A NEXUS PROJECT GUIDE

A Guide to Antisemitism on the New Instagram

In January 2025, Meta loosened its moderation of hate speech. Antisemitism on Instagram hasn't been the same since.



NOVEMBER 2026

NEXUS

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The Nexus Project was founded in 2020 to address the dual threat of rising antisemitism and the growing misuse of antisemitism as a political weapon. For more information, go to www.nexusproject.us.

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START HERE

The quick reference

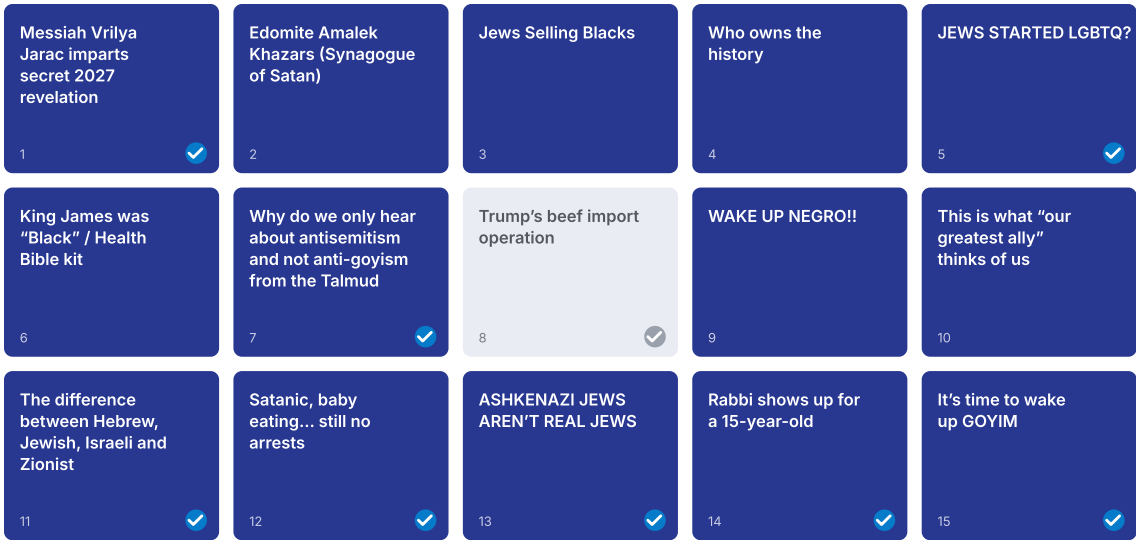
What we found, what to look for, and how a person gets there. The rest of the guide explores each of these findings in depth, and concludes with steps you can take.

Quotes from posts and comments keep their original spelling and capitalization.

What Instagram pushed on a new account

Using a new Instagram account that followed only Instagram's official account, we searched the word "synagogue" and watched a few of the videos Instagram suggested. The first one was an AI video that made it appear as if Jews in a synagogue were worshipping the anti-Christ.

FIGURE 1 · THE FEED INSTAGRAM BUILT FOR A NEW ACCOUNT



The home feed of a new account about an hour after it searched "synagogue" and watched a few of the suggested videos. Each tile shows the post's own title or caption. Fourteen of the fifteen were antisemitic; the gray tile is the one that was not. A check marks a verified account (nine of fifteen). Every post arrived as "Suggested for you."

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After less than an hour of watching a series of antisemitic Reels, nearly our entire feed was devoted to antisemitic content with messages like “Jews started LGBTQ” and a video telling viewers, “It’s time to wake up GOYIM” (goyim is a word for non-Jews). Frequently, these videos had been viewed by millions.

That feed was no accident. In 2025, Meta changed its policy around hate content and cut almost all preemptive removal of bigotry on Instagram. The company also modified its algorithm to no longer suppress the content, which made it possible, even easy, for Instagram to build us a fully antisemitic home feed.

Even when we reported videos claiming that women “fall easily for the Jewish propaganda,” we quickly got the same reply: “it does not go against our Community Standards.”

The scale and potential impact of this shift cannot be overstated. While social media companies like Meta were always lax in their enforcement of hate content, recent changes have transformed the landscape. In this guide, we’ll explore those changes, how they affected Instagram, and how these modifications manifest among various Instagram communities.

What we found

The research led to many conclusions. These seven stand out, and each is explained in full in Part One and the Community sections of this report.

Instagram actively promotes antisemitic content. The changes to moderation are only half of the story. Meta’s recommendation systems still decide what each person sees, and they treat antisemitic content like anything else that holds users’ attention. In our research, Instagram recommended it to people who never searched for it, ranked it at the top of search results, and even suggested what to search next. Under posts we documented, it suggested “goyim brainwashing” and “Dancing Israelis.”

AI has made antisemitism cheaper and easier to spread. This, combined with the changes to moderation and the algorithm, makes a potent recipe for accelerated antisemitism. Today, someone can inexpensively create a video that makes it appear as if a rabbi is telling an AIPAC crowd that Gentiles exist “to fight and die for Israel.” When content is cheap, it is also quick and easy to make, which allows for repeated testing until a post gains traction. And when nothing is taken down and popular content spreads, AI provides the raw material needed to spread antisemitism faster than ever.

Antisemitism has become more than normalized: it is now a trending topic, incentivizing creators to employ it as a method to build an audience. Instagram rewards content that keeps people watching and sharing, and antisemitic posts do both. It was not uncommon to see accounts whose antisemitic content was by far their most popular, leading to further investment in the content. One influencer runs a series

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about how Israel controls virtually the entire entertainment industry in an effort to normalize pedophilia. As she told her followers, her content "is NOT about Celebritaé. It's about the SYSTEM and who's actually in control."

On Instagram, antisemitism can become a business. We saw multiple creators who turned their popular antisemitic content into sales. One influencer explained how "the tiny hats" own the banks, in between videos about pearl powder, a wellness supplement. Another promoted the *Protocols of the Elders of Zion*... while selling a version of her own. In many of these cases, Meta profits as well, from the blue checks these account owners purchase in order to appear more legitimate to the ads the accounts use to promote their growth.

A new genre has become popular on the platform: Jewish influencers who confirm antisemitism. To be clear, this is different than the often slanderous accusation that Jews who don't hold a certain position on topics like Israel or antisemitism are themselves antisemitic. These are Jewish creators who purposefully and overtly spread antisemitism as a method of growing their audience. The most-shared post in our research is a Jewish comedian's stitch of a video debunking "it's the Jews," in which he answers each point with "So, in other words, the Jews." On the left, a creator with "I'M JEWISH" on every video tells his audience that Jews are taught "our blood is more pure and sacred than anyone else's." Another, whose bio reads "Nice Jewish boy that loves Palestine," films himself stopping Orthodox strangers on Long Island to test whether they are "real Jews" by asking their positions on Palestine, sometimes using Meta's camera glasses to record the interactions.

Left-wing and right-wing audiences are converging around antisemitism and feeding the growth of antisemitism in both directions. We often discuss left-wing antisemitism and right-wing antisemitism as distinct phenomena. On Instagram (and most other social media platforms), that is not the case. Today, it is normal to see a left-wing antisemite on a far-right podcast, and vice versa. The "collab" function, which allows a post to be shared to multiple accounts' audiences at once, often involves left-wing and right-wing antisemites working together. Whether their starting point is gut health or Gaza, very different users can end up at the same far-right account.

Wedge content targeting minorities and other marginalized groups has spread prolifically. Antisemitism has long been a method of propaganda to divide minority communities and redirect grievances onto Jews. But on Instagram, this content is some of the most popular and most spread antisemitic content. Black Americans are told that Jews ran the slave trade, according to a reel from a verified account that Instagram served to our test account. Muslims are told that Islamophobia is "Jewish propaganda," by a comedian with 7.7 million followers, who is in turn hosting a man who calls himself "anti-Jewish." Evangelicals are told that their support for Israel was engineered by Jews. These videos are immensely popular, and are a direct attack on the coalitions necessary to address all forms of bigotry.

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What to look for

Each technique below is followed by one example and the question to ask.

1. A borrowed face. From the Minions to a fake conversation between Elvis and Johnny Cash, AI uses familiar figures to breed hate. The examples we found rarely if ever carried an AI label. Ask: Is there any proof this is real? Are creators using humor or familiar characters to disarm me?

2. Jews as "proof." In addition to Jewish influencers, we found that some of the most popular antisemitic content came from clips of rabbis seemingly confirming antisemitic conspiracy theories or saying something hateful. Real or AI, these are used as a permission structure for antisemitism, supposedly confirming pre-existing antisemitic beliefs. Ask: Would I accept the same claim from anyone else?

3. Clips. Instagram has popularized the usage of clips: taking larger content made by others and creating a short version that is more shareable on your own account. This approach is used widely by antisemitic accounts, with everything from the supposed Jewish "confessions" to debates that are cut off before anyone can rebut a false claim. Ask: What was said in the minute before and after the clip?

4. Fake expertise. Pseudo-academic content has always been widespread in antisemitic circles, but Instagram has made it its own popular genre. A high school teacher who gives a lecture to students in front of a whiteboard appears to give gravitas to an otherwise baseless conspiracy theory, claiming to his million followers that Jews are planning to take over the world. Ask: Is the expertise real? And does the argument make any sense?

5. Debates. The concept of "just asking questions" as a method of spreading antisemitism has now been extended further, with podcast clips and other forms of content that turn "Why were Jews kicked out of 109 countries?" into legitimate discourse, while supposedly giving the other side a fair shake. In practice, all we see is the antisemitic approach validated. Ask: Is this actually a false statement dressed up as a question?

6. The words and the picture don't match. In an effort to both evade moderation and trick potential audiences, creators will often have audio of something like a tutorial on raw milk, which then is matched with visuals that are overtly antisemitic (or vice versa). Ask: Why would a creator purposefully mismatch their content?

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7. The comments do the work. Often, creators will keep their content vague while allowing their commenters to fill in the blanks. They will then like or pin the comment, ensuring that onlookers are aware of their true intent. A Christian men's coach posted "In America, you can't criticize or oppose _____" and left up the comments that filled in "Israel." Ask: Which comments has the creator pinned or liked?

8. A code is used. With the combined goal of creating an in-group feeling as well as getting onlookers to search terms, accounts will use phrases like "271k" and "13 families," often duplicating the exact content of aligned creators. Instagram's own functions can encourage further digging. Ask: Why would someone use code for their beliefs?

9. Nazi content as a unifier and magnet. From Nazi marching songs to SS caps as costumes, antisemitic accounts often use "edgy" content to find each other.

The path to antisemitism

These tactics do not operate in a silo. They are part of a larger process and ecosystem in which it's easy to jump from consuming seemingly inoffensive content to mainlining overtly hateful content. Here's one example of how that could work:

1. A woman who has been unwell for months feels that modern healthcare has failed her. She begins following gut-health creators who promote supplements. One of them delivers advice alongside a conspiracy theory about Antarctica and celebrity clones, told with a joke. Nothing is overtly antisemitic.
2. Under one of the videos, a comment says "Oddly enough... Rothschild Island is also in antarctica [sic]." The creator likes it and responds with "👀 👀."
3. Another account, suggested due to her interest in gut health as well as spirituality, is a gardening account that off-handedly mentions "13 families who run the world for Satan." The woman searches the term and Meta's AI summarizes the results by naming the families, Rothschild among them.
4. As the algorithm begins to take note of her interests in these subjects, she is served a massively popular video by a Christian creator who has a "raw milk tip" that in fact, shows a table of printed sheets that say things like "ASHKENAZI JEWS are NOT FROM THE LINE OF SHEM," "synagogue of Satan," "Red Shield-Rothschild." Her history of consuming similar content leads her to follow the account.
5. One of the Christian influencer's posts is a collaboration with a former UFC fighter and prolific antisemite Jake Shields, in which tefillin, the leather straps and boxes some Jews wear to pray, is framed as "Saturn worship." The fighter's account is incredibly popular, which means his content shows up frequently in her feed.

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6 Now, she's shown antisemitic content via both who she follows and the algorithm itself; interviews with David Duke and clips of Nick Fuentes show up in her feed.

She never searched for anything about Jews. And there are multiple pathways to the same endpoint: a student who begins by expressing anger about Gaza could very well end up at the same account by a different route.

The rest of this guide

The above is an abridged version of our larger guide. The rest of what you will read is an expansion and deep dive into the dynamics we discovered, as well as a full assessment of the Instagram communities that serve as entry points into antisemitic conspiracy theories, belief systems, and networks.

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PART ONE

Understanding how antisemitism works on Instagram

What Meta changed, how antisemitic content reaches people, and the techniques it uses once it arrives.

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0 January 2025, and why it matters

Seventy-one percent of adults in the United States use Facebook and 50 percent use Instagram, versus 37 percent for TikTok and 21 percent for X.[1] For a decade, the concern about antisemitism online was largely directed at X and TikTok, for very good reasons. But Instagram and Facebook are far more popular, which makes any changes to those platforms more significant.

Other advocacy groups have measured the impact of the change on Instagram. The Anti-Defamation League's 2026 study found a 93 percent non-removal rate for reported extremist content on Instagram. It also identified 105 accounts tied to Nick Fuentes's network, with 1.4 million followers between them, and pro-Hitler content with millions of views. A former Meta director told Fortune that detection of hateful content had been made "less sensitive."[2]

What Meta changed

Meta published the changes on January 7, 2025, under the title "More speech and fewer mistakes," and presented them as a correction to years of overly aggressive enforcement.[3] Four of these changes had a massive impact on the spread of antisemitism on the platform:

- **Fact-checking ended** in the United States, replaced by Community Notes written by users. This allows false content to spread widely before a community note might be made. Community notes themselves are few and far between.
- **The rules on hateful speech were loosened.** Restrictions on what could be said about immigration, gender, and gender identity were removed, and the hateful conduct policy was rewritten to allow, for example, "allegations of mental illness or abnormality when based on gender or sexual orientation."
- **Suspected violations are no longer demoted.** Posts that Meta's systems think may break the rules are shown normally, and a post is removed only when reviewers are more certain than before.
- **Meta removed any preemptive enforcement of its few remaining rules.** Its automated systems now search only for "illegal and high-severity violations:" terrorism, child sexual exploitation, drugs, fraud, and scams. For everything else, in Meta's words, "We're going to rely on someone reporting an issue before we take any action." This lax approach, combined with lack of enforcement even when content is reported, has transformed the platform.

