

Getting Young Liberals to Lean In

what we did:

We spoke to young liberals across the country to identify and develop a **resonant, repeatable, credible, and memorable** short form message and longer narrative to generate support, understanding, and **empathy with Israel** for the long-term.

Where our audience is starting from:

The majority say **social media is their primary news source**, and that it's changing how they understand and engage with information and differing opinions.

They're largely focused on domestic issues and highlight **political polarization** as one of their most pressing concerns.

Most **aren't very engaged with the Israel-Hamas conflict**, leaving room for biases to take hold.

Israel is viewed about as unfavorably as Russia and China, while Hamas is viewed more favorably than Al Qaeda and ISIS.

A narrative that centers on the **facts and historical context** around Israel and Hamas to build support falls flat. It doesn't align with their existing beliefs, and when we attempt to win the argument by fighting their facts with our facts, we lose them.

What that means for our framing:

Relying on the facts to set us free

Connecting to their identity and agency

Your audience engages with a different set of facts than you do. But they are highly aware of the dangers of social media echo chambers and political polarization. In order to get them leaning in, you have to **start wider than Israel** to a challenge young liberals **identify with, and can play a role in solving**.

The language that brings it to life...

...in a sentence:

Real understanding starts with looking beyond the headlines.

...in a hashtag:

#LookBeyondYourFeed

Three principles bring our story to life:

1 Reframe the narrative

Meet young liberals where they are by starting broader than Israel, grounding in one of their most pressing concerns today-- polarization and the echo chambers that exacerbate it.

2 Make it relevant

Once we're grounded in what matters to them, highlight **Israel and Israelis as a key example** of this challenge—and as an opportunity to overcome it.

3 Empower them to act

Use language that speaks to their **identity and sense of agency**, while outlining **realistic actions** and small steps that can make a difference.

Reframe the narrative

LANGUAGE TO USE

- ✓ **Our society is more polarized than ever**, fueled by conformity to party views and social media echo chambers that divide us even further.
- ✓ Our exposure to targeted content, inflammatory messages, and clickbait often lead to **groupthink and narrow perspectives**.
- ✓ When we're quick to adopt the thinking of others, we become **more biased, less empathetic, and less inclusive**.
- ✓ And a one-dimensional view of any group of people **hinders productive dialogue and progress**.

WHY IT WORKS

Frames the narrative in the context of a main concern that they feel directly impacts them—polarization and its drivers—and gets them nodding along.

Holds up a mirror to our audience about their behavior and how it aligns (or doesn't) with their values.

Make it relevant

LANGUAGE TO USE

- ✓ For example, **Israel was the third country ever to elect a female leader...**
- ✓ ...they are **the only democracy with equal rights for all races and religions in the Middle East**
- ✓ ...and they've hosted one of the **world's largest LGBTQ Pride Parades** for more than thirty years.
- ✓ This may not reflect many of our perceptions because **headlines and viral content don't capture the full diversity of perspectives** and aspirations that define a culture.

WHY IT WORKS

A message about facts is not the way in, but **select facts framed in the context of a larger social concern generate empathy**.

Shifts young progressives' perceptions of Israelis by highlighting elements of the culture that aligns with their own.

Takes the blame off them and gives the audience an **off ramp to change their perspectives without contradicting themselves**.

Empower them to act

LANGUAGE TO USE

- ✓ **But real progress happens when we work to better understand each other**, including the people on both sides of a conflict.
- ✓ That might mean **going deeper** than just skimming headlines and scrolling social feeds.
- ✓ It could be **engaging respectfully with differing viewpoints** rather than jumping to conclusions.
- ✓ Or **challenging the ideas of our peers—and ourselves—** when we disagree, to try to find an understanding.
- ✓ **Real understanding starts with looking beyond our feeds.**
- ✓ Let's **see past the headlines** to truly see each other and **spark more positive change**.
- ✓ **If we don't make that effort, who will?**

WHY IT WORKS

Positive, aspirational language and realistic, simple steps reinforce their personal and societal goals and shows how they can accomplish them.

Speaks to their sense of agency, offering a personal challenge with the potential to uplift and motivate real change.