

Using Social Media to Strengthen Culture of Welcome at Temple Torah



Providing guidance on YouTube during time of transition

- https://www.youtube.com/watch?v=o5qlsLC_7Sg

Connecting Welcoming to Passover

Temple of West Boy...


https://www.facebook.com/TempleTorah?fref=ts

facebook Search for people, places and things Ed Bernstein Home

You are posting, commenting, and liking as Ed Bernstein — Change to Temple Torah of West Boynton Beach

Temple Torah of West Boy... Timeline Now Admin Panel Ads Manager


How do you welcome people at your seder? Post your comments here on the main Facebook page of Temple Torah of West Boynton Beach. The top comment that receives the most "likes" by Sunday, at 10:00 AM will receive a copy of "A Different Night: A Family Participation Haggadah." Second prize is a bag of plaques masks to wear at the seder. Prizes for Temple Torah members only.


 **Creating a Welcoming Atmosphere at the Seder**
rabbiedbernstein.com


Years ago when my wife and I lived in New York, I once joined her at a women's seder conducted by Ma'yan, a Jewish women's organization. At the seder, participants began by introducing themselves t...


Like · Comment · Share 1 5


Temple Torah of West Boynton Beach likes this.


 **Debra Askanase** Similarly to the Rabbi, we ask everyone around the table to introduce themselves and talk about the person(s) he or she was named after. It's a great opener! I'm looking for new ideas this year, so welcome others to share theirs.
March 21 at 5:01pm · Like · 2

 **Michelle Konigsburg** It is our custom to ask our guests to share biographical and geographical information with one another. Inevitably two guests who have never met one another will discover a "one degree of separation" connection. (other than us). Our favorite example was when one of our friends learned that another attendee at our seder, our daughter's young friend from San Francisco, was the daughter of the editor of a newspaper he wrote for years earlier).
March 22 at 8:29am · Like · 1

 **Debbie Levin Dalin** We try to make people comfortable and happy with lots of singing, using my home-made songbooks, toy plague animals everywhere, appetizers made into animals, etc. However, my most memorable Pesach seder was when we invited a Russian family who were strangers to us. The Russian Grandmother spoke some Yiddish to my friend's mother but no one else could speak each other's language. We had a ball though and became friends.
March 22 at 10:05pm · Like · 1

 **Temple Torah of West Boynton Beach** With just hours till the start of the holiday, Rabbi Bernstein declares Caitlyn Minns the winner and second place to Debbie Levin Dalin. you can pick up your prizes at synagogue. Thank you all for posting and for sharing your ideas for creating a culture of welcome at your Seder.
March 25 at 4:02pm · Like


 **Debbie Levin Dalin** Thank you!
March 25 at 9:21pm via mobile · Like

 Write a comment...

99 people saw this post Boost Post

See Your Ad Here

Temple Torah of West Boynton Beach



Learn the Past...Live the Present...Plan the Future

Like · Ed Bernstein likes this.

Advertise Your Page

Driving traffic to FB page through Constant Contact



I Love Israel Because...

"I love Israel because..."

Complete this sentence on Temple Torah's Facebook Page ([Facebook.com/TempleTorah](https://www.facebook.com/TempleTorah)). The comment

Israel Discussion on Facebook

The screenshot shows a Facebook interface. At the top, there's a search bar and a user profile for 'Ed Bernstein' with navigation links for 'Home', a lock icon, and a gear icon. Below this is the page header for 'Temple Torah of West Boynton Beach'. The main content area features a post from the same page, dated April 12. The post text reads: 'It's time for another Temple Torah Facebook contest! Israel turns 65 on Yom Haatzmaut, Israel Independence Day, next Tuesday. Complete the following sentence: I love Israel because.... The comment with the most "Likes" will earn the commenter a special Israel-themed prize. Contest open to Temple Torah members only. All submission posted by April 16 at 5:00 PM.' Below the text are buttons for 'Like', 'Comment', and 'Share', along with a comment count of 3. A list of comments follows, each with a user profile picture, name, and text. The comments are: Shari Goldberg Young, Lisa Narodick Colton and 2 others like this.; Martin Cohen: 'I love Israel because... "the takeout Shawarma tastes really authentic!"; Debbie Levin Dalin: 'I love Israel because it is truly ours and it is home.; Varda Siegler: 'It brings our past to the present. A "present" to the Jewish People.; Marjorie Klein: 'I love Israel because it is where I belong.; Lea Zatz: 'I love Israel because it is alive with the fulfillment of God's promise of a land of milk and honey. Whenever I visit, I am home.; Temple Torah of West Boynton Beach: 'I love Israel because it is where I fell in love with the Hebrew language.; Jeffrey Charnow: 'I Love Isreal because it demonstrates how much people committed to a common goal can do. When you realize that it started as a desert and now look at how many things grow there!'. On the right side, there's an 'Admin Panel' and an 'Ads Manager' section. The 'Ads Manager' section shows a timeline with 'Now', '2011', and 'Joined Facebook'. At the bottom right, there's a 'See Your Ad Here' section with a URL: 'http://rabbiedberns tein.com/2013/04/26/elevating-our-community-conversation-on-facebook/'. Below this is an 'Advertise Your Page' button.

