

Dear NFTY GER,

Ever since my first event in the fall of 2016, I have felt nothing but immense love for this region. I felt right at home at my first event since I was fortunate to see a lot of my friends from Camp Harlam. I have been going to Camp Harlam for 3 years and will be a CIT at camp this summer! Within those four years of attending events as a participant, then becoming a part of the NFTY-GER cabinet as the Video chair, I feel as if I have grown as a leader as well as a person in general, through the opportunities NFTY has given me. This region has affected my life in ways I never would have thought possible, **and it is with this in mind that I, Raina Lambert, declare my candidacy as NFTY GER's Communications Vice President for the year 5780-5781.**

As Communication Vice President, I hope to **explore new forms of social media** that could be used to benefit the region. For example, Youtube is a great platform used to share videos all over the world. Youtube has been growing media that has yet to be used by NFTY regions. By creating an account and channel for NFTY GER, not only will it be a simple way of displaying videos created for the region, it could influence other regions to do the same. The youtube page could also be linked onto the website, giving non-members the opportunity to get a look into an event before they sign up.

Going off of the hope to bring in new types of social media to the region, **IGTV (Instagram Television)** would be a fun and new way of putting videos on the NFTY GER account. IGTV does not limit videos to being just one minute long, which would give us the opportunity to create videos that are more entertaining and meaningful. Creating short news segments, for example, could be used as a new way of getting information out.

Additionally, by creating a **Google Photos folder**, it would allow all participants, as well as parents, to have access to all of the photos taken during events. The link to this folder will be sent out in the pre-event email to parents and participants, giving them access to all photos as soon as they are uploaded . By doing so the parents can “keep up” with their kids by being able to see photos of them in real time, ultimately alleviating the constant nagging that all of us experience. Time could be set aside during meals or time in between programs for participants to upload any photos they have taken during the event.

I would be honored to serve as the 5780-5781 Communications Vice President and I would give my all to this position. Thank you so much for this opportunity.

B'ahava,  
Raina Lambert