



Meta's Role in Amplifying Harmful Content During Genocide in Gaza

September 2025

7amleh - The Arab Center for the Advancement of Social Media

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Author: Jalal Abukhater

Copyedit: Eric Sype

Design: Majd Shurbaji

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Contact us:

Email: info@7amleh.org

Website: www.7amleh.org

Find us on social media: **7amleh**



Introduction

Meta, the parent company of Facebook, Instagram, and WhatsApp, is the world's largest social media company, boasting a daily active user base of 3.35 billion people across all Meta's platforms, according to Meta's operational and financial report for 2024¹. Meta's platforms play a central and defining role in Palestine's digital ecosystem, with over 65% of Palestinians using at least one of Meta's platforms². In Israel, Meta tools are even more deeply embedded as 87% of Israelis used at least one Meta platform, with an average of 75% active daily users on Facebook, Instagram, or WhatsApp³.

In Palestine, where media outlets and digital infrastructures are systematically underdeveloped and often censored, users resort to Facebook and Instagram and see them as lifelines and a way to connect with their family, community, and the wider society. Meta's platforms are the most widely used in Palestine. Not only do they connect Palestinians to each other, but also connect them to the world, help document war crimes, and allow marginalized voices to be heard amid overwhelming oppression. Yet, during one of the most devastating assaults in recent history, the ongoing genocide in Gaza, Meta has not only failed to protect Palestinian voices, but it has actively enabled harm.

This report will investigate how Meta's platforms have become conduits of violence and dehumanization at a time when Palestinians most urgently needed protection. From allowing incitement to genocide in Hebrew to circulate unchecked, to systematically censoring Palestinian narratives and suppressing critical information, Meta has exacerbated digital and physical harm.

On January 26, 2024, the International Court of Justice (ICJ) issued provisional measures in the case of *South Africa v. Israel*, confirming the plausibility that genocide is taking place in Gaza. Among the measures ordered was the explicit requirement to prevent and punish "direct and public incitement to commit genocide."⁴ Later, in June 2025, the UN Commission of Inquiry concluded that Israel's actions, including widespread destruction of Gaza's schools, religious

1. Meta Reports Fourth Quarter and Full Year 2024 Results, Meta Investor Relations, 29 Jan 2025, at: www.investor.atmeta.com

2. إيپوك تُصدر تقريرها السنوي السابع للعام 2022 , 2022 www.alwatanvoice.com , Ipoke, 2022

3. Social Media and Digital Platform Use in Israel (2024), Israel Internet Association, 21 April 2024, at: www.en.isoc.org.il

4. Order Application of the Convention on the Prevention and Punishment of the Crime of Genocide in the Gaza Strip (South Africa v. Israel), International Court of Justice, 26 Jan, 2024, available at: www.icj-cij.org

sites, and cultural infrastructure, amount to the crime against humanity of extermination, confirming that this is an ongoing campaign to obliterate Palestinian life⁵.

Yet despite these clear legal findings, Meta continues to host content that is potentially in violation of International Humanitarian law, posted by Israeli government officials and military figures, including figures who are subject of an International Criminal Court (ICC) arrest warrant for war crimes⁶. These figures highlight Meta's disproportionate treatment of content related to Israel and Palestine, as Palestinian users face content takedowns, account restrictions, and algorithmic suppression simply for sharing their realities, while posts inciting to genocide go unmoderated⁷.

The amplification of genocidal incitement and the silencing of the victims constitutes more than a failure of content moderation. It is an abandonment of responsibility that raises serious questions about Meta's compliance with international law, the Genocide convention, the United Nations Guiding Principles on Business and Human Rights (UNGPs), and other core international legal frameworks. As a company with massive global reach and influence, Meta is obligated to respect human rights, conduct due diligence, and take meaningful action to prevent its services from being used to cause or contribute to human rights abuses.

What is at stake here is more than speech, it is safety. Meta's platforms have not only failed to curb dangerous content; they have become mechanisms for dehumanization, incitement, and violence. This is especially alarming in light of documented failures in similar contexts, such as Myanmar⁸ and Ethiopia⁹, where Meta's inaction contributed to the supercharging of violence. Once again in Palestine, Meta is failing to act despite warnings, data, and public pressure¹⁰.

5. A/HRC/59/26, Report of the Independent International Commission of Inquiry, UN General Assembly, June 2025, available at: www.docs.un.org

6. Decision on Israel's challenge to the jurisdiction of the Court pursuant to article 19(2) of the Rome Statute, International Criminal Court, 21 Nov 2024, at: www.icc-cpi.int

7. #Hashtag Palestine 2024, 7amleh, 27 Jan 25, at: www.7amleh.org

8. Myanmar: Facebook's systems promoted violence against Rohingya; Meta owes reparations, Amnesty International, 29 Sep 2022, available at: www.amnesty.org

9. Ethiopia: Meta's failures contributed to abuses against Tigrayan community during conflict in northern Ethiopia, Amnesty International, 31 October 2023, at: www.amnesty.org

10. 2024 Campaigns: Stop Silencing Palestine <https://stopsilencingpalestine.com/> and Meta, Let Palestine Speak! www.meta.7amleh.org

This report builds on documentation and monitoring by 7amleh, as well as the work of partners in civil society. It draws on data from the 7or Observatory of Digital Rights Violations, investigative journalism, and other open source data. It demonstrates Meta's role in enabling incitement to violence, and its failure to implement critical human rights safeguards, even those recommended by its own auditors, Business for Social Responsibility, in their 2022 report "Human Rights Due Diligence of Meta's Impacts in Israel and Palestine"¹¹.

The report will contextualize Meta's failures in Palestine and Israel as part of a broader pattern of complicity in mass violence, including in Myanmar and Ethiopia. It will explore a pattern of behaviour where Meta's policies disproportionately silence Palestinians while allowing incitement in Hebrew on its platforms. It will also analyse how digital incitement translates into physical attacks on Palestinians. Last but not least, the report will offer concrete recommendations for policymakers, civil society, and Meta itself to remedy past harms and prevent future complicity in international crimes.

While the primary focus is on Meta, this report serves to establish a foundation for accountability, a record that can be used to demand change. As one of the most widely used platforms in Palestine, and as a global media company with unparalleled influence, Meta must be held to account. In times of genocide, neutrality is not an option. Enabling harm, by omission or commission, makes a platform complicit.

11. Human Rights Due Diligence of Meta's Impacts in Israel and Palestine, BSR, 22 Sep 2022, at: www.bsr.org

Background and Historical Precedent

Media, from Broadcast to Algorithm, as a Tool of Harm

Across history, media platforms have played a role reflecting society and its tensions. Often, they inflamed societal tensions and served as powerful tools of propaganda, dehumanization, and incitement. From Nazi-era newspapers, to radio and tv broadcast, and ending up at today's algorithm-driven social media platforms, the mechanisms may have evolved, but the political weaponisation of hate speech remains the same. Language that justifies violence, platforms that amplify hate, and silence or complicity in the face of atrocity is not free speech, and should be addressed accordingly. This section will discuss some of those relevant precedents.

Nuremberg Tribunal

One of the earliest and most enduring precedents for prosecuting the role of media in atrocity crimes emerged from the International Military Tribunal (IMT), also referred to as the Nuremberg Trials of 1946, following World War II. Julius Streicher, the German publisher of *Der Stürmer*, an antisemitic Nazi newspaper, was convicted and executed for crimes against humanity. The tribunal found that through “speaking, writing and preaching hatred of the Jews,” Streicher played a pivotal role in preparing the ideological ground for genocide¹². He was not a general or a soldier, but a propagandist whose words were deemed criminal.

International law experts deem the Nuremberg trials as the true beginning of international criminal law. Therefore, the precedent from the Nuremberg trials's prosecution of Julius Streicher, a newspaper publicist, set a milestone for incitement in modern international law frameworks. Speech can be a weapon. Media, when used to dehumanize and mobilize against a group, can facilitate the conditions for mass violence. It established that those who use media to incite hatred and violence bear legal responsibility even if they do not carry out the violence themselves.

International Criminal Tribunal for Rwanda

Fifty years after the Nuremberg trials, during the 1994 Rwandan Genocide, the role of Radio in inciting genocidal slaughter was devastating. A major

12. Judgment of the International Military Tribunal: Streicher (1946), Lilian Goldman Law Library, Yale Law School, 2008, available at: www.avalon.law.yale.edu

radio station in Rwanda, Radio Télévision Libre des Mille Collines (RTLM) used its broadcasts to promote and organise mass killing. The radio targeted the Tutsi population, referring to them as “cockroaches,” and played an active role in directing genocidaires, revealing the whereabouts of Tutsi families and encouraging their murder.

RTLM framed the killings as a “final war” or “final battle,” instilling in the Hutu majority the belief that they had to kill all Tutsi “rebels” and “accomplices,” which was broadly interpreted to mean all Tutsis and sympathisers alike¹³. Tutsis were uniformly associated with the Rwandan Patriotic Front (RPF) and described by RTLM as “bloodthirsty monsters, who killed for the sake of killing,” and that their complete elimination could neutralize the existential threat they supposedly posed.

This genocidal incitement, and particularly the dehumanizing language used such as referring to Tutsis as cockroaches and monsters who must be eliminated, was eerily similar to what we document today across online platforms in language targeting the Palestinian people online¹⁴. Just as “cockroach” was used to justify extermination in Rwanda, Palestinians today are described as “human animals” in language echoed by both senior Israeli officials¹⁵ and thousands of Israeli users on social media, including Meta platforms¹⁶.

The RTLM case reinforced the lesson that the media's role in mass atrocities is not incidental, but rather instrumental. The failure to intervene in RTLM's broadcasts, dismissed by the US at the time as too costly or an issue of “Rwandan sovereignty” was considered as **evidence of inaction**, today remembered as a catastrophic failure of early warning and prevention¹⁷.

