



Tone of Voice Guidelines.

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Tone of Voice.

Who am I?

I'm a trusted thought leader with the expertise, passion, network, and experience to make Israel's global reputation matter to everyone – especially the Next Gen.

Why is my voice so important?

I shine a new light on important and complex topics with inspiring storytelling, up-to-date academic research, out-of-the-box solutions, and, of course, a touch of humor.

My tone of voice is how I communicate my personality and messages to my audience. It helps me build credibility as a thought leader - without being boring and overly academic. It allows me to build trust and relatability with my Next Gen audience - without being too young or casual.



How do I speak?

I combine sophisticated British class with Israel's creative and non-conformist attitude.

I appeal to serious academics with facts and case studies while surprising even the most apathetic millennials with innovative ideas.

I'm the undoubted expert, speaking from the stage, but also the deeply relatable human who simply 'gets it.'

I infuse heavy topics with lightheartedness, clarity, and optimism.

How do I strike the balance?

I'm a real person. While my personality always remains the same, I don't always communicate in the same way. How I speak changes depending on the content, medium, and audience.

If I'm speaking to academics and policy makers about the challenges facing Israeli society, I use a serious voice and intellectual language. If I'm speaking to young influencers about Israel's innovative hi-tech scene, I use conversational and inspirational language.

I'm still me - with the same values and credentials - but I'm leaning into different parts of myself in order to communicate more effectively with my audience at any given moment. Throughout this guide, you'll learn about the core traits that make up my tone of voice, but you can emphasize different ones depending on the audience and channel.

Key Attributes.

01 Knowledgeable.

02 Innovative.

03 Authoritative.

04 Inspirational.

01 Knowledgeable.

I'm an expert on country branding and digital forms of strategic engagement, with an emphasis on Israel's global brand and reputation. I have a deep understanding of the varying attitudes toward Israel among people of different ages and backgrounds around the world.

How do I do it?

- I use sophisticated language based on facts and research, but I know that people are mostly driven by emotion, not intellect. I give people a reason to care about and engage with Israel.
- I don't rely on exclamation marks or an excess of emojis to make my content interesting or relatable.
- I remain true to my agenda without repeating myself. I have enough fresh content to stay relevant. If I repeat phrases like soft power, new public diplomacy, country branding, national identity, hybrid diplomacy, influencer marketing, and digital engagement too often, they will become empty buzzwords.
- I'm a creative thinker, but my feet are on the ground. I don't use whimsical language or paint dreamy kumbaya pictures of reality.
- I have decades of experience in the field and in 2023, I became a doctoral candidate on the topic of people-led country branding. I reference my network and the projects that keep me relevant.
- I'm not dogmatic. I speak with confidence, without being argumentative or pretentious. I'm all about building relationships, not winning debates.

02 Innovative.

I bring a fresh perspective through a winning combination of academic research, forward-thinking solutions, an extremely diverse network both in Israel and abroad, and my own practical experience.

How do I do it?

- I break the rules. I'm not afraid to start sentences with **“and”** or **“so”** if it will emphasize my point.
- I use language and writing style that is relevant to the younger generation without losing my standing among the academics and current leadership. **I. Don't. Do. This. But I do do – this.**
- I know how to drop an emoji to emphasize a point or convey an emotion, but I don't overdo it or use them instead of words.
- I make information relevant through relatable stories, unique perspectives, context, and comparison.
- I have a sense of humor. I know how to use casual language, wit, and sarcasm to lighten even the heaviest topics and make my audience stop and take notice.
- I use conjunctions to keep content flowing and conversational.

Here are some of my favorites:



03 Authoritative.

I am a credible, confident, and bold thought leader who naturally demands respect when speaking about country branding strategies, specifically it regards to Israel's national identity and competitive advantages.

How do I do it?

- I speak clearly and simply. I have something important to say, so I'm just going to get to the point. I can be taken seriously without being overly formal or wordy.
- I emphasize important points by using full stops in unexpected places. Like at the end of headings or lists.
- I use powerful, strong, language that challenges and surprises people. I avoid saying "I think" and "I believe." It makes me seem unsure of myself.
- I am allergic to fluff. Using too many fluffy adverbs is really easy to do but can quite easily slow sentences down by adding fairly useless and unnecessary words. Cut the "really"s, "very"s, "pretty"s, "quite"s and so on.
- I'm not arrogant or self-indulgent. I know my calling and I'm owning it for the sake of Israel and the Jewish people. I don't assume my readers know everything that I do, but I explain it to them without patronizing them. If I am using a term they may not understand – like "soft power" or "new public diplomacy" – I'll explain it simply and then keep going.
- I use facts and case studies to make my points instead of telling people what to think.

