

Media & Interview Guidelines

If a media outlet approaches a Shaliach/Shlichia or the local supervisor in request to commit an interview or receive a comment, please **direct them** to the **Jewish Agency regional Director**.

Upon the request and the relevant guidelines, the regional director will involve the Jewish Agency spokesperson unit and the security team.

(Full contact details, appear at the end of this document.)

All media requests will be reviewed and approved under the following **security guidelines**:

- Publishing a Shaliach/Shlichia's photo is **prohibited**.
- Publishing photos of children is **prohibited**.
- Only first names of Shlichim may be used; full names are **not allowed**.
- Exact placement details must not be shared – only the **community name** may be mentioned.
- Full workplace details are prohibited (e.g., "I teach at Bialik School in New Jersey").
- No residential details may be disclosed.
- Avoid photos showing a Shaliach/Shlichia's residence or car in the background.
- Military service, political opinions, or military/security commentary must **not** be discussed.
- Security arrangements and safety measures must never be mentioned in public media.
- **Shinshinim only** – parental permission is required before participating in any interview (to be coordinated with the regional director).

Upon initial approval by all relevant parties, media representatives would be directed to connect directly with the Jewish Agency spokesperson for additional review and guidance prior to the interview.

Identification

- Shlichim present themselves as **Jewish Agency for Israel Shlichim** in their work.
- The **Jewish Agency logo** should be used in relevant event publications and outreach efforts led by Shlichim.

Website Guidelines

- A Shaliach/Shlicha's **photo** may be used.
- Use only the **first name** of the Shaliach/Shlicha.
- Do **not** mention specific locations where the Shaliach/Shlicha will be present; you may refer only to the **city**.
- Do **not** include any **private contact details** of the Shaliach/Shlicha.

Social Media Guidelines (Public Pages/Accounts)

- Use only photos in which a Shaliach/Shlicha cannot be personally identified (e.g., group settings or activity shots where the face is not clearly visible).
- Do not indicate **specific locations** of upcoming activities led by Shlichim.
 -  Example (not allowed): *"Dan, our Shaliach, will be leading a Hebrew class at Herzl Café, 1948 Jerusalem St."*
 -  Location details should only be shared **directly with registered participants**.