Ed Bernstein Home

h of West Boynton Beach

Admin Panel

Ads Manager

Now

2011

Joined Facebook

Temple Torah of West Boynton Beach

April 12

It's time for another Temple Torah Facebook contest! Israel turns 65 on Yom Haatzmaut, Israel Independence Day, next Tuesday. Complete the following sentence: I love Israel because....

The comment with the most "Likes" will earn the commenter a special Israel-themed prize. Contest open to Temple Torah members only. All submission posted by April 16 at 5:00 PM.

Like · Comment · Share 3

Shari Goldberg Young, Lisa Narodick Colton and 2 others like this.

Martin Cohen "I love Israel because... "the takeout Shawarma tastes really authentic!"
Like · Reply · April 12 at 6:53pm

Debbie Levin Dalin I love Israel because it is truly ours and it is home.
Like · Reply · April 12 at 6:57pm

Varda Siegler It brings our past to the present. A "present" to the Jewish People.
Like · Reply · April 13 at 3:58pm

Marjorie Klein I love Israel because it is where I belong.
Like · Reply · April 14 at 8:03am

Lea Zatz I love Israel because it is alive with the fulfillment of God's promise of a land of milk and honey. Whenever I visit, I am home.
Like · Reply · April 14 at 9:19am

Temple Torah of West Boynton Beach I love Israel because it is where I fell in love with the Hebrew language.
Like · Reply · April 14 at 10:27am

Jeffrey Charnow I Love Isreal because it demonstrates how much people committed to a common goal can do. When you realize that it started as a desert and now look at how many things grow there!
Like · Reply · April 14 at 10:52am via mobile

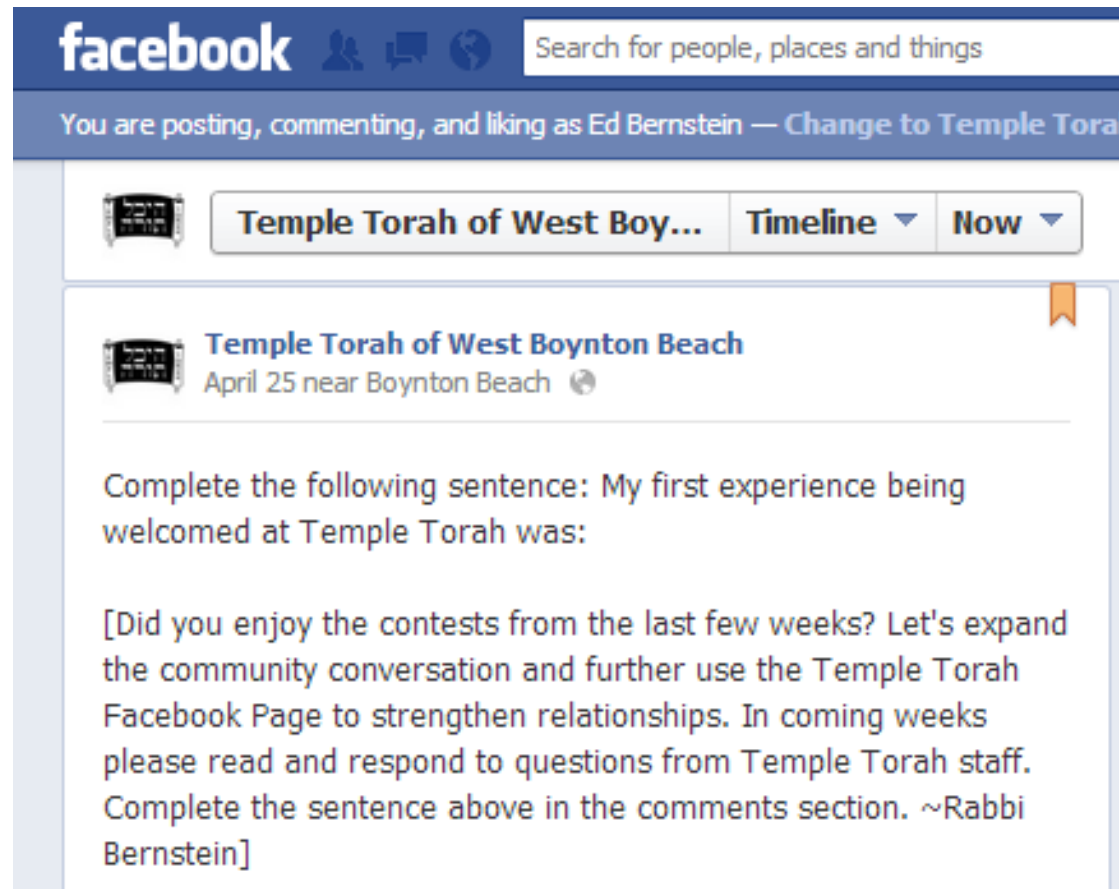
Temple Torah of West Boynton Beach Very impressive responses. It looks we have a draw among everyone who

