



VISIONS OF A SHARED  
**FUTURE | 2020**  
December 10-17 · Oshman Family JCC

**vibe**  
ISRAEL USA

# RE-STARTER KIT FOR SHARING ISRAEL'S STORY

CREATED FOR Z3 2020: Visions of a Shared Future

# WE ENVISION A WORLD

Where the next generation engages with Israel because they  
**WANT** to, not because they're **TOLD** to.

## Vibe Israel USA

Together with our Israeli partner, Vibe Israel, we collaborate with North American Jewish organizations to help them share Israel's story with the next generation by providing compelling narratives, training, and virtual content. Through these partnerships, Vibe Israel USA helps to keep young North American Jews energized and inspired by Israel, while deepening their sense of Jewish identity and peoplehood.

## Z3 Project: Reimagining Diaspora Israel Relations

The Z3 Project is an initiative of the Oshman Family JCC in Palo Alto, CA. We aim to promote a stronger relationship between Diaspora Jewry and Israel. We are dedicated to modeling how Zionism can evolve and how our communities can come together for meaningful discussions about the Diaspora and Israel. Find out more at [www.Z3Project.org](http://www.Z3Project.org)

Are you looking to better connect your Next Gen community to Israel? Tired of endless Google searches for just the right resources to bring Israel alive, virtually?

**VIBE ISRAEL HAS DONE THE WORK FOR YOU!**





# WE WANT TO HELP YOU REACH YOUNG ADULTS WHERE THEY ARE TO **MAKE ISRAEL RELEVANT TO THEM.**

Vibe Israel has created a “re-starter kit” to enhance your digital approach to sharing Israel’s story. Graphics, videos, and sound bites are more critical than ever, so we created this kit for you to use on your social media pages and websites. Use these resources to add authentic Israeli imagery, to spark an interest, and to inspire your community about Israel. All resources are free to use and the photographer should be credited.

You don’t have to change everything you do – but we hope that incorporating an Israeli perspective and fresh, new resources will help your message resonate with young adults. This is just the beginning!

**Visit <http://unboxingisrael.vibeisrael.com>  
for a wealth of free resources you can use today!**



## IN THEIR WORDS...

Social media influencers are the leaders of the next generation. Check out the most outstanding stories Israel has to offer through the eyes of influencers.

You can re-share their content with your audience, follow them on various social media platforms to discover new trends, and learn about what Israel has to offer from a digital influencer's perspective.



### 32 Best Things To Do In Israel



Travel

### In Jerusalem, a Matchmaker Pairs Mature Artisans with Young Designers

07.17.18 | Posted by Keshia Badalge | Art, Home Furnishings, Main, Style + Fashion, Travel  
We visited Jerusalem Design Week where Daniel Nahmias exhibited "Matchmaker," a collection to promote traditional craftsmanship in Jerusalem by coming up with new collaborations between older artisans and young designers.



Design



Incredible rooftop farm takes over Israel's oldest mall

Sustainability



Food

Click on the caption to access the post online

# WHAT PIC MAKES YOU TICK?

**Israel Stock Photos** – It's hard to find free, high-quality photos that depict the authentic Israel that will resonate with young adults. Boost your social media posts with these photos, add a story that connects to them, and capture the attention of your community through digital engagement.

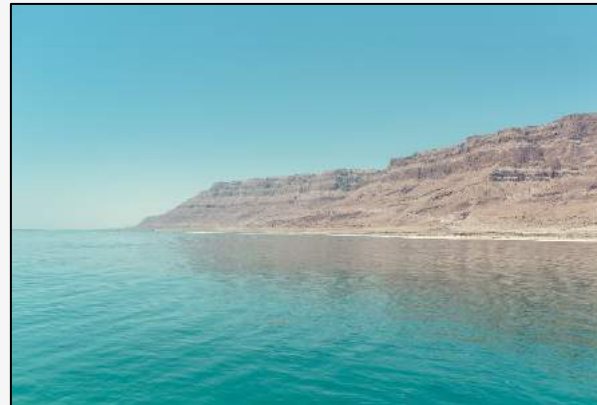
\* Be sure to credit the photographer, Or Kaplan



