Protecting the Jewish community from antisemitism on Facebook

facebook   CST   BOARD OF DEPUTIES OF BRITISH JEWS
ADVOCACY FOR THE COMMUNITY

Who are Facebook?

Founded in 2004, Facebook's mission is to give people the power to build communities and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. In the UK over 40 million people use Facebook every month and we are home to a family of apps and services– Facebook, Instagram, Messenger, WhatsApp, and Oculus.

Who are CST?

CST is Community Security Trust, a charity that protects British Jews from antisemitism and related threats. CST provides security advice and training for Jewish communal organisations, schools and synagogues. CST secures hundreds of Jewish communal buildings and communal events every year.

CST has a dedicated team that deals with antisemitic incidents and provides victim support while respecting a reporter's confidentiality at all times. CST can liaise with Police and other bodies to help ensure that people who suffer antisemitism receive the support and advocacy they need. If a reporter does not want to contact the Police directly, CST can do so on behalf of the reporter as a 'Third Party Reporter'.

Who are the Board of Deputies of British Jews?

The Board of Deputies of British Jews is the national representative body for the UK's Jewish community. It is a port of call for Government, the media and others seeking to understand the Jewish community's perspective or view.

Democratic in structure, the Board of Deputies is comprised of hundreds of Deputies elected to the Board by synagogues and communal charities, ensuring the community is given truly grassroots representation and national leadership.

Welcome

Social media gives us the power to stay connected with friends & family, be a part of global communities and share ideas that help shape today's world. It gives us the opportunity to project messages of peace and goodwill beyond the perceived walls of our own communities and reach people we may never have encountered otherwise.

Despite all the good that we all share online, some people still want to use Facebook to spread their hate. Sometimes this hate manifests itself as antisemitic hatred, racism or extremism. This can have serious impacts on us as individuals and our society - be it locally, nationally or globally.

CST, the Board of Deputies of British Jews and Facebook have teamed up to produce this guide to help you know the risks that exist and show you the tools and resources available to keep you and your families safe online.

What is antisemitism?

Antisemitism is discrimination, prejudice or hostility against Jews. It has existed for millennia and is still present today in the 21st Century. Antisemitism can be communicated verbally, physically, in written form or, increasingly, online.

Antisemitism has taken many forms, including **religious, ethnic, racial-biological and nationalist.** Occasionally, antisemitism will be blunt, obvious and easy to recognise. For example, using dehumanising language about Jews alongside grossly offensive pictures. At other times it is more subtle and coded.

CST defines an antisemitic incident is **any malicious act aimed at Jewish people, organisations or property**, where there is **evidence that the incident has antisemitic motivation or content**, or that the victim was targeted because they are (or are believed to be) Jewish.

Did you know?

Antisemitism in the United Kingdom has risen steadily over the past few years, with many recorded incidents taking place online.

In the first six months of 2019, CST received 323 reports of online antisemitism from members of the public. In the whole of 2018, CST received 384 reports of online antisemitism from members of the public. However, this is only the tip of the iceberg.

Antisemitism can be found in all parts of society - there is no one group responsible for it.

It is crucial that we work together to eradicate all forms of hatred and bigotry from Facebook to keep it a safe place for all of us to interact and share our ideas, pictures and videos.

What is antisemitism online?

Antisemitism online can take on various forms, like posts, images and videos. Whilst every instance of antisemitism online is unique, it is vital to report antisemitic posts immediately to Facebook so it can make a thorough assessment on whether the specific instance violates their Community Standards.

Some violating examples of antisemitism reported to social media include: "Jews are rats", "All Jews are greedy" and "I'm glad the holocaust happened".

When you report such content, Facebook will review it as quickly as possible and provide specific feedback via the Support Inbox. It will also issue warnings and educational messages to people whose content has been removed, in an attempt to reduce the likelihood of prevent any re-occurrences. The team also disables accounts of people who repeatedly share this violating content or other violations of Community Standards.

Rachel's story:
a CST case study

Rachel presses 'snooze' on her alarm, just like she does every morning. An extra five minutes of self-indulgent sleep, for her and nobody else.

The alarm rings again and it is time. Rachel gets dressed, makes coffee and two slices of toast – one with butter and one with jam – just like she does every morning.

