

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.

- This week's meeting happened asynchronously in Slack rather than live due to illness and meeting clash in the team rep group and the late release party.
- The meeting started at 14:00 UTC as there seems to be some uncertainty of when the meeting will be taking place too, and in case people come early. The plan was for the normal meeting to continue at 15:00 UTC, which for many timezones is an hour earlier than before daylight saving.
- 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 2, 2022. [GitHub card #121 for the week](#)

- The meeting was facilitated by Team Reps: **@nalinonstopnewsuk**.  
GitHub overview in the week leading up to the meeting:  
**@nalinonstopnewsuk** and **@webcommsat**
- 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 could paint one thing, what would it be? This could be a particular painting image or paint on something. Let us share creative ideas. 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 October 26, 2022](#) — props to **@vimes1984** 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.

[2 November 2022](#) GitHub #121 – **@robinwpdeveloper**

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

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

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.

# 4. Marketing project and task updates

## GitHub links and check-ins

Update from **@nalinonstopnewsuk**

The main [Marketing Team task board is available in GitHub](#). If you would like help using GitHub, please reply in this thread. There is help available. We will be bringing GitHub cards to this meeting for a regular status check-in. These are also shared on the GitHub planning card.

## 4a. Updating the Marketing Description

Update from **@nalinonstopnewsuk**

[Updating the marketing description](#) – GitHub #87

If you have not already seen this discussion, take a look. **@eidolonnight** has been collating the feedback. He is not able to join us today, so we can bring this item back to a future meeting.

## 4b. Promoting Mobile Apps

Update from **@nalinonstopnewsuk**

Another discussion suggested by a contributor on promoting mobile apps. You can read more at [GitHub card #93](#). This is a very early discussion at this stage. Read more in this [thread](#).

Thank you to **@webcommsat** for coming out of her meeting to help with the accessibility side of today's meeting.

## 4c. Style Book and Brand Book Update

Update from **@nalinonstopnewsuk**

[GitHub card #73](#)

**@laurlittle** has shared on the card that an update will be expected to be published this week. Read more in this [thread](#).

Update from **@laurlittle**

A quick note about this:

The [style guide](#) has been updated with the expanded information!

There's a [comment on the github card](#) with more information about how to further collaborate. I'm looking forward to more input, as this is really just a starting point.

## 4d. Forthcoming WordPress releases and Full Site Editing

Update from **@nalinonstopnewsuk**

i) The latest major software release WordPress 6.1 launched on November 1, 2022. Well done to all the release squad, advisors, and contributors who worked together to make this happen. More than 800 contributors across 60 plus countries! This is something to celebrate. We had many contributors who also gave time to the Marketing Team who were involved in this release, from testing at release parties and bug scrubs, to editing copy and fact checking.

**@jpantani** and **@dansoschin** were co-leads for marcomms for this release. Read

updates from them in this [thread](#).

ii) WordPress 6.1 Media Outreach - @rmartinezduque you have an update to share. Thank you for highlighting it in the planning for this meeting. [GitHub card #135](#). Read more in this [thread](#)

iii) There is a [6.1 video on YouTube](#). @laurlittle would you like to share more about how contributors can highlight this video?

iv) Behind the scenes of theme Twenty Twenty Three - social media promotion.

[GitHub card #128](#).

There is an update on the card with timelines and a suggestion for a Twitter Spaces promotion. Read more in this [thread](#)

v) TikTok ideas for [WordPress.org](#) - [GitHub card #114](#)

Do visit this card if you have not already.

That is all our items I am aware of relating to the release and FSE. Do continue to add to the [threads](#), even if you are joining later in the meeting. We know the daylight saving time changes cause confusion.

## 4e. Contributor Events updates

Update from **@nalinonstopnewsuk**

- if you know of any other events taking place that are planning Marketing tables, let the team know.

These are the following contributor days we are aware of, which may have potential for a marketing table.

