

# Shorashim groups facebook campaign

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SHORASHIM GROUP: Shorashim Group's Facebook campaign `The group has two big campaigns that take place twice in a year, prior to Hashanah holidays. At these times, the group arranges for packages that contain flowers, toys and food. The packages are delivered door to door from many volunteers who are a source of happiness and warmth during the holidays. Shorashim has its focus on making two communities strong: Ethiopian community and the elderly who have no families there by undergo distress. The group therefore saw it unacceptable that a city that had a bigger reputation as Tel Aviv had some individuals who lived in isolation and silence (Maman, 2004)

Their new campaign on face book commenced in February and pushed a digital firm in Israel us the effectiveness of Facebook campaign. Holidays were just nearing and the group wanted to create awareness through McCann Digital. Therefore, the firm urged 100 celebrities to change their profiles with the message. Within a day hundred individuals translated to 500 and later to thousands. This is what formed the organization that supplied food to the needy. The idea of using Facebook for their campaign was well thought as it manufactured numbers from few to a bigger margin. The strongest selling point of their campaign was by engaging celebrities. As celebrities have a huge following in face book, the impact would be more as there profiles have most views and lack. Therefore, due to their strong networking with friends who are also famous and fans to social responsibility, it was the best approach. It was the best because it attracts both numbers and willing participants of such an initiative. In a nutshell, Shorashim group thrived in their efforts to support the elderly due to smart social marketing.

## Reference

Aaron M., 2004. *Comparative Semitic Philology in the Middle Ages: From Sa'adiah Gaon to Ibn Barūn (10th-12th C.)* BRILL