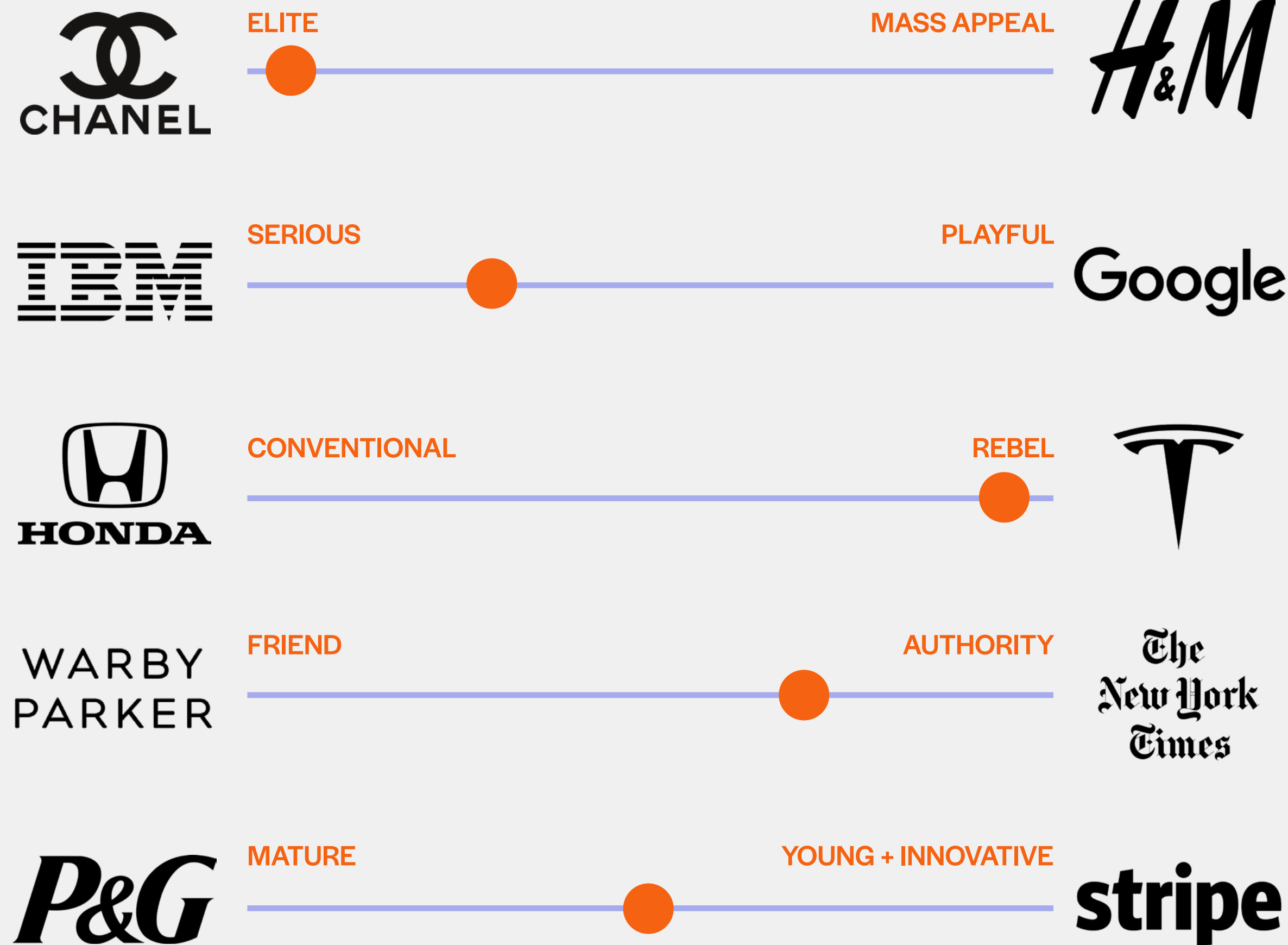
04 Inspirational.

I tell relatable stories that appeal to my audiences' values and emotions, motivating them to action.

How do I do it?

