



Social Campaign Report
"Our way from ŻYD.PL to 8 tysięcy Żydów"
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1st part of the Report

In search for an issue to tackle

Introduction

In this section we discuss our first tryouts on a journey to finding and dealing with a specific issue. Modern Poland, despite the time that has gone by and the democratic shift that happened, still faces the problem of anti-Semitism and its harmful outcomes. This is why we decided to propose a social campaign that had several stages of development. We want to present you the activities that led us to our first idea which was ŻYD.PL.

Activities on June 9th

Before we got to work on our topic, we had organized or were proposed a set of additional activities that were supposed to lead us to our social campaign. By having a look at the following list, you can clearly see that our days were packed up and we were on a real quest of understanding who the community is and what their problems are. First, we visited the Jewish Cemetery at Okopowa St. in Warsaw. Then we went to the Monument of Jews and Poles Common Martyrdom in Warsaw. After that we had a tour around the Nożyk Synagogue and we saw the exhibition about Jewish community in Warsaw. Later we had a meeting with representatives of the Jewish Community Center with whom we networked a bit. At the end of the day, we participated in Shabbat service and dinner at Ec Chaim, a reformed synagogue in Warsaw, and networked with the community members as well.

June 11th – Finding the prototype

On this day we found our first idea. ŻYD.PL was a funpage where we posted memes combining a graphical design with quotations from Polish Jewish poets so as to put an emphasis on their double nationality while using very well-known nursery rhymes. Here is what happened on that date concerning our campaign. We set up a Facebook Page and tested the ŻYD.PL memes. We got feedback from our friends, Fellows and members of the community

Anna Zielińska, Public Communication Office, Jewish community of Warsaw:

"I think it's great! There are so many ways and to develop it."

Jan Kirschenbaum, HIA Senior Fellow:

"Love it! Particularly the fact that it appeals to nursery rhymes that all Polish children know!"

Jakub Belina-Brzozowski, this year's Fellow:

"I like your idea. As far as I remember I would fit into your "target group". I would go broader than the literature itself. For example - Nobel Prize laureates who are not very well known in Poland, like Jozef Rotblat. "

ABECADŁO Z PIECA SPADŁO
JULIAN TUWIM 

 POLSKI POETA ŻYDOWSKIEGO POCHODZENIA

Photo 1. Prospective meme created with a quotation by J. Tuwim for the first version of our campaign. The 'Star of David' asterisk says 'Polish Jewish Poet'.

“A TO FELER” - WESTCHNAŁ SELER.
JAN BRZECHWA 

 POLSKI POETA ŻYDOWSKIEGO POCHODZENIA

Photo 2. Prospective meme created with a quotation by J. Brzechwa for the first version of our campaign. The 'Star of David' asterisk says 'Polish Jewish Poet'.

June 12th – Further Investigation

Even though the feedback we got was mostly positive, we didn't stop at this point. We met with Konstanty Gebert, an associate fellow at the European Council for Foreign Relations and an international reporter and a columnist at Gazeta Wyborcza, who was one of the Polish lecturers during the Fellowship. The meeting helped us with further brainstorming about the social campaign. We discussed the most important issues concerning Polish-Jewish Dialogue, i.e. very small percentage of Jewish community, but very big role in Polish imagination and folklore which made us rethink the initial concept we had. This day we visited the Jewish Community of Warsaw. We did a field research in the kindergarten, offices and kosher kitchen. We helped the community service with organizing Rabbi Blum's library and transcribing interviews.

June 13th – Second take on our campaign

Considering that the community is facing real threats and that the number of anti-Semitic comments online is actually on a rise in Poland, we changed the concept for *Zwalczam Antysemitizm*, which could be literally translated into *I counteract Anti-Semitism*. Our plan was to engage the Jewish Community. We got inspired by Reaktor (<http://www.jccwarszawa.pl/news/81/n/1074>). Reaktor was a project organized and dedicated to the Jewish Community of Warsaw, however they cancelled the campaign featuring the members of the community because they had concerns about revealing the identity of the people. Members of the community were concerned about security. We decided that it might a perfect opportunity for us to propose something for the community. A campaign in which they can speak up with no fear of disclosing their identity. The idea was that we would take photos of them and manipulate it in a way that their faces would not be visible.



Photo 3 and 4. Prospective content for our second version of the campaign. First the name was *Zwalczam Antysemitizm* than changed to *8 tysięcy Żydów*, our final choice.

2nd part of the Report

Confusion, deciding on solutions for the social campaign and implementation

Having discussed our ideas for the campaign with Konstanty Gebert, whom we mentioned before, Marek Dorobisz, who was our advisor on Public Relations and Marketing, also one of our lecturers, Anna Zielińska, the representative of the Jewish Community in Warsaw, and other members of the Jewish Community of Warsaw, Ec Chaim synagogue and the Jewish Community Centre, we received a mixed feedback in the end. The previously invented campaign called “ŻYD.PL”, which focused on educating Polish people about the enormous influence of Jewish Poles on the development of science and culture, was perceived negatively as nationalistic and even anti-Semitic by non-Jews while the Jewish community approved of the idea very much. In order to avoid confusion and any sort of misunderstanding, we made a decision to completely change the focus of our campaign.

