



Roll

Creator Playbook

Set yourself up for success on Roll.



Introduction

The Roll Creator Playbook is a comprehensive guide that will help you get the most out of your social money, with instructions and tips on everything from setting up your account, to launching your social money, to onboarding your community and creating an entirely new way to monetize.

What's great about Roll is that it's a platform where you have a voice and build a community that completely belongs to you and your fans.

This isn't social media. It's the next step: social *money*!

If you're reading this before creating your social money, [Apply Here](#) or [Contact Us](#) to get started.

What's Social Money?

Social money is a powerful tool that will usher in the next version of the Internet. It is branded digital money that is specific to your digital community.

It blends ideas from the 20+ year history of traditional social media with newer concepts of digital money that have recently exploded in the blockchain space. Social money asks the question: what would you do if you had your own digital money specific to your own community?

Roll creators have built communities that are currently valued from the hundreds of thousands of dollars to hundreds of millions of dollars. You're going to learn everything they did to be successful in this playbook!

Creator Success

Ready to build your social money community? Roll is here for you every step of the way. [Submit here](#) to launch your social money and ping us at [@tryrollhq](#) or support@tryroll.com to learn more about Creator Success on Roll.

Contents

Throughout this guide we'll walk through the benefits of social money, give you some tips on becoming successful, and hopefully make some friends along the way, with examples from other social money creators that have launched on Roll. Now without further adieu...**Let's Roll!**

01. Get Started

02. Launch

03. Grow

04. Featured Profiles

Glossary

01. Get Started

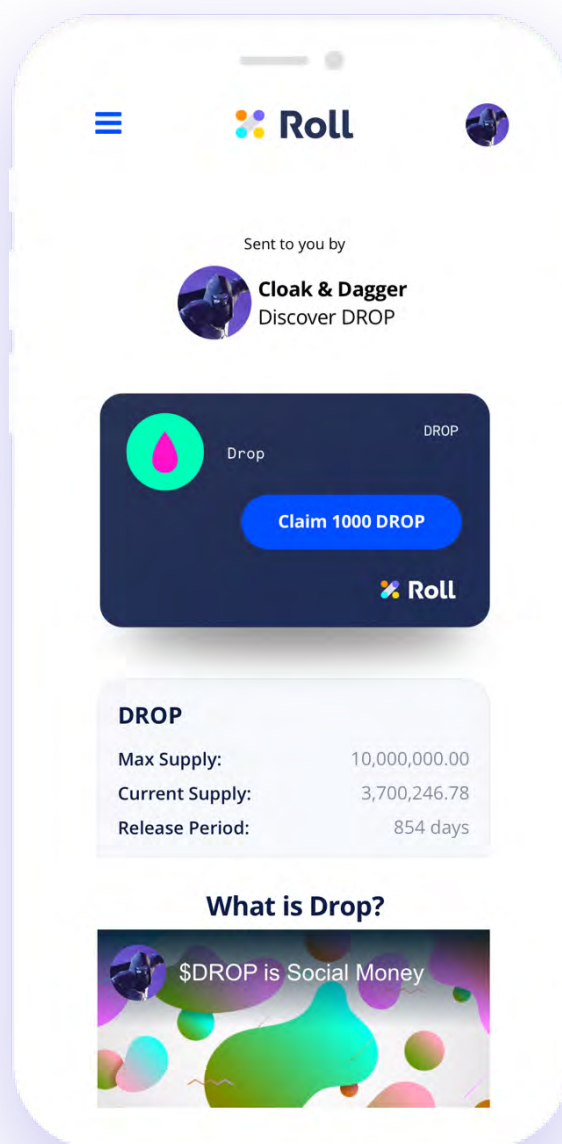
Is social money right for me?

Whether you're an artist, YouTuber, entertainer, journalist or community organizer – social money is right for you as long as you have, or want to have, a community of people beside you.

It doesn't matter if you've built your community already or are just starting out, social money is the way to go.

Digital money is a powerful new idea that's only been present for a little over ten years as of this writing.

Bringing social money specifically to your community creates a deep sense of belonging, and opens up a world of opportunity for you and your fans. Read on for more info on Roll, social money and everything in between.



Pre-launch checklist

- ☐ **Set up your Roll profile**
- ☐ **Name your Social Money**
- ☐ **Add an image**
- ☐ **Make a plan**
- ☐ **Share your Social Money**
- ☐ **You're Rolling!**

How do I set up my Roll profile?

