

Cere Network

Social-media writing

I wrote social copy for Cere Network, a decentralized data infrastructure project. These selections show announcement writing, a leadership voice, technical explanation, and launch copy adapted for different channels.

Selected Cere Network social-media writing presented in reconstructed social-post layouts for portfolio use. Historical copy and product terminology are preserved.

01 Polygon and Meta announcement

Partnership news · Twitter copy



Cere Network

Twitter · Reconstructed layout

Congrats to @0xPolygon for being chosen as Meta's #blockchain partner! 🎉

💛 We're excited to be partnered with #Polygon and looking forward to continued collaboration to bring decentralized digital asset storage and NFT experiences to the masses!

#CereNetwork #Decentralize

02 Introducing the CEO

Community update · Selected writing option



Fred Jin

Twitter · CEO introduction option 1 · Reconstructed layout

👋 Hi all! Fred Jin here, CEO of Cere Network. I hear you and am prioritizing keeping you updated. We're working hard to be more transparent and responsive, so please let us know what you want to see more of!

#CereNetwork #Decentralized #BigData #DataPrivacy #NFTs

03 What is Cere Network?

Selected posts 1–7 of the original 10-post thread. This page contains posts 1–4.



Cere Network

Twitter thread · Reconstructed layout

1/ What is Cere Network? A short thread:

The Cere Network is a set of interconnected data and digital asset infrastructure layers that aim to serve and supercharge the needs of any dApp with serverless trustless application capabilities.

#CereNetwork #Decentralized #DataPrivacy #NFTs



Cere Network

Twitter thread · Reconstructed layout

2/ The bottom layer of the Cere Network is the Decentralized Data Cloud (DDC), a serverless, trustless data infrastructure that applications can use to store, process, and manage data in a secure and scalable manner.



Cere Network

Twitter thread · Reconstructed layout

3/ The DDC is powered by a network of independent nodes that are incentivized to provide storage, processing, and bandwidth resources to applications built on top of the Cere Network.



Cere Network

Twitter thread · Reconstructed layout

4/ The next layer of the Cere Network is the NFT Content Management System (CMS), which enables any publisher to self-publish content that can be directly attached to NFTs minted, marketed, and directly streamed to the purchaser of the NFT.

03 What is Cere Network?

Thread excerpt continued · Posts 5–7



Cere Network

Twitter thread · Reconstructed layout

5/ The CMS is also powered by a network of independent nodes that are incentivized to provide storage, processing, and bandwidth resources to applications built on top of the Cere Network.



Cere Network

Twitter thread · Reconstructed layout

6/ The top layer of the Cere Network is the Marketplace, which allows users to buy, sell, and trade NFTs attached to content published on the CMS. The Marketplace is also powered by the DDC.



Cere Network

Twitter thread · Reconstructed layout

7/ By providing a complete set of infrastructure layers that are needed to build dApps, the Cere Network aims to serve as the foundation for a new wave of decentralized applications that can run trustless and without servers or intermediaries.

04 Vision 2.0 launch

Twitter · Version 3



Cere Network

Twitter · Reconstructed layout

🎉 Check out our latest Vision 2.0 article and our new website!

💡 We're more clear in our mission than ever to untether creators and users from big tech's stranglehold on our data.

🔗 Learn more here! https://cere.network/cere-vision-2-0/?utm_source=twitter&utm_medium=social&utm_campaign=vision-2-0

Historical publication · Version 3 recorded as published in the source.

05 Vision 2.0 launch

Telegram · Version 3



Cere Network

Telegram · Reconstructed layout

 Vision 2.0 article and new website launch! 

🌟 Cere's new Vision 2.0 article and brand new website are here!

🔗 Check them out to learn how Decentralized Data as a Service (Daas) can fix dApp, NFT, and Web3 centralized data issues while creating previously undreamed of use cases for the new Web3 media landscape!

💡 We're convinced bringing DaaS to existing companies that already have established audiences/user bases is key to the mass adoption of decentralized utility, and soon we'll be able to demonstrate the true power of our ecosystem with just such partners.

🔗 Vision 2.0:

https://cere.network/cere-vision-2-0/?utm_source=telegram&utm_medium=social&utm_campaign=vision-2-0

🌐 New Website:

https://cere.network/?utm_source=telegram&utm_medium=social&utm_campaign=vision-2-0

[Historical publication](#) · Version 3 recorded as published in the source.

About the selection

The longer community post develops the same launch message as the concise Twitter announcement. The technical thread explains the product through a sequence of connected posts.

The original copy is presented as historical writing, with no engagement figures added. Layouts are reconstructions, not screenshots of live posts.

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