



TRUST
Over **IP**
FOUNDATION

Communications Committee

14 October 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. Website Update - (3 min)
3. ToIP Summit ReCap (3 min)
4. End of Year - Membership Upgrade Drive (10min)
5. 2023 - Editorial Calendar and Marketing Communications Plan (30 min)
6. Action Time Updates (3 min)
7. Open Discussion (as time allows)

BLOG Updates

- Avast joining ToIP as Steering Committee member- Posted August 29th
- BC Gov. BLOG - Posted August 30th

BLOGs Discussion and Approval



BLOGs Ideas

- Dublin Recap!!! (coordinated by Drummond Reed)
- DIDs Done Right series
- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Antti is BACK!
- Next In Adoption series
- ACDC Progress
- Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG
- Consent is becoming meaningless (Phil Wolf?)
- 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
- ???

Website Update

- Thanks fo Alex for finishing all the updates to the website over the summer.
- We will need a banner for the homepage when the Tech Arch Spec is ready for public review. It will replace the Dublin bannor.
- Alex will be adding the YouTube of the EIC conference panel to our Model page.

Dublin Recap

- Our HGF Booth looked great. Judith and others hung out there during the breaks and talked to several people.
- The turnout for the ToIP Session was disappointing, but the people who attended were some good connection. And just being there brought us recognition.



End of Year - Membership Upgrade Drive

- What can we do to create materials for an end of year Membership Upgrade to promote members moving from contributor to General Membership?
- Discussion and Brainstorming

2023 - Editorial Calendar and Marketing Plan

- What do we want to put in our Communications and Marketing Plan for 2023?
 - 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?

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

Action Item Updates

- Editorial Calendar
 - Trademark Registration
 - Video Content
 - Discussion Papers onto LinkedIn
- Judith has circle back with Alex Metcalf and Neil

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 with any questions about The Linux Foundation's policies or the notices set forth on this slide.