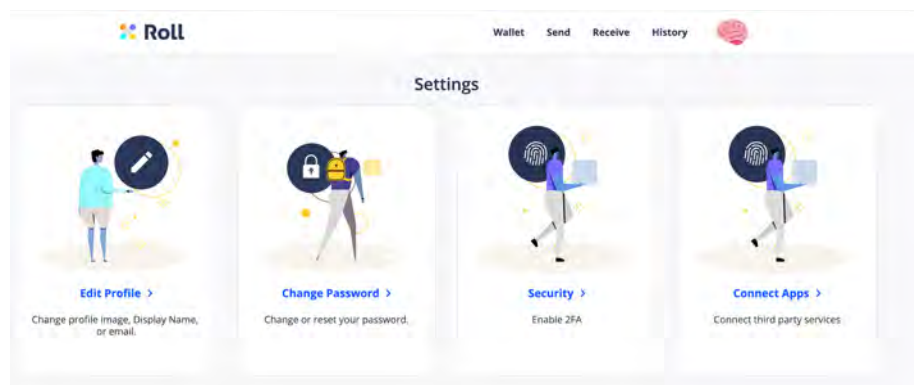
Your Roll profile is an introduction to your social money for your most passionate followers, fellow creators, and users across the world. It's where you can show your vision, through text and photos.

Completing your profile is the first step towards building your presence on Roll.

To edit your profile, sign into your account on tryroll.com and look for the icon on top right of the page.



Click Settings to change your profile image, display name, email, password, 2FA, social money image and more.



How should I name my social money?

TIPS

The easier and more familiar the name, the better.

Consider naming it after the community instead of yourself.

Or maybe something aspirational and good-natured.

Ah, the age old (well, year old...) question. We've seen hundreds of creators use Roll to make their own social money. It's been an incredible experience. Here's what we've learned so far.

You can name it after yourself (\$ALEX from [@alexmasmej](#) and \$MIN from [@problem_halting](#) is a good example) but you can also name it after your community or something you all identify with. \$SKULL created by the tattoo artist Skeenee ([@skeenee_art](#)) is a good example.

The sense of belonging that people get from owning a piece of your community runs deep, especially if it's the name of your social money. 🗝️

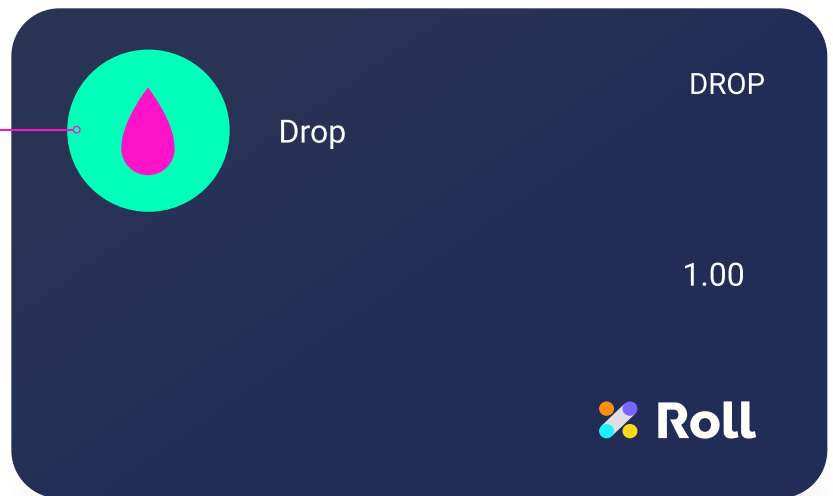
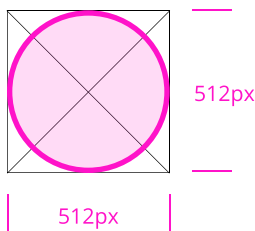
\$KARMA is a great example of this created by investor and entrepreneur Andrew Lee ([@alee](#)).

\$WHALE by digital collectibles curator and collector ([@Whaleshark_Pro](#)) is another one.

\$FAMILY by Didi ([@Diditaihuttu](#)) from The Bitcoin Family comes to mind as well.

Another trend is naming your social money after what it represents like Brett Goldstein's \$THANKS ([@thatguyBG](#)), which represents gratitude.

What image should I use for my social money?



