2023-01-31 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 the general meeting framework.

The Table of Contents is automatically generated with Headings. Click the arrow to refresh.

	Slack	

Introduction	**/here :wordpress:**	# 1. Hello and welcome to our weekly Global WordPress Marketing Team meeting!
		If you're new here, welcome! The [New Contributor Orientation](#) section in our handbook can help you get settled in.
		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 assistance with Slack threads, please let us know.
		This meeting is GitHub card #163: https://github.com/WordPress/Marketing-Team/issues/163
		● Leading the meeting: Santana Taking notes: Abid Hasan @abidhasan112
		The most recent meeting was held 24 January, 2023:
		● Published meeting notes: https://wp.me/p72A3H-2Ln ● GitHub card #162: https://github.com/WordPress/Marketing-Team/issues/162
		1a. Attendance thread Are you attending this meeting, whether in real time or asynchronously? Please say hello on this thread, and add your [WordPress.org ID](#) if it is different from your Slack ID to help with notes and follow-ups. We encourage people from across all time zones to participate. If you are attending asynchronously, please let us know by adding (async) after your name. A big welcome to those who have joined, rejoined, or are just stopping by the channel since the last meeting!
		1b. Social Question If you could imagine yourself as any animal, what animal would you choose and why?

Team	:arrow_right:	
		2. Contribution opportunities There are many ways to contribute to the Make Marketing team!
		2a. Can you help take notes? ● If you would like to volunteer to take notes, please add your name for meetings in 2023 to GitHub card #138: https://github.com/WordPress/Marketing-Team/issues/138 ● Please note the final call for input on the notes format with a deadline of Sunday, 5 February, 2023. After this feedback period ends, we will test a new format for two months. Please provide your input on GitHub card #148: https://github.com/WordPress/Marketing-Team/discussions/148
		2b. Coffee break The Marketing team hosts a bi-weekly coffee break. We need contributors to open the virtual coffee shop in the bi-weekly coffee break. We have a complete guide for coffee break facilitators to help. ● Add your name to the list to facilitate a coffee break on GitHub card #23: https://github.com/WordPress/Marketing-Team/issues/23 ● There is an ongoing discussion on the goals, intentions, and future of the coffee break. You can join the discussion on GitHub card #137: https://github.com/WordPress/Marketing-Team/issues/137

		2c. Good first issues Are you new to contributing? Here is an ongoing list of good issues for first-time contributors. ● https://github.com/WordPress/Marketing-Team/labels/good%20first%20issue Other new or open GitHub cards that are good first issues? ● Onboarding https://github.com/WordPress/Marketing-Team/issues/169 ● Help create plan for short form video on Tik Tok #114. If you're a video creator and would like to help, please chime in. https://github.com/WordPress/Marketing-Team/issues/114
	:arrow_right:	# 3. Team News
		3a. Team Management ● New Marketing description: *The Marketing team creates, executes, and monitors initiatives that promote the growth and development of the WordPress project to current and future users and contributors.* *https://github.com/WordPress/Marketing-Team/issues/87* ● Notes process **FINAL CALL FOR CONTRIBUTION!** https://github.com/WordPress/Marketing-Team/discussions/148 ● Onboarding new contributors https://github.com/WordPress/Marketing-Team/issues/169
		3b. Team Reps ● Finalized marketing description update https://github.com/WordPress/Marketing-Team/issues/87 ● Issued final call for notes formatting https://github.com/WordPress/Marketing-Team/discussions/148 ● Ongoing discussion on the goals for the 2023 Marketing team. Join the discussion on GitHub card #165: https://github.com/WordPress/Marketing-Team/discussions/165
Projects	:arrow_right:	# 4. Marketing project and task updates The main Marketing Team task board is available in GitHub. If you would like help using GitHub, please reply in this thread, we can help you get started. Thank you to everyone who is helping progress and update cards, and supporting the team management on GitHub.

4a. Open GitHub issues

From previous Open Floors for items not yet turned into Marketing GitHub issues:

- Training team drawing awareness to these 2 items, we need to determine how marketing can participate and assist:
  - Project Overview: Learning Needs Analysis: https://make.wordpress.org/training/2023/01/14/project-overview-learning-needs-analysis/
  - Project Thread: Learning Needs Analysis: https://make.wordpress.org/training/2023/01/16/project-thread-learning-needs-analysis/
- Work is beginning on #WP20 - the 20th anniversary celebration of WordPress. You can read the initial post here: https://wordpress.org/news/2023/01/wordpress-is-turning-20-lets-celebrate/
- Showcase will potentially be coordinated through marketing in the future: https://make.wordpress.org/meta/2022/12/14/showcase-visual-refresh/
- **#WPPhotos**: @Reyes Martinez has shared this brief questionnaire to help gather some photo stories for social media. She will coordinate and collaborate with those who expressed interest to circulate it and encourage people to share any stories behind their photo contributions. The GitHub card is: WordPress Photo Directory Social Media Campaign - #WPPhotos #80 (comment), but there will probably be a dedicated card opened soon.

Open Marketing GitHub cards:

If you have completed the tasks related to any of the below, please take a look and close tasks or update them as necessary.

