

2022-02-18 Communications Committee Meeting Notes

Date

February 18, 2022

Attendees

- [John Jordan](#)
- [Chris Ingraio](#)
- [Steve Magennis](#)
- [Jim St.Clair](#)
- [Ajay Madhok](#)
- [Neil Thomson](#)
- [Drummond Reed](#)
- [David Lucatch](#)
- [Daniel Bachenheimer](#)
- [Judith Fleenor](#)
- [Elisa Trevino](#)

Guests:

- [@alexwalz](#)
- [@Alexmetcalf](#)

Agenda

Time	Item	Who	Notes
10 min	BLOG Updates and Approvals	Judith Fleenor	
10 min	Trademark Registration	David Lucatch	
10 min	Website Membership Page Changes	Judith Fleenor	
5 min	Discussion Papers	Judith Fleenor	
5 min	Announcements VS BLOGs & Twitter Use and #Hashtags	Judith Fleenor	
5 min	Video Content	Judith Fleenor	
5 min	Action Item Updates	N/A	
2 min	LinkedIn Cover Photo	N/A	
2 min	Event Schedule	N/A	
5 min	Other Item Updates	N/A	
As time allows	Open Discussion	N/A	

Recording

[Link](#)

Presentations/Documents



Communications...nda 021822.pdf

Notes

Judith Fleenor kicked off the meeting with the Anti Trust policy to review and the agenda and provided an update regarding the BLOG posts for *Data Governance Acts meets ToIP framework* (1/13), *ToIP Foundational Documents* (1/24), *Governance Stack Deliverables* (2/1), *The IRS and ID.me: Privacy Optional* (2/16) and *No, I don't trust you* (2/18). **Judith Fleenor** provided an update and link to the Blog posts previously sent out (<https://docs.google.com/document/d/18VGJ6KrStZMYN0GCAG11qOD81-riMkNg3wGEfvnt2SE/edit#>) and asked for the Communication Committee to review and provide comments on the content provided in the link and suggested these be separated as two different posts. **Judith Fleenor** provided an update regarding the DID Council Conference and asked for volunteers who are attending to write a blog about the event. **Neil Thomson** mentioned a Governance Stack blog that may be coming as a result of some up-coming meetings Privacy and Risk and Inputs and Semetics group. **John Jordan** suggested a blog post that feature our ToIP Design Principles. **Jim St.Clair** suggested a blog on Decentralized Identity and Devices. **Jim St.Clair** suggested we develop a strategy for our Communication efforts moving forward to streamline our efforts moving forward.

David Lucatch provided an update based on his discussion regarding Trademarks with Scott Perry (LF Legal) and provided the updates of the three options we have—Word Mark, Logo Mark and Lock Up. He provided the pricing details for filing that would impact our current budget. **David Lucatch** provided the details regarding US jurisdiction filing and how this will impact our cost and overall effort. He shared the 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. The cost is approximately around \$6,000 for this recommendation to initiate the process and he recommended starting with the US and then replicating with other locations in the future. **Daniel Bachenheimer** inquired clarification regarding trademark claims and filing if/when someone is in breach of our trademark. **Judith Fleenor** asked if we can approve this effort or if we need this to be formally approved by the Steering Committee and **John Jordan** asked if the Comms Committee believes we're in agreement to get started on this effort and **Daniel Bachenheimer** said he agrees and suggested we make the recommendation to the SC and get the formal approval from SC and **Chris Ingrao** and **John Jordan** agreed too.

Judith Fleenor asked provided an update regarding the discussion papers that we've recently posted. She mentioned that **Neil Thomson** has contributed to this content, but that we haven't received much traction for review. It's recommended that we post these on LinkedIn to gain a wider audience and gain more traction. She inquired for feedback from the Committee on where we should have this information live and **John Jordan** agrees that putting this in both places, website and LinkedIn. **Alex Metcalf** suggested we better entice an audience by cross promoting across multiple platforms to drive traffic with different tag lines or headlines to grab their attention.