More importantly, the case set another historic legal precedent at the International Criminal Tribunal for Rwanda (ICTR). Ferdinand Nahimana, director of RTLM, was sentenced to life imprisonment for using the airwaves

13. Dale, A. (2001) COUNTERING HATE MESSAGES THAT LEAD TO VIOLENCE: THE UNITED NATIONS'S CHAPTER VII AUTHORITY TO USE RADIO JAMMING TO HALT INCENDIARY BROADCASTS, DUKE JOURNAL OF COMPARATIVE & INTERNATIONAL LAW [Vol 11:109], at: www.scholarship.law.duke.edu

14. 'Palestinians as cockroaches' cartoon should prompt boycott of antisemitism conference, CJPME, 16 Oct 2023, available at: www.cjpme.org

15. Harsh Israeli rhetoric against Palestinians becomes central to South Africa's genocide case, AP, 18 January 2024, Available at: www.apnews.com

16. Racism and Incitement Index 2024, 7amleh, March 2025, at: www.7amleh.org

17. Ferroggiaro, W. (2001) The US and the Genocide in Rwanda 1994: Evidence of Inaction, The National Security Archive, Available at: www.nsarchive2.gwu.edu

to promote ethnic hatred and violence¹⁸. Jean Bosco Barayagwiza, a key figure behind RTLM's operations, was sentenced to 35 years for his role in inciting mass murder. Other RTLM figures, like broadcaster Giorgio Ruggiu, also faced criminal accountability.

These convictions marked the first time that journalists and media executives were sentenced to such severe penalties for their role in fueling mass atrocities. The case of RTLM demonstrated beyond doubt how media can be held accountable when found to be complicit in crimes against humanity and genocide.

18. Hate Radio: Rwanda, Radio Netherlands Media Network 2 April 2004, available at: www.web.archive.org

Facebook and the Algorithmic Amplification of Violence

Myanmar / Rohingya

In 2017, the Myanmar military launched a genocidal campaign against the Rohingya people. More than 700,000 were forcibly displaced; thousands were murdered, raped, and tortured¹⁹. As Amnesty International and the UN Independent International Fact-Finding Mission both concluded, Facebook (owned by Meta) played a “significant” and “substantial” role in fueling the violence²⁰. Meta’s algorithmic systems supercharged anti-Rohingya hate speech, creating an echo chamber of Islamophobia, disinformation, and calls to violence. Senior military leaders used Facebook to declare that Rohingya “have no place” in the country, while posts calling for their elimination spread virally, encouraged by algorithms optimized for engagement rather than safety²¹.

Back in 2018, Meta admitted that it had failed to prevent its platform Facebook being used to “incite offline violence” in Myanmar²². Whistleblower Frances Haugen later testified before the U.S. Senate in 2021, warning that Facebook was “literally fanning ethnic violence” in Myanmar and Ethiopia because it failed to implement safety measures outside the U.S. Haugen stated that engagement-based ranking systems amplified dangerous posts²³. Now, Rohingya activists and victims have sued Meta, accusing the company of failing to prevent incitement of violence²⁴. Meta still owes reparations to the Rohingya for their role in ethnic cleansing, as human rights organisations found clear evidence that Facebook’s dangerous algorithms actively fanned the flames of hate and contributed to mass violence as well as the forced displacement of over half the Rohingya population of Myanmar²⁵. The Myanmar case is not a footnote, for it demonstrated what happens when digital platforms fail to intervene.

Northern Ethiopia / Tigray

During the conflict in northern Ethiopia, 2020 - 2023, Meta again ignored internal warnings. Internal documents from 2020 uncovered by Amnesty International

19. Myanmar: Crimes against humanity terrorize and drive Rohingya out, Amnesty, 18 October 2017, at: www.amnesty.org

20. Myanmar: Facebook’s systems promoted violence against Rohingya; Meta owes reparations, Amnesty International, 29 Sep 2022, available at: www.amnesty.org

21. Ibid

22. Facebook admits it was used to 'incite offline violence' in Myanmar, BBC, 8 Nov 2018, Available at: www.bbc.co.uk

23. Akinwotu, E., Facebook’s role in Myanmar and Ethiopia under new scrutiny, Guardian, 7 October 2021 www.theguardian.com

24. Milmo, D., Rohingya sue Facebook for £150bn over Myanmar genocide, The Guardian, 6 Dec 2021, at: www.theguardian.com

25. Myanmar: Time for Meta to pay reparations to Rohingya for role in ethnic cleansing, Amnesty International, 25 August 2023, available at: www.amnesty.org

revealed that Meta knew its mitigation strategies were inadequate²⁶. Despite Ethiopia being classified as a high-risk country, hate speech targeting the Tigrayan population flourished on Facebook, contributing to ethnic violence and mass atrocities²⁷.

In Ethiopia, Haugen stated that Facebook's refusal to extend its content integrity systems to local languages left the platform dangerously under-policed, and that Meta's global neglect was not just a bug, but rather a feature of a business model that sacrifices human rights for profit²⁸.

Meta's slow response, opaque moderation, and refusal to adapt to local contexts left civil society actors and victims unheard. In 2025, Meta was sued for \$2.4 billion in a case involving the murder of a professor whose address and threats against him were circulated on Facebook²⁹. The lawsuit, now proceeding in Kenyan courts, calls for a restitution fund for victims and a fundamental change to Meta's moderation systems in Africa³⁰.

We present these cases, from Nazi Germany to Rwanda, Myanmar to Ethiopia, to show how media platforms that amplify hate, fail to moderate incitement, and ignore known risks are not just bystanders. The legal precedent has already been set, media actors can and should be held accountable when they amplify hate and facilitate the commission of mass atrocities.

26. Ethiopia: Meta's failures contributed to abuses against Tigrayan community during conflict in northern Ethiopia, Amnesty International, 31 October 2023, at: www.amnesty.org

27. Ibid

28. Akinwotu, E., Facebook's role in Myanmar and Ethiopia under new scrutiny, Guardian, 7 October 2021 www.theguardian.com

29. Milmo, D, Meta faces £1.8bn lawsuit over claims it inflamed violence in Ethiopia, Guardian, 3 Apr 25, at: www.theguardian.com

30. Ibid

Methodology

This report relies on both quantitative and qualitative methodologies to assess Meta's failure to effectively moderate violent, dehumanizing, and inciting speech in Hebrew during the ongoing genocidal campaign in Gaza.

Central to the report is 7or – The Palestine Observatory of Digital Rights Violations, which documents digital rights violations across Meta platforms³¹. The data includes several thousand manually verified cases of hate speech, incitement, and violence targeting Palestinians, particularly in Hebrew. Many of these cases were escalated to Meta, leading to removals, but their very volume and recurrence demonstrate the failure of automated systems, specifically the lack of effective Hebrew classifiers capable of detecting and removing incitement at scale. This is analysed and contrast to the aggressive moderation and over-enforcement which targets Palestinian and Arabic-language content³².

The majority of the evidence reviewed for this report comes from 7amleh's own monitoring infrastructure, primarily cases documented and manually escalated through the Palestine Observatory of Digital Rights Violations (7or)³³, as well as large-scale analysis produced by 7amleh's AI-powered Violence Indicator, which detects and classifies Hebrew-language harmful speech based on defined lexicons and contextual analysis³⁴.

The report also incorporates open-source data documented by the researcher. It presents a number of examples which were collected and archived by external researchers, analysts and investigative journalists who compiled visual and textual evidence of inciting and violent content shared by Israeli politicians, soldiers and civilians on Facebook and Instagram.

These sources are cross-referenced with Meta's own policies and enforcement, as well as third-party investigations and leaked documents, to evaluate the gap between Meta's stated moderation policies and its actual enforcement practices.

31. The Palestine Observatory of Digital Rights Violations, available at: www.7or.7amleh.org

32. Meta Must End The Systematic Censorship Of Palestinian Content Globally, 7amleh, 14 Apr 2025, at: www.7amleh.org

33. The Palestine Observatory of Digital Rights Violations, available at: www.7or.7amleh.org

34. Violence Indicator, 7or, available at: www.7or.7amleh.org/violence-indicator

In addition, 7amleh conducted live ad experiments in both 2023 and 2025 to test Meta's enforcement mechanisms for paid ads content. These investigations demonstrated that Meta's ad systems continue to approve violent and inciting content, particularly in Hebrew, raising concerns about algorithmic oversight and corporate responsibility. The report will utilize these methods to establish a robust evidentiary basis on Meta's failure to take proportionate and consistent action to curb Hebrew-language incitement and dehumanizing content targeting Palestinians, contributing to an environment of digital and real-world harm.

Trends in Incitement, Hate Speech and Dehumanization in Hebrew Content

Since the beginning of Israel's ongoing genocidal campaign against the Palestinian population in Gaza, Meta's platforms Facebook, Instagram, and WhatsApp have become key spaces for incitement, dehumanization, and war propaganda. The hate speech and calls for violence circulating on Meta platforms reflect a broader, systemic pattern of impunity and potential complicity.

From the earliest days of the assault on Gaza in October 2023, Israeli soldiers, military commanders, public figures, and high-profile influencers have used Meta's platforms to post real-time calls for mass killing, celebrate war crimes, and openly advocate for ethnic cleansing and population transfer. Many of these individuals's incitement speech was documented comprehensively and shared as public evidence by various groups including Law for Palestine³⁵ and investigative journalists like Younis Tirawi³⁶. The evidence is of state actors, warfighters, and officials with formal power and global visibility. In many cases, the individuals posting that content are also direct perpetrators of violence, some of whom are subject to international arrest warrants.

This section presents examples of Hebrew-language incitement, hate speech, and calls for extermination that have been documented to circulate and gain traction on Meta platforms, including Facebook posts by active-duty soldiers boasting of destruction and calling for the death or expulsion of Palestinians, Instagram stories from military units celebrating bombings and torching of homes, often accompanied by racial slurs and genocidal captions, posts by politicians and public officials advocating for policies of collective punishment or ethnic cleansing, in addition to paid advertisements promoting violence or forced displacement, which Meta's classifiers have failed to prevent.

