

Communications Plan

Introduction

This document outlines what online communications are for the organization, how they occur.

Contacting the Organization

E-mail

Currently, the primary method for contacting the organization is through e-mail. Our website has a "Contact Us" page at:

<http://www.shintaido.org/contact-us/>

which lists a variety of email addresses which can be used to contact the organization. They are summarized below:

E-mail Address	Recipients
info@shintaido.org	H.F. Ito, President, Webmaster
president@shintaido.org	President
membership@shintaido.org	President
treasurer@shintaido.org	Treasurer
ntc-chairperson@shintaido.org	NTC Chair
newsletter@shintaido.org	Editor
webmaster@shintaido.org	Webmaster
events@shintaido.org	Webmaster
photos@shintaido.org	Webmaster
news@shintaido.org	Webmaster

Website Comments

People have often been able to leave comments on the website. On the old website, people were able to comment on “News” items. On the new website (March 8, 2018) people are able to comment on “News” and “Body Dialogue” articles. Comments are moderated by the Webmaster and if comments require a response, the Webmaster will either reply directly or find an appropriate person to reply.

Since the new website has been online, there have only been 4 comments posted on the website. There have also been numerous comments which have been rejected by the Webmaster as spam. Most spam comments are created by people who want to leave links to their questionable website.

Facebook Comments

The organization maintains a Facebook page at:

<https://www.facebook.com/ShintaidoOfAmerica/>

The Webmaster manages this page. Most of the posts to this page are reposts of “News” or “Body Dialogue” items from our website. It is the Webmaster’s responsibility to act as first responder to comments.

Since the new website went up, there have been 5 comments on Facebook, but none have required a reply.

Messages to our Facebook Page

Facebook users can send messages to our Facebook Page. The Webmaster is responsible for responding to these. In the lifetime of our Facebook Page, only one message has ever been received.

Communications We Create

E-mail Messages

Since July 2017, the organization has been using the MailChimp tool to send out mass e-mails to the membership. Using MailChimp currently makes it easy for people to unsubscribe to the mailing list if they choose to. Currently, e-mail messages are sent by the Mailing List Manager.

News Items

When brief pieces of news are received by the Webmaster, they are shared in the “News” section of the website. News Items are not edited by the Editor. The Webmaster currently has discretion to choose what should be posted. When in doubt, the Webmaster consults with the President on the appropriateness of content.

Body Dialogue Articles

After the transition to new website in 2018, the Body Dialogue newsletter transitioned from being a print publication to being an online publication.

Article Creation

Articles are created when text for publication or ideas for a story are received by the Editor. The Editor then works with the author to create the completed Article.

Article Publication

When the Editor is finished with the new Article, he publishes it on the Shintaido of America website in the “Body Dialogue” section. At that point, the article is visible on the website and a picture associated with the article appears on the organization’s home page. To announce the availability of the article to people, the Editor contacts the Mailing List Manager and the Webmaster:

- Mailing List Manager - emails the membership with a summary of the new article.
- Webmaster - shares the new article to the organizations Facebook page.

Facebook Posts

Facebook posts are created by the Webmaster.

News and Body Dialogue Posts

The majority of Facebook Posts involve sharing the web address of “News” or “Body Dialogue” items from our website. The goal of these posts is to announce to Facebook users that there are new items on our website to read.

Other Posts

Occasionally, posts or events from other Shintaido groups are shared on the organization’s Facebook page. For example, recently the Shintaido group in Quebec (Shintaido de Quebec) created a post announcing that Bela Breslau and Stephen Billias would be teaching in Quebec. That post, was shared by the Webmaster on the organization’s Facebook Page.

Appendix A - Roles

As of June 2, 2018, the following people perform these roles as described in this document:

Role Name	Person	E-mail Address
Editor	Stephen Billias	sbillias@comcast.net
Mailing List Manager	Brad Larson	brad@bradlarson.com
NTC Chair	Shin Aoki	shinaoki@aol.com
President	Connie Borden	bordensheets@aol.com
Treasurer	Brad Larson	brad@bradlarson.com
Webmaster	Robert Kedoin	robert@kedoin.com