Tips

- Your image will be cropped into a circle
- Make sure it's at least 512px x 512px
- You can change it anytime. But be consistent!

The choice is yours, but please keep it clean.
You want an image that conveys a sense of belonging in your community.

For instance, if you already have an image for your community on YouTube or Twitch, you may want to use an image of the same style for your social money, since it's **something your audience is already familiar with.**

Don't be afraid to dream up something entirely new, though. You can even hold a contest for the image. We've seen creators do this very successfully, and use it as a way to grow their community.

Make a launch plan

Why this is important

Your launch plan will guide you in deciding how to use your social money. These are some good steps to take to build out your content strategy and build value on roll:

Step 1

Before you launch

👋 Line up the first 7-10 holders of your social money to get a great head start

Make a list of your most passionate followers

Step 2

Launch day

📢 Announce your social money across your social media channels

Use platforms like Twitter and Youtube to get the word out

Step 3

After launch

🎯 Make a big splash with your social money by rewarding it to your biggest supporters

Use Roll earn codes to send social money anywhere across the web

Finding your niche

Build connection

What's important to you?

Making a community for a specific group of people has proven to be a very successful strategy on Roll.

Roll is a big place with a lot of communities, so how do you stand out when you first create your own social money?

Many communities have found success by catering to specific audiences that they already belong to. It makes it that much easier to build a connection with the holders of your social money.

If your community is about a shared interest or something you're passionate about, it can be a lot easier to find and connect with people who want to join your community.

There could be a huge appetite for some of the most niche topics that you may think only you care about.

Make it matter

Roll gives your audience a chance to have a material stake in the success of the community you're about to create.

Collabs / Partnerships

\$ + \$

Mashups

Collaborations are a fairly new phenomenon on Roll. The idea is to work with someone who has also issued social money, and spread it across your respective audiences.

You'll want to make sure their brand aligns with your brand. If someone has a makeup community and your community is focused on brewing beer, it may not be the best fit. But then again, there are always so many surprises when creators collaborate!

Tips

- Mash-ups help you build your communities
- Both communities learn about the other.
- They can be used to expand reach or keep content fresh





Feel free to ping other Roll creators and get to know them and ask if they'd like to cross-pollinate your audience through collaborations!

The best collaboration is the collaboration you can get done. A collaboration can be as simple as talking about your social money in someone else's community, or as complex as creating new branded products that represent both communities.

Since people love the community aspect of social money, collaborations on Roll can be wildly successful.

Tips

- Reach out to other creators
- Find a project that works
- Let everybody know!

02.

Launch



Promote

Tell the world about your social money.

Promotion should be part of your social money planning from the very beginning. Read on for tips on how to spread the word about your social money to your community and some examples from past issuers.

Whether you're big on Twitter, have a nice YouTube viewership, patrons on Patreon or followers on Instagram, social money can travel across platforms to reach your audience.

☐ **Make a splash**

☐ **Promote**

☐ **Get it out there**

Make a splash

Examples

Here's some examples of social money announcements from Roll creators across the world.

Introduce

Announce

Share

Twitter

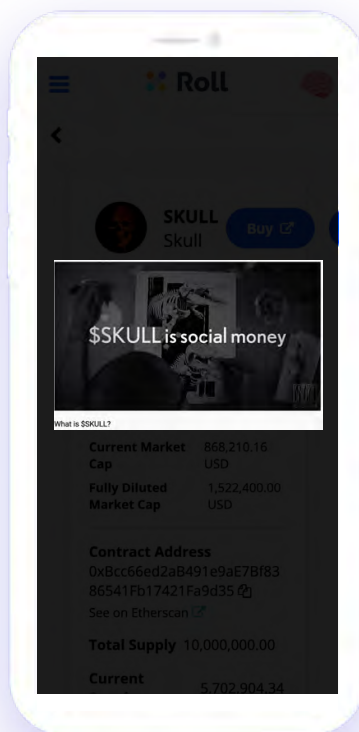
Use the \$cashtag feature to make your social money clickable like a hashtag



Everyone of Connie's (@conniedigital) followers on Twitter can now click on \$HUE and follow the conversation.