Rachel packs her bag for work, just like she does every morning.

She walks to the bus stop and says hello to Mr Francis on her way, already awake and pottering around in the front garden, just like she does every morning.

Rachel takes a seat on the top deck, puts her earphones in, just like she does every morning.

Rachel decides to have a flick through Facebook to take in the latest minor life events from people she hasn't seen in eight years, just like she does every morning.

Rachel doesn't expect to see antisemitism, just like she doesn't every morning.

But something catches her eye; a flow chart titled "Filthy Jewish Web". At the top of this diagram, it simply says "ROTHSCHILDS", from which several red strands emerge and expand. At the end of each strand is a different high-profile Jewish person or organisation, from all over the world, operating in various walks of life – politics, entertainment, religious leadership, finance, security. At the bottom of the chart, an intriguing question is posed and answered:

"Ever wondered who is controlling your freedom? Ask yourself who is controlling your money."

This has been shared by the father of one of Rachel's old school friends. He has captioned the post, "Maybe Hitler had a point..."

A feeling of disbelief and disgust comes over Rachel – she has sat in this man's house, eaten his food. Surely, he couldn't really think this way, hadn't he known that she was Jewish? She feels restless and anxious to do something about it, but what?

She knows that CST works to combat antisemitism but doesn't know if this is serious enough to report. She is hesitant but unsure of what to do about the post, so she calls their non-emergency number and is put through to the Incidents Department. She speaks to one of the team, who thanks her for reporting and affirms that she is absolutely correct to do so. They ask her for the details of the post and the offender, and they write up the incident for their records and further analysis.

Rachel asks if there is anything else she can do, and CST encourages her to report the incident to Facebook. She does this via the 'Report' link that appears next to the post, and Facebook gets back to her to let her know that the post has been removed for breaking Facebook's Community Standards.

Rachel still feels upset and concerned but is glad that she reported it and relieved that some action has been taken.

Rachel gets off the bus and heads into the office, just like she does every morning.

Introduction to Facebook's Community Standards

Every community has standards, and since Facebook's earliest days it has also had its Community Standards – the rules that determine what content stays up and what comes down on Facebook.

Facebook's goal is to err on the side of giving people a voice while trying to prevent offline harm and ensuring that people feel safe in the community.
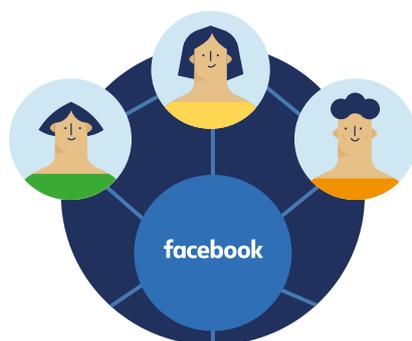

The team responsible for **setting** these policies is global-based in more than 10 offices across three continents to reflect the different cultural norms of the Facebook community. The team responsible for **enforcing** these policies is made up of around 30,000 people, including content reviewers who speak almost every language widely used in the world. These teams are based in offices around the world across multiple time zones, to ensure they can respond to reports quickly and accurately. In total, they review more than two million pieces of content every day. Facebook issues a transparency report with a more detailed breakdown of the content it takes down.

In addition to teams of content reviewers, Facebook is also investing in AI technology to proactively detect violating content before people see it and report it. While this technology is not perfect, it has come a long way. Between January and March Facebook removed 4 million pieces of content for violating rules around hate speech, over 65% of which were detected proactively.

Facebook's key policies around protecting communities from antisemitism and hate speech