Although Meta hasn't changed most of its rules about antisemitism, the ADL tested the new system in early 2026 and found that enforcement had largely evaporated. Of 150 accounts and 103 posts it reported, which were tied to white supremacist networks,

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FIGURE 2 · WHAT META CHANGED ON JANUARY 7, 2025

	BEFORE JANUARY 7, 2025	SINCE
Finding rule-breaking posts	Meta's systems searched for them.	Meta's systems search only for terrorism, child exploitation, drugs, fraud and scams. Everything else waits for a user to report it.
Posts under review	Shown to fewer people until reviewed.	Shown normally. Removed only when reviewers are more certain than before.
Fact-checking	Independent fact-checkers labeled false posts, and fewer people saw them.	Ended in the United States. Replaced by Community Notes, written by users.
Hate speech rules	Restricted attacks based on immigration status, gender and gender identity.	Those restrictions removed.
Antisemitism rules	Holocaust denial and claims of Jewish control banned, and searched for by Meta's systems.	Still banned. A post is removed only if a user reports it and a reviewer agrees.

From Meta's announcement, "More speech and fewer mistakes."

designated terrorist organizations and sellers of Nazi merchandise, Instagram removed 11 accounts and 8 posts. In 20 cases it replied that it lacked the capacity to review the report.[4]

Our own limited research found similar results. When we reported a dating coach's reel with 742,000 views, in which he informs men that women "fall easily for the Jewish propaganda" and are "kind of like human Jews," the reply from Meta came within the hour: The post "does not go against our Community Standards on hate speech or symbols."

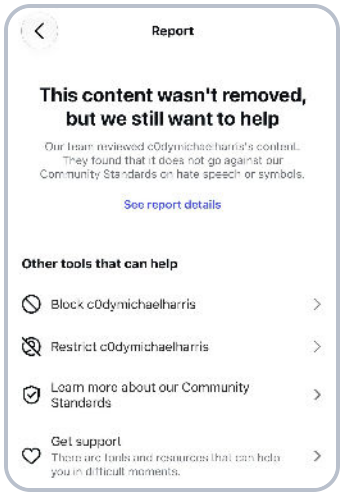


IMAGE 1

Instagram's reply to our report of the dating coach's Reel, within the hour: "it does not go against our Community Standards."

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1 How antisemitic content reaches people who aren't looking

Content on Instagram reaches people through multiple avenues:

1. Posts from accounts they follow
2. Posts Instagram has chosen for them
3. Posts other people send them
4. What they search for

In our research, antisemitism was easily accessed through all four avenues. Two of these rely more on Instagram's own systems.

Posts Instagram chooses. Most of what a person sees on Instagram now comes from accounts they do not follow. Meta fills the home feed and the Reels tab with posts labelled "Suggested for you," which its system chooses based on what the person has watched. The system is built to be "neutral," which ultimately means showing more of a person's interests over time, whatever the interest. The result is that in our test (described at the top of this report), the account that searched the word "synagogue" and watched a few of the results was shown, in the same feed, a Hasidic wedding dance, a shofar being blown and a video that reimagines Hasidic dancers as devils. Soon afterwards, however, the actual Jewish content disappeared, replaced entirely by antisemitic content..

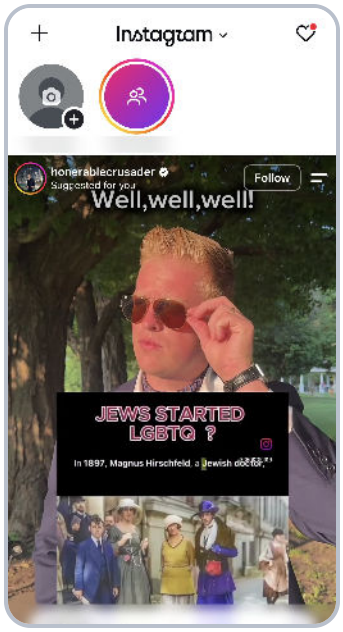


IMAGE 2

A verified account's post, "JEWS STARTED LGBTQ?", served to our test account as "Suggested for you" about an hour after it searched "synagogue."

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Search. Often, simply searching for Jewish topics returns antisemitism. Searching "Chabad," the name of a Hasidic Jewish movement and subject of many conspiracy theories, returned three antisemitic videos among the top four results. The top result for the word "jews" was an antisemitic comedy routine with 12 million views. A brand-new account searching "synagogue" was shown, first, an AI film of a rabbi welcoming the Antichrist, and second, "Boomers getting mad that Gen Z is waking up to the Synagogue of Satan." These results are ranked by Meta's systems, which decide what comes first, and Meta adds suggestions of its own: beneath the posts we documented, Instagram's suggested searches included "Dancing Israelis," "goyim brainwashing," and "Koestler Thirteenth Tribe summary."

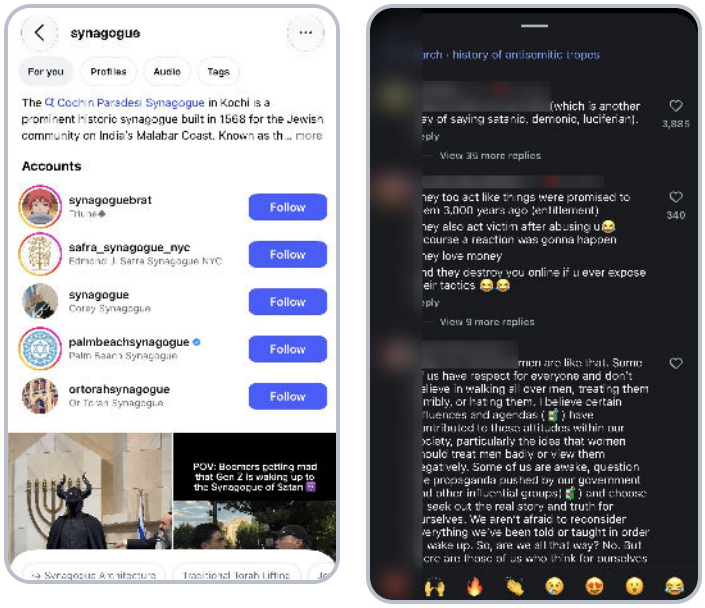


IMAGE 3

Left: the brand-new account's "synagogue" search. Under a Meta AI summary of a 1568 synagogue in India, the first video results are the AI Antichrist film and "Boomers getting mad that Gen Z is waking up to the Synagogue of Satan." Right: a suggested-search chip Instagram placed above a comment section.

2 What Instagram itself contributes

Just about every feature available to users has been used to enable antisemitism on the platform: the feed, search, the sound pages, the badges, the subscription tools, and more.

There is money in it as well. The accounts in this guide sell subscriptions, courses, supplements, and merchandise through tools Instagram provides. Meta profits as well: it sells the verification badge, and the ads that run alongside the posts. In other words, Meta directly profits from the antisemitism on its platforms.

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Sounds, templates, and "Trending." Every sound on Instagram has a page, with a button to make your own video with that sound accompanying it, and Meta marks the popular ones "Trending." One such sound is the song, "Erika," a marching song of the German army under Hitler. It was marked trending, with more than 4,000 Reels using the tune. Hava Nagila, the traditional Jewish folk song, has become code for Jews under videos about 9/11 and for users celebrating mass shootings.

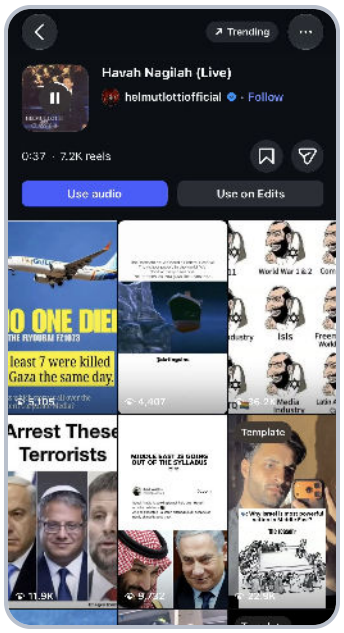


IMAGE 4

The sound page for Hava Nagila, marked "Trending" by Instagram: 7,200 Reels, including posts about 9/11 and the Rothschilds.

Blue checks. Blue checks (also known as a "verified" badge), once used as a way for users to verify legitimate accounts, can now be purchased by any user. This means that accounts built on conspiracy theories and bigotry can buy a badge of legitimacy for $12/month. Verified accounts exist in every community in this guide, from wellness coaches to Holocaust deniers.

Community notes. Meta replaced fact-checking with notes written by users. These are rarely implemented. One report indicated that only 3% of false posts identified by a fact checker were given community notes (in comparison, 20% of the same posts were given community notes on X).[5]. Even when the notes are posted, they show up well after a post has been seen by many people. Often, the notes we saw attached to these problematic posts corrected the wrong things. On a wellness creator's post asking whether calories are "a Jewish psychological operation," the note corrected the calorie science and ignored the claim about Jews. Ironically, the existence of community notes may lead a user to think that a post without notes contains no false or misleading content.

AI labels. A similar effect can be seen with Meta's AI label. For example, some of the accounts in our research in which AI personas purport to be real people are not given an AI label. Some of the same accounts also carry a blue check.

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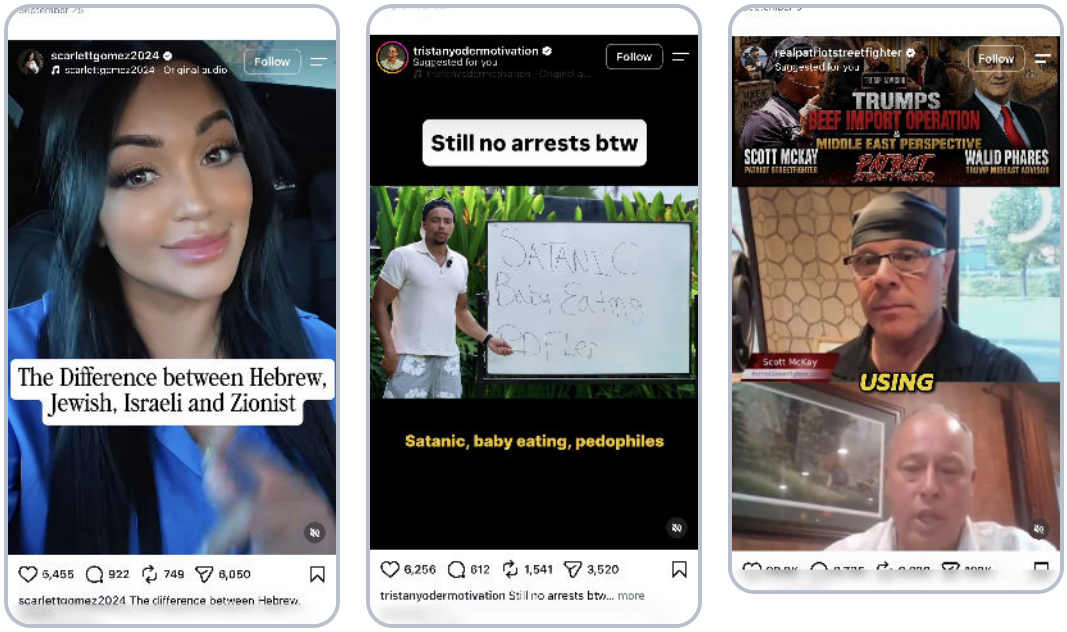


IMAGE 5

Three posts served to our test account as "Suggested for you," each from an account with a blue check: a deliverance ministry's "The Difference between Hebrew, Jewish, Israeli and Zionist," a motivational coach's "Satanic, baby eating, pedophiles," and a conspiracy news show.

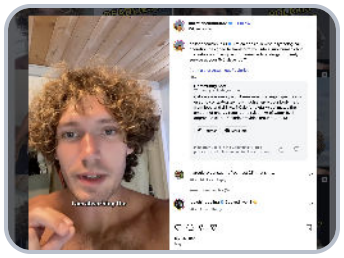


IMAGE 6

Cameron Thomason (@holistichealthnut33, verified, 410,000 followers). The caption asks whether calories are "a Jewish psychological operation." Instagram's community note corrects the calorie science and says nothing about the claim.

Meta's own tools. A few Antisemitic Reels in our research carry the "Made with Edits" badge of Meta's editing app, and one video in which a Jewish man is confronted on the street was filmed on Ray-Ban Meta glasses, which Instagram noted on the post. From the hardware to the editing software to the social media the content is posted on, it's possible that every single part of an antisemitic post has been developed and distributed by Meta's tools.

Reporting. Meta's rules still prohibit Holocaust denial and claims that Jews control institutions. Our own report, described in section 0, was rejected within the hour. Copyright is handled differently. For example: a lecture clip lost its background music thanks to a copyright claim, but the antisemitic subtitles in the video were allowed to remain.

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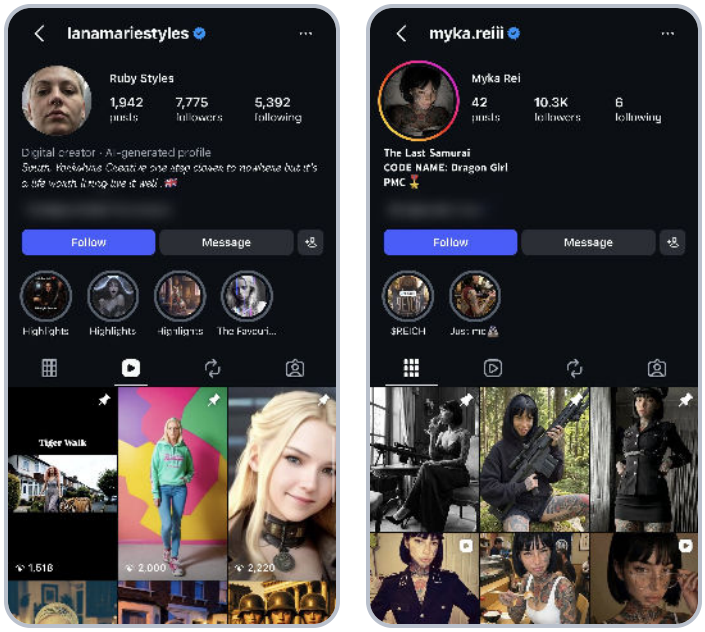


IMAGE 7

Left: @lanamariestyles, which posts AI images of women in Wehrmacht uniforms and carries Instagram's "AI-generated profile" label. Right: a verified account that appears to be an AI persona, with a "$REICH" story highlight and no label.

