

# 2022-11-4 Communications Committee Meeting Notes

## Date

November 4, 2022

## Attendees

- John Jordan
- [Judith Fleenor](#)

## Guests:

## Agenda

Time	Item	Who	Notes
5 min	BLOG Updates and Approvals	<a href="#">Judith Fleenor</a>	
3 min	Website Update	<a href="#">Judith Fleenor</a>	
1 min	End of Year - Membership Upgrade Drive	<a href="#">Judith Fleenor</a>	
2 min	Defining Digital Trust Ecosystem	<a href="#">Judith Fleenor</a>	
5 min	Event participation Discussion	<a href="#">Judith Fleenor</a>	
10 min	Video Content Discussion	<a href="#">Judith Fleenor</a>	
20 min	2023 - Editorial Calendar and Marketing Communication Plan	<a href="#">Judith Fleenor</a>	
3 min	Action Time Updates	<a href="#">Judith Fleenor</a>	
As time Allows	Open Discussion	All	

## Recording

[Link](#)

## Presentations/Documents



## Notes

[Judith Fleenor](#) kicked off the meeting with the Anti Trust policy to review and the agenda. [Judith Fleenor](#) reviewed the agenda and then provided an update regarding BLOG Updates and Approvals. [Judith Fleenor](#)

### Website Updates:

**ToIP Summit Activity Page:**

**[Judith Fleenor](#)**

**Signage Hyperledger Global Forum Community Partner Table**

**ToIP Summit Marketing & LinkedIn Cover Photo**

**Mini Summit Social Media:**

**LF Marketing Amplification & Social Media Re-Posting:**

**Current Action Items:**

- [Drummond Reed](#) to drive the efforts to put together a post recap Dublin blog, via email the following week
- [Judith Fleenor](#) to follow up with [Jim St.Clair](#) (and [Daniel Bachenheimer](#)) on the GHP History to replace the GHP current content.
- Add logo content to website and GitHub
- [Judith Fleenor](#) to recruit a resource to create a table tent with the ToIP Steering Committee and General members logo
- [Judith Fleenor](#) to recruit a resource to create the QR code for more information
- [Ajay Madhok](#) to initiate the video content
- [Elisa Trevino](#) to cancel the Communication Committee meetings on September 16 and 30.

**Outstanding Action Items:**

- [Judith Fleenor](#) asked Alex to work on the Editorial Calendar and he mentioned that he can prioritize this in October.

**Action Items from previous meetings:**

- **Past Action Item:** [Scott Perry](#) and [David Lucatch](#) volunteered to work on Trademark registration recommendations.
- **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:** Alex Metcalf to post the discussion papers these to LinkedIn
- **Past Action Item:** [Ajay Madhok](#) create an editorial calendar review/outline a strategy of the efforts for ToIP video content
- **Past Action Item:** Alex Walz to provide recommendation on video content material for multi-use purpose.