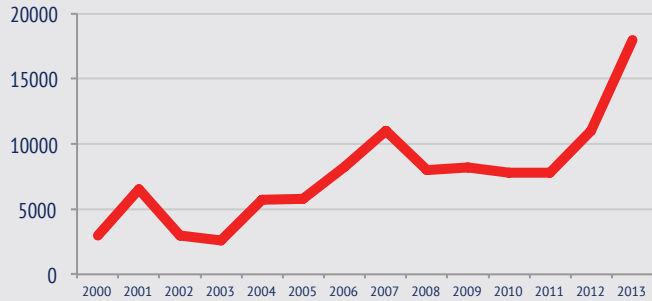




**ARMIES ONLINE**

# WORLD IN CONFLICT

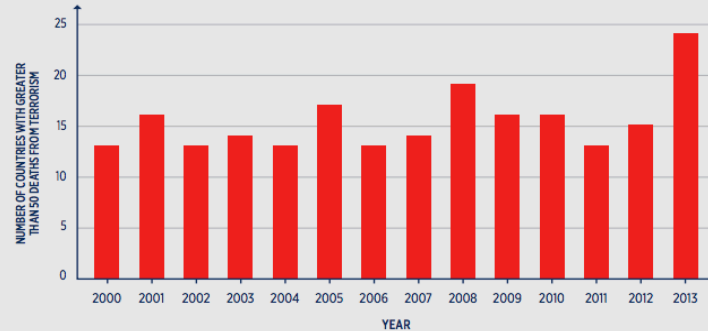
Deaths from terrorism, 2000-2013\*



**The world is engulfed in conflicts and global terrorism is stronger than ever before.**

\*Global Terrorism Index

NUMBER OF COUNTRIES THAT EXPERIENCE SEVERE LOSSES FROM TERRORISM  
The number of countries that have lost more than 50 lives hit an all-time high in 2013.



The lion's share of the activities of terrorists falls on four major terrorist organizations: the Islamic State in Iraq and Syria; Boko Haram (Nigeria), the Taliban (Afghanistan) and Al Qaeda (in different parts of the world).

# ZONES OF CONFLICTS

## **Israel**

Over 900  
casualties  
of terrorism  
since 2000

## **Eastern Ukraine**


Over 5000  
casualties

## **Middle East**

Over 500 000 casualties  
since 2010

**Today it is especially important for Israel to take into account the perception of its army within the country and in the international arena.**

After all, we are a small country with few natural resources, surrounded on all sides by enemies who do not let us expand.



Safety of its citizens and borders is the number one priority for any nation in modern tense world. And strong army provides delivers it.

Israeli army is considered as one of the best – but it has not always been the case. The biggest obstacle Israeli army met was the downfall of military service prestige which led to misperception of the forces by the public.

## «I WANT TO SERVE IN THE IDF»

**1974**  
65%  
of recruits

**1989**  
43%  
of recruits

**1994**  
33%  
of recruits

# ISRAEL BRILLIANTLY USES ALL THE NECESSARY TOOLS TO CREATE THE POSITIVE IMAGE OF ITS ARMY:

- PR
- Bloggers and trendsetters
- Awareness campaigns
- Informational wars
- Social Networks

**ANY ARMY IS A RATHER CONSERVATIVE, MOSTLY  
NON-TRANSPARENT STRUCTURE, THUS ITS SUCCESSFUL  
PRESENCE ON CONTEMPORARY DIGITAL MEDIA IS A SUBJECT  
TO ANALYSIS.**