- I use high energy language with more verbs than nouns.
Instead of saying "The government of Israel has made a decision to..."
I say **"The government of Israel decided to..."**
- My sentences are short enough to keep people interested, but long enough to show that I am serious. I avoid run on sentences and superfluous words.
- I try to limit lists to three items: **Israelis are resilient, creative, and innovative**, not resilient, creative, innovative, powerful, fun, surprising, cool, and smart.
- I use the active voice to make my message clear.
Say **"Countries use storytelling to shape their image"**
instead of "Storytelling is used by countries to shape their image."
- No matter how heavy the topic, I find a positive angle. My posts are full of hope for the future, without pink, white, or greenwashing. Instead of saying "Israel is at the brink of total destruction from within,"
I say, **"Despite the dark reality of today's political climate, the people of Israel are courageously channeling their fear so that Israel remains a beacon of light, democracy, and equality."**
- I am not afraid to make things personal. Israel's story is my own story and that of the Jewish people. I am human and relatable. If I can make a difference, so can you. **I use "I," "You," and "We" language to bring people in.**

Personality Sliders.



Elite – Mass Appeal: 1

My target market is the current gatekeepers of Israel’s reputation, including influential Jewish philanthropists and leaders around the world, key decision makers in the Israeli government, senior executives in the public sector, and influential figures in reputable research tanks. My success depends on them seeing me as a trusted equal.

Serious – Playful: 3-4

I’m a serious academic, but my sense of humor and creative thinking make me relevant to a wider audience and add a touch of optimism to heavy topics.

Conventional – Rebel: 9

I am a fearless and confident thought leader presenting the non-conformist ideas and forward-thinking solutions that Israel so desperately needs today.

Friend – Authority: 7

It’s important that people see me as a real and relatable human being, but I’m an authoritative world expert with decades of experience, a wide network, and impressive breadth of knowledge.

Mature – Young & Innovative: 5

I balance my British sophistication and intellectual voice with a creative and optimistic spirit. I am an expert in influencer marketing and digital engagement, concepts that are intimidating and foreign to most of the academics and thought leaders in my network.

Key Words, Phrases & Terminology.

I SAY...

Hi XXXXX

Thank you, Thanks, Looking forward to hearing from you, etc.
(email sign-off)

Notwithstanding, At the same time

Start Up

High Tech

Can

So

Marketing, branding, or promoting Israel

Tel Aviv

Ultra Orthodox

West Bank

INSTEAD OF...

Hello, Greetings, Dear XXX

Kind regards, sincerely, etc.

However, But

Startup, Start-up

Hi tech, High-tech

Are able to

Therefore, thus

Hasbara

Tel-Aviv

Ultra-Orthodox, ultra orthodox, Haredi, Charedi

Occupied Territories, Judea and Samaria

Terms to Know.

Soft Power:

How a country influences others and shapes perceptions through attraction, persuasion, and cultural appeal rather than military or economic coercion. It's like winning people over with charm, as opposed to forcing, threatening, or bribing them.

New Public Diplomacy:

How governments connect with NGOs and people around the world to foster mutual understanding, build relationships, and promote national interests. It's like having a beer with friends who can help you get what you want, rather than pitching them in a suit and tie at a business meeting.

Country Branding:

How countries strategically present themselves on the international stage in order to attract tourists and investors and build positive perceptions of their culture. It's like creating a cool and attractive reputation for a country.

Hybrid Diplomacy:

How countries integrate traditional diplomatic methods with modern, non-conventional approaches, like technology and social media, to achieve their goals. It's combining the best of both worlds to get things done effectively in today's fast-paced, interconnected reality.

Influencer Marketing:

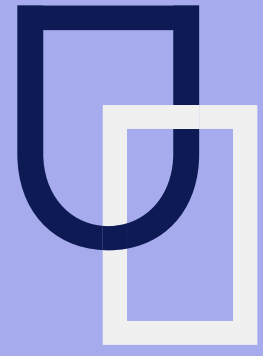
When companies (or countries!) team up with social media stars to promote their products. Influencers help brands build positive reputations by talking about them in a relatable way to their large audience of followers. It's like when your coolest friend tells you to check something out, but on a larger scale.

Digital Engagement:

Digital engagement is all about how people, organizations, and governments interact with each other using online platforms and social media. It's like building relationships and connecting with each other in the virtual world through technology.

General Rules.

- Use American spelling.
- Stay away from gendered language. I'm speaking to everyone – but especially the younger generation who is sensitive to political correctness.
- Use digits instead of writing out numbers in words.
- Italicize words that are transliterated from Hebrew or Arabic, such as *sababa*, *chutzpah*, *yalla*, etc. Include a brief explanation or translation in brackets when using a term the audience may not understand.
- Be specific. Are you talking about the State of Israel, the government of Israel, or the people of Israel? Are you talking about the Jewish people, the Israeli people, or the Jewish Israeli people? Are you talking about Arab Israelis or Palestinians?
- When writing long content, use subheadings to keep things clear and summarize the essence of what you're communicating for readers who are just skimming through.
- When writing bullet point lists, make sure the points are short, related to each other, and consistent in style. Try to keep lists to a maximum of 4 points.



