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Jewish Identity in the Age of Facebook

- Facebook and Youtube are the main Jewish social media forms used.
- Facebook represents a whole generation.
- 95% of Jewish teens use some form of social networking.
- Teens accept Facebook friends and real friends as just a part of life and aren't interested in discussing how they differ and change things.
- Who is social networking? Obsessives, socializers, infrequents, reluctants, and non-users (ludites, conscious objectors, oblivions)
- Teens don't friend predators as much as adults think they do. They friend people with things they're familiar with and trust.
- People define themselves in certain ways. They are affected, in order, by their family, friends, religion, country and world. As children enter the teen age, friends and family switch positions on who impacts someone the most.
- Religion and country also become less important as people enter and their teen years.
- No Jew's join Jewish organizations unless there's a social element.
- Some people think being Jewish is about preserving Judaism, but now it's about improving the world using Jewish values.
- Teens have multiple identities and we need to incorporate all of them into a Jewish context.
- Success in a philanthropy program depends upon the peer group and the relationship with the adult in the room.
- Teens want to figure out who they are and where they fit in the world.
- If you can use philanthropy to help teens figure out who they are and where they fit in the world, they'll like it.
- Every time a teen does something Jewish, they're choosing to do something Jewish because they didn't really have to do it.
- You have to make things relevant and include the ideals they are learning in every aspect of their lives.
- Philanthropy shouldn't be about building a resume, it should be about building a resume of life involving what skills they've gained from the program.