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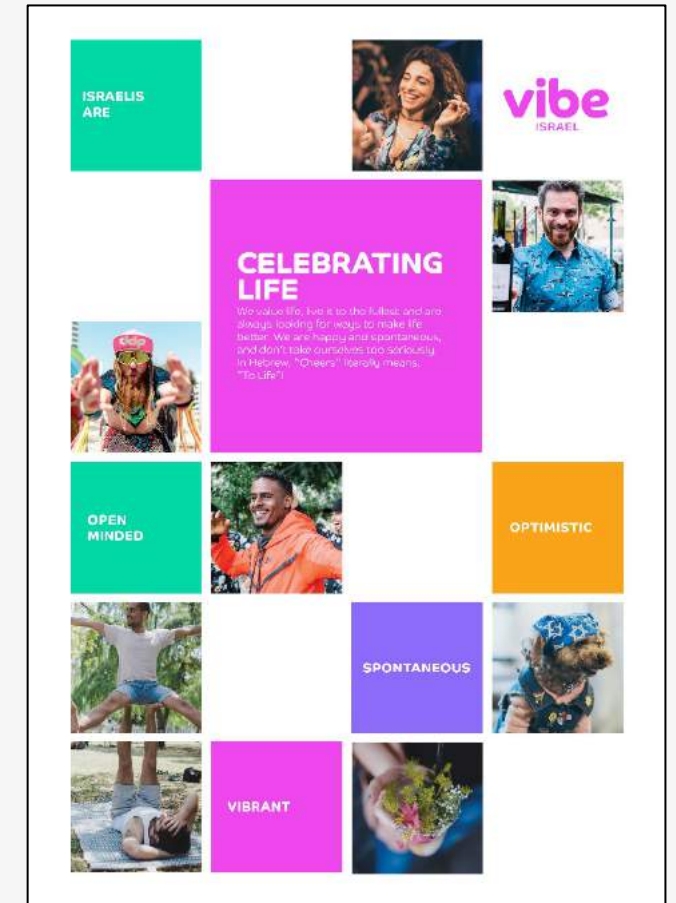


# WHAT'S YOUR ISRAEL STORY?

**Sound Bites** – We all know storytelling is one of the most powerful tools. But how do you tell Israel's compelling story through Instagram or Facebook? We developed short, engaging narratives for you to use on your Facebook posts, Insta stories and Twitter posts that highlight the essence of the Israeli spirit. Go wild and use them to uplift your engagement with your community!



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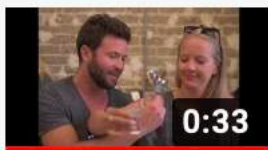
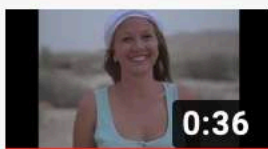
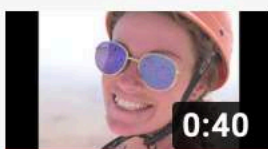

## HIT PLAY!

**Videos** – Experience Israel through the eyes of leading digital influencers! The landscape, the people, the feeling! Use these videos on your Facebook pages, in your presentations, or events to kick your Israel-related content up a notch.



**Vibe Tours** ^  
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- ▶  **Designed And Made In TLV - The Vibe Design Tour**  
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- 2  **A Different Kind Of Tea Party With The Vibe Design Tour**  
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- 3  **Vibe Design Tour Exploring The Jerusalem Design Week**  
Vibe Israel
- 4  **VIBE TRAVEL 2018 - EVERYBODY TALKS ABOUT TH...**  
Vibe Israel
- 5  **VIBE TRAVEL 2018 - WHO KNEW THAT EXPLORING THE...**  
Vibe Israel
- 6  **VIBE TRAVEL 2018 - TAKING THE DESERT EXPERIENCE TO...**  
Vibe Israel
-  **Vibe Vegan 2018**

[Click](#) to access the playlist



# READY FOR MORE?

LET'S CONNECT!

- Visit Unboxing Israel at <https://unboxingisrael.vibeisrael.com> for more amazing resources
- Book a training session on How to Share Israel's Story with the Next Generation with the [Vibe Israel Academy](#)
- Request a demo of Vibe Live!, a new way to virtually experience Israel, through gaming and second screen technology



**Contact Us:**

[team@vibeisrael.com](mailto:team@vibeisrael.com)

[www.vibeisrael.com](http://www.vibeisrael.com)

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