

Communications Guidelines for Members

(Updated 2.11.2019)

Table of Contents

1. Logo Use.....	1
2. Signage.....	2
3. Pre-Event Promotion.....	3
4. Event Media Coverage.....	4
5. Event Registration.....	4
6. Taking Photos.....	5
7. Handouts, Fliers, Publications and “Swag”.....	6
8. Post-Event Recap.....	7
9. Social Media.....	8

These guidelines are for regional chairs and other members who are kindly organizing USJC-related events. Please contact USJC Director of Communications Shiori Okazaki (sokazaki@usjapancouncil.org) or Communications Manager Aya Maher (amaher@usjapancouncil.org) for questions about any of the following.

1. Logo Use (Contact person: Aya)

1) USJC Logo

a. When to contact us

Please do not use USJC logos unless USJC has agreed to support the event. We do not need to give permission for each logo use when they are for the same event, but please feel free to consult us if you are unsure.

b. Different formats

Generally JPG or PNG files are fine for handouts, websites and presentations (the difference between the two is the background of the logo: it is white for the JPG, and transparent for the PNG), but if you need to print them onto banners or fancier publications, please contact us and we can send you high-resolution Adobe Illustrator files. Generally we use the horizontal logo (left) but do have a vertical logo (right) too in case that is more appropriate design-wise. We have more versions depending on the occasion (e.g. entirely white ones for use on black backgrounds) so please contact us as needed.



c. Guidelines

Please do not:

- Download or copy our logo without first consulting us
- Change the color of the circle or the letters
- Isolate the circle from the letters
- Edit the logo in any other way
- Send the logo to a third-party without first consulting us

2) TOMODACHI Logo

Please consult Aya first if you are unsure whether TOMODACHI logos should be used in addition to the USJC logo. Per request of its designers, the TOMODACHI logo has very strict guidelines, which are available at [this link](#). Please be sure to follow the guidelines closely.

3) JALD Logo

We also have a JALD logo in case the occasion calls for it.

4) Silicon Valley Japan Platform (SVJP) Logo

SVJP also has its own logo. Please contact Yumi Hiroshima (yhiroshima@usjapancouncil.org), SVJP Executive Assistant and Program Manager, if you are interested in using it.

2. Signage (Contact person: Aya)

We have several pop-up banners and signs available for rental. To borrow them, please contact us **at least three weeks prior** to the event. Please also consult us before sending them back, because: we keep banners in different cities, so they may not necessarily need to go back to DC; we can provide you with our FedEx number for shipping; and if there are multiple events going on in the same city, we may ask that you hand them or mail them to other members instead of mailing them back to us. Below are the types of signage we rent.



Photo 1: USJC Podium Sign (Lower Left) and USJC Pop-Up Banner (Right)

1) USJC Pop-Up Banner

Dimensions: 31.5" X 83.25" (approximately 2.6' X 7')

See Photo 1 above for image.

2) Joint USJC & TOMODACHI Pop-Up Banner

Dimensions: 31.5" X 83.25" (approximately 2.6' X 7')

We have a joint USJC and TOMODACHI banner (see Photo 2 below for image) for events where the use of both logos is appropriate. On occasions when it is unavailable, we may send two banners instead, one USJC and one TOMODACHI.



Photo 2: Joint USJC & TOMODACHI Banner (Left) and TOMODACHI Banner (Right)

3) TOMODACHI Pop-Up Banner

Dimensions: 31.5" X 83.25" (approximately 2.6' X 7')

See Photo 2 above for image.

4) USJC Podium Sign

Dimensions: 18" X 7"

See Photo 1 above for image.

3. Pre-Event Promotion (Contact Person: Shiori)

If you would like support in promoting the event before it takes place, please send details to Shiori. Please include:

- What, when, where
- USJC's role (host, co-host, supporting organization, etc.)
- How to register (link, email address, etc.), and if applicable, registration deadline
- Whether this is a members-only event or an event that is open to the public
- (If possible) Some sort of image for the event, which would help it stand out on social media, our website, etc.