Altogether, the material underscores a critical failure: Meta's enforcement mechanisms are so insufficient, especially for Hebrew-language content, that the burden of monitoring, documenting, and escalating violent speech has fallen almost entirely to civil society groups like 7amleh. Even then, the manually

35. Law for Palestine Releases Database with 500+ Instances of Israeli Incitement to Genocide – Continuously Updated, 4 January, 2024, available at: www.law4palestine.org

36. Ozkan, S., Israeli soldiers' posts on social media constitute proof of war crimes: Palestinian journalist, TRT, 27 November 2024, Available at: www.aa.com.tr

verified cases that are escalated to Meta and are removed represent only a fraction of the actual volume of harmful content that remains online.

In addition to the above, WhatsApp has been repeatedly used to coordinate settler-led violence across the West Bank. FakeReporter, an Israeli organization that monitors online far-right groups, has identified dozens of WhatsApp groups created specifically to organize pogroms, track Palestinian targets, and incite violence³⁷. The harmful usage of WhatsApp by Israeli settlers and other extremists also has deadly consequences.

Meta's role to act as a permissive environment for genocide-era propaganda is contrasted with the company's approach towards Palestinian users who are routinely and disproportionately censored, restricted, or removed for expressing opinions, grief or calls for justice due to a systematic approach that over-moderates Palestinian/Arabic content while Hebrew incitement flourishes unmoderated due to Meta's ineffective hostile language classifiers for Hebrew.

This disparity is not incidental but systemic, as revealed by Meta lack of adequate tools to detect incitement in Hebrew and no consistent quality control for Hebrew content moderation, while over-enforcement, fear of retaliation, and flawed classifiers continue to disproportionately suppress Arabic and Palestinian speech³⁸.

Dehumanization as a Tool of Genocide

A defining feature of genocidal discourse is dehumanization, which refers to the violent discourse surrounding the reduction of a people to animals, diseases, or objects. Across Meta platforms, Palestinian people have been systematically dehumanized in Hebrew-language content, described as "human animals," "viruses," "cockroaches,"³⁹ and "ants."⁴⁰ Such language primes audiences for mass violence by framing the targeted population as sub-human, undeserving of empathy, and fit for extermination.

37. Israeli Settlers Burned West Bank Homes in Riots Organized on Chat Groups, Wall Street Journal, 21 January 2025, Available at: www.wsj.com

38. Meta struggles with moderation in Hebrew, according to ex-employee and internal documents, the Guardian, 15 August 2024, available at: www.theguardian.com

39. 'Palestinians as cockroaches' cartoon should prompt boycott of antisemitism conference, CJPME, 16 Oct 2023, available at: www.cjpme.org

40. Israeli official calls for burying alive 'subhuman' Palestinian civilians, Middle East Eye, 8 Dec 2023, at: www.middleeasteye.net

On January 26, 2024, the International Court of Justice (ICJ) issued provisional measures ordering Israel to prevent and punish direct and public incitement to genocide, citing as evidence Israeli Defense Minister Yoav Gallant's infamous description of Palestinians as "human animals."⁴¹ Gallant now faces an arrest warrant by the International Criminal Court for his role in the starvation of Gaza. Despite the ICJ's order, Facebook posts containing that dehumanizing phrase, used by Israeli politicians in positions of power, remain available online months after the ICJ order, emblematic of Meta's ongoing failure to moderate content that directly violates international legal standards.

On January 26, 2024, the International Court of Justice (ICJ) issued provisional measures ordering Israel to prevent and punish direct and public incitement to genocide, citing as evidence Israeli Defense Minister Yoav Gallant's infamous description of Palestinians as "human animals." Gallant now faces an arrest warrant by the International Criminal Court for his role in the starvation of Gaza⁴². Despite the ICJ's order, Facebook posts containing that dehumanizing phrase, used by Israeli politicians in positions of power, remain available online months after the ICJ order, emblematic of Meta's ongoing failure to moderate content that directly violates international legal standards.

41. Order Application of the Convention on the Prevention and Punishment of the Crime of Genocide in the Gaza Strip (South Africa v. Israel), International Court of Justice, 26 Jan, 2024, available at: www.icj-cij.org

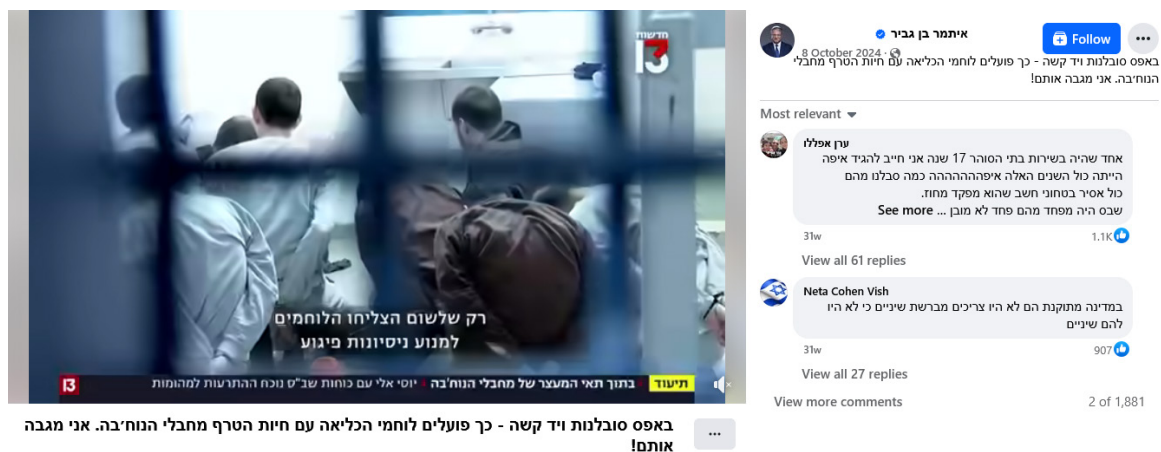
42. Decision on Israel's challenge to the jurisdiction of the Court pursuant to article 19(2) of the Rome Statute, International Criminal Court, 21 Nov 2024, at: www.icc-cpi.int



Translation: “The shocking video of the kidnapping of the soldiers in Nahal Oz is a reminder to all of us of what **vile human animals** the State of Israel is dealing with. Anyone who awards a reward to those who committed these horrific acts becomes an accomplice to the crime, even if he is wearing a suit and tie and is in The Hague or Oslo.”

22 May 2024, Ambassador Danny Danon, the Israeli Government’s Permanent Representative to the United Nations.

The post was still live on Facebook at the time of publishing this report⁴³.



Translation: “With zero tolerance and a heavy hand - this is how the prison fighters operate with the **predatory animals** from the Nuhba terrorists. I support them!”

8 October 2024, Itamar Ben Gvir, Israeli Minister of National Security

The post was still live on Facebook at the time of publishing this report⁴⁴.

43. Source Facebook: DanonDanny, 22 May 2024 www.facebook.com/DanonDanny (link live as of May 2025) Archive ID 25424, Original ID 1003562534473556.0

44. Source Facebook:ibengvir, 8 October 2024 www.facebook.com/ibengvir



Yuli Edelstein - יולי אדלשטיין

21 November 2024

מדינת ישראל נמצאת במלחמת קיום מול ציר רשע המורכב מרוצחי ילדים, אנשים וחיות אדם.
החלטת ה-ICC להוציא צווי מעצר לראש הממשלה ושר הביטחון לשעבר היא החלטה מבישה של גוף פוליטי השבוי בידי אינטרסים איסלמיסטים.
ההחלטה מהווה רוח גבית לאותו ציר טרור אכזרי.
ההחלטה הזו מהווה תקדים מסוכן, שיכול להביא בשלב הבא גם לצווי מעצר נגד חיילינו וקצינינו המצוינים.
מדינת ישראל מחויבת לעמוד על הגנת המדינה - הן בשדה הקרב והן בזירה המשפטית-דיפלומטית.



62 comments 1 share

Translation: "The State of Israel is in a war of survival against an evil axis consisting of **child murderers, rapists, and human animals**. The ICC's decision to issue arrest warrants for the former Prime Minister and Minister of Defense is a shameful decision by a political body captured by Islamist interests."

21 November 2024, Yuli Edelstein, Chairman of the Knesset Foreign Affairs and Defense Committee

The post was still live on Facebook at the time of publishing this report⁴⁵.



Avigdor Liberman - אביגדור ליברמן

November 30, 2023



Translation: "There are no innocents in Gaza"

30 November 2023, Avigdor Liberman, Former Minister in Various Roles, Founder and Leader of Yisrael Beiteinu political party.

The post was still live on Facebook at the time of publishing this report⁴⁶.

45. Source: Facebook: YuliEdelstein, 21 November 2024, live link as of May 2025: www.facebook.com/YuliEdelstein Archived ID 5147 Original ID 1157069362441621.0

46. Source: Facebook: AvigdorLiberman, 30 November 2023, live link as of May 2025: www.facebook.com

This normalization of exterminationist rhetoric is not only tolerated by Israeli institutions, it has also been actively produced by them. In October 2023, Haaretz revealed that the Israeli army operated a Telegram channel named 72 Virgins – Uncensored, which published graphic content and used explicitly dehumanizing language such as “exterminating the roaches” and “flatten them,” often accompanying videos of Palestinians being run over, mocked, or killed. Though the army initially denied involvement, it later admitted that the channel was run by its psychological operations unit, confirming that this incitement originated from within the IDF itself⁴⁷.

This dehumanization has often gone hand in hand with calls for mass displacement and ethnic cleansing. One widely used slogan, “#TransferNow”, has appeared across Facebook and Instagram, urging the forcible removal of Palestinians from their land. This rhetoric is problematic but not isolated, as surveys have shown 8 out of 10 Jewish Israelis support the plan of forcibly expelling Palestinians out of Gaza⁴⁸.



Translation: “Transfer, you are missing.

