

Question-Answer with Emma-Jane MacKinnon-Lee

How does the protocol communicate today? Why step away from Twitter?

Honestly, I don't think any serious team stuck around on Twitter after Elon took over and the platform fully devolved into an alt-right cesspool. We left pretty soon after. Web2 social media is beyond broken—it's not about community anymore, just algorithmic rage bait and noise.

Discord was slightly better for a time, but even that's become a stagnant space. It doesn't support the kind of vibrant, interactive environments we actually want to be in. So we've been slowly moving away from that too.

Now most of the protocol's communication flows through Lens and XMTP DMs. We're actively building new third spaces—spaces that actually support coordination, autonomy, and creativity. Not just surface-level engagement.

We also recently launched a dedicated Lens feed for Web3 Fashion, open to everyone. Anyone can post, ask questions, leave thoughts. It's designed as a permissionless, composable space for creative exchange and prototyping better dialogue infrastructure.