





My house  
My city  
My state  
My country  
My continent  
My planet





38  
MILLION

# SOCIAL IS A BIG DEAL

Daily Mail

1.6M



14M



15M



20M



31M





Conversation



Learning



What's in  
it for me?





**Finchley Progressive Synagogue**  
211 Elizabeth St

Tonight's Kabbalat Shabbat service at 5.30pm will be led by Gabriel Webber (with Daisy Biogod on the guitar) and tomorrow morning we welcome maddichim from Ujy Natzor to lead the community's Shacharit service at 11am

We hope to see you, and wish everybody a restful and joyous Shabbat.

A close-up photograph of a golden-brown braided challah bread, topped with sesame seeds, resting on a wooden surface.

Alfred Day 365

A video thumbnail showing a group of people gathered around a person lying in a hospital bed. A man in a suit is leaning over the bed, and others are standing around. The scene appears to be a hospital or care home.

Watch video

**RJ.org** NEWS & VIEWS of REFORM JEWS

The Future of Reform Judaism: How Can We Lead in a Challenging Future?

By [Author Name]

As the Reform movement faces a challenging future, it is essential to explore the possibilities for the future of the movement. This article discusses the challenges facing the movement and offers suggestions for how to lead in a challenging future.

Watch video

Be active

Post

Videos

Blog

A screenshot of a Facebook event page titled "SHABBAT RESOURCED". The page features a purple and blue graphic with the word "SHABBAT" in large, stylized letters. Below the graphic, there is a section for "Event Details" and "About". The page is set to "Public" and has a "Go to event" button.

An advertisement for "Livestreaming High Holidays". It features a photograph of the exterior of a large, ornate synagogue building at night, illuminated by city lights. The text "No tickets? No problem" is overlaid in white. At the bottom, it says "Livestreaming High Holidays".

Learn More

A video thumbnail for a fundraising campaign. It shows a young man and a young boy sitting together. The man is smiling and has his arm around the boy. The text "Raise money for anything good" is overlaid on the image.

100,000 £25 million 7 million

Stories we love

- 100,000 £25 million 7 million
- 100,000 £25 million 7 million
- 100,000 £25 million 7 million

A graphic of a blue Facebook "Like" button. The button is a hand with the thumb pointing up. Behind the button, there are several green banknotes, suggesting that liking or interacting with the content is a form of payment or donation.

Promote events

Live stream

Fundraise

Paid advertising

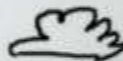
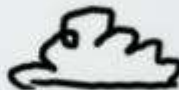
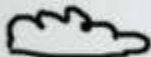




# Let's be practical

- Why are you doing it? What's your purpose?
- Who is going to be responsible? (can be a group of people)
- Do they have the right skills?
- Are they committed?
- How often are you going to post?
- What channel(s) are you going on and why?
- How are you going to monitor and ensure your page is safe?
- How seriously are you going to take it? How far are you going to go? And how quickly?

How will you tell your story?





Stories reveal what makes  
you unique





**Stories are the emotional glue that  
ties you to your community**

We're good at stories







**FOR SOCIAL YOU HAVE TO THINK:**



**VISUAL STORY TELLING**

# MEET YOUR ENEMIES



# WALL O' TEXT

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First of all, you have no idea what you're talking about. It is clearly the advantages of random text that make the internet so distinctive from other crappy text that I'm ad libbing specifically for this nonsensical paragraph. Second of all, pointing out my poor grammar is weak like Bush's approval ratings, even though history will clearly show that he was among the best presidents the US has ever had. A badger just humped my leg. Can you believe this crap? Those bastards need to be put in front of a speeding train. I stalled for a bit there, but I will keep on writing a block of text so that it may appear as if I have a good point to make and you shall be overwhelmed by my return-key-ignoring skills. Resistance is futile! And then, when you attempt to reply to it, you will inevitably neglect some points that I may have made. I shall point this out to you in a lame-ass effort to appear more intellectual and, thus, right. You are lucky that I'm using commas, even though I firmly believe in capital punishment. Your feeble mind cannot begin to comprehend the massive skill and patience that it takes to adlib a big-ass wall o' text that you see before you. I would be truly impressed if you have made it this far and, as you can see, you are not even half-way through! You poor soul. Aviator sunglasses is where it's at. Where what is at? And how can something be at sunglasses? wtf does that mean? Unless we're talking about microbes, then nothing else would be fitting. You can't be "at" something of that size! Even those big-ass Paris Hilton sunglasses that can cause nuclear winter by blocking the sun. Really, NASA was planning on bringing a pair to shield the space station. But then their toilet broke and they were like "bah fuck that." Speaking of fuck that, am I the only one who thinks that today's music sucks ass? I mean I saw some chick singing and I was about to pour motor oil in my ears. Where is today's good music like Boston, AC/DC, or Led Zeppelin? What will be considered today's classic 20 years from now? Oh yea, the world ends in 2012 so it doesn't even matter. What's that? Ah yes the mayans were the shiznit astronomers. As far as astronomy goes, the mayans is where is at, yo! They knew that every 20,000 years, the Earth and the sun line up with the center of the Milky Way. How the hell do you figure that out? That's badass. Probably the aliens taught them. But what kind of stupid aliens would teach that? Seriously? Wouldn't they teach something USEFUL, like how to make a big block HEMI with a supercharger? That would've hauled ass back then! But no, instead they taught them how to figure out when shit lines up in the sky. And so, tic-tac-toe was born. Line up the stars, bitches! The return key feels extremely neglected by now. It misses the touch of my right pinky! Shadow of the Colossus for the PS2 is a bad-ass game. I recommend it. I'm listening to the soundtrack right now! Blossock is also the shit, as well as Half Life 2. Anyone who disagrees with this is a vegetarian. And apparently there is something even further than that, people who only eat fruits. I forgot the name but I'm astonished that they exist! More power to them and their leather belts. You're still reading? wow, you get some sort of prize. Like a granola bar or something. How about gum? You like gum? Icebreakers is where it's at... where the mint is at. Oh, snap! Alright this is the last few lines so let's make it sound serious. The democrats have undoubtedly put this country in the toilet in the short 2 years that they've been in power of Congress! Not to mention that things can indeed go down that fast and don't need years to build up, which is what a bubble is! Your shortsightedness is typical of a liberal pinko commie and you are destroying america with your tolerance for different people, ya hippie! If you don't like it, ten you can get out and go to go Canada to munch on some Canadian bacon, EH EH! This is our country and we will nuke whoever messes with us! USA NUMBER ONE! Corporations ftw, yo!





