

Bobby Wein

Candidate for your 96th Regional Aleph Mazkir

The success of a regional event is dependent on many different factors. Planning, advertising, and preparation are some of the most crucial components of an event. The idea I would like to look further into today though is advertisement. Many times I have seen bland, non-attention-grabbing posts for our Michigan region events on Instagram. This is what I wish to change in the 2020-2021 programming year. I feel personally that through my experience with social media--spending hours a day on it--I know what people like to see on their feeds and what would make them think to themselves, "Oh that event looks great!" For the future, I also plan to make advertisements more casual with plans of me being able to talk to all the Mazkir under me and tell them upcoming regional events for them to advertise to their own chapters at a more personal level. I also plan to use my tech-savvy skills of photo editing apps to put the perfect amount of color, and materials into each post. I also plan on working with my counterpart with splitting the accounts and posts up evenly so neither of us gets overwhelmed with work since this is kind of a "shared job". But in conclusion, for an organization, first impressions are everything. So if someone is seeing BBYO social media for the first time, we need that experience to be a good one if we even want them considering joining! This would help tackle our problems of Aleph engagement so this would hopefully get more Alephs at our events and from there we can build more of a brotherhood/connection with them which would allow us to get the eligible guys present on CLTC, ILTC, Kallah, or a passport trip. If we can accomplish this, this would ensure our future leadership and a strong Michigan region to come.