

THE DIGITAL JUMP SEMINAR

DAY 1:

HOW TO EVALUATE YOUR ORGANIZATION'S
2022 DIGITAL SUCCESS (*AND HOW YOU CAN
DO BETTER IN THE NEW YEAR*)



ABOUT US


Lena & Eliav Perez opened Infinitude in 2016 with a mission to help both private and public sector organizations improve their marketing and digital systems so that they can seamlessly attract and convert more leads. In 2019, they decided to give back to the community that was always there for them: their Jewish community. With a realization that Federations, synagogues, day schools, summer camps, and youth programs often struggle with navigating the modern digital landscape, Lena and Eliav dedicated themselves to exclusively working with the Jewish world.

Specializing in digital marketing, system development, strategic planning, integration, and automation, Lena and Eliav are the Jewish community experts in digital success.





ABOUT THIS SEMINAR

- We want this to be as valuable and action-focused as possible
 - Be ready to engage, ask questions, and take notes
 - We are here to help you, no matter your "level" right now
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SEMINAR OVERVIEW



INFINITUDE



DAY 1

How To Evaluate Your Organization's 2022 Digital Success



DAY 2

The Biggest Mistakes Synagogues Make When Trying To Have An Online Presence (& How To Course Correct)



DAY 3

How Synagogues Can Build A Magnetic Digital Identity That People Remember in 2023

How To Evaluate
Your
Organization's
2022 Digital
Success (*And
How You Can Do
Better In The New
Year*)

**How would you define
"Digital Success"?**

Digital Success Has 3 Layers

Each of these is essential to ensuring long-lasting impact for your organization and life-changing impact for your community.



THE TOP LAYER: WHAT YOUR COMMUNITY SEES

Your community sees your public communications and marketing efforts, mainly your social media and email newsletters. Yes, they also see your website, but they're regularly reminded of your organization by seeing your weekly content.



HOW TO KNOW IF YOUR **SOCIAL MEDIA** IS SUCCESSFUL & HAVING AN IMPACT

It starts with asking the right questions! (Write these down)

How many followers did you gain on Facebook, Instagram, and any other regular social platforms this year? **Where specifically did these followers come from (how did they find your account and what inspired them to follow you)?** How much is this up (or down) from the year before?

What does your social media engagement look like? On average, how many views, likes, shares, and comments did your content receive? **Which posts did the best and what is your theory as to why?**

What does your social media **content calendar** look like? Is it organized, consistent, and following a brand guide?

Are you creating **monthly analytics reports** that track this information and analyze what can be done to improve?

HOW TO KNOW IF YOUR **EMAIL MARKETING** IS SUCCESSFUL & HAVING AN IMPACT

How often is your organization sending out newsletters? **Are the schedule and quality of content consistent?**

Are you sending out one large, general email? Or are you **segmenting it by population and interests?**

What are your **open and click-through rates?** Are you regularly tracking them and making tweaks to improve those numbers?

Are you using email marketing as an opportunity to push out as much information as possible, or are you treating it as a weekly opportunity to **deepen your relationship with your viewers?**

ARE YOU USING **DIGITAL TOOLS** TO ACTIVELY GROW YOUR AUDIENCE OR ARE YOU "PASSIVELY" SHARING?

Are you using tools like Facebook Ads, Instagram Ads, Google Ads, and more to actively get in front of new, relevant audience members?

Are you tracking its success on a regular basis?

Are you tracking how many leads and registrations are coming from social media?

What Your Top Layer Needs To Reach Success & Have An Impact:

