

Defend and Protect Israel on Social Media

The following social media algorithm guide has been developed with a team of experts in Israel who need our help. Please read below and share far and wide.

💡💡 UNDERSTANDING SOCIAL MEDIA ALGORITHMS 💡💡

The goal is to use the algorithms to boost pro-Israel/pro-truth content and to not inadvertently boost fake stories and pro-Hamas stories. Three SIMPLE steps to accomplish this:

1. **FIND IT: Find content that supports Israel and supports the truth.** It can be educational, political, hard facts, celebrity driven, or anything similar.
2. **ACTIVATE IT:**
 - Like it
 - Then comment on it (even with a simple #StandWithIsrael hashtag)
 - Then share it from the app (as text message if possible)
 - If the platform has an "add to favorites" option, do that as well.

Each of these actions boosts the algorithm for the content

3. **IGNORE IT: If you find lies, hateful propaganda or other bad content, DO NOT ENGAGE WITH IT.** When you view it, when you read the comments, when you comment on it, the algorithm will boost its exposure. If it's very bad, you should report it.

This works across Instagram, TikTok, Facebook and X. There are a significant number of bots in action against us. We need to actively use the above techniques to drive the algorithm in a positive way.

Edited by Rabbi Lisa Silverstein Nelson. Executive Director of Positive Jewish Living.