YouTube

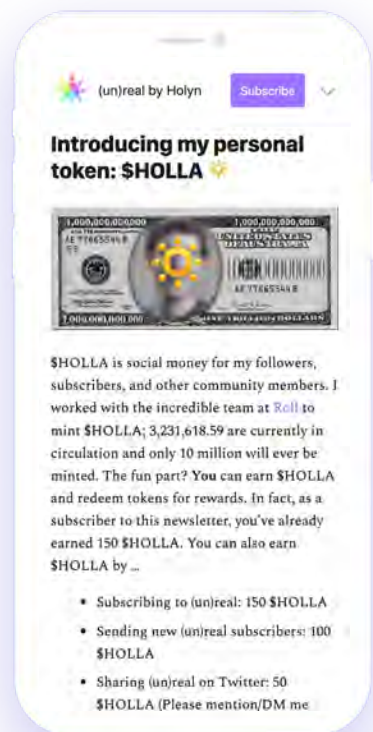
Create a video introducing your social money



Skeenee (@skeeneeart) announced \$SKULL on youtube and dropped a few social money earn codes for his supporters as well.

Email

Announce your social money to your email list and subscribers



Holyn (@kanakhey) is a prolific writer on creators and community. When she decided to create \$HOLLA, she wrote a blog post in her substack.

Define Success



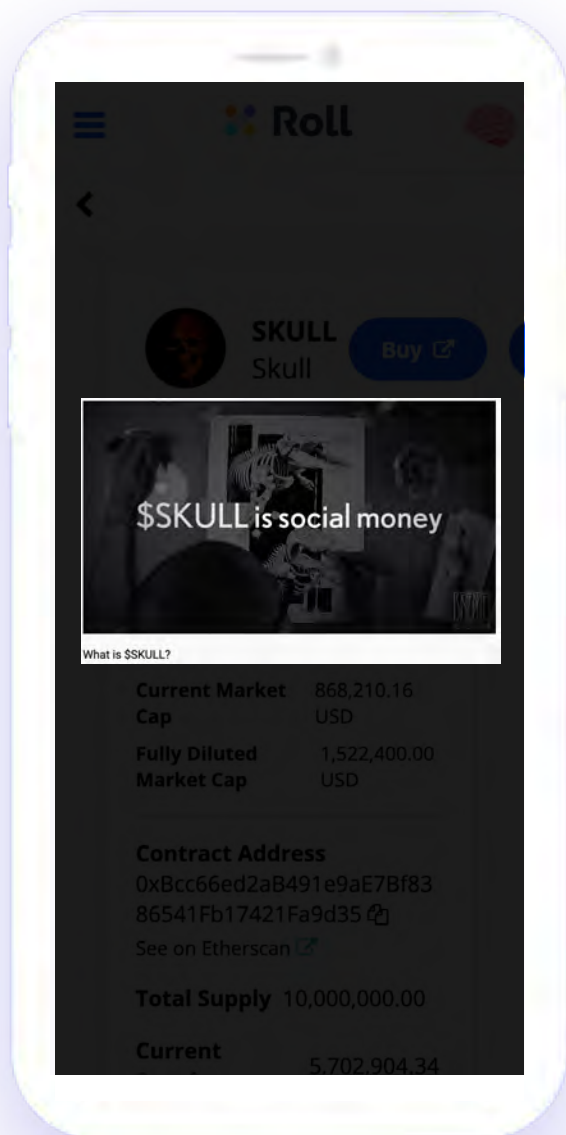
Tips

- Make a list of people for early release. “True fans” or most engaged community members work well
- You’re looking for lots of holders, engagement, and potentially trading activity. This usually comes from people who already know your work
- Your earliest holders will likely be your biggest supporters that help form your community

Collect emails addresses, social media handles and phone numbers to prepare for your big announcement on social money launch day.

Frame your contacts into different groups and create messages for each group. For example: You might want to tell your family that your social money is a new way for you to build a global community, while you may describe to your followers the rewards they can get by spending or holding your social money.

Build connection



Skeenee's (@skeeneeart) youtube video explains what \$SKULL is and what you can get with it.

Try This

- Personal emails to your friends and family to let them know that you've created your own social money for your community
- Alert your wider mailing list that your social money is live
- Share you social money on social media

A kind reminder:

Don't spam when you're promoting.

Cut down on the e-blasts and group texts. One or two messages is usually enough to make sure people are aware.

The most passionate ones will respond and be more than happy to grab some of your social money. Visit our guidelines for more information on spamming and prohibited behavior.

Engage

Twitter has become an enormous hit for social money with their \$cashtag feature. Adding the `\$` symbol before your social money will act exactly like a hashtag. Anyone viewing the tweet can click on it as if it is a hashtag and see the whole history of everyone that has used the cashtag in the past.

