



TRUST
Over **IP**
FOUNDATION

Communications Committee

03 March 2022

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.

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Agenda

1. BLOG Updates and Approvals (10 min)
2. BLOG post drafting process and series branding (5 min)
3. Announcement Posts (10 min)
4. New Membership page suggestions from Alex Metcalf (5min)
5. Video Content (5 min)
6. Event Schedule (2 min)
7. Action Item Updates (5 min)
8. LinkedIn Cover Photo/Tagline (2 min)
9. Easy CLA (2 min)
10. Other Item Updates (5 min)
11. Open Discussion (as time allows)

BLOG Updates

- Radio with Pictures (EFGW) posted 3/3/22
- London Underground (UFGW) posted 3/4/22
- No need for superhumans! (HXWG) waiting final video for posting

BLOGs Discussion and Approval

- eIDAS/EU Digital Wallet Series - #blog-series-eidas
- OIX Trust Framework and SSI BLOG Series/ Press Release - #blog-series-OIX-ToIP
- Keys to SSI Adoption BLOG or Series - based on Mike Vesey DID Council Preso

BLOGs Ideas

- DID Council Conference
- BLOG series on our Design Principles
- Governance Stack blog re Privacy and Risk from Inputs and Semetics group.
- mobile Driver Lic presentation (TBD in the New Year)
- ???

Blog Post Drafting Process and Series Branding

- Where do want to host shared Documents for creations of BLOG posts.
 - Communications Committee folder in Operations
 - ToIP Shared Drives accessible by all ToIP members, create a new Communications Committee folder
 - Let working groups start them in their shared folder and then share them with Comms Committee for approval
 - Anyone start a document or slide deck anywhere
- Slack Channel - `blog-series-xyz` seams to be working ???
- Graphic Image for each series - for use on LinkedIn Posts, Twitter, and website home page for featured BLOG.

Announcement Posts on LinkedIn

- At our last meeting we decided we want to use LinkedIn Posts to announce interesting upcoming speakers.
 - The first of such announcements drafts has come in from our HXWG.
 - Question: How do we want to point the public to information about how to attend?
 - Question: How do we want to capture information about interested parties or provide contact us information?
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- Kalin Nicolov made this comment on a thread in slack “Social Media drumbeat: LinkedIn and Eventbrite have native one-click signup meetings function which I believe we could use more extensively. Given that ToIP is already on LinkedIn, perhaps we start there?”
 - Linux Foundation may have event tools too?

New Membership Page - demo by Alex Metcalf

Video Content

- Judith has looked into setting up our YouTube Channel
- We need a banner graphic
- Andrew Slack from the HXWG is going to use Peter's logo sting to put in front of their edited guest speaker content. This will be the first item on our YouTube channel and will link to their blog.

- Is there a volunteer on this committee who could edit other such speaker content and put our brand at the beginning and end of each video?

- Ajay offered create some videos, how do we want to proceed with that and creating an editorial calendar.

Ajay's Proposal

1. Use the TOIP Stack Design Principles as the theme for the video podcast.
2. So there can be 17 principle episodes and 1 context setting episode making it a total of 18 episodes.
3. Each episode will be under 5 minutes and explain the principle, illustrate it with a diagram, and help contextualize it through one or more real-world use cases.
4. I will shoot these episodes with a camera person from Angel and edit them before presenting it to the committee for a second round of edits/ fine tuning.
5. May I propose we do the first 5 sessions with John and Drummond so I can cover them in a two-day trip to Seattle and Vancouver.

Ajay's Proposal

6. They will both be interviewed for the context setting episode. John can do design principles #1 and #3, and Drummond can do #2 and #4.
7. We will do several takes and get into a rhythm and a format for the video podcast series.
8. They can be released bi-weekly and that will give us a chance to record and edit the next 5 or so where the TOIP expert can be different.
9. The subsequent ones can be recorded remotely.

Event Schedule

- Proposal for a Panel at EIC (May 10th-13th) has been submitted
- IIW (April 26th-28th) - sponsorship approved by SC- ToIP logo is on Website
- RSA's February conference postponed until (June 6th-9th)
- Proposal for a ToIP presentation at Identiverse (June 20th-23rd) was not accepted
- Open Source Summit (June 21st-24th)

- Last August: Kalyia and I started a list of conferences that we should have presence at we should revisit that list and find out what members are speaking attending there and look at guerilla tactic for getting the ToIP Brand out there.

https://docs.google.com/spreadsheets/d/1ljf6FzhPxOJ4WEHfC5MxXWfVaDVPgzi3FnrZhhF2_lU/edit#gid=0

Action Item Updates

- Trademark Registration
SC approved Wordmark Registration, David Lucatch to work with Daniel at LF on filing and John for what classes to register.
- Deliverable Templates and Guide updates (Drummond Read & Scott Perry)
Co-Branding will be added to this update.
- OIX Collaboration
It was decided by SC to not go forward with an official MOU rather that we would work on a joint - BLOG/PR (Drummond/Nick) are leading this effort and a slack channel and document has been created for collaboration.

Action Item Updates

- Discussion Papers onto LinkedIn
Judith to Circle back with Alex Metcalf
- LinkedIn Cover Photo and YouTube Banner - ToIP Tagline
How do we wish to proceed in nailing down our Tagline?

Linked In Cover Photo

- What do we want our LinkedIn cover photo to say?



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AutoJoin / Easy CLA and Membership Pages Website Changes

- Elisa to present about Easy CLA/AutoJoin at another meeting.

Other Updates

1. Cross Organizations Communications Collaboration
2. Publishing Case Studies - proposed by EFWG
3. Maintaining a list of ToIP related resources - proposed by EFWG

Open Discussion

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