

AJC American Jewish
Committee

THE STATE OF ANTISEMITISM IN AMERICA

FINDINGS AND RECOMMENDATIONS
FOR MAJOR DIGITAL PLATFORMS

IN PARTNERSHIP WITH

 **CyberWell**

THE STATE OF ANTISEMITISM IN AMERICA 2024-2025

FINDINGS AND RECOMMENDATIONS

Social media is a constant and significant presence in the lives of most Americans, including Jews. Almost seven in 10 American Jewish adults said they use social media every day, according to *AJC's State of Antisemitism in America 2024 Report*. In 2025, the same year that several social media and digital platforms altered their approach to moderating harmful content, American Jews report seeing or hearing antisemitism online at an increased rate. *AJC's State of Antisemitism in America 2025 Report* found that seventy-one percent of American Jews report seeing or hearing antisemitism online or on social media in the last 12 months—compared with 67% in 2024—and 19% have been personally targeted by an antisemitic remark or post online or on social media. The problem is even more prevalent among Jews under 30 years old, with 29% having been the personal target of a remark or post on social media.

In all, nearly three-fourths of American Jews (73%) experienced antisemitism online in 2025—either by seeing or hearing it or by being personally targeted. When asked where online they experienced antisemitic content:

- ▶ 54% report seeing or hearing it on Facebook, a seven-point rise from 47% in 2024;
- ▶ 38% report seeing or hearing it on YouTube, an 11-point increase from 27% in 2024;
- ▶ 37% report seeing or hearing it on X, the same number (37%) in 2024;
- ▶ 40% report seeing or hearing it on Instagram, an eight-point increase from 32% in 2024; and
- ▶ 23% report seeing or hearing it on TikTok, a five-point increase from 18% in 2024.

Notably, twenty-one percent of American Jews who experienced antisemitism online say they felt physically threatened by these incidents, and among young American Jews, 34% report feeling physically threatened by the antisemitism they experienced online.

The general public also sees and hears antisemitism at high rates. *AJC's 2025 Report* found that forty-five percent of the U.S. adult general public report seeing or hearing antisemitism in the last 12 months. Of this group, the vast majority (74%) say they saw or heard it online or on social media.

Understandably, social media and digital platforms have a responsibility to balance the need to protect free expression alongside robust responsiveness to the violative content posted by users and amplified algorithmically on their platforms. By continuing to understand, respond to, and prevent antisemitism, platforms will ensure the safety of not only Jews, but global users of all backgrounds who experience hate, threats, incitement, and abuse online.



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KEY FINDINGS

In February 2026, American Jewish Committee (AJC) released its annual *State of Antisemitism in America 2025 Report*,¹ which assesses and compares Jewish and general public perceptions of and experiences with antisemitism in the United States, including online and on social media. To collect this data, AJC contracts with the public opinion research firm SSRS to conduct the parallel Survey of American Jews and Survey of the U.S. General Public. AJC published its first Survey of American Jews in 2019, one year following the 2018 attack on the Tree of Life Synagogue in Pittsburgh, the deadliest attack against American Jews in U.S. history. AJC added the companion survey of U.S. adults in 2020 and has been surveying both populations every year since.

AJC's 2025 Report and its 2024 Report² are the lone resources to analyze more than five years of consecutive data on American Jews' experiences with antisemitism and the U.S. general public's awareness. They are also the first reports to analyze the continued impact of antisemitism following the Hamas terrorist attacks against Israel on October 7, 2023, including online—a critical concern for social media and technology companies. These Reports also come at a time when artificial intelligence (AI) is contributing to the spread of personalized, harmful antisemitic content at scale.

THE FOLLOWING TOPLINE RESULTS FROM 2024 AND 2025 SET THE STAGE FOR UNDERSTANDING THE STATE OF ANTISEMITISM IN AMERICA:

- 1 First, the impact of recent antisemitic attacks is widely felt by American Jews.** 93% of American Jews say antisemitism is a problem in the U.S. today, identical to 2023 and 2024. Significantly, about nine in 10 American Jews say they feel less safe as a Jewish person in the United States as a result of antisemitic incidents in 2025 including the burning of a Jewish governor's home and the murders at the Capital Jewish Museum outside of an AJC event. More than two years after the October 7 terror attack on Israel by Hamas, perceptions of antisemitism by American Jews remain at the same heightened levels as 2024. Almost eight in 10 American Jews (78%) say the October 7 attacks made them feel less safe as a Jewish person in the U.S.



1 | AJC's *State of Antisemitism in America 2025 Report: Survey of American Jews*, conducted by the research company SSRS, is based on interviews conducted online and by telephone from September 26 - October 29, 2025, among a nationally representative sample of 1,222 Jews aged 18 or older. The margin of error for total respondents is +/-3.7 percentage points at the 95% confidence level. AJC's *State of Antisemitism in America 2025 Report: Survey of the General Public*, conducted by the research company SSRS, is based on interviews with U.S. adults that were conducted from October 3—October 5, 2025, among a nationally representative sample of 1,033 respondents aged 18 and older. The margin of error is +/-3.4 percentage points at the 95% confidence level.

2 | AJC's *State of Antisemitism in America 2024 Report: Survey of American Jews*, conducted by the research company SSRS, is based on interviews conducted online and by telephone from October 8 - November 29, 2024, among a nationally representative sample of 1,732 Jews age 18 or older. The margin of error for total respondents is +/-3.3 percentage points at the 95% confidence level. AJC's *State of Antisemitism in America 2024 Report: Survey of the U.S. General Public*, conducted by the research company SSRS, is based on interviews with U.S. adults that were conducted from October 10—November 25, 2024, among a nationally representative sample of 2,056 respondents age 18 and older. The margin of error is +/-3.0 percentage points at the 95% confidence level.

2 Second, antisemitism in America remains at high levels. For the second year in a row, a majority of American Jews—56% in 2024 and 55% in 2025—report changing their behavior out of fear of antisemitism, a sharp increase from 38% in 2022 and 46% in 2023. Almost two in three Jewish adults (66%) say Jews in the U.S. are less secure than a year ago, up from 41% who said the same in 2022, and 31% who said the same in 2021.³

3 Third, for the first time in the history of AJC’s survey, more than seven in 10 U.S. Jews report experiencing antisemitism online. 73% of American Jews say they experienced antisemitism online in 2025—by seeing or hearing it or by being the personal target in the past 12 months, the first time this number has risen above seven in 10 in the history of *AJC’s State of Antisemitism in America Report*. 21% of American Jews who experienced antisemitism online say they felt physically threatened by these incidents.

4 Fourth, a large majority of American Jews are concerned that generative AI will lead to antisemitic incidents. 65% of American Jews say they were either very or somewhat concerned that generative AI chatbots such as Grok, ChatGPT, or Claude will spread antisemitism, and 69% say they are either very or somewhat concerned that information and misinformation shared by generative AI chatbots will lead to antisemitic incidents. AJC’s Report also found that nearly one in 10 U.S. adults (9%) say they have asked generative AI chatbots for information about Israel in the past 12 months.

5 Fifth, U.S. adults are more aware and concerned about antisemitism. 70% of U.S. adults say antisemitism is a problem in the U.S. today, with 28% saying it is a “very serious” problem. In 2021, only 60% of U.S. adults said antisemitism was a problem, and 21% said it was “very serious.” Over six in 10 U.S. adults (63%) say antisemitism has increased since the October 7 attack. In AJC’s 2024 Report, U.S. adults were asked if antisemitism has increased over the past five years. Almost six in 10 (59%) said they think antisemitism has increased at least somewhat in this time frame. The vast majority of this group (88%) said they were concerned about this increase. Critically, AJC’s 2024 Report found that most U.S. adults (90%) believe that antisemitism affects society as a whole and everyone is responsible for countering it. One-third of U.S. adults (34%) have also spoken out against antisemitism.



³ | From 2021-2023, the question wording was slightly different: respondents were asked, “Compared to a year ago, is the status of Jews in the United States more secure than a year ago, about the same as a year ago, or less secure than a year ago?”

SOCIAL MEDIA PLATFORM ANALYSIS

The vast majority of American Jews are active online. *AJC's State of Antisemitism in America 2024 Report* found that 83% of American Jews are daily users of online and social media platforms: 68% of American Jews go online or use social media several times a day, while another 15% say they use it about once a day. The following table shows results asked of American Jewish survey respondents who say they saw or heard antisemitism (such as comments, posts, or videos) online at least once in the past 12 months. In addition to specific social media platforms, they were asked to consider their experiences with online gaming, if relevant.

Note: Results may not sum to 100% because multiple responses were allowed.



2024 AND 2025 SURVEYS OF AMERICAN JEWS

Where did you see or hear an antisemitic remark or post in the past 12 months?⁴

PLATFORM	2025 %	2024 %
Facebook	54	47
X	37	37
YouTube	38	27
Instagram	40	32
TikTok	23	18
Snapchat	5	2
Online gaming platforms ⁵	5	8
NET Another social media or online platform ⁶	18	12
Reddit (vol.) ⁷	6	5
Other social media or online platform	3	n/a ⁸



4 | Asked of American Jews who experienced antisemitism online at least once in the past 12 months in 2025 (n=923) and 2024 (n=1,247).

5 | Those who gave this response were asked to specify on which gaming platform they experienced antisemitism.

6 | Those who gave this response were asked to specify on which platform they experienced antisemitism.

7 | This option is a code developed based on verbatim responses when respondents chose "another social media or online platform" and specified which one. Any coded responses given by less than 3% of respondents are not shown.