## EDGERANK ALGORITHM ON FACEBOOK



$$\sum_{\text{edges } e} u_e w_e d_e$$

$u_e$  - AFFINITY SCORE BETWEEN VIEWING USER AND EDGE CREATOR

$w_e$  - WEIGHT FOR THIS EDGE TYPE (PHOTO, VIDEO, LIKE, TAGS, EVENT, ETC.)

$d_e$  - TIME DECAY FACOR BASED ON HOW LONG AGO THE EDGE WAS CREATED



Don't tell me the moon is  
**shining;**  
show me the glint of light  
**on broken glass.**

– Anton Chekhov





# The people





Temple Israel (Memphis)

28 June · 🌐

Good morning. Here is the newest Temple Israel News Weekly E-mail.



### Temple Israel News

Get details on a mitzvah opportunity at Pump it Up tomorrow, a trip to Israel, Team Garden, and more in this weekly e-mail.

[US1.CAMPAIGN-ARCHIVE2.COM](http://US1.CAMPAIGN-ARCHIVE2.COM)

👍 Like

💬 Comment

➦ Share

The people



centralsynagogue [Follow](#)

68 posts · 680 followers · 49 following

Central Synagogue Reform Jewish congregation in New York City. Live streaming Shabbat services every Friday & Saturday: [www.centralsynagogue.org/livestream](http://www.centralsynagogue.org/livestream)



# All rounder

*On Rosh HaShanah  
it is written.*

*On Yom Kippur  
it is sealed.*

High Holy Days  
Central Synagogue, New York City

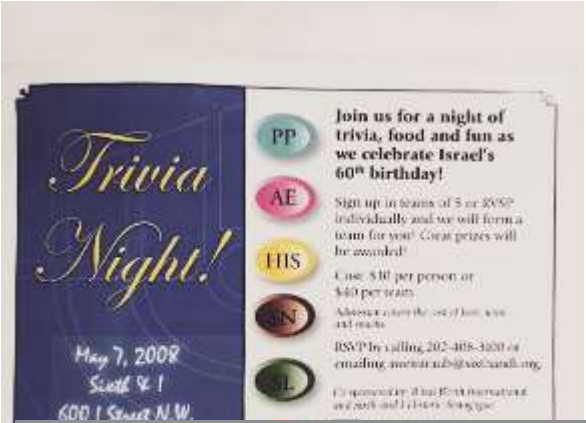
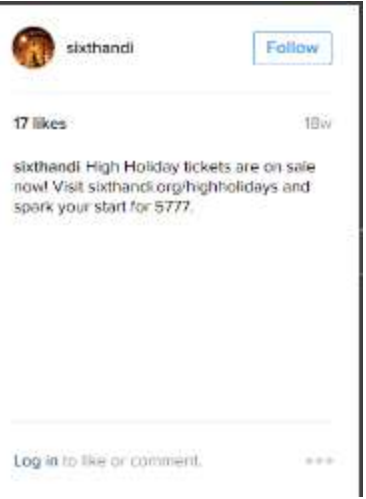


**No tickets for Yom Kippur?  
No problem!**

**We're livestreaming from NYC:  
@ 6:00 and 8:30 pm ET  
[www.censyn.org/livestream](http://www.censyn.org/livestream)**







Events



**Chevra Ahavas Yisroel** added 2 new photos.

25 November at 19:19 · 🌐

Please join us for a kiddush celebrating the Goldberg family: Mazel Tov to Blumi & Eitan on their 7th anniversary and happy third birthday to the twins Yosef and Bayla! We're also toasting the newlywed Shternie Berger and Aryeh Wuensch! We wish you guys all the best in Florida, and hope you come back and visit us pretty much weekly. Shternie you will be so missed!

As we wind down from the week and prepare to greet the Shabbos queen, our hearts go out to our brothers and sisters in Israel forced to spend Shabbos away from their homes. We pray for their safety, security and a peaceful return to their communities.







## Chevra Ahavas Yisroel

23 November at 21:55 · 🌐

TONIGHT @ 9PM! Warm up your bodies and souls with a cozy Kumzitz hosted by Sholy Lemberger of the famed Palm Shtrimpin.

To Do List:

Show up (on time-ish)

Bring your instruments

And/or wine, beer or snacks





templeisrael

Follow

17 likes

61w

templeisrael During #Sukkot, we reflect on temporary shelters like a #sukkah. These volunteers helped build a permanent shelter today, Sept. 30, 2015.



Social Action

Log in to like or comment

See

“

ANYBODY CAN  
OBSERVE THE  
SABBATH, BUT  
MAKING IT HOLY  
SURELY TAKES THE  
REST OF THE WEEK.

ALICE WALKER

”

“

PRAYER IS OUR  
HUMBLE ANSWER TO  
THE INCONCEIVABLE  
SURPRISE OF LIVING.

RABBI ABRAHAM JOSHUA HESCHEL

”





*Inisbonz.com*