



Webinar with Ambassador David Saranga-

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Foreign Affairs

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To watch the recording of the Webinar: -

<https://drive.google.com/file/d/1hywrnN4rYXDCErGUwp0WgGePrRbmf9qH/view>

Practical tools for Hasbara on social media –

- Bring a short message straight at the beginning.
- Not written message but rather a message through a video clip or picture
- Bring the personal stories of the victims.
- You are a reliable source; you should share the stories brought from Israel
- Feed the politicians- why Israel has the right to defend itself.
- Speak about October 7th attack as Israel's 9/11
- HAMAS is ISIS
- Everyday Ministry of Foreign Affairs uploads materials. Follow and share what is relevant to your people.
- Bring the stories that you see will penetrate the public opinion in your country.
- There are 42 nationalities that are among over 200 abductees. Do a campaign among the abductees from your country.
- Facebook, Twitter, Tiktok are the most useful platforms on social media.
- Bring a simple message- Hamas invaded Israel, entered villages, murdered, raped, and kidnapped them to Gaza Strip
- Look for citizens in your country that support Israel and feed them with the facts and stories.
- There are a lot of Fake news - bring the truth.
- See how you can reach beyond your community to reach to new crowds. Partner with a journalist or a celebrity to reach new crowds.
- We have a mission to fight on the ground and fight over the hostages.
- A success is when we succeed to find new crowd and they echo our message.

Israeli Ministry of Foreign Affairs posted until now 3,000 posts that were viewed already by 8 million people.



Links to Official Social Media Accounts to Support Israel:

English:

<https://twitter.com/Israel>

<https://twitter.com/IsraelMFA>

<https://www.facebook.com/IsraelMFA>

<https://www.tiktok.com/@israel>

<https://www.instagram.com/stateofisrael>

<https://www.instagram.com/israelmfa>

<https://www.linkedin.com/company/676802/admin/feed/posts>

Hebrew:

<https://www.facebook.com/IsraelHebrew>

<https://twitter.com/IsraelHebrew>

<https://www.instagram.com/israelmfaheb>

Arabic:

<https://www.facebook.com/IsraelArabic>

<https://www.facebook.com/IsraelinIraqi>

<https://twitter.com/israelarabic>

<https://twitter.com/israelinthegulf>

<https://instagram.com/israelarabic>

<https://www.tiktok.com/@israelarabic>

<https://www.threads.net/@israelarabic>



Persian:

<https://twitter.com/IsraelPersian>

<https://www.facebook.com/IsraelPersian>

<https://www.instagram.com/israelinpersian>

<https://t.me/IsraelinFarsi>

Spanish:

<https://www.facebook.com/IsraelSpanish>

<https://x.com/israelinspanish>

<https://x.com/israelinspanish>

<https://www.tiktok.com/@israelinspanish>

Russian:

<https://www.facebook.com/IsraelRussian>

<https://twitter.com/IsraelRussian>

<https://t.me/IsraelinRussian>

<https://www.youtube.com/@IsraelRussian>

<https://www.instagram.com/israelinrussian>

For updates on Israel MFA Digital materials join the WhatsApp group:

<https://chat.whatsapp.com/F4wMfFFS0oa1Nm3QXfoBmu>

**We call you all to join us in the
efforts to influence the public
opinion!**