

NAGA'S GUIDE FOR LEAD TRADERS



NAGA is home to over 1.5 million users globally, who come to our platform to trade and invest in 4000+ assets. However, our platform extends past the ordinary offering of an online trading platform. NAGA unites social interaction and investing providing our community with a social trading platform where they can share ideas, and strategies, engage in open discussions, and benefit from the wisdom of lead traders.

As a lead trader, you are rewarded for providing knowledge, exchanging trading ideas and strategies and in helping others grow, you can monetize your influence.

However, growing your network isn't always an easy task – that's where we come in. That's why we have carefully crafted a comprehensive guide intended not only to help you successfully leverage our community and maximize their earnings but also to help you engage with your followers professionally and ethically while adhering to NAGA's community standards and guidelines. Let's dive in!

Optimizing Your Profile for Greater Return

A Better Profile Image for Better Impressions

Who doesn't love a good selfie, I know we do! Each one of us sees dozens of them every day, and every time we do, we form an impression. Here are a few tips on how you can make that first impression count with an awesome profile picture:

- ✓ **Faces are powerful imagery**, so don't hide yours. Use a professional, clear headshot.
- ✓ **Ensure your face is visible**, but don't get too close. A well-framed shot gives a clean and approachable look.
- ✓ **Strike a pose**, we don't mean an over-the-top pose. Keep it simple, and as natural as possible
- ✓ You're never fully dressed without a **smile**. A warm smile makes you appear more friendly and trustworthy.
- ✓ **Add a pop of colour**. Stand out by using a background or clothing that contrasts with your surroundings.



Crafting that Winning Bio

Your bio is your elevator pitch. The aim is to make it as creative and fun all whilst highlighting your unique skills, here's how:

- ✓ Keep it concise, engaging, and reflective of your expertise.
- ✓ Focus on what makes you unique and ensure your bio aligns with the image and message you want to convey.
- ✓ Don't leave the reader guessing, be sure to showcase your industry knowledge & skills. Putting the most impressive accolades first.
- ✓ Injecting some humour or a personal fact that will interest your audience will give your bio some flair.

Content is King, but Context is Queen

Consistency is Key

Posting regular and relevant content to the NAGA feed will position you as a thought leader and boost your visibility within our thriving community. Whether it's insights, tips, strategies, or market analysis, make sure to stay active to keep your followers engaged and informed.

Let's Get You Noticed

What's a king without his queen? That's right – Context is Queen! Here's how you can use context to your advantage:



Understand Your Audience

- ✓ Know your niche & analyse the community. Identify topics, themes, and interests that your followers like. Understanding this will help you optimize and increase the relevance of the content you share. In addition to analysing your followers, look at what other influencers are doing, this can also spark ideas and perhaps open doors for collaborations.

Optimize Your Keywords & Hashtags

- ✓ Tools like Hashtagify, RiteTag, or All Hashtag can help you find popular hashtags related to your content. These tools often show you the popularity of hashtags and suggest related ones.
- ✓ Keep an eye on trending hashtags. Our platform has top-tier tools that can help you spot market trends, and buzz around specific assets, but keep your eyes peeled on X and Instagram as these can be great sources for highlighting trending topics.
- ✓ Use tools like Google Keyword Planner, to discover keywords that the trading community is searching for.
- ✓ Develop a unique hashtag for your brand to build recognition and community.
- ✓ Combine popular hashtags with niche ones to reach both a broad and targeted audience.

Let's Get Social

The NAGA news feed is a playing field for traders like you! Alive with hot assets, ideas, open discussions, and strategies from expert traders, so make sure your voice is heard.

Be Part of the Community

Engagement builds community and trust. Responding to comments, answering questions, and encouraging open discussion can build stronger connections and foster a loyal community around your profile.

Build Your Network

Collaboration is key to expanding your network. Connecting with other influencers, working together on content, or joining discussions can open doors to new followers and opportunities.



Community Guidelines

We aspire to ensure the safety and well-being of all of NAGA's community. By following these guidelines, you will ensure that you maintain professionalism and adhere to our community guidelines:



✓ Content Dos

- ✓ **Leaders, your insights matter! Share your knowledge, strategies, and market analysis** to educate and inspire others. Remember, your role is to guide, not to give direct trading advice.
- ✓ **Honesty is the best policy.** Be transparent about your past performance and always include risk disclosures in your communications.
- ✓ **Encourage discussion.** We aim to create a social network where traders of all levels can come and feel free to discuss and challenge ideas, strategies, and market events as they happen.
- ✓ **Relevance is key.** If you're unsure about something, feel free to ask questions, but please keep discussions focused and make sure you're sharing information in the appropriate place. Avoid disrupting others' conversations or using market feeds for personal or off-topic posts.
- ✓ **Be Constructive.** NAGA's community of traders has a global footprint, and thus are of different cultures, age groups, and lifestyles. However, one thing they all have in common is their interest in trading markets. Always be polite and respectful of others' ideas. You are encouraged to provide feedback or have an open discussion but always remain respectful.
- ✓ **Compliance is crucial.** Follow all NAGA guidelines and regulations to ensure a safe and ethical platform for all users.

✗ Content Don'ts

- ✗ **Do not provide specific trading advice.** Your role is to educate and guide, not to direct trading decisions.
- ✗ **Avoiding Misleading Claims.** Avoid making false or exaggerated claims about potential profits. While you can't guarantee profits, you are encouraged to share the goals you set for yourself, provided you maintain realistic expectations.
- ✗ **Never share sensitive information.** Do not share personal information or solicit such information from others. Likewise, lead by example and encourage your followers to keep their data secure and avoid sharing sensitive details online.

By following these guidelines, you can maximize your influence on NAGA Feed while maintaining a professional and ethical presence. Remember, as a leader, your actions set the standard for others to follow.

Copy Trading does not amount to investment advice. Past performance is not an indication of future results.

Trading leveraged products involves significant risk of loss. Refer to our Legal Documents Section.