



TRUST
Over **IP**
FOUNDATION

Communications Committee

18 March 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 (10 min)
2. BLOG post drafting process and series branding-Update (2 min)
3. Announcement Posts - Update (2 min)
4. YouTube Channel Uploads - Update (2 min)
5. Video Content (5 min)
6. Auto Join and Easy CLA - Elisa (10 min) CANCELLED - review deck
7. Event Schedule (5 min)
8. Action Item Updates (5 min)
9. LinkedIn Cover Photo/Tagline (2 min)
10. Other Item Updates (5 min)
11. Open Discussion (as time allows)

BLOG Updates

- No need for superhumans! (HXWG) ready 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
- Schellman joining ToIP as Steering Committee member

BLOGs Ideas

- Avast joining ToIP as Steering Committee member
- BLOG series on our Design Principles
- POST IIW BLOG
- PRE EIC BLOG
- 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
- ???

Blog Post Drafting Process and Series Branding

- Shared Drive Created for Comm Committee
 - BLOG post Development Folder
 - BLOG posted Folder
 - Editorial Calendar
 - LinkedIn Annoucments
 - Video content

<https://drive.google.com/drive/folders/1DO22V1NzLpV82FXFPts2880xFeXT8Cst>

 - Please encourage people to use these folders for BLOG development, so they are easy for people to find.
- Slack Channel - blog-series-xyz seams to be working
- Thanks to Alex Walz for helping with graphics to get our YouTube channel up and for our LinkedIn Event announcements.

Announcement Posts on LinkedIn

- If you would like me to make LinkedIn events for your upcoming speakers, here is what I needed.
 - Name of Speaker
 - Photo of Speaker
 - Title of talk
 - Date and time of talk in Pacific Time and any other time you'd like.
 - (This will go on the image for the event post create by Alex or create your own image and provide it to me.)
- (I can grab the zoom link from the calendar)
- Also need a paragraph about the talk for the LinkedIn event post.

YouTube Channel Uploads

- Thumbnail can be made from the information on the announcement or provide a thumbnail.
- Provide a paragraph about the talk for the YouTube description.
- Video Recording needs to be edited with the ToIP Sting, followed by where and when the talk took place and an end slide about ToIP with website URL.
- 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 for working group chairs that need assistance?

Video Content

➤ The HXWG is working on a introduction video.

Kalin and Nicky are paying for [Bluecarrot](#) to professionally produce the HX intro video which will necessarily include a short intro to ToIP, they will then **gift this to ToIP as an asset**.

The animation will be max 90 seconds long. Tim, from Bluecarrot, advised that we needed to be crisper on our key messages and reducing the length of the script. They will join the HXWG meeting next week and this will give them a chance to get a feel for the place and people, and also to share their initial recommendations on the script and some creative ideas perhaps.

There is a short cut to the powerpoint that the script will be based on, and the initial script document by HXWG in the folder Video Content in the Communications Committee Shared Drive.

The process should take ~6 weeks depending on how speedy we are in getting back to them at each stage of the process. Note: The developers, Both Tim and Ana are in Lviv, Ukraine so we are being flexible on delivery timelines.

➤ Blue Carrot questionnaire

https://docs.google.com/document/d/1Ot5FjSoM5ADjrO1XkMTsC9Kg2_OIVovP/edit#heading=h.gjdgxs

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.

AutoJoin / Easy CLA and Membership Pages Website Changes

- Elisa to present about AutoJoin/Easy CLA at another meeting.
- Last minute cancellation by Elisa
 - she sent out the deck she created to members, and will present next meeting.

Event Schedule

- ToIP Panel **has been accepted** at EIC (May 10th-13th) **May 11th, 20 min.**
 - 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

Open Source Summit North America, Europe and Japan - Mini Summit

LF Projects a free 1/2 day mini-summit package at our Open Source Summits

WHAT'S INCLUDED

- Meeting Room with Theater Seating (room capacities range from 10-100+ attendees) for a ½ day only (3.5 hours)
 - Basic AV: Screen, Projector, 2 wireless microphones
 - Wifi (shared)
 - One directional sign in foyer areas + One room sign with event name
 - Event listing on the co-located events page of OS Summit websites
 - Registration 'add-on' option on the OS Summit registration form
(we HIGHLY recommend you charge a nominal fee to ensure low attrition)
 - Event listing on the OS Summit schedule
 - Promotion of the event in OS Summit attendee email(s)
 - Events staff will be onsite to check in on the group, make sure AV is working, etc.
- All speakers and attendees must register for OS Summit

Open Source Summit North America, Europe and Japan - Mini Summit

EVENT DETAILS

[Open Source Summit North America](#) (June 21-24)

Mini-Summit Date: **Monday, June 20, 2022**

Time Slots Available: 9:00am-12:30pm or 2:00-5:30pm CDT

Venue: JW Marriott, Austin, TX

[Open Source Summit Europe](#) (Sept 13-16)

Mini-Summit Date: **Monday, September 12, 2022**

Time Slots Available: 9:00am-12:30pm or 2:00-5:30pm IST

Venue: Convention Centre Dublin, Dublin, Ireland

[Open Source Summit Japan](#) (Dec 5-6)

Mini-Summit Date: **Wednesday, December 7, 2022**

Time Slots Available: 9:00am-12:30pm or 2:00-5:30pm JST

Venue: Pacifico Yokohama, Yokohama, Japan

Action Item Updates

- Trademark Registration
SC approved Wordmark Registration,
David Lucatch is working with Daniel at LF, he sent a check in mail to him earlier today for status on filing. John will provide for what classes to register.
- Deliverable Templates and Guide updates (Drummond Read & Scott Perry)
Co-Branding will be added to this update. These need to get re-uploaded to the Shared Drive.

Action Item Updates

- Discussion Papers onto LinkedIn
Judith has circle back with Alex Metcalf - no update
- 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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Other Updates

1. Cross Organizations Communications Collaboration
Sankarshan and Paul from DIF working on APAC combined meetings
2. Publishing Case Studies - proposed by EFWG
3. Maintaining a list of ToIP related resources - proposed by EFWG

Open Discussion

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