**Facebook**

1 500 000 page likes

<https://www.facebook.com/idfonline>



**YouTube**

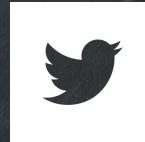
110 000 followers

<http://www.youtube.com/user/idfnadesk>



**Standalone Blog**

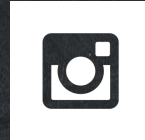
<http://www.idfblog.com/>



**Twitter**

447 000 followers

<https://twitter.com/idfspokesperson>



**Instagram**

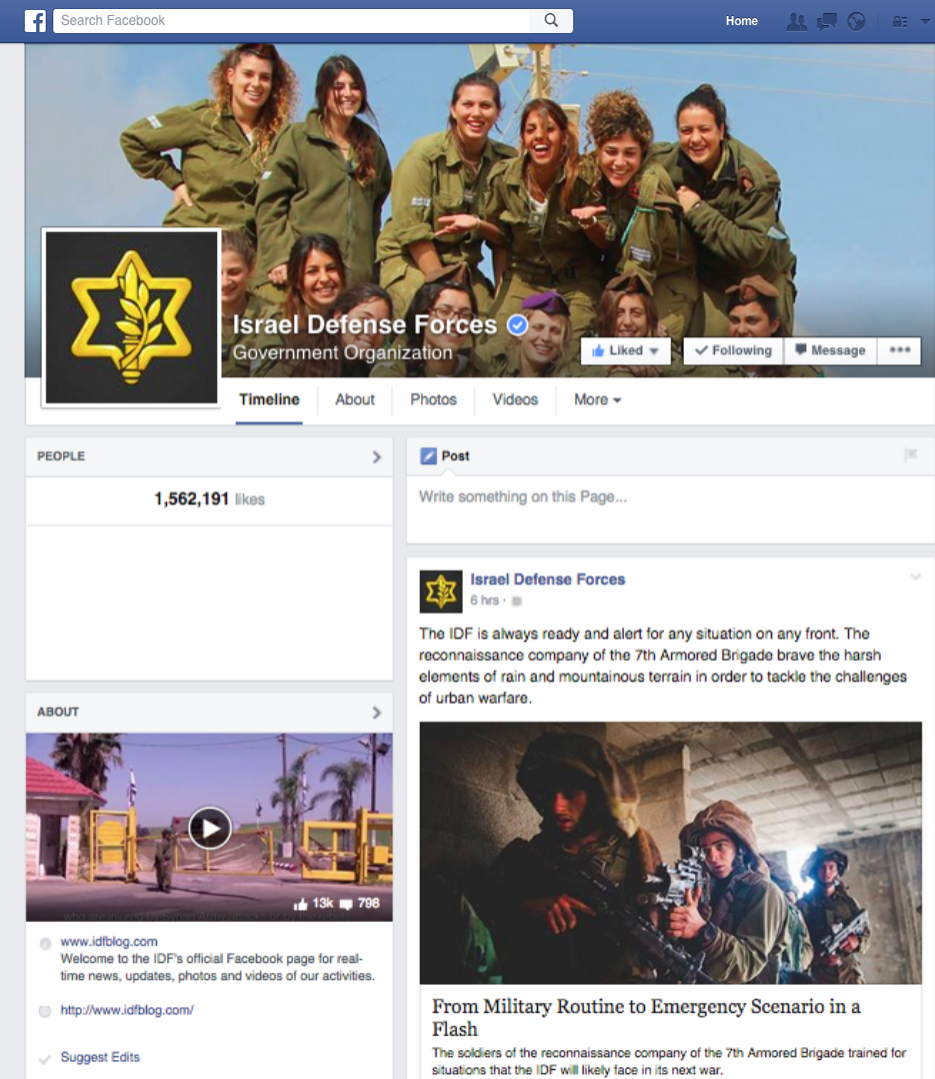
Instagram 68 000 followers

[https://instagram.com/israel\\_defense\\_forces/](https://instagram.com/israel_defense_forces/)

# FACEBOOK

IDF official Facebook page has over 1,5 million likes.

It provides real-time news, updates, photos and videos of IDF activities.



Search Facebook Home

**Israel Defense Forces** ✓  
Government Organization

Like Following Message

Timeline About Photos Videos More

PEOPLE >

1,562,191 likes

ABOUT >

[www.idfblog.com](http://www.idfblog.com)  
Welcome to the IDF's official Facebook page for real-time news, updates, photos and videos of our activities.

<http://www.idfblog.com/>

Suggest Edits

Post

Write something on this Page...

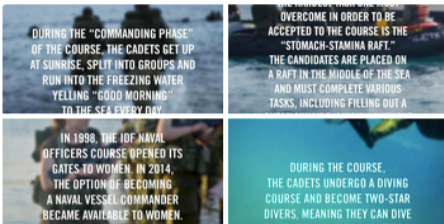
**Israel Defense Forces** 6 hrs · 🌐

The IDF is always ready and alert for any situation on any front. The reconnaissance company of the 7th Armored Brigade brave the harsh elements of rain and mountainous terrain in order to tackle the challenges of urban warfare.

**From Military Routine to Emergency Scenario in a Flash**

The soldiers of the reconnaissance company of the 7th Armored Brigade trained for situations that the IDF will likely face in its next war.