- Five for the Future Email Template for Contributors: https://github.com/WordPress/Marcomms-Rolling-tasks/issues/18
- Discussions: Ideas for promoting mobile apps: https://github.com/WordPress/Marketing-Team/issues/93
- 6.1 Release Social Content Idea: "Behind the Scenes" for Twenty Twenty-Three: https://github.com/WordPress/Marketing-Team/issues/128
- Discussion: Create plan for short-form video content on Tiktok: https://github.com/WordPress/Marketing-Team/issues/114
- Discussion: Coffee break alternating in timezones: https://github.com/WordPress/Marketing-Team/issues/137
- Polyglots Outreach Effort and Posts: https://github.com/WordPress/Marketing-Team/issues/139
- The Month in WordPress: January 2023 Edition: https://github.com/WordPress/Marketing-Team/issues/166

		● Create single source of reference/FAQ for Make WordPress contributors working on GitHub: https://github.com/WordPress/Marketing-Team/issues/167
		● WordPress Media Outreach: https://github.com/WordPress/Marketing-Team/issues/135
		● People of WordPress GitHub issues:
		   ○ New: 157
		   ○ In progress: 156, 146, 104
		   ○ In review: 133
		
		Closing soon:
		● Notes Process Discussion. Final Call for Contribution 5 February 20203: https://github.com/WordPress/Marketing-Team/discussions/148
		
		Completed:
		● Marketing team description: https://github.com/WordPress/Marketing-Team/issues/87

		4b. WordPress.org social media updates Our WordPress Social Media Amplification GitHub card #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. ● Help create plan for short form video on Tik Tok #114. If you're a video creator and would like to help, please chime in. Over to @Brett McSherry for our latest performance stats.
		4c. Contributor events update ● **WordCamp Asia Contributor Day is February 17, 2023.** Please add your name to the card if you intend to be at/ involved in contributor day, whether in person or remote. Please add ideas for contribution tasks whether or not you can attend! GitHub ticket #108: https://github.com/WordPress/Marketing-Team/issues/108 ○ Table leads for WordCamp Asia will be @Yvette and @Dominkya ● Do you know of any upcoming WordCamps that will/want to have Marketing contributor tables?

		4d. Make WordPress Publications Roundup
		Recent publications and postings from around the project.
		
		● **The Month in WordPress**:
		https://wordpress.org/news/2023/01/the-month-in-wordpress-december-2022/
		● **WordPress Project Updates:**
		   ○ https://make.wordpress.org/project/2023/01/27/discussion-ending-the-eternal-september/
		● **WP Briefing:**
		   ○ https://wordpress.org/news/2023/01/episode-48-what-does-concluding-a-gutenberg-phase-really-mean/
		● **Polyglots Monthly Newsletter: January 2023**:
		   ○ https://make.wordpress.org/polyglots/2023/01/13/polyglots-monthly-newsletter-january-2023/

New	:arrow_right:	# 5. Open Floor Does anyone have any other Marketing team items or updates to share? Are there updates from other Make WordPress teams? Do any new contributors have any questions? We will leave this topic open for at least five minutes. Please thread any responses or discussion. All items of note or questions are welcome! **[WAIT at least 5 minutes or until designated end time (whichever comes sooner) before closing out the Open Floor, even if no one submits new items.]**
Closing	:arrow_right:	# 6. Next Steps Please continue asynchronous discussion of individual items in their respective threads or on the related GitHub card to ensure your comments are included in the meeting notes. ● If any new items require further discussion or action, a GitHub card can be created and they will be added to next week's agenda. Ask a Marketing team rep if you need assistance: @robin, @santana.iniss, @sereedmedia ● We list important dates in this Diary Dates post: https://make.wordpress.org/marketing/2021/01/13/forthcoming-diary-dates/ ● Follow the Google Calendar for the Marketing Team to view meetings, collaborations, and social activities.

		● Any new topics can continue to be discussed in this Marketing channel, and/or added to the GitHub card for the next meeting: https://github.com/WordPress/Marketing-Team/issues/170 **Our next meeting is 7 February, 2023 at 15:00 UTC.** Thank you all for contributing to the Make Marketing Team!

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)

10 In progress
People of WordPress - Hauwa A
Marketing-Team#146 opened by abhansnuk
PofWP
Press enter to move this card
Discussion: Create plan for short-form video content on Tiktok
Marketing-Team#114 opened by eidolonnight
discussion
This is for items that are in early discussion phase or general discussions and do not have a ticketdocumentation
Improvements or additions to documentationPress enter to move this card
Discussion: Coffee break alternating in timezones
Marketing-Team#137 opened by nalininsbs
discussion
This is for items that are in early discussion phase or general discussions and do not have a ticketPress enter to move this card

6.1 Release Social Content Idea: "Behind the Scenes" for Twenty Twenty-Three

Marketing-Team#128 opened by thetinyl

Social

Press enter to move this card

List of GitHub how to /screenshots to create

Marketing-Team#68 opened by abhansnuk

documentation

Improvements or additions to documentationPress enter to move this card

GitHub labels and tags consolidation & re-test

Marketing-Team#14 opened by nalininsbs

documentation

Improvements or additions to documentationenhancement

New feature or requestGitHub meta

For GitHub wider issues and resolutions

Press enter to move this card

Polyglots Outreach Effort and Posts

Marketing-Team#139 opened by murillol

help wanted

Extra attention is neededpolyglots

Social

Press enter to move this card

WordCamp Asia 2023 Marketing Table Contributor Day

Marketing-Team#108 opened by abhansnuk

Community

Contributor event

Press enter to move this card

The Month in WordPress: January 2023 Edition

Marketing-Team#166 opened by rmartinezduque

help wanted

Extra attention is needednewsletter

Press enter to move this card

People of WordPress - Daniel K

Marketing-Team#156 opened by abhansnuk