TRUST Over IP FOUNDATION

Communications Committee

17 September 2021
13:00-14:00 PT / 21:00-22:00 UTC

THE LINUX FOUNDATION

Antitrust Policy & Member Participation

› Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws.*

› Only members of Trust over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role.

* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at http://www.linuxfoundation.org/antitrust-policy.

THE LINUX FOUNDATION

Agenda

1. Action Item Update – ToIP Approved Deliverable Template (15 min)
2. Action Item Update – ToIP Year in Review (5 min)
3. Position Papers/Discussion Papers Position on Website (5 min)
4. BLOG Approval – Risk Assessment (5 min)
5. BLOGs for: (10 min)
   a. Approved Deliverables – what's in the pipeline
   b. Special Guest Speakers –discussion
   c. Other BLOGs like – Steven Milstein's International travel during COVID-19's fourth wave
6. DID Spec Public Show of Support when approved by W3C (5 Min)
7. Open Discussion (as time allows)

ToIP Approved Deliverable Template

➢ Thanks to RJ and James from Liquid Avatar and Drummond and Judith we had a V1 template draft for both Documents and Spreadsheets completed.

➢ Scott Perry has taken us to the next level by building more design elements into the templates and creating an entire style guide and template use companion guide.

➢ Scott is revealing those to use today, for comment, suggestion and approval, so that we may deploy them for use and get our approved deliverables posted to the website.

➢ The next step will be updating the deliverable pipeline in GitHub, so these style suggestions can be incorporated by documents generated via MarkDown document.
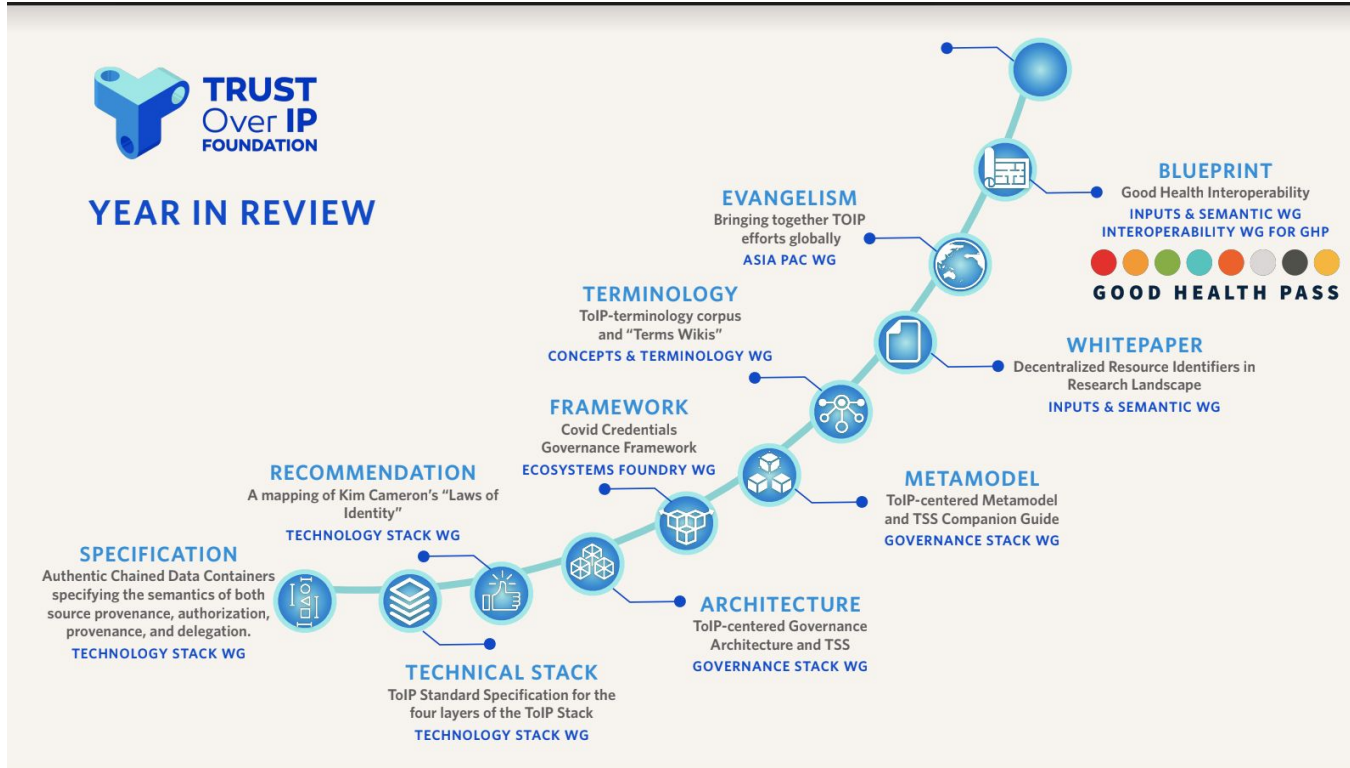
Blogs for Approved Deliverables

