



Association of Environmental Justice in Israel (AEJI)

**“Climate of Hope” initiative –
Summary of the Social Media Campaign**

15.9- 15.10, 2018

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Facebook

AEJI has 2 Facebook pages:

1. The official page of AEJI, created in 2012 - the posts are raised in Hebrew, Arabic and in English (www.facebook.com/AEJI2012).
2. The official page of AEJI for issues of Climate Justice and Climate in Middle-East, created in 2015, mainly in English (www.facebook.com/ClimateJustice.ME).

The followers of both of the pages are different audience groups. The first are mainly Israelis and Palestinians who live in Israel, the second are mainly followers who live outside Israel.

The Campaign has run between 15th September till 15th October and strategically targeting the 'Best Climate Solutions' and our proposal 'Climate of Hope Middle East', provided information about the contest and 'How to Vote' guidelines and raised relevant stimulated news items on climate.

The posts were published and circulated in English, Arabic and Hebrew¹.

AEJI team published almost on a daily basis (except for 17-19 September, 23 September due to High holidays in Israel), followed the reactions, updated the posts and provided information by requests were accepted via Facebook' messenger.

In the frame of the Campaign we uploaded posts in related to International actual climate events including the issuing of the IPCC report on 8th October, the announcement on Noble prize for Economy in related to Climate solutions on 10th October, and announcing of the first 'Global Health the Air Pollution' conference by WHO to be held by the end of October 2018.

¹ In all social media channels we used the slogans of #BeClimateSolutions #Climate_of_Hope_Me @CMcc.

In Total:

The posts reached **8150 people**

Gained **756 Likes**

Facebook Posts:

Date 2018	Topic	Facebook page of AEJI2012				Facebook page of ClimateJustice.ME			
		Reached	Likes	Comments	share	Reached	Likes	Comments	share
15.9	Banner					6			
16.9	(Pre- Campaign): Article "Waste management challenges in the Middle East" by Salman Zafran	15	1			46			
16.9	Banner	30							
20.9	Summary of World Clean Day (waste awareness)	13							
21.9	Banner	29	1			11			
21.9	Video Clip –“Probably there is no place which is far away to escape the Climate Change” (The Year Project video)					15			
21.9	Haaretz daily newspaper article (Hebrew) on the 'failure of cleaning revolution in East Jerusalem Palestinian neighborhoods'	48				9			
21.9	Banner 'Voting starts in 4 days'	40	1		1	15			
22.9	World Health organization video clip on air pollution	21	2			This post shared together with the Banner 'Voting starts in 2Days'			
22.9	Banner 'Voting starts in 2 days'	47				20	1		1
24.9	Banner 'Voting starts Today' How to vote guideline in Hebrew)	170	2		3	16			
25.9	'BestClimatesolutions' map - 'We are on the Map'					20			
26.9	Info about initiative, 'How to vote 'in Arabic	46	1		2				
29.9	BBC news – 'Climate change hurts women more'					30	1		1
30.9	Further info on Best Climate Solutions - English + Hebrew	74	1		1				
1.10	Photos – 'I vote for climate of Hope'	54	1						
1.10	Haaretz daily newspaper article (English) on the	56	2						

	'failure of Cleaning revolution in East Jerusalem Palestinian neighborhoods'								
2.10	Squared Banner (for Instagram and Let's Do It World Newsletter)	31	1						
3.10	'I vote Climate of Hope ME' because					28	1		2
4.10	Haaretz daily newspaper article (English): "Endless Drought Predicted for the Mediterranean in a Warmer World"					8			
5.10	#Climate of hope girls photos (Arabic, English)	75	2		4	13	1		1
6.10 Boosted on 11.10	#Climate of Hope 3 rd grade school pupil photo	3063	359	8	13	4			
7.10 Boosted on 7.10	Squared Banner with text Vote4Us! (Hebrew)	879	59		3	2855	305		
8.10	IPCC report - raise the point there are "Climate Solutions" (in Hebrew - with links of IPCC media in Arabic and in English)	133	2		3				
8.10	NYT article following IPCC report					18	3		
10.10	Noble prize for Economy on Climate (Earter.Gizmodo.com)					12			
10.10	The Marker newspaper report on Carbon Tax – Noble prize in Economy for Climate	112	7		4				
10.10	Haaretz interview , on the occasion of IPCC report					3			
10.10	"I Vote Climate of Hope" Arabic	13	3		2				
11.10	World Economy Forum : Europe dirty air kills 400,000 every year					12			
14.10	Last 24 hr to vote (Hebrew)	30	1			9			
15.10	Vote today till 17 CET (English)	21	1						

Instagram:

We created new account: environmental.justice.israel
34 followers, 7 posts, 70 likes.

Linkedin:

5 posts, 356 views

Twitter:

2 accounts: @envjusticeil and @carmitlubanov

Newsletter Let's Do It World

Let's Do It World is Estonian initiative that aimed to raise awareness for clean waste globally. The info about the contest and 'Climate of Hope' was published on their special issue on 3rd and 6th October, Circulated by 'Let's do it world' on world-wide mailing circulation. Please find [here](#) (p.15-16).

