



**TRUST**  
Over **IP**  
FOUNDATION

# Communications Committee

08 July 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. Event Schedule and Wiki Page (4 min)
3. Website Update - Memberships Pages (5 min)
4. Open Source Summit Mini and Hyperledger Global Forum Planning (2 min)
5. Action Item Updates (5 minute)
6. Open Discussion (as time allows)

# BLOG Updates

- OIX Trust Framework and SSI BLOG Series/ Press Release - posted June 15th

## BLOGs Discussion and Approval

- Avast joining ToIP as Steering Committee member- APPROVED waiting posting date from
- Monokee joining ToIP as Steering Committee member - for Approval
- Identiverse Recap - for Approval pending a paragraph from Mike
- Identity Week Recap - for Approval
- AI and Metaverse BLOG (AIM TaskForce Creation) - Editing required by Wenjing and Vikas post initial meeting

## BLOGs Ideas

- MayData Recap BLOG - Alex W.
- Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG
- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Status Update?
- Consent is becoming meaningless (Phil Wolf?)
- 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

## Event Schedule

- *Elisa to present Wiki Page*
- Hyperleger Global Forum (Centre Dublin, Dublin, Ireland Sept 12th-13th)  
ToIP will be present as a Community Partner  
Workshops on Sept 14th, (at Gibson Hotel Dublin, JavaScript Aries workshop -PM)  
*(Note: Sean Bohan states that we can be a presenter anytime at the Identity Implementers Call to present our reference architecture when ready.)*
- Open Source Summit Europe (Centre Dublin, Dublin, Ireland Sept 12th-16th)  
ToIP-Mini-Summit (Centre Dublin, Dublin, Ireland Wednesday, Sept 14, 2022 - AM)  
Early registration ends July 17th.
- LFPH Monday, Sept 12th

## 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-apqIs\\_I/edit#heading=h.wj6fikvv6tmg](https://docs.google.com/document/d/1_gzHDPvi-NXCoc4KbxzRIMqDdbFZx3fqgwnk-apqIs_I/edit#heading=h.wj6fikvv6tmg)
- Website will need to be updated.  
<https://dev-trustoverip.pantheonsite.io/get-involved/membership/>  
<https://dev-trustoverip.pantheonsite.io/get-involved/membership/existing-member-check/>
- 
- Are there other updates we'd like to do at the same time?

## Sample Images for Benefits

Here are some sample images that Alex Metcalf is working on for our Benefits Highlights above the table.

Also Alex Waltz is going to take a stab at a new image for the Homepage join Table.

Also Alex Waltz is going to take a stab at making an upcoming events page, to house things like Mini-Summit, HGF, and other events where SC members might be speaking.

-  Unlimited participation in working groups and task forces
-  Observe general member and steering committee meetings
-  Access Trust over IP resources
-  Display ToIP contributor logo on website and marketing material



*All Contributor benefits, plus:*

-  Nominate items for general member meetings
-  Priority leadership of working groups and task forces
-  Priority access to conference discounts
-  Participate in advisory groups



*All Contributor and General Membership benefits, plus:*

-  Hold position on steering committee, with voting right
-  Contribute to ToIP mission and objectives
-  Nominate special projects
-  Participate in ToIP conference panels and presentations



## Homepage Updates and Model

1. What do we want our new featured Items to be?
  - Plan ahead for reference architecture?
  - Events Page?
2. Do we want to do a new year in review?
3. Updating the image on Join Us!
4. Update Model Page, to include ToIP Stack Image?  
Do we need to update the Stack Image?

## 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

## 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

### **JULY 8th Communications Meeting**

Primary Topics:

1. Website Updates
2. Dublin Conference Marketing

## 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?

# 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.

## 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?



Join us in delivering policy and technology tools for private, secure, and confident communications at a global scale.

# Open Discussion

# 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](mailto:legal@linuxfoundation.org) with any questions about The Linux Foundation's policies or the notices set forth on this slide.