

WHO WE'RE UP AGAINST

There is an enormous digital movement whose sole purpose is to spread antisemitism and call for the destruction of Israel. We call them the Army of Haters. They are organized, well-funded and skilled and by aligning themselves with historically marginalized groups (LGBTQ+, Black, Asian...etc.), they have created millions of allies. The haters simplified a complex geopolitical issue and made it into a couple of sound bites:

1. **THE JEWS** stole our land!
2. **THE JEWS** are oppressors!
3. We need to fight the oppressors by any means possible.
4. Israel is an apartheid state!

What's terrifying and brilliant is that most Americans are part of the mushy middle and don't really care about the Israel/Palestine conflict or the Jewish community. But they are susceptible to superficial messaging that allows them to think they are siding with the oppressed.

THE ARMY OF JEW-HATERS

Following is just a taste of what's happening on Instagram. There is also a huge effort across other platforms including Twitter, TikTok, and Facebook. Their reach is staggering. There are 6,457,200 people following anti-Israel Instagram accounts! The pro-Israel accounts have less than half of that.

Additionally, there are celebrities with millions of followers who consistently post, or put in their stories, awful lies about Israel. Basically, they repost some of the lies from the Army of Haters. Gigi Hadid (78.8M followers) is one the most infamous. Ye (Kanye West) (254M followers) is another.

PAGES

4-7

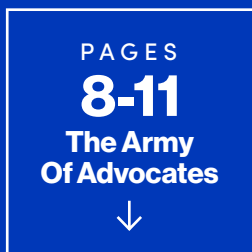
**The Army
of Hate**



THE ARMY OF ADVOCATES

There are those on social media who are fighting everyday for the Jewish community and a safe/secure Israel. We call them the Army of Advocates. Unfortunately, the Advocates are put in the almost constant position of correcting hateful lies and playing defense. In addition, much of their messaging is long and complex.

In today's world, where people get their news and form opinions while scrolling Instagram, long explanations simply don't work. This is why JewBelong is vigilant about compelling, swift messaging.



SEE FOR YOURSELF!

JewBelong took screenshots of sample posts from the most popular (more than 20K followers) Hater's Instagram accounts. We did the same with the Army of Advocates.

THE ARMY OF JEW-HATERS

Instagram profile for **eye.on.palestine**. Profile picture: a stylized eye with a red dot. Stats: 37.4K Posts, **3.5M Followers**, 173 Following. Bio: Eye On Palestine, Personal blog. Links: Find Us on Facebook, X, Telegram & Threads; Backup Account @eye.on.palestine2; For Ads: info@Eyeonpalestine.ps... more.

Post content: A cartoon by Later 2023/MINTPRESSNEWS.COM. Two men in white shirts and green shorts are talking. One says, "THEY MIGHT EVEN DISAGREE ABOUT SOMETHING..." The other replies, "...BUT WILL ALWAYS AGREE ON ONE THING!". They are holding Israeli flags. In the background, a Palestinian flag lies on the ground.

47,862 likes. eye.on.palestine While the majority of the Israeli public might disagree about something, they will always agree on one thing... more. View all 571 comments.

Instagram profile for **mohammedelkurd**. Profile picture: a man's face. Stats: 80 Posts, **694K Followers**, 998 Following. Bio: محمد الكرد.

Post content: A graphic with an American flag, a bomb, and an Israeli flag. Text: "EVERY YEAR, THE U.S. SENDS ISRAEL \$3.8 BILLION, ADVANCING THE ETHNIC CLEANSING OF PALESTINIANS. END ALL MILITARY FUNDING TO ISRAEL NOW." Below the graphic, it says "Liked by letstalkpalestine and 5,140 others mohammedelkurd 3.8 billion dollars is a lot of stimulus checks btw. #EndMilitaryFundingToIsrael".

Instagram profile for **theimeu**. Profile picture: IMEU logo. Stats: 5,334 Posts, **452K Followers**, 332 Following. Bio: IMEU, Nonprofit organization. Giving you access to untold stories, facts, and expert sources on all things #Palestine— politics, culture, art, and activism.

Post content: A photo of a woman in a pink shirt looking distressed, with an Israeli soldier in the background. Text overlay: "ISRAEL IS COMMITTING APARTHEID. HERE'S HOW SWIPE LEFT". 5,316 likes. theimeu Israeli President Isaac Herzog—head of state for Israel's apartheid government—is in the US this week where he's already met with President Biden and spoken to Congress.

