

PRESS, SOCIAL MEDIA & PUBLIC RELATIONS

First WJC National Community Directors Forum
Prague, 17 November 2014



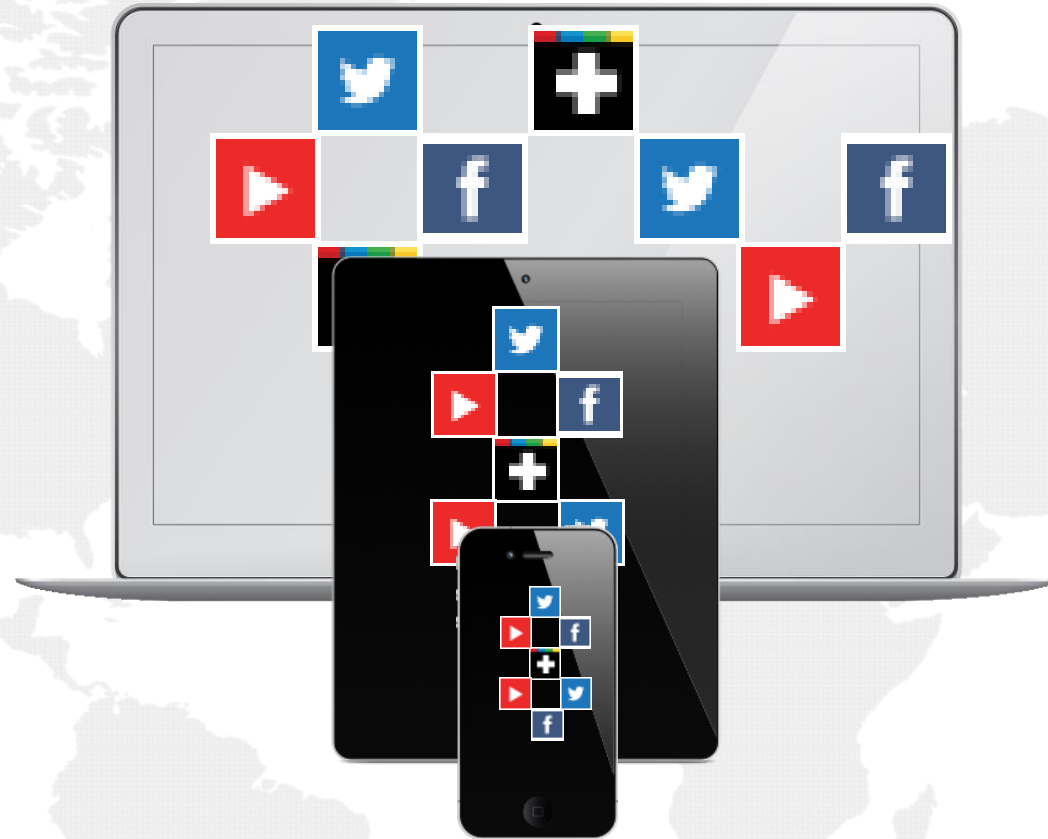
A faint, stylized world map in a lighter blue shade serves as the background for the entire slide.

MLADEN PETROV

Social Media Manager

First WJC National Community Directors Forum
Prague, 17 November 2014





I saw this on Facebook. Developing a Social Media Strategy

SOCIAL MEDIA: WHY DOES IT MATTER?