**IDF** @IDFSpokesperson · Mar 11  
Four facts you didn't know about the #IDF Naval Officers Course.



81 122 View more photos and videos

**IDF** @IDFSpokesperson · 9h  
An inside look at the intense #IDF training for #fighting in urban areas.  
[idfblog.com/blog/2015/03/1...](http://idfblog.com/blog/2015/03/1...)



64 94 View more photos and videos

**IDF** @IDFSpokesperson · 13h  
IDF soldiers rescue a stray dog trapped between rocks in northern #Israel.



# TWITTER

Twitter over 450k followers  
an official Twitter account  
([@IDFspokesperson](https://twitter.com/IDFspokesperson)) in  
English, providing dozens of  
updates every day on military  
activities plus graphics,  
photographs and video.



# YOUTUBE

IDF Youtube channel

<http://www.youtube.com/user/idfnadesk> has over 100 000

subscribers and 57 million views.

The channel provides footage from the field, informational videos and news items produced by the IDF

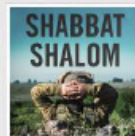
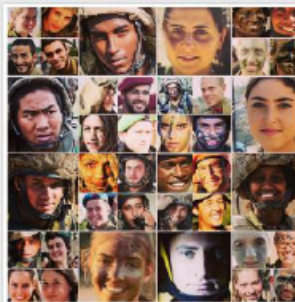
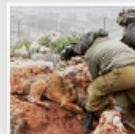
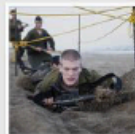
The screenshot shows the YouTube channel page for the Israel Defense Forces (IDF). At the top, there is a banner image of soldiers in silhouette against a bright sky, with a yellow Star of David logo on the left. Below the banner, the channel name "Israel Defense Forces" is displayed, along with a "Subscribe" button showing 103,905 subscribers. Navigation tabs for "Home", "Videos", "Playlists", "Channels", and "About" are visible. The "Videos" tab is selected, showing a grid of video thumbnails. Each thumbnail includes a video title, view count, and upload time. The videos shown include:

- IDF Heroes: Sgt. Itamar's Story** (1,224 views • 17 hours ago)
- Happy Women's Day from the IDF** (10,263 views • 1 week ago)
- Purim 2015 in the IDF** (13,421 views • 1 week ago)
- March of Glory: Nahal Brigade Masa Kumta** (8,436 views • 1 week ago)
- Protector of the Skies: UAVs of the IDF** (15,528 views • 3 weeks ago)
- Becoming an IDF Naval Officer** (4,720 views • 3 weeks ago)
- In The Syrian Civil War, The IDF Assists Wounded...** (8,416 views • 3 weeks ago)
- Meet The New IDF Chief of Staff: Lt. Gen. Gadi...** (4,552 views • 3 weeks ago)
- Lt. Gen. Benny Gantz Concludes 38 Years of...** (6,120 views • 1 month ago)
- Israel Navy Intercepts Hamas Smuggling Vessel** (16,203 views • 1 month ago)
- Happy Tu B'Shvat From the IDF!** (3,368 views • 1 month ago)
- Eyes of A Soldier: First Person View of the IDF** (48,305 views • 1 month ago)



israel\_defense\_forces

Israel Defense Forces The Official IDF (Israeli Defense Forces) Instagram account will photos from the field taken by our soldiers. <http://www.idfblog.com>



# INSTAGRAM

IDF Instagram account

[https://instagram.com/  
israel\\_defense\\_forces/](https://instagram.com/israel_defense_forces/)

has over 68 000 subscribers  
providing best photos  
directly from the IDF

# CASE: ISRAEL UNDER FIRE

## Statement:

Palestine through its channels publish fake content and overwhelm internet with its informational campaigns.

## WHAT ISRAEL DID

During the last conflict in Gaza, students from Interdisciplinary Centre launched a digital social media campaign, called «Israel Under Fire».

The campaign included a hub <http://www.israelunderfire.com/>, facebook page <https://www.facebook.com/IsraelUnderFireLive>. 600 volunteers came and worked throughout the operation — 30 days, 18 hours a day, spreading the truth and helping the IDF to win the informational war.