Since twitter is a great tool for broadcasting what you have to say, this becomes an amazing tool for building a community. As you can imagine - social money tweets have been posted and retweeted tens of thousands of times.

If you're a big twitter user, we would go so far as to say try searching for the \$cashtag of your social money on twitter before choosing a name



03. Grow

Roll - Social Money

Swap Send Pool

Input: .43 Balance: 0.43244 ETH

Output (estimated): 16572.8439 Balance: 0 FORCER

Exchange Rate: 1 FORCER = 0.000025 ETH

Advanced Details

Swap

About Docs Code

Send

Earn

Buy & Sell

Social Finance




Sending social money on Roll

As a Roll user, you can send social money to any other Roll user on the network. Click **Send** and enter the username and the amount of social money you'd like send. For more on [sending social money](#), visit our FAQ.

Way to Send → **Send to a Roll User** | Send to an ETH Wallet


Send to Another Roll User

Social Money →  JAMM

Amount to Send →

Available Balance - FlynnJamm
1,296.00

Recipients

Send To →  **Sid**
Sid Kalla

Add Max

Add a Note (Optional) 155/160



Sending social money automagically on the blockchain

The power of blockchain allows you to use your social money on any Ethereum application. Learn more about [sending to other blockchain wallets](#) in our FAQ

The screenshot shows the 'Send to an ETH Wallet' interface. Annotations with pink arrows point to specific elements:

- Way to Send:** Points to the 'Send to an ETH Wallet' tab at the top.
- Social Money:** Points to the 'JS JAMM' logo and text.
- Amount to Send:** Points to the large number '1' in the input field.
- Recipient *:** Points to the 'Send To' section, which includes an Ethereum icon, the text 'ETH Wallet', and the address '0x6E197F6A971364d0b798246d8E9f748a622 DA463'.

Other visible elements include 'Add Max', 'Available Balance - FlynnJamm 1,296.00', a disclaimer about Social Money being built on the Ethereum blockchain, and a blue 'Continue' button at the bottom.

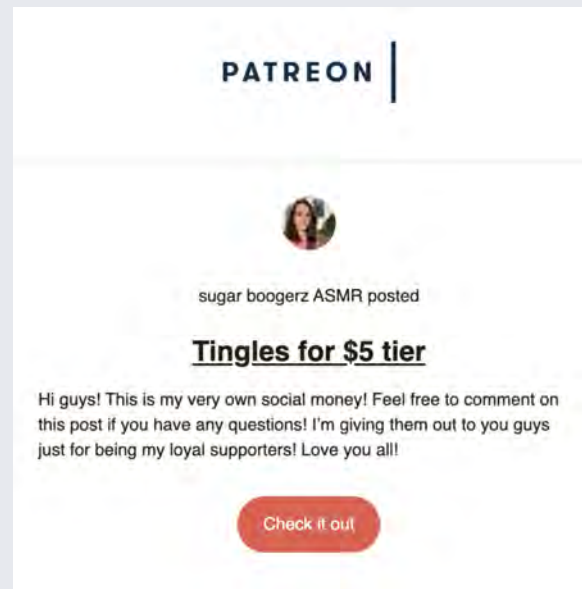
*Note: Roll is not responsible for social money activity outside of the Roll platform

Earn codes on Roll

Mix a little bit of Bitly-style links, with a little bit of PayPal and you'll get Roll Earn Codes.

Earn codes are the easiest way to send social money across the web. Anywhere you can send a message, you can send social moeny with Earn codes.

Example



Roll creator Laurel (@sugar_boogerz on instagram) sending patrons on Patreon her social money Tingles.

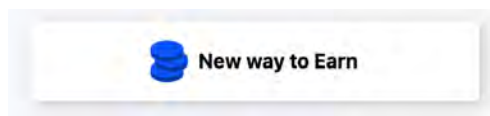
The higher the tier, the more Tingles she gives to supporters.

Creating Earn Codes

For a full tutorial and video on [creating and sending Earn Codes](#) check our FAQ.

