

OPERATION: TAKE BACK ISRAEL



How to talk about

#Israel

so people will ~~STFU~~

LISTEN

HELLO

My name is

Sarah Tuttle-
BLOGGER
Singer

Who am I?



THE TIMES OF ISRAEL

Raising Kveller

Feb 25
2013

We Need to Quit Telling Lies on Facebook

By Sarah Emily Tuttle-Singer at 11:15 am

SHARE

Posted in Parenting Tags: Facebook, featured

Like

Send

You, David Brundige and 102,835 others like this.



Note: The opinions expressed here are the personal views of the author. All comments on Kveller are moderated. Any comment that is offensive or inappropriate will be removed. [Privacy Policy](#)

THE HUFFINGTON POST



blog

Pronunciation: /blog/

Translate **blog** | [into French](#) | [into German](#) | [into Italian](#) | [into Spanish](#)

Definition of **blog**

noun

a personal website or web page on which an individual records opinions, links to other sites, etc. on a regular basis.

verb (blogs, blogging, blogged)

[no object]

add new material to or regularly update a blog:

it's about a week since I last blogged

- [with object] write about (an event, situation, topic, etc.) in a blog:

he blogged the Democratic and Republican national conventions as an independent

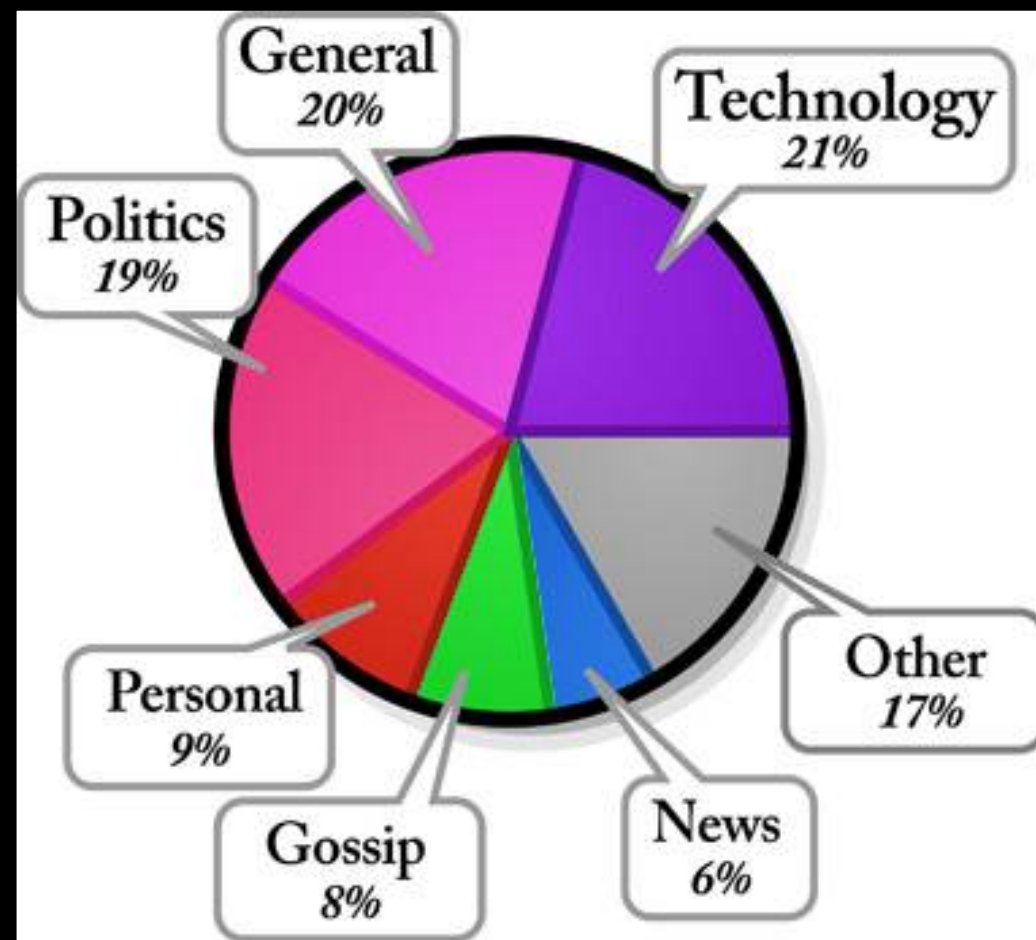
Derivatives

blogger

noun

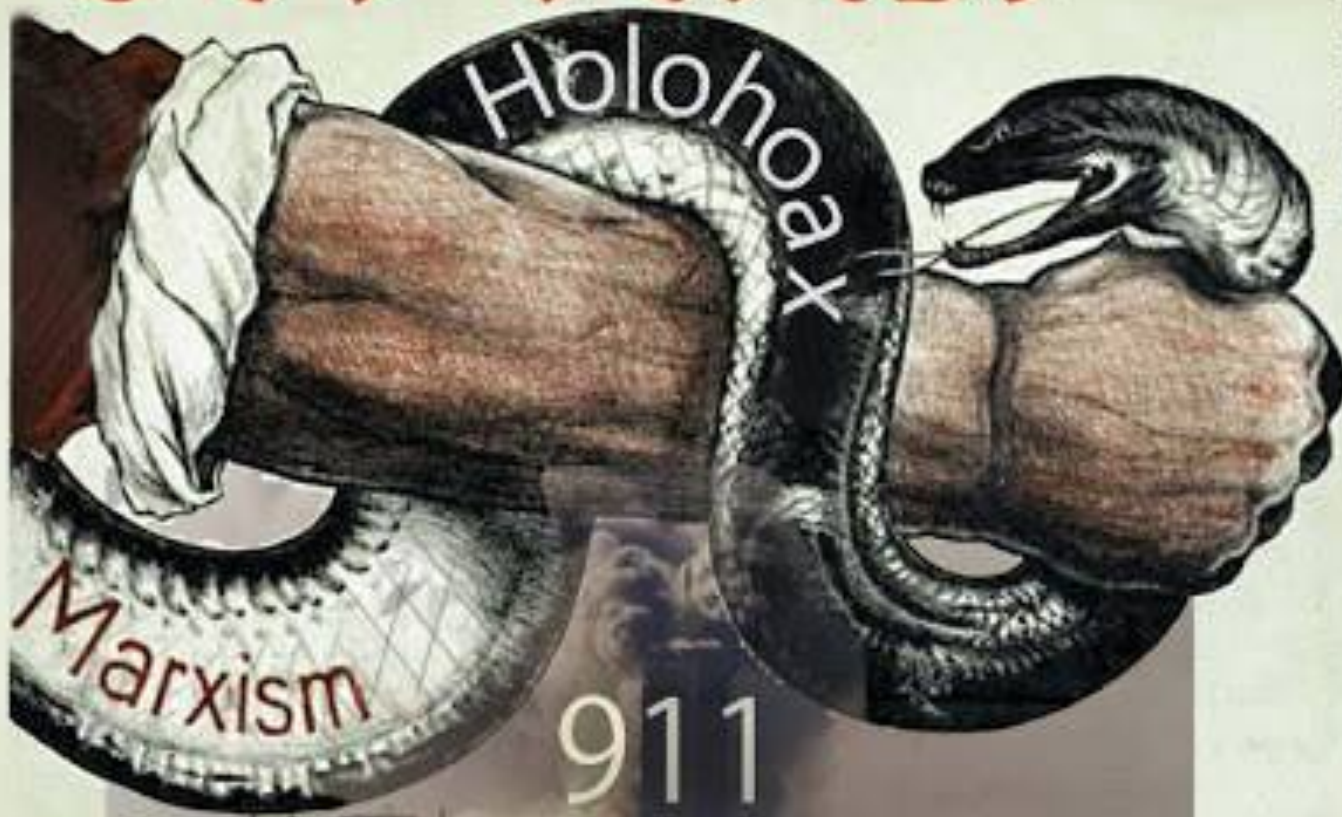


"BLOGGER. Noun: Term used to describe anyone with enough time or narcissism to document every tedious bit of minutia filling their uneventful lives..."