## Campaign results

- 30 days of activity (from the first day of the operation)
- 670 volunteers
- 40 million people were exposed to the materials across the different platforms
- 5 Facebook pages in 5 different languages (with over 90,000 "likes")
- 31 different languages
- 117 countries used website that was created at the beginning of the operation, and was translated into 29 different languages
- 11 videos were created in the Advocacy Room since the beginning of the operation
- 700 original advocacy pictures and materials were created and translated into different languages
- 9 articles were written about efforts in some of the most well-known newspapers in the world (including The New York Times, The Guardian, and more)
- 42 interviews were given on various television and radio stations around the world (Argentina, France, Germany, Brazil, USA, and more)
- 1500 influential people and community leaders in 72 different countries received helpful material on a daily basis
- 10,800 followers on Twitter, with hundreds of thousands re-tweets
- 20 pro-Israel rallies received material and support from the Advocacy Room (creating signs and graphics, marketing and distribution)
- Hundreds of fake photos were found and reported by volunteers and were therefore removed
- Dozens of hostile Facebook and Twitter pages, posts, and pictures were reported and taken down by volunteers



# HAMAS REJECTS PEACE

“Initiatives, and so-called peaceful solutions & international conferences, are in contradiction to the principles of the Islamic Resistance Movement [Hamas]... There is no solution for the Palestinian question except through Jihad.”

- Hamas Covenant

#ThisIsHamas



# ISRAEL IS UNDER ROCKET FIRE



# 150 ROCKETS HAVE HIT ISRAEL IN LESS THAN A MONTH

# THESE HAMAS ROCKETS THREATEN THE MAJORITY OF ISRAEL'S POPULATION



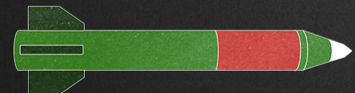
**M-302** WARHEAD: 144 KG  
RANGE: 160 KM



**M-75** WARHEAD: 60 KG  
RANGE: 75 KM



**GRAD** WARHEAD: 45 KG  
RANGE: 48 KM



**QASSAM** WARHEAD: 9 KG  
RANGE: 17.7 KM



THE IDF HAS COMMENCED OPERATION PROTECTIVE EDGE TO DEFEND ISRAEL'S CIVILIANS AGAINST HAMAS TERRORISM

## Results

In today's battle over online channels, rather than TV as before, the actions of the IDF fight for internal and worldwide support.

## CASE: WAR ON SOCIAL MEDIA

### Statement:

The Gaza conflict has started its own Twitter war between the IDF and Hamas.

### WHAT ISRAEL DID

The IDF has been publishing images, tweets, and [YouTube videos](#) designed to support their operations and perform the classic strategy of any military PSYOP—defining your enemy in no uncertain terms.

All operation looks very professional sharp and catchy and been designed by pros.

**Qassam\_Arabic@** @qassam\_arabic

#صورة حديقة أهداف (#إسرائيل) في #غزة الشهيد الطفل أدهم أبو عيطة (7 سنوات)... أين أمة الإسلام؟؟ فلا نمت أعين الجبناء

Translated from Arabic by [bing](#)

#عاشقModern | objectives (#إسرائيل) in غزة (7 سنوات) ... where the nation of Islam sleep??

← Reply ↻ Retweet ★ Favorite ... More

**Qassam\_Arabic@** @qassam\_arabic

#عاجل | كتائب القسام تقصف مطار بن غوريون ب3 صواريخ M75 #العصف\_المأكول

Translated from Arabic by [bing](#)

The Qassam Brigades bombard #تلاب Ben Gurion Airport three rockets M75 #العصف\_المأكول

← Reply ↻ Retweet ★ Favorite ... More

RETWEETS 354 FAVORITES 128

5:55 AM - 25 Jul 2014

**IDF** @IDFspokesperson

Since starting our ground operation in Gaza, we have struck 1,388 terror sites and killed 183 terrorists.

← Reply ↻ Retweet ★ Favorite ... More

### What Israel Does to Protect Its Civilians

- ✓ Prepares the Home Front  
Issues air raid warnings, and homes have bomb shelters or protected rooms.
- ✓ Activates the Iron Dome  
The Iron Dome intercepts rockets that are flying toward urban population centers.
- ✓ Carries out preventive strikes  
The IDF targets underground militant tunnels and munitions when they pose a threat.

### What Hamas Does to Endanger Its Civilians

- ✗ Builds bunkers and tunnels only for its fighters  
Creates safe havens in densely residential areas, but only Hamas terrorists can access them.
- ✗ Uses civilian buildings for military purposes  
Hamas fire rockets from schools, shops, mosques in mosques, and many attacks from houses.
- ✗ Urges residents to ignore Israel's warnings  
The IDF warned civilians to move away from Hamas sites for their own safety. Hamas told them to stay put.

