Kleros Storytelling Standard Impact Submissions

Guidelines:

This tier of storytelling submissions is reserved for submissions of standard impact. For higher impact submissions, you can submit those to the "Kleros Storytelling High Impact" registry (all high impact submissions are also eligible for standard impact). For reference, have a look at some examples from the previous Storytelling campaign:

➤ Clip of a Kleros logo drawing
➤ Telegram Kleros stickers
➤ Kleros memes
➤ Linkedin article about Kleros
➤ Kleros GIF
➤ Short Kleros presentation video with 35 views

Submissions should help to promote Kleros through content, explainers, memes, gifs, video, infographics and so forth.

Examples are given in italic.

Accept submissions that:
➤ Is shared across social networks by a few users.
Accept: An article, meme or tweet which is shared/liked by at least 5 users.
➤ Has a small audience on the platform it is posted.
Accept: An article has been read at least 50 times.
➤ Consist of the creation or active animation of a small community related to Kleros or a Kleros dapp. Submission for the active animation of a community can be done each month.
Accept: The submitter creates a chat group about a particular topic related to Kleros, this group has at least 10 members.
➤ Share Kleros knowledge (explaining the juror process, the flow and structure of dapps that integrate Kleros, the court process, etc).
Accept: A short forum post explaining how a dapp related to Kleros works.
➤ Are memes related to Kleros or its dapps.
Accept: A juror meme.

➤ Present novel use of the Kleros logo / UI in the storytelling content.
Accept: A picture of oneself with an icosahedron in front of a famous monument.
➤ Could lead to the creation of dapps relying on Kleros or the integration of dapps to Kleros. This is evidentiated by someone of the project team asking questions about Kleros or writing publicly that they are considering using Kleros.
Accept: The submitter identifies a dapp which would benefit from using Kleros, writes a short post explaining the potential integration. The creator of this dapp responds stating they are considering using Kleros.

In addition all submissions should:
➤ Be mainly related to Kleros or dapps relying on it.
Accept: An article on Kleros or a video on Curate.
Reject: A general article on Ethereum with a single word mention of Kleros.

And should not be:
➤ Mainly composed of offensive, pornographic or immoral content.
Accept: Maintaining a community group even if sometimes members swear in it. An artistic nude in front of an icosahedron sculpture.
Reject: A pornographic clip with a performer wearing a Kleros t-shirt.
➤ Has mainly fake interactions.
Reject: The submitter paid for views of its YouTube video.
➤ Has already been submitted or is a slight variation of a previous submission. Note that modifying a previously rejected submission to make it acceptable is allowed.
Accept: An original submission. A submission related to another submission whose content was significantly changed.
Reject: A copy and paste of a previously accepted submission. A submission similar to another submission with only 10 words being changed.
➤ A repost or content of another author / practices "freebooting".
Accept: Work inspired by another user content.
Reject: Uploading a video made by another user available on another website.
➤ Malformed, has poor encoding due to improper/malicious interaction with the contracts (as opposed to using the user interface).
Reject: A submission leading to an error message on the curate interface.
➤ Refers to content created before the end of the centralized version of the storytelling program (11/02/2020).
Accept: Content created and uploaded from 12/02/20.
Reject: Content created and/or uploaded the 01/04/2019.