#TransferNow”

11 September 2024, Israeli-army associated organisation, Torah IDF

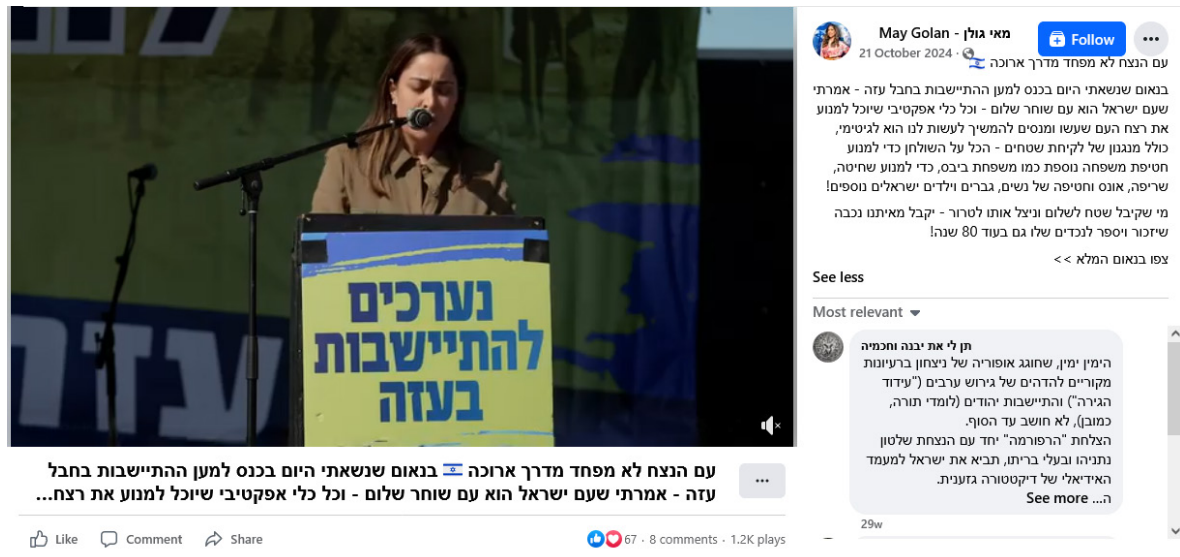
The post & hashtag were still live on Facebook at the time of publishing this report⁴⁹.

47. Israeli Army Admits Running Unauthorized Graphic Gaza Influence Op, Haaretz, 4 February 2024, at: www.haaretz.com

48. 8 in 10 Israelis support Trump's Gaza 'ethnic cleansing' plan, New Arab, 4 February 2025, at: www.newarab.com

49. Source Facebook: ToratLeChima, 11 September 2024, live link on Facebook: www.facebook.com/toratlechima Archived ID 38147 Original ID 512971634806896.0

Additionally, there are frequent references to a "Second Nakba" circulated in Hebrew posts as both a threat and a call to action, reviving the history of 1948's Al-Nakba as a blueprint for expulsion and ethnic cleansing.



Translation: "Whoever received territory for peace and exploited it for terrorism - **will receive from us a Nakba** that he will remember and tell his grandchildren about even in 80 years!"

21 October 2024, May Golan, Israeli Government Minister for Social Equality and Minister for Women's Empowerment

The post was still live on Facebook at the time of publishing this report⁵⁰.



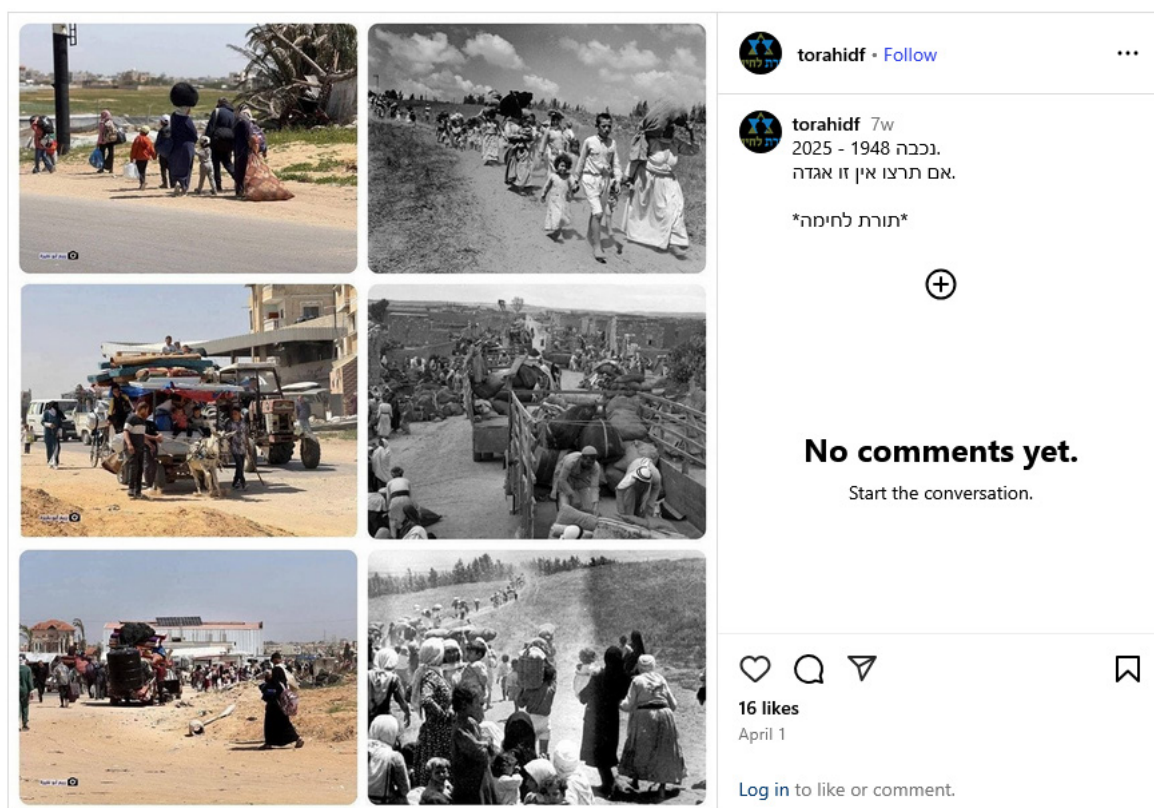
הפוך כפרה.
ביום הזה העצמאות של מדינת ישראל חזקה מתמיד, והאויבים שלנו יחוו נכבה שוב ושוב עד שהם יניחו את נשקם
ויפסיקו לנסות לרצוח אותנו.
השנה, למרות הטבח הנורא בעורף הישראלי, אנחנו עדיין כאן.
מרימים את דגל מדינת היהודים בגאון.
ולא נדוז מכאן.
לעולם.

Translation: "On this day, the independence of the State of Israel is stronger than ever, and **our enemies will experience Nakba again and again** until they lay down their weapons and stop trying to murder us."

14 May 2024, Avraham Bloch, reporter for the Hebrew-language publication, Maariv. The post was still live on Facebook at the time of publishing this report⁵¹.

50. Source: Facebook:MayGolan, 21 October 2024, live link on Facebook as of May 2025: www.facebook.com/MayGolanOfficial Archive: ID 26686 Original ID: 1108781593961092.0

51. Source: Facebook: avribloch95, 14 May 2024, live link on Facebook www.facebook.com/avribloch95 archived ID 25264, Original ID 993655042334067.0



Translation: “**Nakba** 1948 - 2025, If you want, it's not a fairytale”

1 April 2025, Israeli-army associated organisation, Torah IDF

The post was escalated to Meta, but the response found “no violation of our policies” and the post remains live on Instagram as of publishing this report⁵².

This language of annihilation, such as the call to “flatten Gaza,” is one of the most persistent slogans before and after October 7, a phrase that trended across Hebrew-language posts online and now reflects Israel’s actual military strategy⁵³. In May 2025, Human Rights Watch condemned an Israeli government plan to forcibly displace Gaza’s entire population into a single “humanitarian area” while systematically destroying the rest of the Strip, calling it an act of extermination⁵⁴. The phrase “למחוק את עזה” which translates to “Erase Gaza” was logged over 18,000 times in Hebrew-language Facebook comments by 7amleh’s Violence Indicator database of 2024 alone.

52. Source Instagram: Toratlechima, 11 September 2024, live link on Facebook: www.instagram.com (via 7or database)

53. Ravid, B. Israel plans to occupy and flatten all of Gaza if no deal by Trump's trip, Axios, 5 May 2025, Available at: www.axios.com

54. Gaza: Latest Israeli Plan Inches Closer to Extermination, Human Rights Watch, 15 May 2025, at: www.hrw.org

Meta was made aware from as early as October 2023 that the Hebrew hashtag for “Erase Gaza” “למחוק את עזה” was circulating widely in parallel with the intensifying campaign of annihilation⁵⁵. At the time, Meta told 7amleh about this hashtag and also claimed publicly to have blocked (make it unsearchable) similar hashtags which were found to be “consistently violating Community Guidelines,” whilst not removing the content⁵⁶. By mid-2024, the hashtag was being used in Instagram’s viral “story templates,” a feature that enables users to spread content virally with one click. These templates, some originating from active-duty soldiers’ accounts as examples below, promoted the call to “Erase Gaza” and were shared tens of thousands of times, amplifying the message algorithmically despite its ban. This took place in August 2024, deep into the genocidal campaign, as the Israeli public made statements in support of pop singer Eyal Golan who had said “Erase Gaza” and “not leave a single person there.”⁵⁷



Two screenshots of verified active-duty Israeli soldiers, posting using the viral Instagram Template that reads, translation: “I also say: Erase Gaza”, shared thousands of times⁵⁸.