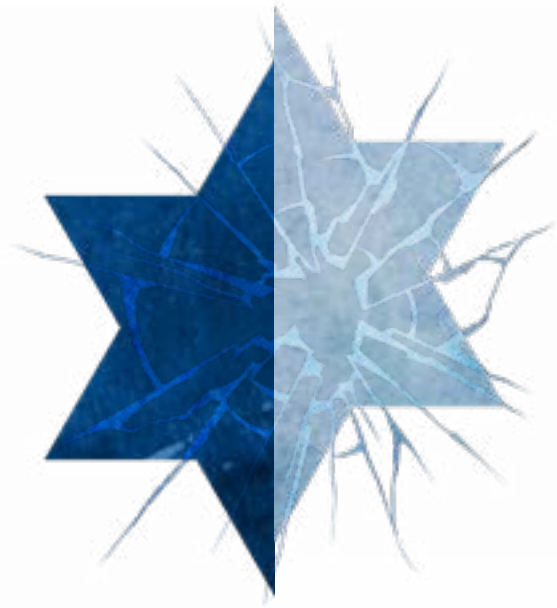
8 | In 2023 and 2024, the coded response, "Other social media or online platform," was not volunteered by respondents.

In 2025, of those who experienced antisemitism online or on social media, one in five American Jews (21%) report the online antisemitism they experienced made them feel physically threatened in real life. AJC’s 2024 Report allowed respondents to provide specific platforms on which they felt physically threatened.

2024 SURVEY OF AMERICAN JEWS

On which platform or platforms did you feel physically threatened?⁹

PLATFORM	2024 %
Facebook	58
Instagram	37
X	37
TikTok	32
YouTube	20
Snapchat	6
Online gaming platforms ¹⁰	2
Other social media or online platform	7
Do not use any social media or online platform(s)	4
Don’t know/refused/no answer	1



American Jewish respondents who experienced antisemitism online—either seeing or hearing it or being the personal target—were then asked more specific questions about reporting, what they would want social media companies to know, and if they are using a platform less often because of antisemitism.

First, the majority of Jews who experienced antisemitism online or on social media did not report the antisemitism they experienced to the platform(s).

2025 SURVEY OF AMERICAN JEWS

Did you report this incident or any of these incidents to any of the social media or online platform(s) on which they occurred?¹¹



9 | Asked of American Jews who felt physically threatened from the antisemitism they experienced online in the past 12 months (n=273).

10 | Those who gave this response were asked to specify on which platform they felt physically threatened.

11 | Asked of American Jews who experienced antisemitism at least once in the past 12 months and listed a platform (n=867).

2024 SURVEY OF AMERICAN JEWS

Did you report this incident or any of these incidents to any of the social media or online platform(s) on which they occurred?

Facebook¹²



Yes - 33%

No - 69%

Instagram¹³



Yes - 36%

No - 64%

X¹⁴



Yes - 35%

No - 65%

Youtube¹⁵



Yes - 24%

No - 76%

TikTok¹⁶



Yes - 44%

No - 56%

12 | Asked of American Jews who experienced antisemitism online at least once on Facebook (n=605).

13 | Asked of American Jews who experienced antisemitism online at least once on Instagram (n=429).

14 | Asked of American Jews who experienced antisemitism online at least once on X (n=431).

15 | Asked of American Jews who experienced antisemitism online at least once on YouTube (n=297).

16 | Asked of American Jews who experienced antisemitism online at least once on TikTok (n=230).



“I did not believe it rose to the point of being reportable, even though it was clearly anti-Jewish.”

— JEWISH USER OF FACEBOOK

2024 SURVEY OF AMERICAN JEWS

You mentioned you did not report the antisemitism you experienced on Facebook. Can you please share the reason(s) you did not report it?

FACEBOOK ¹⁷	%
I didn't think anything would be done	55
I typically don't report anything	31
I wasn't sure my report would stay anonymous	16
I didn't know how to report it	16
The reporting options were too confusing	6
It was too hard to report multiple comments	5
I didn't have time	5
I didn't think it needed to be reported/not important (vol.) ¹⁸	3
I didn't witness the incident (vol.) ¹⁹	3
I believe in freedom of speech/freedom of opinion (vol.) ²⁰	2
It had already been reported/handled (vol.) ²¹	2
Other ²²	5
Don't know/refused/no answer	<1

17 | Asked of American Jews who did not report the antisemitism they experienced on Facebook (n=422).

18 | This option is a code developed based on verbatim responses when respondents chose "other" and specified their reason. Any coded responses given by less than 2% of respondents are not shown.

19 | Ibid

20 | Ibid

21 | Ibid

22 | Those who gave this response were asked to specify why they did not report the antisemitism they experienced.

2024 SURVEY OF AMERICAN JEWS

You mentioned you did not report the antisemitism you experienced on Instagram. Can you please share the reason(s) you did not report it?

INSTAGRAM ²³	%
I didn't think anything would be done	58
I typically don't report anything	45
I didn't know how to report it	11
I didn't have time	10
I wasn't sure my report would stay anonymous	9
It was too hard to report multiple comments	9
The reporting options were too confusing	3
I didn't think it needed to be reported/not important (vol.) ²⁴	4
Knew the person/person was friends or family (vol.) ²⁵	2
I didn't witness the incident (vol.) ²⁶	2
Other ²⁷	3
Don't know/refused/no answer	0

23 | Asked of American Jews who did not report the antisemitism they experienced on Instagram (n=249).

24 | This option is a code developed based on verbatim responses when respondents chose "other" and specified their reason. Any coded responses given by less than 2% of respondents are not shown.

25 | Ibid

26 | Ibid

27 | Those who gave this response were asked to specify why they did not report the antisemitism they experienced.

— JEWISH USER OF INSTAGRAM
“I didn't think it would matter.”

“I did not think anything would be done.”

— JEWISH USER OF X

2024 SURVEY OF AMERICAN JEWS

You mentioned you did not report the antisemitism you experienced on X. Can you please share the reason(s) you did not report it?

X ²⁸	%
I didn't think anything would be done	61
I typically don't report anything	32
I didn't know how to report it	24
I wasn't sure my report would stay anonymous	11
It was too hard to report multiple comments	10
I didn't have time	8
The reporting options were too confusing	6
I didn't witness the incident (vol.) ²⁹	4
It had already been reported/handled (vol.) ³⁰	2
Other ³¹	1
Don't know/refused/no answer	0

28 | Asked of American Jews who did not report the antisemitism they experienced on X (n=288).

29 | This option is a code developed based on verbatim responses when respondents chose “other” and specified their reason. Any coded responses given by less than 2% of respondents are not shown.

30 | Ibid

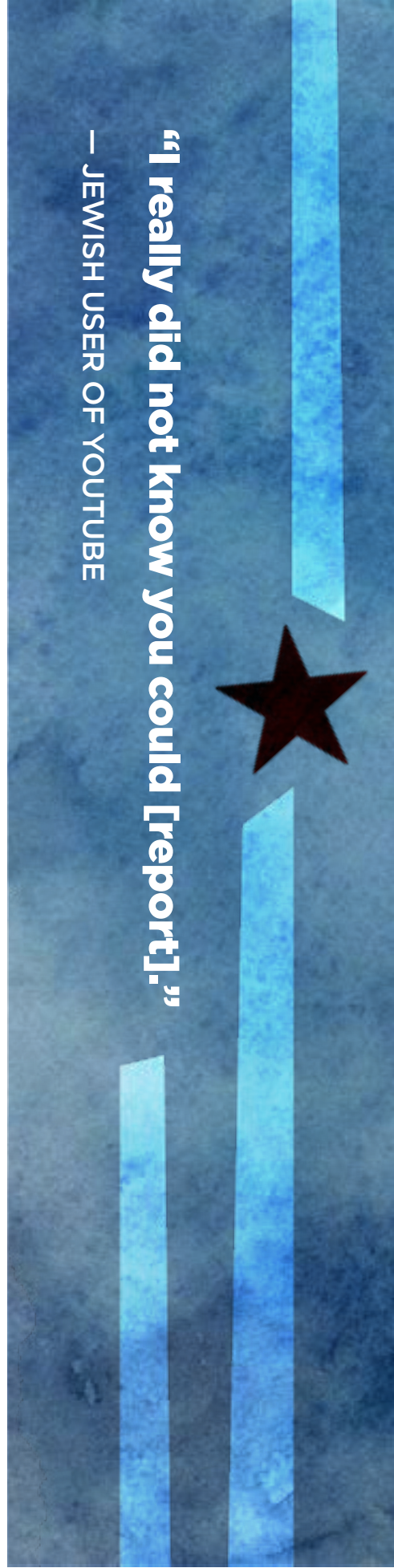
31 | Those who gave this response were asked to specify why they did not report the antisemitism they experienced.

2024 SURVEY OF AMERICAN JEWS

You mentioned you did not report the antisemitism you experienced on YouTube. Can you please share the reason(s) you did not report it?

YOUTUBE ³²	%
I didn't think anything would be done	51
I typically don't report anything	23
I didn't know how to report it	22
I didn't have time	10
I wasn't sure my report would stay anonymous	10
It was too hard to report multiple comments	10
The reporting options were too confusing	7
I believe in freedom of speech/freedom of opinion (vol.) ³³	5
I didn't think it needed to be reported/not important (vol.) ³⁴	4
I didn't witness the incident (vol.) ³⁵	3
Other ³⁶	3
Don't know/refused/no answer	0

32 | Asked of American Jews who did not report the antisemitism they experienced on YouTube (n=230).
 33 | This option is a code developed based on verbatim responses when respondents chose "other" and specified their reason. Any coded responses given by less than 2% of respondents are not shown.
 34 | Ibid
 35 | Ibid
 36 | Those who gave this response were asked to specify why they did not report the antisemitism they experienced.



“Posters on TikTok tend to make harmful comments in the form of very abstract and hard to recognize dog whistles... they would mean nothing to a person who wasn’t aware.”

— JEWISH USER OF TIKTOK

2024 SURVEY OF AMERICAN JEWS

You mentioned you did not report the antisemitism you experienced on TikTok. Can you please share the reason(s) you did not report it?

TIKTOK ³⁷	%
I didn't think anything would be done	50
I typically don't report anything	30
I didn't know how to report it	28
I didn't have time	12
The reporting options were too confusing	8
I wasn't sure my report would stay anonymous	4
It was too hard to report multiple comments	3
I didn't witness the incident (vol.) ³⁸	3
I believe in freedom of speech/freedom of opinion (vol.) ³⁹	2
Other ⁴⁰	2
Don't know/refused/no answer	0

37 | Asked of American Jews who did not report the antisemitism they experienced on TikTok (n=126).