Facebook removes hate speech because it creates an environment of intimidation and exclusion and in some cases may promote real-world violence. Facebook defines hate speech as a direct attack on people based on protected characteristics – race, ethnicity, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity and serious disease or disability.
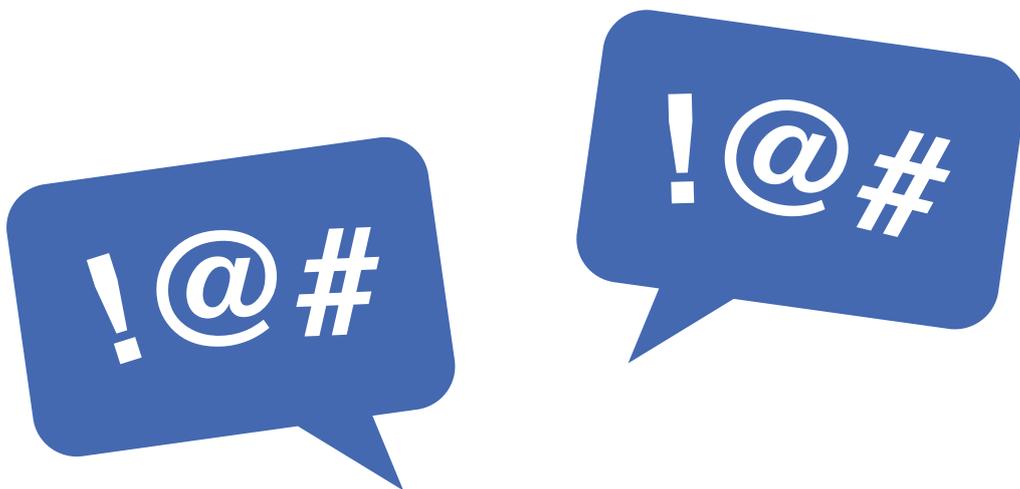
Facebook defines "attack" as violent or dehumanising speech, statements of inferiority, or calls for exclusion or segregation. The Content Policy team develops these standards in close consultation with experts around the world, and they apply across all Facebook's platforms.

What can you do if you see antisemitism and hate speech on Facebook?

The most important thing to do is report any content you believe violates Facebook's community standards. You can report any content you see on the platform including any comment, post or pages you see.

How to report a post

- Click "..." which can be found in the top right of a post or in the bottom right of the cover photo if you wish to report a profile or a group.

- Click Find Support or Report Post.

- This process is the same for photos.
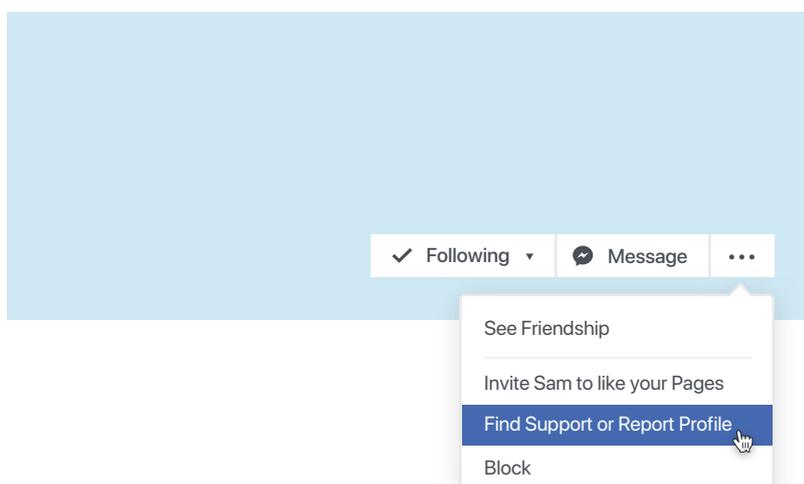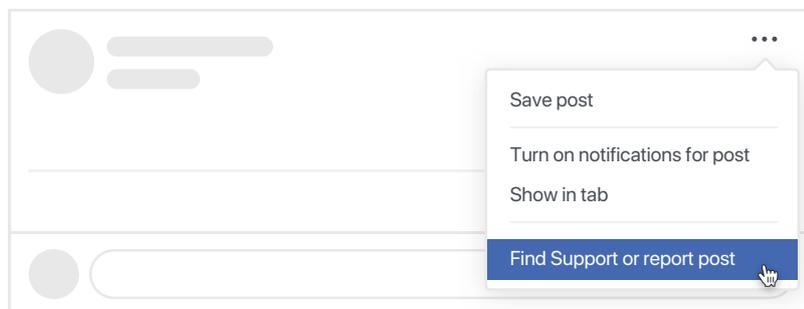
Provide feedback

When reporting the post, also provide feedback as this helps Facebook's teams reviewing the content you're reporting. To do that, click the option that best describes how this post violates against the Community Standards and then click Send.

Please select a problem to continue

⚠️ You can report the post after selecting a problem.

