

ISRAEL UNDER FIRE!

Looking back on the impact of one Facebook initiative, in support of Israel's "Pillar of Defense" campaign



Social Impact

An engaged community comes together to create orders of magnitude of change

- 10P **380** volunteered in the advocacy room
The Aguda of IDC Herzliya set up and ran an advocacy room, from which the efforts of all volunteers were directed
- 10P **2,200** contributed to advocacy online
They translated content, shared it on social networks and with targeted communities, and comment on press articles
- 10P **26,000*** liked the Facebook page
This is the total number of people (unique users) who have liked the IsraelUnderFire! Facebook page
- 10P **330,000** clicked, liked, commented, and shared
This is the number of people (unique users) who engaged with the IsraelUnderFire! Facebook page
- 10P **2,500,000** unique users were reached by the content
This is the total number of people who have seen any content associated with Israel Under Fire! Facebook page.
- 10P **20,000,000** times, the content was seen
This is the number of times content from, or associated with the IsraelUnderFire! Facebook page was seen - impressions

Global Influence

61 countries

29 languages

320 strategic relationships



Media Coverage for this Hasbara Initiative



IDC STUDENTS MAKE THE CASE FOR ISRAEL DURING PILLAR OF DEFENSE CAMPAIGN



A LETTER FROM PROFESSOR URIEL REICHMAN, PRESIDENT AND FOUNDER OF IDC HERZLIYA, TO THE STUDENTS, FOLLOWING OPERATION PILLAR OF DEFENSE.

THIS LETTER PROVIDES A COMPREHENSIVE OVERVIEW OF THE HAPPENINGS ON CAMPUS DURING THE RECENT CHALLENGING TIMES.

IDC - 8 DAYS IN NOVEMBER

Operation "Pillar of Defense" swept up all of Israel for eight days of confrontation. Throughout these days the IDC students and staff demonstrated their patriotic commitment, solidarity and leadership.

With the onset of the confrontation, the Student Organization set up a "Public Diplomacy Operations Room." There were 1,600 students involved in activities during many hours of the day and night. The students from the Raphael Recanati International School contributed to our ability to operate in 24 languages throughout 64 countries in the world. These students' familiarity with their home countries not only provided good activity on the social networks, but also helped establish local bases for public diplomacy. Contributing to this effort were both graduates of

the international program who had returned to their countries upon finishing their studies and were recruited by us to broaden the campaign, and IDC students studying abroad in the Student Exchange Program. While implementing IDC Herzliya's technological abilities and resources and processing content obtained from the Ministry of Public Diplomacy and Diaspora Affairs, the Prime Minister's Office, the IDF Spokesperson's Office, and our own research institutes, the students conducted a synchronized, up-to-date and commendably efficient operation. Stemming from IDC's international character, a situation was created that no other institution in Israel would have been able to accomplish; and indeed they won acclaim from the president of Israel, the prime minister and the country's public authorities.



Students working hard to promote Israel online during Operation Pillar of Defense.



Prof. Uriel Reichman, founder and president, IDC Herzliya, and Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School, briefing the students in the Public Diplomacy Operations Room.



The Public Diplomacy Operations Room in action.



Prof. Uriel Reichman, founder and president, IDC Herzliya, with MK Yuli Edelstein, minister of Information and Diaspora, during a visit to the Public Diplomacy Operations Room.

IDC's radio station and the Asper Institute for New Media Diplomacy also took upon themselves to join this mission. The radio's internet video broadcasts switched to work in English, and within this framework they interviewed international students and volunteers, experts from the International Institute for Counter-Terrorism, and others. The programs were also broadcast on YouTube and on the "Israel under Fire" Facebook page, and were distributed to Jewish radio stations abroad.

Many students invited residents from the South to come live in their homes. The Student Organization organized a day of fun for 400 children from the Southern region, described in the following letter we received:

"My name is Hadas Aviv, a resident of Kibbutz Negba, mother of four. After a week of tensions in the South, and staying within range of the protected space and with no possibility of relief, my family and I went to take part in a day of fun that was organized by the IDC Herzliya Student Organization. There are no words to describe our appreciation for the amazing organization, for the enjoyable activities, and for the warm and loving care we received on this day. The preparation was swift and together with that the day was amazingly organized, rich in content and pampering. The children enjoyed themselves very

much. I would like to express appreciation and thanks to all those who took part in organizing this day..."

Approximately 85 students from our School of Psychology organized themselves into 16 teams, went to the South and divided up to visit shelters in the areas hit by rockets, after receiving training from the university faculty for dealing with children in trauma situations.

Because of IDC Herzliya's special admissions policy, many of our students serve in the IDF's elite military units, as regular soldiers and in the reserves. Hundreds of our students were amongst the first to be called up. IDC made contact via email with all of the soldiers and made academic arrangements so that their studies would not be jeopardized. The Student Organization, together with the dean of Students, set up a support system to help our soldiers, as well as students from the South who were prevented from getting to the campus, complete material they missed.

Today approximately 1,500 students from different countries are studying in IDC's Raphael Recanati International School. This reality necessitated a sensitive and immediate handling. On the second day of the confrontation all those students received instructions about how to behave

in a time of emergency. That same night many of the dedicated IDC staff and volunteer Israeli students organized and called all of the students from abroad, asked how they were, answered all of their questions and calmed them. That night, an email was sent out to the parents of all these students, in all of the 85 countries they come from. In the email the situation was explained, assuring the parents that their children were being looked after. The head of the International School, Jonathan Davis, conducted an information meeting on campus for all foreign students, and visits were made to the apartments of those students who expressed special concerns.

I wish to express my deepest appreciation to the student volunteers, the Student Organization and the administrative staff at IDC Herzliya. I also wish to thank the faculty members, who assisted with the efforts and ensured continued and uninterrupted academic activity.

The past eight days testified to the special spirit of IDC and created in all of us a sense that all of the efforts that led to establishing IDC Herzliya and its running have yielded the most beautiful of rewards.

Yours,
Prof. Uriel Reichman, President