**The IDF safeguards Israeli civilians. Hamas hides behind Palestinian civilians.**

ISRAELI DEFENSE FORCES

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**IDF** @IDFspokesperson · 7h View translation

Crime: Hamas deliberately endangers both Israeli and Palestinian civilians. [pic.twitter.com/4ZgxY3sXLu](https://pic.twitter.com/4ZgxY3sXLu)

← Reply ↻ Retweet ★ Favorite Flag media

**ISRAEL USES WEAPONS TO PROTECT ITS CIVILIANS.**

**HAMAS USES CIVILIANS TO PROTECT ITS WEAPONS.**

**HAMAS PUTS PALESTINIAN CIVILIANS IN THE LINE OF FIRE.**

ISRAELI DEFENSE FORCES

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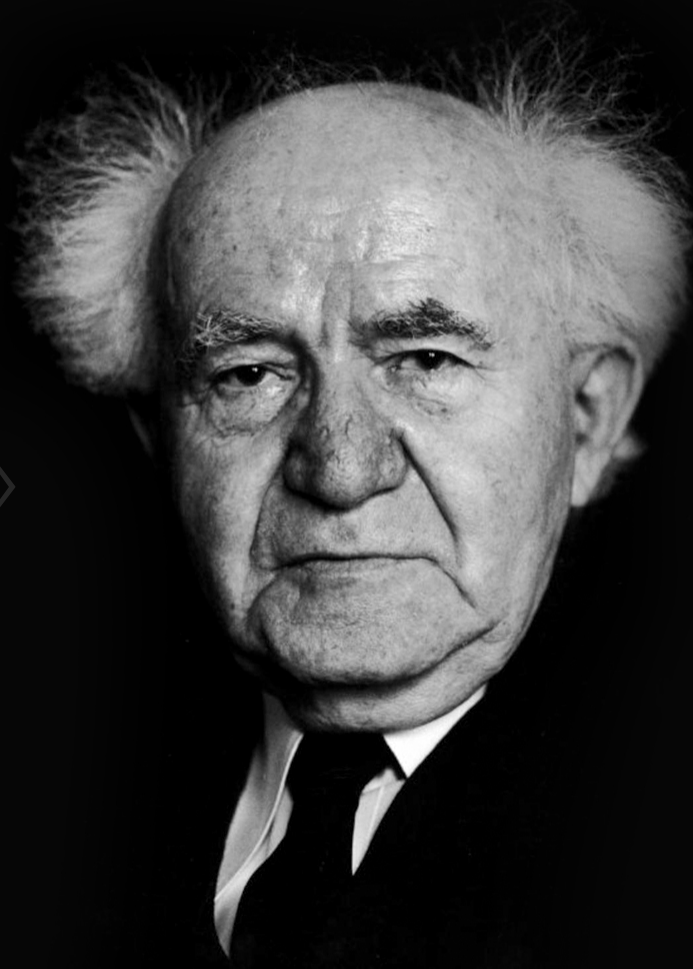
**IDF** @IDFspokesperson · 9h

Crime: Hamas uses Gazan civilians to protect its weapons. [pic.twitter.com/by2QzFI09d](https://pic.twitter.com/by2QzFI09d)

← Reply ↻ Retweet ★ Favorite Flag media

« The army is the supreme symbol of duty and as long as women are not equal to men in performing this duty, they have not yet obtained true equality. If the daughters of Israel are absent from the army, then the character of the Yishuv will be distorted. »

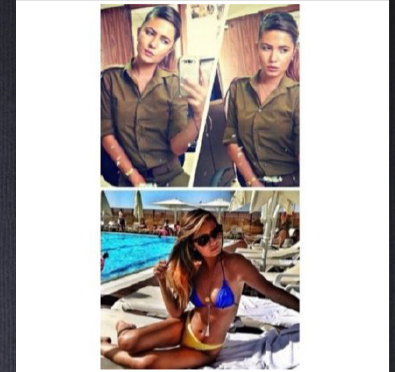
David Ben-Gurion  
First Israeli Prime Minister



## CASE: WOMEN OF IDF

The participation of Jewish women in the defense of Israel has a long historical tradition. Today it also appears as an attractive propaganda image.