(Nudity) (Violence) (Harassment)

(Suicide or self-injury) (False news) (Spam)

(Unauthorise sales) **(Hate speech)** (Terrorism)

(🔍 Something else)

Help us understand the problem.

(Race or ethnicity) (National origin)

(Religious affiliation) (Social caste)

(Sexual orientation) (Sex or gender identity)

(Disability or disease) (Something else)

Submitting a report

Depending on your feedback, you may then be able to submit a report to Facebook. For some types of content, Facebook doesn't ask you to submit a report. The more information it has, the better, as it uses your feedback to help its systems and reviewers learn more about violating content. Facebook's aim is to remove as much content as it can before you even see it.

Does this go against our Community Standards?

See Community Standards

Our Community Standards are meant to help you understand what type of sharing is allowed on Facebook, and what type of content may be reported to us and removed.

I believe that this goes against Facebook's Community Standards ☑

Cancel   Report

Report to CST

CST records antisemitic incidents that have taken place online and on social media. CST is also a third-party trusted flagger for Facebook.

You can report to CST at:

cst.org.uk/report-incident/report-social-media

Tools to support you

Friending

Facebook is a global community that lets you connect with people from all over the world. Facebook takes authenticity very seriously and wants to make sure people are represented as they are in the real world. It is important that you only friend people you know and trust. Facebook gives you the ability to restrict access to your friends list if you think they are at risk of being targeted by someone harmful. To learn more about friending and connecting on Facebook, visit **fb.me/FriendRequests**

Unfriending

Facebook lets you anonymously unfriend someone by going to their profile and selecting unfriend. To learn more about removing friends, visit **fb.me/Unfriending**
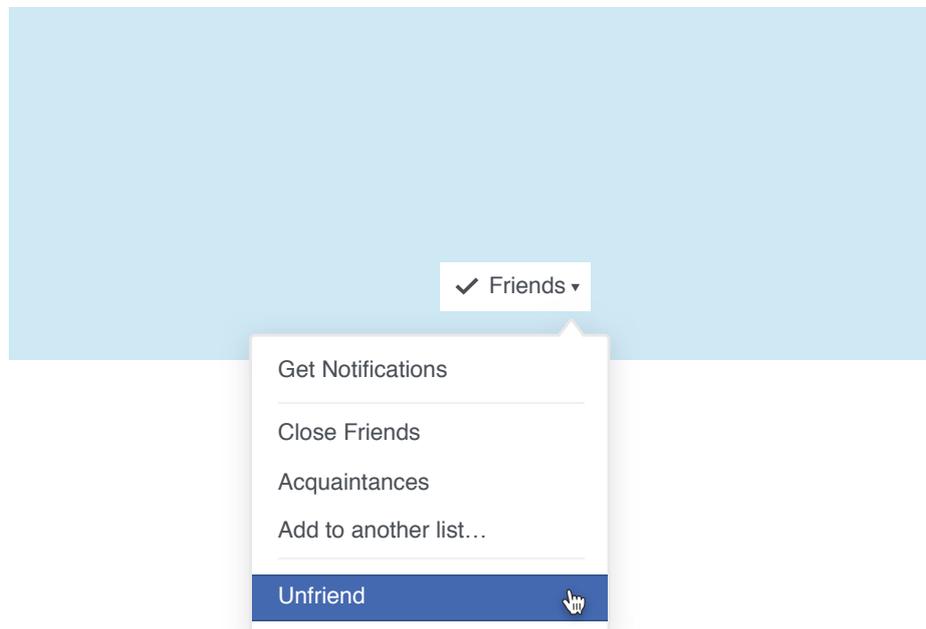
Control who can see your posts

Facebook allows you to control exactly who sees what on your profile and who you share things with. The **Privacy Basics (facebook.com/ Basics)** and **Privacy Checkup (fb.me/PrivacyCheckup)** tools talk you through the steps to control the information you share on your Facebook profile. The Audience Selector tools help you control who sees what you share.

Use the Custom Option to be as specific as you want to be about who you're sharing your content with. When you post to another person's timeline, that person can control what audience can view the post. To learn more about selecting audiences, visit **fb.me/AudienceSelect** or

Other tools

Bullying tools - Facebook is building new tools to try to prevent bullying taking place. For example, machine learning technology can now automatically block offensive comments on Instagram from appearing on people's accounts.