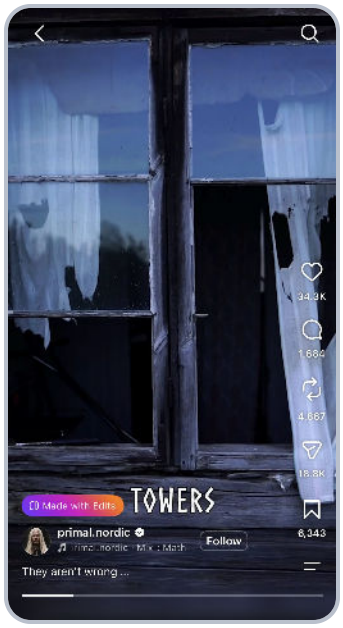


IMAGE 8

A Reel on Primal Nordic's account carrying the "Made with Edits" badge of Meta's editing app.

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3 What it looks like on Instagram

There are a number of successful approaches to spreading antisemitism on Instagram. They fall into three groups, described below.

Who delivers it

A borrowed face. A person is far more likely to trust another person on Instagram than a faceless organization or account. AI has made faces cheap. A claim can now be delivered by whatever messenger an audience already likes: a character from childhood, a dead singer, an attractive stranger.

Many viewers are fooled into thinking the messenger is real. The AI Elvis below carries no label, only the caption "#explore #reels #relatable." Even when Instagram does add an AI label, many people miss or ignore the label. The most-liked comment under a labeled AI rabbi (see "A Jewish voice used as proof") treats him as an actual rabbi.

These "faces" are varied:

- **The childhood character.** AI videos and comics put Minions, Greg Heffley from *Diary of a Wimpy Kid*, Peter Griffin, or SpongeBob as mouthpieces for their antisemitic content.
- **The (dead) celebrity.** A dead singer, recreated by AI, explains who the "real Jews" are (see illustration).

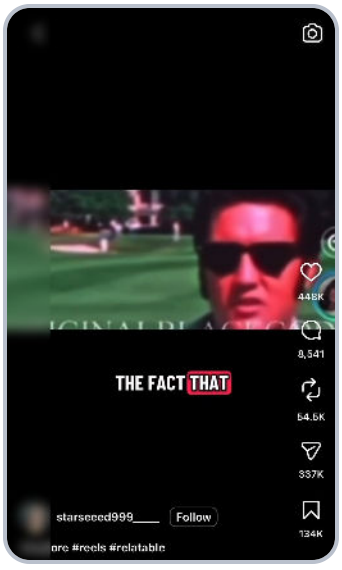


IMAGE 9

Pinned on a feminist account with 205,000 followers: 337,000 shares, one of the most-shared posts in our research. No AI label.

- **The thirst trap.** Verified accounts, many of them AI personas, post selfies and thirst trap photos in between posts of Nazi salutes and SS-style caps.
- **The realistic scene.** An AI video shows a rabbi in a synagogue welcoming the Antichrist while men in kippot film on their phones.

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BY THE NUMBERS

1.4 million views: a children's-book-style comic strip of ethnic stereotypes, in which the Jewish figure holds a money bag.

1.1 million views: an AI video of a synagogue welcoming the Antichrist.

A Jewish voice used as proof. A claim about Jews is easier to accept when a Jewish person appears to make it. The Jewish identity answers the objection before anyone raises it: if a Jewish person says something, it cannot be antisemitic. This entry covers Jewish voices that are used by others. Jewish creators who make this content themselves are covered in section five.

This takes a few forms:

- **The confession.** A rabbi appears to admit a Jewish conspiracy, Jewish contempt for non-Jews, or validate a stereotype. Sometimes the rabbi is real and extreme, and the clip is presented as evidence of what all Jews believe. Sometimes a real clip of an ordinary remark is cut off from context and retitled as a "leak." And sometimes the Jew is invented: an AI "rabbi" tells a fake AIPAC conference that "the Gentiles must learn their purpose in life is to fight and die for Israel."
- **The sincere answer, clipped.** A mainstream rabbi's thoughtful answer to a loaded question is cut down to a confession he never made (see "Clips," below).

BY THE NUMBERS

29,918 likes: the comment "Why is there such a rise in antisemitism??" under an AI rabbi video.

Clips. Clips from longer videos, from podcasts to streams, have become a literal industry on Instagram. They are a massively effective form of marketing, another form of cheap content that can be clipped from other accounts and used to go viral. A large percentage of the antisemitic content we witnessed travels the same way. One example: a lecturer who teaches that a secret Jewish sect steers world events posts long videos on YouTube. On Instagram he is known mostly through other people's clips of his content: on one podcast host's account alone, snippets of him have drawn 4 million, 1.8 million, and 1.4 million views.

Three things happen to a clip when it is removed from context: It loses whatever surrounded it, so a question and an answer stand alone. It gains a headline written by whoever cut it. And it gains the company it is posted in.

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IMAGE 10

The Reels tab of @jackhneel, a verified podcast host. His clips of Professor Jiang have drawn 4 million, 1.8 million and 1.4 million views.

This takes a few forms:

- **The cut.** The clip starts and stops wherever the cutter wants. A debate ends before anyone answers the claim (see “The debate”).

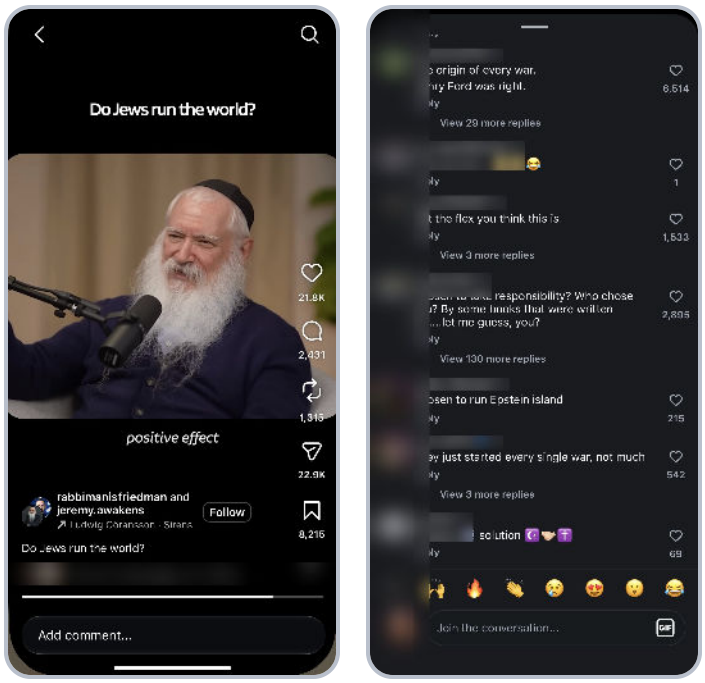


IMAGE 11

A mainstream Chabad rabbi was asked on a Jewish podcast, ‘Is it true that the Jews run the world?’ He answered ‘Yeah,’ then explained that he meant Jews were chosen to take responsibility for the world’s welfare. The host cut the clip to the question and the ‘Yeah,’ titled it ‘Do Jews run the world?’, and posted it as a collaboration. It was shared 22,900 times. A comment beneath it, with 6,500 likes: ‘The origin of every war. Henry Ford was right.’.

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- **The headline.** The same footage under a new title. A Jerusalem rabbi's lecture about the nations of the world recognizing God was reposted as "INSANE LEAK… Israel's real plan" to "annihilate" the West.
- **The company.** Real lecturers and conspiracy theorists posted in the same frame, under the same kind of caption, designed to look like the same kind (and quality) of knowledge (see "Fake history").

BY THE NUMBERS

4.7 million views: a clip of Kanye West saying "It was a Jewish doc-", reposted by a meme page.

2 million views: a clip of an extremist rabbi saying God will "bury America."

22,900 shares: a rabbi's "Yeah," cut from his full answer.

Fake history. Some of the antisemitic content on Instagram presents itself as history: the "real" story of what happened. This feeds the conspiracy theories by making it seem as if schools and the media are hiding the truth. It goes by names like "secret history," "forbidden history," and "what they didn't teach you." The claims are mostly age-old tropes. The Rothschilds profited from Waterloo, Jews ran the slave trade, Jews were behind communism, the death toll of the Holocaust was smaller than we are told.

It works for three reasons. It flatters the viewer, who feels enlightened compared to those who "don't get it." It also uses real events the same way it uses invented ones: a real 1954 Israeli false-flag operation or a real study of Jewish slaveholders is told with the details stripped away, so that it sounds like "proof" of something about all Jews. And it answers objections in advance. Of course the textbooks say otherwise; the textbooks were written by the people being exposed.

It takes a few forms:

- **The lecturer.** A teacher at a blackboard, whose authority comes from a title, the classroom setting, or a prediction that seemed to come true. The aesthetic makes it seem trustworthy, even if it's not.
- **The history page.** We found pages that post real professors' history lectures, alongside conspiracy theory clips which were made in a similar style. For a viewer, it could be hard to tell the difference between what is legitimate and what isn't.
- **The list.** "21 things they didn't teach you," with true and false items numbered together.
- **The old book.** A page from a real book held up to the camera and read as a confession: Henry Ford's *The International Jew*, a historian's study of Jewish slaveholders.

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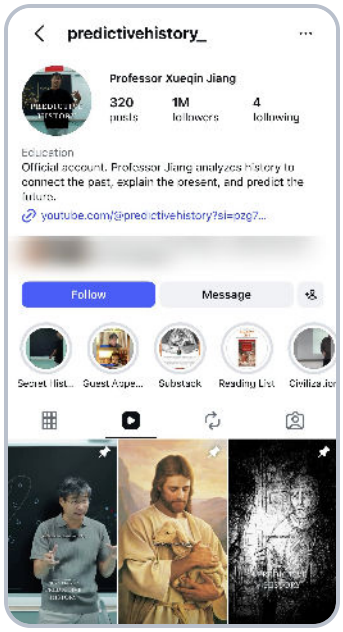


IMAGE 12

His Instagram profile. A high school teacher's 2024 lecture predicting a US war with Iran went viral when the war came, and his YouTube channel gained 100,000 subscribers in three days. Fans call him "Professor." He has since appeared on Piers Morgan, Tucker Carlson and Theo Von. Between forecasts, he teaches that a secret Jewish sect operates from inside Chabad, a mainstream Hasidic movement, and that history is heading toward "Pax Judaica," a world government run from Jerusalem. One clip, shared 59,100 times, explains that antisemitism is rising on purpose, because "part of the plan is to force the Jews to return to Israel."

BY THE NUMBERS

Nearly 3 million YouTube subscribers for the best-known "professor."

1.6 million views: a lecture claiming Chabad raises money to "buy politicians."

The debate. Some of the largest accounts on Instagram are debate and podcast shows. Guests argue about politics, religion, race, and gender, and the shows cut the arguments into short clips with a question for a title. The format seems like the opposite of propaganda: It promises both sides, open discussion and the freedom to ask anything. But the premise can be easily manipulated.

A claim that would be rejected as a statement is just turned into a question: "Why were Jews kicked out of 109 countries?" sounds like curiosity, but it really just gives weight to a lie, while opening up the "rhetorical" possibility that Jews deserve being targeted.

Even in the case where Jewish guests are brought on to push back, clipping makes these videos easy to manipulate. What travels is a clip of under a minute, cut by the show, and the cutter decides who gets the last word. A Jewish guest who answers an antisemitic claim in the full episode might have their response cut while their identity is used to legitimize the clip's claim.

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It takes a few forms:

- **The question as title.** An old claim, asked as an open question: “Why were Jews kicked out of 109 countries?” “Are Ashkenazi Jewish people real?”

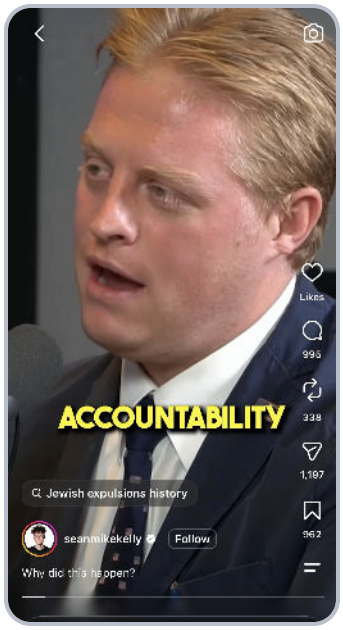


IMAGE 13

Digital Social Hour’s clip, captioned “Why did this happen?” Above the comments, Instagram’s suggested search: “Jewish expulsions history.”

- **The clip that ends on the claim.** A guest makes the claim, and the clip stops before anyone answers it, or after a weak answer.
- **The Jewish guest as foil.** A Jewish debater is cut so that someone else has the last word, or humiliated in a clip (which is celebrated in the comments).
- **The vote.** “Who won this debate?” turns an overtly false claim about Jews into a contest the audience settles in the comments.

BY THE NUMBERS

12 million followers: Digital Social Hour, the largest account in this guide. Its host claims **100 million views a month**.[6]

80,600 views: its clip titled “Why were Jews kicked out of 109 countries?”

How it gets past the viewer

The words and the picture don’t match. Instagram is often watched with the sound off and with captions read on the screen, and much of the content is built for that. The audio can be entirely clean while the text on screen carries the antisemitism. A claim can be written in text and sit over footage that has nothing to do with it.

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Nazi references as edge. Some content borrows the look and sound of Nazi Germany because that gets attention: a marching song under a gym video, a salute as a punchline, an SS cap as a costume. It is presented as a joke, or as style.