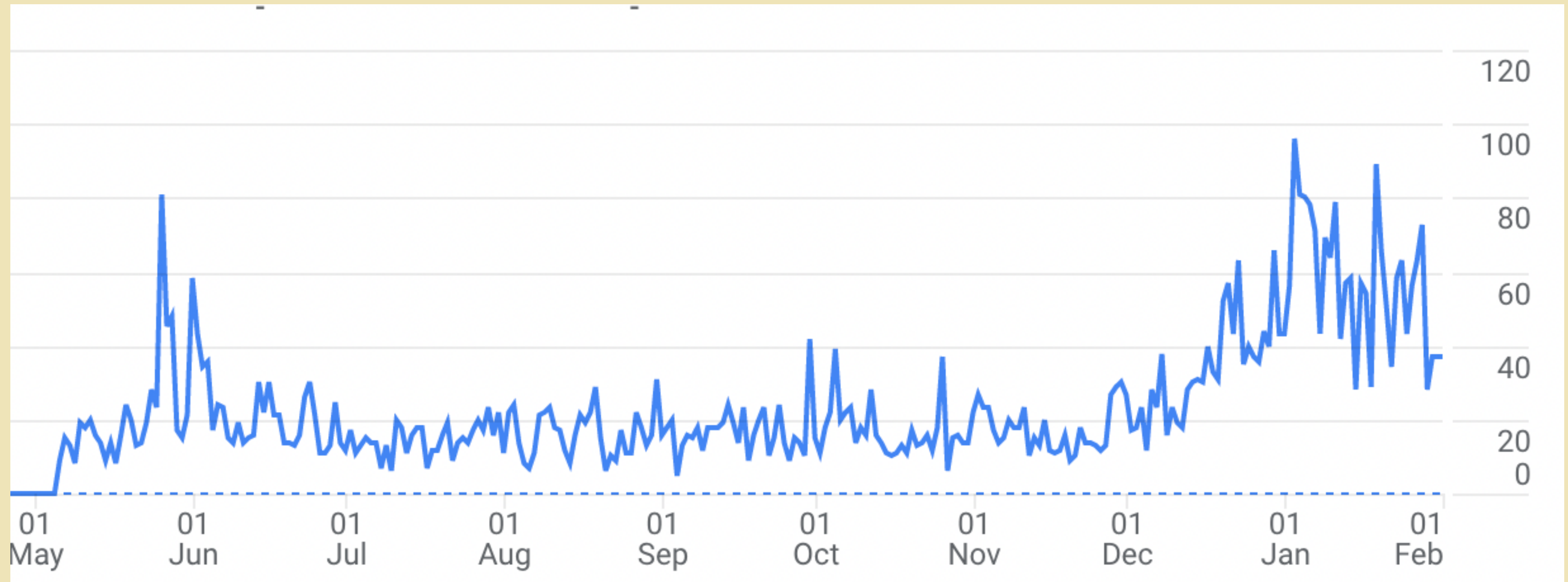
Tools and funnels that are helping your organization get in front of new, relevant community members around the clock

Consistent, high-level posting that is designed to engage a specific demographic

Analytics and tracking to ensure your numbers are constantly improving

NEW JEWISH WEBSITE TRACKING

(Starting May 2022)



A group of people are seated around a long wooden conference table in a bright, modern office setting. They are engaged in a meeting, with some looking at documents and others gesturing. The image is overlaid with a light blue semi-transparent filter. In the bottom left corner, there is a decorative graphic consisting of two overlapping triangles, one dark blue and one light blue.

THE MIDDLE LAYER: WHAT YOUR STAFF SEES

Your internal digital atmosphere (how your staff operates, communicates, and works together) is just as important, if not more important, than the top layer.

Have you ever had these thoughts?

*“So and so never responded to my email and now the project is two weeks behind.
Ugh!”*

“I just sat through another two-hour-long meeting and we didn’t achieve anything!”

“If I have to create another strategic plan that goes nowhere, I’m gonna go crazy!”

“I’m so sick of doing this same tedious task over and over again...”

A decorative graphic in the bottom left corner consisting of three overlapping geometric shapes: a light blue parallelogram, a dark blue parallelogram, and a light orange parallelogram, all slanted at a 45-degree angle.

A group of five people (three men and two women) are sitting around a wooden table in a modern office setting, engaged in a meeting. They are looking at a laptop and some papers. The background shows large windows with blinds and two pendant lights hanging from the ceiling. The entire image has a dark blue overlay.

By your internal digital atmosphere, I'm talking about how your organization communicates, creates tasks and projects, sets goals, achieves milestones, and streamlines its progress using digital tools.

Here are some questions to ask yourself to understand the success of your organization's internal “digital atmosphere”

(Rate these issues on a scale of 0-10):

How well documented are your team's repeated tasks? (Do you have standard operating procedures in place?)

How do you delegate and track the progress and completion of projects?

How often does communication get lost or fall through the cracks via email?


How often does someone forget to do something because they just “didn't write it down”?

How often are deadlines missed or a last-minute rush to get things done?