Snooze - Facebook has also introduced a 'Snooze' feature, where you can snooze a person, Page or group. This prevents you from seeing their posts in your News Feed for 30 days. The person, Page or group you've snoozed won't know that they've been snoozed.
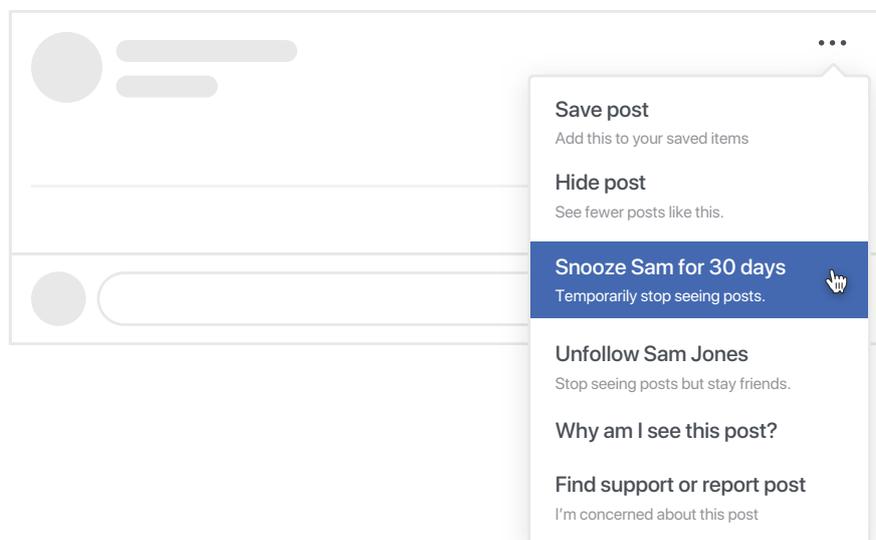
Protecting your information and account

Turn on two-factor authentication

Two-factor authentication is a security feature that helps protect your Facebook account in addition to your password. If you set up two-factor authentication, you'll be asked to enter a special login code or confirm your login attempt each time someone tries accessing Facebook from a computer or mobile device we don't recognise. You can also get alerts when someone tries logging in from a computer that isn't recognised.

Additional Facebook Resources

Help Centre: Here you can find additional information and resources on topics such as harassment or non-consensual sharing of intimate images. facebook.com/help

Safety Centre: Helpful tips and tools about staying safe online, and what to do when you see threatening or abusive content. facebook.com/safety

Safety Page: You will find updates and developments on online safety, both by Facebook and our partners around the world. facebook.com/fbsafety

Check ups: Facebook have created tools, such as a 'Privacy Check-up' and the 'View As' tool, so you can understand your privacy settings and control your safety as easily as possible

Contact

Emergencies

In an emergency, always call the Police first on 999.

Cases of antisemitism

You can report antisemitism that has taken place online to CST in a number of ways:

📞 **0800 032 3263**
National Emergency Number (24-hour)

📞 **020 8457 9999**
London (Head Office)

📞 **0161 792 6666**
Manchester (Northern Regional Office)

🖥 cst.org.uk/report-incident/report-social-media

💬 facebook.com/CSTprotecting

Need more help?

Facebook Safety Centre and Community Standards

facebook.com/safety
facebook.com/communitystandards

Jami

Jami is the mental health service for the Jewish community

jamiuk.org
020 8458 2223
info@jamiuk.org

Jewish Women's Aid

The only specialist organisation in the UK supporting Jewish women and children affected by domestic abuse and sexual violence.

jwa.org.uk
Domestic abuse helpline: 0808 801 0500
Sexual violence support line: 0808 801 0656

Keshet

Keshet UK is the sole organisation that works across the Jewish community to deliver training to ensure Jewish LGBT+ people and their families are included throughout Jewish life in the UK.

keshetuk.org
info@keshetuk.org

Samaritans

Samaritans provide emotional support for anyone in emotional distress, struggling to cope, or at risk of suicide throughout the United Kingdom and Ireland.

samaritans.org
Phone: 116 123
jo@samaritans.org

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