
Holocaust Survivors of South Jersey Project - Teaching Resources

Social Media Post Instructions

Create an engaging and respectful social media post for a business owned by Holocaust survivors. The post should highlight the business's unique qualities, connect with the audience, and honor the historical significance of the founders.

Look around at other businesses' social media accounts. What are they posting about? How are they engaging with their audience? What is important for them to share on a regular basis? How did they introduce themselves with their followers? You can make a reel, story post or main feed post designed to represent the history and function of the business.

Checklist for Successful Social Media Post

- ☐ Visuals: High-quality, respectful imagery
- ☐ Color Palette: Warm and inviting
- ☐ Caption: Compelling, respectful, and concise
- ☐ Call to Action: Clear and inviting
- ☐ Hashtags/Tags: Relevant, respectful and effective
- ☐ Engagement: Encouraging interaction
- ☐ Tone and Voice: Respectful and heartfelt
- ☐ Formatting: Visually appealing and readable
- ☐ Submission: Draft for review, suitable format