



COMMUNICATIONS

Email, Facebook, and Twitter Protocol

This protocol only applies to emails to all Keisho families, tweets from @KeishoCenter, or posts to the Keisho Center Facebook page. It does not pertain to messages among individuals about regular Keisho business.

Keisho uses MailChimp to send weekly emails to Keisho families throughout the school year. MailChimp allows for images, graphics, and more appealing formatting than traditional email. Also, results can be monitored by Keisho, allowing us to gauge the impact of messages.

If a staff member would like to send information to the entire Keisho community through email, Twitter, or Facebook, the communication protocol is:

1. Send the information to the General Manager (GM) for review (currently Sean Kinnard seankinnard@gmail.com). The GM will decide how to communicate the information.
2. In general, information about Keisho activities is sent in the weekly email to all families and reminders are tweeted. Information about events outside of Keisho is shared on Facebook.
3. If you would like the information to be included in that week's email to all families, or the tweet/Facebook post to be completed before Saturday, the deadline to submit the draft to the GM is Wednesday at 6:00 p.m. This deadline gives the GM and Communications Director (currently Riko Saidel) time to translate and organize the information.
4. To compose the weekly email to Keisho families, staff will follow these steps:
 1. The GM will write the weekly message on Google Docs in English, add images and graphics, and share it with Core and Board members. The collaborators should comment and revise as needed.
 2. The Communications Director will translate the message inside the Google Doc into Japanese by Wednesday evening.



3. The Registrar (currently Mitsue Steiner) will copy the message into MailChimp, format the text and images, and send it to all Keisho families by Thursday evening.
5. For a tweet or Facebook post, the GM will compose the message and post it to Twitter or Facebook.

Phone: 703-868-3241

The Keisho Center phone is for the convenience of parents and others who wish to contact us and leave a message or text. Generally, the phone is kept turned off Sunday through Friday. The holder of the phone (usually the GM) will turn the phone on the morning of class or prior to any activity. The GM will check for messages and pass them on to the appropriate people. Keisho Center uses a very economical phone service with limited available minutes. If you need to make a long telephone call or several calls, please use your own phone or ask to borrow the phone of one of the other Core Group members.

Email

accounting@keisho.org

This email is used for bookkeeping and billing purposes. Keisho invoices are sent electronically from this address. Any questions about payments, invoices, and related matters should be sent here. The Treasurer (currently Yoko Arrington) monitors this email address.

info@keisho.org

The "info" email address is listed on Keisho Center's website and business cards and is how the general public as well as most non-Core Group members will contact Keisho Center. This address should be given to all who ask for an email contact for Keisho Center and is monitored by the GM. Messages sent from this email address should focus on issues directly related to Keisho Center.



registrar@keisho.org

The “registrar” email address is how the Keisho Center Registrar will contact families currently enrolled or in the process of enrolling at Keisho Center. This email is checked regularly by the Registrar. This is also the address used to send out information specific to registration.

Website: keisho.org

keisho.org provides an overview of our program, a school year calendar, PDF handbooks and forms, links to policies and procedures, and a link to the Family Account page. The Twitter feed appears on the Welcome! page. The IT/Webmaster (currently Jimmy Steiner) maintains and updates the site.

Twitter: [@KeishoCenter](https://twitter.com/KeishoCenter)

@KeishoCenter or at <http://twitter.com/keishocenter> provides brief news, reminders, and emergency announcements specifically related to Keisho Center. The GM will keep the Twitter feed up-to-date by tweeting at least once per week. Tweets from @KeishoCenter appear in real-time on the keisho.org Welcome! page.

Facebook: facebook.com/keishocenter

Facebook is used for sharing photos, news items, and/or announcements. A Facebook post is the best way to share information about events not directly sponsored by Keisho Center. The GM will keep the Facebook page up-to-date by posting at least once every week.

[SignUpGenius](#)

Keisho Center uses SignUpGenius to create and maintain Family Responsibilities, volunteer, and food sign-ups for potlucks. This account is monitored by the Family Responsibilities Coordinators (currently Kotome Krolicki and Akiko Ueda-Zecca) and the GM.

[LinkedIn](#)

Keisho Center uses LinkedIn to network with other institutions, publish articles, and to recruit staff. The LinkedIn account is monitored by the GM.