38 | This option is a code developed based on verbatim responses when respondents chose “other” and specified their reason. Any coded responses given by less than 2% of respondents are not shown.

39 | Ibid

40 | Those who gave this response were asked to specify why they did not report the antisemitism they experienced.

Second, Jewish users shared what they would like the company to know about their experience.

2024 SURVEY OF AMERICAN JEWS

As a Jewish user of Facebook, what would you like the company to know about your experience on their platform?⁴¹

FACEBOOK⁴²	%
Need better moderation/guidelines/terms of use	18
Widespread antisemitism/More should be done about antisemitism	18
Widespread hate speech/More should be done about hate speech or threats	11
Widespread misinformation/More should be done about misinformation	8
Support free speech, not hate speech or targeting/Don't think content should be censored	5
Reporting is ineffective	4
Feel threatened/unsafe	3
Elon Musk encourages hate speech/bigotry/antisemitism	3
Don't promote pro-Hamas or pro-Palestine posts/Shows bias against Israel	3
Lots of racism and white supremacy/More should be done about racism	2
Bad/don't like it (unspecified)	2
Inappropriate/offensive content	2
Other	12
Nothing	5
Don't know/Refused/No answer	16

41 | These options are codes developed based on verbatim responses. Any coded responses given by less than 2% of respondents are not shown.

42 | Based on American Jews who experienced antisemitism on Facebook (n=605).

2024 SURVEY OF AMERICAN JEWS

As a Jewish user of Instagram, what would you like the company to know about your experience on their platform?⁴³

INSTAGRAM⁴⁴	%
Widespread antisemitism/More should be done about antisemitism	23
Need better moderation/guidelines/terms of use	12
Widespread hate speech/More should be done about hate speech or threats	10
Widespread misinformation/More should be done about misinformation	9
Feel threatened/unsafe	5
Don't promote pro-Hamas or pro-Palestine posts/Shows bias against Israel	5
Reporting is ineffective	4
Support free speech, not hate speech or targeting/Don't think content should be censored	2
Elon Musk encourages hate speech/bigotry/antisemitism	2
They don't care about users	2
Bad/don't like it (unspecified)	2
Inappropriate/offensive content	2
Block/ban users	2
Won't make a difference/nothing will change	2
Issues with algorithm	2
Other	17
Nothing	6
Don't know/Refused/No answer	13

43 | These options are codes developed based on verbatim responses. Any coded responses given by less than 2% of respondents are not shown.

44 | Based on American Jews who experienced antisemitism on Instagram (n=429).

2024 SURVEY OF AMERICAN JEWS

As a Jewish user of X, what would you like the company to know about your experience on their platform?⁴⁵

X ⁴⁶	%
Widespread hate speech/more should be done about hate speech/threats	12
Widespread antisemitism/more should be done about antisemitism	19
Feel threatened/unsafe	8
Need better moderation/guidelines/terms of use	16
Elon Musk encourages hate speech/bigotry/antisemitism	11
Support free speech, not hate speech or targeting/Don't think content should be censored	4
Widespread misinformation/more should be done about misinformation	7
Lots of racism/white supremacy/more should be done about racism	4
Reporting is ineffective	3
Don't/rarely use social media/platform anymore	3
Other	11
Refused	5

45 | These options are codes developed based on verbatim responses. Any coded responses given by less than 2% of respondents are not shown.

46 | Based on American Jews who experienced antisemitism on X (n=431).

2024 SURVEY OF AMERICAN JEWS

As a Jewish user of YouTube, what would you like the company to know about your experience on their platform?⁴⁷

YOUTUBE⁴⁸	%
Widespread antisemitism/More should be done about antisemitism	20
Need better moderation/guidelines/terms of use	16
Widespread hate speech/More should be done about hate speech or threats	12
Support free speech, not hate speech or targeting/Don't think content should be censored	5
Widespread misinformation/More should be done about misinformation	4
Don't promote pro-Hamas or pro-Palestine posts/Shows bias against Israel	4
Feel threatened/unsafe	3
Elon Musk encourages hate speech/bigotry/antisemitism	3
Lots of racism and white supremacy/More should be done about racism	3
They don't care about users	3
Reporting is ineffective	2
Hard to moderate all posts/content	2
Won't make a difference/nothing will change	2
Other	17
Nothing	5
Don't know/Refused/No answer	13

47 | These options are codes developed based on verbatim responses. Any coded responses given by less than 2% of respondents are not shown.

48 | Based on American Jews who experienced antisemitism on YouTube (n=297).

2024 SURVEY OF AMERICAN JEWS

As a Jewish user of TikTok, what would you like the company to know about your experience on their platform?⁴⁹

TIKTOK ⁵⁰	%
Widespread antisemitism/More should be done about antisemitism	19
Need better moderation/guidelines/terms of use	16
Widespread hate speech/More should be done about hate speech or threats	10
Support free speech, not hate speech or targeting/Don't think content should be censored	7
Widespread misinformation/More should be done about misinformation	6
Feel threatened/unsafe	6
Don't promote pro-Hamas or pro-Palestine posts/Shows bias against Israel	6
Reporting is ineffective	6
They don't care about users	2
Issues with algorithm	2
Other	12
Nothing	3
Don't know/Refused/No answer	20

49 | These options are codes developed based on verbatim responses. Any coded responses given by less than 2% of respondents are not shown.

50 | Based on American Jews who experienced antisemitism on TikTok (n=230).

Third, Jewish users are also using some platforms less because of antisemitism.

2024 SURVEY OF AMERICAN JEWS

Over the past 12 months, which social media platforms, if any, have you used less often than usual, due to experiencing antisemitism on the platform?⁵¹

PLATFORM	%
X	14
Facebook	10
Instagram	8
TikTok	3
YouTube	2
Another platform ⁵²	9
Do not use any social media	4
Usage hasn't changed	47
Don't know/Refused/No answer	8

51 | Asked of those who experienced antisemitism online in the past 12 months (n=1,247).

52 | At least a dozen platforms are included in this group (e.g., Snapchat, Reddit), but just 1% or fewer respondents selected any individual platform. As such, the table shows the aggregated data.

AMERICAN JEWISH VIEWS: SOCIAL MEDIA AND ARTIFICIAL INTELLIGENCE

AJC’s *State of Antisemitism in America 2025 Report* found that 39% of American Jews say they avoided posting content online that would identify them as a Jew or reveal their views on Jewish issues. In the 2024 Report, participants who avoided posting content online were asked a follow-up open ended question: “You mentioned that you avoided posting content online that would identify you as a Jew or reveal your views on Jewish issues. Please tell us more about why you avoided posting, including any specific platforms you avoided.” Their reasons for avoiding posting content online varied.⁵³

2024 SURVEY OF AMERICAN JEWS

Please tell us more about why you avoided posting, including any specific platforms you avoided.

REASONS FOR AVOIDING ⁵⁴	%
Avoid hate/harassment/negative comments	18
Avoid publicly identifying as Jewish	14
Avoid being a target/avoid backlash or reprisal	14
Privacy concerns/fear of being doxxed	10
Don’t want to create controversy or conflict	10
Safety concerns	9
Avoid antisemitism	8

REASONS FOR AVOIDING ⁵⁴	%
Don’t post or rarely post anything	7
Don’t want to publicize views about Israel-Hamas war/ongoing war	7
Avoid dealing with ignorant/hateful people	5
Avoid posting about politics	5
Avoid posting about religion	4
Posting will not change anyone’s mind or make a difference	3
Avoid losing friends/Avoid conflicts with friends or co-workers	3
Avoid stress	2
Avoid preconceptions/assumptions	2
Disagree with/don’t want other opinions	2
Other	8

PLATFORMS AVOIDED	%
Facebook	9
Instagram	5
X	7
Other platform	3
Don’t know/Refused/No answer	1

53 | These options are codes developed based on verbatim responses. Any coded responses given by less than 2% of respondents are not shown

54 | Asked of American Jews who avoided posting content online (n=689).

The number of American Jews who say they avoided posting content online due to fear of antisemitism in 2025 (39%) is significantly higher than in previous years. In 2024, 37% avoided posting content online, up from 30% in 2023 and 27% in 2022. Young American Jews are also more likely to alter their online behavior out of fear of antisemitism: in 2025, 40% of American Jews age 18-29, and 39% of American Jews age 30 and over, avoided posting content online that would identify them as Jewish or reveal their views on Jewish issues, compared to 44% of American Jews age 18-29 and 35% of American Jews age 30 and over in 2024.

In addition, several of the questions from *AJC’s State of Antisemitism in America 2023 Report* regarding the views of American Jews about social media companies remain relevant. The 2023 Report revealed that nine in 10 American Jews believe it is important (either very or somewhat) for social media companies to both explicitly cover antisemitism in the platforms’ terms of service and community standards and make it easy to specifically report antisemitism.

2023 SURVEY OF AMERICAN JEWS

As a user of a social media platform, how important is it to you, if at all, that social media companies...⁵⁵

...explicitly cover antisemitism in the platforms’ terms of service and community standards?

...make it easy to specifically report antisemitism?

IMPORTANCE	%
Important	89
Very	62
Somewhat	27
Not important	10
Not too	7
Not at all	3
Don’t Know/Refused/No Answer	1

IMPORTANCE	%
Important	90
Very	60
Somewhat	30
Not important	10
Not too	8
Not at all	2
Don’t Know/Refused/No Answer	<1

AJC’s State of Antisemitism in America 2025 Report asks users directly about their views on AI and generative AI. The Report found that 65% of American Jews say they were either very or somewhat concerned that generative AI chatbots such as Grok, ChatGPT, or Claude will spread antisemitism, and 69% say they are either very or somewhat concerned that information and misinformation shared by generative AI chatbots will lead to antisemitic incidents.

55 | Asked of American Jews who experienced antisemitism online (n=996).

AJC's 2025 Report also found that nearly one in 10 U.S. adults (9%) say they have asked generative AI chatbots for information about Israel in the past 12 months.