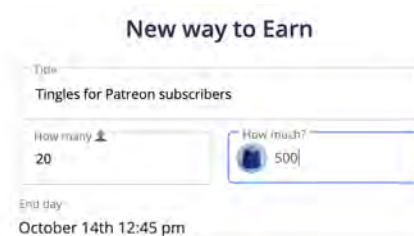
01

Make sure your earn tab is on and click **New way to Earn**




02


Fill out the title, how many people can earn social money and how much per link



New way to Earn

Title
Tingles for Patreon subscribers

How many  20

How much?  500

End day
October 14th 12:45 pm



Total
10000.00 TING

[Cancel](#) [Create](#)

03

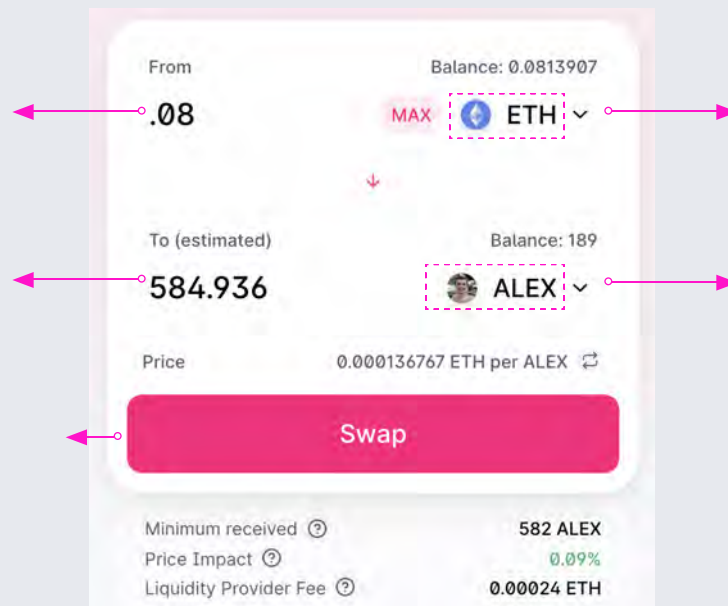
Copy and paste the link to send to your favorite followers and supporters!



Buying, selling & trading social money

In the example below, the user is trading Ether (ETH), the currency that powers the Ethereum network, for \$ALEX, the social money of Roll creator Alex Masmelj (@alexmasmej).

.08 ETH will get the user a little over 580 \$ALEX at the price below.



The image shows a Uniswap swap interface with the following details:

- From:** .08 ETH (Balance: 0.0813907)
- To (estimated):** 584.936 ALEX (Balance: 189)
- Price:** 0.000136767 ETH per ALEX
- Swap Button:** A large red button labeled "Swap".
- Summary:**
 - Minimum received: 582 ALEX
 - Price Impact: 0.09%
 - Liquidity Provider Fee: 0.00024 ETH

Red dashed boxes highlight the "ETH" and "ALEX" dropdown menus. Pink arrows point to the input values (.08 and 584.936), the "Swap" button, and the "ETH" dropdown.

Social money is listed on over half a dozen exchanges, none of these exchanges are owned by Roll, but we'll walk you through how to use one of the most popular social money exchanges: Uniswap.

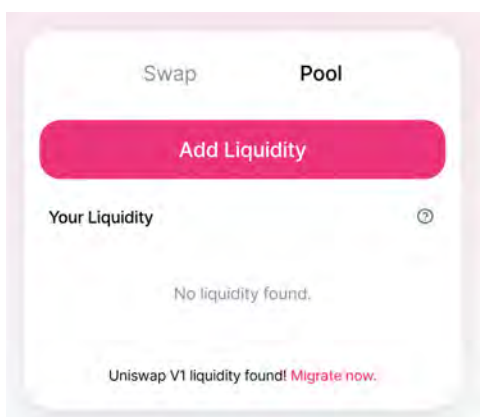
For a more [detailed explanation](#) on exchanging social money, check out our FAQ. All of this is done with a blockchain wallet like Metamask, learn more about setting up a Metamask wallet [here](#).

Head over to [Uniswap](#) or the [Roll social money exchange](#) to start trading.

Listing social money on an exchange

01

Add Liquidity means "pooling" (listing) your social money with another token, in this case Ether (ETH).



02

Once we hit **Supply**, the value of .01 Ether (ETH) and about 73 \$ALEX will be added to the exchange.

Adding \$ALEX liquidity increases the amount of \$ALEX users can trade.

There is currently over 100,000 USD pooled in the ALEX-ETH trading pair across exchanges.