August 19, 2024

55. The Palestinian Digital Rights Situation Since October 7th, 2023, 7amleh, 1 November 2023, available at: www.7amleh.org

56. Meta's Ongoing Efforts Regarding the Israel-Hamas War, 13 October 2023, available at: www.aboutfb.com

57. State attorney seeks probe into pop singer Eyal Golan for calling to 'erase Gaza', Tol, 18 Aug 2024, at: www.timesofisrael.com

58. Screenshots obtained through the investigative journalist Younis Tirawi who monitors active-duty soldiers' use of social media and documents evidence of war crimes or incitement to genocide.

This is not rhetoric confined to soldiers' accounts. Bezalel Smotrich, Israel's Finance Minister and Minister within the Defense Ministry responsible for the West Bank, has repeatedly used Facebook and other platforms to call for the wiping out of Palestinian villages in the occupied West Bank, such as his infamous incitement call to “wipe out Huwara” made back in March 2023, which preceded an actual pogrom on the Palestinian town in the occupied West Bank⁵⁹. More recently, in May 2025, Smotritch continued to use his platform on Facebook to call for wiping out Palestinian towns and villages in the occupied West Bank. These calls for revenge and mass destruction remain visible online, often unmoderated, even as Smotrich is directly implicated in implementing policies that amount to war crimes and ethnic cleansing.



צאלה גז הייך נרצחה בדרכה לחדר לידה.
הכאב שורף והאכזריות של תתי האדם היא בלתי נתפסת.
בדיוק כפי שאננו משטחים את רפיח, חאן יונס ואת עזה אנו חייבים לשטח את קיני הסרור ביהודה ושומרון. ברוקין וא-דיק צריכים להיראות כמו סג'עיה ותל סולטן.
תנחומים וחייבוק גדול למשפחה ולקהילת ברוכין בשעה הקשה הזו ורפואה שלמה לחננאל ולרך הנולד.
"הרנינו גוים עמו כי דם עבדיו יקום ונקם ישיב לצרי ונכפר אדמתו עמו"

Translation: “Just as we flatten Rafah, Khan Yunis and Gaza, we must flatten the nests of terror in Judea and Samaria. Brukin and Kufr al-Dik should look like Shejaiya and Tel Sultan.”

15 May, 2025, Israeli Government Minister Bezalel Smotritch, calling to flatten two Palestinian towns in the heart of the occupied West Bank.

The post was live on Facebook at the time of publishing this report⁶⁰.

One especially egregious example of rhetoric that constitutes a direct incitement call to action comes from the Israeli right-wing group **Im Tirtzu**, which posted a graphic reading “We Must Exact a Heavy Price... We Must Stop the Humanitarian Aid” in bold, incendiary text. The post remains online as of this publication, continuing to spread propaganda that directly echoes state-led starvation policies now under investigation by the International Criminal Court. The extremist organisation Im Tirtzu continues to post incitement rhetoric freely on Facebook and Instagram verified accounts broadcasting to a follower-base of ~200,000 users.

59. An Analysis of the Israeli Inciteful speech against the Village of "Huwara" on Twitter, Zamleh, June 2024. At: www.zamleh.org

60. Source, Facebook:Bezazelsmotrich, live link on Facebook: www.facebook.com/Bezazelsmotrich



Translation: "The murder of the abuductees must not be passed over in silence! A Heavy Price must be exacted ... **We must stop the humanitarian aid!**"

3 September 2024, Im Tirtzu, an extremist Israeli group which started off as an anti-miscegenation movement.

The post was still live on Facebook at the time of publishing this report⁶¹.

61. Source: Facebook:imtirtzu, 3 September 2024, live link on facebook: www.facebook.com/imtirtzu



The group “Im Tirtzu” continues its messaging using Meta platforms during a critical situation of Famine in Gaza, when the entire population is facing high levels of acute food insecurity, as the IPC estimated that one in five people in Gaza – 500,000 – faces starvation⁶².

Translation: “As long as aid is sent to Gaza, we will not win the war. - We must continue with all our might, until victory!”

19 May 2025, Im Tirtzu

The post was still live on Facebook at the time of publishing this report⁶³.

Meta had previously suspended the Facebook and Instagram accounts of a right-wing Israeli group called Tzav 9, responsible for organising attacks on aid convoys to the Gaza Strip⁶⁴. However the selective approach is indicative of the company’s willingness to use the band-aid approach in tackling groups that have already made headlines, rather than to invest resources and identify actual harm that continues to proliferate in the Hebrew language.

These examples are drawn from the millions of posts, some of which are archived by 7amleh’s databases, and only show the tip of the iceberg. Rather than anomalies, they reflect a systemic ecosystem of incitement and ideological mobilization, left unmoderated by Meta even as they clearly violate its own hate speech and violence policies.

62. Gaza: Starvation looms for one in five people, say food security experts, UN, 12 May 2025, Available at: www.news.un.org

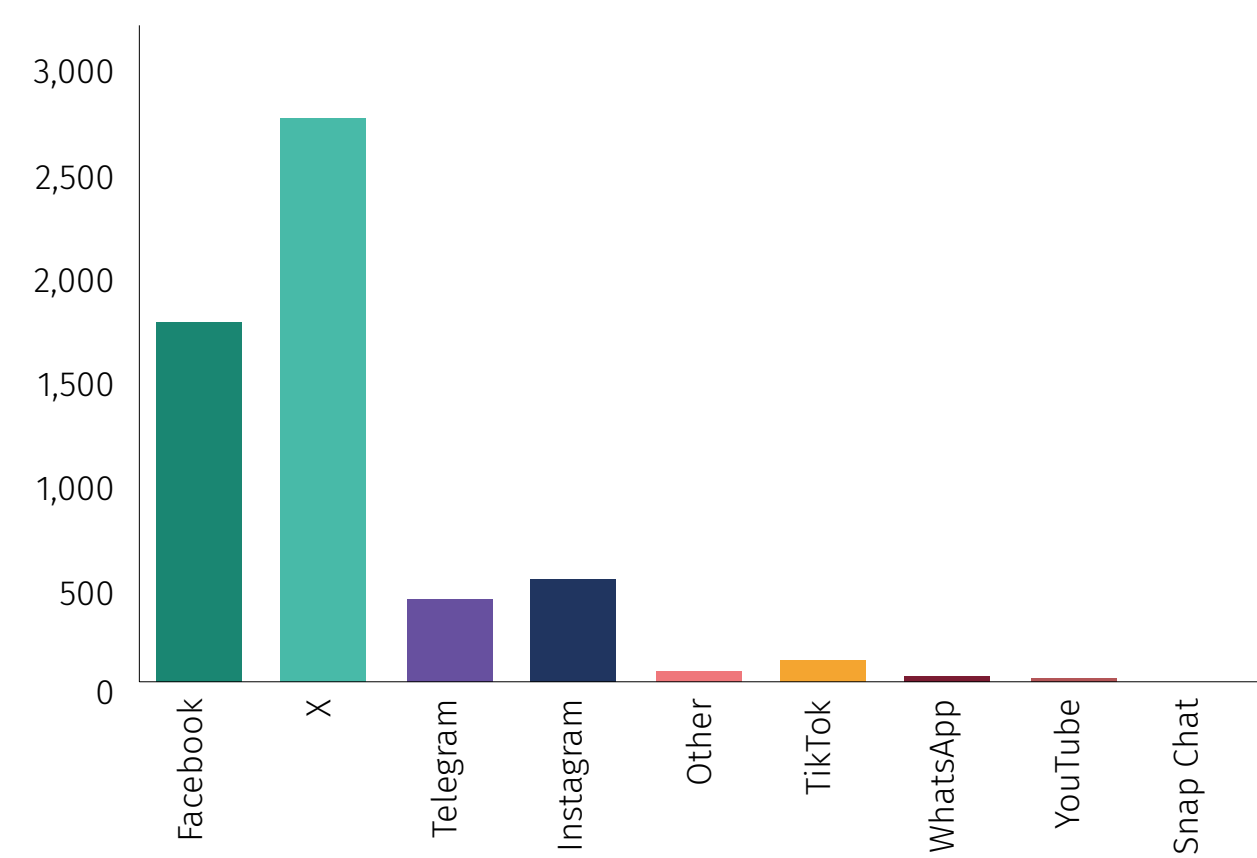
63. Source: Instagram:imtirtzu, 19 May 2025, live link on Instagram: <https://www.instagram.com/p/DJ1PW1sNRFI>

64. Meta removes accounts of Israeli group attacking Gaza aid convoys, Middle East Eye, 23 May 2024, at: www.middleeasteye.net

7or - The Palestine Observatory of Digital Rights Violations

In-house monitoring by 7amleh further reinforces these findings. From October 2023 to May 2025, the Palestine Observatory of Digital Rights Violations (7or) manually documented and verified a total of 2,265 cases of harmful content on Meta platforms alone. 1,738 on Facebook, 510 on Instagram, and 17 on WhatsApp. Those cases were then escalated to the company by 7amleh’s Monitoring & Documentation team, often resulting in the removal of the offending content. This was once described as the “Whac-A-Mole” approach where minimally-resourced civil society organizations do the heavy lifting in content moderation on behalf of tech companies who shirk on their responsibilities towards the users⁶⁵.

