



# Kleros Storytelling High Impact Submissions

## Guidelines:

This tier of storytelling submissions is reserved for *high quality / high impact content* that reflects both effort made in creating, as well as effect in distributing the said content. Lower impact contributions should be submitted to the “Kleros Storytelling Basic Impact” registry. Submissions eligible for high impact are also eligible for basic impact. For reference, have a look at some examples from the previous Storytelling campaign:

- [Coinmonks article about Kleros](#)
- [Journey of a fresh Kleros Token Curated Registry bounty hunter by Presence Numerique](#)
- [Map of Kleros users](#)

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

*Examples are given in italic.*

### **Accept submissions that satisfy at least one of those conditions:**

- Is widely shared across social networks.  
*Accept: An article, meme or tweet which is shared by at least 50 users.*
- Has a significant audience on the platform it is posted.  
*Accept: An article has been read by at least 500 times.*
- Consist of the creation or active animation of a significant 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 Kleros, this group has at least 100 members.*
- Expand significantly the Kleros knowledge base (explaining the juror process, the flow and structure of dapps that integrate Kleros, the court process, etc).  
*Accept: A high quality article providing an in depth explanation of a dapp relying on Kleros.*  
*Reject: A 100 word article explaining your experience as a juror of a Kleros case.*



- Led to the creation of dapps relying on Kleros or the integration of dapps to Kleros.

*Accept: The submitter identifies a dapp which would benefit from using Kleros, writes a short post explaining the potential integration leading to the dapp team integrating with Kleros. Reject: The dapp team only says they would consider 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.*

- Made of 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.*

- 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.*