Judith Fleenor provided an overview of our blog presence, announcements and twitter use and asked for feedback regarding how we announce our engagement and efforts moving forward between the two types of communications (blogs and announcements). **Judith Fleenor** asked if we should be ReTweeting and what type of content should we reTweet and what type of hashtags should we be using and opened up the conversation to the Committee. **John Jordan** said we should be posting about the speakers we're getting. **Alex Walz** stated that Twitter is the best platform to be utilizing regularly for blog posts and discussion papers, as well as, other people in the community. He also said we should be using our #ToIP hashtags as well as others that align with SSI and decentralized identity. We should be using #trustoverip and #toip simultaneously. **Drummond Reed** suggested we use #ssi and #toip, but the longer ones are #trustoverip, #selfsovereignidentity, #decentralizedidentity, #privacy, #security, #trust. **Judith Fleenor** asked for content from related WG meetings so that she can get them up on our ToIP LinkedIn page in advance of the event. **Drummond Reed** suggested a follow-up efforts to get the content with links of presentation onto LinkedIn too.

Judith Fleenor presented the idea of video content for YouTube and video content clips to share on our website. **Judith Fleenor** asked the Committee for feedback and suggested **Ajay Madhok** might be a good resource to provide some of this content but suggested we gain an editorial team to do the work so that we can release content more regularly and on a cadence. **Drummond Reed** shared that Peter Stoyko created a fantastic splash video snippet and may be a potential resource. **John Jordan** mentioned the Design Principles (<https://trustoverip.org/permalink/Design-Principles-for-the-ToIP-Stack-V1.0-2022-11-17.pdf>) are a good topic because they underpin what we're doing at ToIP. **Ajay Madhok** suggested we take things that are happening in security world and reference the Design Principles to articulate the relevance from our lens to better tell our story. This helps us build connections to the world in an innovative way.

Judith Fleenor provided a final update on OIX and the discussion that is tentatively scheduled for next week and extended an invite to the Communications Committee to join the conversation.

Action Items:

- **Judith Fleenor** to provide access to the shared drive for the link provided at the top of the meeting (<https://docs.google.com/document/d/18VGJ6KrStZMYN0GCAG11qOD81-riMkNg3wGEfvnt2SE/edit#>)

- [Judith Fleenor](#) to send an email to the SC regarding the details for the trademark efforts.
- Alex Metcalf to post the discussion papers these to LinkedIn
- [Ajay Madhok](#) create an editorial calendar review/outline a strategy of the efforts for ToIP video content
- [Judith Fleenor](#) to invite Alex Walz to the OIX discussion next week
- [Daniel Bachenheimer](#) to find out if Accenture is a member of OIX

Action Items from previous meetings:

- **Past Action Item:** [Scott Perry](#) and [David Lucatch](#) volunteered to work on Trademark registration recommendations.
- **Past Action Item:** [Judith Fleenor](#) to work with Indicio on getting ToIP content into their Indy/Arise workshop.
- **Past Action Item:** [Drummond Reed](#) to create a Co-Branding Policy and work with [Scott Perry](#) to create a Co-branded version of our templates.
- **Past Action Item:** [Drummond Reed](#) to create a BLOG about the OIX MOU when that MOU has been created and approved by both SCs. [Judith Fleenor](#) to follow-up with Nick Mothershaw. [Judith Fleenor](#) to continue to follow-up with Jory on the re-write and resubmit to SC.
- **Past Action Item:** [Daniel Bachenheimer](#) said help with a BLOG about mDL and VCs.
- **Past Action Item:** [Judith Fleenor](#) to coordinate with [Kaliya Young](#) and Chris Kelly about Cross Collaboration on papers and communications after Thanksgiving.
- **Past Action Item:** [Judith Fleenor](#) to add event schedule topic to the next Comms Meeting agenda.
- [Karen Hand](#) to present this in the next EFWG and identify who would be the best POC to drive the top priorities to drive deliverables and effort
- [Scott Perry](#) and [Drummond Reed](#) to update/changes templates and the style guide (1/14). We need to identify a POC to own this in the future.
- [Drummond Reed](#) to add the co-branding to the template documents and style guide [Drummond Reed](#) *Introduction to White Paper & Design Principles Paper*
- [Elisa Trevino](#), [Judith Fleenor](#), [@AlexMetcalf](#), [Drummond Reed](#), [Jim St.Clair](#) to help drive decisions on the look and feel of the website.
- [Jim St.Clair](#) LFX platform demonstration for project management in an up-coming Steering Committee meeting.
- [Judith Fleenor](#) follow-up on End of Year surveys
- [@JudithFleenor](#) to send a note to the Comms slack channel regarding their input for the LinkedIn cover photo.
- [Judith Fleenor](#) to schedule landing session for [Wenjing Chu](#) and [Chris Ingrao](#) for 3pm on Monday January 24th to discuss focus for 2022.