How often do you feel like you're wasting time on mundane, repetitive tasks?

How often do you feel like you're starting from scratch instead of building what you've already succeeded with?

How much time are you wasting in meetings talking about general ideas or plans that rarely get fulfilled?



One of the main reasons that organizations don't succeed with their digital marketing (what their audience sees) is that there aren't team-based systems in place to make it a success.

This will change when you start using:

Standard Operating Procedures

Content Calendar Systems

Task Management Tools

Automated Task Tools

STANDARD OPERATING PROCEDURES ARE SIMPLY WRITTEN DOCUMENTS & VIDEO EXPLANATIONS FILLED WITH INSTRUCTIONS

SOP: ZenDesk and Inside JBridge Schedule

Constant Contact (Shared Federation Account)
URL: ccf.cc
PW: 1213Stuart

Process (reversed):

- Emails always go out on Tuesday
- Needs to be in ZenDesk by previous Thursday
- Needs to be reviewed/approved by Michele by Wednesday

ZENDESK SUBMISSION DETAILS

- Code: Community Impact Admin
- "Who is this email coming from?" just write Already inside CC
- Department: Community Impact General

When I receive new submissions each month, need to put them in a spreadsheet (first name, email address, date added, etc) and then send it to ZenDesk each month

SPECIFIC INSTRUCTIONS FOR ELAV

PART 1: Link to sign into ZenDesk:

https://sfccf.zendesk.com/hc/en-us/signin?return_to=https%3A%2F%2Fsfcf.zendesk.com%2Fen-us%2Frequests

Login:

Username: lena@sfccf.org

Password: 47Marling!



For Lena SOP: Ze...

SOP: JBridge Social Media Guidelines

bayarea@jbridge.org
Updated: December 22, 2021

Video Screencast

TO-DO LIST (REPEATED EVERY 2 WEEKS):

Step 1: Hanna - Writing Facebook and Instagram content (text + graphics)- 2 weeks in advance (January 1-15 and then January 15-30). Send to Lena when completed.

Step 2: Lena - Approve the content

Step 3: Michele - Approve the content

Step 4: Elav or Galit - Schedule the content

[Content Buckets, Resources & Calendars \(Google Sheet\)](#)



SOP: JBridge Social ...

TO-DO LIST (REPEATED EVERY TWO WEEKS):

Step 1: Hanna - Write the newsletter in a Google Doc and send to Lena

Step 2: Lena - Approve it

Step 3: Lena - Upload the content to Constant Contact

Step 4: Lena - Submit a ticket via Zendesk to Courtney

'Inside JBridge' is the bi-monthly newsletter that gets distributed to the JBridge email list.

These emails are short and simple - they include 3 items each in listicle format that they want their audience to know about.

Here are two recent examples (your emails should be consistent with the format, signature, and writing style):

[Example 1](#)

[Example 2](#)

As you'll see, these emails are short, simple, and to the point.

These 3 items can be pulled from:

- Events, programs, volunteer opportunities that have upcoming dates/deadlines
- Social media cultural content (recipes, articles, etc)
- The JBridge blog

These emails are sent out 2 times per month:



SOP: How To Write an...

Blog Post To-Do List (Repeated every month):

Step 1: Lena - Come up with blog post idea
(https://docs.google.com/document/d/1Ga3AGeST1sMIA-0Dy/Wp_1AJ0K6cCXemR8uJvYie-dt)

Step 2: Hanna - Write it + source graphics to it

Step 3: Lena and Michele - Approves it

Step 4: Lena - Email Ryan to upload new blog post to website

Step 5: Lena - Once the blog post is uploaded - move the draft into the posted sub-folder (Google Drive)

Blog Page: <https://bayarea@jbridge.org/blog/>

You can find blog post ideas in the main [Google Sheet](#) under the 'Blog Post Ideas' tab. If you need help coming up with or brainstorming an idea, contact Lena.

Write the blog post draft in a Google Doc. It should include 2-3 title options and should be SEO-optimized. Then share it with Lena.

The goal of a JBridge blog post is to educate and provide insight, inspiration, and entertainment to our greater community. Each blog post is focused on offering real value that helps the reader (parents).



SOP: Writing A JBridge...

Checklist for how to use Asana with Infinitude

Purpose:

Asana is the platform where we communicate with each other, assign tasks, and get work done together. Asana is where you can ask questions, receive new tasks, and cross tasks off your list when they're done. Please reference this checklist frequently to learn how our team operates in Asana.