Making that regime cool, funny, or romantic makes it easier to look at, and each post makes the next one less shocking. The references also work as a signal. Viewers who share the ideology recognize each other, and viewers who came for the edge are shown more of it (part two, section 11).

It takes a few forms:

- **The soundtrack.** "Erika," a 1938 marching song played by Wehrmacht bands. Its lyrics are about a flower, so it doesn't raise any moderation flags. One study counted more than 20,000 Instagram Reels using it.

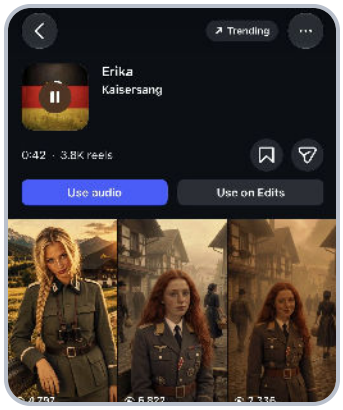


IMAGE 14

One version of 'Erika' on Instagram, marked 'Trending' and holding thousands of Reels: AI Wehrmacht romance, a cat meme with 779,000 views, gym videos and an Adolf Eichmann 'profile card.' 'Use audio' puts the march under any Reel in one tap.

- **The joke.** A cat asking whether to say "pspsps" or "Heil, mein Führer." "When you pick up a girl from the Pro Palestine rally but forgot to change the playlist," set to the march.
- **The costume.** Verified accounts, likely AI personas, posting selfies in SS-style caps in between ordinary photos. One promotes a "$REICH" token.

BY THE NUMBERS

20,000+ Reels: videos using "Erika," in a 2025 count.[7]

2.4 million likes: a rain-drum seller's Reel set to "Erika." Its other posts averaged about 500.

The comments carry it. Often, a post will stay coded and vague, while the comments clarify the meaning for the onlooker. The creator often pins a comment, hearts it, or answers with an emoji. This way, comments work as translators for those getting brought into the propaganda pipeline. It's where conspiracy theories go from vague to specific.

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A respectable front. Often, creators will run multiple accounts to bring an audience in via an uncontroversial subject or association. For example, an organization's page can be clean while its founder's account is antisemitic; the organization's page redirects people to the founder's page every now and then in its posts.

Who profits

Many of the accounts in this guide are businesses, and what an account sells explains a lot about what it posts. We found three types:

- **Selling relief.** The content creates a fear, and the account sells the answer to it: supplements, detox programs, courses, retreats, and even land.
- **Selling identity.** Merchandise can become an identity marker, with coded and explicit antisemitic messages sold as products reserved for insiders.
- **Selling the method.** Many of the accounts are run by people with experience in marketing. The account offers others the opportunity to build an audience, which allows them to both profit and spread their message further.

4 The levels of antisemitism

Antisemitic content on Instagram ranges from accounts that never mention Jews to accounts in which Jews are the explanation for everything wrong with the world. This section describes that range as eight patterns, from the least to the most explicit. Some communities have only some of these patterns, but overlap with more explicit communities. Others have all levels, allowing users to consume the same type of content until they finally embrace the worst antisemitism on the platform.

An account with nothing wrong

Due to Instagram's sharing features, the first step to consuming antisemitic content may not be through antisemitic content or accounts. Due to Instagram's functions such as collab-ing, which allows accounts to each share each other's audiences on posts, an account that isn't antisemitic can direct people to follow an antisemitic account (purposefully or not).

A self-help coach in Bali posts about mindfulness, making money, and marketing. His own posts never mention Jews. But he collabs, co-hosts events, and more with a meditation teacher who posts that the war in Gaza is a "ritual human sacrifice," and spreads antisemitic conspiracy theories.

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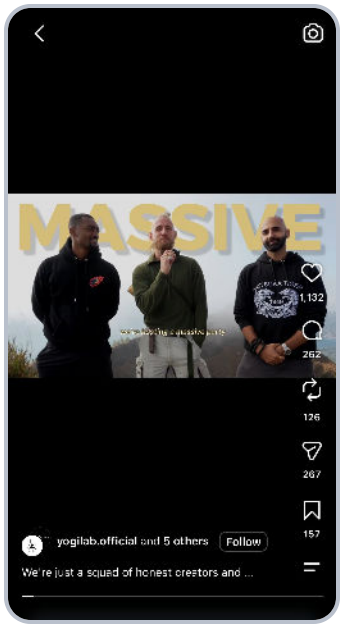


IMAGE 15

A collaboration post by six accounts promoting the Cape Town event: “We’re just a squad of honest creators” hosting “a massive party.”

A hint now and then

Not all accounts that spread antisemitism are devoted to antisemitic content. Still others may not even be aware of what they are doing. Either way, their focus is on some other topic, but they veer into occasional conspiracy theories and coded topics.

A wellness influencer may discuss how the “elites” are controlling food to keep people in line. Or a Christian lifestyle influencer may make a random post about the “13 families” who supposedly run the world. These are forms of seeding antisemitism without saying much about it explicitly, opening their audience to more extreme forms of messaging later.

Conspiracy all day, no names

Some accounts make hidden powers their whole subject and still never name Jews. They post about chemtrails, adrenochrome, “the globalists,” Agenda 2030, and much more. After months of consuming such content, a user may fully accept the belief that a small group runs everything, and the only open question is who makes up that group.

Wild Minds (@wildmindscommunity, verified, 1.1 million followers) sells land and a paid membership to “awake people” preparing for “Agenda 2030.” One of its carousels opens on an AI image of giant hands working puppet strings over the globe, under the words “The Globalists have Agenda 2030.” It does not say whose hands they are.

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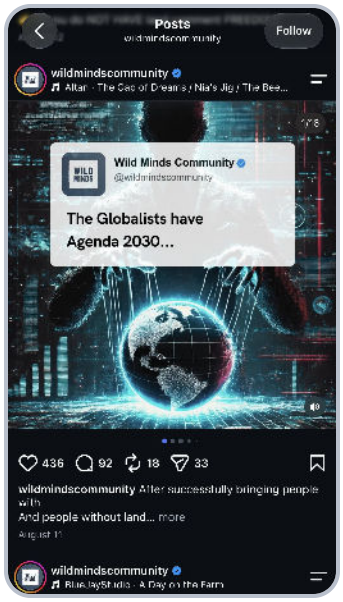


IMAGE 16

Wild Minds (@wildmindscommunity, verified, 1.1 million followers): the first slide of a sixteen-slide carousel, "The Globalists have Agenda 2030," over an AI image of puppet-master hands.

A few explicit posts

Some accounts will make a point to be explicitly antisemitic every now and then, helping people "connect the dots," so they understand who the *real* people controlling their lives are. By the time that post appears, everything else on the account has earned the follower's trust. The result is that the post reads as one more thing from a creator they like.

Historical Minions (@historicalminions, verified, 46,200 followers) posts AI Minions acting out historical events: Dolly Parton's death, the World Series. One shows a Minion outside a Pittsburgh house of worship, captioned only "10/27/2018," the date of the Tree of Life synagogue massacre, and set to "Welcome to the Party."

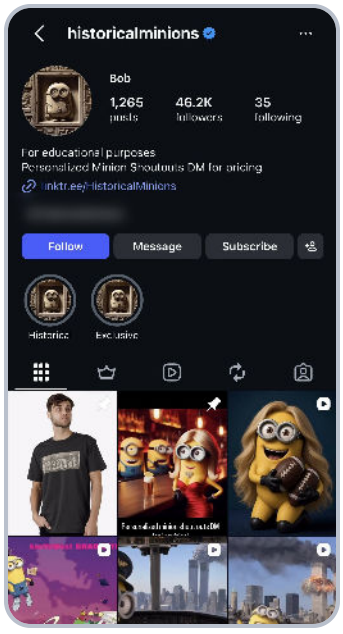


IMAGE 17

The Historical Minions profile. The bio offers paid shoutouts; the grid includes AI Minions at the burning Twin Towers.

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Jews come up regularly

On some accounts, Jews (named or coded) are a recurring subject in a feed that is still mostly about something else. The subject is delivered in small doses, so each post looks like one among many, and the proportion only shows when someone lines the posts up. A follower never has to decide to follow an antisemitic account, because they already follow one.

This often takes the form of accounts that involve bigotry in multiple areas, with Jews as just one of the topics. Derek Rodriguez (@derek__rod, verified, 40,900 followers) is a young Catholic apologist whose videos mostly target Muslims, Mormons, and Protestants. But his pinned video is a video titled “NOTICING,” with a juice-box emoji (an online code for Jews). “They control everything,” he says. “Literally, what is in your hand right now, they control.”



IMAGE 18

Derek Rodriguez’s pinned video, “NOTICING,” with the hashtags #israel #jew #noticing.

Built on “the bad Jews”

On some accounts Jews are the subject, under a qualifier: “Zionists,” “the elites among them.” The qualifier lets a viewer keep their sense of fairness, even if the content itself is based in antisemitic conspiracy theories and/or stereotypes.

On many of the accounts we followed, the qualifier slipped over time. Posts about Israel gave way to posts about Jewish actors, Jewish holidays, and Jewish life, even if the word “Zionist” remained.

Built on antisemitism

Here Jews are the subject and the rest is wrapping: a meme format, a cartoon style, a comedy persona, a “news” brand. The wrapper makes the content easy to accept and easy to share. A stereotype performed by a character is accepted where a plain statement of it would not be.

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Florida Jhit (@thefloridajhit, verified, 150,000 followers) performs as a Jewish rapper from Palm Beach County. His songs include “Goy Slop” and “Jewish Money Lesson,” and his videos include “How Jews celebrate after evicting a single mom with 3 kids.” His followers know exactly what they are watching, and the comedy gives them a way to call it “just a joke.” Only an onlooker who is shown a single Reel might mistake it for parody. Under one video, a commenter wrote “Love from Oświęcim,” the Polish name of the town where Auschwitz stood.

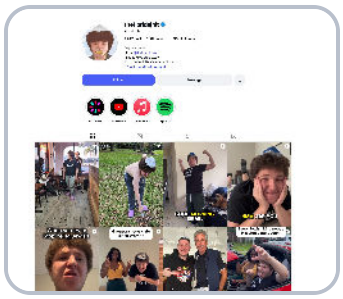


IMAGE 19

Florida Jhit’s profile.

Jews explain everything

This content category is distinguished from the above by its totalizing nature. The account is not just antisemitic, it treats Jews as the explanation for everything that’s wrong: the banks, the media, the wars, the low quality food, and the news of the day.

Dravon (@dravonishere, verified, 392,000 followers) talks to camera about religion and the news. His titles include “How Israel Planted Bombs Inside Twin Towers” and “Tiny Hat Club Threatens Egypt And Turkey.” When the trial of a Massachusetts mother accused of killing her three children was in the news, he called the killings “a demonic ritual to Moloch,” an ancient god associated with child sacrifice, and said the mother and Netanyahu “are possessed by the same demon.” He sells a “Goys R Us” shirt showing Trump as a marionette, the strings pulled from above.

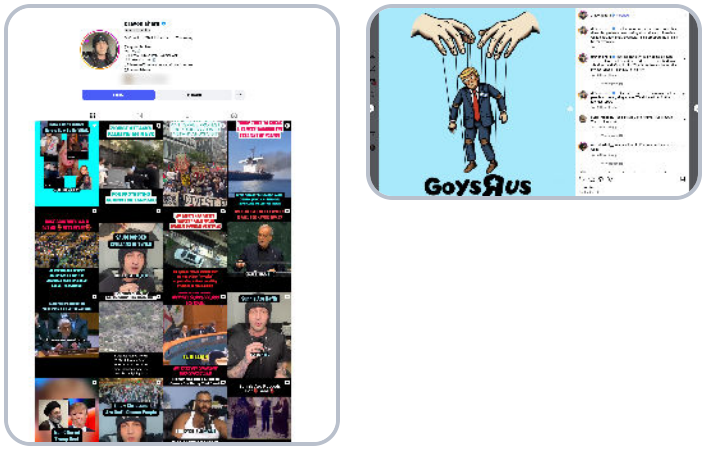


IMAGE 20

Dravon’s grid, and the “Goys R Us” shirt sold through the account.

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5 Jewish creators who confirm antisemitism

Some of the antisemitism on Instagram comes from Jews. To be clear, this is different than the often slanderous accusation that Jews who don't hold a certain position on topics like Israel or antisemitism are themselves antisemitic. The creators in this section openly make claims about Jews as a group, or perform the stereotypes, for audiences that reward it.

Jews lending their identity to antisemitism is not new. On Instagram, however, it has become a format, and we found it on both the left and the right. The number of creators is small, but their reach is large: the most-shared post in our research came from one of them.

Rabbis whose words are clipped and reposted by other people are a separate matter (section 3, "A Jewish voice used as proof").

What it looks like

Most of these creators are covered in part 2. These are the most explicit examples.

Proud antisemitism on the edgy right. Shloime Field (@shloimefield, 177,000 followers), a Jewish comedian who performs in Hasidic dress, stitched another creator's video debunking "it's the Jews" and answered each point with "So, in other words, the Jews."

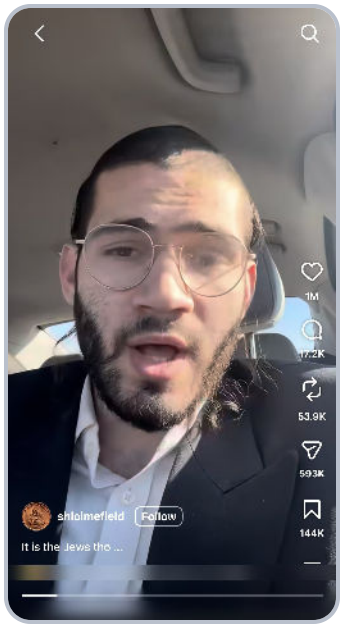


IMAGE 21

Shloime Field's stitch: "So, in other words, the Jews." 593,000 shares, the most of any post in our research.