Violations By Platform:



Meanwhile, data from 7amleh’s AI-powered Violence Indicator, which uses contextual Hebrew-language lexicons to detect harmful discourse, flagged over 2.5 million posts on Facebook in 2024 alone as containing potentially harmful Hebrew-language content. This included more than 208,000 instances of hate speech, 17,403 incitement cases, and over 410,000 smear campaigns against

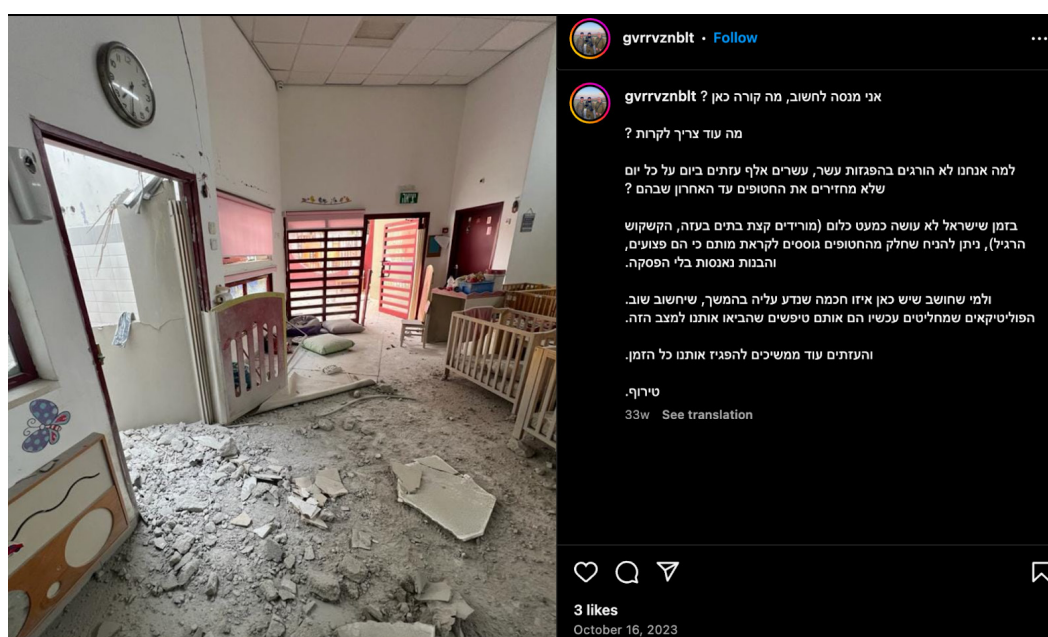
65. Shtaya, M. Tainted Narratives: Tech Giants Harming Users in War Time, The Tahrir Institute for Middle East Policy, 24 Oct 2023 at: www.timep.org

individuals. While these figures reflect broader categories than just incitement, they nonetheless highlight the severity and consistency of violent discourse on Meta platforms amidst the worsening humanitarian situation.

These linguistic and cultural patterns of dehumanization help explain the growing boldness of Israeli military and public officials in openly calling for annihilation, expulsion, or extermination, rhetoric that has now crossed the threshold into incitement to genocide as defined by international law.

Incitement by Soldiers and State Officials

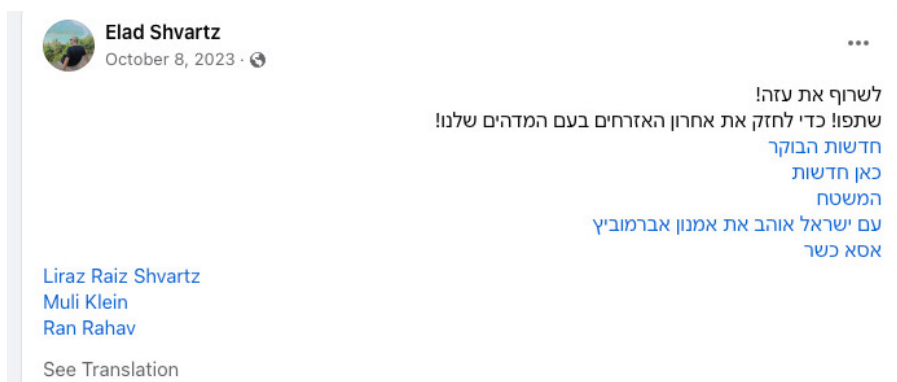
During the ongoing assault on Gaza, Israeli soldiers, commanders, and government officials have routinely used Meta platforms to incite genocide, glorify violence, and justify collective punishment as a legitimate military tactic. These posts are not anonymous. They are often shared from verified accounts or from profiles that are easily identifiable as belonging to individuals in official military or governmental roles. In many cases, the individuals posting this content are directly involved in the violence they are documenting or advocating.



The caption of the post reads in part: “Why don’t we kill ten, twenty thousand Gazans a day with shelling for every day they don’t return the abductees [Israeli hostages]...Madness.”

Senior Israeli military commander, head of Israel’s Northern Infantry Brigade⁶⁶
Originally posted October 16, 2023, archived ~9 months later.

66. Tirawi, Y. and Maoz, E., "May Gaza Burn": The Flood of Genocidal Rhetoric from Israel's Soldiers, Zeteo News, 13 Jun 2024, www.zeteo.com



Translation: "If within four hours all the hostages [aren't] released..., start burning Gaza," says the senior officer from the 91st division, dressed in his military uniform. "Neighborhood after neighborhood."

Colonel (Res.) in the Israeli military⁶⁷.

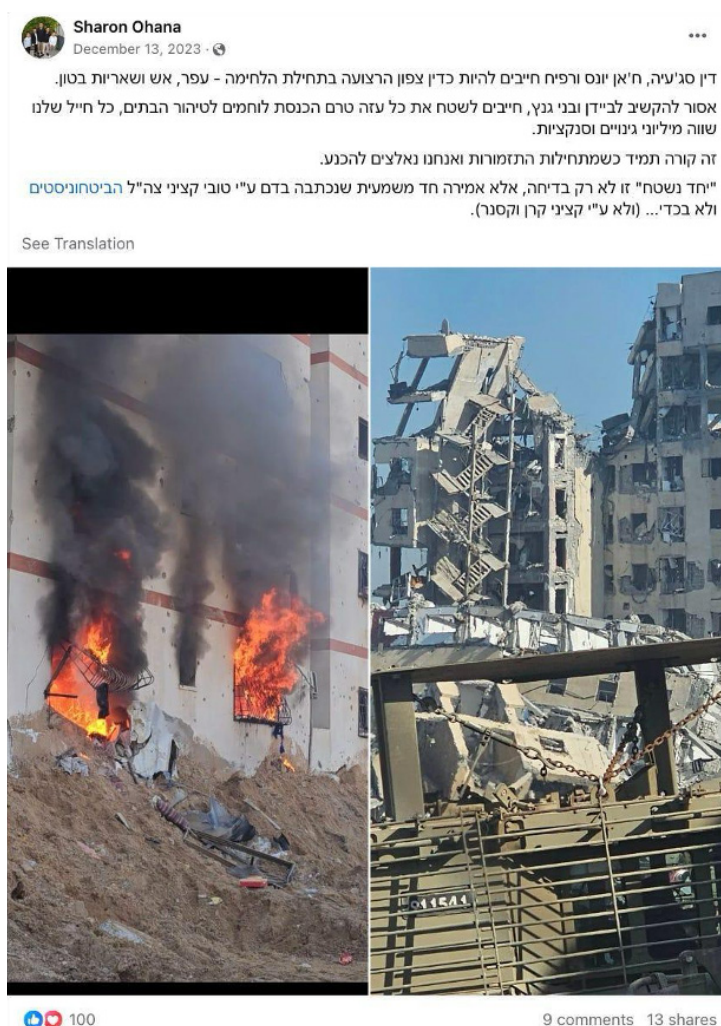


Translation: "May Gaza burn on all its inhabitants."⁶⁸

Active duty soldier posts video showing troops firing at civilian homes
Posted 26 January 2024

67. Ibid

68. Ibid



Translation: "The fate of Shuja'iyya ... must be as the fate of the northern [Gaza] Strip at the beginning of the war - dirt, fire, and leftover concrete....'Together we will flatten' is not a joke, but an unequivocal statement written in blood by the best security-minded IDF officers & not for naught..."

Active duty member of the Israeli military's Combat Engineering Corps⁶⁹

Posted 13 December 2023

Meta's tolerance for this content is especially egregious when compared to its aggressive enforcement against Palestinian users for much less. While Palestinian speech is often flagged or removed for terms like "martyr" or imagery of bombed-out neighborhoods, Israeli soldiers openly advocate mass slaughter without consequence. These disparities reveal not only a failure of enforcement, but a double standard embedded in Meta's policies and enforcement infrastructure.

69. Ibid

WhatsApp: A Hidden Infrastructure for Pogroms

While Facebook and Instagram serve as the public face of online incitement, WhatsApp, an end-to-end encrypted messaging service owned by Meta, has become a covert infrastructure for organizing real-world violence. Investigations by FakeReporter have revealed that thousands of WhatsApp users flock to groups used by Israeli settlers to plan coordinated attacks on Palestinians in the occupied West Bank⁷⁰. These settler groups operate with near-total impunity. They exchange real-time information about Palestinian villages, coordinate weapons and routes, and distribute explicit incitement to commit murder and property destruction.

Despite the fact that these activities are well-documented and repeatedly flagged to both Meta and Israeli authorities, no effective action has been taken. Israeli law enforcement has failed to investigate or prosecute participants, and Meta has not implemented enforcement mechanisms capable of identifying or dismantling violent networks operating through WhatsApp. This neglect has had deadly consequences, as settler violence has escalated dramatically across the West Bank.

According to UN data, 4,250 Palestinians were displaced and 1,760 structures were destroyed in about 1,400 incidents of settler violence in 2024 alone in the occupied West Bank⁷¹. Inaction by Meta is not neutral when some of the settler violence is coordinated on WhatsApp.

Advertising and Paid Propaganda

Meta has not only failed to moderate incitement and hate speech in user-generated content, but has also profited directly from it through its advertising infrastructure. Meta's advertising systems have repeatedly approved and amplified inciting, racist, and dehumanizing ads, often in clear violation of the company's own Community Standards. These ads not only glorify violence but also promote war crimes such as forcible transfer and settlement expansion. Content moderation of paid-for-placement content should be held to an even higher standard, as platforms actively increase the reach and visibility of such content, creating an even higher responsibility on behalf of the platform.

