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Lens Protocol: A Decentralized Social Media Graph

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Lens protocol is a decentralized social graph that creates an intertwined network with interoperability across the social media platforms that are a part of its graph.

Social media applications that you use today are practically siloed. This means that all of these applications are isolated from each other and are completely different entities. As such, if you are using, let us say, Instagram, Twitter, and Youtube, you need to have different accounts, and different login credentials and would post different pieces for those mediums.

If you were to cast the same post on all the platforms, as to reach your combined audience across the platforms, it would require optimization, and development of your message to make its site or app-specific, and post them differently and individually everywhere.

This is where Lens protocol offers a tectonic shift. If you're interested in this new Web 3 project, read on to find it out.

What Exactly is Lens Protocol?

Lens protocol is an innovative project created by Stani Kulechov, the founder of AAVE. The protocol defines itself as **"a composable and decentralized social graph, ready for you to build on so you can focus on creating a great experience, not scaling users"**.

To break it into simpler terms, Lens protocol creates an intertwined network with interoperability across the decentralized social platforms that are a part of its social graph.

This fundamentally means that no matter which platform you are using, all the posts, creations, and messages, will reach your followers, subscribers, or viewers, simultaneously, across all the Decentralized socials that are a part of the social graph.

Currently, Lens protocol do not have any token yet. However, once released, it will have a token.



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How the Protocol Works

While you are using different platforms in the social graph of lens protocol you are in a way “linking” all your decentralized socials. Hence the profile content created on one of the sites gets saved as an [NFT](#), which includes not just the user information but also the followers and the accounts that one follows. This can then be carried on to a different platform or application.

Hence creating a user base over and over again stops being a task and a more personalized creator-consumer relationship can be established.

Lens protocol brings you closer to creators and lets you pay them for their work or directly hire them for a commissioned or personal project.

When it comes down to what you see on your feed or an explore page for that matter on your classic social media sites, i.e., Instagram, Youtube, Twitter, etc, it is usually a result of an algorithm that satisfies the platforms’ or the company that owns its’ goal. Which can range from, user retainment to pushing paid advertisements and agendas.

While all DESOs do let you choose your algorithm for their particular site, platforms that come under Lens protocol’s social graph can all be altered not just with an algorithm that would show you

a feed of your choosing, but also customize, and personalize functions and user interface of the platforms.

Lens protocol also does not store your data, unlike non-decentralized social media platforms. Lens Protocol rides on Polygon's [blockchain](#), and the reason for that, as they state, is Polygon's eco-friendly system, with higher security and low costs and carbon footprint.

The Lensverse - Platforms Developed on the Lens Protocol

Lens Protocol has its own set of platforms and applications, that they refer to as a part of their "Lensverse", which are essentially already a part of this elaborate system of interconnected, intertwined, and interoperable decentralized social platforms. The lensverse also offers several opportunities in the form of hackathons, events, grants, and an option for feedback for their ecosystem.

Following are a few among the hundreds of platforms developed on the Lens Protocol:

Lenstube

Lens Protocol's decentralized version of Youtube, Lenstube lets you choose what you want from a wide array of creators and genres instead of a preset targeted algorithm dictating your feed.

DiverseHQ

DiverseHQ is a platform that is a combination of Twitter and Discord, where you can join different communities, engage in chats, and upload content. Share It lets its users write, publish, view, and save writings by different authors.

Lenster

Lenster, is a decentralized replacement for Twitter to put it in simpler terms. It lets you share NFT, create audio, video, image, and text-based posts, and engage with communities and individual creators.

Fanstastic

This is a decentralized social or DESO platform that lets creators monetize their NFT artwork by displaying them and opening them up for sale.

Memester

Memester is a decentralized space where users can mint their memes to NFTs and display, sell or enter into an event and monetize their work.

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