AMERICANS
MARCH FOR ISRAEL
MARCH TO FREE HOSTAGES
MARCH AGAINST ANTISEMITISM

March for Israel Digital Toolkit

We're marching on the mall in Washington D.C. on Tuesday, November 14 to show our support for Israel, for freeing the hostages and to combat antisemitism. This march is our chance to have our voices heard.

At the core of every successful engagement campaign lies the ability to deliver consistent messaging that effectively reaches and mobilizes all audiences. To achieve this goal, the Jewish Federations of North America and the Conference of Presidents of Major Jewish Organizations have put together an easy-to-use Digital Toolkit to provide unified guidance on how to talk about the **March for Israel** using your social media platforms. Below you will find draft posts for Twitter, Facebook, Instagram, and Threads that you can tailor to your voice—as well as contact information for our communications experts, should you have any questions.

Learn more and stay involved by visiting: www.marchforisrael.org.

This toolkit will provide a framework to share information about the March for Israel with your network. If you have any questions, please don't hesitate to reach out to our communications team at MarchforIsrael@skdknick.com.

HOW TO PARTICIPATE:

1. Copy and paste the social media language onto your desired platform. You can adjust the copy so it matches your voice.
2. Add your desired hashtag from the list below.
3. Download and use our video and/or graphics linked below in your posts.
4. Post, and don't forget to follow our accounts!

AMERICANS
MARCH FOR ISRAEL
MARCH TO FREE HOSTAGES
MARCH AGAINST ANTISEMITISM

HASHTAGS TO USE	HANDLES TO FOLLOW/TAG	MEDIA ASSETS
#MarchForIsrael #BringThemHome #MarchAgainstAntisemitism #AmericansMarchForIsrael	Twitter: @jfederations Twitter: @conf_of_pres Instagram: @jfederations Threads: @jfederations Facebook: @jfederations Facebook: @ConferenceofPresidents	Download Graphics & Videos

SAMPLE CONTENT

Twitter:

- March for Israel. March to free hostages. March against antisemitism.

  Nov. 14 National Mall. 1pm start. Information at ➡️ www.marchforisrael.org. #MarchForIsrael

- ✔️ Support Israel
  ✔️ Free hostages
  ✖️ Combat antisemitism
  📍 March for Israel in Washington, DC on 11/14
  📢 More info at www.marchforisrael.org #MarchForIsrael

- Antisemitism is on the rise across the United States. Show you're against hate by joining the March for Israel in Washington, DC on 11/14. www.marchforisrael.org #MarchForIsrael

- October 7 was the deadliest day for Jews since the Holocaust. And now, antisemitism is on the rise while hundreds of hostages captured by Hamas are still missing. Now's the time to take a stand. ➡️ Join the March for Israel on 11/14 in DC. www.marchforisrael.org #MarchForIsrael

AMERICANS
MARCH FOR ISRAEL
MARCH TO FREE HOSTAGES
MARCH AGAINST ANTISEMITISM

- ✡️ Who: People who Stand with Israel
  📢 What: March for Israel
  📍 Where: Washington, DC
  📅 When: 11/14
  ✔️ Why: To support Israel, bring the hostages home, and combat antisemitism
  ℹ️ More: www.marchforisrael.org #MarchForIsrael

Facebook:

- Since the horrific attacks on October 7, antisemitism is on the rise. We can't let this continue unchecked. Now's the time to take a stand and make your voice heard. Join us for the March for Israel on November 14. Be there and be heard! www.marchforisrael.org #MarchForIsrael

- ✔️ March for Israel. ✔️ March to free the hostages. ✖️ March against antisemitism.
  📍 March for Israel in Washington, DC on 11/14.
  📢 Make your voice heard! Now's the time to take a stand.
  ℹ️ More info: www.marchforisrael.org #MarchForIsrael

- Never again. Honor the memories of those who died on October 7 and march against terror. Join us in Washington, DC on November 14. Show the world that Americans are committed to defeating terror—together.

