractors.

Engage with social audience by quickly responding and/or liking to relevant comments.
Engaging with our audience quickly and often will help build a strong community.

Writing guidelines summary per comment type

Criticism and frustration

Acknowledge comment and be grateful for feedback

Link and reference content on our website

Answer the concern

Don't rely on our mission, reference business objectives: our b-corp requirements or impact assessments

Offer invitations to follow up via email or meet in person

Match their tone, and avoid giving dry responses that feel computer generated

Share contact information

How it work questions

Acknowledge question and/or thank user for asking a question

Answer question with information from a FAQ cheat sheet (*guide book outlining what CM can and can)

Mention FAQ or how it works website content and link to page

Share contact information

Mission skepticism

Reference the investment qualifications (email address, SSN, and $100)

Reinforce Nico's mission

Don't over-promise or use absolutes

Match their tone, and avoid giving dry responses that feel computer generated

Share contact information

*not an exhaustive list - use above as framework for other types like promotional inquiries, hate speech, or apartment inquiries

Messaging / Community management responses (criticism and frustration)

Acknowledge	**Alice! Thank you for sharing this. We hear you. It's tough to muster optimism for real estate companies these days.**
Answer the concern	**As a B-corp, we're bound to social and environmental performance standards for the neighborhood.**
Link to website	**Here's a link to our impact assessment framework. ‹link›**
Share contact information	**If you still have any question, please feel to reach out to me at support@mynico.com.**
Sign off	**– Karina**

Messaging / Community management responses (how it works questions)

Acknowledge	**Good question!**
Provide info	**You won't need a credit check to create a Nico account.**
Reference and link to website	**The offering circular on our website, has a detailed list of what the application process entails: (link to FAQ).**
Share contact information	**If you have more questions, email us at support@mynico.com or call us at (281) 330-8004.**
Sign off	**- Rosana**

Messaging / Community management responses (mission skepticism)

Acknowledge	**Hi @name! No catch.**
Cite our mission	**Our mission is making local be available to as many people as possible.**
Provide info	**What you'll need to qualify for an account is an email address, social security number, a bank account, and $100. Once you open an account, you can start investing and tracking your earnings over time.**
Sign off	**- Justin**

Nico facebook group

Facebook groups allows for our digital audience support each other by resolving each others questions. These type of actions create a sense a community beyond the notion of just investing in the same product. Before joining the group users will be verified by our Facebook group moderators.

ROBINHOOD STOCK TRADERS

About This Group

Description

Welcome to the largest and fastest growing community of Robinhood Stock Traders!

We are committed to helping out people who invest in the stock market just like you!

***All posts on here are simply ideas, not signals to bu... See More

🔒 Private
   Only members can see who's in the group and what they post

👁 Visible
   Anyone can find this group

👥 Collaborate with Coworkers

Members · 85,153

Kyle Kropf
October 15 at 6:08 PM

How many of you thinks buying a home is a bad investment. Im curious

👍😆❤ 50   296 Comments

296 comments

Next steps

Next Steps

- Nico/3x3 and enso work session to develop event calendar and social editorial calendar on Thurs, 10/24 (upon approval from Max & John)

Thank you