70. Israeli Settlers Burned West Bank Homes in Riots Organized on Chat Groups, Wall Street Journal, 21 January 2025, Available at: www.wsj.com

71. Humanitarian Situation Update #252 | West Bank, UN OCHA, 2 January 2025, available at: www.ochaopt.org

As early as November 2023, Meta was exposed for approving paid advertisements in Arabic that called for the expulsion of Palestinians to Jordan, using dog-whistle terms like “Arabs in Judea and Samaria” and urging them to “leave before it’s too late.”⁷² One campaign, run by an Israeli group calling itself “Migrate Now,” targeted Palestinian users in the West Bank with ads advocating ethnic cleansing⁷³. Around the same time, another ad calling for the assassination of a pro-Palestinian U.S. activist was also approved⁷⁴. After these revelations, 7amleh ran an experiment in coordination with the Intercept testing Meta’s ad approval systems and found that 19 ads containing violent incitement in both Hebrew and Arabic were quickly approved, including slogans like “burn Gaza” and “carry out a second Nakba.”⁷⁵ Meta only removed the ads retroactively after being contacted by The Intercept.

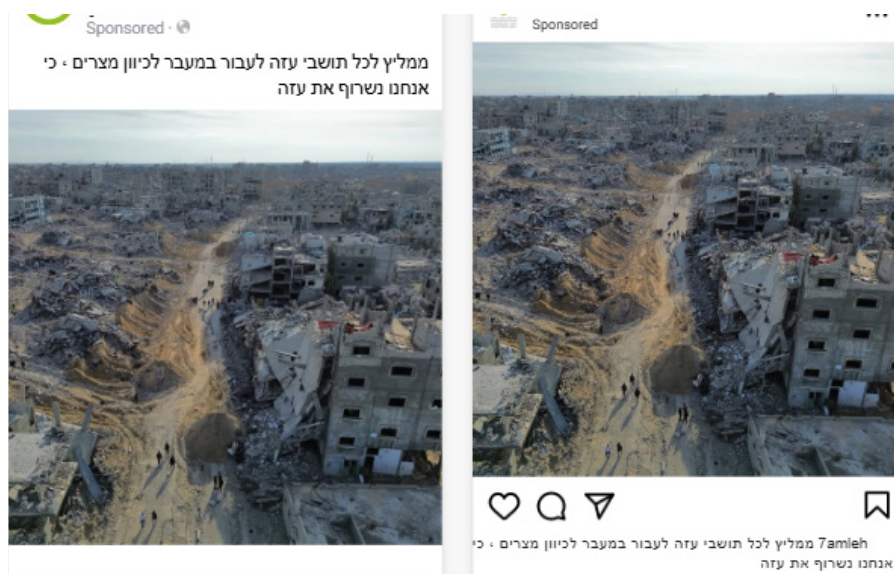
Despite claiming to have launched a Hebrew hostile speech classifier, Meta’s ad moderation systems appear unchanged. To test whether any improvements had been made, 7amleh repeated the experiment on May 26, 2025. This time, 40 Hebrew-language ads were submitted, 20 targeting users in the occupied West Bank and 20 targeting users in Israel. All contained direct incitement or calls for erasure of Palestinians and Gaza, in Hebrew. All 40 were approved.

72. فيسبوك يغلق صفحة “هاجروا الآن”.. ما علاقتها بالحرب والأردن؟, Skynews Arabia, 20 November 2023, available at: www.skynewsarabia.com

73 Ibid

74. Biddle, S., Facebook Approved an Israeli Ad Calling for Assassination of Pro-Palestine Activist, The Intercept, 21 Nov 2023, at: www.theintercept.com

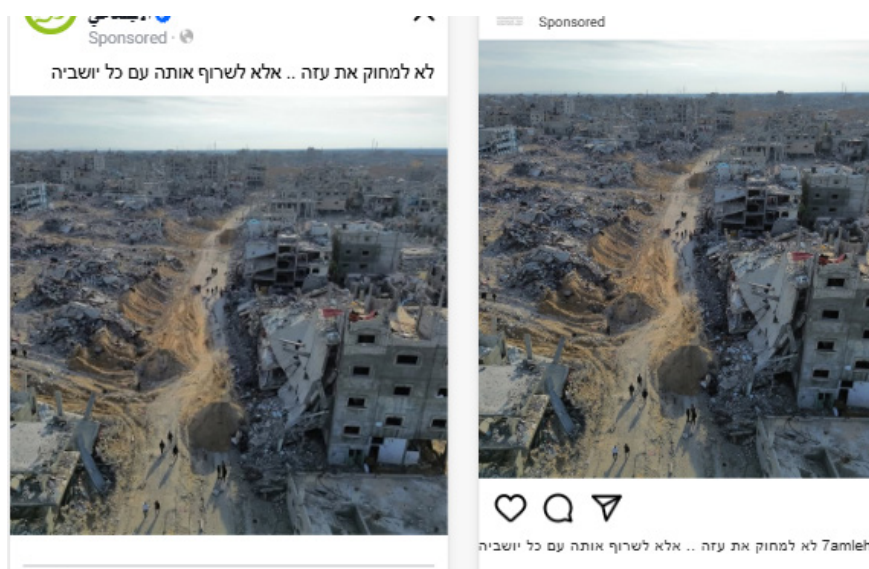
75. Meta Should Stop Profiting from Hate, 7amleh, 21 November 2023, available at: www.7amleh.org



Test ad translation: “I recommend that all Gaza residents pass through the crossing towards Egypt, because we will burn Gaza.”

Test date: May 26, 2025

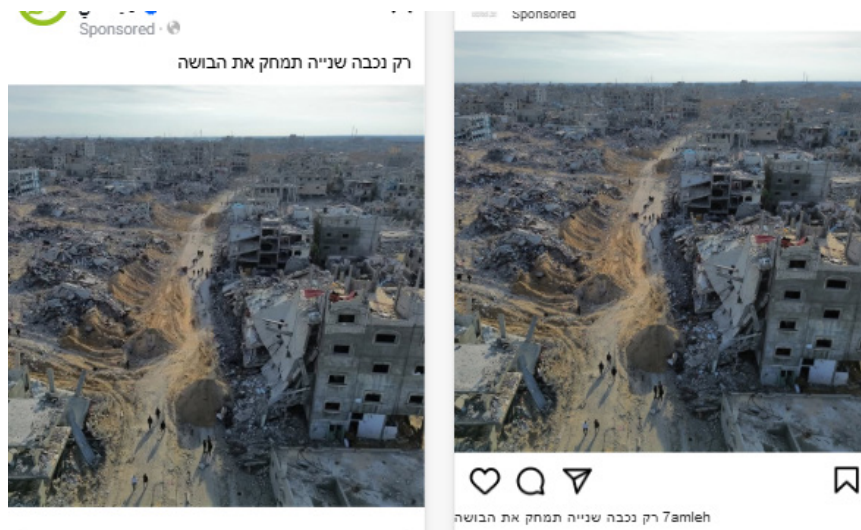
This ad was vetted by Meta's ad manager program, and approved for publication. Zamleh only submitted the ads to test Meta's content moderation of paid-for-placement advertisements, and never intended to actually publish the ad.



Test ad translation: “Not to erase Gaza... but to burn it with all its inhabitants.”

Test date: May 26, 2025

This ad was vetted by Meta's ad manager program, and approved for publication. Zamleh only submitted the ads to test Meta's content moderation of paid-for-placement advertisements, and never intended to actually publish the ad.



Test ad translation: “Only a second Nakba can erase the shame”

Test date: May 26, 2025

This ad was vetted by Meta's ad manager program, and approved for publication. 7amleh only submitted the ads to test Meta's content moderation of paid-for-placement advertisements, and never intended to actually publish the ad.

These patterns raise serious concerns about how Meta's infrastructure is enabling real-world harm. A 2025 investigation by Al Jazeera further revealed that Facebook approved and profited from over 100 paid advertisements promoting illegal Israeli settlements in the occupied West Bank, including calls to demolish Palestinian homes and fundraise for Israeli military units in Gaza⁷⁶.

In July 2025, new findings from The Guardian and the global watchdog Ekō revealed that Meta hosted at least 117 paid advertisements across Facebook, Instagram, and Threads that explicitly sought to crowdfund military equipment for Israeli army units operating in Gaza, including sniper tripods and modified drones used to drop grenades on civilians⁷⁷. These campaigns amassed at least 76,000 ad impressions in the UK and EU alone, despite appearing to violate Meta's advertising policies on promoting lethal equipment. The ads, many of which lacked political disclaimers, were eventually taken down, but only after media and civil society intervention⁷⁸. This follows a similar pattern seen in Ekō's earlier 2024 investigation, in which 98 military fundraising ads were flagged and

76. Meta profits as ads promote illegal Israeli settlements in West Bank, MSN, 31 March 2025, available at: www.msn.com

77. Meta allows ads crowdfunding for IDF drones, consumer watchdog finds, The Guardian, 21 July 2025, available at: www.theguardian.com

78. Ibid

removed, only for identical campaigns to reappear⁷⁹. Legal experts warned that Meta may be complicit in violations of international law for accepting payment to host such content. The fact that harmful ads are approved by the platform demonstrates a systemic failure not just in moderation, but in corporate responsibility. Meta continues to profit from hate and incitement, despite ample warnings and documented evidence of the consequences for Palestinian communities.

Israeli soldiers, settlers, and state officials face almost no repercussions for using Meta platforms to incite, coordinate, or celebrate violence. The Israeli government has neither condemned nor prosecuted inciting behavior online, and in many cases, has actively encouraged it. In this context, Meta is often the only actor with the reach and capacity to act.

According to the human rights organization Adalah, Israeli authorities have failed to investigate or prosecute a single case of incitement to genocide by Jewish Israeli public figures, despite well-documented cases, including a database of over 500 statements and 40 highlighted examples by ministers, legislators, and religious leaders⁸⁰. In stark contrast, during the same period, Israel opened over 400 criminal investigations against Palestinian citizens of Israel for “incitement,” many for nothing more than social media posts or protest chants opposing the war⁸¹.

This systemic failure is not a result of oversight, but of Meta's long-standing negligence in developing adequate content moderation infrastructure for Hebrew-language incitement. In the context of active genocide, such neglect becomes complicity. What this section has documented is only a fraction of the total harm.