Daily:

- ☐ Check your My Tasks list every day and review any New Tasks that have been added
- ☐ Check your schedule to make sure you will be able to get all the tasks done by their due date
- ☐ Check your Inbox once or twice every day to see comments and requests from your manager

Use Likes:

- ☐ "Like" a comment when you receive it and understand it

Use comments:

- ☐ Comment on a task as soon as possible if it will not be possible to meet the deadline it has been assigned
 - ☐ "I will not be able to complete this task by X date. I can complete it by Y Alternative Date at Z time."
- ☐ Comment on a task when you receive it, have read through it in detail, and plan on completing it by the deadline
 - ☐ "All of the above - confirmed"



**For Hanna & Team*...

seminative-vb@org@ccsend.com Team Initiatives Team of the Federation (2019)
Inside JBridge: Outdoor adventure, support, and more (2019)
8:00 hours 2021 10/20/21 7: 17/20/21
SamaraL@sfccf.org Samara Leader (2019)



Hi Samara,

We hope your Chanukah was filled with laughter, light, and latkes!

Here are three things to know this week:



Inside JBridge Examp...

seminative-vb@org@ccsend.com Team Initiatives Team of the Federation (2019)
Inside JBridge: Outdoor adventure, support, and more (2019)
8:00 hours 2021 10/20/21 7: 17/20/21
SamaraL@sfccf.org Samara Leader (2019)



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Inside JBridge Outdo...

JBridge-Related Key Words

- Mental health
- Support
- Teens
- Teenagers
- High school students
- Jewish community
- Community
- Tikun Olam ('repairing the world')
- Social justice
- Leadership
- Volunteering
- Youth groups
- Cohort
- Jewish education/educators
- Diversity
- Inclusion
- Reform Judaism ('Reform' is a movement/sect within Judaism that is focused on making Judaism accessible to everyone, no matter your background or level of religious observance/knowledge. Most of the Bay Area Jewish community identifies as Reform or secular.)
- Summer camp
- Temple (a Reform word for synagogue)
- Shabbat Shalom (have a good Sabbath)
- Shalom (peace, hello)

