

2022-11-23 WordPress Marketing Team Weekly Chat

This script is produced to help save time in the meeting and to assist with links etc. The wording may change in the actual meeting, but this is a good guide for anyone who finds a Google document easier to read with accessibility tools than reading the meeting on Slack.

1: Nicholas	<p>/here :wordpress: 1. Hello and welcome to our weekly Global WordPress Marketing Team meeting!</p> <p>This is the agenda we are following for today's meeting on November 23, 2022.</p> <p>If you're new here, welcome! When you have time, this New Contributor Orientation section in our handbook will help you get settled in.</p> <p>In order to keep this meeting under an hour, and to allow more async contributions, we encourage everyone to use Slack threads :thread: for topic conversations. If you have an accessibility need or would like some assistance learning how to use Slack threads, please let us know.</p> <p>Notes for last week's meeting are available here: Marketing Team meeting, November 16, 2022. Thank you @Maja Loncar</p>
2a: Nicholas	<p>2a. Attendance thread</p> <p>Who is with us today? Please add your WordPress.org ID if it is different from your Slack ID to help with the notes and follow-ups on the Make WordPress blog. If you are attending asynchronously, please let us know by adding (async) after your name. We encourage people from across all time zones to participate.</p> <p>A big welcome to those who have joined, rejoined, or are just stopping by the channel since the last meeting: @Hellen Armstrong @Ozan Yeni @Leo Gopal @MSI Sakib @Setoyaman</p>
2b: Nalini	<p>2b. Social Question.</p>

<p>3: Nalini (I can do this if Larissa is not here. Please add emojis needed though)</p>	<p>:arrow_right: 3. Notetakers and coffee break facilitators - volunteer opportunities</p> <p>Can you help take notes?</p> <p>Thank you to our note-taking volunteers for the next few weeks. @Nalini has been doing some planning to help our newer contributors get started, shadow and to check-in with other regular contributors. There are still lots of opportunities to volunteer.</p> <p>The GitHub card for all aspects of each week's meeting and any collaboration are linked below by date. We set up cards a couple of weeks in advance of each meeting. Please message @Nalini in this channel if you are unsure how to add comments to the GitHub card, and she will help link you with a GitHub buddy.</p> <p>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 (links below) for the relevant week.</p> <p>23 November 2022 GitHub #124 - @Brett McSherry 30 November 2022 GitHub #125 - @Shanta Speller</p> <p>There are some opportunities to volunteer in December. Add your name to the GitHub roster / rota at card #138 https://github.com/WordPress/Marketing-Team/issues/138</p>
<p>Nalini</p>	<p>Thank you to everyone who has volunteered for November and some dates in December. There are still opportunities to volunteer. [[DO we need this again? I do not think so but I can not delete the table row.]]</p>
<p>Nicholas do you want to take this? Could you encourage again people to comment about different times?</p>	<p>Help to facilitate a coffee break?</p> <p>The team is looking for contributors to open the virtual get-together in the bi-weekly coffee break.</p> <p>Check out the GitHub card #23 and add your name to the list! Read the updated guide on facilitating a coffee break and volunteer.</p> <p>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.</p>
<p>4: Nalini</p>	<p>:arrow_right: Team Rep nominations</p> <p>A reminder that the team is recruiting team reps for 2023. You can read more about it on the article https://make.wordpress.org/marketing/2022/11/23/notes-global-marketing-team-meeting-november-16-2022/</p> <p>Please do read this and think about volunteering or nominating someone who could do this role for the next year.</p>

5: Nalini	<p>:arrow_right: 5. Marketing project and task updates</p> <p>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.</p> <p>Thank you to everyone who has been helping progress and update cards.</p> <p>GitHub card check-ins</p> <ul style="list-style-type: none"> - ((We don't have anything new this week Nicholas so you can take this out. Thank you))
5a. Nicholas	<p>:arrow_right: 5a. Updates on WordPress.org social media accounts and how you can help</p> <p>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 social accounts and campaign contacts if you would like to help craft content.</p> <p>State of the Word 2022 has been officially announced, and will take place on December 15, 2022, 1–2:30 P.M. EST (18–19:30 UTC). Please share with your personal networks and help spread the word.</p> <ul style="list-style-type: none"> • Twitter • Facebook • Instagram • LinkedIn • Pinterest <p>We also have a couple open conversations for folks, even new contributors, to get involved in:</p> <ul style="list-style-type: none"> • Here is an open conversation about potentially using TikTok in the future: Help create plan for short form video on Tik Tok #114 • We also have a feedback request for building an amplification request form: Feedback request: Amplification request form. You can leave feedback on that post or in the associated GitHub issue: Amplification request form #140 <p>Over to @Brett McSherry for our latest performance stats.</p>
5b: Nicholas	<p>:arrow_right: 5b. Updates on forthcoming WordPress releases and FSE</p> <p>Last week, we saw the WordPress 6.1.1 Maintenance Release. Are there any other release updates, @jpantani and @Dan Soschin?</p>
5c. Nalini	<p>:arrow_right: 5c. Contributor events update</p> <ul style="list-style-type: none"> • 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. • Are you aware of any other WordCamp or WordPress Meetup contributor days/ events which are likely to have a marketing table?
5d. Nalini	<p>:arrow_right: 5d. Newsletters and series</p>

	<p>Polyglots Outreach Effort: @evarlese has published the first post in the Polyglots outreach program, which includes a call for volunteers to help reach out to a series of locale teams. Check if your locale was mentioned! If you want to help promoting this initiative, check GitHub card #139.</p> <p>Month in WordPress October 2022 has been published! Read it to learn more about the latest major release, WordPress 6.1, and the State of the Word 2022 live event, among other exciting news.</p>
5e: Nicholas	<p>:arrow_right: 5e. WordPress.org Redesign</p> <p>Design has most recently shared some mockups for developer.wordpress.org and the enterprise page. You can follow this and other redesign updates on Make Design using the #redesign tag.</p>
6: Nicholas	<p>:arrow_right: 6. Diary dates - upcoming events and meetings</p> <p>Our next Coffee break will be, Thursday, 1 December 2022, at 18:30/ 6.30pm UTC.</p> <p>This bi-weekly social coffee break is held by the Make Marketing team for all WordPress Marketing contributors, and occasional guests. Stop by and meet some of the friendly faces marketing WordPress.</p> <p>Follow this Google Calendar with meetings, collaborations, and social activities. We also list important dates in this Forthcoming Diary Dates post.</p>
7: Nicholas	<p>:arrow_right: 7. Open floor</p> <p>Does anyone have any other items or updates to share? Do we have any requests from other Make WordPress teams? Do any of our new contributors have any questions?</p> <p>[WAIT 5-10 minutes if no updates coming in]</p> <p>Alright, it looks like we don't have any more updates, so let's wrap up. Please continue to discuss individual items in their respective threads asynchronously. Thank you all for contributing.</p> <p>Next week's meeting will be on November 30, 2022 at 15:00 UTC (GitHub card #125). Happy WordPress :wordpress: Wednesday everyone!</p>

Emoji reference

- :arrow_right:
- :thank-you:
- :ok:
- :done:
- :books: (Reading books)
- :memo: (Taking note)
- :wave: (hand wave)
- :camera: (photo camera)

- :camera_with_flash: (photo camera with flash)