Three social content plans

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All three plans follow the same few rules. Each post carries one idea and one call to action, with the hook in the first line. The format fits the platform, the week mixes post types so the message reaches people in different ways, and each plan names one number to watch.

Plan 1: First Hello launch week

A six-day calendar for the launch of First Hello, a proposed nonprofit for at-risk teens in Holon. It carries the campaign's three key messages: "You don't have to figure this out alone" (teens), "Asking for help early is a strength" (parents) and "One hour a week can change a teenager's year" (mentors). Posts are written in English here and would be published in Hebrew. Shabbat is left free.

Day	Audience and platform	Format	Caption (hook first)	Call to action
Sun	Teens, Instagram and TikTok	20-second video with a peer ambassador	"Nobody tells you it's okay to not have it figured out at 16. It is. You don't have to do it alone."	Tap the link in our bio to start an anonymous chat
Mon	Teens, Instagram	4-slide carousel: "What happens when you message us"	"1. You send a message. 2. You choose what to share. 3. Someone answers within 72 hours. 4. You decide what happens next."	Save this for when you need it
Tue	Teens, TikTok	An ambassador answers three questions teens ask before reaching out	"Is this too small to ask about? No. Here is what happens after you message."	Send your own question in the comments
Wed	Teens, Instagram Stories	Poll	"What would make it easier to ask for help? Texting, staying anonymous, or a friend with you?"	Vote, and we'll build around the winner
Thu	Parents, school parent groups and Facebook	Short post and a one-page guide	"Asking for help early is a strength, for your teen and for you. Here are five ways to open the conversation."	Download the parent guide
Fri	Mentors, LinkedIn	Text post with a photo	"One hour a week can change a teenager's year. We are training 60 volunteer mentors in Holon."	Sign up for mentor training

Rules for every teen post

- **Helpline on every asset:** "Need to talk now? ERAN, 1201, any time."
- **No harmful detail:** no descriptions of self-harm or methods, and no graphic imagery.
- **Hope, not fear:** the tone is help-seeking, not diagnosis.
- **Someone is watching the comments:** a named team member checks comments daily and answers any crisis comment with the ERAN number and a direct message.

How to measure it

The main measure is the number of anonymous chats started during the week, tracked with a tagged link on each post. Supporting measures are saves and shares on the carousel and video, parent-guide downloads and mentor sign-ups. Review on Friday and keep the formats that brought in chats.

Plan 2: Nefesh B'Nefesh group flight

A plan for the group flight in the Nefesh B'Nefesh press release in this portfolio: 60 new olim from North America, 25 of them young women who will serve as lone Bnot Sherut. It runs from two days before landing to two days after, so the story starts before the plane does. Every fact matches the release.

When	Platform	Format	Post	Purpose
2 days before	Instagram and Facebook	Carousel	"60 new olim land in two days. 25 of them are young women starting national service through NBN's Ori program. Swipe to meet who's on board."	Build anticipation and share the facts
1 day before	Instagram Stories	Countdown sticker	"Tomorrow, 60 new olim land at Ben Gurion. Follow along here."	Get followers to tune in on the day
Arrival, morning	X and Instagram Stories	Live updates, photo and short video	"Wheels down. 60 new olim from North America have landed, welcomed by Minister of Aliyah and Integration Ofir Sofer."	Share the moment as it happens
Arrival, afternoon	Instagram and Facebook	Quote card	"Since October 7th, I have felt a deep calling to be in Israel and give whatever I can." Leah Goldberg, 19, of Toronto	Put a human voice on the news
1 day after	Instagram	Graphic: the flight in numbers	"60 olim. 25 lone Bnot Sherut. One Ori program behind them."	Make the scale easy to share
2 days after	Facebook and LinkedIn	Thank-you post tagging partners	"Thank you to The Jewish Agency for Israel and the Ministry of Aliyah and Integration for bringing this flight home. Thinking about Aliyah? Start at nbn.org.il."	Credit partners and invite the next group

Rules for this plan

- **Consent first:** get each oleh's permission before posting a name, face or quote, and a parent's permission for anyone under 18.
- **Same facts everywhere:** every post uses the press release's numbers: 60 olim, 25 lone Bnot Sherut.
- **Accessible:** photos have alt text and videos have captions.
- **Partners:** tagged only in the thank-you post, with their approval. Two hashtags at most: #Aliyah and #NefeshBNefesh.

How to measure it

The main measure is clicks through to the Aliyah information page, using a tagged link. Supporting measures are reach and shares on the arrival-day posts and new inquiries during the week, compared with a normal week on the same channels.

Plan 3: Leave It Wild, #GiveTheNightBack

A two-week plan for the signature story of Leave It Wild, a proposed campaign to make responsible exploration of the Negev and Arava the social norm for 15 to 24 year-olds. It starts with a question, moves to something people can do tonight, and ends with a pledge. The carousel in the posts section is Day 1.

When	Platform	Format	Post (hook first)	Call to action
Day 1	Instagram	3-slide carousel	“How many stars can you see from your street? Three small changes bring the sky back: shield the light, switch off what you don’t need, watch the stars return.”	Save this and count tonight
Day 2	Instagram Stories	Poll sticker	“Step outside for one minute. How many stars can you count?”	Vote, then share your count with #GiveTheNightBack
Day 3	TikTok and Instagram Reels	15-second light audit with a youth ambassador	“I walked my street looking for lights that point at the sky instead of the ground. Here is what I found.”	Do your own audit and tag us
Day 6	Instagram	Carousel with a field-school guide	“The desert doesn’t switch off at night. Watch from a distance, never feed or handle wildlife, and keep the lights low.”	Read the three pillars, link in bio
Day 9	Instagram and Facebook	Pledge post with a link sticker on Stories	“Take the pledge. Give the night back. Discover the desert. Responsibly.”	Take the pledge
Day 10	Facebook and LinkedIn	Post for guesthouses, tour operators and local businesses	“Shield one light. Your guests came for the stars.”	Join the business pledge

Rules for this plan

- **Verified facts:** wildlife, access and safety details are checked with the authorities first.
- **Protect fragile places:** no exact locations for sensitive sites, no off-road driving or crowds on screen.
- **Partners by agreement:** local guides, Bedouin communities and businesses appear only with their agreement.
- **Own street only:** light audits show public streets and the poster’s own home, never anyone else’s windows.

How to measure it

The main measure is pledge completions, tracked with a tagged link. Supporting measures are saves and shares on the carousel, audits shared with the hashtag, and businesses that join. Targets are set after a baseline.

Written as a course assignment. Leah Goldberg and her quote are illustrative.