Instagram profile for **free.palestine.1948**. Profile picture: Palestinian flag. Stats: 7,359 Posts, **269K Followers**, 6,486 Following. Bio: Free Palestine, Blogger. DM for promotion/ collab message us. Affiliate.

Post content: A red background with white and yellow text: "Israel is an Apartheid state." 2,512 likes. free.palestine.1948 Posted @withregram · @purple.vegan.tiger Israel imposes a system of oppression and domination against Palestinians across all areas under its control: in Israel and the OPT, and against Palestinian refugees, in order to benefit European zionist squatters, called 'settlers'.

Instagram profile for **landpalestine**. Profile picture: Land Palestine logo. Stats: 908 Posts, **236K Followers**, 150 Following. Bio: Land Palestine, Community. What's happening in Palestine? support the medical in Palestine in this link.

Post content: Text: "What is happening in Palestine is not complicated; it's settler colonialism & ethnic cleansing. Debunking misinformation around Palestine." Below is a photo of a city at night with a large fire or explosion. 166,183 others liked. landpalestine What is happening in Palestine is not complicated; it's settler colonialism and ethnic cleansing. Swipe to learn about myths... more.

Instagram profile for **letstalkpalestine**. Profile picture: a megaphone. Stats: 118 Posts, **229K Followers**, 658 Following. Bio: Let's Talk Palestine, Nonprofit organization. New thinking for liberation. Clueless on Palestine? Start HERE.

Post content: A graphic with the text: "Let's Talk ARMED RESISTANCE Analysing why and how Palestinians resist militarily". 2,740 likes. letstalkpalestine This is not a post about Palestinians' right to resist as necessary. The answer is clear. This is a post with a brief explanation of why and how... more.

hiddenpalestine 1,529 Posts **163K** Followers 991 Following

Hidden Palestine
A collection of everything from home 🇵🇸

4,218 likes
hiddenpalestine Billboards on the roads to Bethlehem and Ramallah set up for President Biden, who spent the last few days praising Israeli leadership and... more
View all 60 comments
July 15, 2022

palestinianyouthmovement 1,473 Posts **161K** Followers 735 Following

Palestinian Youth Movement
Political Organization
A transnational, independent, grassroots movement of Palestinian & Arab youth struggling for the liberation of our homeland... more

12,666 likes
palestinianyouthmovement The flag flies until liberation. Palestinians reject Itamar Ben-Gvir and the settler regime's attempt to criminalize flag... more

qudsnen 13.1K Posts **144K** Followers 4 Following

Quds News Network
From Palestine 🇵🇸 to the world.

92 likes
qudsnen Footage taken during the large-scale Israeli invasion of Jenin on July 3 showing Israeli occupation soldiers forcibly take away a injured Palestinian... more
View 1 comment

nouraerakat 394 Posts **76.6K** Followers 628 Following

Noura Erakat she/her
Author. Professor. Human rights attorney.

pal_legal and nouraerakat

145 likes
pal_legal Tune in to the latest episode of the Transnational Times Podcast featuring one of Palestine Legal's founding staff attorneys, Liz Jackson... more

pal_action 1,616 Posts **73K** Followers 420 Following

Palestine Action
The direct action network dismantling British complicity in Israeli apartheid | Join Us | Take Action | #ShutElbitDown

638 likes
pal_action Actions won't stop until the Nakba does.
The Israeli military, using weaponry with parts made in Britain, has killed 10 Palestinians and forced thousands to flee Jenin refugee camp.
Don't want Israel building weapons on your doorstep? Join us and take direct action: bit.ly/JoinResist
View all 8 comments

wolpalestine 2,090 Posts **68.8K** Followers 300 Following

Within Our Lifetime
Cause
Palestinian-led community organization. We will free Palestine #WithinOurLifetime
Backup: @wol.palestine... more

1,641 likes
wolpalestine Honor The Martyrs Of Jenin — As of Tuesday July 4th the number of martyrs in Jenin from the zionist entity's genocidal invasion and attack... more

visualizing_palestine

VP 401 Posts **52K Followers** 339 Following

Visualizing Palestine
Nonprofit organization
Visual stories for social justice. Subscribe to our newsletter (link below) to keep up with our work.