The new version of the campaign called „[8 tysięcy Żydów](#)”, which is basically what we described above as *Zwalczam Antysemityzm*, but we found a better name for it, approaches the problem of anti-Semitism in Poland from a completely different perspective. It is a fact that stereotypes about minorities mostly originate from the lack of communication between the majority and minority; however, Polish hatred towards Jews with its historical roots has already advanced so far that many Jews have reservations to begin yet another conversation. In the same time, Polish Jews are afraid to speak about their ethnicity to the point that when the Jewish Community of Warsaw initiated a social campaign featuring individuals showing their faces(Reaktor), they eventually decided to back off due to safety concerns. Therefore, we wanted to provide a safe space for conversation between Poles and Polish Jews, particularly to let the latter group speak. In order to do so, we created the “[8 tysięcy Żydów](#)” project (*Zwalczam Antysemityzm* initially) which in Polish means “[8 thousand Jews](#).” The action plan was relatively simple: we invited members of the Jewish community in Poland to take part in a photoshoot, took professional pictures of them (with or without their face shown), and asked what they would like to communicate with the rest of Poland. The final product entirely depended on the featured person. They were to choose the style of the picture, pose, and what it shows or does not. All sorts of messages were important, from what it means for them to be a Polish Jew, through their favorite food, to the fact that they go to work and come back from it daily, The whole point was to provide a safe space for the Polish Jews to show Poland their diversity, as well as the fact that they are essentially no different from another Pole.

We created a Facebook page for our campaign at @8tysiecyZydow which contained infographics about Jews in Poland, as well as invitations to take part in the photoshoot (see images below). We also took photographs of a couple of people who wanted to be part of this campaign, which were posted on the Facebook page. A sample photo with a sample short message is attached below. During the campaign we have been posting on Facebook twice a day in order to reach the maximum following and engagement.

Date	Lifetime Total Likes	Daily New Likes	Daily Unlikes
6.11.17		15	
6.12.17		1	
6.13.17		2	
6.14.17		1	
6.15.17		1	1
6.16.17		4	
6.17.17		19	1
6.18.17		5	
6.19.17	52	8	
6.20.17	59	7	
6.21.17	59		
6.22.17	59		
6.23.17	61	2	
6.24.17	61		
6.25.17	62	1	
6.26.17	62		
6.27.17	62		
6.28.17	62	1	1
6.29.17	62		

Table 1. Excerpt from Facebook Insights in the time of duration of the Fellowship including the changing number of likes throughout this period of time.

Date	Daily Page Engaged Users	Weekly Page Engaged Users	28 Days Page Engaged Users
6.11.17	33	33	33
6.12.17	6	39	39
6.13.17	5	44	44
6.14.17	1	46	46
6.15.17	2	46	46
6.16.17	11	50	50
6.17.17	25	69	69
6.18.17	14	51	74
6.19.17	34	69	94
6.20.17	17	76	105
6.21.17	2	77	106
6.22.17	1	77	106
6.23.17	4	73	108
6.24.17		55	108
6.25.17	3	53	111
6.26.17		25	111
6.27.17		10	111
6.28.17	1	9	112
6.29.17	1	9	113

Table 2. Excerpt from Facebook Insights in the time of duration of the Fellowship including the changing number of engaged users throughout this period of time.

Date	Daily Total Reach	Weekly Total Reach	28 Days Total Reach
6.11.17	337	337	337
6.12.17	117	444	444
6.13.17	106	533	533
6.14.17	55	567	567
6.15.17	47	599	599
6.16.17	28	612	612
6.17.17	53	647	647
6.18.17	136	440	711
6.19.17	284	556	881
6.20.17	119	513	915
6.21.17	35	478	921
6.22.17	9	441	921
6.23.17	52	483	967
6.24.17	31	489	993
6.25.17	7	434	998
6.26.17	2	212	998
6.27.17		119	998
6.28.17	2	93	1000
6.29.17	1	86	1001

Table 3. Excerpt from Facebook Insights in the time of duration of the Fellowship including the changing number of reach units throughout this period of time.

3rd part of the Report

Our thoughts after implementation

This part aims to give our thoughts on the whole process and is mostly dedicated to the future participants, that is why the style is more directive and because of that we allow ourselves to group and enlist the thoughts we have.

Remarks on the development of social campaign:

- Jewish Community in Warsaw is very welcoming and open, however we experienced that as in any case, when working with a community involves lots of efforts and time, which we had at scarce
- the community is rather small and seems decentralized which makes it difficult to get it involved in total,
- From a theoretical point of view, the anti-Semitism in Poland is of a particular type, there is almost no Jewish community(it counts 8 000 people approximately, which makes up only 0.0002% of the overall society), however the image of a “Jew” is sinister and still persistent, it’s definitely a challenge to reach out to Polish society about the problem, since they don’t meet any Jews and therefore it seems that the problem is sort of a fantasy.

