

If you are reading these notes on a website other than the [Make WordPress Marketing](#) blog, you can add comments directly to the [#marketing](#) channel on the Make WordPress Slack or via the team's blog.

After each item in the meeting notes, there is a link directly to its related Slack thread. This will help you join the discussions and get more involved. The team may not be aware of comments you add on other sites which replicate the notes.

# 1. Welcome and introduction

These summary notes focus on key items and actions from the meeting and assist with asynchronous contribution to the Global Marketing Team. For those unable to attend a meeting due to timezone issues, please do join the discussion threads after the meeting and send your updates.

- The meeting discussions on the [Marketing team channel](#) start [at this message](#) in the Make WordPress Slack. You can add to the threads if you were unable to attend the meeting live. If an update relates to a task, please also update the relevant [GitHub card](#) which is the main project tracking area for the team.
- The [agenda](#) followed for the meeting on November 9, 2022. [GitHub card #121 for the week](#)
- The meeting was facilitated by Team Reps: [@Imurillom](#), [@eidolonnigh](#)t and [@nalinonstopnewsuk](#).
- Meeting notes: [@robinwpdeveloper](#)
- Notes Editor/Review: [@nalinonstopnewsuk](#). Thanks to [@webcommsat](#) for the support on GitHub.
- For those new to the team, the [New Contributor Orientation](#) section of the Handbook can be a good place to start. You can also visit the team's [GitHub](#)

[task board](#) and join any card you are interested in. All you need is a GitHub account, and then you can add a comment to the relevant card.

## 2. Getting to know each other

- Meeting attendees: participants can be viewed in this [Slack thread](#). We welcome people from across all time zones to participate.
- Social question of the week from [@nalinonstopnewsuk](#): If you had an extra day each week, what would you do with it? This does not have to be about your work. It could be a hobby you had always wanted to do, or cooking a particular dish, visiting somewhere. If there is an image that can illustrate what you would do, is this a picture you could take for #WPPHOTOS. For example, a location you would like to visit, the end result of a special cooking activity, something to illustrate a hobby that might inspire someone else. Read replies from the team [on this Slack thread](#).

## 3. Volunteer to be a notetaker or a coffee break facilitator

### a) Notes

Thank you to our notetaking volunteers for the next few weeks. How to information for the team's notes are available in [the Marketing Team Handbook](#).

The GitHub card for all aspects of each week's meeting and any collaboration are linked in the list below by date. If you have suggestions for the agendas for these meetings or have an update you can give asynchronously, you can also add them to the card for the relevant week. There are contributors available to help anyone get started with the team

GitHub, message in the main Marketing slack channel and include **@nalinonstopnewsuk** in your message.

Take a look at the [team notes from November 2, 2022](#) — props to **@robinwpdeveloper** for drafting and **@nalinonstopnewsuk** for reviewing.

Notetakers for coming weeks – join our group of contributors who help with notes by volunteering when you see a call for note-takers during our meetings, or by adding your name to the weekly GitHub card.

[9 November 2022](#) GitHub #122 – **@robinwpdeveloper**

[16 November 2022](#) GitHub #123 – **@majaloncar**

[23 November 2022](#) GitHub #124 – **@ugyensupport**

Forward planning for the next few weeks after this - please read Nalini's [earlier message](#) and if you would like to help on a future date too.

## b) Help to facilitate a coffee break?

We are looking for contributors to open the virtual coffee break for [the bi-weekly coffee break](#).

Check out the [GitHub card #23](#) and add your name to the list! Read the [updated guide](#) on facilitating a coffee break and volunteer. More on the next coffee break in the diary dates section of the meeting.

The team is exploring restarting a coffee break to enable more people from different time zones to participate. This could be alternating between an early and a late UTC coffee break. We use UTC as [WordPress.org](#) is a global open source project. You can add comments and if you would be interested in an early UTC coffee break to the discussion on [GitHub card #137](#).

## 4. Marketing project and task updates

### GitHub links and check-ins

Update from [@nalinonstopnewsuk](#)

- i) Discussion: Mobile apps promotion - [GitHub card #93](#) - check-in if there is a suggestion for next steps. [@eidolonnigh](#) welcome back this week. Would you have any suggestions for this discussion or what might be useful for it to explore before sharing with the mobile team? Read replies from the team [on this Slack thread](#).
- ii) Meetup events social promotion planning - status check-in/ contribution opportunity - [GitHub card #46](#).

Twitter: [@WordPressEvents](#) As this is not being updated now with the change of focus onto [WordPress.org](#) accounts, is this account still needed or could it be used by the Training team for Learn WordPress which has been discussing Twitter accounts recently?

Facebook [@ WordPressEvents](#) - the above could apply to this too.

LinkedIn Marketing Team - are events still being added to this. If so, how can contributors get involved? [@Imurillom](#) do you have an update on this please.

Thank you.

Read replies from the team [on this Slack thread](#)

- iii) Discussion on Marketing Team description - bringing this back from last week's agenda as Nicholas is back with us today. [GitHub card #87](#).

**@eidolonnigh**t can people still add thoughts to this and are there any next steps you can share at this stage? Thank you for helping facilitate this discussion.

Read replies from the team [on this Slack thread](#)

iv) Marketing Team Rep nominations for 2023

It is the time of year when we start discussing the team reps for next year. As we have been highlighting last month too, you can find out about the preparations for this on [GitHub card #38](#).

Later this week, we will post on the Marketing blog (also known as the P2) about the process and timetable. We had been waiting for Josepha's post or update on team rep elections across the project so that we could be consistent with that and highlight what is happening across the project. Josepha is kindly going to post on this and we will add the link to the marketing post.