The New Year in Ein Samiya

December 31 is doomsday for Ein Samiya school: Israeli Apartheid regime deprives Palestinian students of accessing the right to education

184 likes

visualizing_palestine As people around the world are ringing in the New Year on December 31, Israel has scheduled the school of Ein Samiya for... more

breakingthesilenceisrael

BREAKING THE SILENCE 486 Posts **47.4K Followers** 240 Following

Breaking the Silence
Non-Governmental Organization (NGO)
Israeli soldiers talk about the occupied territories

STATE BACKED SETTLER POGROMS

752 likes

breakingthesilenceisrael STATE-BACKED SETTLER POGROMS

Today, we launched a campaign on the streets of Tel Aviv with our partners to make it clear: the escalating settler violence and pogroms in the West Bank are backed by the state. This may be an unwritten rule, and

adalahjusticeproject

ADALAH JUSTICE PROJECT 773 Posts **46.2K Followers** 523 Following

Adalah Justice Project
Nonprofit organization
+ Palestinian Advocacy Organization based in the U.S.
+ Aim to shift policy & public discourse on Palestine
+ Organizing for collective liberation

PALESTINE
Resisting Until Liberation:
From Masafer Yatta to
Jerusalem to Gaza

917 likes

adalahjusticeproject Keep rising up, until Palestine is free. One year after the Unity Intifada and Israel's brutal assault on Gaza killing 260 Palestinian... more

hareth_palestine

HARETH 964 Posts **43.1K Followers** 1,593 Following

Hareth Yousef
MFA candidate in Experimental and Documentary Arts at Duke University
a Palestinian in Durham, NC but always talking about Palestine

hareth_palestine
hareth_palestine Original audio

Daily life for Palestinian on "checkpoints"

The IOF soldier closed the gate in the face of the parents and their child with a medical condition, despite everyone

ifnotnoworg

IFNOTNOW 1,264 Posts **41.1K Followers** 951 Following

IfNotNow
Community Organization
American Jews organizing our community to end U.S. support for Israel's apartheid system and demand equality, justice, and a thriving future for all.

demanding imaginary rights in the Land of Israel

Genocidal racism from the top of the Israeli government

mikopeled

Miko Peled 1,544 Posts **38.1K Followers** 1,073 Following

Miko Peled
Author · Speaker · Human Rights Activist Follow my Webinar Series & The Miko Peled Podcast

Rep Jayapal told the truth: Israel is a racist state

It is a racist state.

electronicintifada

ei 3,948 Posts 35.9K Followers 0 Following

The Electronic Intifada
News & media website
An independent online news publication and educational resource focusing on Palestine, its people, politics, culture and place in the world.

Palestinians are in Israel's crosshairs because they are not Jews

906 likes

electronicintifada If Israel were stripped of its endlessly elaborate narrative, all that would be left would be the violent replacement of a native... more

btselem

בצלם B'TSELEM 487 Posts 35.5K Followers 753 Following

B'Tselem
The Israeli Information Center for Human Rights in the Occupied Territories

2,994 likes

btselem An Israeli tradition:

as it does during every Jewish high holiday, Israel is currently enforcing a closure on all Palestinians in the West Bank while the Jewish population celebrates Passover - the symbol of freedom. Israel is also tightening its longstanding blockade over the 2 million Palestinians in Gaza as part of the same policy.

bdsnationalcommittee

BDS 1,376 Posts 29.4K Followers 26 Following

BDS Movement
Official page of the Palestinian-led Boycott, Divestment & Sanctions movement #BDS

WHAT TO BOYCOTT?

We call for a boycott of Israeli and international companies that are complicit in violations of Palestinian rights.

SWIPE LEFT

1,210 likes

bdsnationalcommittee As Palestinians face renewed and relentless aggression from apartheid Israel we call on supporters globally to heed the #BDS call... more

metras_global

GLOBAL 570 Posts 22.4K Followers 48 Following

MetrasGlobal
A volunteering initiative based on @metraswebsite which creates research oriented content on Palestine and its resistance.

12 Palestinian Martyrs
Delayed Burial

296 likes

metras_global Mourning families of 12 Palestinian martyrs are finally burying their sons after waiting long hours for the funeral. More than 24 hours passed with the martyrs' bodies deprived of reaching the cemetery. The mourners hovered for nearly two days around the morgue awaiting the delayed funeral while moments of sorrow and goodbyes were frozen.

THAT'S 6,457,200 PEOPLE EACH DAY WHO MAY BE EXPOSED TO THIS VICIOUS ANTISEMITISM.