AJC's 2024 and 2023 Reports also captured how American Jews feel about generative AI and the responsibilities of AI companies. The 2023 Report found the majority of American Jews expressed concern that generative AI will spread misinformation about Jews or show bias against Israel:

2023 SURVEY OF AMERICAN JEWS

How concerned are you, if at all, that generative artificial intelligence (AI) or automated systems, such as ChatGPT, will...

spread misinformation about Jews?

CONCERN	%
Concerned	72
Very	32
Somewhat	40
Not concerned	27
Not too	19
Not at all	8
Don't Know/Refused/No Answer	1

...show bias against Israel?

CONCERN	%
Concerned	62
Very	26
Somewhat	36
Not concerned	37
Not too	25
Not at all	12
Don't Know/Refused/No Answer	1



2024 SURVEY OF AMERICAN JEWS

How much, if at all, do you trust companies that use generative artificial intelligence (AI) to protect their products or platforms from...

...antisemitism?

TRUST	%
A Lot	3
Some	17
A little	30
Not at all	49
At least a little	50
No trust	49
Don't Know/Refused/No Answer	2

...misinformation about Israelis?

TRUST	%
A Lot	2
Some	13
A little	28
Not at all	55
At least a little	43
No trust	55
Don't Know/Refused/No Answer	1

...misinformation about Jews?

TRUST	%
A Lot	3
Some	15
A little	28
Not at all	53
At least a little	46
No trust	53
Don't Know/Refused/No Answer	1

...anti-Israel bias?

TRUST	%
A Lot	3
Some	15
A little	26
Not at all	55
At least a little	44
No trust	55
Don't Know/Refused/No Answer	2

GENERAL PUBLIC VIEWS: SOCIAL MEDIA AND ARTIFICIAL INTELLIGENCE

The survey also asked the U.S. general public if they saw or responded to online antisemitism. *AJC's State of Antisemitism in America 2024 Report* found that 84% of U.S. adults say they go online or use social media every day, including 69% who say they go online or use social media several times a day and 15% who say they go online about once a day. More than half of U.S. adults (52%) say they get their news from social media, a rate that is significantly higher than their Jewish counterparts (40%). Below is the breakdown by platform where social media users typically get their news.

2024 SURVEY OF U.S. ADULTS

Which of the following platforms do you get your news from?

PLATFORM	AMERICAN JEWS ⁵⁶ %	U.S. ADULTS ⁵⁷ %
Facebook	44	53
YouTube	41	49
Instagram	38	37
X	31	27
TikTok	19	33
Another Platform ⁵⁸	10	4
No Answer	2	1

According to *AJC's State of Antisemitism in America 2025 Report*, more than four in 10 U.S. adults (45%) say they personally saw or heard antisemitism in the past year. Of this group, 74% say they saw or heard it online or on social media—more than any other setting. This is a marked increase from years prior. In 2024, 39% of American Jews reported seeing or hearing antisemitism, with 70% saying they saw it online or on social media, and in 2023, 39% say they saw or heard antisemitism, with 68% saying they saw it online or on social media, similar to numbers in 2022.

56 | Asked of American Jews who typically get news from social media (n=653).

57 | Asked of U.S. adults who typically get news from social media (n=1,118)

58 | Those who gave this response were asked to specify from which social media platform they get their news.

SURVEY OF U.S. ADULTS

Where did you see or hear this incident/these incidents?⁵⁹

PLATFORM	2025 %	2024 %	2023 %
Online or on social media	74	70	68
From family or friends	20	16	18
On the street	19	19	23
From a community or political leader	14	19	19
On a school or college campus	13	15	10
In your workplace	11	6	10
In a store or other business	8	13	16
At a place of worship	7	6	6
In public transit	6	10	7
At a sporting event	3	3	5
Other ⁶⁰	4	5	1
No answer	0	0	0



59 | Asked of U.S. adults who have seen or heard any antisemitic incidents over the past 12 months in 2025 (n=462), 2024 (n=902), and 2023 (n=513).

60 | Those who gave this response were asked to specify where they have seen or heard antisemitism.

U.S. adults who say they saw or heard antisemitism online were asked whether they did anything about the incident, whether speaking out or reporting it. In 2025, only 27% of respondents said yes. Almost three-fourths (74%) did not report the antisemitism they saw or heard. These numbers are similar to 2024, when 23% reported and 77% did not. Those who did not, gave a variety of responses as to why.

2024 SURVEY OF U.S. ADULTS

You mentioned you did not report at least some of the antisemitism you saw or heard online or on social media. Can you please share the reason(s) you did not report it?⁶¹

REASON	%
I didn't think anything would be done	45
I typically don't report anything	34
I didn't know how to report it	29
I wasn't sure my report would stay anonymous	11
It was too hard to report multiple comments	9
The reporting options were too confusing	7
I didn't have the time	4
It had already been reported/handled ⁶²	5
I didn't witness the incident ⁶³	2
Other ⁶⁴	6



61 | Asked of U.S. adults who were the target of antisemitism at least once in the past 12 months and did not report at least one incident they experienced (n=545).

62 | This option is a code developed based on verbatim responses when respondents chose "other" and specified their reason. Any coded responses given by less than 2% of respondents are not shown.

63 | Ibid

64 | Those who gave this response were asked to specify why they did not report the antisemitism they experienced.

In AJC’s 2024 Report, U.S. adults who said they use social media were also asked a series of questions about the Hamas attack against Israel. 67% said they had seen or heard information about the Hamas terrorist attacks against Israel on October 7, 2023 and the subsequent Israel-Hamas war on their social media feeds. Below are questions directed to this group.

2024 SURVEY OF U.S. ADULTS

You said that you have seen or heard information about the Hamas terrorist attacks and/or the Israel-Hamas war on your social media feeds. In relation to Israel, would you say that information is:⁶⁵

RESPONSE	%
Mostly positive about Israel	12
Somewhat positive about Israel	20
Neutral	25
Somewhat negative about Israel	29
Mostly negative about Israel	14

2024 SURVEY OF U.S. ADULTS

To what extent, if at all, does what you see or hear on social media inform your views on the [Israel-Hamas] war?⁶⁶

RESPONSE	%
A lot	9
Some	29
A little	40
Not at all	23

In summary, of the U.S. adults who said they have seen or heard information about the Hamas terrorist attacks and the war on their social media feeds, over four in 10 (43%) said the information was somewhat or mostly negative about Israel. What they see also informs their views. Nearly four in 10 U.S. adults (38%) acknowledged that the information they see on social media informs their views a lot (9%) or some (29%), and another four in 10 (40%) say that information informs their views a little.

65 | Asked of U.S. adults who use social media and have seen or heard information about the Hamas terrorist attacks/the Israel-Hamas war on social media feeds (n=1,401).

66 | Ibid

DEMOGRAPHIC INSIGHTS

AMERICAN JEWS

IN 2024

- ▶ American Jewish men are more likely to say they have experienced antisemitism on X than American Jewish women (44% vs 25%).
- ▶ American Jews age 30 and over are more likely to say they have seen an antisemitic remark or post on Facebook than young American Jews (52% vs 27%).
- ▶ Young American Jews who say they felt physically threatened by the antisemitism they saw online are more likely to feel physically threatened on Instagram than Jewish Instagram users age 30 and over (76% vs 25%).
- ▶ Young American Jews who saw antisemitism online or on social media in the past year are more likely to say they experienced antisemitism on TikTok than American Jews age 30 and over (36% vs 13%).
- ▶ More religiously affiliated Jews say they were the target of an antisemitic remark or post online or on social media than secular Jews (20% vs 13%). The religiously affiliated group also feels more physically threatened than secular Jews when seeing an online antisemitic incident (24% vs 14%).

IN 2025

- ▶ Young American Jews are more likely than their older counterparts to say they have seen antisemitic content online or on social media in the past year (85% vs 68%).
- ▶ American Jewish women are more likely than Jewish men to say they have avoided posting content online that would identify them as Jewish or reveal their views on Jewish issues in the past year (50% vs 30%).

U.S. ADULTS

IN 2024

- ▶ American men who get their news from social media are more likely than American women to say they typically get their news from YouTube (61% vs 38%).
- ▶ American women are more likely than men to get their news from Meta products: on Facebook (58% vs 49%) and on Instagram (45% vs 30%).
- ▶ For Americans who say they saw or heard antisemitism on social media in the past 12 months, younger Americans under 30 are more likely to report the incident to a social media or online platform (34% vs 20%). For those who saw antisemitism online but did not report it, the younger group is more likely to say they did not think anything would be done about it (53% vs 43%).
- ▶ American adults age 18-29 are more likely to get their news from social media than those 30 and over (71% vs 47%).
- ▶ U.S. adults affiliated with a religious group are more likely to follow news about Israel very or somewhat closely compared to nonaffiliated, agnostic, or atheist respondents (49% vs 38%).

IN 2025

- ▶ Young American adults age 18-29 are more likely than U.S. adults age 30 and over to have personally seen or heard antisemitism (54% vs 43%).



NEXT STEPS: RECOMMENDATIONS

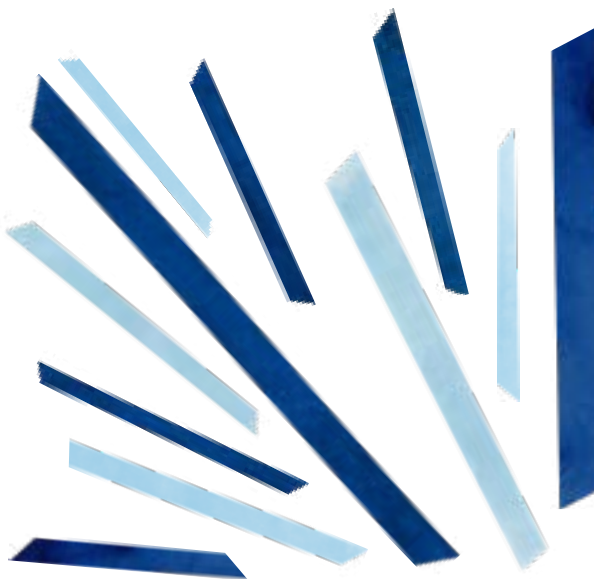
Online antisemitism and misinformation about Jews and Israel have offline consequences, and companies are responsible for ensuring their platforms are not abused and used as launching pads for conspiracies, antisemitism, and hatred.