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Florida Jhit (@thefloridajhit, verified, 150,000 followers), who presents himself as a Jewish rapper, does the same in songs like “Goy Slop” and “Jewish Money Lesson” (section 4). Their audience is largely young men on the edgy right (part two, section 7), and those followers know exactly what they are watching. The comedy simply gives them a way to call it a joke.

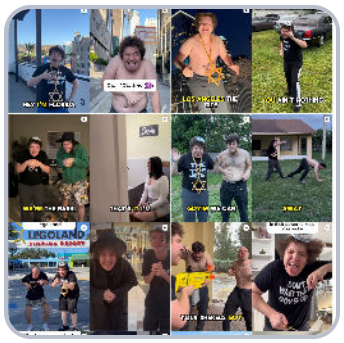


IMAGE 22

Florida Jhit’s grid, including “GOYIM WE CAN,” “YOUR SHEKELS GOY” and “DON’T WANT THAT GOY SLOP.”

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Proud antisemitism on the left. There was also a Jewish influencer devoted specifically to spreading antisemitism in the guise of pro-Palestinian content.

Rizzy Redd (@rizzzzyredd, 43,600 followers) is the clearest example of Jewish antisemitism in our research. His bio reads "Nice Jewish boy that loves Palestine." His most popular video is an angry case against Israel's founding. Inside it is a claim about Jews: "I'm Jewish, and I'm not even Semitic, so how does this land owe it to me 3,000 years ago?" That is the "not even Semitic" claim, and here it arrives as a Jew's own testimony about himself.

The rest of his feed is full of antisemitic conspiracy theories and tropes, such as claiming Israel did 9/11, Epstein's criminality being due to his reading the Talmud, a graphic calling the bombing of a girls' school in Iran a sacrifice to Baal, and more. He also films man on the street videos where he comes up to people who look Jewish and demands their views on Palestine, with the implication being that looking Jewish is enough to justify their being questioned.

Less overt versions also appear on the left, where creators like David Spevak and Jacob Berger mix antisemitic content into criticism of Israel (part two, section 8).

Why it pays

As we've described, antisemitic content is often rewarded on Instagram, and Jewish creators can benefit from that even more than others. Because the creator is Jewish, the audience tends to assume the content can't be antisemitic, which makes it easier to accept and far easier to share. Field's video, for example, was shared 593,000 times, and his account reached 177,000 followers with only 34 posts. Under his videos, commenters treat the stereotype as settled: "The Stereotypes make themselves."

Why it is hard to call out

The accusation is often made too broadly. Jews who criticize Israel or march for Palestinians are routinely called antisemitic or "self-hating" for that alone, and having seen Jews accused unfairly, many onlookers end up taking accusations like these less seriously. This has led to an opening. Jewish creators can now serve as validators, absolving others of their antisemitism while also embracing antisemitism themselves. On the edgy right the defense is even simpler: It's a joke, and a Jew is the one telling it.

> **WHERE THE LINE IS**
>
> A Jewish identity does not change the answer, but it does change the effect. The litmus tests for antisemitism are the same as for anyone, and they are set out at the start of part two. Criticizing Israel, opposing Zionism, and marching for Palestinians do not meet any of them.

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PART TWO

The communities

The communities where this content spreads, from wellness to the online right, and three paths through them.

IN THIS PART

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This section covers the various communities where we documented widespread antisemitism. Antisemitism manifests differently in each community, adapted to its audience and its appetite for conspiracy theories and/or overt bigotry.

We ordered the communities from those with the most "shallow" forms of antisemitism, with coded language and infrequent antisemitism in many accounts, to the most explicit and hateful.

> **HOW TO TELL WHERE THE LINE IS**
>
> Each community section below includes a short note on where the line is. Those notes all rely on the same tests, which are drawn from the Nexus Document. Content crosses into antisemitism when:
>
> - **A conspiracy is identified with Jews.** This can be by name, by code, or through a stand-in such as "Zionists," the Rothschilds or Chabad.
> - **An old accusation returns in a new form.** The blood libel, the poisoning of wells, the killing of Jesus, and control of money and governments often come back under new names.
> - **Jews as a group are blamed** for what a person, an organization, or a government did.
> - **Jews are told they are not really Jews,** whether because of their politics or via the claim that today's Jews are "fake."
> - **The claim only works because the target is Jewish.** A useful check is to replace "Jews" with the specific person, organization, or government involved and see whether the claim still makes sense.

1 Wellness and natural health

Who they are

These are people who don't trust mainstream food and health approaches and companies, often with good cause. They may have been failed by the medical establishment, for example. This leads them to do their own research, which can unfortunately also lead to conspiratorial content and fake "research" results.

The people in this community come to Instagram for information and community around healthy eating, raw milk, supplements, gardening, and off-grid living, among other things. Most are *not* antisemitic or even consuming conspiratorial content. But plenty are.

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What it looks like here

The transition from wellness content to antisemitism often begins with the belief that not only are the medical and food establishments broken, but that someone is orchestrating those failures. From there, it does not take long to consume conspiracy theories, antisemitic tropes, and eventually ask: who is doing the orchestrating?

On the lighter end of the spectrum, the conspiracy theories come with code words and concepts that hint towards Jews. The idea of the "13 families" who secretly run the world is not antisemitic on its face. But every version of the list includes the Rothschilds, who in this material stand in for Jews.

The phrase turns up on accounts that otherwise have nothing to do with conspiracy theories, and on accounts built on them. Blooms and Greens by Chloe (@bloomsandgreensbychloe, verified, 676,000 followers) is a gardening page with more than 1,200 posts. One of them shows the owner among her plants under the words "It's 13 families VS 8 billion people." A reader politely explained the phrase's history in the comments, and the two replies dismissing the explanation got more likes than the explainer did.

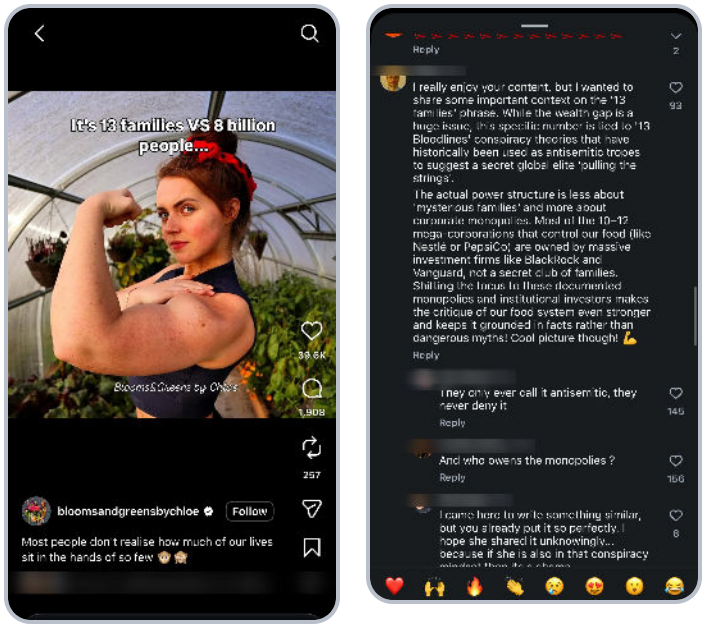


IMAGE 23

Blooms and Greens by Chloe: "It's 13 families VS 8 billion people," 39,600 likes, and the comment explaining where the phrase comes from. The replies dismissing that comment got more likes than it did.

Naming the culprit. The next form openly names the culprits: Jews. The conspiracy theories are no longer centered solely on the 13 families or the "elites," but rather on Jews themselves. Words like "goyslop" are used to imply that Jews control the food supply, giving low quality food to the rest of the world as a method of control. More

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often, the conspiracy theories go further, claiming that Jews are not just controlling one industry, but that this is just one example of their global control, from the medical establishment to the government to the banks.

On some accounts it is one caption among a thousand. Cameron Thomason (@holistichealthnut33, verified, 410,000 followers) posted a video of seemingly ordinary diet advice, but the caption asks whether calories are “a Jewish psychological operation” to keep people eating “goyslop.” Instagram added a community note that corrected the science on calories, but said nothing about the claim about Jews.

On other accounts, it can become the entire theme. Mack McAfee (@maxxingwithmack, verified, 159,000 followers) sells an “ANTI GOYSLOP CLUB” shirt and wears it in his videos. His best-known post is a street quiz in which Israel is the answer for every question about the world’s problems.

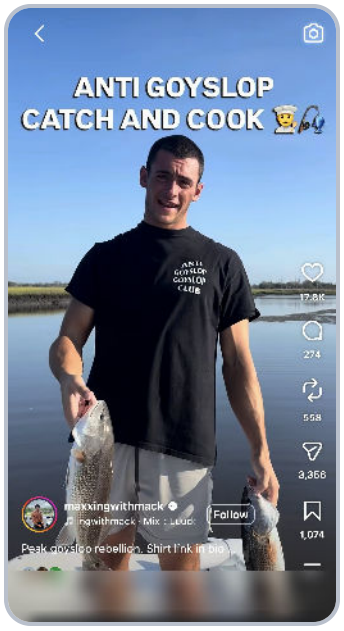


IMAGE 24

Mack McAfee (@maxxingwithmack, verified, 159,000 followers) in the “ANTI GOYSLOP CLUB” shirt he sells.

CultivateElevate (@cultivateelevate, 518,000 followers), a superfoods seller, has three posts in more than 2,300 that name who supposedly owns everything. In the best known, the host holds up a 1935 newspaper and lists who “owns” the newspapers, the banks, the Federal Reserve and Hollywood. His answer, about twenty times over, is “the tiny hats.” It sits between a video about pearl powder and a video about radiation. Another of the three is a reading from Henry Ford’s *The International Jew*.

An old book read as a confession. Accounts in this community use old books as evidence of wrongdoing, ignoring that these books are just as biased and unsubstantiated as any influencer’s opinion. At times, books by Jews are used as examples of confessions, a written version of the clips of supposed admissions by Jewish people.

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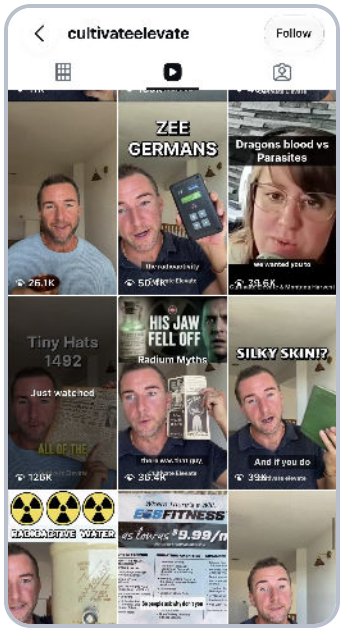


IMAGE 25

CultivateElevate's grid. "Tiny Hats 1492" sits between pearl powder and radioactive water.

CultivateElevate filmed the pages of *Jews and Negro Slavery in the Old South* (1961), a study by the rabbi and historian Bertram Korn. The video reads its chapter titles ("Jews as Slave-Traders") as a confession. In the same way that clips cut context, Korn's actual finding was that Jewish slaveholders were no different or more numerous than other slaveholders in the South, and the page on screen says so. A pro-Palestine account reposted the video, a Christian coach remixed it, and Instagram served the remix to a brand-new account.

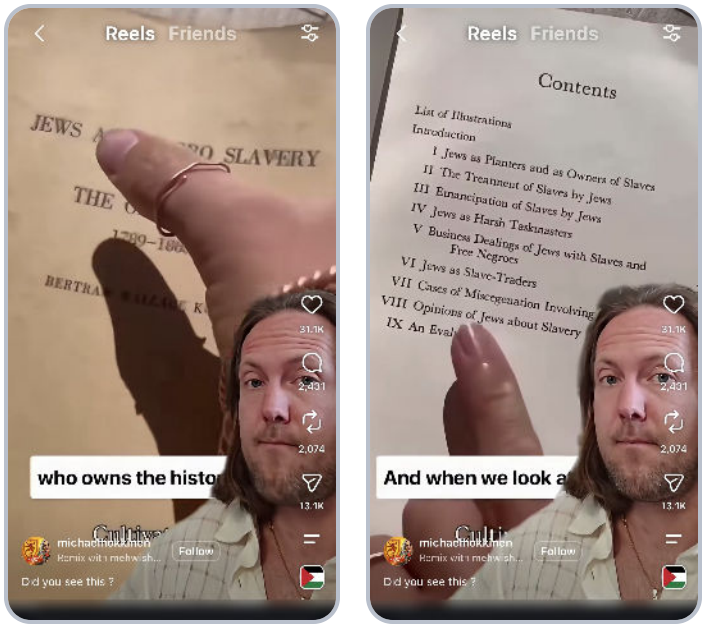


IMAGE 26

The remix of CultivateElevate's video, served to our test account: the title page and contents of Bertram Korn's 1961 study, read as a confession. The original seller's watermark is still on it.

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The word to know: "goyslop." "Goy" is a Hebrew word for a non-Jew. In antisemitic content it means the people Jews supposedly rule, and "goyslop" is the food they are supposedly fed. A creator or viewer may not be aware of the connection to Jews, which allows the word to spread further. ("13 families," the other phrase that runs through this community, is explained in section 2.)

WHERE THE LINE IS

Distrust of the food and drug industries is common in this community, and some of it is justified. Companies have hidden harms, and regulators have missed them. Criticizing processed food, seed oils, or a drug company is not antisemitic.

The line is crossed when the self interest of companies or organizations is labeled as a conspiracy perpetrated by an entire religious group. "Big Pharma is hiding the side effects" is a specific claim about companies. "The tiny hats own the drug companies" is a claim about Jews. The same goes for "elites" and "13 families": the words can sound like criticism of the powerful, but what matters is who is considered "powerful."

Why it takes root

A quest for wellness often starts from a belief that the mainstream system is broken. The food is bad for you, the doctors are paid to look away, and the agencies meant to protect you do not. Some of this can be true, which is part of its hold.

A person who no longer trusts the official account of risks or benefits to their health is open to other ideas. The issue in this context is that people who don't trust the mainstream are more trusting of alternative approaches, whether or not evidence actually backs them up. It can also open them up to more and more outlandish alternatives.