6,457,200

THE ARMY OF ADVOCATES

idf • 4,009 Posts **803K** Followers 24 Following

Israel Defense Forces
Welcome to the official page of the Israel Defense Forces 🇮🇱
Defending our country since 1948.



Liked by joanofjudea and 9,582 others
idf Everyone has their PERSON 🧑🏽 Who's yours?

stateofisrael • 2,481 Posts **483K** Followers 461 Following

Israel
Government Official
Shalom (yes it's really us) 🇮🇱 Welcome to the State of Israel's official Instagram account!

THEN



HAIFA



NOW

Liked by stop_antisemitism and 7,974 others
stateofisrael My my, look how she's grown 🥰
#ThrowbackThursday... more

standwithus • 9,439 Posts **449K** Followers 376 Following

StandWithUs
Nonprofit organization
Fighting Antisemitism and Supporting Israel Around the World.
Jerusalem, Israel

WARSAW ADOPTS THE IHRA DEFINITION OF ANTISEMITISM




StandWithUs

Liked by sararosieg23 and 2,332 others
standwithus On July 28th, the Polish city of Warsaw adopted the International Holocaust Remembrance Alliance (IHRA) Working Definition of... more

noatishby • 1,551 Posts **305K** Followers 1,303 Following

Noa Tishby
Former Special Envoy for Combating Antisemitism and Delegitimization of Israel. Mom Author Actress Producer. My book "Israel A Simple Guide" is below.
amazon.com/Israel-Simple-... and 4 others



Liked by sararosieg23 and 4,182 others
noatishby Always and forever, loud and proud ❤️

hnaftali • 7,511 Posts **197K** Followers 381 Following

Hananya Naftali
Public figure
I'm that Israeli who talks to the camera about peace in the Middle East 🇮🇱



"TRUTH IS A RARE INGREDIENT IN OUR WORLD".
HANANYA NAFTALI

1,618 likes
hnaftali In a world full of lies and deception, we have one choice - stand for truth or be indifferent to lies. I was not raised to be silent... more

ajc.global • 863 Posts **91K** Followers 367 Following

AJC
Nonprofit organization
American Jewish Committee (AJC) fights antisemitism and all forms of hate, strengthens Israel's place in the world, and defends democratic values.

cabal



THIS IS ANTISEMITIC
LEARN WHY

TRANSLATE HATE | AJC

Liked by jfnnj and 137 others
ajc.global The word "cabal" gets thrown around a lot, usually in reference to a "shadowy" organization that supposedly controls the world... more

stop_antisemitism • 1,504 Posts **85.6K** Followers 159 Following

StopAntisemitism
Nonprofit organization
Leading U.S. based organization fighting antisemitism

19 YEAR OLD JEWISH YALE STUDENT DANNY WOLF LEADS ISRAEL U20 NATIONAL BASKETBALL TEAM TO EUROPEAN SEMIFINALS AFTER DEFEATING GERMANY TODAY

Liked by sararosieg23 and 4,153 others
stop_antisemitism Amazing!

grenader_oja Bruh, israel ain't even Europe
beardedinseattle @grenader_oja Israel was ousted from the Asian Games Federation due to rocky relations with their Arab and Persian neighbors. Israel is now a full member of the

henmazzig • 922 Posts **84.5K** Followers 1,049 Following

Hen Mazzig he/him
Author
I love being Jewish 10x more than anyone hates me for it. Son of Amazigh+Iraqi refugees.
Founder @telavivinstitute... more
London, United Kingdom

The world must understand Jews for what we are-- one people, but also a diverse people.

Because of our long diaspora we lived anywhere from the Amazons to China and beyond, yet all Jews have connection to our Indigenous homeland, where our people and our story started: Israel.

@henmazzig

Liked by justhallel and 3,106 others
henmazzig Embrace who you are to educate and empower: Celebrating the Beauty of Jewish Identity

truth_israel • 4,544 Posts **60.8K** Followers 12 Following

Truth Israel
Media
Iובנתנו להפיץ את האמת ולהתגונן מפני שקרים בכל דרך אפשרית.
You have the power to change the way the public views Israel

Triple tragedy: Mother injured in shooting attack dies in hospital

Lucy Dee, whose daughters were killed in a shooting attack on Friday, has died of wounds sustained in the same attack.
Israel National News / Apr 10, 2023 at 3:32 PM

Liked by ariel.loves and 589 others
truth_israel Lucy Dee, whose daughters Maia and Rina were murdered in a shooting attack on Friday, has died of wounds sustained in the same attack...

jewishpridealways • 302 Posts **57.7K** Followers 613 Following

Jewish and Proud
Standing up for the Jewish community
Standing against antisemitism
JewishPrideAlways@gmail.com
Shop merch!

