



Protocol for fully on-chain and
composable social apps on Solana

Why Spling's Social Protocol is needed?

Social apps are silo's and not interoperable with other apps

Platform lock-in, lose your network and data when exit

Extreme power imbalance between platform and user



Social media platforms own all content, not users.

Closed social graph, and closed content database

Network effects within a platform, not across platforms

Why is Splicing's Social Protocol build?

Web2 social apps

1. Platforms own all content, not users.
2. Platforms are not interoperable with other apps
3. Closed social graph, and closed content database
4. Platform lock-in, lose your network and data when exit
5. Network effects within a platform, not across platforms
6. Extreme power imbalance between platform and user

Current web3 social apps

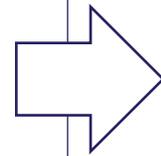
1. Web3 features (like token-gating or token incentives), but no true on-chain content or social graph
2. Mimicks Web2 social apps by building silo's, majority of web3 social apps are not composable
3. Do not use an open graph, leading to the same lock-in as with web2 social media apps
4. No standard or SDK, every apps needs to reinvent the wheel on building on-chain social apps

What is Spring's Social Protocol?

Spring's Social Protocol:

Protocol for fully on-chain and composable social apps on Solana

- ✓ Permissionless
- ✓ Interoperable
- ✓ Fully on-chain
- ✓ User-owned followers & network
- ✓ User-owned content
- ✓ Instant settlement
- ✓ Transparent moderation
- ✓ Very low fees (~0.001 SOL per post, and going down)
- ✓ Users, creators and communities can monetize their content



Think of us as Project Serum.

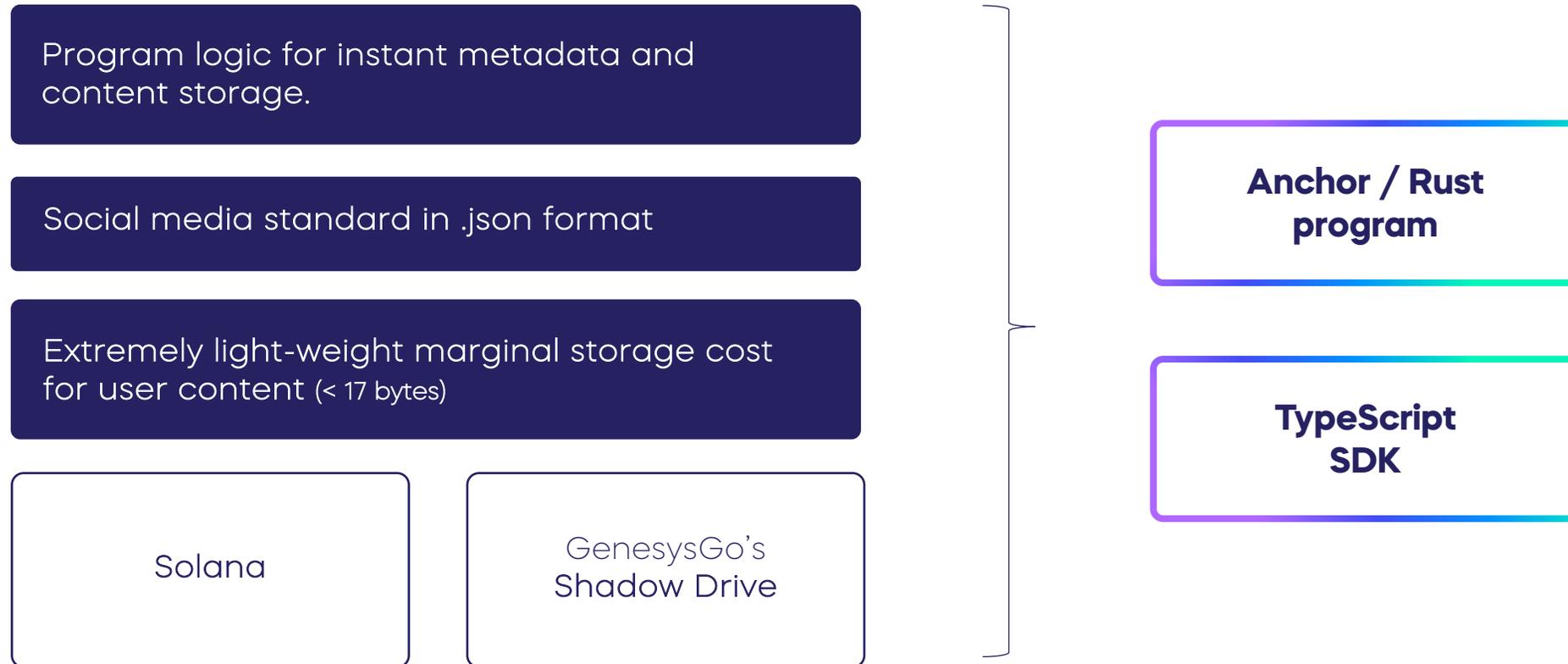
But...

