

CAMP YJ SOCIAL MEDIA

JANUARY - FEBRUARY 2025

“I Am _____” Campaign

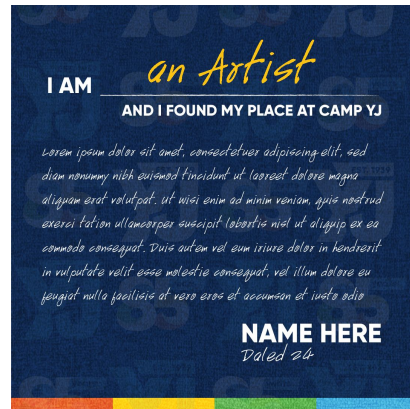
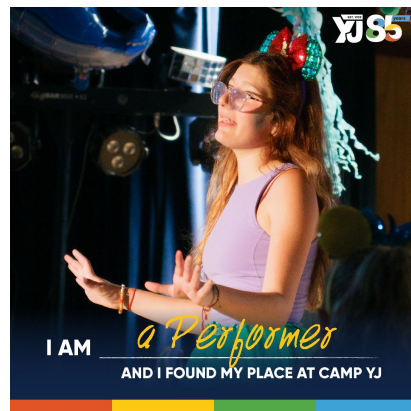
Campaign Goal:

To inspire families to see Camp YJ as a place where every child can grow, explore, and thrive—no matter who they are or what they love.

AIM TO SHOWCASE

1. Diverse Experiences: YJ offers a wide range of activities for kids to discover what they love.
2. Belonging for All: Whether you're already passionate about something or still exploring, YJ is a place where everyone belongs.
3. Personal Growth: Campers don't just have fun—they grow, learn, and build lasting friendships.

Tie In With Testimonials/ Stories from Alumni/ Current Campers



DIGITAL SHABBAT

How It Works:

1. **Hosts:** Before sunset, a different YJ counselor will go live on Instagram to welcome viewers, light candles, say blessings, and share personal reflections on Shabbat at camp.
2. **Themes:**
 - Each host can choose a personal theme, such as “Gratitude,” “Community,” or “Finding Your Place.”
 - They can also include a short story, song, or favorite Shabbat tradition that resonates with them.
3. **Engagement:**
 - Viewers can join in by commenting, sharing their favorite Shabbat memories, or lighting candles at home.
 - Encourage families and alumni to post photos of their Shabbat setups using a branded hashtag like #ShabbatWithYJ
 - Once a month promote a new families shabbat where it is hosted by the rabbi and includes a short info session on camp
4. **Duration:**
 - The live session would last 10-15 minutes, making it easy for families to join before their own Shabbat dinner.
5. **Saved recording and uploaded to instagram account as reels post.**

Pembroke Example

INSTAGRAM LIVE



INSPIRED BY CAMP BAUERCREST

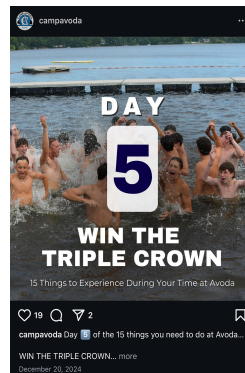
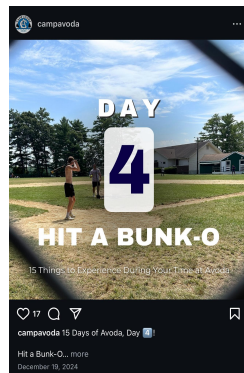
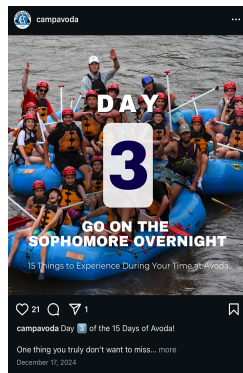
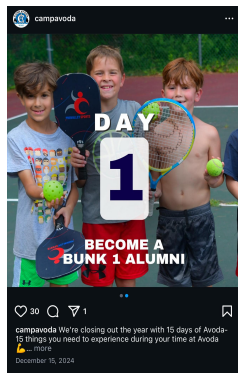
TOP 7 WEEK

A Fun, Engaging Camp YJ Week Long Series

Inspired by Camp Avoda “Top 15 Things to Do at Camp” Instagram series, Top 7 Week at Camp YJ will be an exciting, interactive social media campaign designed to engage current campers, alumni, and prospective families by highlighting the best parts of camp life. The series will celebrate what makes Camp YJ special while creating anticipation for the upcoming camp season.



INSPIRED BY CAMP AVODA



WHAT DOES YOUR CAMPER'S DAY LOOK LIKE?



PARENT TESTIMONIALS

Weekly Testimonials:

- Each week, share a short testimonial from a parent. The testimonial can highlight a specific benefit of Camp YJ (e.g., independence, friendship, Jewish identity, leadership skills).
- Accompany the post with a photo of camp (if the parent agrees, include a picture of the camper during an activity).

Segmented Targeting:

- If enrollment for specific age groups is low (e.g., Bet campers), feature testimonials from parents of kids in that group.
- Use these stories to emphasize age-specific milestones, such as “first overnight camp experience,” “stepping out of their comfort zone,” or “building lifelong friendships.”



THROWBACK SWITCH UP

Reunion slideshows on YouTube:

- We'll be launching YJ's own branded YouTube channel, where we'll upload slideshows from past reunions and promote them on instagram facebook and
 - a. Example: The 1999 slideshow post and story

Expanding Reach of what Throwbacks can cover:

- Gadna Trips
- Encompassing themes
 - Maccabiah
 - Waterfront
 - Evening activities
 - YJ Sports wins
 - Big YJ Events

