

## **Social Media Tips and Links**

### **Social Media Basics**

Social media offer everyone the opportunity to become an opinion leader—at least among his or her own “friends” and “followers.” In addition to beginning and influencing a conversation on Israel and the Middle East, social media present an additional method of communicating with traditional media.

There are numerous social media platforms including Tumblr, Instagram, Pinterest, Quora, Flickr and Google+ but the most influential, as of this writing, are Facebook, Twitter and YouTube. Social media are dynamic and these platforms may change and evolve. Yet several principles of social media success will continue to apply:

#### **Be Active**

Post frequently on your social media account. All CAMERA articles and blog posts have a button you can click to “like” or tweet them. Most online articles, videos and blogs do as well. If you find an interesting article, tweet a link and post it on Facebook. If you feel strongly about something, talk about it into your webcam and post that on YouTube. If you have the time and skill to create more complex videos, make and post them as well. Then tweet a link and post that link on Facebook. You are likely to attract more friends and followers if you frequently post new material. Don’t let more than a day or two go by without some sort of post.

#### **Be Engaged**

Social media is interactive. Respond to others’ tweets and comments posted on your Facebook page. Bolster your arguments with links to additional articles and videos. Comment on other people’s pages and tweet to them. “Retweet” interesting tweets and “like” others’ posts. The more lively your social media presence, the more friends and followers you will amass and the greater your influence will be. Use hashtags (#) to link your conversations with others on the topics you care about. People will find you if you are talking about subjects they care about.

#### **Be Credible**

You are not an American or Israeli government spokesperson; you are you. Others can see through “spin.” Write and talk honestly and directly about what you think. Let your personality show through. And don’t forget to post about your interests. If you are a cyclist who also cares about Israel, post about cycling and also about Israel. In fact, post about great cycling trips in Israel. You will educate an entirely new audience about the wonderful things Israel has to offer.

## Communicating with Established Media

Readers can now engage the traditional communications media through social media. Most news outlets have a Facebook page, Twitter account and YouTube channel. Go there and comment on their articles and posts. Many journalists also have pages and accounts where readers can interact with them directly.

If you write a letter to the editor or submit an Op-Ed that is not published, you can post it on Facebook and then tweet the link. You can read it into your webcam and post it on YouTube. You can post not only on your own social media pages but on the pages of the media outlets and the journalists.

Example: You read a *The New York Times* article and wrote a critical letter to the editor about it that was not published.

1. Read the letter into your webcam and post it on your YouTube channel. Then go to *The New York Times*' YouTube channel ([http://www.youtube.com/user/thenewyorktimes?feature=results\\_main](http://www.youtube.com/user/thenewyorktimes?feature=results_main)), find a video about a closely related subject and post a link to your video in the comments section.
2. Post the text of your letter on your Facebook page, on *The New York Times*' page (<http://www.facebook.com/#!/nytimes>) and on The Times reporter's page ([http://www.facebook.com/#!/reporter's\\_name](http://www.facebook.com/#!/reporter's_name)) [Note: This is a sample address.]
3. Tweet a link to your Facebook post with @nytimes and @reporter in it. (Just click on the timestamp for any status update or comment and that will bring you to the post's own page where you can grab the URL for tweeting. This also works in reverse so you can post a tweet onto your Facebook page.) Furthermore, tweet additional comments about the article to your followers and again include @nytimes and @reporter.

If you write a letter to the editor or an Op-Ed that *is* published, tweet a link and post it on your Facebook page. The more activity in your social media presence, the more influence you will have. The more influence you have, the more seriously the traditional media will take you.

## Communicating with Social Media

Some bloggers have a growing influence in the media landscape. Many bloggers are published in traditional media outlets. Follow bloggers who write about topics you are interested in. When you find interesting articles, send them to the bloggers you care about. Remember to be yourself. Again, if you are a cyclist who cares about Israel and you follow a cycling blogger, when you find an article about a great ride in Israel, let the blogger know. Perhaps he or she will write about it and you will again have educated a new audience about great things Israel has to offer.

## **Social Media Links**

Facebook – Facebook allows people to upload an unlimited number of photos, share links and videos. [www.facebook.com](http://www.facebook.com)

Twitter – Twitter is a real-time information network that connects you to whatever you find interesting following conversations and tweets. Each Tweet is 140 characters long, but can contain links to photos, articles, videos etc. [www.twitter.com](http://www.twitter.com)

YouTube – YouTube provides a forum for people to connect, discover, watch and share original videos. [www.youtube.com](http://www.youtube.com)

Tumblr - Tumblr lets you share text, photos, quotes, links, music, and videos from your browser, phone, desktop or email. [www.tumblr.com](http://www.tumblr.com)

Instagram - Instagram allows you to snap a photo with your mobile phone, choose a filter to transform the image and then share it on social media. The app is free and available in the Apple App Store and Google Play store. [www.instagram.com](http://www.instagram.com)

Pinterest - Pinterest is a virtual bulletin or pinboard that lets you organize and share things you find on the web. [www.pinterest.com](http://www.pinterest.com)

Quora - Quora connects people through questions. Each question page is a resource for anyone with that same question. [www.quora.com](http://www.quora.com)  
Flickr - Flickr is an online photo management and sharing application. [www.flickr.com](http://www.flickr.com)

Google+ - Google+ is a social media platform that aims to make existing Google products socially compatible so that you don't have to sign into different services to share your photos, videos or thoughts. [www.plus.google.com](http://www.plus.google.com)

### **Suggested Blogs to Follow**

CAMERA Snapshots	<a href="http://blog.camera.org/">http://blog.camera.org/</a>
Elder of Ziyon	<a href="http://elderofziyon.blogspot.com/">http://elderofziyon.blogspot.com/</a>
Israel Matzav	<a href="http://israelmatzav.blogspot.com/">http://israelmatzav.blogspot.com/</a>
Israelly Cool	<a href="http://www.israellycool.com/">http://www.israellycool.com/</a>
Fresno Zionism	<a href="http://fresnozionism.org/">http://fresnozionism.org/</a>
The Warped Mirror	<a href="http://blogs.jpost.com/users/warped-mirror">http://blogs.jpost.com/users/warped-mirror</a>
Sultan Knish	<a href="http://sultanknish.blogspot.com/">http://sultanknish.blogspot.com/</a>
Daniel Pipes	<a href="http://www.danielpipes.org/blog/">www.danielpipes.org/blog/</a>
Jerusalem Center for Public Affairs	<a href="http://jcpa.org/blog/">http://jcpa.org/blog/</a>
Lenny Ben David	<a href="http://lennybendavid.com/">http://lennybendavid.com/</a> <a href="http://blogs.timesofisrael.com/author/lenny-ben-david/">http://blogs.timesofisrael.com/author/lenny-ben-david/</a>
Gerald Steinberg (NGO Monitor)	<a href="http://blogs.timesofisrael.com/author/gerald-steinberg/">http://blogs.timesofisrael.com/author/gerald-steinberg/</a>