While certain platforms have taken important steps in both policy changes and increasing platform safety against hate, incitement, and calls to terror, there remains more to be done, especially given the multi-year rise in online antisemitism and the explosion of antisemitic vitriol against Jews around the world following the October 7, 2023 Hamas terrorist attack against Israel and the subsequent war.

Social media and digital platforms should uphold their responsibility to ensure user safety by effectively enforcing their policies and community guidelines and fostering an environment free from incitement and hatred of all kinds, including against Jews.

To assist these efforts, AJC partnered with CyberWell, a Trusted Partner of all major social media platforms and independent non-profit, non-governmental organization that launched the first ever open multi-lingual database of online antisemitism in 2022, dedicated to democratizing the fight against online antisemitism, to share specific recommendations based on our collective research.

Most American Jews want social media platforms to address antisemitism clearly and easily.⁶⁷



AJC and CyberWell encourage companies to consider the following recommendations →

⁶⁷ | Asked of American Jews who experienced antisemitism online in 2023 (n=996).

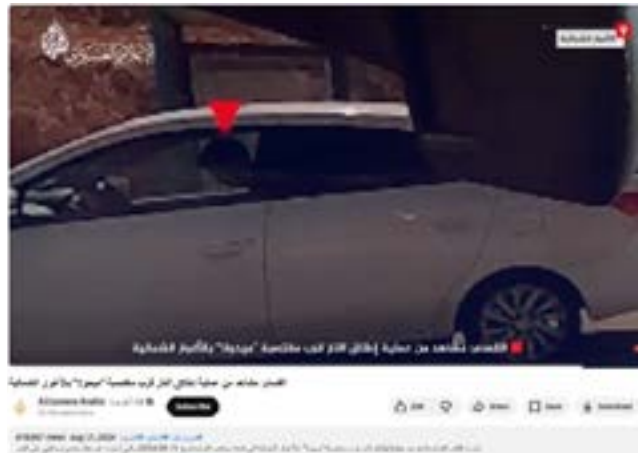
1. TIGHTEN ENFORCEMENT MECHANISMS

Ensure consistent and scalable enforcement against glorification of real-world antisemitic attacks and pro-terror content

In the aftermath of real-world events targeting Jews and Israelis after the October 7, 2023 terror attacks in Israel, including the manipulation of powerful engagement algorithms by the terror group Hamas with graphic attack content, alongside the widespread use of generative AI tools and apps being abused to spread hate and Holocaust denial, platforms must move beyond their over-reliance on user reporting to identify content that glorifies antisemitic attacks and pro-terror content. This shift necessitates the **implementation of scalable enforcement systems** that can detect such content early, before it reaches high levels of engagement. This includes implementation in the comments section, where such rhetoric frequently resurfaces and spreads quickly.

Posts and imagery that openly support violent extremist groups—such as the slogan “Long Live the Intifada!” and the inverted red triangle used to glorify violence—are widely visible across social media and shared in ways that normalize and incite violence. The amplification of such rhetoric also occurs through accounts with large followings that share or endorse this content without context or condemnation, enabling it to reach millions of users in a short time and normalizing pro-terror content for the masses.

Consistent enforcement of policies are equally critical to ensure accountability and to prevent the proliferation of violent content online. This applies to **closing loopholes that allow state-owned or foreign media outlets to exploit a “newsworthy” exception status** to disseminate unedited propaganda and antisemitic narratives from terrorist organizations.

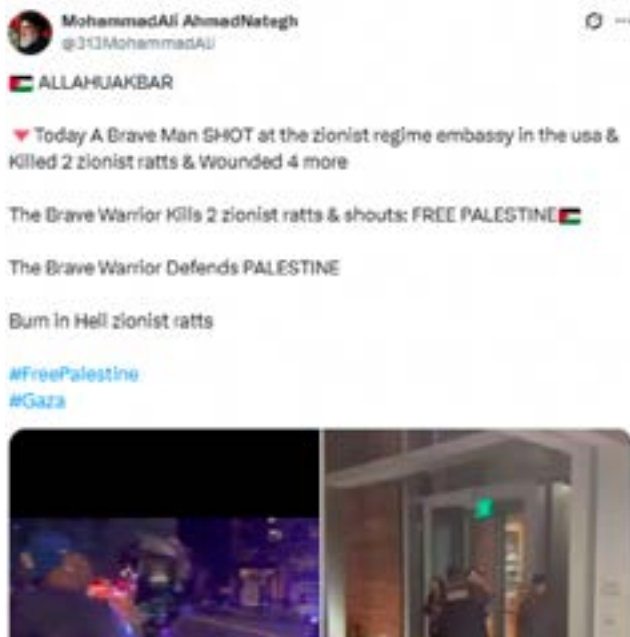


YOUTUBE VIDEO, AUGUST 21, 2024

The video above, which promotes Hamas propaganda, depicts the step-by-step execution of Israeli civilian Yonatan Deutsch. The official Hamas video (bearing the Military Media logo) shows detailed planning and execution of the August 11, 2024 attack in the Jordan Valley. The execution is marked by an **inverted red triangle**, used to glorify violence.

VIDEO STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION

Platforms should also ensure that enforcement actions lead to measurable improvements in detection and moderation systems. When antisemitic or pro-terror content is identified and removed, platforms should incorporate these incidents into ongoing system removal mechanisms so that identical content will be removed at scale (at scale enforcement) and so that similar violating content can be detected effectively in the future. This feedback loop should incorporate insights from Trusted Partners and civil society organizations that monitor online antisemitism, enabling platforms to continuously improve detection capabilities at scale. Platforms must also **ensure that enforcement is applied consistently across languages and regions** so that antisemitic content posted in non-English contexts is identified and addressed with the same rigor as English-language content.



X POST, JULY 12, 2025

The tweet above glorifies the 2025 Washington, D.C. Jewish Museum shooting and employs dehumanizing rhetoric to present the murder of Jews as an act of valor. The phrase “ALLAHUAKBAR” is used here not in a religious context, but as a call of triumph. The shooter is repeatedly referred to as a “Brave Warrior”, casting the act of murder as heroic resistance, and the term “zionist ratts” is repeated multiple times to dehumanize the victims by comparing them to vermin.

POST STATUS: REMOVED AFTER CYBERWELL REPORTED

2. ESTABLISH NEW, CLEAR POLICY GUIDANCE

Update and strengthen policy language to address scapegoating of Jews and conspiratorial self-victimization

Alongside the classic antisemitic trope that has been consistently amplified online for years of blaming Jews for world domination and undue influence in institutions of power—which is explicitly mentioned as violative in platform policies and for the most part, highly enforced—in 2025, CyberWell identified antisemitic narratives pertaining to **scapegoating of Jews and**

conspiratorial self-victimization (i.e. blaming Jews for orchestrating or staging violence against themselves) as among the three most prevalent narratives of online antisemitism.

These forms of current antisemitism, however, are not currently covered by platforms’ community guidelines.

Scapegoating of Jews as a collective accuse Jews of orchestrating real-world tragedies such as the 9/11 terrorist attacks, Charlie Kirk’s assassination, or even disasters, including the 2025 Southern California wildfires.

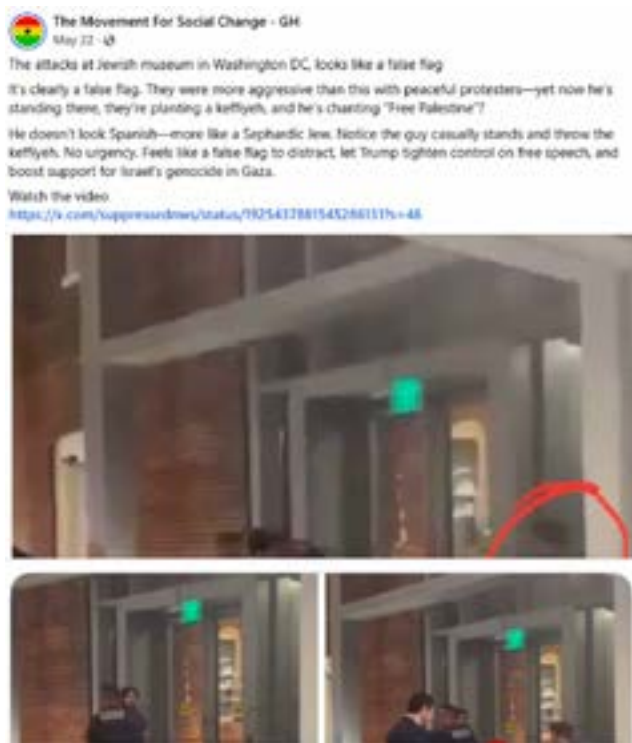


X POST, JANUARY 12, 2025

This tweet and accompanying image propagate antisemitic conspiracy theories by suggesting that Jews are responsible for the 2025 Los Angeles fires, falsely accusing Jews of orchestrating or causing the disaster, leveraging a baseless narrative that ties Jews to malicious activities. The image of Pepe the Frog, often associated with online alt-right and extremist groups, against a backdrop of an explosion intensifies the conspiratorial tone. This post perpetuates unfounded accusations and incites hostility toward Jews, aligning with broader antisemitic tropes of blaming Jews for societal or natural crises.

POST STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION

“Conspiratorial self-victimization” goes further. This very current form of antisemitism in digital spaces alleges that Jews or Israelis staged or orchestrated attacks against themselves—purportedly to gain sympathy, political advantage, or shape public opinion. In some cases, even when a perpetrator is clearly identified, claims surface that the assailant was Jewish, redirecting blame and absolving others.



FACEBOOK POST, MAY 22, 2025

In the post above, the user promotes antisemitic conspiratorial self-victimization by framing the D.C. shooting outside the Capital Jewish Museum—where two Israeli embassy staffers were killed—as a staged false flag. The user writes: “The attacks at Jewish museum in Washington DC looks like a false flag... to distract, let Trump tighten control on free speech, and boost support for Israel’s genocide in Gaza”. By labeling the incident as a false flag, the post denies it as a genuine antisemitic attack and instead portrays it as a Jewish-orchestrated event for political gain.