Even if some accounts do say factual things about health or wellness they expand their messaging to include other topics. The creator who was at least partly right about seed oils is soon explaining weather, history, and who "really" runs the world. Researchers have recognized this overlap between "wellness" and conspiracy beliefs since at least 2011, and recent studies have traced how far-right content now travels inside the realm of so-called health advice.[8]

How far it goes

In our research, the most antisemitic wellness accounts were ones where Jews come up regularly. None treated Jews as the explanation for everything.

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Accounts further along the antisemitism spectrum reach wellness audiences by posting wellness content. Demon Erasers, a Christian podcast that sells a book about "the Jews of Zion" (section 3), has a massively popular pinned video offering a "raw milk tip" that, in fact, shows a table of printed sheets that say things like "ASHKENAZI JEWS are NOT FROM THE LINE OF SHEM" and "synagogue of Satan." This content reaches people who would never search for a podcast about demons.

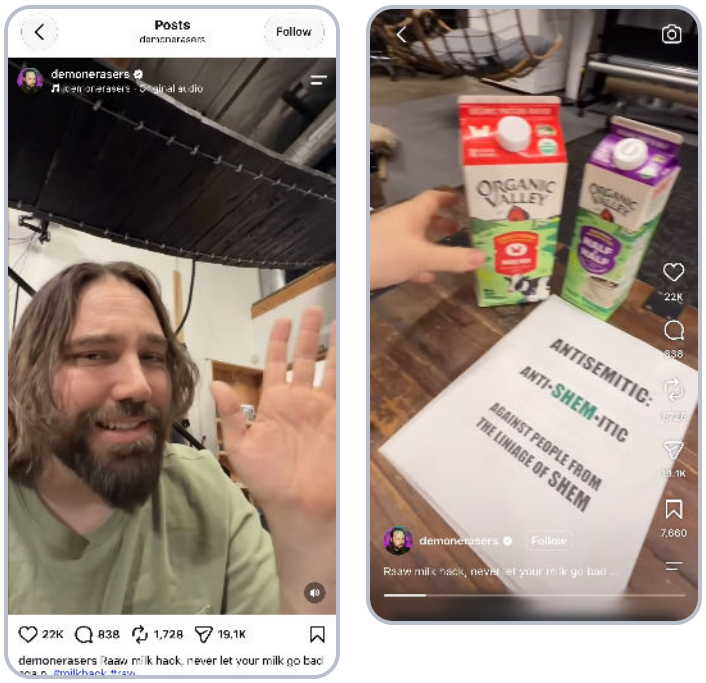


IMAGE 27

Demon Erasers' pinned "RAW MILK HACK." The spoken video is a tip about milk. The printed sheet on the table reads "Antisemitic: anti-Shem-itic, against people from the lineage of Shem."

The money

In this context, conspiracy theories and antisemitism become the marketing engine for whatever product is being sold. Some examples: supplements, superfoods, parasite cleanses sold through Instagram's shop, courses, retreats, and a shirt that says "ANTI GOYSLOP." Several of the creators above started in marketing and now teach others to build audiences.

Where it leads

Wellness followers come away believing the system is poisoning them on purpose. It falls to other communities, accessed via the same creators and their collaborations, to name the group they claim is doing the poisoning.

Conspiracy accounts say who is doing the poisoning. They use the same words as wellness accounts, like "the globalists" and "Agenda 2030." Then they take those words further: to secret societies, to bankers, and eventually to Jews by name (section 6).

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Spiritual accounts give the poisoners demonic characteristics. Some of the most-followed wellness and meditation creators teach that the people running the world serve dark powers, and one of them presents the war in Gaza as a "ritual human sacrifice" (section 5). From there, Christian teachers name the demons' people outright (section 3).

Men's fitness influencers share the vocabulary. "Goyslop" and the food fear behind it appear on men's fitness accounts too, and several of the creators above already belong to both communities.

BY THE NUMBERS

71,800 shares: a verified fitness coach's street quiz in which the answer to every question is "Israel."

39,600 likes: one "13 families" post on a gardening page.

2 Women's faith and lifestyle

Who they are

These are Christian mothers and homemakers. They come to Instagram for content about homeschooling, gentle parenting, natural living, recipes, outfits, and home decor, with faith woven through all of it. Many follow other mothers they have come to trust over years, and some go on to run accounts of their own. As in the wellness space, antisemitism is not what defines this community. But the language of antisemitism has found a home in too many creators' accounts.

What it looks like here

We found no account in this community that explicitly names Jews. What we found are the underlying conspiracy theories and tropes about Jews, delivered by women the audience trusts.

Teaching the hidden few as part of believing in Jesus. In this community the 13 families conspiracy theory is communicated in the language of faith. A short monologue about believing in Jesus runs through fallen angels, the giants they fathered, and finally "13 families who run the world for Satan." They are sharing this conspiracy theory as just another belief that Christians supposedly hold. Still, it names no one.

The same monologue has been posted by one creator after another, nearly word for word. They include a verified mother of four whose feed is outfits and decor, a verified fitness-and-lifestyle mother, and a faith-and-money coach with 11,600 followers. On each account it is one post among hundreds. Still, in each example it is the most

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popular video by far. Nothing on these accounts suggests the creators know the underlying message of the conspiracy theory, and it is impossible to truly know how deep they have gone into the world of online antisemitism.

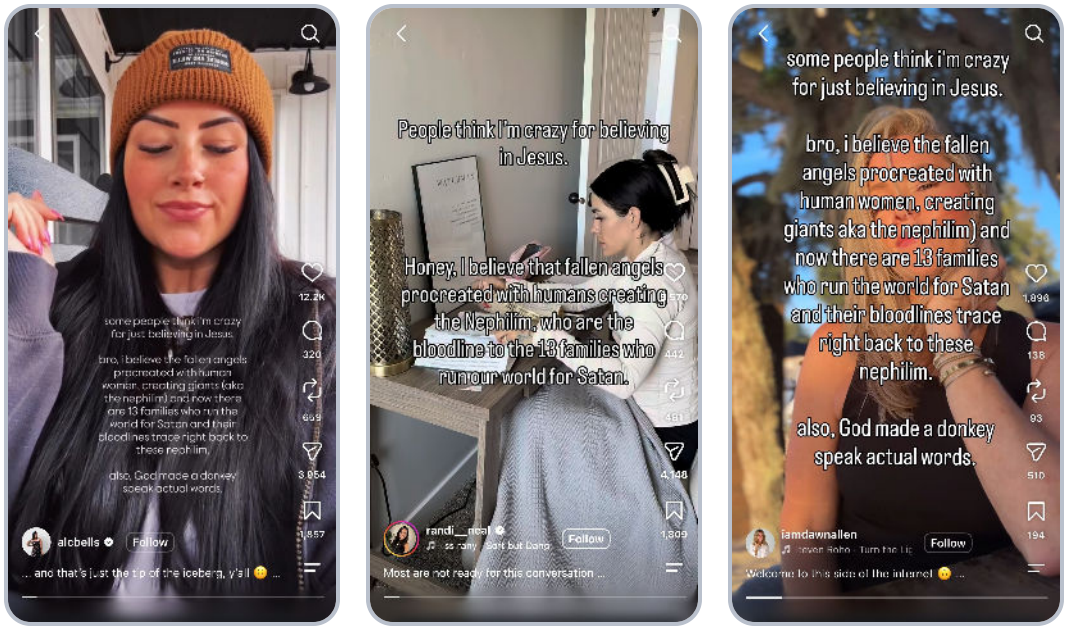


IMAGE 28

The same "13 families" monologue on three accounts: "People think I'm crazy for believing in Jesus... 13 families who run the world for Satan."

Sharing an old accusation against Jews but leaving out the Jews. "Adrenochrome" is the claim that a hidden elite harvests children's blood to stay young. This is a modern version of the blood libel, the medieval accusation that Jews murdered children for their blood. On these accounts, it is one conspiracy among others, told by women whose feeds are mostly focused on homeschooling and home decor.

Trish Rolo (@trish.marie.rolo, verified, 243,000 followers) began as a homeschooling mother posting houseplant tips who eventually began posting conspiracy theories. Soon, it became her entire focus, as she describes herself in a video about friends and family "watching my content go from houseplant tips to adrenochrome, weather manipulation, and whatever NASA is hiding." She never mentions Jews. The language of her conspiracy theories is steeped in religiosity: "The world is ruled by Satan and the lies are designed to keep you from knowing the one true God." She also trains other mothers to build accounts like hers.

The word to know: "13 families." The claim that thirteen bloodlines secretly run the world comes from 1990s conspiracy books about the "Illuminati." Every version of the list includes the Rothschilds, a family that has stood as code for Jews as a whole since the 1800s. On these accounts, the claim is attached to the Bible; for example, the bloodlines are then traced to the giants of Genesis 6.[9]

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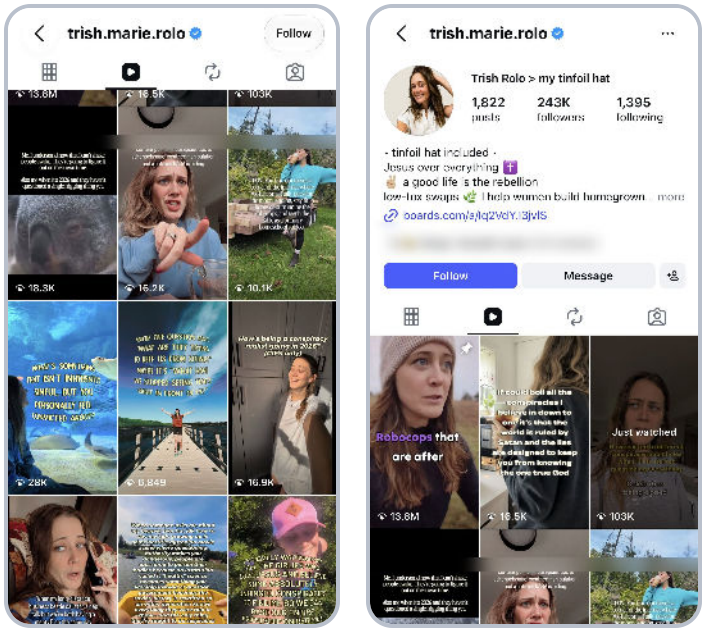


IMAGE 29

Trish Rolo (@trish.marie.rolo, verified, 243,000 followers). In the grid: “Friends and family in 2020 watching my content go from houseplant tips to adrenochrome.”

> **WHERE THE LINE IS**
>
> For evangelical Christians, belief in spiritual warfare, angels and demons, and a world that’s fallen to evil forces is just par for the course. So is reading Genesis 6, the passage about the “sons of God” and the giants.
>
> The line is crossed when the believers trace fallen angels’ descendants to existing families who “run the world” today. At that point the belief has gone from an article of faith to a conspiracy theory.

Why it takes root

The accounts we uncovered overlap significantly with the wellness community. With a focus on the home and children, many of them are also invested in the idea that food, medicine, and institutions were made harmful on purpose by a hidden hand.

The script matters because of how it travels. A viewer who hears the same sentences from three creators she already follows has no reason to treat them as a claim that needs to be fact-checked. The speech just becomes another piece of content.

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How far it goes

In what we found, this community stops at conspiracy with no names. Followers who go further towards overt antisemitism are passed on to overlapping communities.

The money

The business here is affiliate links and network marketing: laundry soap, skincare, creatine, peptides, “wellness favorites” unboxings, and recruiting other mothers into the same work. Trish Rolo says she earns a full-time income “recommending good laundry soap” and that “women need to know how to do this.” The product is soap, skincare, and supplements. And as in the wellness community, the conspiratorial content becomes part of the marketing machine.

Overlapping communities

While these accounts don’t name Jews, they overlap with communities that do.

The overlap in content means that many of the women in this community also follow alternative voices in the wellness space. When the conspiratorial beliefs are presented using their own faith language, it’s easier to get sucked down the rabbit hole.

As we’ll describe later, some of the self-styled Christian teachers on Instagram are far more willing to name Jews.

Some of these accounts are also open to spiritual Instagram accounts that are even further from the mainstream (section 5). In that context, the descendants of the giants of Genesis 6 are now given names.

BY THE NUMBERS

13.8 million views: the pinned video of a homeschooling mother turned “conspiracy theorist.”

3,950 shares: one mother’s copy of the “13 families” script.

3 Counter-Culture Christian Instagram

Who they are

Christian Instagram is, of course, a wide ranging and broad community. As with the other two communities, the vast majority is not antisemitic. But within the community, there exists specific manifestations of antisemitism. These are often Christians who themselves have rejected not just mainstream American culture, but mainstream

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Christianity as well. Many believe the church is “asleep” and have set out to find teachers who aren’t. Many came to this from fitness, wellness, or conspiracy content rather than from a congregation.

They share a few convictions: the mainstream churches are compromised, the country is run by people who serve Satan, and a real Christian says so out loud.

On Instagram, their teachers are coaches, podcasters, and Bible teachers, and the community gathers in those teachers’ comments, paid groups, and retreats. Most of what the teachers post is Bible study, prophecy, fitness, and family.

What it looks like here

In most communities in this guide, antisemitism comes in from outside, through a borrowed phrase or a reposted clip. Here much of it is taught from the Bible, by people the audience already trusts to teach the Bible.

Leaving followers to name Jews. Some teachers here never say the word. They post conspiracy theories about 9/11, about elections, about who killed Charlie Kirk, and stop before the culprit is named. This keeps the teacher from being labeled an antisemite, while the comments take things further and do the teaching for him.

Ian Wendt (@iwendtster, verified, 448,000 followers) is a husband and father who posts about faith, family and fitness. He shared a line first said about Jews by an American neo-Nazi: “If you want to know who controls a country, just identify who they can’t criticize or oppose.” His caption read: “In America, you can’t criticize or oppose _____.” His followers filled in “Israel,” over and over.

Calling today’s Jews fake to justify antisemitism. The central claim here is that today’s Jews are impostors. It rests on two verses in Revelation (2:9 and 3:9) about “those who say they are Jews and are not.” These accounts apply the verses to Jews alive now, and call them Khazars, descendants of the wrong son of Noah, or simply fake. The effect is to cast every living Jew as the “synagogue of Satan,” while allowing the speaker to insist he has nothing against (real) Jews.

