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Title: "**Evaluation of Best Practices to Combat Antisemitism on Social Media**"

Panel: Internet and Anti-Semitism

Antisemitic messages are disseminated quickly and widely online and often go unchallenged. Social media favor interaction with likeminded people and veritable norms of antisemitism have been established in some social media circles. Within these circles, Jews and those who disagree with the antisemitic norm are attacked and excluded. Antisemitic conspiracy theories and "alternative facts" become world explanations and are disseminated widely. What is more, antisemitic messages often include incitement to violence and can impact offline behavior.

This study looks at attempts to combat antisemitism on social media, based on a survey with European, Israeli and North American non-governmental organizations and on a number of experimental studies with counter-narratives on Twitter and Facebook.

Attempts to work with social media providers to **take down antisemitic content** have shown some success in recent years. However, major problems remain. A clearer legal framework and a closer cooperation between social media providers, NGOs, and authorities will be necessary to establish effective procedures to take down antisemitic content in a timely manner and without undue restrictions of free speech. NGOs can play an important role in flagging antisemitic content and in providing training to social media providers to identify antisemitic content. Policy makers can provide the conditions for effective regulations. Both need to take into account the regulatory framework, traditions, and forms of antisemitism, that are specific for each country.

NGOs and individual users have been engaged in **combating antisemitic messages through counter-narratives.** This can be done by questioning or rejecting antisemitic messages and by calling out the disseminators for their hateful messages, or by providing positive narratives or non-biased facts about the Jewish people and Israel. Counter-narratives face a number of challenges to be effective, such as reaching the targeted audience, being convincing, not giving antisemitic messages more attention than without any response, and binding important resources.

Our research about major disseminators of antisemitic messages in English shows that most of them value either white supremacist beliefs (the majority) or claim to be pro-Palestinian. Anti-Zionist conspiracy theories are often a common denominator, although direct exchange between these two types of users seems to be limited. Our observations

of attempts to engage critically with such disseminators show a number of challenges for counter-narrative efforts. The observations might be useful to organizations that wish to undertake counter-narrative efforts in a systematic way.