"Ambassadors Online" is a new student-led academic project supported by the University of Haifa in fields of public diplomacy and Israel advocacy. The aim of the project is to provide the students with skills to become unofficial ambassadors of Israel in the international arena via Internet (facebook, twitter, youtube) and other media. "Ambassadors Online" is a pioneering academic project in Israel, combining lectures with practical online workshops. It is supervised by Dr. Eli Avraham, the head of the Comper Interdisciplinary Center for the Study of Anti-Semitism and Racism. The project’s staff is entirely made up of students and includes David Gurevich (project founder and coordinator), Rachel Berger and Daniel Peleg. All staff members are volunteers.

**Our Mentors** - The activities are conducted by notable professionals in their own fields such as Dr. Reda Mansour (Ministry of Foreign Affairs, former ambassador in Ecuador), Mr. Tomer Ashur (Wikimedia Israel, chairman), Miri Eisin (former Israeli Prime Minister’s spokesperson to foreign media), Mr. Neil Lazarus (Senior adviser to Ministry of Foreign Affairs) and many more.

**Our Cadets** - The participants of the project are students from various disciplines who were selected carefully after tryouts. They come from the wide range of Israel’s multiculturalism. Amongst the participants are Jews, Druze, new repatriates, Israeli born students, Ph.D candidates and undergraduate students. Together they engage professionally in dialogues with Anti-Israeli activists online. The students are volunteering outside of their curriculum, and currently receive no academic credits for the activity.

**Our Vision** - Our vision is to find new ways and strategies to fight against the new Anti-Semitism, combating the delegitimization movement, and to improve Israel’s global image. Moreover, we provide students with leadership, public speaking and social awareness skills by encouraging them to speak for their country.

The project is supported by the Dean of Students, the Student Union and the Comper Interdisciplinary Center for the Study of Anti-Semitism and Racism.
Our methodology - The syllabus of the project includes 12 sessions and two study tours. The sessions are conducted on a weekly basis. Each session lasts four hours and includes:

- **Theoretical lecture** - The lectures provide our students with vast knowledge of media issues, historical background, the peace process and new Anti-Semitism.

- **Practical workshop** - The workshops involve practical work performed on-line, including correcting biased articles on Wikipedia, practicing dialogues with Anti-Israeli activists, writing blogs, talkbacks and so on.

In order to make our vision a reality, the project engages the human resources - our students and their diverse backgrounds – to reach as many audiences as possible. In addition to the official syllabus, the students are involved in arranging events of Israel advocacy on campus, accompanying foreign students visiting Israel, and will participate in Zionist projects on a voluntary basis such as Birthright-Israel (Taglit).

Future prospects

- Establishment of a **monitor group** that will detect Anti-Israeli posts online, including in the social media sphere, and will notify pro-Israel surfers.

- Establishment of a **Alumni Network** to connect our Alumni with new enterprises and organizations in the realm of Jewish Leadership, Zionism and voluntarism.

Evaluation of the project - The short term evaluation is by evaluating the final projects. Each student will develop his own term paper in the form of viral Op-Ed, short youtube clip or social media group. The long term evaluation is by inspecting the success of Alumni to become new generation of entrepreneurs and leaders in the Jewish world.

Contacts

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