A few examples of the Jewish people creating light amidst darkness

@JEWISHPRIDEALWAYS

Liked by partisanprincess2 and 3,682 others
jewishpridealways What other examples can you think of?

the.israel.files • 2,566 Posts **56.3K** Followers 771 Following

The Israel Files™
Personal blog
Protecting & defending the Jewish people in English y en Español
US Mideast policy Israel news Jewish insights

The Israel Files
@theisraelfiles

The weak social media response to vicious and intense Palestinian infighting is very telling. Individuals who will stop at nothing to criticize Israel are now silent as Palestinians brutalize one another in Southern Lebanon and as Hamas violently suppresses protests against theft and mismanagement in Gaza.

Liked by deborahe_nyc and 669 others
the.israel.files In Southern Lebanon: 11 killed, 40+ injured in Palestinian area of Ayn al-Hilweh; hundreds of families displaced, and 2 UNRWA schools... more
View all 18 comments

jewbelong • 1,557 Posts **54.6K** Followers 651 Following

JewBelong
Nonprofit organization
Easy at-home Jewish resources and combatting antisemitism every damn day! Please click on linktree or go to JewBelong.org to donate!

Cultural Jews died in the gas chambers too. Speak up.

jewbelong.org

Liked by david__rebel and 3,248 others
jewbelong #EndJewHatred today and forever. Speak up now against antisemitism
View all 78 comments

jewishlivesmatter 2,341 Posts **54.6K** Followers 346 Following

JEWISH LIVES MATTER

Jewish Lives Matter It is our mission to expose and fight antisemitism. Shop merch, link below

ISRAELI VICTIMS OF TERROR
May 2022-April 2023
MAY THEIR MEMORY BE A BLESSING

Liked by melissaschapman and 648 others

jewishlivesmatter We have lost too many of our innocent Jewish brothers and sisters, just because they were born Jewish. When will Jewish Lives Matter?

jewishoncampus 1,193 Posts **43.6K** Followers 323 Following

JEWISH ON CAMPUS

Jewish on Campus Amplifying Jewish voices. Striving for university action. Join us in fighting antisemitism. Submit incidents below.

Today is Tisha B'Av—the Ninth of Av—the saddest day on the Jewish calendar. We grieve the destruction of both Holy Temples and the expulsion of the Jewish people from the Land of Israel. Since Exile, Tisha B'Av has been a time of tragedy, marking the destruction of both Holy Temples in 586 BCE and 70 CE, the expulsions of Jews from England, France, and Spain during the Middle Ages, the approval of the Nazis' "Final Solution" in 1941, the 1994 AMIA bombing in Buenos Aires, and more. Even as we mourn, we are reminded of our enduring hope. We read the text of Eicha, which tells us: "Restore us to You, O Lord, that we may be restored! Renew our days of old." Some also read from a frail paperback Kinot, symbolic of the hope that they will not be needed in the future.

As Jews, we inherit the heavy burden of tragedy and suffering in our people's history. We must remember all that we've endured, especially on days like today. While the legacy of this pain is a part of who we are, so is our resilience and our devotion to life. More than we are a hurting people, we are a strong people, and that is a far greater legacy. We wish you a meaningful Tisha B'Av. *Am Yisrael Chai.*

Liked by becky.dc and 336 others

jewishoncampus As Jews, we inherit the heavy burden of tragedy and suffering in our people's history, and it is still unrelenting. We must remember all that... more

standuptojewishhate 1,153 Posts **38.7K** Followers 580 Following

STAND UP TO JEWISH HATE

Stand Up to Jewish Hate Cause Empowering people of all backgrounds to #StandUpToJewishHate every day. Visit StandUpToJewishHate.org to learn more.

HAVE YOU HEARD ABOUT ANY REPORTS OF SWASTIKAS AND ANTISEMITIC MESSAGES BEING SPRAY PAINTED IN COMMUNITIES ACROSS THE UNITED STATES THIS WEEK?

Here's a look at a number of these widespread acts of hate.

