

Global Day of Jewish Learning - Social Media Tips

Here are some tips to help you use Social Media to get the word out about your event. Spread news about the amazing things you are doing during your Global Day event, and afterwards, let people know how it went!

GENERAL TIPS



- Follow [@TheGlobalDay](#) on Twitter and Like us at [Facebook.com/GlobalDay](#)
- If you don't have Twitter or Facebook, and don't wish to create your own, you can provide your community with links to the main [Global Day Facebook Page](#) and [Twitter account](#).
- There is likely someone in your community who can volunteer to help you post on various social media to promote your event. Getting a social media volunteer is a great way to get community members involved!
- Whether it's you or a volunteer posting on behalf of your community, use hashtag **#UnderTheSameSky** and tag **@TheGlobalDay** on both Twitter and Facebook. That way everyone watching the hashtags or following our Twitter stream can see what you're up to!
- **Please, take as many photos and short videos as you can during your event!**
 - If you do not have a professional photographer, we suggest getting a couple of volunteers or staff members to serve as designated phone-photographers or phone-videographers.
 - To get a range of good photos, take both big group shots and arrange some small group/close-ups of your fabulous community members. Pictures of people "in action" are best, but also its nice to have some photos of folks posing and smiling next to your banners or building signs, or somewhere cool.
 - A "good" photo has the action in the middle of the picture. If people are around a table, try not to make the center of the table the center of focus - that's a lot of blank space!
 - The Global Day will be posting a massive magnificent Facebook album of photos from communities around the world, and we want YOUR community to be part of it! Send in your favorite shots from day and we'll include them in the album for all to see.
- **Use hashtags (#).** When you write a Tweet, Facebook post or Instagram post, include **#UnderTheSameSky** - that way we can find and share everyone's great content with the world!

FACEBOOK TIPS

- When posting about your event, tag [the Global Day](#) page by typing "@GlobalDay".
- This year we're using **#UnderTheSameSky** and **#JewishLearning** in our Facebook posts. If you use these hashtags, anyone following our page or the hashtag can see your posts. Search for the hashtags in Facebook to see what other communities and individuals are saying about their Global Day experiences.
- **Create a Facebook event page for your Global Day event**
 - For example, we created a Facebook Event Page for our [Global Day ON AIR Live Video Series](#) - check it out to see what an event page looks like. You can create an event page with all of the important information about your Global Day event such as time, location and the activities for the day. Once you create the event page, share it on your Facebook page and invite people to the event. Those attending can also invite their friends to RSVP for the event.
 - **For instructions for creating an event, start here:** [facebook.com/help/events/create](#). If your organization does not have a Facebook account, one of your community members can easily create an event page from their personal account - this will not cause a personal account to be made public.
- **Create a Facebook Group for your Global Day participants**
 - **For instructions on creating a Facebook Group, start here:** [facebook.com/about/groups](#).
 - Invite your community members who are on Facebook to join your Facebook Group.
 - Encourage discussion and activity in a Facebook Group by asking questions or requesting members to post pictures, quotes, etc. that are relevant to the theme of this year's Global Day, **Under The Same Sky: "The**

Earth is Full of Your Creations”. You can also re-post content from [the Global Day page](#), and encourage members to comment. Don't forget to use hashtags “#” in your posts!

- For more tips on making your group a conversation space, [read this article](#).
- If you tag @GlobalDay (our Facebook page) in each of your in your posts, we can easily see them, and help share them with our followers.
 - During and after the event, group members can post videos & photos your Group, and your Page followers can post on your Page. Ask your community members to tag [@GlobalDay](#) and use **#UnderTheSameSky**, too, so that their voices can be added to the conversation.

TWITTER TIPS

- **If they don't know already, let your community know you are now on Twitter!** Send your community members links to your Twitter profile and ask them to follow you. Don't forget to link to your profile on your website and any email newsletters you send out.
- On November 20, we'll be live-tweeting and keeping people informed of global goings-on. **You don't need a Twitter account to read Global Day tweets at twitter.com/theGlobalDay**. You can also view our timeline at theGlobalDay.org. Follow us, like our tweets and re-tweet us, and we'll do the same for you!
- **Don't know what to say? Re-Tweet!** You can start out with our original Global Day announcement Tweets, including our [“invitation from Rabbi Steinsaltz” Tweet](#), and those announcing Global Day Partners ([Tweet A](#) and [Tweet B](#)). You can choose to “quote” our Tweet, instead of just “RT” and “add a comment” about your enthusiasm for joining in, and/or include any other info you like.
- **Remember, there is a 140-character limit to a tweet!**
- If you include the “at tag” @TheGlobalDay as well as **#UnderTheSameSky**, we'll see your tweet!
 - With only 140 characters, we understand if you don't have enough room to include a hashtag AND to tag us in it. Try using **#UnderTheSameSky** as part of a “sentence” in your tweet, or skip it and just use the @TheGlobalDay. Whichever you choose, as long as you're happy with what the tweet says, we're happy!
 - **Did you know that you can search for tweets?** When you're logged into Twitter (in an app or in a browser), you can use the search tool at the top right of your feed to search for mentions and for other tweets that have the hashtag **#UnderTheSameSky**. If you see neat tweets with that hashtag, or things you like on our timeline, you can help spread word of your fellow global participants by retweeting and liking them! You can reply
- Extra hashtags: **#JewishLearning** is a popular hashtag to include in Tweets if you have room, or if you can use it in a sentence. For example, “So excited to do some #JewishLearning today!”
- **Did you know that you can tag images in tweets?** It's the best! When you upload a picture into a tweet, a little button that says, “Who's in this photo?” appears at the bottom of the uploaded image. Click that search for people/organizations to tag - including us! You can tag up to 10 accounts in one picture. When you're tagged in a tweet, that will display in your Twitter notifications. To see who is tagged in a tweet image, just click/tap the image.

Remember: Have fun, tag your friends, tag us, and make your community's voice heard!