Over 1.3 billion active users



343 million



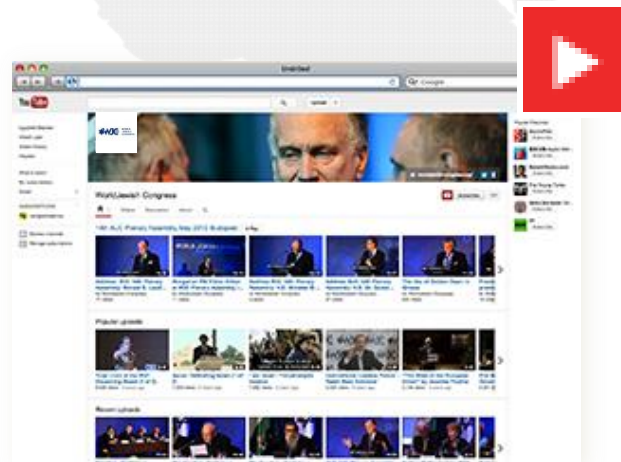
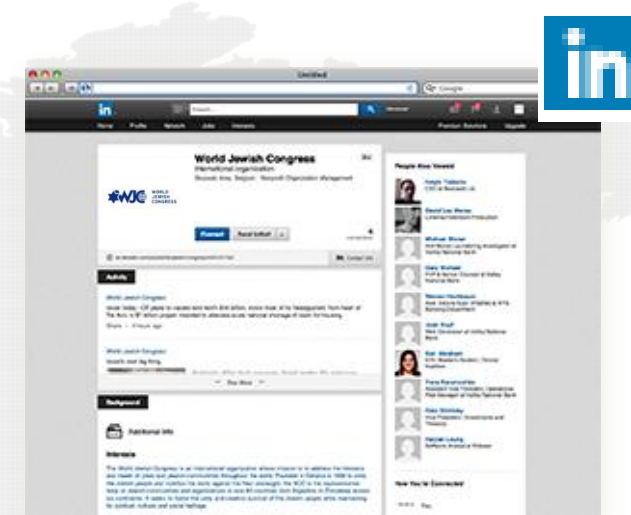
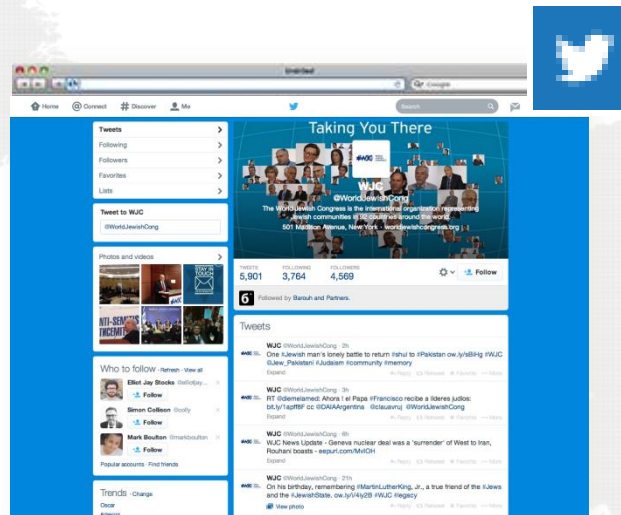
284 million



