

Social Media Marketing Copy for Toptal Articles

[Less Trust, More Truth: Web3 Design Best Practices and Patterns](#)

Version 1: Developers want web3, a new form of cyberspace that's decentralized and open, to become mainstream. Discover how designers can improve the UX of web3 apps.

Version 2: Developers want to revolutionize the Internet with a decentralized version of cyberspace called web3. These design practices and UI patterns can make web3 a mainstream reality.

[Designing VR Games Worth Playing: 6 Key Considerations](#)

Version 1: Explore why VR gaming hasn't taken off the way it was expected to over the last 10 to 15 years—and how better design can solve the problems and increase adoption.

Version 2: Why hasn't VR gaming exploded in popularity over the last 10 to 15 years? Toptal experts weigh in on how design can help improve UX and UI to make gameplay more intuitive, comfortable, and immersive.

[Digital Ledgers vs. Databases: Can Blockchain Optimize Your Supply Chain?](#)

Version 1: Don't let volatile NFT and crypto markets give blockchain a bad name. See why companies like Rio Tinto and Corona Canada use it to make supply chains more efficient—and sustainability practices more transparent.

Version 2: Think blockchain is only for crypto? Discover how businesses can use it to improve supply chains, cut costs, and make their customers happier.

[Necessary Friction: The Theatrics of UX Security](#)

Version 1: When does making an app harder to operate benefit users? See how UX friction and security theater increase product safety and user trust.

Version 2: Enhance product security and build user trust by adding positive UX friction—design features that increase interaction time but protect users' valuable data.

[Forensic Accounting: Due Diligence's Secret Weapon](#)

Version 1: See how forensic accounting extends beyond crime solving to provide in-depth due diligence and compliance, and how its underuse leads to errors and bad investments.

Version 2: Think forensic accounting is just for crime solvers? See its uses in due diligence and compliance, and understand how it helps you catch errors and vet investments.