Summary of Ken Figueredo Contributions to oneM2M MARCOMs in 2023

4 December 2023

TOPIC	REMARKS
Social Media	LinkedIn posting (70 posts over 11 months). Increase in followers from 1300 to 1420 with increasing levels of interaction when posts 'tag' oneM2M TP participants. Provided input to Sponsored posts managed by ProactivePR on LinkedIn Twitter posting (350 posts over 11 months). Followers relatively flat, going from 1447 to 1452 and engagement levels lower (as users have quit the platform).
Developer videos with Andreas Kraft	Four videos added to the initial set of 5, completing the series. Discussions are underway about additional resources.
Executive Viewpoint articles	14 interviews completed and posted (out of a target of 12 for the year)
Articles	• Contributed 4 articles to make use of the 1-page that ETSI offers to oneM2M in their quarterly Enjoy! Magazine • Contributed a blog post to ATIS on Metaverse Standardization • Four articles contributed to Trade Press (pipeline Magazine, The Fast Mode)
oneM2M web site	• Worked with ETSI webmaster to add items to the oneM2M web site ensuring that it is up to date with news items and references to oneM2M in other publications. • Drafted content to publicize regular oneM2M meetings in Korea. • Updated "oneM2M in the Press" section of web site to capture references from prior years to demonstrate continuity of oneM2M in the market
Press Releases	Contributed inputs to ITU-T approval of oneM2M Security Specifications Press Release
oneM2M Brochure	Contributed content and review feedback to preparation of a brochure for use as a handout at in-person events

For details on article titles and web links see the 2023 Master sheet in this shared document:
https://docs.google.com/spreadsheets/d/1RikZmqw7vbcXsvmrHTCGTgK2TDCld51rI7za7ZtpYAk/edit?usp=sharing