If you repeat
a lie
often enough
it becomes
the truth.

GOT JEWS?



WWW.INCOGMAN.NET

GOT PROBLEMS!

by an American

The image shows a close-up of an American flag with a blue canton containing white Stars of David. The stars are arranged in a grid pattern. The rest of the flag consists of red and white stripes. The text "Free Speech at its Finest" is overlaid on the white stripes in a black, monospaced font.

Free Speech
at its Finest



Vanguard News Network

No Jews. Just Right.



MONDOWEISS

The War of Ideas in the Middle East

US POLITICS

ISRAEL/PALESTINE

MIDDLE EAST

ACTIVISM

FEATURES

DONATE | LOGIN



Nothing.

(NOTHING)

A glowing neon sign with the text "(NOTHING)" is mounted on a dark wall. The sign is rectangular and features the words "NOTHING" in a bright, white, sans-serif font, enclosed in parentheses. The neon tubing is visible through the cutouts of the sign. A dark shadow of the sign is cast onto the wall below it. A thin black wire is visible running down from the bottom center of the sign.



TO-DO list

~~NOTHING~~



QUESTION.

**I'M NOT SURE I HEARD YOU.
LET'S SAY SOMEONE MAKES A NASTY COMMENT ABOUT ISRAEL, OR
WRITES A BLOG POST THAT IS COMPLETE AND TOTAL BULL\$HIT,
WHAT SHOULD WE SAY IN RESPONSE?**



N.O.T.H.I.N.G.





Hope .

H@\$bara



Oh, the

PROFANITY!



**OPERATION:
TAKE BACK
ISRAEL**

Why
Bother?



Why Bother?



Why Bother?



Why Bother?



