

2023-01-24 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.

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Introduction	/here :wordpress:	<p>1. Hello and welcome to our weekly Global WordPress Marketing Team meeting!</p> <p>If you're new here, welcome! The New Contributor Orientation section in our handbook can 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>This meeting is GitHub card #162: https://github.com/WordPress/Marketing-Team/issues/162</p> <p>The most recent meeting was held 17 January, 2023:</p> <ul style="list-style-type: none"> • Published meeting notes: https://make.wordpress.org/marketing/2023/01/23/notes-global-marketing-team-meeting-jan-17-2023/ • GitHub card #161: https://github.com/WordPress/Marketing-Team/issues/161
		<p>1a. Attendance thread</p> <p>Who is attending this meeting 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.</p> <p>A big welcome to those who have joined, rejoined, or are just stopping by the channel since the last meeting!</p>
		<p>1b. Social Question</p> <p>Do you love movies? Which movie did you enjoy most? Do you have any photos related to movies or movie theaters to share with us?</p>

Team	:arrow_right:	<p>2. Contribution opportunities</p> <p>There are many ways to contribute to the Make Marketing team!</p>
		<p>2a. Can you help take notes?</p> <p>Thank you to our note-taking volunteers for the next few weeks.</p> <ul style="list-style-type: none"> • 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 • We also have a discussion taking forward the work to make the note taking easier. You can join the discussion and provide your input on GitHub card #148: https://github.com/WordPress/Marketing-Team/discussions/148
		<p>2b. Coffee break</p> <p>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.</p> <ul style="list-style-type: none"> • 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
		<p>2c. Good first issues</p> <p>Are you new to contributing? Here is an ongoing list of good issues for first-time contributors.</p> <ul style="list-style-type: none"> • https://github.com/WordPress/Marketing-Team/labels/good%20first%20issue <p>Other new or open GitHub cards that are good first issues?</p>

	:arrow_right:	<h3>3. Team News</h3>
		<h4>3a. New Team Reps</h4> <ul style="list-style-type: none"> Completed 2023's first meeting and posted the meeting notes: https://make.wordpress.org/marketing/2023/01/23/notes-global-marketing-team-meeting-jan-17-2023/ Ongoing discussion on the goals for the 2023 Marketing team. You can join the discussion on GitHub card #165: https://github.com/WordPress/Marketing-Team/discussions/165
Projects	:arrow_right:	<h3>4. Marketing project and task updates</h3> <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, and supporting the team on GitHub.</p>

4a. Open GitHub issues

From last meeting's open floor:

- Training team drawing awareness to these 2 items (x-posted)
 - 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/>
- The new Developer blog is gathering ideas for topics. There is a call for input and for writers for a number of dev topics already suggested: <https://make.wordpress.org/core/2023/01/12/can-you-help-with-topics-for-the-wordpress-developer-blog/>
- WCUS 2023 still needs a PR/Comms team lead. Do you have WordCamp organizing experience and excitement to lead this team? Please apply: <https://us.wordcamp.org/2023/wcus-organizing-team/>

Open Marketing GitHub cards:

- Showcase has been redesigned and will potentially be coordinated through marketing in the future: <https://make.wordpress.org/meta/2022/12/14/showcase-visual-refresh/>
- 6.1 Release Social Content Idea: "Behind the Scenes" for Twenty Three: <https://github.com/WordPress/Marketing-Team/issues/128>
- People of WordPress cards: [104](#), [133](#), [156](#), [146](#)
- Create plan for short-form video content on Tiktok: <https://github.com/WordPress/Marketing-Team/issues/114>
- Update Style Guide and Brand Book handbook page: <https://github.com/WordPress/Marketing-Team/issues/73>
- Polyglots Outreach Effort and Posts: <https://github.com/WordPress/Marketing-Team/issues/139>

		<ul style="list-style-type: none"> • The January 2023 edition of The Month in WordPress will be finalized on February 3. Editing and review at GitHub card: https://github.com/WordPress/Marketing-Team/issues/166 <p>Closing soon:</p> <ul style="list-style-type: none"> • Updating the Marketing team description - FINAL CALL for contribution is 26 January 2023! Get your comments in: https://github.com/WordPress/Marketing-Team/issues/87
		<p>4b. WordPress.org social media updates</p> <p>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.</p> <ul style="list-style-type: none"> • 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. <p>Over to @Brett McSherry for our latest performance stats.</p>
		<p>4c. Contributor events update</p> <ul style="list-style-type: none"> • 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 • Are you aware of any other WordCamp or WordPress Meetup contributor days/ events in 2023 which are likely to have a marketing table?

		<p>4d. Make WordPress Publications Roundup</p> <p>The January 2023 edition of The Month in WordPress will be finalized on February 3:</p> <ul style="list-style-type: none"> • GitHub card: The Month in WordPress: January 2023 Edition #166. <p>#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.</p> <p>People of WordPress: Updates will be added to the respective GitHub card: 104, 133, 156, 146</p>
New	:arrow_right:	<p>5. Open Floor</p> <p>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?</p> <p>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!</p> <p>[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.]</p>
Closing	:arrow_right:	<p>6. Next Steps</p> <p>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.</p>

		<ul style="list-style-type: none">• 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/163 <p>Our next meeting is 31 January, 2023 at 15:00 UTC.</p> <p>Thank you all for contributing to the Make Marketing Team!</p>
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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)