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My vision for North Carolina Council is to spread awareness about BBYO and broadcast our values to a larger audience. To accomplish this I hope to post new and exciting content on social media, acquire more promotional content, and expand to unused social media platforms. Social media is a great way to inform people about events in the community, especially teenagers. By posting engaging content, prospective and current members are more likely to stop scrolling through their feed and read about BBYO's upcoming events. Social media is also a form of communication that is easily accessible for parents and guardians, which allows them to understand and be more informed about BBYO. In the past, some parents have not fully grasped exactly what teenagers do at conventions or programs, so visibly showing that on social media like Instagram or Twitter can expand the understanding of parents. This will hopefully lead to more prospective members joining BBYO because their families will be more informed before signing up, and it will also potentially increase convention attendance.

Not only do I believe exciting social media posts are important, but I also believe promotional content will engage more prospects and current members, allowing us to reach and exceed membership goals. Also, this promotional content will allow other people that are not in the BBYO or Jewish community to have a deeper understanding of our program. One way to do this would be creating cinematic video recaps of each convention, that include montages and testimonials from staff and teenagers. This will demonstrate all of the different opportunities at each unique convention for a large social media audience to see.

Lastly, expanding our content to more social media platforms than we are on currently will increase the audience that is exposed to BBYO's content and reach teenagers in a different way. One platform that I believe will catch the attention of Jewish teenagers around the region is TikTok. TikTok has become extremely popular over the past year and many teenagers are very active on the app. By creating an Eastern Region TikTok account with a plethora of relatable, funny content, we will be advertising BBYO in a unique, informal manner.

These three steps will spread awareness about BBYO and broadcast our values to a larger audience. By creating new content on social media, promotional videos, and moving to new platforms such as TikTok, Jewish teenagers and their families will have more exposure to BBYO and other people around the world will see how the Jewish community comes together. In this day and age, teenagers are on social media all of the time, so it is important that we spread awareness about BBYO in a way that they would receive it most effectively. If I am elected as Safranit, my hope is to use social media to expand the BBYO community.