**Identify your target
(audience)**



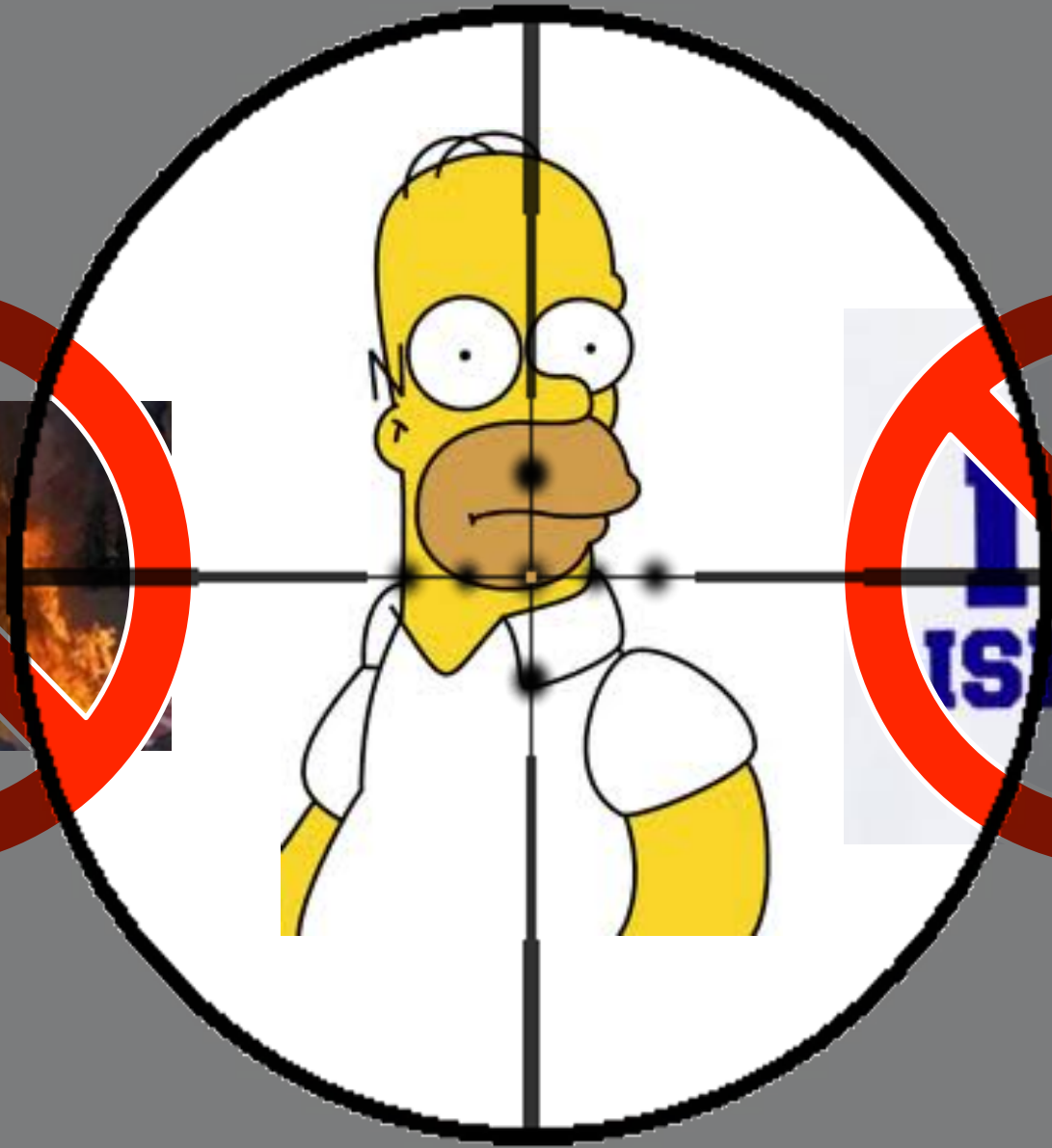


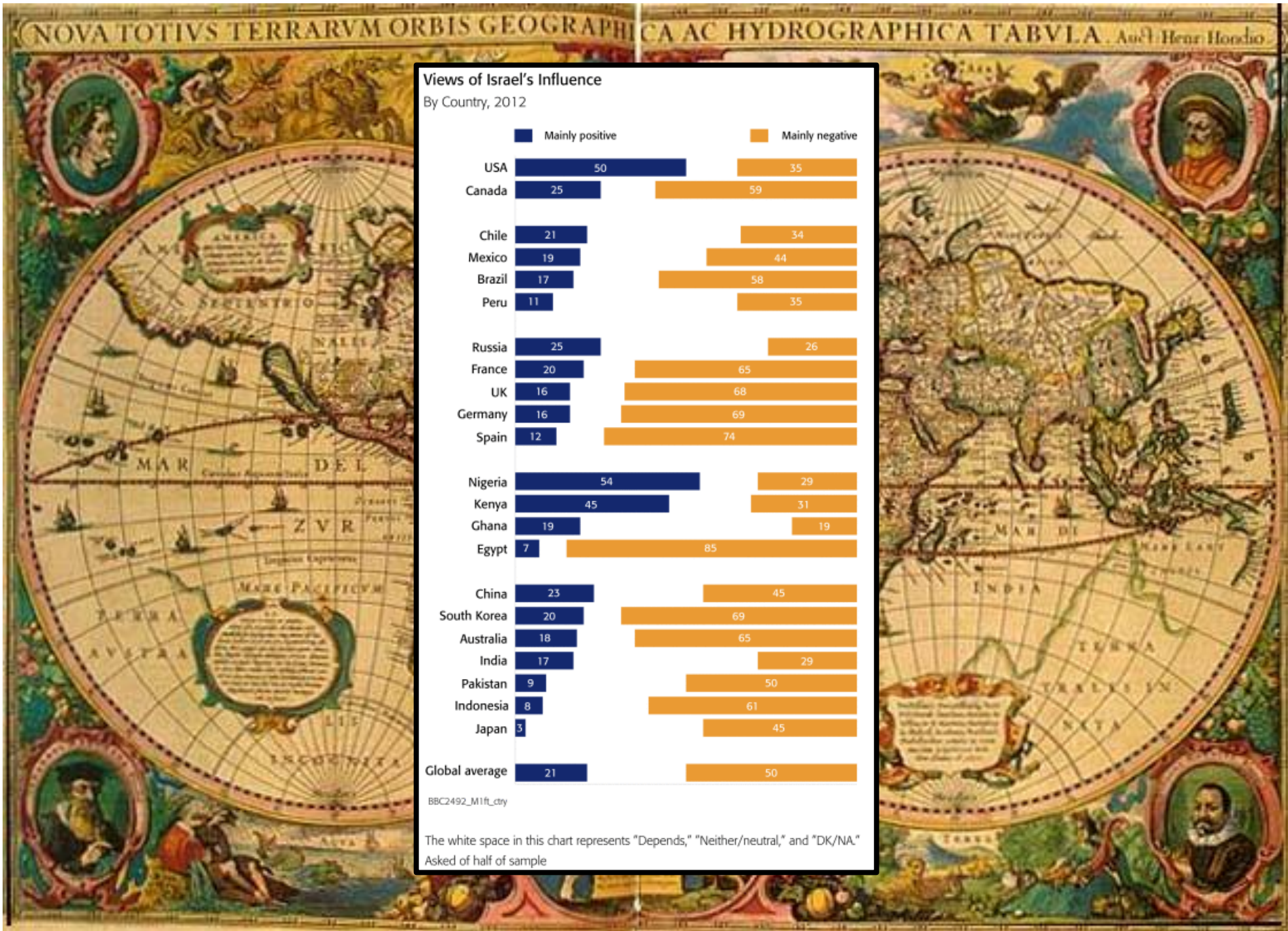