Areas where we could promote the event are as follows:

1) Members-Only Events:

- a. Members-Only Newsletter: The USJC newsletter has two types—one is sent to members and includes information exclusive to members, and the other is sent to the general public (here is an [archive of the public newsletter](#)). Members-only events can be included in the former newsletter. Please be aware that because newsletters are biweekly, last-minute notifications of events may not make it into the newsletter.

2) Public Events:

- a. Both members-only and general public newsletters
- b. Social Media: USJC [Twitter](#), [Facebook](#) and [Instagram](#) (If we are one of the hosts of the event, we can also create a Facebook event page by request.)
- c. Website: The USJC website has an [event page](#).

If they are TOMODACHI-related events, they will be considered for the TOMODACHI website, social media or newsletter as well.

4. Event Media Coverage (Contact Person: Shiori)

If you think media would be interested in covering the event, please notify Shiori. You are welcome to contact local media on your own, provided that USJC knows about it.

If you would like staff assistance in any way, please consult Shiori **at least two weeks in advance**. Please note that depending on the region, you and other members in your region may have stronger connections to local media than USJC, but we are happy to

supplement media contacts or make any suggestions as needed. We would also be happy to work on press releases with you and/or review other language related to USJC.

After the event, it would be greatly appreciated if you can notify Shiori of any media coverage, especially since some local papers may not be readily available online.

5. Event Registration (Contact Person: Aya)

If your region is hosting a USJC event that requires registration, there are three ways to register your guests.

1) "I am not collecting money"

If your event is not collecting any money, you are free to manage registration on your own using an existing third-party service (Google Forms, PaperlessPost, etc).

2) "I am collecting money online at the time of the registration / prior to the event"

If your event collects money at the time of registration (usually for tickets or donations), USJC has to track the money for tax purposes. You will be responsible for drafting the sign-up form and corresponding with any event invitees/attendees. USJC staff will be responsible for designing the form, managing payment, and sending weekly registration updates to you. For proper set-up, please contact Aya **at least six weeks before** the date of the event, and **at least two weeks prior** to registration opening.

3) "I am collecting money at the door / at the event"

If your event collects money at the event, you are welcome to manage registration on your own, but please be sure to consult USJC in advance. Please contact USJC Finance Manager Gary Zottoli (gzottoli@usjapancouncil.org) for guidance in collecting money at USJC events.

6. Taking Photos (Contact Person: Aya)

Please kindly arrange to have someone take photos during the event, for inclusion in our newsletter, social media, website, [Flickr](#) and other publications. The following are guidelines on what types of shots to include (the first three types are more important than the other two).

- Posed Photos: These include group photos and hand-shaking photos.
- Action Photos: These are the natural moments that include genuine laughter shots, emotional moments, etc. These are the ones where you've captured an organic moment that wasn't posed or directed (i.e. candid photos).

- VIP Shots: These include speakers, donor representatives, board members and regional chairs, etc.
- Closeup Shots: These are closeups of faces (to show emotion), body parts (hands, eyes, etc. that tell the story), writing (pen to paper – what are they writing?), etc.
- Location Shots: These are building exteriors, room exteriors, signs, title of the program/event, the room showing the calm before the storm (empty but already set up).

7. Handouts, Fliers, Publications, and “Swag” at the Event (Contact Person: Shiori/Aya)

There are several handouts and publications that are available for distribution at the event.

1) USJC Fact Sheet

Whenever possible, we would like to ask that you distribute a fact sheet that has an overview of our organization as well as a list of sponsors. The latest copy is on the [“resources for members” webpage](#). It would be wonderful if you could print copies on your end, but please let us know if this is difficult and we can mail them to you.

2) TOMODACHI One-Pager

For events that have a TOMODACHI angle (e.g. receptions welcoming TOMODACHI program participants visiting the region), we would also like to ask that you distribute a one-pager with information and TOMODACHI sponsors. This is a bilingual document. Again, the latest copy is on the [“resources for members” webpage](#).

3) Other Publications

We also have Annual Conference fliers (again with a list of sponsors), which may be of particular interest to the region hosting the Annual Conference that year. Again, the latest copy is on the [“resources for members” webpage](#).

