

[Meeting Notes] PeeringDB Outreach Committee

Date: 7th January 2020 - 15:00-15:45UTC

Attendees: Ben Ryall, Filiz Yilmazm, Greg Hankin, Rebecca Stanic

2019 Infographic

- Greg to talk to Ruth to get it the artwork prepared and completed
- Intention to add stats and have info graphic finished on 30th Dec 2019
- Publish on usual social media outlets on 1st Jan 2020

Facebook Adverts

- Question on whether we should be using ads to promote the store as they will show “sponsored” on Facebook’s product family platforms
- Guidance from stewards is don’t run for store, but to promote PeeringDB engagement
- Agreed to run this infographic published on 1st Jan

Swag Store Replacement

- Replacement store required and the six Rebecca shared previously should be reviewed
- Filiz to review options, agreed we should contact each potential with some common questions

Videos

- Meeting regards videos took place, new quotes issued
- Agreed we need to agree the content for the videos and then re-quote. We can’t quote prior to content being known
- Target audience Datacentres, Networks and IXs not on PeeringDB
- Suggestion of using content on the FAQ/About pages to drive this content - Greg to prepare an initial document with this for review/additions
- Speak to committee members - ask for a list of why and benefits of using PDB as seen by them, i.e. common questions, benefits they see in having data in PDB
- Top tips - we need to add names to this spreadhseet for 8th December
https://docs.google.com/spreadsheets/d/1-sAFX_dMPWypCh-wux62m7CUnwLTNfLshJU2YN6BHn4/edit?usp=sharing
- Then review who to contact and assign out to members of OC