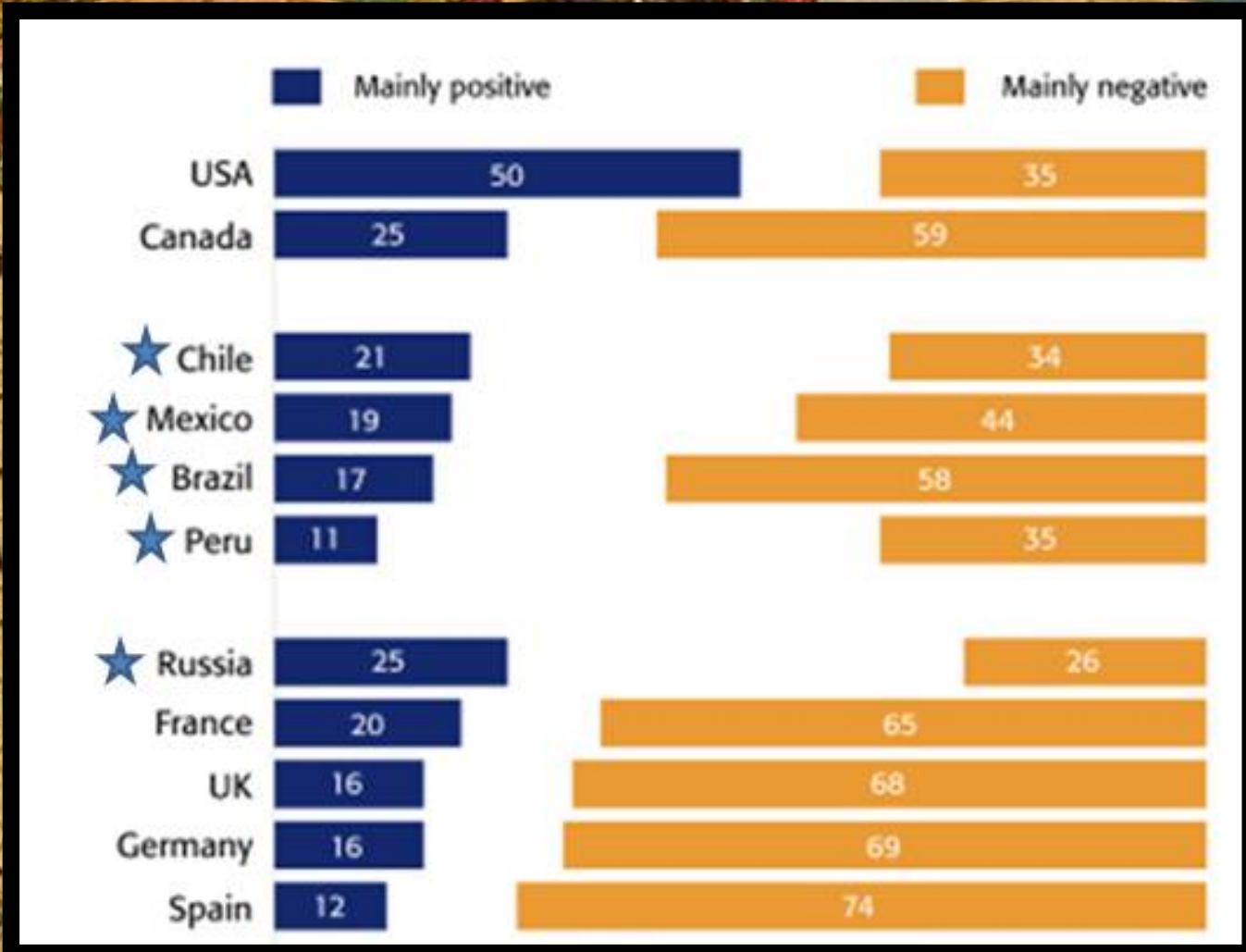
I  **ISRAEL**

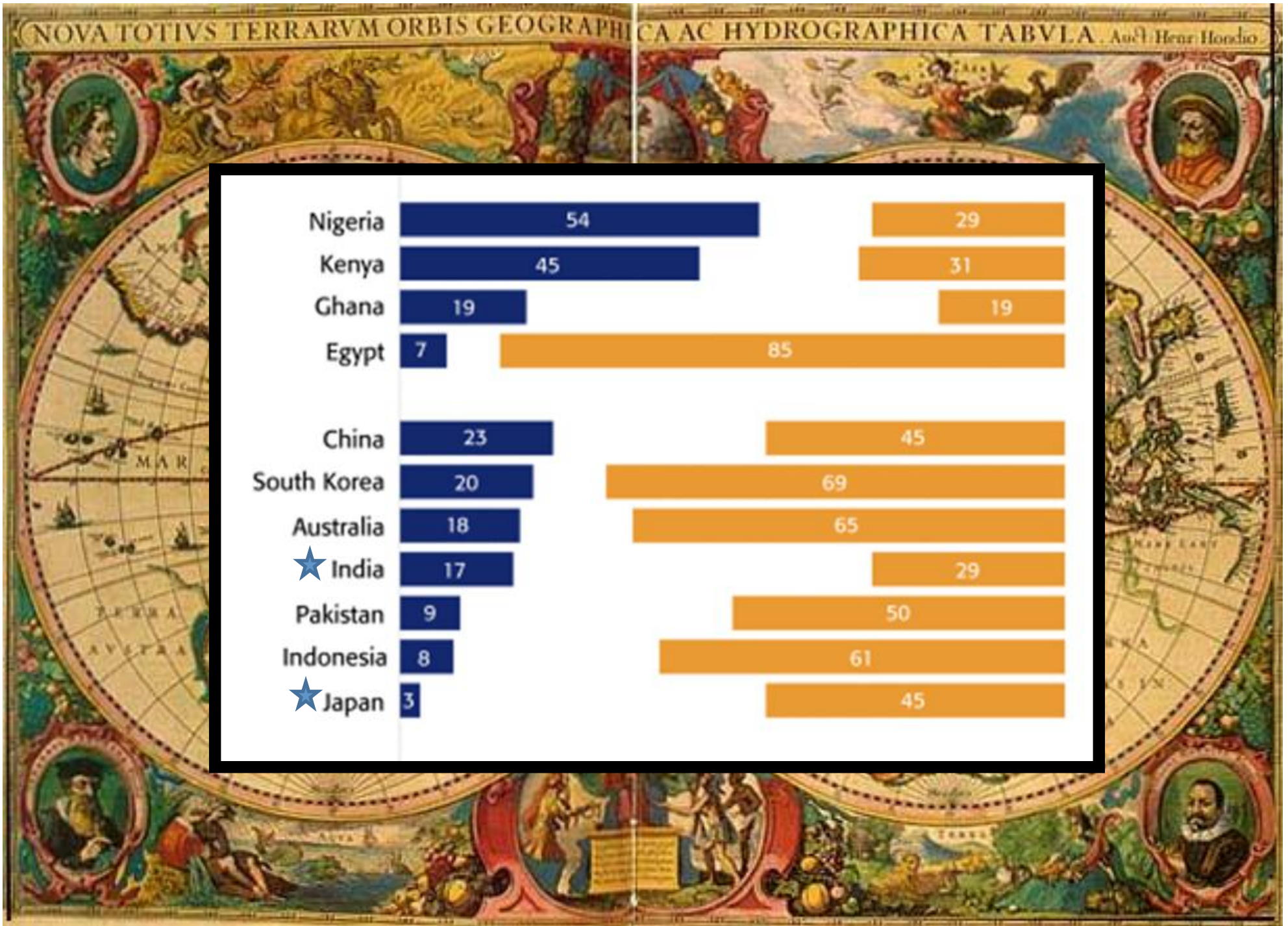












Break it down.




Let's break it down