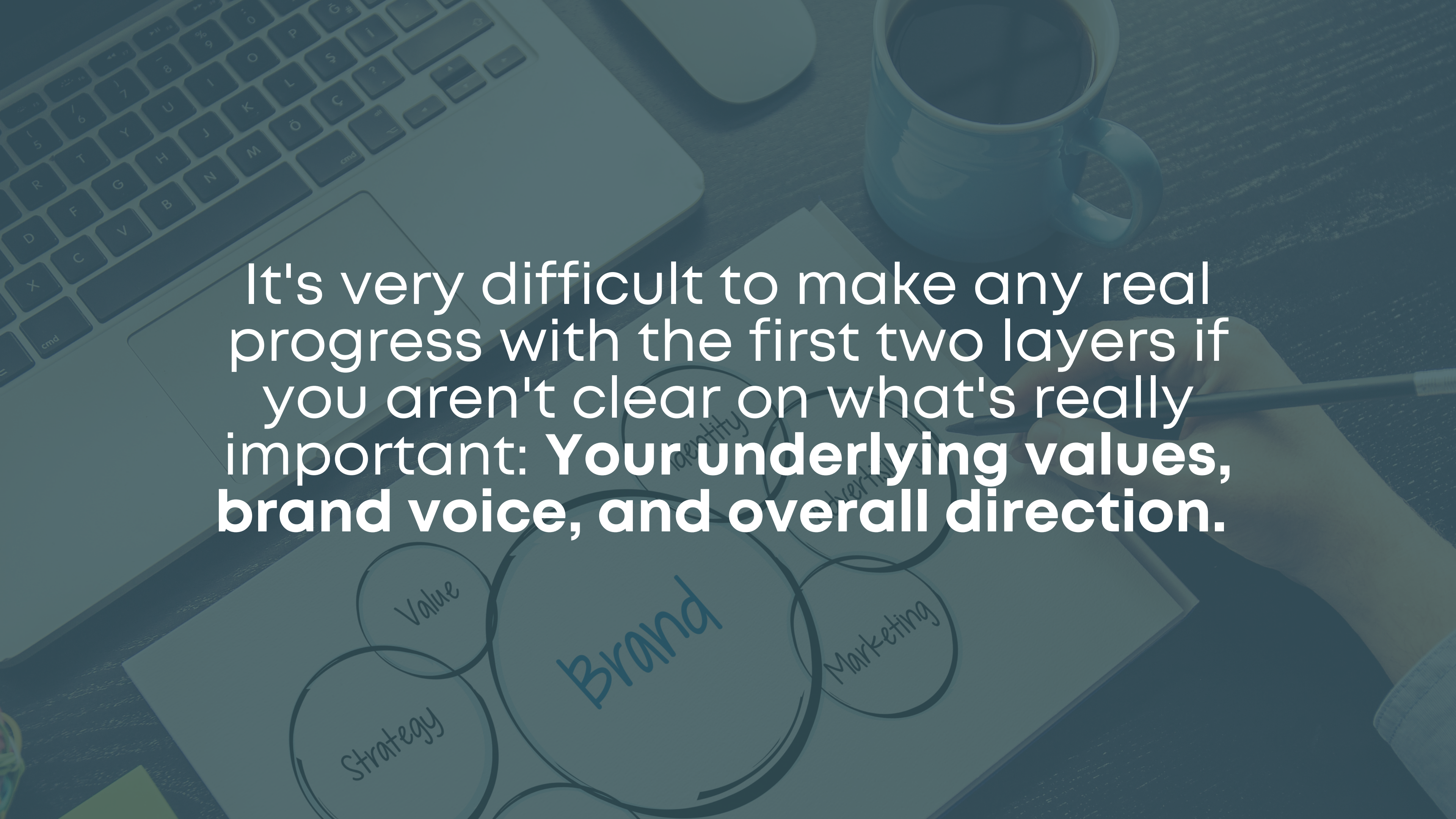


JBridge-Related Key ...

THE BOTTOM LAYER: WHAT YOUR ORGANIZATION SEES IN ITS FUTURE

What are your organization's goals and brand vision for the next five years, and how are you collectively working as a team online to achieve them?



A top-down view of a workspace. On the left, a portion of a laptop keyboard is visible. To the right, a blue ceramic mug is filled with a dark liquid. In the foreground, a hand-drawn diagram on a piece of paper features a central circle labeled 'Brand'. Surrounding this central circle are four other circles, each containing a word: 'Value' at the top, 'Marketing' on the right, 'Strategy' at the bottom, and 'Identity' on the left. A hand is visible on the right side of the frame, holding a pen and pointing towards the diagram. The entire image has a dark, semi-transparent blue overlay.

It's very difficult to make any real progress with the first two layers if you aren't clear on what's really important: **Your underlying values, brand voice, and overall direction.**

Here are some questions to ask yourself to understand your organization's brand clarity and future

(Rate these issues on a scale of 0–10):