**POST STATUS: REMAINED ONLINE,
DESPITE CYBERWELL ESCALATION**

While platforms generally remove posts featuring Holocaust-related hate speech at scale—such as attempts to blame Jews for causing their own genocide—they **do not take comparable action for content about the denial, mockery, and conspiratorial content centered around well-documented targeted attacks against Jews that are non-Holocaust events.** This includes violent attacks against Jews and Israelis in recent years, such as the October 7, 2023 massacre the Boulder, CO firebombing, or the shooting of two young Israeli diplomats outside the Capital Jewish Museum in Washington, D.C., even though this is also antisemitism.

Given social media and digital platforms’ responsibilities and commitments to uphold principles of free expression and to enforce safeguards that prevent the spread of hateful conduct, it would be best to clarify their policies to explicitly address conspiratorial self-victimization targeting Jews, including false-flag narratives, acknowledging that this is a specific current form of antisemitism, and clearly prohibit this form of hate.

Platforms should likewise update their policy language to explicitly prohibit the scapegoating of Jews as a collective, including narratives that accuse Jews of orchestrating real-world events and disasters for their own benefit. Establishing clear and consistent policy guidelines around these forms of antisemitic conspiracy is essential to preventing the spread of this current anti-Jewish rhetoric across digital platforms.

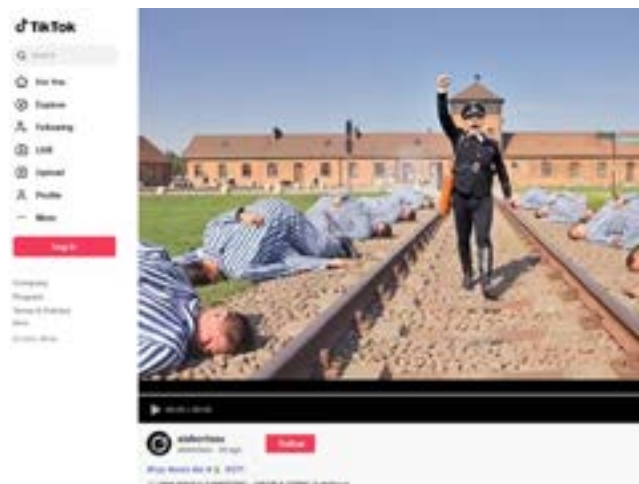


3. ADDRESS EVOLVING FORMS OF ANTISEMITISM

Improve detection of coded antisemitism and evasive antisemitism content

Platforms should improve their detection systems to identify content embedded with coded antisemitism. This includes **coded language, symbols, emojis, and deliberate spelling manipulations used to evade moderation of antisemitic content.** This effort should also extend to detecting antisemitic material embedded in visuals, audio/sounds/captions, and hashtags. Integrating both visual and textual analysis will help platforms address antisemitic content more effectively, particularly when coded antisemitism is embedded in memes, captions, comments, and reposts. In addition, platforms should respond consistently across posts in different languages that use emojis and code words to target Jews. **While the same emojis are often used to promote antisemitism across various languages, they may carry different connotations depending on cultural and linguistic usage.** Antisemitism training for third-party human content moderators must include material and curriculum on how to recognize how emojis and coded words and phrases (such as telling Jewish users to “take a shower,” an explicit reference to the Holocaust) are used to convey explicit and implicit antisemitic messages and circumvent moderation across cultures and languages. Platforms should also ensure ongoing training for both automated systems and human moderators on evolving forms of antisemitism. This training should incorporate historical, cultural, and linguistic contexts so that moderation teams can recognize antisemitic narratives

across different regions and languages. AI moderation systems should similarly be trained on updated datasets that include coded language, evolving symbols, and emerging antisemitic narratives identified by researchers and Trusted Partners. Collaboration with Trusted Partners and antisemitism experts that is effectively relayed back to safety teams (engineers) and content moderation managers is also critical to improve the identification of coded and evolving manifestations of online antisemitism.



TIKTOK POST, OCTOBER 24, 2025

The above AI-generated video promotes Holocaust glorification and distortion. The video portrays a Nazi soldier running through Auschwitz among the bodies of Jewish prisoners, releasing gas from a tank, and shouting “Heil Hitler!” **While the video itself does not explicitly mention the word “Jew”, the user’s caption features the 🍷 (juice box) emoji, a code word that phonetically resembles “Jews”, and that antisemites employ to spread antisemitic content online while evading moderation.**⁶⁸ The user’s caption also includes the hashtag “#271”, referencing a form of Holocaust distortion that minimizes the number of Jewish victims murdered by the Nazis.

POST STATUS: REMOVED AFTER CYBERWELL REPORTED

68 | “THE JFK FILES: A Resurgence of Antisemitic Conspiracy Theories.” CyberWell, April 4, 2025.



YOUTUBE VIDEO, OCTOBER 4, 2025

The video to the left features Clash Royale gameplay labeled “Skillful Jew Cycle”. The caption and hashtags, including #Jews #investmentbanking, #911, and #theykilledcharlie, mix gaming humor and references with antisemitic conspiracy tropes about Jewish control over finance and global events. In particular, #911 scapegoats Jews for the September 11 attacks, while #theykilledcharlie implies Jewish responsibility for Charlie Kirk’s death. By referencing “Jew cycle”—a term for decks built primarily of goblin characters who are used to depict Jews as goblins⁶⁹—the creator employs **coded antisemitism**.

POST STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION



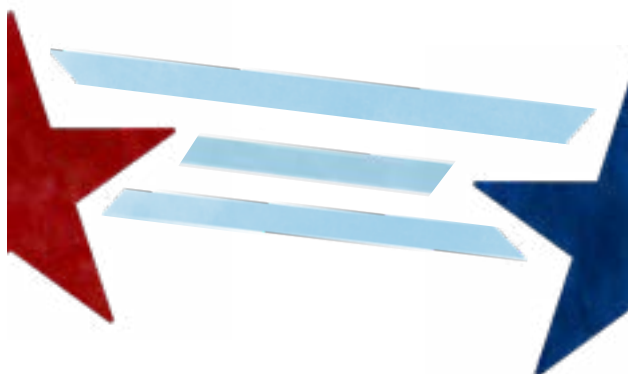
YOUTUBE VIDEO, JUNE 5, 2025

In this video, titled: “ISRAELITES: FALSE FLAGS, DEEP FAKES, ISRAELITE PERSECUTION”, the speaker promotes antisemitic rhetoric by accusing Jews of staging the October 7th Hamas attack. He says: “October 7th is supposedly when Hamas supposedly attacked the **small hats** when they set that up and staged their little situation that they got going on with Palestine” [07:19-07:36].

“Small Hats” or “Tiny Hats” are derogatory references of Jews, alluding to the Jewish yarmulke, a symbol of religious observance worn by Jewish men.

The speaker continues: “These small hats, they control everything. They run everything, they control the media” [07:52-07:57], invoking a common antisemitic trope about Jewish global and media control. Later, he states, “These are not the real jews” [29:51], promoting an antisemitic conspiracy theory that modern Jews are imposters.

POST STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION



69 | Frick, Evelyn. “The Antisemitic History of Goblins.” Hey Alma, February 23, 2023.

4. STRENGTHEN USER SAFETY PROTECTIONS

Enhance early intervention mechanisms to prevent the spread of antisemitic content and to protect Jewish users from targeted attacks

In many cases, violative content across platforms is subject to visibility restrictions. However, platforms are not always transparent about how and when these restrictions are applied. Moreover, these measures often occur only after harmful content has gone viral or reach widespread audiences.

To mitigate this risk, platforms should fine-tune their visibility restrictions against online antisemitism so that it is introduced earlier in a post's life cycle. **Early, scalable intervention can also include disabling the sound on posts that include antisemitic audio.** In October 2025, CyberWell notified several social media platforms about an Arabic-language song by Syrian singer Abdullah Al-Salmou that repeatedly threatens Jews and calls for their killing and burial. In response, some platforms removed posts featuring the song and blocked additional posts with the associated audio.

Online antisemitism often targets individuals directly through harassment, threats, or coordinated abuse in comments, direct messages, or replies. These forms of abuse can create a chilling effect on civic participation and discourage Jewish users and others from engaging in online discourse.

Platforms must treat targeted harassment campaigns as serious platform integrity issues, and work to strengthen user safety protections by improving moderation of harassment in comments, replies, and direct messaging systems. Platforms can also enhance tools that allow users to filter or restrict abusive comments, limit replies during periods of targeted harassment, and block harmful interactions in

private messaging environments. Such tools should be strengthened and consistently enforced to protect users' online safety (especially during periods when antisemitic content surges following real-world events).



X POST, JULY 18, 2025

In the tweet above, the user promotes antisemitic conspiracy theories by alleging that Jews control the media.

POST STATUS: AFTER ESCALATING THIS POST, THE POST REMAINED ONLINE BUT SUBSEQUENTLY RECEIVED A VISIBILITY RESTRICTION FOR HATEFUL CONDUCT— ONLY AFTER IT HAD ALREADY BEEN VIEWED MORE THAN 165,000 TIMES.



