

# Masorah 2.0

Rewards, Risks and Recommendations for  
Using Web Technologies to Build  
Community and Teach Torah.

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# Why Use the Web?

- ▶ It's effective (when done right)
- ▶ It will soon be essential
- ▶ Most cost effective form of communication
- ▶ Many different outlets and media available for your personal skills

**“A computer lets you make more mistakes faster than any invention in human history—with the possible exceptions of handguns and tequila”**

Mitch Ratcliffe



# Current Web Options

- ▶ Web Pages / Blogs
- ▶ Podcasts / Radio / Audio Content
- ▶ vLogs / Video Content
- ▶ Social Media such as Twitter / Facebook

# Personal Experience

- ▶ Over 1,000,000 Page Views since 2003
- ▶ Over 7,000 Podcast downloads
- ▶ Over 1,600 Twitter Followers
- ▶ Over 1,500 Facebook Friends
- ▶ Drastically increased synagogue exposure, attracting new members

# How Can You Use the Web?

- ▶ Institutional Web Presence – Synagogue, School, Institutional Representative
- ▶ Personal Web Presence – Independent of Position

# Institutional Web Presence

## ▶ Advantages

- Provides automatic legitimization
- Greater initial traffic
- Improving institution's web presence increases your value as an employee
- Can rely on existing technical infrastructure or staff

## ▶ Disadvantages

- Technical and editorial publishing restrictions
- “Problematic” posts could result in termination
- Need to rebuild reputation if terminated from job

# Personal Web Presence

## ▶ Advantages

- Complete editorial and technical control
- Build a “Personal Brand” beyond current position

## ▶ Disadvantages

- Financial and technical costs of setup / maintenance
- Must create own audience to drive traffic
- Can still get you fired

# Web Options – Blogging

## ▶ Advantages

- Countless free software options
- Easy to edit and update
- Easy to locate in search engine
- Easy to access over multiple platforms

## ▶ Disadvantages

- Everyone does it – differentiation
- Permanence in [www.archive.org](http://www.archive.org)

# Podcasting

## ▶ Advantages

- Simple to record classes you're already giving
- Easy to record from home with minimal expense
- Allows for more informal communication
- Can distribute via iTunes for subscribers

## ▶ Disadvantages

- Harder to edit
- Requires additional technical skills

# vLogging

- ▶ Advantages

- More natural lecture
- Can combine audio and visual content

- ▶ Disadvantages

- Limited access
- Higher premium on production values

# Social Media

- ▶ Facebook
  - Personal Accounts
  - Fan Pages
- ▶ Twitter

# Specific Recommendations

- ▶ Blogging
  - Wordpress – freely available from most hosts
- ▶ Audio
  - Audacity for Audio editing:  
<http://audacity.sourceforge.net/>
  - Headset with microphone (avoid USB)
  - Voice recorder (I use Olympus 8100PC)
- ▶ Video
  - Good webcam (Logitech makes excellent ones)

# General Recommendations

- ▶ Acquire personal domain name
  - Many hosts give one for free
  - Purchase domains [www.MadDogDomains](http://www.MadDogDomains)
- ▶ Control your content
- ▶ Ask for help and feedback, learn how to filter
- ▶ Allow yourself to grow and develop in new media