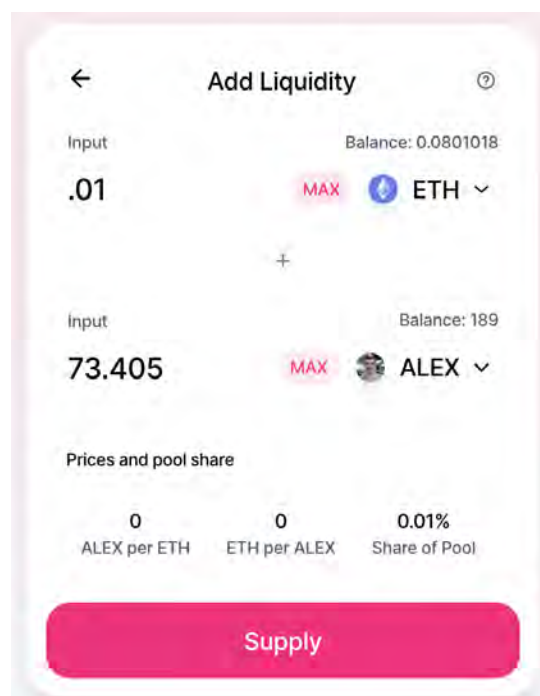
Social money is community-powered money. Its dollar value is initially driven by you and your audience.

For the first time, individuals can now create and trade their own digital money.

This is an incredibly powerful tool to introduce to your community and early supporters. Adding social money to an exchange is called "pooling" and we'll walk through some of the early steps to pool social money below.

For a more detailed guide on adding social money to an exchange check out our FAQ. Note that all of this is done with a blockchain wallet like Metamask, learn more about setting up a Metamask wallet here.

Head over to Uniswap or the Roll social money exchange and click **Pool**.



Creating private membership groups with social money

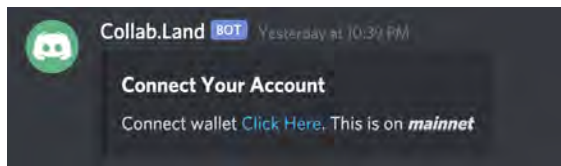
You can use third-party applications to integrate your social money into group-chat applications like Discord and Telegram.

This creates a space for people to gather and chat about similar topics, but if your social money is also on an exchange, people can speculate on the value of the group itself by buying, selling or trading your social money.

Private Discord and Telegram Groups with the Collab.Land Bot

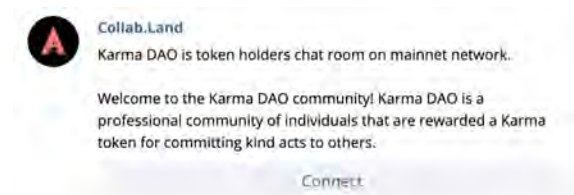
Users can easily gain access to private Discord channels or a private Telegram group by holding a certain amount of social money. Visit Collab.Land's [Discord how-to guide](#) and [Telegram how-to guide](#) for a full tutorial.

Discord



Once the bot is set up, users can type **!join** to get a DM from the bot.

Telegram



You can link users directly to the bot on telegram.

Roll Wallet

After either step, the Roll wallet can validate a Discord or Telegram user's balance and give them access to hidden chats or channels if they hold a certain amount of social money.



04. Featured Profiles

\$WHALE created by Whaleshark

\$12.43 76.9%↑
0.03640448 ETH 76.9%↑

Market Cap	24 Hour Trading Vol
\$49,925,422	\$1,342,044
24h Low / 24h High	Circulating Supply ?
\$7.02 / \$14.30	4,018,044 / 10,000,000

\$WHALE is social money created by digital art curator and collector Whaleshark (@whaleshark_pro).

What started as a new way to engage and give back to his community has quickly become a phenomenon.

Whaleshark's social money \$WHALE has reached daily trading volume in the millions and is typically valued in the mid-to-high tens of millions.

Their discord has quite simply become one of the most popular places to talk about art and digital collectibles, and there are hundreds of places that accept \$WHALE as payment across the web.

A large part of the success of \$WHALE is locking the value of the community up in private Discord channels. Third-party bots like Collab Land make this easy to use with the Roll wallet.

To access certain channels in the \$WHALE channel you need to have around 500 \$WHALE. Whaleshark is using social money in this way to curate the most meaningful members of his community and create a deeper sense of belonging in the group.

