



TRUST
Over **IP**
FOUNDATION

Communications Committee

August 18, 2023

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 (10min)
2. Event participation updates and discussion of new proposals (10 min)
3. Webpage Updates (5 min)
4. Wikipedia Page Development ?
5. LF Digital Trust - do we wish to leverage it?
6. Do we want to make a 2023-2024 Editorial Calendar?
7. Do we want to think about doing a membership drive?
8. Open Discussion (as time allows)

If time allows:

1. On Hold Items

BLOG Updates

- ToIP Takeaways from EIC - June 9th
- ToIP at Open Source Summit North America - Recap - June 12th
- What is the business value of harms countermeasures in digital identity systems? June 12th

BLOGs Discussion and Approval

- Mid-Year Progress Report on the ToIP Trust Spanning Protocol V2.1

BLOGs being worked on:

- AI Blog by Wenjing
- AI and Metaverse Series - Ziada and Anita

- EIC Awards - GLEIF and Monokee (Too late now?)

BLOG Updates

BLOGs Ideas

- BLOG series on our Design Principles (Wenjing)
- Trust Registries Taskforce - collaboration with DIF
- Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG (Tabled until TICF decided)
- DIDs Done Right series
- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Antti is BACK!
- ACDC Progress
- Consent is becoming meaningless (Phil Wolf?)
- 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 Participation Discussion

Active Proposals:

- Identity Week America - Oct 3rd and 4th
 - Judith to be on a panel session about session on Trust and Governance Frameworks
- Authenticate - October 16th - 18th Carlsbad, CA
 - Proposal declined

What other events do you think we should target for a ToIP submission in 2023?

- Open Source Summit Europe - September 19-21st - Bilbao, Spain
- Linux Member Summit - October 24th - 26th Monterey, CA
- Identity Week APAC - Nov 7th - 8th Singapore

- We need to update the Event Wiki page for 2023-2024?
<https://wiki.trustoverip.org/display/HOME/Industry+Events>

Website Updates

ToDo's

- Posting of BLOGs as they are completed
- Update Events Pages - past events with links to available recordings

Suggestions:

- Add Trust Spanning Protocol to Home Page, with Link to the BLOG!

Wikipedia Page

- Schellman, steering committee member, has kindly offered to help create ToIP a Wikipedia page.
- Kaylan Eastepp, using information found, has created a draft for us to start from. It needs to be updated to tell our story more effectively, but also must have resources backup to reference that will be accepted by Wikipedia.
- We need some volunteers with a strong knowledge of ToIP, to help edit it so that we can get a presence on Wikipedia.

<https://docs.google.com/document/d/1wpISD8oDVEVsLgNc4YqBGBENijHbNvwwkTwE5sv4upc/edit>

Wikipedia Page

- The Draft is with Wikipedia notability guidelines in mind and Kaylan tried to find as much information as I could with reputable sources as references (outside of **your own website, which is frowned upon**). Without a source reference, it won't pass the notability guidelines.
- **Notes on Notability from Wiki:**
 - The common theme in the notability guidelines is that there must be [verifiable](#), objective evidence that the subject has received significant attention from independent sources to support a claim of notability.
 - No subject is automatically or inherently notable merely because it exists: the evidence must show the topic has gained significant independent coverage or recognition, and that this was not a mere [short-term interest](#), nor a result of [promotional activity or indiscriminate publicity](#), nor is the topic unsuitable for [any other reason](#). Sources of evidence include recognized peer-reviewed publications, credible and authoritative books, reputable media sources, and other reliable sources generally.
 - We require the existence of ["reliable sources"](#) so that we can be confident that we're not passing along random gossip, perpetuating hoaxes, or posting [indiscriminate collections of information](#).
 - We require that all articles rely primarily on ["third-party" or "independent sources"](#) so that we can write a fair and balanced article that complies with [Wikipedia's neutral point of view policy](#) and to ensure that articles are [not advertising](#) a product, service, or organization.
 - Notability is based on the existence of suitable sources, not on the state of sourcing in an article.