For anyone not familiar with what a team rep is. I am going to spend a few moments to share some useful links.

Each Make WordPress team has two or three team reps. A Team Rep is a role focused on co-ordination and administration. There is an [article about what it means to be a Team Rep](#).

The marketing current team reps are: **@Imurillom**, **@eidolonnigh**t, and myself, **@nalinonstopnewsuk**.

On the GitHub card above, there is also a spreadsheet where you can add your interest. We are still updating the spreadsheet to make it easier for people to use. You can from this meeting add your name to this or to the GitHub card itself if you would like to express an interest or if you would like to suggest someone. Please note, that nominations will be checked with the person who has been nominated, to make sure they are happy to go

forward for election.

The GitHub card also has a provisional timetable from a few weeks ago. This will be updated in the coming week and incorporated into the post too.

At this stage, we want to keep raising awareness about the team rep nominations, encourage all contributors to consider putting themselves forward or nominating someone on either the GitHub card or the spreadsheet.

If you are interested in being a team rep or would like to have an informal chat about your personal situation, please do contact one of the current team reps.

This is a commitment of time on a weekly basis and it is open to both contributors who are sponsored for their contribution and those who are not sponsored and give their time voluntarily.

The above together with some of the information put together for the 2022 elections from the previous team reps will be in the marketing post later this week. We have also continued to build on the documentation about the team to help future team reps.

#### 4a. Updates on [WordPress.org](https://WordPress.org) social media accounts

Update from [@aidolonnight](https://twitter.com/aidolonnight)

**Our WordPress [Social Media Amplification \(GitHub ticket #7\)](#) details how you can help share and amplify WordPress news on social media. You will also find a list of the primary [WordPress.org](https://WordPress.org) social accounts and campaign contacts if you would like to help craft content.**

We also have an open conversation about potentially using TikTok in the future: [Help create plan for short form video on Tik Tok #114](#)

Read replies from the team [on this Slack thread](#)

Update from [@bjmcsberry](#)

**WP.org had one of the strongest weeks of the year over the past week with the launch of WP 6.1. Users seemed to be excited to finally see it launch, and engaged with us over the excitement of the release. While we had several successful campaigns, it was the release of WP 6.1 campaigns which led all of the top campaigns for the week, including the top 3 posts of the week on each platform.**

Here is a look at some of the performance numbers for the last week:

**Impressions: 416,373**

**Engagements: 9,888**

**Link clicks: 2,322**

## 4b. Updates on forthcoming WordPress releases and FSE

Update from [@eidolonnight](#)

In case you missed it, [WordPress 6.1 “Misha” is now available](#). Media outreach is being organized ([WordPress 6.1 Media Outreach #135](#)), and Marketing & Communications co-leads [@jpantani](#) and [@dansoschin](#) are traveling so I’m sure they’ll add any 6.1 release updates async..

Read replies from the team [on this Slack thread](#)

Update from @nalinonstopnewsuk

We have two other GitHub cards related to 6.1.

Media outreach from @rmartinezduque - [GitHub card #135](#)

And one relating to the default theme from @laurlittle - [GitHub card #128](#)

Is there anything on these you would like to update?

Read replies from the team [on this Slack thread](#)

#### 4C. Contributor events update

Update from @nalinonstopnewsuk

**WordCamp Asia Contributor Day awareness: February 17, 2023 - [GitHub ticket #108](#).**

**Please add to the card if you intend to be at the contributor day and involved in the marketing table. If you would like to help organize the table, you can volunteer too.**

**WordCamp Italia 2022 Contributor Day, November 11, 2022. Is anyone going to this event? You can share on the [GitHub card 134](#).**

**WordCamp Kolkata 2022 Contributor Day, December 17, 2022 - [GitHub card #136](#)**

**Are you aware of any other WordCamp or WordPress Meetup contributor days/ events which are likely to have a marketing table?**

Read replies from the team [on this Slack thread](#)



## 4d. Newsletters and series

Update from @Imurillom

**Month in WordPress:** The estimated publication date for the October 2022 edition of The Month in WordPress is **November 15, 2022**. You can help by collecting any news or Make team updates that would be valuable and relevant to the post. Please **add them as a comment to this GitHub card #131 with its relevant link and a brief description** by Friday, November 11.

**Starting a Polyglots Outreach Effort:** @evarlese has shared that she will be starting a Polyglots outreach program, which will include monthly posts with a call for volunteers to help reach out to a series of locale teams. Monthly posts will also have opportunities to develop and share new resources that locale teams can use to build their translation communities or to support new translation teams if a locale is inactive. Please [read the post](#) to see ways you can help, and leave a comment! Erica, is there any way we can help? Would you like assistance from the Marketing team in getting the word out?

Read replies from the team [on this Slack thread](#)

Update from @nalinonstopnewsuk

**People of WordPress November 2022** - @Imurillom do you know the status on obtaining photos for this edition? @meher has limited availability and has asked for the pictures early. Thank you.

Read replies from the team [on this Slack thread](#)

## 5. Diary dates – upcoming events and meetings

Updates by [@eidolonnight](#)

Our next [Coffee break](#) will be Thursday, 17 November 2022, at 18:30/ 6.30pm UTC.

Follow this Google [Calendar with meetings, collaborations, and social activities](#). We also list important dates in this [Forthcoming Diary Dates](#) post.

Read replies from the team [on this Slack thread](#)

## 6. Open floor

There was no query.

## Next meeting

You can join the [GitHub card #123](#) for next week's meeting on November 16, 2022. The meeting will take place in this channel at 15:00 UTC.