

Public Culture Institution at a Glance	
Institution	Yad Vashem, the World Remembrance Center
Type	Public Memory
Social Media Platforms	Facebook: 206,509 likes and 219,051 followers
	YouTube: 70.3k subscribers
	Twitter: 80.6k followers and 13k tweets
	Instagram: 89k followers and 1,576 posts
	Pinterest: 8.1k followers and 104.5k monthly views
	Blog
	Future Learn
Best Practices	<p>#IRememberWall – A platform to commemorate the holocaust victims [many to many communication]</p> <p>#RememberingFromHome #ShoahVictims – They asked the public to post videos of themselves reciting the names of holocaust victims to commemorate them [many to many communication].</p>
Content: Synchronous or Asynchronous	Yad Vashem had created and shared both synchronous and asynchronous digital content. Synchronous content includes live streaming of Holocaust Remembrance Day, live events shared on Facebook like virtual tours and asynchronous content includes interviews, testimonies, video lectures, images, some recorded versions of live events shared on their social media platforms.
Digital Media Activity	Most of their digital media activity drives either one-to-one or one way communication. However, some of the campaigns in particular have done well that effectively drive many-to-many communication. Their digital media activity includes virtual tours, virtual exhibitions, remembrance campaigns, lectures, interviews, testimonies, and images, content from their digital archives. Some of their virtual campaigns include #75Survivors, The November Pogrom, Virtual Bar / Bat Mitzvah, Virtual tour of Shoah exhibition.

Who is the audience?	Yad Vashem's audience includes a wide variety of demographics – both Jewish & non-Jewish. They specifically aim to reach out to the younger generation to educate them about the holocaust. Apart from this, their audience may include educators and trainers as they specifically have education materials available on their website catering to that set of audience. Moreover, their content is available in various languages – seeking to widening their audience base internationally.
Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?	One of their mission statements notes that they want to create a community involving younger generations by creating meaning for them so that the victims of holocaust are never forgotten. Through their active digital media presence, they have attained that mission by creating a larger community that does not only involves the Jews. Furthermore, their digital media activity encourages international / intercultural conversations as people participate in live events, comment and react on each other's posts, and by individually sharing content on their own social media platforms. Due to their massive reach, their activity transcends national and cultural borders.