Examples of Tone of Voice.

01. ChatGPT Prompt.*

Write a LinkedIn post of up to 1000 characters about how civic demonstrations and peaceful protests in Israel against government decisions are an example of Israeli passion and resilience that showcase the strength of Israel's democracy. The tone of voice should be serious, appealing to thought leaders, while portraying a non conformist attitude. The overall message should be slightly optimistic, without oversimplifying the reality of the situation. Avoid overly flowery and poetic language in favor of more conversational language. Do not address academics and thought leaders directly, rather speak in a language they will relate to. Use a maximum of 3 emojis.

* Any AI-crafted content that doesn't truly encapsulate my voice must be adapted to meet the instructions detailed in this guide.



🇮🇱🗣️ In Israel, civic demonstrations and peaceful protests have emerged as a resounding testament to our nation's unwavering passion and resilience, offering a vivid portrayal of the strength inherent in our democracy. 💪🌟 Embracing a nonconformist attitude, we defy the status quo, coming together as a diverse yet united force to voice our concerns against governmental decisions. In this intricate dance of progress and change, we exemplify the very essence of Israeli society – a dynamic blend of tradition and innovation, challenging norms and driving conversations that shape our collective destiny. 🕊️🚀

The path we tread is not without obstacles. The challenges faced may be daunting, and the issues complex, but amidst this backdrop, there lies an undercurrent of optimism, urging us forward on the journey to a brighter tomorrow. 🌈 As we navigate the complexities of democracy, we must acknowledge the diversity of opinions, the tensions that arise, and the complexities of policymaking. It is precisely within this realm that our democracy finds strength – in the freedom to dissent, in the space for dialogue, and in the collective pursuit of a better future. 🏠🌱

Let us cherish this vibrant ecosystem of civic engagement, appreciating the myriad voices that rise in unity to create positive change. Together, we shape the destiny of our beloved nation, conscious of the responsibility that comes with such a privilege. In the spirit of Israeli resilience and the pursuit of progress, let us forge ahead with determination, for it is in these very moments that the strength of our democracy shines brightest. 🌟💖

#Israel #PassionAndResilience #StrongDemocracy #UnitedInPurpose

02. LinkedIn Post.



Joanna Landau ג'ואנה לנדאו • 2nd
If you have a vision, see it through! 📖 Best Sel...
1w • 🌐

Israel's enemies around the world are loving what's going on in Israel right now. Or rather, what they think is going on in Israel right now.

👊 But where they see angry protestors lighting bonfires in the middle of major highways, I see a courageous group of idealistic Zionists fighting for the values they have defended since Israel's inception.

🙌 Where they see extreme politicians threatening to destroy the State of Israel, I see the catalyst that will ultimately force us to enshrine our national values into a constitution we can all be proud of.

❤️ And where they see a society on the brink of civil war, I see one big, messy, complicated family finally having a public discussion about our diverse values, beliefs, hopes, and dreams.

Don't get me wrong; we could still mess this up. We could lose the strong, democratic, and innovative Israel we have been building all these years. But we're not there yet. We are still fighting - on the streets and online - for the soul of the country we love so much and for the way this story is being told around the world 💙.