Group Work:

- Coming from very different academic backgrounds, we had a wide range of individual input into the project. While our background on the topic of the Jewish culture and history varied, we made an effort to educate one another on the remaining gaps in knowledge.
- As far as timing is concerned, the group has been excellent at performing the assigned tasks on time, usually ahead of the deadline, too.
- During the project preparation and implementation phases project team had met with representatives of the Jewish community in Warsaw and done community service for the community of Nożyk Synagogue.
- Oftentimes, members of our group had differing ideas on what is more important to include in the campaign. Both the visual taste and the matter of content was also a concern at times. However, despites concerns in communication, we made best attempts to work as a group.

Recommendations:

- During future Fellowships it would be prolific for a group to reflect on Anti-Semitism and Islamophobia, the comparative study of these two problems might bring a new quality to fighting both.
- Finding a partner in developing a social campaign is crucial. As participants, we have very scarce time to develop the campaigns ourselves which is why we would recommend to our colleagues looking for partners, already existing fanpages or NGOs.



Photo 5. In our graphic identification we kept the so called 'Jewish asterisk'. We also used stock photos of Warsaw for the communication.

JAK ZGŁOSIĆ MOWĘ NIENAWIŚCI PRZECIWKO ŻYDOM
#8TYSIECZYŻYDOW

PORZUC OBOJĘTNOŚĆ
Zwracaj uwagę na zarówno swój własny język, jak i ludzi wokół Ciebie. Nie ignoruj antysemickich komentarzy również w przestrzeni publicznej i internecie.

ZADZWOŃ NA POLICJĘ
Kiedy zauważysz antysemicką mowę nienawiści, graffiti lub jesteś świadkiem przemycaj lub groźby, zadzwoń na policję pod numer 112.

POWIADOM SPECJALISTÓW
Gmina Żydowska w Warszawie ma doświadczenie w walce przeciw dyskryminacji. Po zgłoszeniu incydentu na policję powiadom też Gminę: monitoring@jewish.org.pl.

DOWIEDZ SIĘ WIECEJ
Centrum Społeczności Żydowskiej w Warszawie (DCC) w ramach programu Reaktor organizuje bezpłatne comiesięczne warsztaty o tym, jak radzić sobie z dyskryminacją. Więcej na stronie jcwarszawa.pl.

BĄDŹ NA BIEŻĄCO
Polub naszą stronę na facebooku: facebook.com/8tysiecyzydow. Dowiaduj się od nas o Żydowskiej Społeczności w Polsce. Razem walczmy z hejtem.

JAK WZIĄĆ UDZIAŁ W KAMPANII
#8TYSIECZYŻYDOW

- 1 POWIEDZ TAK**
To wystarczy! KAŻDY Żyd i Żydówka może być częścią kampanii. Napisz do nas na facebooku.
- 2 SESJA ZDJĘCIOWA**
Zrobimy Ci profesjonalną sesję. To od Ciebie zależy styl i czy chcesz pokazać twarz.
- 3 WYRAŹ SIEBIE**
Sam(a) wybierasz krótki przekaz, który pokażemy wraz ze zdjęciem. Wszystko zależy od Ciebie.
- 4 PUBLIKACJA**
Opublikujemy rezultat jako plakat i/lub na naszej stronie. Polub nas na facebook.com/8tysiecyzydow.

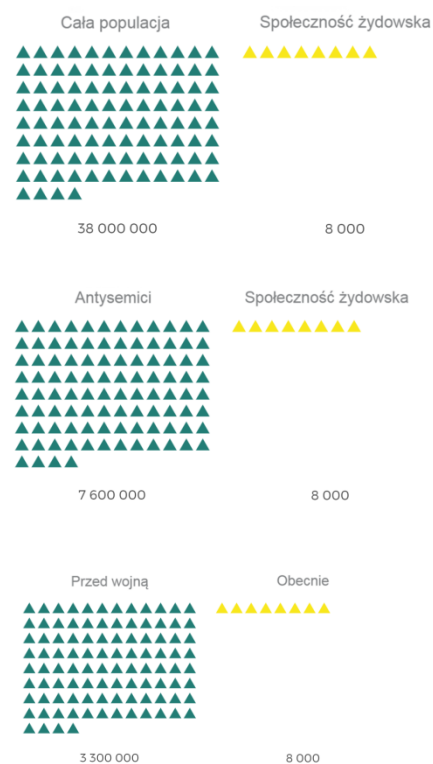


Photo 6, 7 and 8. Additional content we created of an informative character. How to counteract hate speech, how to take part in the campaign, diagrams depicting the numbers of Polish Jews.

Photo 9 and 10 (on next two pages). The actual photos we took for our campaign and which were posted on our Facebook page with authentic comments added to it by the characters themselves.



W POŁOWIE JESTEM ŻYDOWKĄ ✧

✧ I JESTEM Z TEGO DUMNA

 8 TYSIĘCY ŻYDÓW



100% KOSZER ✧

✧ ZGODNY Z PRZEPISAMI RELIGIJNYMI

f 8 TYSIĘCY ŻYDÓW

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