Liked by becky.dc and others

standuptojewishhate Seeing a swastika, perhaps the most well-known symbol of hatred, is a triggering image for members of the public and the Jewish... more

aipac 4,147 Posts **35.2K** Followers 1,064 following

AIPAC
America's Pro-Israel Lobby
linktr.ee/aipac

"The U.S.-Israel relationship is underwritten by the United States commitment to Israel's security. That commitment is non-negotiable. It is ironclad."

SECRETARY OF STATE ANTONY BLINKEN
MAY 5, 2023

Liked by sararosieg23 and 453 others

aipac Thank you @SecBlinken for your unwavering support for a strong U.S.-Israel relationship!

@statedept

realbassemid 241 Posts **35K** Followers 153 Following

Bassem Eid
I am a Palestinian peace activist, human rights expert, political analyst, and journalist.

JAFFA PRESCHOOLS PROMOTE NEXT GENERATION COEXISTENCE

In the past decade, thousands of children have been taught at the bilingual Orchard preschools in Jaffa and the Galilee, one of few multicultural education programs in Israel. Run by a Jewish-Muslim couple, the schools teach love, unity, and coexistence. The schools' community is made up of about 60% Jews, 10% Christians, and 30% Muslims.

Liked by thetobyenne and 1,638 others

realbassemid Jaffa @orchardofabraham started with one child, but in ten years has grown to seven preschools and is now launching an elementary... more

awiderframe 1,108 Posts **27.9K** Followers 1,255 Following

A Wider Frame
News & media website
Current events in the Jewish world deserve a wider frame. Get quick, easy and comprehensive Jewish world news delivered to your inbox! Subscribe here

CAMP DAVID

What happened 23 years ago at the Camp David Summit?

The New York Times
CAMP DAVID TALKS AT A CRUCIAL POINT

Attending were President Bill Clinton, Israeli Prime Minister Ehud Barak, and Palestinian Authority Chairman Yasser Arafat. The intention of the gathering was, ostensibly, to negotiate a final settlement of the Israeli-Palestinian conflict in accordance with the 1993 Oslo agreement.

Liked by justhallel and 1,012 others

awiderframe 23 years ago, at the Camp David Summit, Israel attempted to make peace and grant Palestinians full statehood on nearly 100% of the West Bank... more

← jewishunpacked 1,163 Posts **25.9K** Followers 610 Following

Unpacked
Education
#jewishunpacked uses nuance + insight to drive your curiosity and challenge your thinking of all things #Jewish



← adielofisrael 282 Posts **27.5K** Followers 1,134 Following

Adiel Cohen | עדיאל | عدیال
Digital creator
Welcome to the Nation of Israel, let me show you who we are 🇮🇱 🤝
Political science, Middle East history at Tel Aviv U 🎓



Liked by david__rebel and 2,538 others

adielofisrael Liberation.
In 1950 my grandparents fled a bleeding Sana'a and walked through the desert to board borrowed... more

← ajewishresistance 136 Posts **22.5K** Followers 496 Following

Jewish Resistance
Here to amplify Jewish news, people, allies, biz, pride, history, opinions & call out antisemites
Resist Jew hatred & proudly stand up 🇮🇱 🤝



Liked by theamyalbertson and 1,579 others

ajewishresistance Anti-Zionism = Antisemitism

← matthewnouriel 198 Posts **19.9K** Followers 1,752 Following

Matthew Nouriel they/them/theirs
AKA The Empress Mizrahi 🇺🇸
Unapologetically Iranian, Jewish, & Queer 🏳️‍🌈
Community Engagement Director @jimena_voice
Digital Producer @telavivinstitute



Liked by david__rebel and 2,360 others

matthewnouriel These people are maniacs, it will go down in history as yet another way the west has failed Iran if our governments don't do more to stop... more

THAT'S 3,058,300 PEOPLE EACH DAY.
LESS THAN HALF THE DAILY AUDIENCE
OF THE ARMY OF HATE.

3,058,300

MOVING FORWARD

The Army of Haters were early adopters and invested enormous amounts of money in digital marketing. Yet, even though our enemies are literally explaining how they are winning the messaging battle, the Jewish community is shockingly slow at embracing the vital need to create awareness within the digital space.

JewBelong is working at influencing the mushy middle every single day and we are making an important impact. Please, if you are reading this document, think carefully about how you are using your time and resources in this battle. The old echo chamber of Jews talking to Jews is dangerous. It's disgusting that the Jewish community needs to fight in order to live in peace but that is today's reality. It is time for disruptive, brave action. We'd love to talk with you about how you can be an important player in this initiative.

jewbelong.org