I'm going to #Israel



I  Israel



Look at all the brave ~~hot~~ soldiers in Israel!



Making #Israel look all
#vintage and #emo #instalove

#sleeping vs. #winning



Just the facts, ma'am



#fail



#fail





#fail



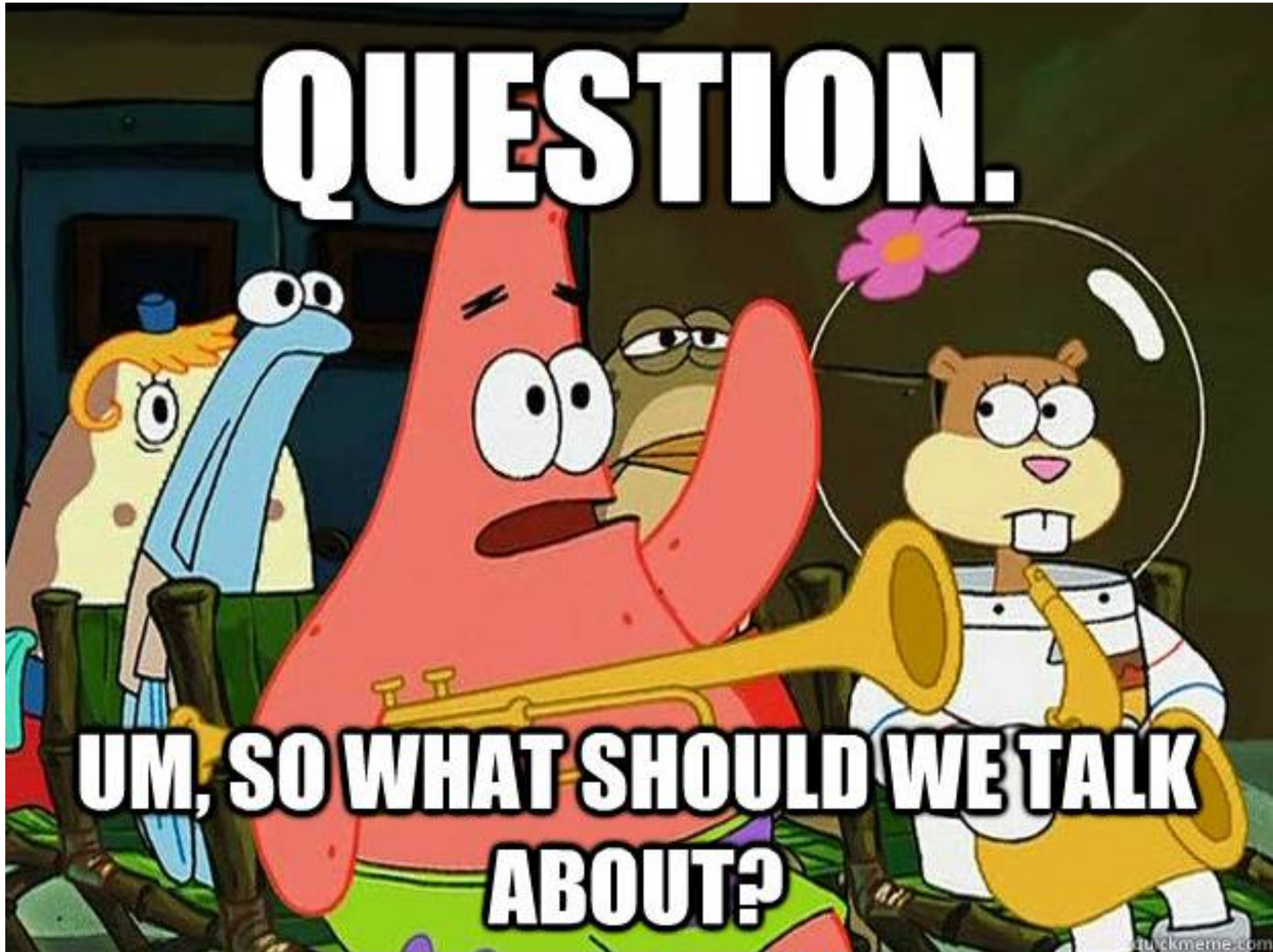


#fail



QUESTION.