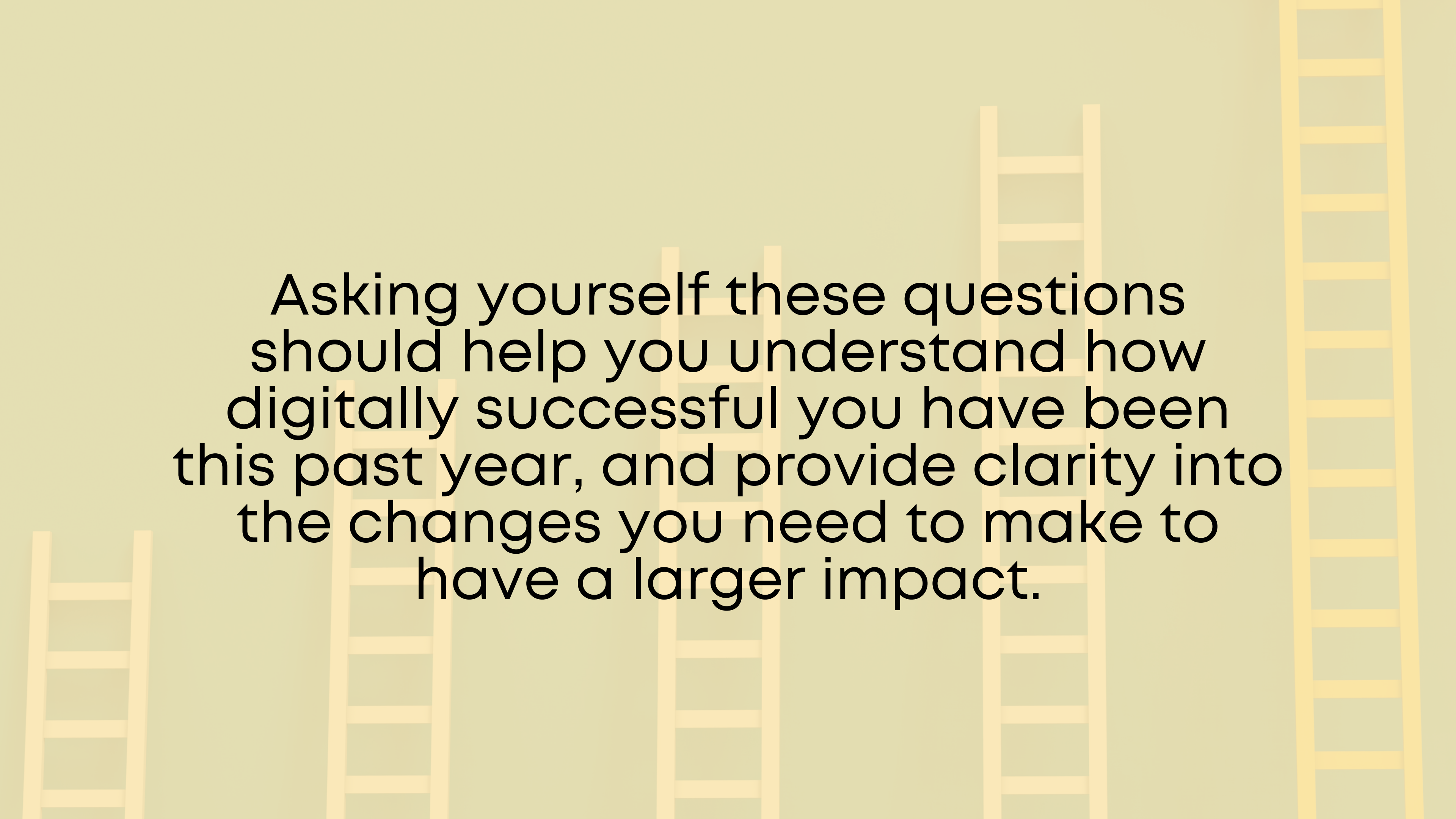
Does your organization have a clear vision for where you are heading in the next five to ten years?
Is your entire staff on board with that vision and working toward it collectively?

Are your organization's values and purpose clearly communicated and known amongst our staff?

Do you have an unwavering plan in place to reach our goals that won't get thrown out the window the second a new leadership team member gets hired and doesn't like it? Or when the budget changes? Or when you experience turnover? How committed are you to actually following through on this strategic, long-term plan?

If not, what can be done to create this strategic plan and make sure it will get followed through on?

How can you take your values, purpose, and goals and translate them into an online system that will allow true digital success in the years to come?

The background of the slide features a light beige color with several stylized, vertical ladders in a slightly darker beige tone. These ladders are positioned at various heights and angles, creating a sense of depth and structure. The text is centered in the middle of the slide, overlaid on the ladders.

Asking yourself these questions
should help you understand how
digitally successful you have been
this past year, and provide clarity into
the changes you need to make to
have a larger impact.

The Digital Jump methodology is the key to ensuring long-lasting impact for your organization and life-changing impact for your community.

Top Layer: What Your Audience Sees

Middle Layer: What Your Staff Sees

Bottom Layer: What Your Organization Believes In & Is Building For The Future



**For Each Of These Layers, We Are Asking
Ourselves Today: Are They Optimized
And Designed To Move Forward?**

Over the next two days, we will dive more into
this transformative process so that you can
begin to make long-lasting change in your
organization.

WHAT WE'RE LEARNING TOMORROW



DAY 1

How To Evaluate Your Organization's 2022 Digital Success



DAY 2

The Biggest Mistakes Synagogues Make When Trying To Have An Online Presence (& How To Course Correct)



DAY 3

How Synagogues Can Build A Magnetic Digital Identity That People Remember in 2023



QUESTIONS?



THANK
YOU!