



JEWISHCOLUMBUS

Digital Tribe Program

Digital Tribe Importance

- The world is at its post truth era!
- Social Media silos are real
- In chaos Jewish Communities are impacted the most (lessons from the past)
- Never give up the fight: Empowering Columbus High School students with digital tools to combat modern antisemitism and anti-Zionism in Social Media.

Digital Tribe Structure

- Jewish Roots Workshop
- Zionism Workshop
- "Post-Truth" Era Workshop
- Ambassadors of Peace Workshop (Social Media Content + Podcast)

Digital Tribe

Metrics

- Social Media Data (Views, Shares, etc.)
- Participants surveys
- Reflection logs

Digital Tribe

Final goals:

- Reducing hate towards the community
- Teaching audience about misinformation
- Showing audience shades of grey
- Make people question SM content

Ori Katzav

Director, Community Relations

Ori@jewishcolumbus.org

202-257-9496

Q&A