4 billion views per day / over 1 billion users

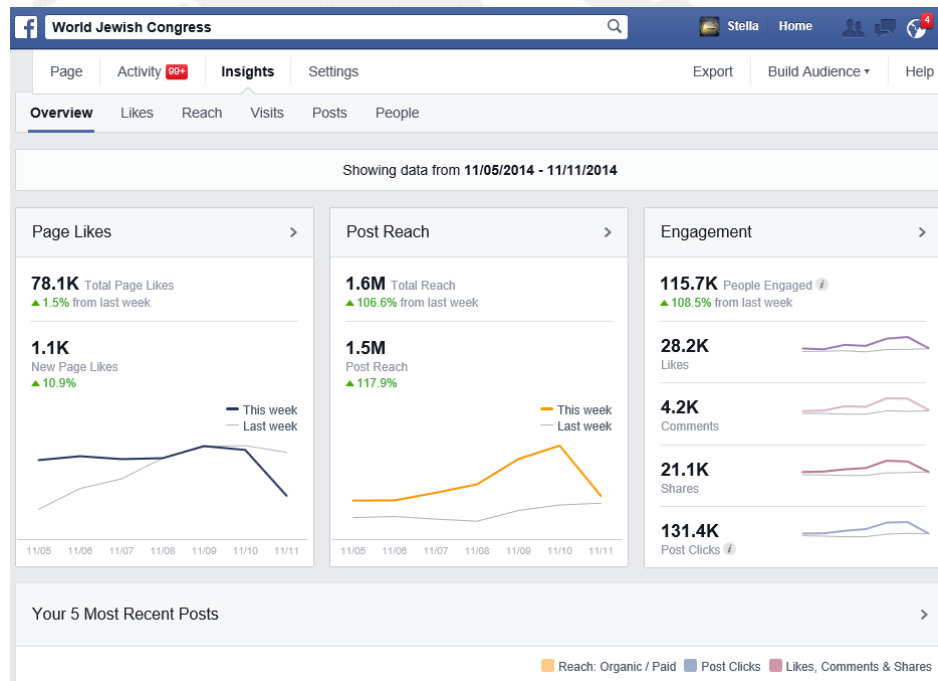


Circulation: 1.8 million (including digital subscriptions)



WHY ARE WE DOING THIS?

Inform, educate, raise awareness, advocate. And interact.



December 2012 / now

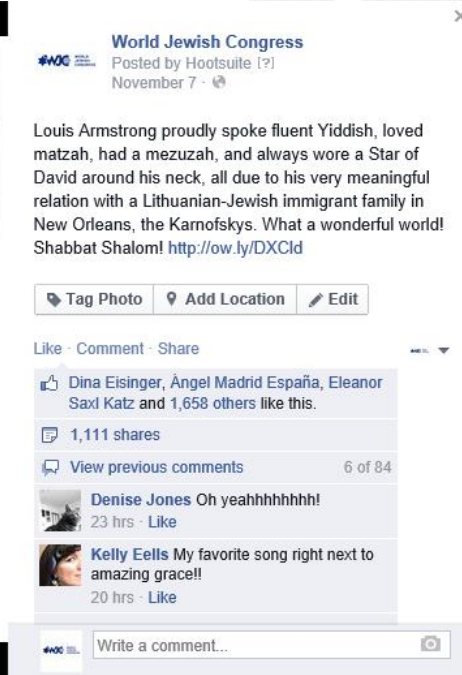
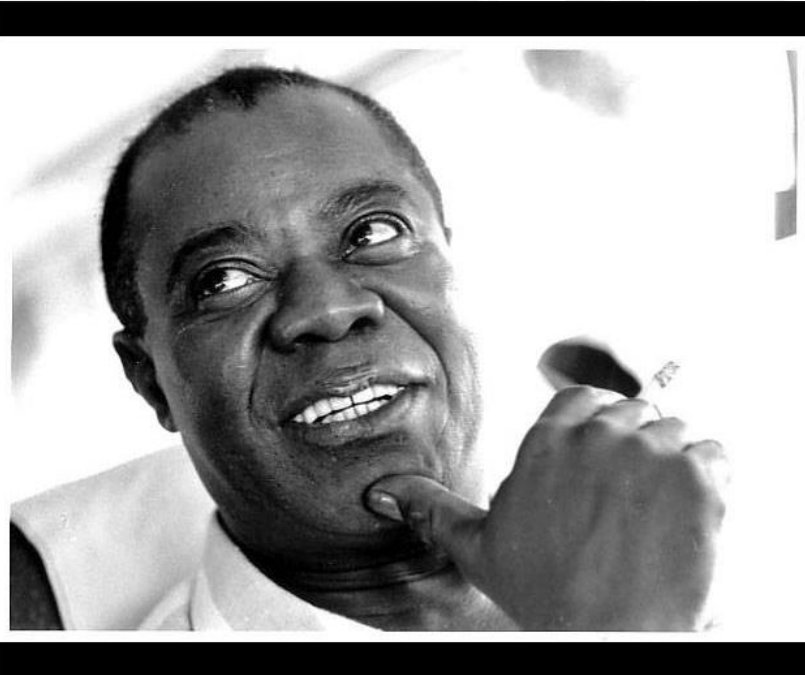
Fans: 9,000 / 80,000

Weekly post reach: 30,000 / up to 1 m

Key issues: Jewish communities around the world, Israel and the Middle East, anti-Semitism, Holocaust remembrance, Jewish tradition

