

8 Communication Plan Assessment

Communication Plan Overview

1

Targets

- Israeli market
- Future strategic partner organizations

2

Activity

Collaboration with an Israeli PR agency.

3

Objective

To increase EmotionAid®'s visibility and credibility within the Israeli market.

4

Results

The outcome is highly promising. We achieved 16 high-quality media appearances in both English and Hebrew on several strategic topics, including education, through a variety of formats such as articles and podcasts.

75%
Website



12.5%
Radio



6.3%
Newspaper



6.3%
Podcast



Here are a few examples of our publications (PR):

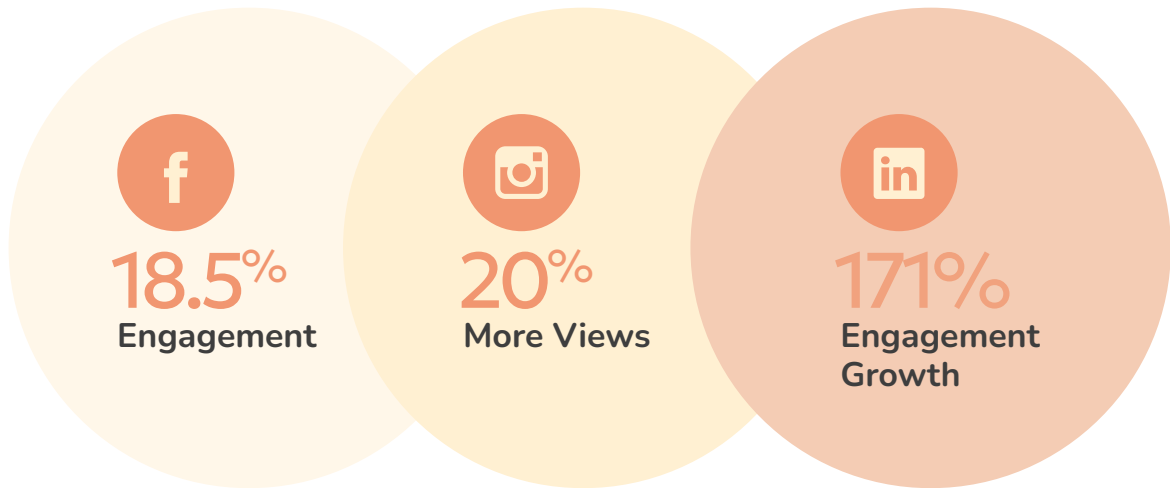


Social Media

Links:



Building a High-Impact Community.
Rapid Organic Traction (Past 90 Days)
The metrics presented reflect a 3-month period of purely **organic activity**, without paid promotion.



The current metrics reflect a solid foundation for scaling professional outreach in 2026



HMO / Year	2022	2023	2024
Maccabi	3,400	6,245	8,232
Leumit	2,350	3,039	3,692
Meuhedet	2,367	3,046	3,454

*Harvest Information and Knowledge Center Report: Two Years After October 7, October 2023.