RESOLVED: That the Deliverable Template be approved for use by Working Groups for Steering Committee Approved deliverables, and that Judith is authorized to approve any further changes necessary.

Year In Review

➢ Working Group Chairs listed all their accomplishments.
➢ David Lucatch sent a first draft of the Year In Review and Ajay Madhok created a graphic for it.

➢ Alex Metcalf wordsmithed the Year In Review and it was sent with meeting announcement for your review.

➢ Approval of Content
➢ Approval of Graphics
➢ Discussion of Placement on Website
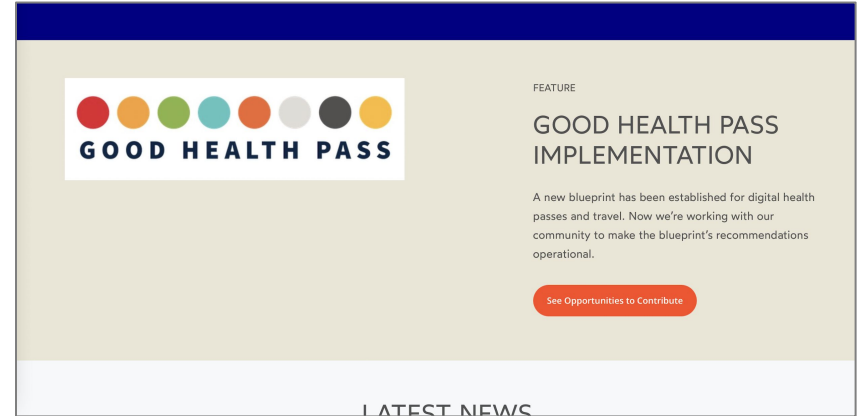
Year In Review Infographic

Year In Review - Approval

RESOLVED: That the Year In Review content be approved for publication and that Judith is authorized to approve any further changes necessary.
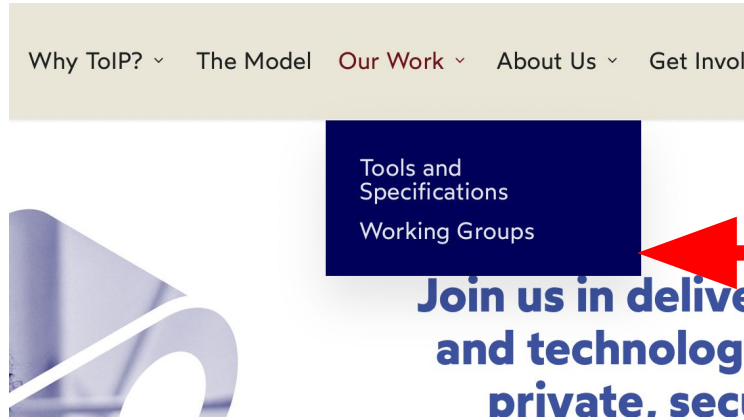
Year In Review – Placement

- This could either replace the GHP implementation panel on the homepage (see right), or could be a new panel alongside it

- Ideally it's implemented as a blog post: its point-in-time content lends itself perfectly to that

Position Papers/Discussion Papers Placement on Website

➢ The ISWG has approved the term Discussion Papers

➢ I discussed website placement and tracking analytics with Alex Metcalf...