The market size of the \$WHALE community now rivals some startups and small business. The value of \$WHALE is completely powered by the community. This is the power of social money.

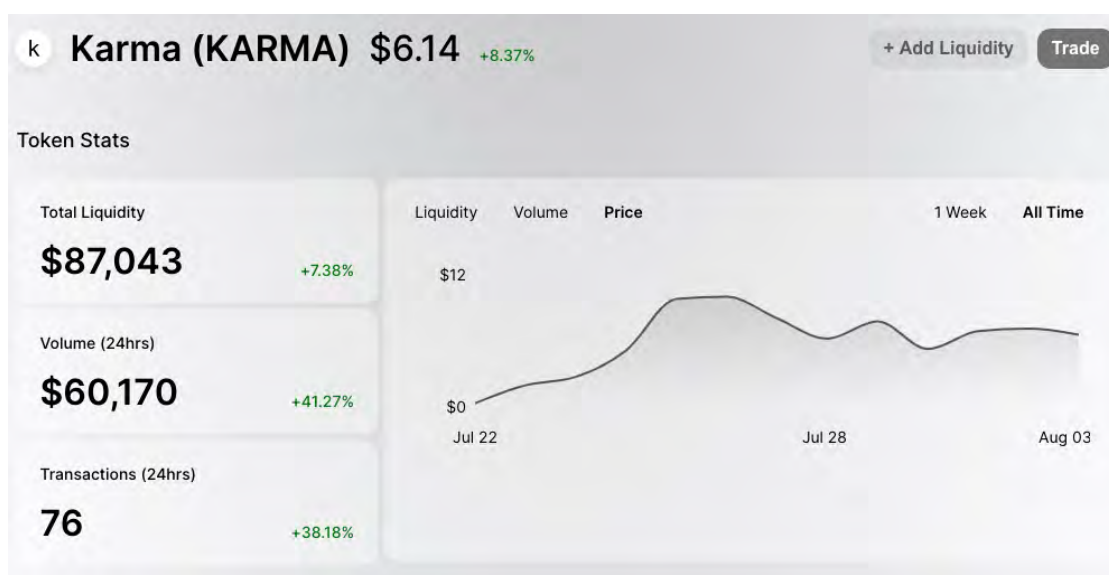
\$KARMA created by Andrew Lee

Fully Diluted Valuation

\$71,279,722

Max Supply

10,000,000



KARMA is social money created by investor and entrepreneur Andrew Lee (@alee).

The KARMA telegram group has become an incredible way to find out about new emerging startups and technology.

Andrew's \$KARMA is traded everyday in the tens of thousands and currently has a market value in the tens of millions.

Andrew has used Telegram to set up a private group that can only be accessed by holding 200 \$KARMA in your Roll wallet or a similar wallet. In this way, Andrew is using KARMA to create a membership group, but unlike Patreon or OnlyFans or Facebook Groups, the value of the group itself can be traded.

The value created by \$KARMA are innovations that are uniquely possible through social money.

Glossary



Social money is a tool for the next internet. It blends ideas from the 20+ year history of traditional social media with newer concepts of digital money that have recently exploded in the blockchain space. Social money asks the question: what would you do if you had your own digital money specific to your community?

Digital money is a currency that exists purely in digital form. It is not a tangible asset like cash or other commodities like gold or oil. We use digital money here to refer to digital currencies on the blockchain.

Earn Code: This is the link that people use to redeem social money.

Reward: Roll Rewards can be as simple and common as things you're already doing on the web or something new and exciting like a limited edition work or early access to content.

Wallet: Where digital money is stored online.

Ethereum: Ethereum is a blockchain that enables digital money applications like Roll to flourish. It runs pieces of code called "smart contracts" that are powered by the by the Ethereum digital currency Ether (ETH), the second largest digital currency by market cap.

MetaMask is a blockchain wallet and gateway to blockchain apps. You can use social money on Metamask and any other Ethereum-based wallet

Uniswap is a platform for exchanging digital money (like Ether and socialmoney) on the ethereum blockchain.

Liquidity pools, are pools of digital tokens (like social money and Ether) that are locked in a Ethereum smart contracts. They are used to facilitate trading on blockchain-based exchanges like Uniswap.

ERC20 Tokens are tokens designed and used solely on the Ethereum platform (like social money). They follow a list of standards so that they can be shared, exchanged for other tokens, or transferred to any Ethereum wallet.