

Insta Cheat Sheet

Account Info:

- Handle @olami_connect
- meditation

Helpful Links

- **Ambassador toolbox:**
 - www.Olami.org/connect-ambassador
- **Shared Brainstorm:**
 - https://docs.google.com/spreadsheets/d/1z8u-0V-FjoYhsC6Tcc-GFW0dAgObQP1jICmOzl_ubVM/edit?usp=sharing
- **Shared Photo Folder:**
 - https://jewishunity-my.sharepoint.com/:f:/g/personal/kbrett_olami_org/EjLv5CloNghGpaGgyC4tcQB4-5BYW2cR6XpXyCpsOqQ?e=hEKHv8

Account Purpose/Description

- “Connect within and change your life “
- A community for Jewish mindfulness and meditation

Content Jobs

- Each piece of content that we post has a specific purpose or “job” to do.
- **Those are**
 - Inspire --> think motivational quotes, stunning views, success stories
 - Reflect --> How can we get our audience to pause and reflect? Things like one minute with me, reminders to do X today
 - Inform --> educational content, history of meditation etc.

Do's and Don'ts

- **Clothing**
 - Dress appropriately when you are making personal appearances on the account. Olami dress code is no cleavage, tank tops, short shorts, or short skirts.
 - You should appear polished and presentable
- **Language**
 - Avoid using religious sounding terms. See suggested list at the end of Cheat Sheet
 - No swearing
- **Educational Content**
 - All educational content relating to Judaism must be approved by Jackie
- **Don't promote content from other religions.**
 - Example no quotes from other religious figures like Buddha or Dalai Lama
 - You can quote secular self-growth resources like Brene Brown, Jay Shetty etc.
 - If you aren't sure about something, ask

Photos, Videos and Images:

- **Shared Photo Folder:**

- https://jewishunity-my.sharepoint.com/:f:/g/personal/kbrett_olami_org/EjLv5Cl0NghGpaGgyC4tciQB_Yd4-5BYW2cR6XpXyCpsOqQ?e=hEKHv8

- **Free Stock Image Cites**

- <https://unsplash.com/>
- <https://pixabay.com/>
- <https://www.pexels.com/>
- Kiana has access to stock images that aren't free through Canva so if you can't find something shoot her a message 😊
- You can also repost other people's Instagram images using the Repost app and adding PC: account name to the caption

- **Taking Photos and Video**

- Video
 - Stabilize camera
 - Look in lens instead of on screen when filming
 - Don't read off of notes
 - Make sure audio is clear and minimize background noise
- Photos
 - Take photos and video in natural light when possible

Your Day:

- **Please put up at least five posts to the stories on your assigned day.**
- **Your content in the stories should create a clear narrative for that day and flow**
- **MAINTENANCE (Stories)**
 - General content that speaks to Olami Connect values. Think inspirational or day in the life.
 - Posts should have a clear narrative and flow together.
- **PASSION PROJECT (Optional, usually takes place in the stories but can also be in the feed)**
 - Your passion project is a segment that you do every week on a topic that you are passionate about. Examples include:
 - Tuesday Trails - finding connection through nature
 - Self-care
 - Healthy Living
 - Foodie Friday
- **Incoming DMs to account**
 - If there is a question about Judaism, please **do NOT** answer it.
 - Please redirect the question to Jackie.
 - If there are general questions, you can answer. Be positive; be friendly.
- **Spend some time on your day engaging with the Instagram community**
 - Liking and commenting on posts related to our demographic
- **Keep track of how your stories perform**
 - What was your best performing post in terms of reach, and interactions? What was the worst one?

Account Inspo:

- These accounts all have some inspo that might be helpful. Not everything would work for account but hopefully this helps with ideas.
- <https://www.instagram.com/millennial.therapist/>
- <https://www.instagram.com/transcendentalmeditation/>
- <https://www.instagram.com/sharonsalzberg/>
- <https://www.instagram.com/calm/>
- This account just started but we could do a series like this highlighting things that members in our community are grateful for:
 - <https://www.instagram.com/gratitudedailycollective/>
- <https://www.instagram.com/gabbybernstein/>
- <https://www.instagram.com/peacefulmindpeacefullife/>

LANGUAGE FOR OUR AUDIENCE

- Please avoid words such as:
 - G-d or H-shem
 - Baruch H-shem or Be'Ezrat H-shem (B"H, BzH, iyH, etc.)
 - Tzniutor Modest
 - Bli neder
 - Chas v'shalom or G-d forbid
 - Need/ Must / Should / Have to / "Will change your life" (tells them their life is lacking)
 - Observant
 - Taking on a mitzvah
 - Frum/ frumy
 - Yiddishkeit
 - Torah
 - Pray/prayer
 - Shidduch
 - Neshama
- **Instead use words like:**
 - Higher Power
 - Jewish philosophy
 - Jewish wisdom
 - Jewish implication
 - Mindfulness
 - Wellness
 - Spirituality
 - Connection
 - Higher Power
 - Divine providence
 - Elegant
 - Feminine
 - Classy
 - Depth

- Foundation
- Historical
- Manifest
- Connection
- something beyond what meets the human eye
- conversations with higher self
- Reflecting
- inner work
- gratitude