UM, SO WHAT SHOULD WE TALK ABOUT?



What War Zone?



What War Zone?





Tactics

✓ **State the Obvious**





Tactics

- ✓ State the Obvious
- ✓ Keep it Real

Dealing with the real

NOVEMBER 18, 2012, 9:37 AM | 26

✓ Recommend 465 Tweet 38 +1 0 Submit Email Print Share

I go out to my terrace to have a cigarette, my too-manyeth of the day, and decide to drive out to Jerusalem. I promised my nephew to see his art show in the town's center. On the drive there, I get a call confirming what I already knew.

"Travelling anywhere?"

"Yeah, they're taking us to the beach. Too bad I left my bathing suit at home. I'll have to wing it."

"Funny Rom. You just be careful. Be smart. Don't be a hero... You still have to clean your room."

"Don't worry Mom. I'm in a safe place. You can sleep well tonight."

Right.

THE TIMES OF ISRAEL



Tactics

- ✓ State the Obvious
- ✓ Keep it Real

When you watch a rocket launched in your general direction, it always appears, at least at first, to be headed directly at you. If you're smart, you learn to stop watching. When the *tzeva adom* (missile warning siren) went off, we sang, yelled, prayed, insulted each other's girlfriends; anything to prevent us from thinking too much. Inevitably, the rocket would strike and the ground would shake to varying degrees depending on how far away it was, rattling not only our vehicle but our collective sanity.

A call to arms

NOVEMBER 12, 2012, 12:06 AM | 31

Recommend 2.7k Tweet 119 +1 9 1

THE TIMES OF ISRAEL



Tactics

- ✓ State the Obvious
- ✓ Keep it Real



kveller
A JEWISH TWIST ON PARENTING

The [kibbutz](#) where we live has been exquisitely quiet. But still, while the kids run around and eat their after-school ice cream, you'll see that the parents look a little more tired than usual as they check their phones for SMS alert updates, or calls from the army calling them back to their units. Because just 10 minutes south of us by car, our neighbors are scrambling toward bomb shelters.

Just 20 minutes south of us, two men and a pregnant women were body slammed by a rocket and [killed on impact](#).

Just 40 minutes south of us, the Gaza strip is on fire—and their children are just as scared as ours.

And the whoop whoop whoop of a rocket siren will haunt these children for years. Or so I'm told by the children who have grown up to remember the sound that shapes their nightmares. Even now. And probably even always.

Tactics

- ✓ State the Obvious
- ✓ Keep it Real
- ✓ Be Unexpected



Finding It Difficult To Get Your Startup Off The Ground? Try Doing It Under Missile Fire

BEN LANG

Saturday, December 1st, 2012

23 Comments



Editor's note: Ben Lang is a growth hacker at [lool ventures](#) and creator of [Mapped In Israel](#). Follow him on [Twitter](#) or [Facebook](#).

The recent battle between Israel and Gaza revolutionized real-time **war reporting**, with both sides taking to Twitter, Facebook and other platforms to report the latest news. What you may have missed, however, is how thousands of Israeli startups continued to function while under missile fire.

A few days after **Operation Pillar of Defense** began, Tel Aviv, the city with the highest concentration of startups in the Middle East, was being targeted by missiles. The first time the sirens went off was the first day of the municipality's **Open Startup event**. As part of the event, 50 startups opened their doors to visitors interested in seeing first-hand the people behind the products.