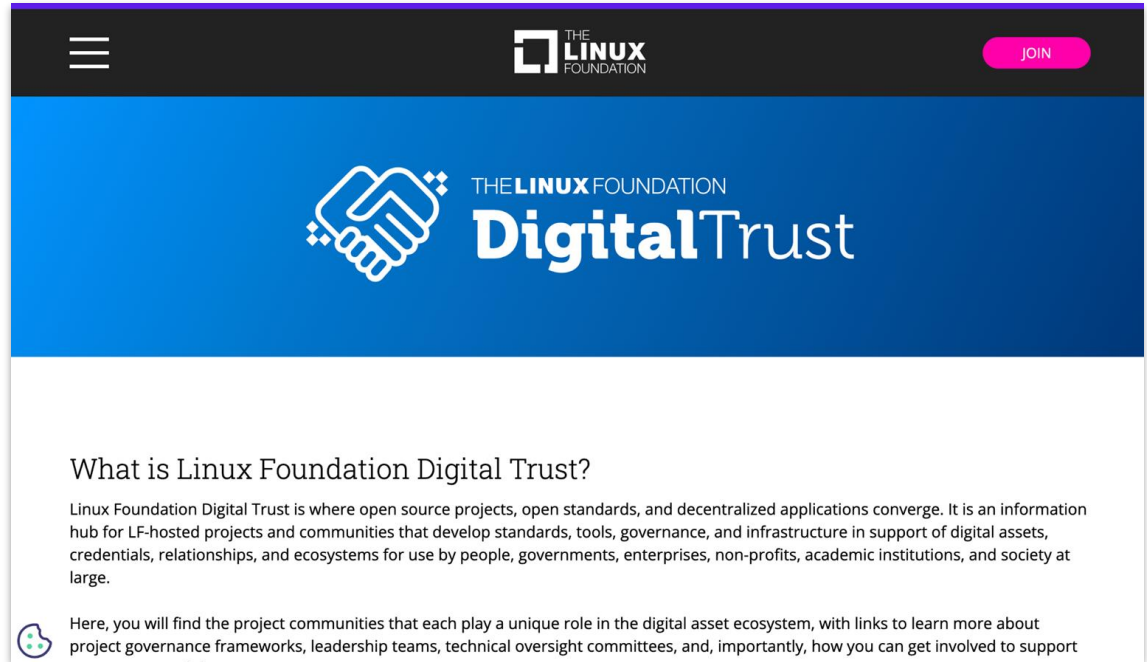
Wikipedia Page

- Additionally, ToIP should be included on the Linux Foundation Wikipedia page under projects. We need a paragraph to represent ToIP, which later can link to our own Wikipedia page.

<https://docs.google.com/document/d/1hGwqe-zSp7XpFow5lr9AkWwza1shmpYYPDf55B35sHU/edit>

LF Digital Trust Initiative

- LF Digital Trust page went live: <https://www.linuxfoundation.org/projects/digital-trust>



2023-2024 - Editorial Calendar and Marketing Plan

- What do we want to put in our Communications and Marketing Plan for 2023-2024?
 - Cadence and topics of Blog Posts and Blog Series
 - Video Content
- What one pagers do we want to create?
 - Targeted to what audiences?
- What other communications collateral do we need? If there is a budget involved, what is the budget required to propose to the Budgeting committee?
- What conferences do we want to target?

Membership Upgrade Drive and Boilerplate Content

ALL On HOLD for now:

- Bryn Offered to help with content for a Membership Upgrade Drive, project was put on hold - so was the Hubspot - campaign
- John Jordan offered to work on the Pitch Deck, has asked us to hold off on that for at least another few weeks.
- Boilerplate Content on Why Join ToIP - we could still start working on this messaging.

Past Items
to perhaps
revisit in the future

Open Discussion

Video Testimonials of Steering Committee Members

- We need to create an outline to help support the Steering Committee members in creating their video testimonials.

Action Item Updates

- Trademark Registration (Filed and now EU to be filed)
- Special Status Logos for SC and General Member (Alex)

Video Content Discussion

Interview Questions for Long format Interview with Steering Committee Members

https://docs.google.com/document/d/1e1z_OD4Qg_xTFYcOOtu9rvGOuVmn_LIMWvPX4a41RRU/edit

Live Stream Interviews for 2023

https://docs.google.com/document/d/1nOG2-tiql_kiRkkhJV1Ozi1yiit47D9gwQiXNwHVOIs/edit

New Logo for use by members - Alex Waltz

- 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

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