

BOMAH

# THE BRAND OF MILK & HONEY

Connecting people to Israel

## US Social Media Workshops

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.

BOMAH recently conducted workshops at colleges across the United States in conjunction with Hasbara Fellowships and Bar Ilan University School of Communication.

**The goal** of the mission was to educate American Jewish students in rebranding Israel through social media. The students were taught how to refine their messages and build their own pro-Israel organizations' online communities.

**The students** performed impressively at the workshops where they gained skills that will help them maximize coverage of their Israel stories on social media networks, and effectively rebrand Israel.

**The workshops** focused on identifying how Israel is perceived by studying the language of individual social media networks and using creative techniques and a personal story to create an Israeli brand or perception of Israel as a country.

The students were exposed to and help create a network of writers, mentors, and public relations and technology specialists. With the training, support, and confidence the students have developed they can make a real difference in their universities, hometowns, and the greater global community.

### Universities Visited

**Northeastern University**  
Huskies For Israel

**Boston College (BC)**  
Eagles for Israel

**Boston University (BU)**  
Boston University Students for Israel (BUSI)

**Brandeis University**  
Brandeis Israel Public Affairs Committee (BIPAC)

**Rutgers University**  
Israel Engagement at Rutgers Hillel

**University of California, Irvine (UCI)**  
Anteaters for Israel (AFI)

**University of California, Los Angeles (UCLA)**  
Bruins for Israel

**University of California, Santa Barbara (UCSB)**  
Gauchos for Israel

**University of Massachusetts Amherst (UMass)**  
UMass Safi

**University of Southern California (USC)**  
SC Students for Israel (SCSI)

**Wellesley College**  
Wellesley Friends of Israel (WFI)



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## Feedback from USA Social Media Workshops

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.

*Sharon Shaoul* Anteaters for Israel – UCI

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It was great to have Itzik at UCSB. We learned new and different ways to engage and attract students through social media. The workshop will make a big difference in our strategy in every way! I just wish we could have had more time!

*Danielle Freedman* Gauchos for Israel – UCSB

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After these workshops I feel able and empowered to share my thoughts through social media mediums. Itzik's training is eye opening and easily to applied despite the ever-changing social media arena.

*Maya Fried* SC Students for Israel (SCSI) – USC

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I thought this was a FANTASTIC workshop. I learned so much about practical and easy things we can do to expand our presence in social media. It was really interesting to see what a difference it makes to have EVERYONE liking and sharing things together.

*Tali Marcus* Wellesley College: Wellesley Friends of Israel – WFI

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We were reminded of the importance of spreading positive and personal messages to our audience. Itzik gave us great tips for what, when, where, why, and how to post on Facebook and Twitter, so that Huskies for Israel can start to really engage and expand our influence.

*Max Klapholz* Northeastern University: Huskies For Israel

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It was a truly enthusiastic and informative presentation that helped all of us gain valuable insight into how to best promote Israel and spread our message. You clearly explained goals and methods that will allow us to better use social media and Facebook not just as social websites, but also as valuable tools. We now have a better grasp on navigating these kinds of websites to achieve our goals.

*Sonia Posin* Eagles for Israel at Boston College

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Thanks so much for coming! We had a lot to learn from you about our social media strategy. Hopefully we can use these tactics to reach a larger audience. It was great meeting you and I will definitely reach out to you if we need any help!

*Aviva Malveira* BU: Boston University Students for Israel (BUSI)

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## Feedback from USA Social Media Workshops

Shalom Itzik, it was great meeting you and seeing your presentation yesterday! The presentation was very helpful and I'm sure our new fan page and media work will benefit the club (and Israel)! Thank you again for the presentation and all of the advice!

*Dory Leviashvili* BU: Boston University Students for Israel (BUSI)

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The workshop did a very good job of teaching us how to post positive and meaningful things on social media to attract our audience in ways I had never thought about before. It also did a very good job at showing how others do such a good job at promoting anti-Israel thought and that made me want to promote Israel even more positively.

*Rachel Rettig* UMass: UMass Safi

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I heard that you (Itzik) were considered a "PR genius" and that I would learn and take a lot out of the hour that we had with you, but I was curious as to what I would be learning that I haven't already gotten out of my branding and Israeli advocacy on my campus at UMass. Turns out I learned a lot more than I thought I would, and also had many questions answered that I wasn't even sure I had. I loved that you reinforced the fact that when we as leaders put on events, brand, etc. we are doing it for the STUDENTS and our AUDIENCE, not for ourselves. Ever since I became a student leader on my campus that has been my motto. The self-satisfaction comes from satisfying those around you. Thank you so much again!

*Hannah Cohen* UMass: UMass Safi

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I have had some experience with marketing through social media through being on the JSU board for the past year and a half, and now becoming president, but it was so great to have you come and teach us even more. I knew a lot about the insights features on Facebook but it was great to hear more about how to make the posts count by making them personal. I just wanted to thank you and let you know we are already using many of your strategies. Thank you so much.

*Michelle Pomerantz* UMass: UMass Safi

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