Tactics

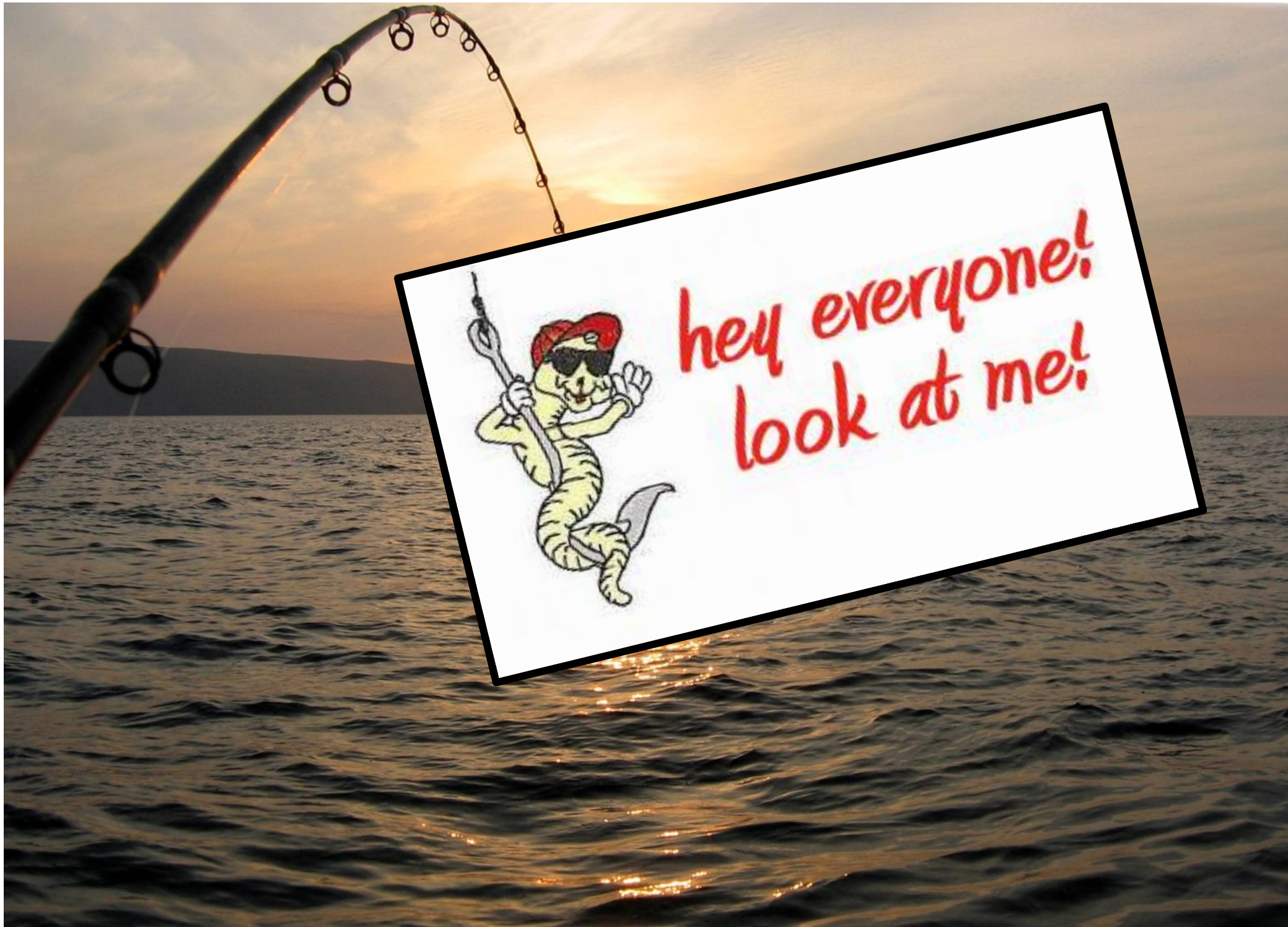
- ✓ State the Obvious
- ✓ Keep it Real
- ✓ Be Unexpected

“Self-Defense, IDF Style” Continued

Published on: September 19, 2012



The IDF is proud to present the second episode of “Learn How to Defend Yourself: IDF Style”, (Watch the first episode [here](#)) taught by [Krav Maga](#) instructor [Sgt. Rachel Shir](#). Join Rachel to learn how to defend yourself from an abduction attempt at night.



hey everyone!
look at me!



New poll: US Jewry going to hell in a handbasket

Babes in uniform

My brief guide to profanity

45% of Electorate Chooses to Defecate in Envelope

I was a dirty forex whore

The rabbi and the vibrator

Electile Dysfunction

For the love of Man(boobs)

You'll be a fat drunk before wine saves you from cancer, new Israeli study shows

The bitch who made me break Shabbat

What the Mossad's female agents do — and don't do — for the sake of Israel



Tactics

- ✓ State the Obvious
- ✓ Keep it Real
- ✓ Be Unexpected
- ✓ See Things Differently

TWITTER: BLOG 2.0



Tactics

✓ See Things Differently

 **Sarah Tuttle-Singer** @expatbarbie 18 Nov
 Hamas. Seriously? Every. Single. Time. I'm. In. The. Shower. I'm beginning to think you just want to see me naked.
[Collapse](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

37 RETWEETS	13 FAVORITES	
-----------------------	------------------------	--

6:51 PM - 18 Nov 12

 **Benji Lovitt** @benjilovitt 16 Nov
 Anyone need refuge this weekend? My doors are open. Especially if you are female, single, and between ages 29-37. **I am here for you.**
 Retweeted by Brian of London
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

4 RETWEETS	1 FAVORITE	
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Military Channel ✓

@MilitaryChannel

Official Updates from the Military Channel - Go Behind the Lines

United States · military.discovery.com

35,534
FOLLOWERS



Sarah Palin ✓

@SarahPalinUSA

Former Governor of Alaska and GOP Vice Presidential Nominee

Alaska · facebook.com/sarahpalin

11,150
FOLLOWERS

920,920
FOLLOWERS



CUFI

@CUFI

Christians United for Israel is the largest pro-Israel organization in the United States and one of the leading Christian grassroots movements in the world.

USA · cufi.org



- ✓ State the Obvious
- ✓ Keep it Real
- ✓ Be Unexpected
- ✓ See Things Differently
- ✓ **AND WHEN ALL ELSE FAILS...**



OPERATION: TAKE BACK ISRAEL