See Your Ad Here


<http://rabbiedberns tein.com/2013/04/26/elevating-our-community-conversation-on-facebook/>
<http://rabbiedbernstein.com/2013/04/26/elevating-our-community-conversation-on-facebook/>

Advertise Your Page


Addressing welcoming theme directly to membership





The image is a screenshot of a Facebook interface. At the top is the Facebook logo and a search bar. Below that, a status bar indicates the user is logged in as 'Ed Bernstein' and offers a link to 'Change to Temple Torah'. The main content area shows a post from 'Temple Torah of West Boynton Beach', dated 'April 25 near Boynton Beach'. The post text asks members to complete a sentence about their first experience being welcomed at the temple and encourages community engagement through comments.

facebook  Search for people, places and things

You are posting, commenting, and liking as Ed Bernstein — [Change to Temple Torah](#)

 Temple Torah of West Boy... Timeline ▾ Now ▾

 **Temple Torah of West Boynton Beach**
April 25 near Boynton Beach 

Complete the following sentence: My first experience being welcomed at Temple Torah was:

[Did you enjoy the contests from the last few weeks? Let's expand the community conversation and further use the Temple Torah Facebook Page to strengthen relationships. In coming weeks please read and respond to questions from Temple Torah staff. Complete the sentence above in the comments section. ~Rabbi Bernstein]

Initial positive response

Like · Comment · Share

 Debra Askanase and Lisa Narodick Colton like this.

 **Susanne Greene Sussman** Our first experience was being greeted after services on a Shabbat morning by three or four people, among them Madelyn Saul, who instantly took us under her wing, and the rest is history.
Like · Reply ·  1 · April 25 at 6:10pm

 **Natalie Fromkin Stolbach** Was Nat Katz :)
Like · Reply ·  1 · April 25 at 6:37pm via mobile

 **Blake Alexis Cohen** Was Shari Young giving me the chance to work at the best preschool around.
Like · Reply ·  1 · April 25 at 6:57pm via mobile

 **David Breuer** When we moved up here from Davie, and looked around for the best pre-K we could find and decided on Temple Torah's, Alyssa was 2 and she has been in school their ever since 9 years later. It didn't hurt that Jackie and Scott were already members.

Like · Reply ·  1 · April 25 at 7:20pm

 **Janet Chaikin** I joined Temple Torah 3 1/2 years ago and was immediately welcomed into an adult b'nai mitzvah class with the most incredible women ever. Since then, I have met so many wonderful people and love the sense of family that Temple Torah engenders.
Like · Reply ·  1 · April 25 at 7:40pm

 **Charlie Deutch** 19 1/2 years ago we went to services when TT

Responding to a challenging post

Recent Posts By Others



Marilyn [redacted]

I have been a snowbird member of Temple Torah for many years and attend services almost every week. With the exception of Rabbi Bernstein I have never been welcomed or approached by anyone from Temple Torah. Marilyn [redacted]

Like · [Comment](#) · April 25 at 11:04pm



Ed Bernstein Marilyn, thank you so much for commenting and sharing. Our major objective this year is to think about how to be more welcoming as a congregation, and the Facebook question we posted is the beginning of this conversation. It is comments like yours that help us to realize the work we still need to do, and I want to thank you.

Like · Reply · April 26 at 1:50pm



Write a comment...

Blogging and preaching about Facebook Page and Culture of Welcome: Taking conversation offline and back online



Temple Torah of West Boynton Beach shared a link.

Saturday 



Rabbi Bernstein' sermon on 4/27, based on the question on the Facebook page: "My first experience being welcomed at Temple Torah was..."

<http://rabbiedbernstein.com/2013/04/26/elevating-our-community-conversation-on-facebook/rabbiedbernstein.com>