Target: Jews and friends of the Jewish people and Israel

CONTENT IS KING

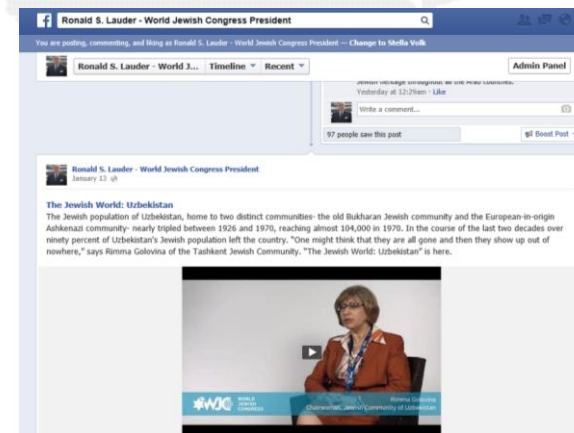
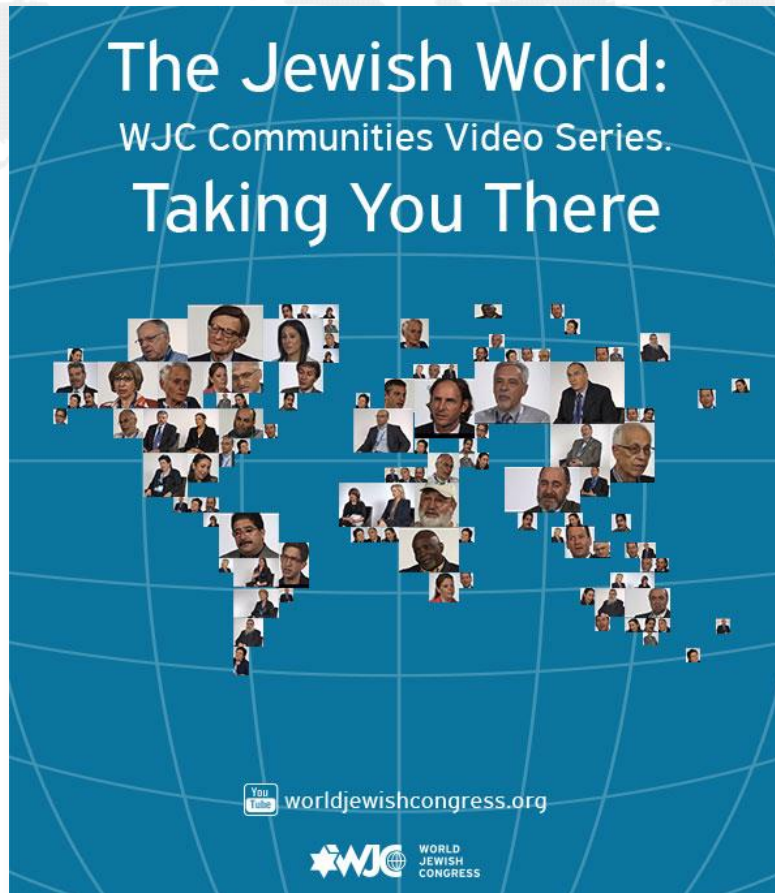


1,200
shares



130
shares

OUR PAGE IS YOUR PAGE



THE POWER OF SOCIAL MEDIA

THE BODNER TWINS



48,000 comments

570,000 shares

**Over 27 MILLION people
(2% of all Facebook users)
have seen this WJC post to date**

THE SOCIAL MEDIA BIBLE

1. Know your followers
2. Read (and respond)
3. Be at your best (serious, but not boring, funny when needed)
4. Keep it fresh (and post often, but not too often)
5. Post interesting things (that you will be happy to share too)
6. ALWAYS check your sources
7. Be open to criticism (no one is perfect)
8. Think twice before posting (everyone is watching)
9. Be creative (no ☹️ or 😊)
10. HAVE FUN!



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