5. PREVENT THE INCENTIVIZATION OF ANTISEMITIC CONTENT

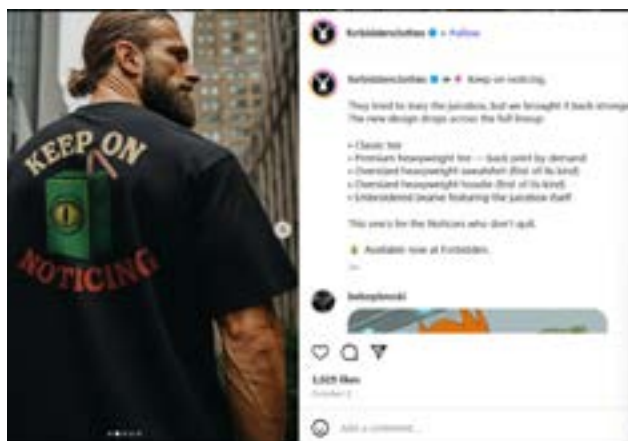
Improve detection of abusive users and safeguard monetization

Antisemitic users employ a range of tactics to disseminate hateful content online. Some users exploit their online presence and large followings to spread hate, while simultaneously cultivating secondary and seemingly unrelated personas or influencer accounts, such as those focused on fitness or lifestyle content. This dual-identity strategy conceals their hate-based messaging, expands their reach, and makes detection more difficult for content moderators. **Platforms should therefore assess a user's hateful content regardless of a user's identity or reach.** While some platforms take partial action, such as removing verification badges, enforcement remains inconsistent. **For high-profile users with large followings that profit from engagement-driven monetization or from selling antisemitic merchandise, platforms should implement more consistent safeguards to prevent antisemitic content from being financially rewarded or algorithmically amplified.**

In addition, **platforms should prohibit usernames, profile photos, and bios that incite hate, regardless of a user's content.** Many antisemitic users, for example, adopt antisemitic profile photos or embed coded antisemitic language in their usernames or bios to encourage violence and vitriol against Jews.

It is important to note that in some cases when a user's primary account is removed or suspended, they often continue posting antisemitic content on one or more of their backup accounts that feature variations of their original username. Platforms should **take a scalable content-oriented enforcement approach** that

enables them to identify reposts or reuploads of the user's original content, even when the account name has changed. Moreover, because these users often operate across multiple platforms, action by one platform does not ensure that the same actions are applied by others. Platforms should collaborate closely with Trusted Partners and experts to **detect account similarity, monitor repeated patterns of behavior, and identify cross-platform activity that indicates attempts to evade content moderation and effectively adjust their automated safety mechanisms to account for these abuses.**



INSTAGRAM POST

The verified user @forbiddenclothes has over 426,000 followers and uses their platform to sell antisemitic merchandise. In this post, they **use the juicebox (🥤) to sell merchandise featuring the same symbol, a coded term commonly used by antisemites to circulate hateful content while avoiding detection.** Alongside the 🥤 emoji, their caption includes “Noticing” and “Noticer”, antisemitic terms implying that people “notice”⁷⁰ **alleged Jewish power or influence.**

POST STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION

USER STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION

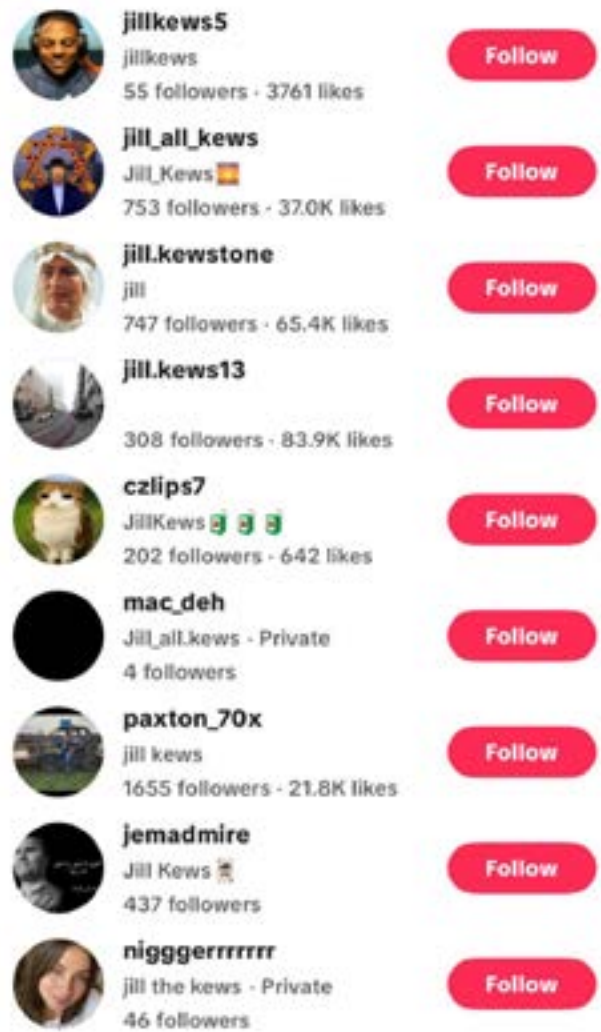
70 | “Jewish People Take the Blame for Violent Protests in France.” CyberWell, July 17, 2023.



YOUTUBE ACCOUNT

KENNY KO is a content creator who promotes antisemitic content alongside his fitness-related posts across multiple platforms. His YouTube channel has nearly one million subscribers.

USER STATUS: THE ACCOUNT WAS REPORTED BY CYBERWELL FOR SEVERAL POSTS VIOLATING YOUTUBE'S COMMUNITY GUIDELINES. AS A RESULT, THREE VIDEOS WERE REMOVED FOR HATE SPEECH. HOWEVER, THE ACCOUNT REMAINS ACTIVE.



TIKTOK ACCOUNTS

CyberWell recently discovered that some usernames contain the term “Jill Kews,” used as a code for “Kill Jews.” By rearranging the spelling of “Kill Jews,” online users employ this term to evade content moderation while inciting violence against Jews.

USER STATUS: CYBERWELL REPORTED 64 TIKTOK ACCOUNTS USING THIS TERM, ALL OF WHICH WERE SUBSEQUENTLY BANNED.





X POST, APRIL 21, 2025

Red Pill Media is an antisemitic account on X with 107,500 followers. **The account presents itself as a news source and frequently comments on current events by promoting antisemitic narratives.** In this post on X, Red Pill Media promotes extreme antisemitic hate by celebrating the death of a Jewish Israeli and dehumanizing Jews as “demons”.

POST STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION

USER STATUS: REMAINED ONLINE, DESPITE CYBERWELL ESCALATION



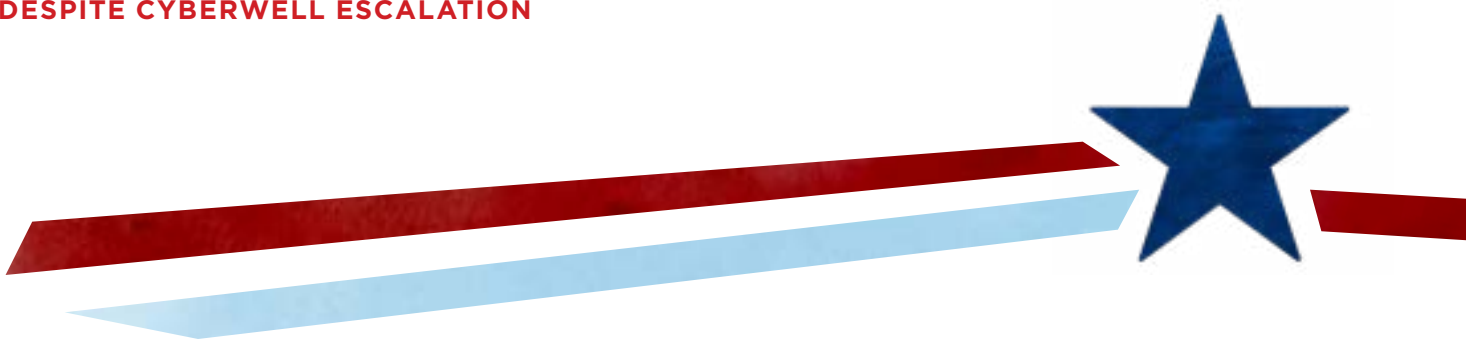
INSTAGRAM POST, APRIL 18, 2025

The @the_social_awakening_party_account on Instagram had more than 8,500 followers and included posts with dehumanizing caricatures, Holocaust denial, incitement to violence, and conspiracy theories portraying Jews as inherently dangerous or controlling.

This Instagram post promoted antisemitic rhetoric by portraying Jews as those who control global power structures. The figures depicted resemble the Happy Merchant, a widely circulated antisemitic caricature used to depict Jews as greedy, manipulative, and conspiratorial.

POST STATUS: REMOVED AFTER CYBERWELL REPORTED

USER STATUS: REMOVED AFTER CYBERWELL REPORTED



6. DETECT AI-DRIVEN ANTISEMITIC CONTENT AND ADDRESS ITS AMPLIFICATION

Deploy antisemitism-specific classifiers and strengthen human moderation and technical capacity to respond to the current wave of AI-generated antisemitic content.

Across social media platforms, users are increasingly exploiting AI tools to generate and spread hateful content. One AI-related trend involves the phrase **“Promised 3,000 years ago.”** These videos—often meme-style and cloaked in humor—depict caricatured Jewish figures claiming ownership of absurd objects like soda, cars, babies, wives, or even planets, using the sarcastic justification that they were “promised” millennia ago. This portrayal frames Jews as greedy, entitled, or manipulative. By reducing Jewish identity and history to memes, these videos encourage audiences to view Jews as bizarre, dehumanized, and undeserving of empathy—particularly dangerous in a period of rising antisemitic violence.

Another AI-related trend centers **on AI-produced movie trailers that feature childlike avatars, kid-friendly aesthetics, and hashtags like #fyp that normalize antisemitic tropes and conspiracy theories for younger audiences, while hiding behind disclaimers such as “just satire.”** Sometimes this content also recycles Holocaust-related imagery and classic antisemitic tropes as jokes or memes, while promoting radicalization and real-world harm toward Jews.

