



TRUST
Over **IP**
FOUNDATION

Communications Committee

10 June 2022

1:00-2:00pm PT / 8:00-9:00pm 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>.

Agenda

1. BLOG Updates and Approvals (5 min)
2. Speaker Announcement Posts (3 Min)
3. Event Schedule and Wiki Page (5 min)
4. Website Update - Memberships Pages (5 min)
5. New Logos for Membership Levels (2 min)
6. Next Meeting Date Change - pull forward from June 24th to **June 17th**
7. Open Source Summit Mini and Hyperledger Global Forum Planning (2 min)
8. Action Item Updates (5 minute)
9. LinkedIn Discussion Papers (5min)
10. Open Discussion (as time allows)

BLOG Updates

- Decentralized Identity: Keys to mainstream adoption - posted May 27th
- EIC Recap - posted June 3rd

BLOGs Discussion and Approval

- OIX Trust Framework and SSI BLOG Series/ Press Release -#blog-series-OIX-ToIP
- Avast joining ToIP as Steering Committee member
- Monokee joining ToIP as Steering Committee member - they have marketing working on it

BLOGs Ideas

- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Status Update?
- White House Paper
- BLOG series on our Design Principles
- Governance Stack blog re Privacy and Risk from Inputs and Semantics group. (Neil Thompson)
- mobile Driver Lic presentation (TBD in the New Year)
- Michel Plante is working on a blog
- ???

OIX -

Daniel & Nick Mothershaw of OIX have agreed on the images and language for their framework.

Nick will be having their graphics person update their website and .pdf by Monday.

Daniel will then update our BLOG

OIX PR goes out Tuesday and we will release our BLOGs same day.

Our Blog Post:

https://docs.google.com/document/d/1k3MeOVFYUdfgAykEdp_Xn7l18O-efEgcq23k9lFuM8Y/edit

Speaker Announcement Posts

- For a while we have been doing LinkedIn event for speakers that come to ToIP meetings.
- Suggestion, for SC and General Members who are speaking at conferences and mentioning ToIP, we do a post like this to let people know ToIP is present and get our brand out there.



Event Schedule

- *EIC (May 10th-13th) ToIP Panel – Berlin Germany **May 11th, 11:20-12:00 CTE***
- *RSA's (June 6th-9th San Francisco CA)*
- *Identiverse (June 20th-23rd Denver, Colorado)*
- *My Data (June 21st-22nd, Helsinki)*
- *London Identity week (June 28th-29th) - Daniel B. is going*

- *Hyperleger Global Forum (Centre Dublin, Dublin, Ireland Sept 13
ToIP will be present as a Community Partner*

- *Open Source Summit Europe ToIP-Mini-Summit
(Centre Dublin, Dublin, Ireland Wednesday, Sept 14, 2022)*

Event Schedule - Wiki Page

- Wiki Page for Conferences
- 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

Website Update Membership Structure and Fees

- Steering Committee is coming to consensus on our new Membership Structure and Fees
https://docs.google.com/document/d/1_gzHDPvi-NXCoc4KbxzRIMqDdbFZx3fqgwnk-apqjs_1/edit#heading=h.wj6fikvv6tmg
- Website will need to be updated.
- Are there other updates we'd like to do at the same time?

New Logo for use by members

- We need three new Logos, for use by members on their websites/marketing.
 - Steering Member
 - General Member
 - Contributing Member
- We may also need two Sponsorship Logo
 - Gold Sponsor
 - Silver Sponsor

LinkedIn Discussion Papers

A couple of suggestions:

- Put the two discussion papers on LinkedIn and see if we get more traction.

- Q (@Alex Metcalf

- How would the papers be organized on linked, would there be some entry with a list of discussion papers (and links to each one)?

- How are comments handled? Notification of comments to author?

- Leave the current ones on the web site and the page with a list of discussion papers (for now).

Side Question - @Alex Metcalf how do we handle discussion paper revisions to either a web site or linked in entry. I have some recent updates (extensions) to one or possibly both of the discussion papers. How does an author do the updates - update the original google doc or update the web page/linked in entry directly?

To answer the other questions with my suggestions:

- Each paper could be a separate article within LinkedIn

- Comments could be handled by whoever gets there; the official account holder for Trust Over IP, or yourself Neil, or anyone in a position to speak on behalf of ToIP / the discussion papers.

- Revisions... I'm not sure. Perhaps if we maintain a website-based version of the same paper, we update that, and then signpost people to the updates on the website.

Next Meeting Date Change

Next Meeting Date Change
pull forward from June 24th
to June 17th

Open Source Summit Dublin - Planning

- › Team to Plan what we want to accomplish at Open Source Summit
- › Signage for both Open Source Summit and for Hyperledger Global Forum

Action Item Updates

- Editorial Calendar
- Trademark Registration
- Video Content
- Discussion Papers onto LinkedIn
 - Judith has circle back with Alex Metcalf and Neil
- LinkedIn Cover Photo and YouTube Banner - ToIP Tagline
 - How do we wish to proceed in nailing down our Tagline?

Ajay's Proposal - Update?

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

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.
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.

Linked In Cover Photo

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



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Open Discussion

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