- WordCamp Italia Contributor Day, November 11, 2022 - [GitHub card #134](#) - please add to this card if you are attending and may be able to assist if a marketing table is put together.

- WordCamp Kolkata Contributor Day - planning in progress. If you are likely to attend and are interested in taking part in a marketing table, please add to the [GitHub card #136](#)

- WordCamp Asia Contributor Day - we are looking at how we can support a marketing table remotely. Thank you to everyone who has volunteered to help with this and bringing experience from previous contributor days. We also need to know who is going to be at the event and wanting to join a marketing table. Please add to the [GitHub planning card #108](#).

There are a few WordCamps within Asia in the next few months. There will be more participants for marketing and potentially contributors who can assist in facilitating once these camps have happened. Good luck to all WordCamp organizers!

## 4f. Newsletters and series

Update from [@nalinonstopnewsuk](#)

i) Month in WordPress

Update from [@rmartinezduque](#)

Just a reminder that the estimated publishing date is November 15. I've pushed the date a bit because September's edition came out later and I will have limited availability next week.

In order to facilitate the content curation for this edition, everyone is welcome to share any Make updates/announcements that may be relevant to be featured in the post, as a comment to the [GitHub card](#) or following these instructions:

<https://github.com/WordPress/Marketing-Team/issues/131#issuecomment-1283615009>.

If anyone has questions, I'm here to help!

ii) Meetup newsletter

Update from **@rmartinezduque**

I don't have a lot of context since this is an effort from the Community team, but I imagine that the release will continue to be promoted in the Meetup Newsletter. The latest edition is now available by the way (it was published on October 26):

<https://make.wordpress.org/community/2022/10/26/meetup-organizer-newsletter-october-2022/>.

iii) Polyglots newsletter

Update from **@evarlese**

I'm planning to get started on the next newsletter in the next week or so, with November 22nd as the goal date for publishing. I'll be sure to share here as soon as I create that card in GitHub!

iv) People of WordPress

A fuller update is in the notes from last week's meeting. Sharing the collective update for the meeting.

[People of WordPress for October](#) has been published, as scheduled, on October 31, 2022. It comes from India this month.



Thanks to @meher who kindly stepped in and took over this piece and led for the edition. @webcommsat, @sthakor for joining for interviews, research and writing, and @marybaum and @cbringmann for reviews and ongoing support, and @lmurillom for focusing on the search side. Thank you too to Raghavendra for collaborating with the team working on this.

It is extra special as it coincides with WordPress Accessibility Day 2023 which starts today. The post will be updated after the event with the link to the talks. A Hindi translation is also hoped to be arranged, and posted on the locale site. If you are interested in translating a People of WordPress feature for your locale, check if your locale can include a news post and have fun translating the piece with your locale team. Send the marketing team the link when it is published. These are being collated to add to English (US) posts.

The November edition is well underway, and goes to Pakistan. [GitHub card #133](#). If you can help with editing images for this or future editions, please let me know. @meher will offer some guidance and has requested more hands on images for the next three editions due to her other deadlines.

The December edition will hopefully be the postponed feature from the autumn due to external circumstances.

## 5. Diary dates – upcoming events and meetings

Updates by @nalinonstopnewsuk

I have some messages from contributors thinking the meeting starts in 10 minutes. Please do not worry. We know the time changes for daylight saving cause some confusion as they come in at different dates globally. Please just add to the agenda item threads above.

- Next week's meeting and planning – November 9, 2022 ([GitHub #122](#))
- Follow this Google [Calendar with meetings, collaborations, and social activities](#).
- The team lists important dates in this [Forthcoming Diary Dates](#) post. (If this has not been updated, it will be very soon).

## 6. Open floor

@nalinonstopnewsuk: There was an enquiry about contributing on SEO - <https://wordpress.slack.com/archives/C0GKJ7TFA/p1667374020065909>

## Next meeting

You can join the [GitHub card #122](#) for next week's meeting on November 9, 2022. The meeting will take place in this channel at 15:00 UTC.