Instead of tokens: user-content

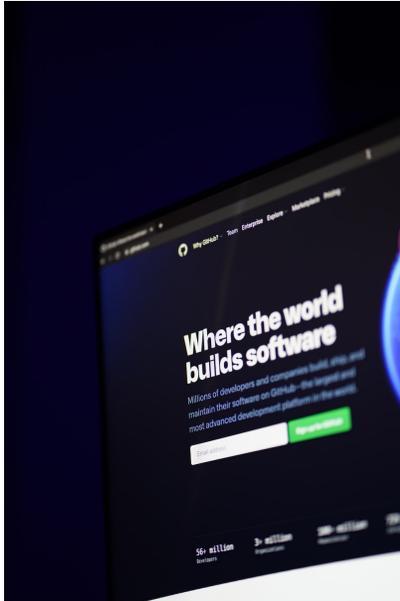
Instead of DEX's: social apps

Open accessible content and social graph, owned by users, across all apps using Social Protocol.

How is Spring's Social Protocol build?



Demo of Spring's Social Protocol



Our Github

Protocol code

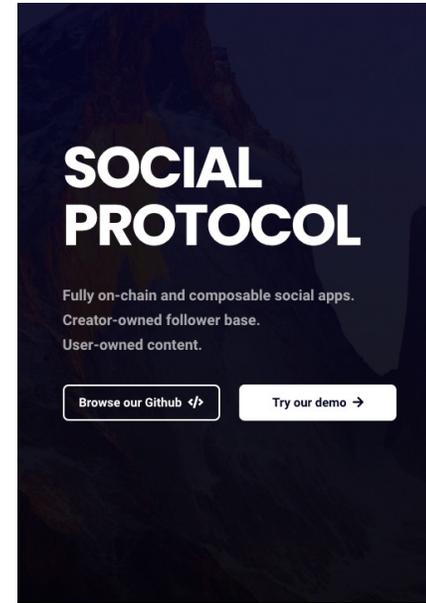
<https://github.com/spring-protocol/social>



Our SDK

Simple integration
for social apps

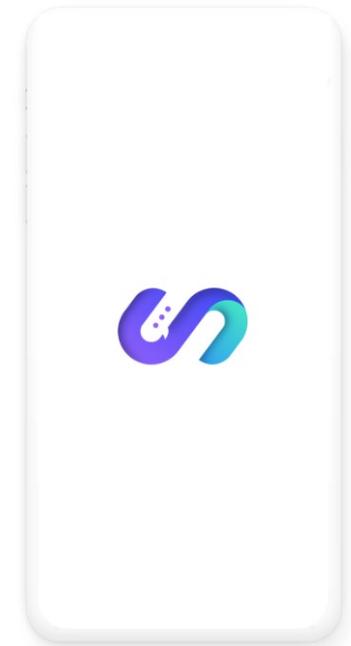
<https://www.npmjs.com/package/@spring/social-protocol>



Our website

More info on
Social Protocol

<https://spring.app/>



Our demo app

Basic example
integration

<https://spring.app/demo>

Who is building Spling's Social Protocol?



Nelis.sol 

- Anchor/Rust
- HTML/CSS/JS

 @nelis_sol



Tmcyrix 

- React JS/Native
- Kotlin

 @tmcyrix