79. Meta Profiting from Far-Right Genocidal Narratives and Fundraising for Israeli Military Equipment, Ekō, December 20 2024, available at: www.aks3.eko.org

80. Adalah Demands Israel Investigate and Prosecute Incitement to Genocide by Public Figures, Adalah, 17 April 2024, at: www.adalah.org

81. Israel cracks down on Palestinian citizens who speak out against the war in Gaza, AP, 24 Nov 2024, at: www.apnews.com

Meta's Policy Failures and Erosion of Accountability

Meta's responsibility in hosting genocide-era propaganda cannot be attributed to a lack of awareness. Despite repeated warnings from civil society, whistleblowers, and even its own moderators, the company has consistently failed to invest in effective Hebrew-language content moderation, leaving Palestinians vulnerable to widespread incitement and hate speech on its platforms.

From the outset of the current war on Gaza, 7amleh has played an outsized role in flagging harmful content to Meta, content that should have been proactively caught by the company's enforcement systems. Between October 2023 and May 2025, 7amleh's monitoring teams escalated 2,265 verified cases of incitement and dehumanizing speech on Meta platforms (Facebook, Instagram, and WhatsApp), leading to the removal of most of this content⁸². While Meta benefits from having civil society report dangerous content, this also masks a deeper problem: Palestinian civil society should not be made responsible for doing Meta's job. The company has so far allowed dangerous content in the Hebrew language to thrive amidst an escalation in real-world atrocity.

Even if Meta may utilize 7amleh's escalations to train its machine-learning models, it continues to deprioritize the urgent need for robust Hebrew-language classifiers. Internally, Meta staff have acknowledged that Arabic-language enforcement is far stronger than Hebrew because they have more resources and linguistic datasets⁸³. A 2024 investigation by *The Guardian* revealed that Meta does not systematically evaluate the accuracy of Hebrew-language moderation decisions, unlike Arabic, where a full "policy precision" scoring system is in place⁸⁴. Hebrew moderation, by contrast, remains largely ad hoc, with content reviewers flagging examples case-by-case, often relying on civil society inputs like those of 7amleh.

While Meta's record remains overwhelmingly marked by neglect, it is important to note that some limited progress has occurred. Following the global outcry

82. Total Violations for Harmful Content From Date 10/07/2023 To Date 05/01/2025, 7or - The Palestine Observatory of Digital Rights Violations, available at: www.7or7amleh.org

83. Paul, K., Meta struggles with moderation in Hebrew, according to ex-employee and internal documents, *The Guardian*, 15 August 2024, Available at: www.theguardian.com

84. Ibid

around Meta's handling of Palestinian content during the 2021 Sheikh Jarrah uprising, the company commissioned the BSR human rights due diligence report, published in 2022⁸⁵. This was followed by the September 2023 deployment of a Hebrew-language hostile speech classifier⁸⁶. However, as internal documents later leaked to the Wall Street Journal in November 2023 confirmed, the classifiers were not sufficiently effective and failed to handle the massive influx of Hebrew incitement during the early months of the Gaza war⁸⁷. While some of the most egregious Hebrew terms that were once easily searchable now appear harder to find, indicating a partial effort by Meta, these improvements remain minimal compared to the scale and urgency of the harm.

Internal discontent at Meta was further indicated when over 200 Meta employees signed an internal letter accusing the company of "censoring, rebuffing, and penalizing" workers who raised concerns about its moderation of Palestine-related content⁸⁸. One former employee said they feared losing their job if they criticized the platform's policies, noting that "it is very obvious where the company stands on this issue."⁸⁹

This disparity has direct and deadly consequences. While Palestinians are censored for expressing grief, protest, or criticism, Israeli officials and soldiers use Meta to incite mass violence, glorify war crimes, and dehumanize an entire population.

Worse still, in January 2025, Meta CEO Mark Zuckerberg announced sweeping changes to the company's moderation strategy. These include replacing human fact-checkers with a "Community Notes" feature modeled after Elon Musk's X (formerly Twitter), and reducing moderation of "low-severity" violations⁹⁰. While framed as a move toward free speech, this shift signals a mirroring of the X platform, where unchecked incitement has proliferated at a much higher rate⁹¹. If Meta's online platforms, sizable giants when compared to X, follow the model of X in content moderation, it will amplify the harmful content exponentially.

85. Human Rights Due Diligence of Meta's Impacts in Israel and Palestine, BSR, 22 Sep 2022, at: www.bsr.org

86. Meta Update: Israel and Palestine Human Rights Due Diligence, September 2023, available at: www.humanrights.fb.com

87. Inside Meta, Debate Over What's Fair in Suppressing Comments in the Palestinian Territories, Wall Street Journal, 21 October 2023, available at: www.wsj.com

88. Letter: Metamates for Ceasefire - available at: www.metastopcensoringpalestine.com

89. Paul, K., Meta struggles with moderation in Hebrew, The Guardian, 15 August 2024, Available at: www.theguardian.com

90. Meta: Joel Kaplan, Chief Global Affairs Officer - More Speech and Fewer Mistakes, 7 January 2025, available at: www.about.fb.com

91. The Impact of Platform's Content Moderation Policies on Palestinian Digital Rights, 7amleh, www.7amleh.org

These policy failures do not exist in a vacuum. They violate Meta's own Community Standards⁹², which prohibits content that "glorifies violence," "dehumanizes," or "advocates for harm against individuals or groups." They also violate international human rights norms, including the UN Guiding Principles on Business and Human Rights (UNGPs), which require companies to prevent and mitigate human rights harms to which they contribute⁹³.

In an April 2024 letter addressed to Meta CEO Mark Zuckerberg, the UN Working Group on Business and Human Rights, along with seven other UN Special Rapporteurs, raised grave concerns about Meta's discriminatory content moderation, particularly its "systematic censorship of Palestinian and pro-Palestinian human rights voices," its "under-enforcement of moderation of hate speech content in Hebrew," and its "failure to remove incitement to violence and calls for genocide against Palestinians."⁹⁴ The experts warned that Meta's ongoing inaction and bias risk "contributing to atrocity crimes" and reminded the company that its responsibilities under the UNGPs do not disappear during armed conflict. They explicitly urged Meta to "adopt a definition of incitement in line with international human rights law," and to conduct human rights due diligence and risk assessments "particularly when the situation is plausibly amounting to a real and imminent risk of genocide."⁹⁵

In June 2025, the UN Independent International Commission of Inquiry determined that Israel's widespread destruction of educational, religious, and cultural infrastructure in Gaza constitutes the crime against humanity of extermination, underscoring the urgent need for all actors, including platforms like Meta, to prevent further contribution to atrocity crimes⁹⁶.

From a legal perspective, international criminal law draws a direct line between incitement and complicity. As the ICC issues arrest warrants for Israeli officials over war crimes including starvation, Meta's continued failure to moderate their incitement raises serious questions of liability. Moreover, the Genocide Convention's Article 6 is clear that all actors may be liable, meaning it is not just

92. Meta: Community Standards - Hateful Conduct, 7 January 2025, available at: www.transparency.meta.com

93. Guiding Principles on Business and Human Rights: Implementing the United Nations 'Protect, Respect and Remedy' Framework, UN - OHCHR, 2011, Available at: www.ohchr.org

94. OHCHR Communications - Meta 18 Apr 2024 - Ref: AL OTH 20/2024, Available at: www.spcmmreports.ohchr.org

95. Ibid

96. A/HRC/59/26, Report of the Independent International Commission of Inquiry, UN General Assembly, June 2025, available at: www.docs.un.org

states who have to take all possible steps to prevent genocide when they are aware of the risk⁹⁷.

Instead of taking action, Meta continues to entrench a two-tiered system: one where Arabic and pro-Palestinian content is over-enforced, flagged, and removed, and one where Hebrew-language incitement is ignored, learned from, or even tolerated. The result is a permissive environment in which genocidal rhetoric becomes acceptable, normalized, and, most dangerously, algorithmically amplified.

Despite employing over 40,000 safety and moderation staff and posting \$134.9 billion in revenue in 2023, Meta has failed to dedicate adequate resources to address Hebrew-language incitement⁹⁸. Its failure is not one of capacity, but of priority. Without a fundamental overhaul of its moderation priorities and policy frameworks, Meta risks remaining an accomplice by providing a megaphone to advocates of genocide and ethnic cleansing.

97. Article VI, Convention on the Prevention and Punishment of the Crime of Genocide, 1948, at: www.un.org

98. Paul, K., Meta struggles with moderation in Hebrew, The Guardian, 15 August 2024, Available at: www.theguardian.com

Recommendations:

To Meta:

1. Invest in robust Hebrew-language moderation infrastructure, including:
 - Equitable classifier development and hostile speech detection,
 - Full integration of Hebrew into policy precision scoring and quality control systems
 - Dedicated, trained moderation teams with contextual and legal expertise.
2. Implement transparent, proactive systems for identifying incitement in Hebrew, rather than relying on civil society escalation. Civil society should not bear the burden of enforcement.
3. Conduct urgent human rights due diligence and risk assessments, as required under the UN Guiding Principles on Business and Human Rights, particularly given the real and imminent risk of genocide.
4. Publicly commit to non-complicity in atrocity crimes, including genocide, by aligning enforcement priorities with international humanitarian and human rights law.

To Policy Makers:

1. Enforce international legal obligations under the Genocide Convention by investigating corporate complicity in genocide, including Meta's role in facilitating incitement and dehumanization.
2. Mandate transparency and accountability from digital platforms through binding frameworks and independent oversight, particularly in contexts of armed conflict and systematic repression.

To Civil Society:

1. Continue documenting and archiving digital evidence of incitement and hate speech, ensuring it is preserved for accountability processes including international legal proceedings.
2. Coordinate cross-regional advocacy, particularly between organizations documenting tech complicity in war crimes and other human rights violations in global majority countries.
3. Pressure platforms through unified messaging, emphasizing their legal obligations and the human consequences of inaction.

Contact us:

info@7amleh.org | www.7amleh.org

Find us on social media: **7amleh**