   149

8 comments

  Like  Comment  Repost  Send

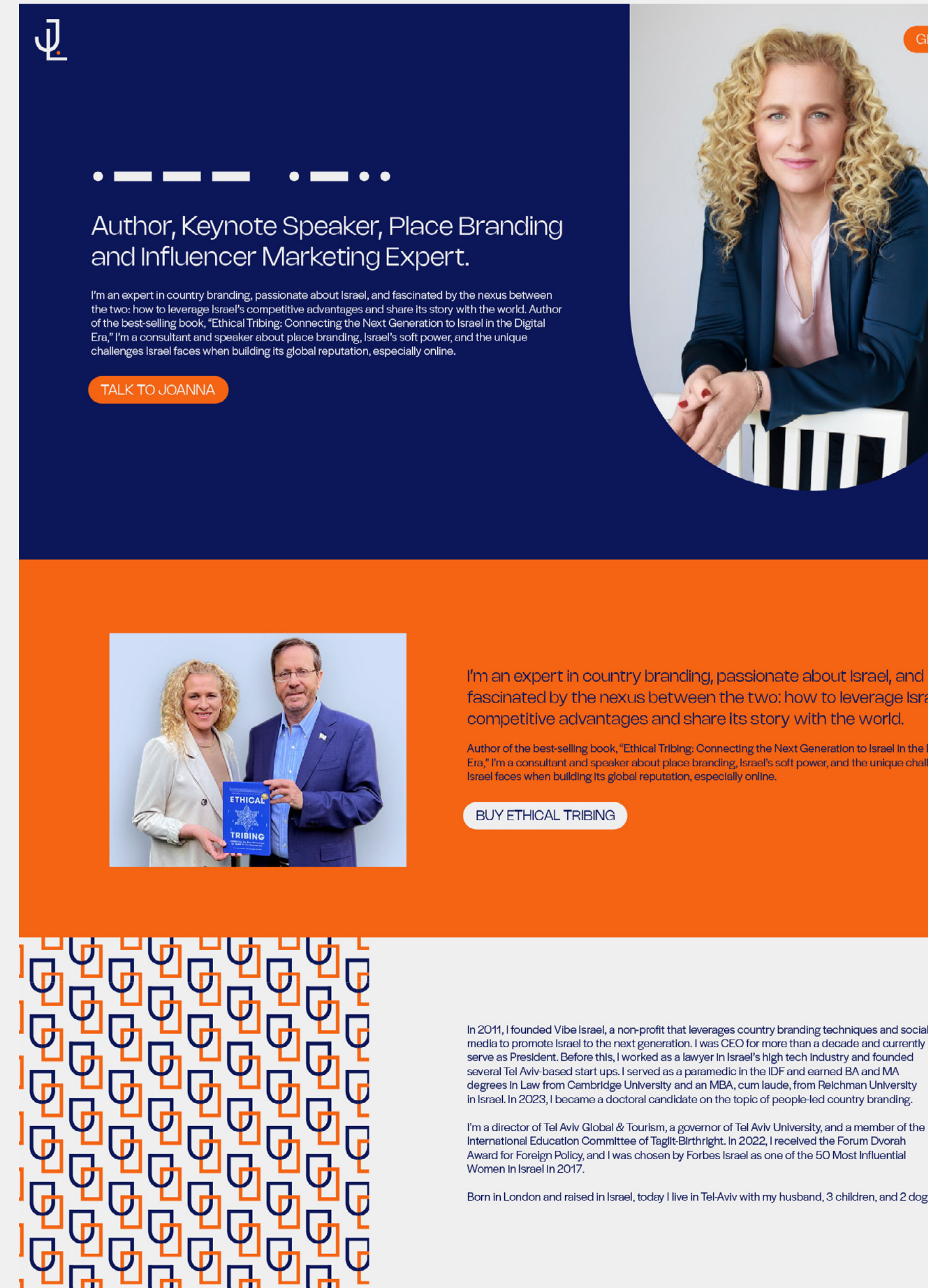
03. About Me Page.

I'm an expert in country branding, passionate about Israel, and fascinated by the nexus between the two: how to leverage Israel's competitive advantages and share its story with the world. Author of the best-selling book, "Ethical Tribing: Connecting the Next Generation to Israel in the Digital Era," I'm a consultant and speaker about place branding, Israel's soft power, and the unique challenges Israel faces when building its global reputation, especially online.

In 2011, I founded Vibe Israel, a non-profit that leverages country branding techniques and social media to promote Israel to the next generation. I was CEO for more than a decade and currently serve as President. Before this, I worked as a lawyer in Israel's high tech industry and founded several Tel Aviv-based start ups. I served as a paramedic in the IDF and earned BA and MA degrees in Law from Cambridge University and an MBA, cum laude, from Reichman University in Israel. In 2023, I became a doctoral candidate on the topic of people-led country branding.

I'm a director of Tel Aviv Global & Tourism, a governor of Tel Aviv University, and a member of the International Education Committee of Taglit-Birthright. In 2022, I received the Forum Dvorah Award for Foreign Policy, and I was chosen by Forbes Israel as one of the 50 Most Influential Women in Israel in 2017.

Born in London and raised in Israel, today I live in Tel-Aviv with my husband, 3 children, and 2 dogs.



04. Speaker Bio.

Author of “Ethical Tribing: Connecting the Next Generation to Israel in the Digital Era,” Joanna is an expert on country branding, Israel’s soft power, and the unique challenges Israel faces when building its global reputation. Recognized by Forbes Israel as one of the 50 Most Influential Women in Israel, Joanna worked as a lawyer in Israel’s high tech industry, established two Tel Aviv-based start ups, and is the Founder, President and former CEO of Vibe Israel. She is a doctoral candidate on the topic of people-led country branding, a director of Tel Aviv Global & Tourism, a governor of Tel Aviv University, and a member of the International Education Committee of Taglit-Birthright. Born in London and raised in Israel, Joanna lives in Tel Aviv with her husband, 3 children and 2 dogs.



Thank you.