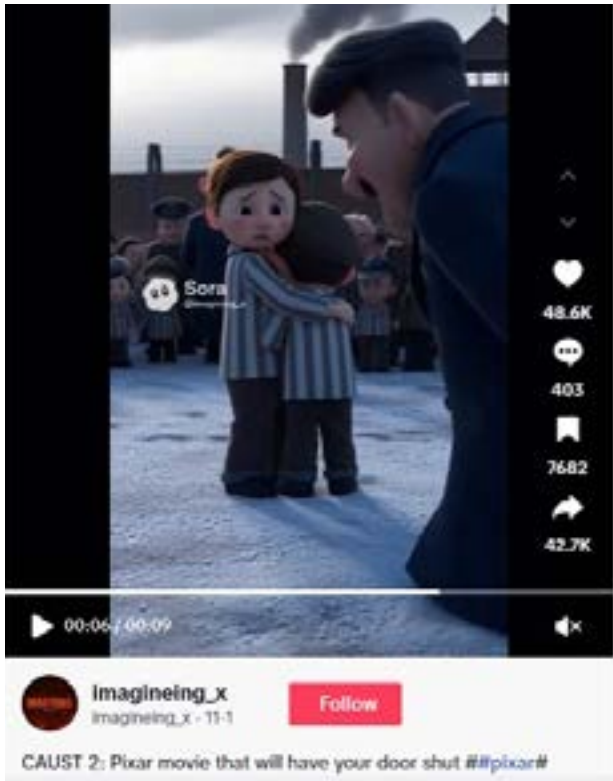


TIKTOK VIDEO, JULY 12, 2025

Videos like the one above—often meme-style or AI-generated—depict caricatured Jewish figures claiming ownership of absurd objects like soda, cars, babies, wives, or even planets, using the sarcastic justification that they were “promised” 3,000 years ago. The video frames Jews as greedy, entitled, or manipulative. By reducing Jewish identity and history to memes, these videos encourage audiences to view Jews as bizarre, dehumanized, and undeserving of empathy—particularly dangerous in a period of rising antisemitic violence.

POST STATUS: REMOVED AFTER CYBERWELL REPORTED

With the roll out of AI tools and platforms exhausting existing Trust & Safety mechanisms, social media platforms should prioritize treating these formats as high-risk, ensuring that they are proactively detected and removed at scale, rather than defaulting to humor and satire as an effective safeguard against hate. AI tools have upended that. Additionally, to keep pace with the volume and sophistication of generative AI outputs, **platforms should invest in human moderation capabilities that can detect coded language and visual cues at scale.** As the use of AI only continues to grow, platforms should strengthen AI content detection by deploying quarantine **“similarity signals”** linked to hateful imagery and antisemitic-specific classifiers.



TIKTOK VIDEO, NOVEMBER 1, 2025

The video above features an AI-generated Disney Pixar movie trailer titled “CAUST 2”, a coded reference to the Holocaust that trivializes the murder of millions of Jews and turns atrocity into entertainment. The trailer depicts two child-like characters whom Adolf Hitler prepares to send to the gas chambers. This video attempts to humanize and glorifies Adolf Hitler, while depicting Jewish children being led to the gas chambers in a whimsical, cartoonish format. By framing the Holocaust as something Hitler knowingly and casually carried out with a smile, the video justifies violence against Jews, reinforcing harmful narratives that devalue Jewish suffering, erase the brutality of the Holocaust, and revictimize the Jewish victims.

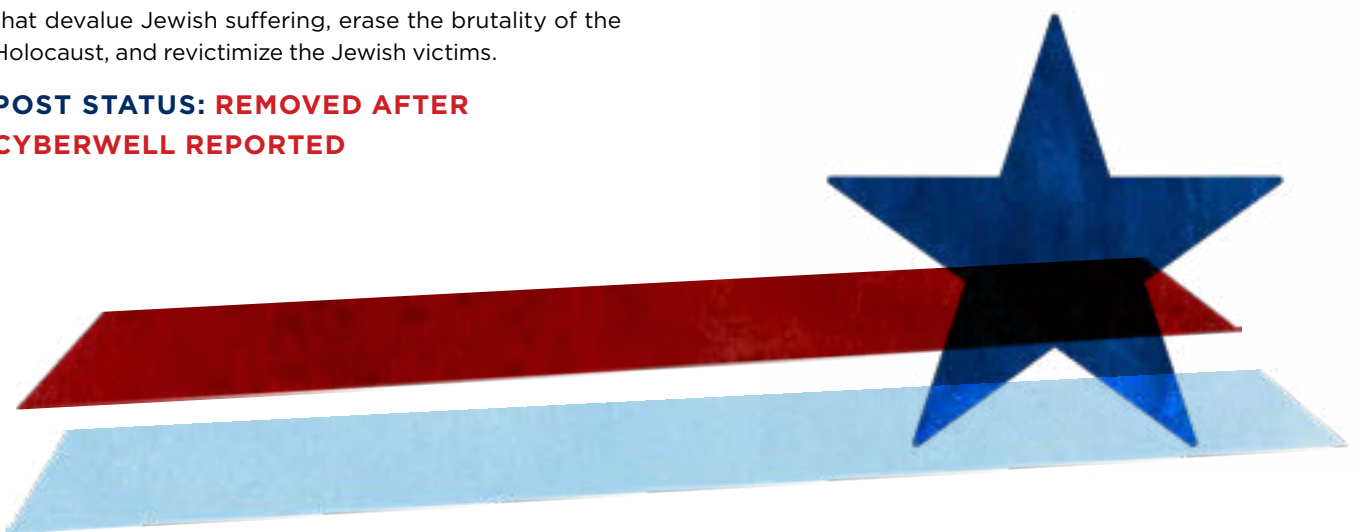
**POST STATUS: REMOVED AFTER
CYBERWELL REPORTED**

7. ADDRESS COORDINATED MANIPULATION ON THE PLATFORM

Prevent bots, coordinated networks, and inauthentic accounts

Automated accounts, coordinated networks, and inauthentic actors artificially amplify antisemitic narratives and create the false impression of widespread public support for hateful content. These networks often generate or promote antisemitic content at scale, allowing harmful narratives to trend or gain algorithmic visibility before moderation systems can intervene.

Platforms should strengthen their ability to detect and mitigate coordinated inauthentic behavior that promotes antisemitic or violent content. This includes improving mechanisms for identifying bot networks and coordinated amplification campaigns, implementing stronger authenticity and verification measures, and introducing greater friction for account creation when suspicious activity is detected. Platforms should also ensure that antisemitic content produced by coordinated or inauthentic networks is not misclassified as legitimate discourse or organic engagement.



8. OPTIMIZE REPORTING SYSTEMS

Improve how users report antisemitism

In addition to improving the detection and enforcement of antisemitic content, social media companies must address structural vulnerabilities that allow antisemitic narratives to spread at scale. Antisemitic content is often amplified not only through individual posts but also through coordinated activity, automated accounts, and gaps in user reporting systems. Strengthening reporting mechanisms and addressing coordinated manipulation are essential to preventing the artificial amplification of antisemitic narratives and ensuring that platforms can respond effectively to evolving forms of online hate.

Current reporting systems often fail to capture the complexity and evolving nature of antisemitic rhetoric online. Antisemitism frequently appears through coded language, conspiracy narratives, or historical references that do not fit neatly into existing reporting categories such as “hate speech” or “harassment.” As a result, harmful content may be underreported or incorrectly categorized, limiting platforms’ ability to detect patterns and improve enforcement systems.

Platforms should create clearer and more accessible reporting pathways that allow users to identify antisemitic content directly. Reporting systems should also provide transparent feedback to users regarding moderation outcomes and ensure that user reports contribute to improving detection and enforcement systems over time. At the same time, platforms must implement safeguards against coordinated false reporting campaigns designed to manipulate moderation systems, including mechanisms for human review when suspicious reporting activity occurs at scale.

9. INCREASE TRANSPARENCY

Increase transparency in content moderation, policy enforcement, algorithmic amplification, and data access for researchers

Finally, and most importantly, transparency should extend across all aspects of platform policies, including but not limited to product design, public reporting, and moderation outcomes. Additionally, **platforms should publish regular transparency reports.** These reports should detail the steps taken to moderate online hate, the role human moderators play in flagging violative content, the number of moderators responsible for reviewing antisemitic content, the languages and regions covered by moderation teams, and the effectiveness of automated detection systems across linguistic and cultural contexts. Platforms **should close enforcement gaps between English and non-English source material, by training moderators to recognize antisemitism within their own historical, linguistic, and cultural contexts.**

Importantly, platforms should also disaggregate data on the volume and removal rates of antisemitic content specifically, otherwise enforcement effectiveness of antisemitism remains unknown. This significant development of treating and grouping distinct forms of hate speech against particular targeted groups (“protected categories”) would generate meaningful infrastructure to enforce digital policies and community guidelines effectively. Making this information public ensures greater accountability and enables Trusted Partners to provide more effective support and recommendations to the platforms. This information also helps users develop greater trust in online reporting and enforcement processes.

To further increase trust, platforms should disclose when moderation systems fail, including the causes of such failures and the corrective actions taken to prevent similar incidents in the future.

Finally, transparency should also extend to the role that recommendation and engagement algorithms play in amplifying harmful content. Even the best content moderation policies do not extend to govern tailored algorithmic feeds or engagement algorithms by design. Algorithmic systems that prioritize engagement can unintentionally amplify antisemitic content, particularly when inflammatory or conspiratorial narratives generate high interaction rates. At present, the functioning of many recommendation and engagement algorithms remains opaque, as does the degree to which content moderation policies affect or don't affect those algorithms. Platforms should provide responsible and privacy-protective data access to qualified researchers to evaluate recommendation systems and engagement algorithms, publishing clear explanations of how such systems prioritize or restrict content, and disclosing when algorithmic adjustments are made to address the spread of hate or misinformation.

Moving away from treating algorithms as “black boxes” and toward greater transparency will enable meaningful evaluation of whether platform interventions are effectively reducing the spread of antisemitic content.

**For a larger, holistic approach to countering anti-Jewish hatred and prejudice, please visit AJC's Call to Action Against Antisemitism in America,⁷¹ which includes targeted prescriptions for social media and AI companies⁷² to better understand, respond to, and prevent antisemitism.*



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CONCLUSION

There are concrete steps social media and technology companies can take to address these challenges. *AJC's State of Antisemitism in America 2024 and 2025 Reports* point to key priorities: making it easier for users to report antisemitic content, increasing transparency and accountability around how reports are handled and content is moderated, rebuilding trust among American Jews who doubt reporting will lead to action, and addressing the growing role of AI in amplifying antisemitism and misinformation. AJC and CyberWell remain committed partners in advancing these efforts.

