

BOMAH

THE BRAND OF MILK & HONEY

Connecting people to Israel

Onward Israel

We believe in the power of personal stories to change attitudes. That is why we empower participants from all over the world to share their stories on social media.

“ We help you combine social media platforms to have the maximum impact.

In our Social Media Training we help you **build your new strategy**, teach you how to **use the tools of social media**, and show you how to **manage and monitor results**.

Add your voice, and together we'll make sure you get heard.

For the past 3 months BOMAH has had the privilege of working with Onward Israel. We worked with the Social Media Fellows of Onward Israel, to share their personal stories and experiences in Israel. As a result, they were able to reach and engage new audiences.

We want to thank the Onward Israel Social Media Fellows. We are sure we will hear more from them in the future.

Visit Onward Israel online at www.onwardisrael.com



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Feedback from Onward Israel



Working with Itzik Yarkoni on social media I learned a lot about what it is that people want to see on social media sites. He showed us the difference between posts that get a few likes versus the ones that get a lot. Having Itzik show us this helped me alter my social media posts in hopes that more people will "like" and share it.

Melanie Weiser Fellow, Boston Onward Israel



Itzik is an incredible teacher. He knows a lot about social media, and while his methods are unconventional to Americans, they work! Even I--who likes to think I know everything-- learned about new tactics, networks, and ideas. Simply put, no matter how much you know he will teach you more.

Jonathan Beer Fellow, New York Onward Israel < <http://summeronward.tumblr.com> >



Being an Onward Social Media Fellow has really taught me a lot. I was not sure what exactly I was getting myself into when I applied for the position. I never thought that being accepted would mean more than just tweeting and facebooking; it was going to teach me how to enter the social media world.

I was able to interact with people from other cities, and I got some great pointers on how to improve my work. Seeing how much work goes into planning a successful blog is mind-blowing!

Itzik taught us step by step how to blog and post items online. His presentation was both exciting and informative. When Itzik pulled our page up on the projector--pointing out what we did right and how to improve-- it was beyond helpful. He showed examples of how to engage your audience. The suggestions he gave us are going to help us in the future. The idea of making things personal is something I had never thought of before. He explained how personalizing your blog or post makes people care, and more likely to get a "like". If it weren't for these workshops my work would not be as successful, and I would not be able to utilize my skills properly. Going to the workshop gives my partner and me the confidence that we need to do our best work.

Alyssa Peltz Fellow, New York Onward Israel < <http://clevelandonwardisrael.tumblr.com> >

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I liked that you had a lot of examples to show us, both good and bad. Being able to see examples of each was really useful and helped reinforce the points that you were making. I'm thinking specifically of when you went into detail about why one post had thousands of 'likes' and the other had only a few hundred.

I learned a lot more about how to combine social media platforms to have the maximum impact when sharing a story. How to analyze the a story's reach -- learning about Google analytics -- was really great! I have attached it to a few different sites that I run. The information that it provides is very useful.

Being able to talk to the other Onward participants who weren't from my Boston group was really helpful. Hearing what she was doing and how she had other people writing on the blog motivated me to try to engage more from our participants.

Brittany Ritell Fellow, Boston Onward Israel < <http://onwardisraeljem.tumblr.com> >