

REACH

Remove and Eradicate Antisemitism & Cyber Hate

May - June 2023

**PROGRAM
Schedule**



with the support of



WELCOME TO REA.CH

REACH is an online learning program, specially designed to empower Swiss to combat online antisemitism and help make our social media platforms hate-free!

Come and join the fight against antisemitism!
Together we can make a change!

PROGRAM BASICS

Our program includes

- **Live, practical hands-on training** => Participants will learn how to monitor online antisemitism and get malicious content taken off social media platforms.
- **Mentoring** throughout the program.
- **A Webinar with a Keynote Speaker**
- **Networking and community-building.**

FAQ

- **When does REACH start and how long does it last?**

The program runs from 7th May and **includes only 4 meetings.** Therefore, REACH can easily be combined with study or work.

- **Where is REACH?**

REACH meeting will be held online. REACH can be accessed easily by anyone with a computer and an internet connection.

- **Who can sign up?**

REACH is meant for Swiss with a computer/smart device connected to the internet and motivation to combat online antisemitism.

OUR TEAM



TOMER ALDUBI
FOUNDER & EXECUTIVE DIRECTOR

A lecturer on online hate & social media platforms' policies, former Head of 'Israeli Students Combating Antisemitism' and former emissary for the Jewish Agency at summer camps in the USA



BARAK AHARON
MONITORING DIRECTOR
An expert in business intelligence and OSINT (Open-Source Intelligence), FOA's head of monitoring



SALOME GINSBURG
OUR COORDINATOR
Salome is a student at the University of Zurich (BA in History and Political Sciences), former President of the Jewish Students Association of Zurich (VJSZ), the Local Coordinator for the REACH Switzerland program.



DARYA SALOMON
VOLUNTEER DIRECTOR
Darya has a Bachelor's Degree in Political Science and Communications from Hadassah College in Jerusalem. Between 2017-2018, Darya was an emissary of both the Jewish Agency and the "Habonim Dror" youth movement in the Netherlands.

PROGRAM SCHEDULE

MAY-JULY 2023

1st Meeting : Welcome and Introduction - hybrid meeting

Sunday, 07.05, 17:00-20:00 CET

- **Antisemitism in Switzerland** - presentation by the SIG: Contemporary Antisemitism in Switzerland; Summary of 2022.
- **Welcome to REACH:** Introduction to the program, team and participants.
- **Introduction to Online Hate & Antisemitism:** What is hate speech? IHRA's working definition of Antisemitism,
- Why should we fight it? What can YOU do?

2nd Meeting: Training Session (hybrid option)

Sunday, 21.05, 18:00-19:30 CET

- Coping Emotionally with Exposure to Online Hate Speech with a leading expert (Online).
- Online Practical Detection and Removal of Antisemitism: Learn how to detect and flag on leading social media platforms
- Live Monitoring
- Group Discussion: Learn how to distinguish between reportable and non-reportable content using examples

PROGRAM SCHEDULE

3rd Meeting: Social Media Representative (TBA, hybrid option)

Sunday, 04.06.2023, 18:00-19:30 CET

- Hate speech policy on social media platform, focusing on antisemitism and holocaust denial

4th Meeting: Summary and Feedback (hybrid option)

Sunday, 18.06.2023, 18:00-19:30 CE CETT

- **Discussion:** How can individuals & communities work together to combat antisemitism and hate?
- What have we learned at REACH?
- **Your** contribution to reducing antisemitism on social media
- **Alumni, Mentoring, Future Volunteering**

REACH meetings will take place online. All meetings will be recorded and made available for anyone who is unable to participate live. This program is subject to change- updates will be sent by email to registered participants.

REACH

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Questions? Feel Free to contact us:

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<https://foantisemitism.org>



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