Jarrod Wright, a men’s coach (@thejarrodwright, verified, 159,000 followers), has a video making this argument pinned to the top of his page. Below it are hundreds of posts about marriage, fitness, and guns. It ends: “They’re fake Jews. They’re not even real Jews.”

Calling Jewish prayer devil worship. At the more explicit end of the spectrum, Jewish religious life itself becomes the evidence. Tefillin, the small leather boxes observant Jews wear when they pray, become “Saturn worship,” and Saturn is “tethered to Satan.” Once a Jewish prayer is considered satanic ritual, anything Jews do can be viewed similarly.

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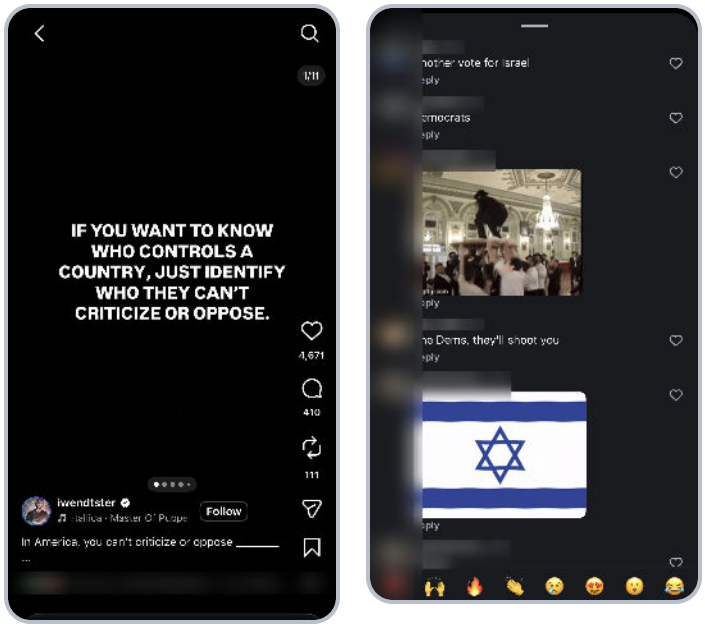


IMAGE 30

Ian Wendt's carousel, "If you want to know who controls a country...", and the comments that fill in the blank: "Israel," over and over.



IMAGE 31

Jarrod Wright's profile. Pinned at the top: the video arguing that today's Jews are impostors. Below it: marriage, fitness and guns.

Demon Erasers (@demonerasers, verified, 136,000 followers) is a podcast about angels, demons and giants. It teaches the tefillin claim and calls Jews the "puppet masters" behind wars between Christians and Muslims. It also sells a book about "the Jews of Zion."

The word to know: "synagogue of Satan." The phrase comes from the same two verses in Revelation. For centuries, Christian writers used it to describe Jews as Satan's people. On Instagram the phrase has returned as part of the claim that today's Jews are impostors and the real Jews are another group: Christians, Black Americans, or the lost tribes of Israel. One account says it plainly: "it is not antisemitic to speak against Ashkenazi Jews who are not even Jews."

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IMAGE 32

Demon Erasers: a man wearing tefillin under the words “Black cube, Saturn and Israeli spy agency.” 12,300 likes, 12,000 shares.

WHERE THE LINE IS

Two ordinary Christian beliefs sit right next to these claims, and it is easy to miss where one ends and the other begins.

The first is about Israel. Many Christians believe the church replaced Israel as God’s chosen people, a view known as replacement theology. Many believe Christians owe the modern state of Israel no special support. Both views are taught in ordinary churches, and neither makes any claims about Jews as people. The line is crossed when a verse about God’s people becomes a claim about today’s Jews being fake, or when it devolves into conspiracy theories that name Jews.

The second is spiritual warfare, the belief that demons are active in the world. Many Christians hold it. The line is crossed when Jews are named as the demons. Jewish prayer, holidays, or religious clothing becomes the “proof.”

Why it takes root

In this community, there is a widely accepted enemy: a hidden network of powerful people who serve Satan and are at war with Christians and Christianity. Followers read every news story through that lens, whether it is about a murder trial, a hijacking, or the Epstein files. An audience that accepts this has one question left: who is the network? For centuries, much of Christian teaching gave the same answer: the Jews.

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How far it goes

A follower can go from a hint to believing that Jews are the explanation for everything wrong or bad without leaving this community.

At the light end are men's coaches with one explicit post among hundreds. At the far end, antisemitism is taught as part of the faith. Demon Erasers, described above, teaches that Jewish prayer is devil worship.

The money

Most accounts above are also businesses. At the light end, that means coaching and paid groups. In the middle, it means merchandise, testosterone referrals and supplement sponsorships. At the far end, antisemitism itself is for sale. One creator offers a book bundle on "the rise of antisemitism," with a discount code. A podcast sells a "true history" of the Jews in a five-book bundle for small groups.

Where it leads

Many of the teachers in this community are themselves connected to other communities, as there is a strong Christian showing in these places.

Conspiracy accounts. These accounts often overlap with Christian language, but focus more on the present and supposedly tangible reality. They focus on theories about secret societies, bankers, the people behind 9/11, and the Epstein files, and eventually Jews by name. Wendt's own feed already carries this content, so his followers are partway into that community before they even look for it.

Right-wing political accounts. They give followers candidates, parties, and causes in the fight against the "elites" and Jews. Often, the Christian podcasts and the political podcasts trade guests and clips. Which, in turn, means they share audiences.

Men's fitness and men's groups lead people into this community. Several of these teachers are also fitness coaches and/or focus on men's issues. Ian Wendt co-founded a separate men's group (17,000 followers) that posts about retreats, group runs, and mental health and has never posted about Jews. That allows it to be a combination of a legitimizing outward facing business and a funnel for recruitment into an antisemitic community.

BY THE NUMBERS

448,000 followers: the Christian men's coach whose followers filled in who Americans "can't criticize."

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4 Men's fitness, dating and self-improvement

Who they are

These are mostly young men looking to improve their lives. They want to become stronger, look better, find a partner, earn more, and/or feel less lost. Some are lonely, some are recovering from a breakup or a bad few years, and some say plainly that they are struggling with their mental health.

They come to Instagram for gym routines, diet advice, dating advice, "looksmaxxing" (improving one's looks, often via drastic measures), testosterone, discipline, and quitting porn, and for coaches who promise to turn them into a better version of themselves. Some of it is ordinary self-improvement. Other accounts are steeped in misogyny. Dating content can teach young men that women are the problem, for example. Often, that misogyny overlaps directly with antisemitism.

What it looks like here

Often, this self-improvement content starts with the assumption that the young man consuming it is currently weak/broken, and the content is billed as the solution to that problem. The antisemitic version occurs when an outside source is blamed for that weakness.

Using "goy" as an insult. In this community, "goy" (a Hebrew word for "nation" which is also often used as a name for non-Jews) is used to label those who have not woken up to antisemitism yet: they are one of the herd, kept weak, fed junk and distracted on purpose. It spreads easily because it is self-deprecating and often said in a joking manner. It also comes with a vocabulary for daily life: junk food is "goyslop," and the friend who still watches reality TV is "goy cattle."

David Björk of Primal Nordic (@primal.nordic, verified, 325,000 followers) is a coach who posts forest videos depicting himself as the epitome of masculinity. He uses this identity to sell himself as a source of truth for young men looking to be the same. One of his most popular Reels opens with the words "This is why they call you goy." Then he says: "Epstein and his friends call you cattle because you are. They are right."

Blaming Jews for what "happened" to women. Dating content for young men is largely an explanation of why women supposedly changed from traditional to empowered and anti-man: porn, hookup culture, reality TV, "independence."

The antisemitic version adds who changed them. "Jewish propaganda," including feminism, turned women against men, and women are both its victims and to blame. Since women are inferior, they are unable to see how they are being manipulated. The claim that Jews spread sexual "degeneracy" to weaken the nation is just Nazi propaganda retold as dating advice.

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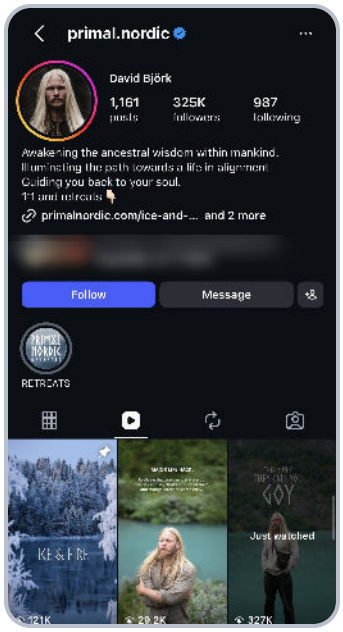


IMAGE 33

David Björk (@primal.nordic, verified, 325,000 followers). The Reel "This is why they call you GOY" sits in the grid among the forest videos.

One dating account's pinned Reel states: "Women are kind of like human Jews... They fall easily for the Jewish propaganda." It has been shared more often than it has been liked, a sign it is moving from person to person. When we reported it, Meta claimed that the post did not break any rules.

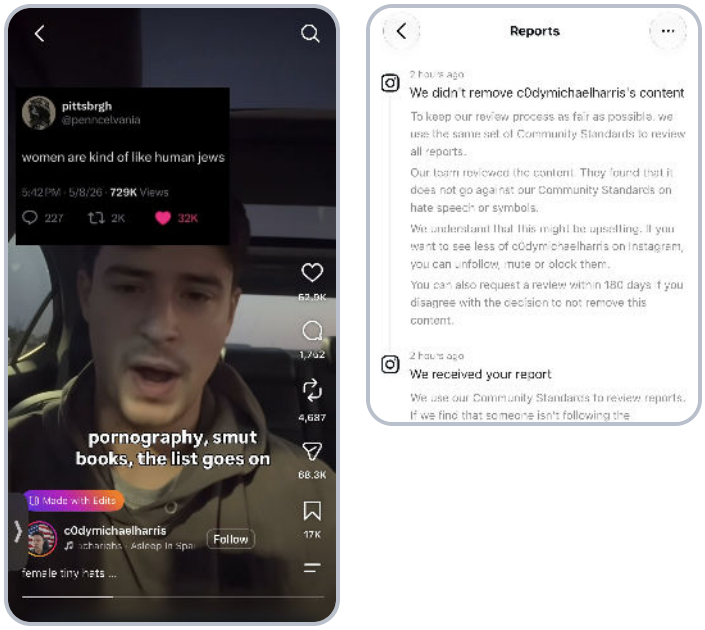


IMAGE 34

Left: the Reel, 742,000 views, more shares than likes. Right: Instagram's answer to our report, two hours later: "We didn't remove."

Teaching a Jewish history of everything, as fun facts. While some accounts touch on this specifically around the misogyny side of their beliefs, others use it to create a larger ideology built on antisemitism as a load-bearing way of making sense of the

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world. Influencers claim the slave trade was Jewish, Jews have “purged Christians” whenever they held power, Israel killed Charlie Kirk, and Hitler never died. All of this in the language and phrasing of men’s self-help.

Mike Simcak (@mikeysimcak, 213,000 followers) posts cliff jumps and handstand push-ups in Bali. The titles over them read “The Entire Slave Trade Was Jewish” and “The Austrian Painter Never Died In A Bunker.” His bio sells an ebook called *Rabbit Hole*.

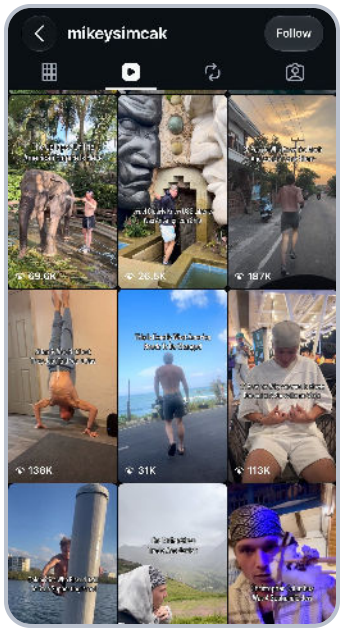


IMAGE 35

Mike Simcak’s grid: “The Entire Slave Trade Was Jewish” and “Christopher Columbus Was A Sephardic Jew” over travel and fitness footage.

The word to know: “goy.” A Hebrew and Yiddish word meaning “nation” that is used by some Jews to refer to non-Jews. Antisemitic content assumes that the word is used as an insult. In many corners of social media, “goy” is incorrectly translated as “cattle,” which makes any usage of the term sound like a dehumanizing insult.[10] Of the coded words in this guide, it is the one parents are most likely to hear at home. A teenager can call his lunch “goyslop” long before his family learns what the word is truly conveying.

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WHERE THE LINE IS

Much of what this community criticizes is criticized by society at large: porn, junk food, endless screen time, a dating culture many people find bleak. Saying that men are struggling, or that companies profit from keeping people distracted and unhealthy, is not antisemitic. And often, even the manipulative content that makes young men feel weak or insecure is not necessarily antisemitic.

The line is crossed when the forces holding men back are portrayed as a conspiratorial hidden hand of control. “Porn is bad for you” is advice. “The Jews are pushing porn to weaken you” is an antisemitic claim. The same goes for “goy.” Calling junk food junk is a choice about food. Calling it “goyslop” is a statement about who is feeding it to you.

Why it takes root

For some young people, easy explanations for their insecurities or problems provide a way of making sense of the world. The accounts in this category are all too willing to provide that answer, and in the process they hook those followers and profit from them.

In this worldview, men are victims of a larger world. Women don’t reject men because there is anything wrong with them, but because women have been manipulated by Jews. All of this provides fertile ground for antisemitism to take root.

How far it goes

The lightest accounts we found here are coaches with one coded Reel among a thousand. At the far end, influencers who are devoted antisemites and who collaborate with and platform antisemites from other categories. All of this facilitates the spread of antisemitism between communities.

