



TRUST
Over **IP**
FOUNDATION

Communications Committee

18 February 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.

* 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 (10 min)
2. Trademark Registration (10 min)
3. Website Membership Page Changes (10 min)
4. Discussion Papers (5 min)
5. Announcements VS BLOGs & Twitter Use and #Hashtags (5 min)
6. Video Content (5 min)
7. Action Item Updates (5 min)
8. LinkedIn Cover Photo (2 min)
9. Event Schedule (2 min)
10. Other Item Updates (5 min)
11. Open Discussion (as time allows)

BLOG Updates

- Data Governance Act meets ToIP framework- posted Jan 13th
- ToIP Foundational Documents - posted Jan 24th
- Governance Stack Deliverables - posted Feb 1st
- The IRS and ID.me: Privacy Optional - posted Feb 16th
- No, I don't trust you" - Implementing Zero-Trust Architecture in the world of (SSI) - posted Feb 18th
- Hyperledger Announcement approved

BLOGs Discussion and Approval

- [New Year New Leadership - about EFWG/UFWG - and maybe TechArch TF](#)
- HXWG BLOG

BLOGs Ideas

- DID Council Conference
- OIX agreement (posted after SC approval)
- mobile Driver Lic presentation (TBD in the New Year)

Trademark Registration - David Lucatch and Scott Perry

- › **Engaged** with Linux Foundation Counsel to discuss Trademark strategies and opportunities
- › **Options:** Word Mark (name) / Logo Mark / Lock Up (word and logo)
- › **Initial Search** approximately \$200
- › **Estimated Budget** for 2 classes - \$1,500 to \$2,000 USD per mark plus another (approx) \$3 to \$4K to complete - likely 8 to 12 months
- › **Additional Classes** approximately \$350
- › **Other jurisdictions** (including Canada), outside of the EU (which is comprised of approx 28 jurisdictions) about \$2K filing fee
- › **Enforcement** in the event of a challenge will be costly
- › **Initial recommendation** is to file Word Mark and then have further discussion on a secondary mark for logo alone or lock up and any “tag line”. This will start the formal process and we can prove first use going back to the launch of the website

AutoJoin / Easy CLA and Membership Pages Website Changes

- Alex and I have started to work on the membership page content changes.
- Elisa tp present about Easy CLA/AutoJoin at another meeting.

Discussion Papers

Engagement

According to Google Analytics, since the papers' launch on the site on Dec 8th, there have been **24 unique views of the “Case for Digital Notaries”** and **16 unique views of the “VCs meet reality” papers.**

94 unique views for the discussion papers landing page

There have been **no comments posted** on the discussion papers.

What this means

The numbers of page views are low and the format is not generating engagement. Alex believe the website is better as a **membership-driving resource than a hub for engaging with materials.** He would recommend to the comms committee that discussion papers be moved to a LinkedIn page format as I suggested before, as a way of reaching a wider audience base in a forum more suited to discourse.

Discussion Papers - Linked In

Discussion papers become 'Articles' on LinkedIn, and then people comment on the articles as long as they're logged into LinkedIn.

Perhaps this will increase the potential for engagement with discussion papers, because

(a) LinkedIn is more suited to commenting and interaction, and

(b) It allows for organic discovery of the discussion papers rather than people actively following a link to the ToIP website.

Blog articles should continue to be posted on the ToIP website, but LinkedIn and other social channels should be used to promote those blog items to increase engagement.

Announcements vs BLOGs and Twitter Use and #Hashtags

- **BLOGs**
 - Deliverables
 - Recap of Sessions that happened at ToIP
 - Quarterly Reviews - State of the Market Place/Foundation
 - Comments on Relevant Topics
- **Announcements**
 - Upcoming Speaker of Interest
 - Call to Action by Working Groups
- **Twitter Use**
 - Tweet when we post something
(Request Tweet sentence with BLOGs to be Tweeted, etc. and #HashTage)
 - Re Tweets of others ??? Policy on that?
 - Who should curate Re Tweets if we decide to do that?
- **What #HashTags should we be consistently using**

Video Content

- Do we need a YouTube Channel?
- Do we want to edit some of the content from our wonderful speakers into reusable videos?
- Creation of an splash intro and exit that go on all our videos.
- What other Video Content might we like to create? HXWG was working on at video?

Action Item Updates

- Deliverable Templates and Guide updates (Drummond Read & Scott Perry)
Co-Branding will be added to this update.
- OIX/MOU (Judith Fleenor)
Approved by ToIP SC, being reviewed by OIX, - BLOG by (Drummond/Nick)
- Linked-In Cover Photo and ToIP Tagline

Linked In Cover Photo

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



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Event Schedule

- Proposal for a ToIP presentation at Identiverse (June 20th-23rd) is in, we'll hear if accepted sometime in February.
- RSA's February conference postponed until (June 6th-9th)
- IIW (April 26th-28th) - sponsorship is being considered by SC
- Open Source Summit (June 21st-24th)

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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