On an as-needed basis, we can also mail you the USJC Annual Report in [English](#) and [Japanese](#). TOMODACHI Annual Reports (also in [English](#) and [Japanese](#)) may be available as well. Please contact Shiori at least **two weeks in advance** to allow for the mail to arrive on time.

4) Japan Festivals: TOMODACHI “swag”

If you are hosting a booth at a local Japan festival, we can provide TOMODACHI items like wristbands, pins and stickers. Please contact Aya at least **three weeks in advance**. Specific items may not be available, so please be sure to consult us on what we have.



Photo 3: The TOMODACHI Annual Report and TOMODACHI swag like buttons and social media cards are given out at the Cherry Blossom Festival in Washington, DC

8. Post-Event Recap for the Newsletter and Website (Contact Person: Shiori)

Recaps about events that happened are always greatly appreciated. Please be aware that newsletters go out on **every other Thursday**, and for inclusion in that newsletter, materials must be submitted **by the Monday before**. (e.g. If the newsletter goes out on June 23, we would need materials by June 20.) Here are a few examples of recaps:

1) Full-fledged article

If it is a panel discussion, a lecture with Q&A or other long events, it would be wonderful to have an article about it. We would prefer a length of under 400 words. Please allow us to use our discretion to edit as needed.

Please also send at least 4-5 photos for the newsletter, ideally with captions. If you have a full album of photos, please send us a link and we will upload select photos to the [USJC Flickr site](#).

If you happen to take videos, please also send them to us, and we may post them on the [USJC YouTube channel](#).

2) A few photos with captions

For short events, events where we played a supporting role, or events that featured one or more members, a few photos with captions would be more than welcome.

3) Other options

Even if you don't have an article, multimedia are always appreciated, as are social media items like livetweets and Facebook photo albums.

Please see the [USJC e-newsletter archive](#) for past examples. Again, if they are TOMODACHI-related events, they will be considered for the TOMODACHI website, social media or newsletter as well.

9. Social Media (Contact Person: Aya)

The use of social media is strongly encouraged before, during and/or after the event.

Please note the address of some of our social media platforms, and follow these accounts as you see fit:



USJC Facebook: <http://www.facebook.com/usjapancouncil>



USJC Twitter: <https://twitter.com/USJC>



USJC Instagram: <https://www.instagram.com/usjapancouncil/>



USJC LinkedIn - USJC Company page: <https://www.linkedin.com/company/the-u.s.-japan-council>



TOMODACHI Facebook: <https://www.facebook.com/USJapanTOMODACHI>



TOMODACHI Twitter: <https://twitter.com/TOMODACHI>



TOMODACHI Instagram: https://www.instagram.com/tomodachi_initiative/

Here are some examples of ways social media, particularly Facebook and Twitter, might be used for events:

- 1) Before the event: Facebook can be used to drum up excitement or to create an “event page” where people can invite one another. You are welcome to post through your own account (please let us know and we would be happy to share it—but please ensure that your post is public) or work with us so that we may post it on our page.
- 2) During the event: Live-tweeting on Twitter is effective for panel discussions, lectures and other talk-heavy events. It is best if you could use your own personal account—we will retweet or favorite it accordingly. Please try to mention @USJC at least once. @TOMODACHI is the TOMODACHI handle. Hashtags like #JpnAms may work for events that have a strong Japanese American element. Program-specific hashtags like #ELP or #JALD are also effective.

Sample tweet: At #JALD Symposium in Hiroshima, discussing best practices in community development with local leaders. @USJC
- 3) After the event: Facebook posts are nice because they allow for a brief recap and can serve as a photo album. Again, please feel free to post on your own account and notify us or provide us with the content.

Instagram

Instagram can be used for any of the above occasions. Please “mention” @usjapancouncil in your caption so that we can find the post. You can also add #USJC or #JALD or #JpnAms. We may share your posts from the official USJC Instagram account, while making sure to give credit to the original poster.

Thank you very much. Please contact us if you have questions. We look forward to working with you!

Shiori Okazaki
USJC Director of Communications
sokazaki@usjapancouncil.org

Aya Maher
USJC Communications Manager
amaher@usjapancouncil.org