

November 8, 2023

To: Mr. Mark Zuckerberg (Meta, Facebook), Mr. Adam Mosseri (Instagram), Mr. Elon Musk (X), Ms. Linda Yaccarino (X), Mr. Neal Mohan (YouTube), Mr. Shou Zi Chew (TikTok), Mr. Pavel Durov (Telegram), Mr. Ryan Roslansky (LinkedIn) and Mr. Satya Nadella (Microsoft).

Subject: Addressing the Surge in Global Antisemitism on Social Media Platforms

Since Hamas's horrifying terror attack on Israeli and foreign civilians on October 7th and Israel's response to the atrocities that occurred, we have been witnessing a dangerous surge in vitriolic antisemitic content on social media. Such content includes veneration of Hitler and the Holocaust, calls for the killing of Jewish people (sometimes through the use of genocide-inciting slogans such as "from the river to the sea"), support for the October 7th massacres, and applying racist invectives against Jews. Allowing such content contributes to the spread of hate against Jewish people and supports the normalizing and legitimizing of antisemitism around the world. The sharp rise in antisemitic online content is also worrying since it is a key driver in encouraging hateful acts and offline violence.

Concerns about physical violence are disturbingly real. During the last weeks, Jewish individuals were attacked and threatened; and synagogues, Jewish cemeteries, schools, residences and businesses were targeted by antisemites. The last weeks also saw terrifying mass events, such as the mob that stormed into Makhachkala airport in Russia, shouting antisemitic slogans, and combing the passengers in the hunt for Jewish passengers. The world has become increasingly unsafe for Jewish people, to the extent that Israel has issued a rare warning, advising its citizens to travel abroad only when necessary, and to conceal their Jewish and Israeli identity when staying abroad.

This marked increase in antisemitic events should concern not only the Jewish community but the global society as a whole. It should be particularly alarming for you, as leaders of the world's most popular and prominent social media platforms. Preventing the virality of antisemitic content on your platforms is not only your legal responsibility. It is first and foremost a moral imperative, the urgency of which has sharpened during recent weeks.

We are a group of academics, civil society activists, and other professionals, from Israel and elsewhere, many of whom are dedicated to issues related to human rights and the interplay of technology, society, law and ethics. We urge you to take all necessary steps to ensure that your platforms do not enable antisemitism or encourage violence against Jewish people. More specifically, we request that you:

1. Publicly emphasize your unflinching commitment to fighting antisemitic content.
2. Ensure that the content moderation mechanisms you have in place are sufficiently robust and effective in tackling the current antisemitic emergency. Thoroughly evaluate all human and technological resources dedicated to fighting antisemitism, and adjust, expand and improve them, if needed. Urgently revise your policies on antisemitic

expressions used in the current eruption of hate and violence, to prohibit inciting calls such as “from the river to the sea”, support for the “al-aqsa flood”, and denial of the October 7th massacres across different languages.

3. Implement mechanisms for technological solutions, research, and knowledge-sharing established under the auspice of existing networking initiatives among social media platforms, such as the Global Internet Forum to Counter Terrorism. Cooperate closely with civil society organizations dedicated to the elimination of antisemitic content, to complement your efforts in identifying nodes of antisemitic content spread, and in detecting the subtleties in language and imagery used to incite hatred against Jewish people.
4. Demonstrate accountability and transparency in regard to all actions related to combating antisemitism. Publish and share data concerning the affected content, provide reasons and grievance mechanisms for those whose content was limited, and allow public oversight and security pertaining to these processes.

We would like to emphasize that we firmly reject all forms of hateful content targeting any population. We advocate for implementing the above suggestions for handling such hateful content as well.

We thank you for your attention to this critical matter.

Sincerely,

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