

## SOCIAL MEDIA

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NCJWAZ now has three social media accounts: [Facebook](#), [Twitter](#), and [Instagram](#). Nearly every day I post articles, events, pictures, and graphics on these sites. Our online presence is bringing us new members and creating stronger partnerships with community organizations that share our mission.

By engaging and interacting with our followers and other organizations we can promote our events and our social justice goals. And because on social media, art says more than text, we use color blocks, pictures, and quotes to grab viewers' attention. In just over a month, our Twitter account has engaged almost 100 followers and Instagram has 50 followers. Facebook has the largest following, with over 300 people so far, the majority being women from Phoenix who are mostly 45 years old and older, and we are reaching over 3000 new people with our posts. Our Facebook page also has an *NCJWAZ group*, with 60 of our own members as well as people from partnering social justice organizations.

Our social media activities have led to partnerships with local and national social justice events. For example, the #CloseTheCamps asylum seeker events related to Tisha B'Av helped position NCJWAZ as a Jewish social justice organization. The social media activity has also increased our membership numbers. More and more people know about us and want to join, which is a big win for our group.

I hope you will "like" and follow our accounts on [Facebook](#), [Twitter](#), and [Instagram](#) or search your personal social media accounts using @ncjwarizona. Please ask your friends and family to do the same. And I invite you to *send me* articles, pictures, quotes, and events so we can share them with our followers. See you online!