

Referenced 200 times in 4 day test

Facebook page for 'I SUPPORT ISRAEL BLUE RIBBON' with annotations: 'Most have few members?', 'Cannot find main page in Facebook search?', 'Try advanced Google search'

Google search results for 'Jewish Federations of North America' with annotations: '512 mentions', '2557 mentions'

Top 200 Twitter posters (in 4 days) represent 414,362 additional supporters (their followers)

Table with 3 columns: Twitter User, Followers, Tweets. Lists top 200 Twitter posters and their metrics.

56,000 additional Twitter posters in only 4 days Potentially another 1MM+ followers and potential supporters

Facebook page for '110 Facebook Pages (referenced in 4 days)' with annotations: 'Pages with most activity...', '6,000,000 Jews were murdered during the Holocaust', 'Thousands of additional supporters in Facebook pages 181,335 likes of Holocaust page alone'

Facebook page for 'Join CUF today' with annotations: 'Second most popular URL overall', '500+ mentions', 'RT @CUFI: #Helen Thomas: Jews control White House, US Congress'

18,940 posts & comments in last 30 days

Facebook page for 'The Jewish Federations of North America' with annotations: '2,058 people like this', '964 References', 'Extremely popular'

28% of federations followers have posted Jewish content in last 4 days

'federations' logo and social media links with annotations: '1800 federations followers have 2.15 million followers', '2,686 times', 'Put this as your status to show your support.'

'I JERUSALEM POST' logo and social media links with annotations: 'Gaddafi: Western air raids on Libyan forces terrorism - Jerusalem post', 'Syria: Envoy sends letter to Sec. Gen. Sec. Council on Victoria - Jerusalem post', 'Jerusalem post: Israel's indivisible legitimacy', 'Turkey: 2nd Iranian plane forced to land in Turkey for inspection - Jerusalem post', 'Saudi protesters demand release of jailed relatives - Jerusalem post', 'Israelis vote to avenge Gaza mortar barrage - Jerusalem post', 'The Endless War Against the Jews Continues: CHALLAH @ The Jerusalem post', 'Israel police raise alert level in wake of Jerusalem bombing, recent rocket attacks - Jerusalem post'

'Israel Defense Forces' logo and social media links with annotations: 'Most popular websites mentioned during 4 day test...', 'http://www.youtube.com/user/infadach', 'http://www.thedailyshow.com/watch/wed-march-23-2011/the-thin-jew-line', 'http://www.wnd.com/index.php?fa=PAGE.view&pageId=278641', 'http://unitedwithisrael.org/voicesforpeace/', 'http://www.ynetnews.com/articles/0,7340,1-4046460,00.html', 'http://unitedwithisrael.org/this-purim-help-israel-turn-sadness-into-joy/', 'http://www.newsmax.com/InsideCover/helen-thomas-jews-white/2011/03/18/id/3900007?as=al', 'http://www.guardian.co.uk/world/2011/mar/24/jerusalem-victim-british-bible-translator', 'http://rocketintoroses.com/articles/shocking-film-coverage-of-rockets-falling-in-israel/'

'United With Israel's Photos' logo and social media links with annotations: 'Can also track all Facebook pages, profiles, tweets in opposition to Jews', 'Only 29 posts in last 30 days, but 101,000 likes...', '136 Facebook Events (referenced in 4 days)', 'Events with most activity...', 'Sounds For Argentina - 2011: Sixth Concert to Benefit the Jewish Community of Argentina Jewish Voices: Songs from the Old World, Tunes from the New Zion Baptist church will be hosting a Jews For Jesus Passover Model Seder Group Volunteering with a Great Group of Kids! (JCORPS) Party with your PJ's (Progressive Jews) The Jewish Journal MUST Delete The Article Justifying Fogel Family's Murder Arlington, TX - Standing With Israel Event'

'Join CUF today' page with annotations: 'On every CUF page', 'Connect with CUF!', 'Sends to CUFi site', '5900 Likes', 'When I like, CUFi gets the credit'

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'The Jewish Federations of North America' website screenshot with annotations: 'Need "Like" button+ on every page', 'Instead of going to Yahoo! Goes to Jewish Federation site first', 'Signups fed to local federations for followup', 'Require email address + zipcode', 'Pledge for Israel', 'Make a Difference Now', 'Site Navigation (tailored for FB visitors)', 'Begining of Yahoo! article', 'Related Articles', 'If you liked Yahoo! article, you may like...', 'Use crowdsourcing to inform what gets posted', 'Increases stickiness', 'Mentioned 2962 times', 'Facebook "Like" and Retweet on every page', 'Monitor crowd for popular sites', 'Can also include videos', 'Can also adding very popular humorous pieces to wall', 'Mentioned 2962 times', 'Can also post/comment on profiles and other Facebook pages (Drives traffic from popular posts)', '281 retweets', 'Jerusalem Shore, Everybody Hates Luicifier and Keeping Up With the Christians #ChurchRealityShows habaha Twitter, we're going to HELL', 'PeterGriffy Jr', '684 retweets', '#ChurchRealityShows Flavor of Lord, Pastor Wives Gone Wild, America's Next Top Bishop, Jerusalem Shore, Bethlehem's Got Talent...', 'kingsleyyy', '281 retweets', 'Jerusalem Shore, Everybody Hates Luicifier and Keeping Up With the Christians #ChurchRealityShows habaha Twitter, we're going to HELL', 'PeterGriffy Jr', '25,654 Facebook users posted (in 4 days)', '33,274 total Jewish-themed posts'

'CHRISTIANS UNITED FOR ISRAEL' website screenshot with annotations: '1st land on CUFi page, then access full article', 'Helen Thomas: Jews control White House, US Congress', 'Helen Thomas: Jews control White House, US Congress', 'Not Jerusalem Post No mention at all!'

Monitor Social Media Metric tools for spikes in activity

For example, March 1st saw a huge spike Twitter posts with term "Jewish" in them

Can also use services like Google News to help determine cause of spikes

Obama talks Mideast peace with Jewish leaders at White House

Charlie Sheen Demands Jewish Rep: Retract Statement Insulting...

Natalie Portman DISGUSTED At Designer's Hilarious Rant

http://www.jewishfederations.org/fb/israel-hands-Russia-ownership-of-Jerusalem-site

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