Internet and social media is flooded with Facebook pages, Instagram accounts and photos of beautiful brave women serving in the IDF.







# CRIMEAN HYBRID WAR

Latest major conflict – the Ukraine, has also been a test for the armies of the world and their ability to fight the «hybrid war».

Learning from the experience of IDF, Russia used the needed new media tools during the Crimean operation.

Twitter account @vezhливо was created which solved important problems – refuting the propaganda waged by the Ukrainian side about the actions of self-defense in the Crimea. «Polite people» as called in Russia has then become an Internet meme. The name refers to masked unmarked military troops in green army uniforms – the troops that were first seen in Crimea during the crisis. Due to the fact that these troops completed its mission without a single shot fired, Russian Minister of Defense Sergey Shoygu also called the soldiers «Polite People»

The informational social media campaign was a huge success: over 1,7 million supporting tweets from over 125 000 accounts. This campaign has become a new milestone in perception of the Russian army.



**Вежливые люди**  
@vezhливо  
support.crimea@yandex.ru  
facebook.com/vezhливо  
Tweet to Вежливые люди

TWEETS 1,164 FOLLOWING 129 FOLLOWERS 37.1K FAVORITES 36

Tweets Tweets & replies Photos & videos

Вежливые люди @vezhливо · 2h  
Спортивный уголок в одной из частей ЮВО. Можно подкачаться



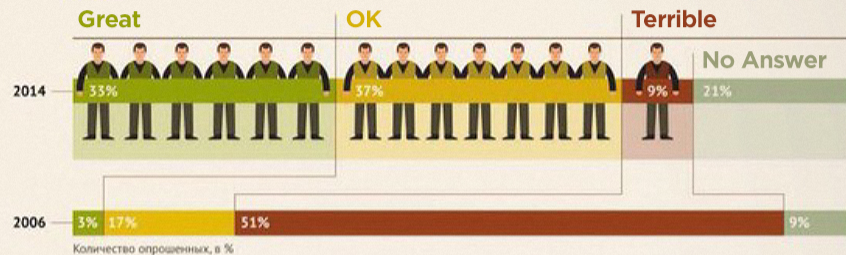


# PERCEPTION OF THE RUSSIAN ARMY OVER THE YEARS

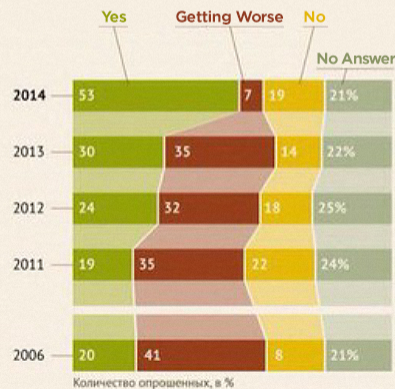
As IDF, Russian army has not always had strong internal image.

## Russian army seen by the nation

Russians see army state as:



## Is army affairs improving?



## Military Service is





Армия — сила!  
Круто, что такая девушка все еще есть!



2 Mar at 1:15 pm



Армия — сила!  
Армейская дружба — самая честная и настоящая, потому что здесь люди проверяются на деле с самого начала.



3 Mar at 9:40 pm

Share 196 Like 1141



Армия — сила!  
В чем состоит наша последняя линия обороны? В вооруженных силах, со всей их мощью и возможностями? Или в мужестве отдаленно взятого человека?



3 Mar at 1:00 pm



Армия — сила!  
В бою лучше иметь дело с тридцатю американцами, чем с пятью русскими.

Гейнц Вельголим Гудерман.



23 Feb at 1:40 pm

Share 236 Like 1432

## USING THE RIGHT TOOLS IN A RIGHT WAY GENERATES RESULTS

Russian army is using contemporary media to full extent with community pages in largest Russian social network VK.com, e.g. <http://vk.com/armypower> which has more than **400 000** subscribers.

# WHY THE ARMY IMAGE IS IMPORTANT

- Firstly, image maintains balance and stability in modern society, influence on public opinion (in the case where the image formed by public opinion and the highest authority is the same).
- Second, the image of the armed forces has incentive, activity character for the whole society. A positive image can cause a feeling of patriotism, mobilize society to address various problems, including the defense of homeland.
- Third, the image of the armed forces is a historical category, emerging for decades. Therefore, strengthening the country's identity and its army strengthens the position of the country in the international arena.

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**[info@netherocean.com](mailto:info@netherocean.com)**