  Get more info and learn how to join: www.marchforisrael.org #MarchForIsrael

- Hundreds of hostages captured by Hamas are still missing. They can't use their voices to speak out and demand freedom, but we can.

  Be a voice for good. Be a voice for solidarity. Be a voice for freedom.

  Join us in Washington, DC on 11/14 to be a voice for those we can't be heard. www.marchforisrael.org #MarchForIsrael

- We refuse to let hate win. So, let's come together and make a stand for the hostages captured by Hamas who deserve their freedom.

  We can make a difference together at our march in Washington, DC on 11/14.

AMERICANS
MARCH FOR ISRAEL
MARCH TO FREE HOSTAGES
MARCH AGAINST ANTISEMITISM

Take the initiative and join us: www.marchforisrael.org #MarchForIsrael

Instagram:

- We've all seen the rallies of hatred and antisemitism around the globe glorifying the October 7 attacks. Antisemitism will never overwhelm an America that stands against terror and with Israel.

  Join the voices combating antisemitism and demanding the freedom of hostages. Join the voices standing with Israel. Join the voices at the March for Israel.

  Now is not the time to stay silent. Be there to march with us in Washington, DC on 11/14!

  Get more information and make a plan to march at www.marchforisrael.org.

- The March for Israel is a statement of solidarity against antisemitism and a call for the freedom of the hundreds of hostages captured by Hamas that are still missing.

  Let's come together to show the world that our voices together are stronger than what divides us. Join us in Washington, DC on 11/14 to March for Israel!

  Join the movement and get more information at www.marchforisrael.org.

- Antisemitism is on the rise. But we won't let hate win. Now's the time to take a stand and make our voices heard. Show the world that Americans are committed to defeating terror—together.

  March with us in Washington, DC on 11/14 to show our support for Israel and to demand the freedom of hostages.

  Get more information and learn how to get involved at www.marchforisrael.org.

- Since the horrific attacks on October 7, antisemitism is on the rise. We can't let this continue unchecked.

AMERICANS
MARCH FOR ISRAEL
MARCH TO FREE HOSTAGES
MARCH AGAINST ANTISEMITISM

Join the movement and let your voice be heard. Stand with us in Washington, DC on 11/14 to combat antisemitism and show your support for Israel.

Find out more at www.marchforisrael.org.

- March for Israel, march to free hostages, march to combat antisemitism.

  We're coming together for the March for Israel in Washington, DC on 11/14.

  Be a part of something powerful, be a part of change, be part of the movement.

  www.marchforisrael.org

Threads:

- March for Israel. March to free hostages. March against antisemitism.

  We'll be there on Tuesday, November 14 to make our voices heard. Will you join us?

  Get more information and make a plan to march. ➡️ www.marchforisrael.org

- Support Israel, free the hostages, and combat antisemitism.

  Come to the March for Israel in Washington, DC on 11/14. Now's the time to make your voice heard!

  Will you be there? Get more information and make your plan to march: www.marchforisrael.org

- Antisemitism is on the rise across the United States. Show you're against hate by joining the March for Israel in Washington, DC on 11/14.

  Get more information and join the movement. ➡️ www.marchforisrael.org

AMERICANS
MARCH FOR ISRAEL
MARCH TO FREE HOSTAGES
MARCH AGAINST ANTISEMITISM

- October 7 was the deadliest day for Jews since the Holocaust. And now, antisemitism is on the rise and hundreds of hostages captured by Hamas are still missing. Now's the time to take a stand. ➡️ Join the March for Israel on 11/14 in Washington, DC and make your voice heard. Show the world that Americans are committed to defeating terror—together.
  www.marchforisrael.org

- ✔️ We are marching for Israel, to bring the hostages home, and to combat antisemitism.

  📍 We will be in Washington, DC on 11/14.

  📢 Come help us make our voices heard!

  ➡️ Take action by visiting www.marchforisrael.org today.

THANK YOU

We appreciate your dedication to Israel. By spreading the word about the March for Israel, you contribute increasing awareness and engagement to free hostages and combat antisemitism during this critical time. Thank you for your continued support.