Discussion Papers – Placement and Content

"Discussion Papers" page here: It's about ToIP's work, so this is a natural home

- Anyone linking to Discussion Papers (via social media, email, etc) should be linking to this upcoming website page
- This page will be organized with sub-headings, one per discussion, with a PDF link for each
- Both the PDFs and the web page will have:
  - Direct links to Slack discussion channels, for members
  - Links to the membership page, for soon-to-be members

Discussion Papers – Analytics

- By using special links, we will be able to track:
  - Who comes to the Discussion Papers page, and from where (e.g. clicking on a link from one of our emails)
  - What Discussion Paper(s) they click on
  - Where they go on the website after looking at Discussion Papers

Blogs for Approved Deliverables - Risk Assessment

➢ First BLOG using Guidelines has been submit for our approval. At the last meeting there was request for changes and those have been made. The BLOG was sent out with the meeting agenda for your approval.
BLOG for:
- ToIP Risk Assessment Companion Guide (coming soon)
- ToIP Risk Assessment Worksheet Template (coming soon)

Blogs for Approved Deliverables

RESOLVED: That the **BLOG Post** for "ToIP Risk Assessment Worksheet Template" and "ToIP Risk Assessment Companion Guide" Steering Committee Approved Deliverables submitted by the Governance Stack Working Group be hereby approved by the Communications Committee for publication on the ToIP Website.

Blogs for ...

➢ BLOGs for Approved Deliverables - what's in the pipeline

➢ BLOGs for Special Guest Speakers -discussion

➢ Other Blogs ...

Example: Steven Milstein's International travel during COVID-19's fourth wave

DID Spec Public Show of Support when approved by W3C

› Mozilla publicly posted a formal objection to W3C approving the W3C Decentralized Identifiers (DIDs) 1.0 specification

› SWAT team from ToIP and DIF created a document in support of the spec to be shared in a private meeting with the W3C directors.

› DIF and ToIP plan to collaborate to issue a joint communication in Support of the importance of the DID specification when approved by the W3C

› We need a team that creates the communication plan and draft the necessary documents:
– Press Release – BLOG – Quotes – Talking Points for members…
     What's needed?   Who wants to do what?

Possible Discussion Items

➢ GHP Op Eds

➢ Use of our Logo and mentions of ToIP on Members website /BlOGs

➢ Continuous improvement of Website

Open Discussion

THE **LINUX** FOUNDATION

Legal Notices

The Linux Foundation, The Linux Foundation logos, and other marks that may be used herein are owned by The Linux Foundation or its affiliated entities, and are subject to The Linux Foundation's Trademark Usage Policy at https://www.linuxfoundation.org/trademark-usage, as may be modified from time to time.

Linux is a registered trademark of Linus Torvalds. Please see the Linux Mark Institute's trademark usage page at https://lmi.linuxfoundation.org for details regarding use of this trademark.

Some marks that may be used herein are owned by projects operating as separately incorporated entities managed by The Linux Foundation, and have their own trademarks, policies and usage guidelines.

TWITTER, TWEET, RETWEET and the Twitter logo are trademarks of Twitter, Inc. or its affiliates.

Facebook and the "f" logo are trademarks of Facebook or its affiliates.

LinkedIn, the LinkedIn logo, the IN logo and InMail are registered trademarks or trademarks of LinkedIn Corporation and its affiliates in the United States and/or other countries.

YouTube and the YouTube icon are trademarks of YouTube or its affiliates.

All other trademarks are the property of their respective owners. Use of such marks herein does not represent affiliation with or authorization, sponsorship or approval by such owners unless otherwise expressly specified.

The Linux Foundation is subject to other policies, including without limitation its Privacy Policy at https://www.linuxfoundation.org/privacy and its Antitrust Policy at https://www.linuxfoundation.org/antitrust-policy. each as may be modified from time to time. More information about The Linux Foundation's policies is available at https://www.linuxfoundation.org.

Please email legal@linuxfoundation.org with any questions about The Linux Foundation's policies or the notices set forth on this slide.

THE **LINUX** FOUNDATION