Section

Article

Footer

senior advisor on Middle East affairs and strategic communications at the Foundation for Defense of Democracies

Iran strategy

strengthen regional relationships- Abraham Accords

A Lone Soldier, Keren was born in

She holds a bachelor’s degree in Political Science and a master's degree in Political Communication, both from Bar Ilan University in Israel.

Inspired by advice made to her by, that

Quote block:

‘Where what you want to do meets what needs to be done, this is how a person can seek to fulfil their own personal mission in this world’. -- Chief Rabbi Lord Sacks

the above quote from:

https://www.thejc.com/news/news/meteoric-rise-of-the-girl-from-finchley-walking-jerusalems-corridors-of-power-78VzNipXVbNAwV1jGrtOw1?reloadTime=1673740800011

built strategic communication plans for the Israeli, international, Arabic-speaking, and Iranian audiences, increasing social media growth for the IDF by 3000% and getting quoted on the front page of the New York times.

Even as a Lone Soldier, she entered the officer training program, and with a very low level of Hebrew, but she mastered Hebrew extremely rapidly, finishing first in her class and first in the training academy.

Quote block:

61. I love seeing old Israeli men sitting at a table, laughing, playing shesh-besh, eating nuts and smoking- knowing that they have probably been friends for years and been through a lot together.  
  
62. I love seeing a group of guys my age, that are so close and are like brothers.. knowing that in 40 years time they will be what I described above.

64. (Only those who have experienced this feeling will be able to understand it) I love that feeling you get when you just realize. You just have a moment of realization of how lucky it is to be here. Be it on a memorial day, or at the top of a mountain during a hike with friends, or on a packed bus. There are those moments where you all of a sudden appreciate where you are. In the state of Israel. The Jewish homeland. Those moments, are truly great.

17. I love that last year during the Memorial ceremony for the fallen soldiers of Israel, I met a Holocaust survivor who spent the evening telling me his story and held my hand during the Hatikva.

A recipient of the Nefesh BNefesh Young Leadership Prize, which "recognizes outstanding Anglo olim who have helped Israel in a meaningful way by encapsulating the spirit of modern-day Zionism and contributing in significant ways towards the State of Israel."

https://www.clevelandjewishnews.com/news/world\_news/7-olim-awarded-by-nefesh-b-nefesh-for-major-contributions-to-israel/article\_3920db49-e5a6-53d3-8d74-9d17df4514cc.html

As Head of Social Media for the IDF, Keren innovated a completely novel approach for IDF social media tweets - edgy, snarky, funny, tweets that vastly improved the public perception of the IDF, especially the GenZ generation.

She was Spokesperson for the Northern Command in the IDF.

https://www.haaretz.com/israel-news/2019-04-30/ty-article/snark-is-israeli-armys-secret-weapon-on-social-media-battlefield/0000017f-f7b8-d47e-a37f-ffbc607c0000

quote block-

we can add the IDF Twitter account’s snark to the inventory of Israel’s lethal arsenal.” i24 news anchor [Eylon Levy](https://twitter.com/EylonALevy/status/1112232981706522626)

snarky tweet:

https://twitter.com/IDF/status/1087360814644899841?ref\_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1087360814644899841%7Ctwgr%5E06342cd20d856b2a51882535a2eda44f7d118271%7Ctwcon%5Es1\_&ref\_url=https%3A%2F%2Fwww.haaretz.com%2Fisrael-news%2F2019-04-30%2Fty-article%2Fsnark-is-israeli-armys-secret-weapon-on-social-media-battlefield%2F0000017f-f7b8-d47e-a37f-ffbc607c0000

quote block-

on balance it’s better to be edgy and in tune with the medium in which you operate than not. That’s something that the IDF social media unit has got very right.” British journalist David Patrikarakos

Finchley, London, UK https://www.google.com/maps/place/Finchley,+London,+UK/@51.5947169,-0.2270184,29564m/data=!3m1!1e3!4m6!3m5!1s0x487610aaa78b1023:0xd8b9da0800366d58!8m2!3d51.5971434!4d-0.1979547!16zL20vMG45bWM?entry=ttu

https://twitter.com/IDF/status/1168977268447862784?s=20

United Synagogue https://www.kinloss.org.uk/

Hasmonean High School

Federation of Zionist Youth Gap Year Program in Israel

Bnei Akiva of London: https://www.worldbneiakiva.org/united-kingdom

https://www.ynetnews.com/magazine/article/bjmcvovj2

https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://il.linkedin.com/in/keren-hajioff-1736536b&ved=2ahUKEwiC97KetMaCAxVWhf0HHQN-DjgQjjh6BAgTEAE&usg=AOvVaw2U5rvtDYq1Xdi\_YDYEZVJi

https://www.fdd.org/team/keren-hajioff/

best photos casual:

https://israelforever.org/programs/LoneSoldierProject/Blog/65\_things\_i\_love\_about\_israel/

https://m.jpost.com/influencers/visionaries/article-758862

https://www.clevelandjewishnews.com/news/world\_news/7-olim-awarded-by-nefesh-b-nefesh-for-major-contributions-to-israel/article\_3920db49-e5a6-53d3-8d74-9d17df4514cc.html

video commentary on

https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3Dky\_58mcnqR4&ved=2ahUKEwj4lNWRtsaCAxWthP0HHTDsBKsQtwJ6BAgyEAE&usg=AOvVaw3TPYAHisCPY9qsEtYn1gwG