A fighter shows where the path ends. Jake Shields (@jakeshields, verified, 471,000 followers) was a UFC title challenger. By late 2022 he was posting culture-war commentary, and when another fighter called him a Nazi, he called it defamation: “I do business with Jewish people.” After October 7, 2023, he turned his attention to Israel and Zionism, and his audience grew with every post; one claiming that Jews control America drew more than 1.3 million views. In 2024 he started a podcast, and within six months its guests included Nick Fuentes, David Duke, the leader of Patriot Front, and a Holocaust denier. In February 2025 he wrote, “I don’t think a single Jew died in gas chambers.”

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The money

This is a coaching economy. The accounts above sell one-to-one coaching, paid groups, retreats from $3,300, supplements, T-shirts, and ebooks. The coaching is what followers pay for. The antisemitic content is both the marketing and the legitimizer: it spreads their content while also labeling them as a "truth teller" willing to stand up to the establishment.

Where it leads

Christian men's coaches turn the struggle into spiritual warfare. Many of the coaches in this community are Christian, and some teach "biblical masculinity" alongside their workouts. In their content, the forces weakening men take on epic proportions. It is not just about self improvement, but a fight against Satan. It does not take much to make it clear that "Satan" is living out his will through Jews.

Conspiracy accounts expand the mythos. Conspiracy accounts are often the spoke in the wheel connecting communities to each other. This category is no different, with a big overlap in audiences. The result is that what starts as a crossover between misogyny and antisemitism becomes an all-consuming version of antisemitism with far more details about how Jews supposedly control the world.

A strong connection with the online far-right. A young man who follows a fighter for jiu-jitsu clips is one click away from interviews with far-right political figures like David Duke. This is how self-improvement content can quickly transform into political action and ideology.

BY THE NUMBERS

742,000 views, 68,300 shares: "Women are kind of like human Jews."

18,800 shares: "This is why they call you goy."

5 Spiritual seekers

Who they are

These are people looking for meaning and community outside of organized religion. The community is wide-ranging, with many niches and approaches. Content ranges from simply meditation and astrology to things like manifestation and lost civilizations. Most share the ideology that the world has a hidden spiritual layer that secular mainstream culture denies. The word they use for seeing that layer is "awake."

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What it looks like here

Most spiritual content on Instagram is about the self: meditation, healing, purpose. One strand of it teaches something else: that the visible world is a kind of prison, built to keep people asleep. That strand is where antisemitism takes hold, as the answer to who built the prison.

Saying the world is run by beings who are not human. In this context, the conspiracy theories are almost 1:1 aligned with antisemitism. The only difference is that the perpetrators are not (overtly) named as Jews. Instead, it is reptilians, "shape-shifting beings," a shadow government from another planet, etc.

But the details are the same. From blood libels to hidden ruling bloodlines, these are largely indistinguishable from antisemitism.

Elizabeth April (@elizabeth.april, verified, 586,000 followers) is a self-described "remote viewer" with a book distributed by Simon & Schuster. Her videos explain that reptilians are "behind the shadow government… behind the wars… behind the Epstein files," and that they consume human blood to reverse aging. Under her video on Charlie Kirk's death, a commenter finished the thought for her: "The deepstate and the shadow government are just names for the jewish."

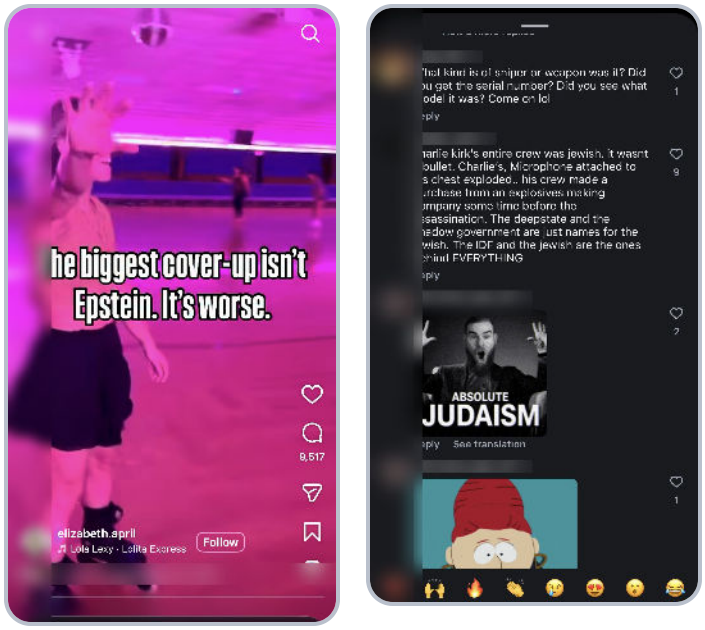


IMAGE 36

Elizabeth April (@elizabeth.april, verified, 586,000 followers). Left: the reptilian Reel. Right: under her Charlie Kirk Reel, a follower's comment: "charlie kirk's entire crew was jewish."

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Naming the bloodline. The next form gives the hidden rulers a family tree. This is similar to other conspiratorial categories, where the things like “the Illuminati,” are now revealed to actually be Jewish. Using stand-ins for Jews like “Rothschilds” or “Khazars” becomes the revelation that takes it from a vague concept to specific perpetrators.

One account with 1.2 million followers (@acensionrise) sells self-published books with titles like *Bloodlines of the Beast*. Its most-shared video traces the thirteen families from Sumer through the Khazars and names the Rothschilds among them. The top comment reads “And they’re just about all 🇮🇱.”

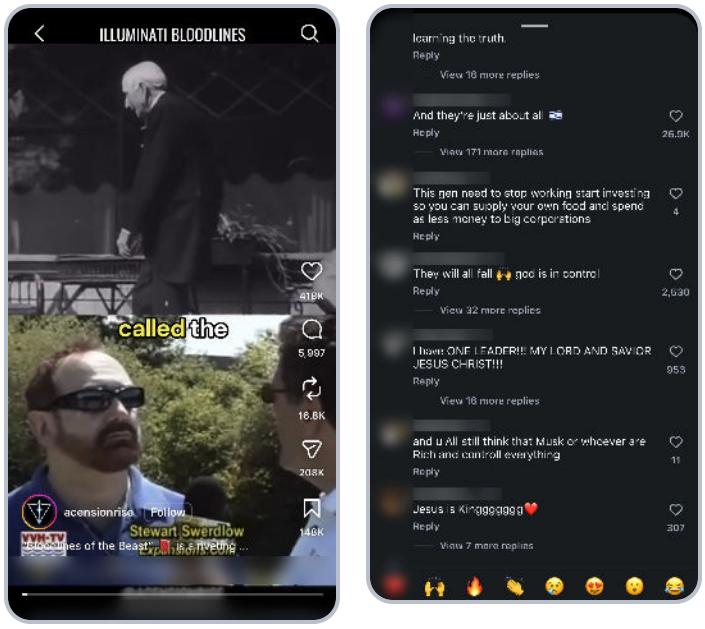


IMAGE 37

@acensionrise, “Illuminati Bloodlines”: 418,000 likes, 208,000 shares. The most-liked comment, 26,900 likes: “And they’re just about all 🇮🇱.”

Calling a real war a ritual sacrifice. At the far end, the hidden rulers are finally named as Jews. A real war becomes a “ritual human sacrifice,” with Jewish scripture cited as the motive. This is the blood libel, the medieval accusation that Jews murder children in rituals.

Thor Aarsand (@lifebythor, verified, 824,000 followers) looks on his grid like a meditation teacher. One of his most-shared posts clips a well-known online “professor” at a blackboard. The professor explains that what is happening in Gaza is a “ritual human sacrifice,” beside the words “child sacrifice.” The caption names Baal, another antisemitic conspiracy theory.

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IMAGE 38

Thor Aarsand (@lifebythor, verified, 824,000 followers): slide one of a carousel, "This is not a war. This is a ritual human s@crifice."

Words to know.

Reptilians. The claim that shape-shifting reptiles rule the world through elite bloodlines, popularized by the British writer David Icke in the 1990s. Icke drew on the *Protocols of the Elders of Zion*, a forged "Jewish plan" to rule the world, and researchers have long read its reptiles as a stand-in for Jews.[11]

Khazars. The claim that today's Jews, or Ashkenazi Jews, descend from a medieval Turkic kingdom that converted to Judaism, and so are not "real" Jews. In the bloodline stories, it is the link between ancient Sumer and the Rothschilds. It is also the claim that lets a creator hate Jews while saying he has nothing against the "real" ones.[12]

Saturn. In this content the "elites" worship Saturn, and Saturn is Satan. The claim attaches to Jews through the Sabbath (Saturday is Saturn's day) and through the black cube. In spiritual or Christian content about "the elites," a mention of Saturn is often an indication of an anti-Jewish conspiracy theory.

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WHERE THE LINE IS

Belief in a spiritual reality, in ancient civilizations the textbooks leave out, or even elites who abuse their power is not antisemitic.

Two of the tests set out before part two apply most often here:

- **An old accusation returns in a new form.** A hidden bloodline that has ruled the world since ancient times is the *Protocols* with the names changed, and calling a real war a "ritual sacrifice" is the blood libel.
- **A conspiracy is identified with Jews.** Here that often happens through stand-ins such as the Rothschilds or the Khazars, or in the comments.

Why it takes root

The concept of "waking up" has a long history in conspiratorial content, which makes spiritual content on Instagram particularly vulnerable to this kind of propaganda. Vocabulary like "the matrix" implies that an insidious force is behind the sleeping state of the world.

Similar to wellness communities, spiritual communities inherently distrust institutions. There is nothing inherently wrong with that position, but it can often cause a situation where "suppressed" knowledge is seen as credible simply because it is unpopular. Many accounts play on this, framing their content as "forbidden history" or even claiming they may be assassinated by those in power for sharing these secrets.

How far it goes

In most cases, influencers in this community tend to stop at reptiles and bloodlines. Jews are named in the comments, or by a borrowed voice, a professor's clip, or a collaboration with another account.

The money

Since most influencers in this community frame themselves as teachers, they tend to monetize with this in mind. Books, ebooks, courses, and retreats are all used as methods to make money of their audiences.

Where it leads

Conspiracy accounts give the bloodline its full name. They use the same words: "the elites," "the 2030 Agenda," "the Epstein files." Then they take them towards the logical conclusion: bankers, secret societies, then finally Jews by name (section 6).

Christian teachers give the darkness a theology. The Antichrist and the demons already in this content get a people: the "synagogue of Satan," today's Jews as impostors (section 3).

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Podcasts and debate shows give the teachers a bigger stage. Elizabeth April is a repeat guest on a podcast account with 12 million followers. Other clips on the same account ask "Do Jews really control the media?" (see part one, "The debate").

BY THE NUMBERS

208,000 shares: a video on the "13 families." Its top comment, "And they're just about all 🇮🇱," has **26,900 likes**.

88,900 shares: a meditation teacher's post calling the war in Gaza a "ritual human sacrifice."

6 Conspiracy and "awake" content

Who they are

These are people who believe the official story is a lie and the real one is being hidden. Unlike people who buy into one or two conspiracy theories, the people who follow these accounts tend to see conspiracies all around them. Many arrived through one event that broke their trust: the Epstein files, the pandemic, a war they were told was necessary. These accounts then open up a whole world of conspiracies for them.

They are used to being called crazy, and many have made that part of who they are. "Conspiracy theorist" is reclaimed in bios; the people who believe the news are "sheep" or "NPCs."

This category tends to be the connective tissue between many communities. Since so much antisemitism centers on conspiracy theories, these accounts naturally speak the language of and are connected to basically every other community we cover here.

What it looks like here

This is the community where the "they" of every other community gets a name. Wellness, spiritual and women's faith accounts leave a question open, and conspiracy accounts answer it.

Asking who "they" are, and leaving it open. Like much antisemitism online, conspiratorial content tends to frame much of its assertions as "just asking questions." Questions about the moon landing, Hollywood's abuse rings, and much more are posed with an implied answer: it was a conspiracy by the elites. Followers then supply the explicit answer in the comments. A creator can run for years this way without posting a single overt claim about Jews, while their comment section posts hundreds in just one video.

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Conspiracy PeterX (@conspiracy_peterx, 506,000 followers) uses AI versions of the Family Guy characters to explain conspiracies. Most of its posts are lost civilizations and full moons. In one, the son asks “Dad, who are they?” and Peter answers, “That, Chris, is the question they’ve spent billions making sure you never ask.” Under a post about abuse in Hollywood, a commenter wrote “The 🧃 have everything under control.”

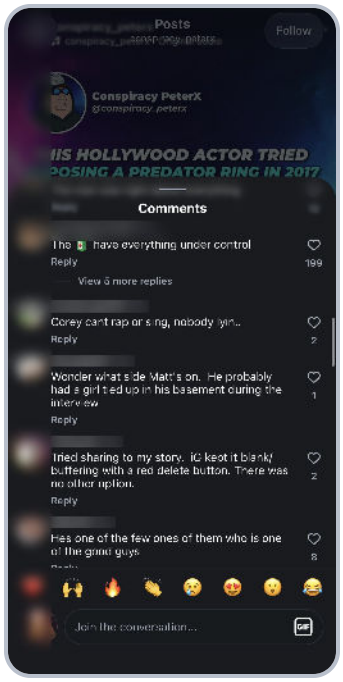


IMAGE 39

Comments under a Conspiracy PeterX post about abuse in Hollywood. The top comment, 199 likes: “The 🧃 have everything under control.”

The conspiracy theories.

The posts here are largely all classic antisemitism. These are the stories we saw most, although there are many others. Each story also turns up in other communities in this guide.

Epstein. This very real conspiracy became the perfect fodder for antisemites. On these accounts, his being Jewish becomes the total explanation for his behavior and the larger network he was part of. Ian Carroll (@cancel.ian.carroll, verified, 915,000 followers) is a mainstream commentator in this category, and covers Epstein extensively. In one video about Epstein’s Hollywood contacts, with 3.7 million views, he says it outright: “It’s a big club, and it’s run by Jews.” His most recent videos cover the Rothschilds, 9/11 conspiracy theories, and Charlie Kirk conspiracy theories, among others.

9/11. On the day of the attacks, five Israeli men were seen filming the burning towers and were detained. The FBI concluded they had no advance knowledge. The story became “the dancing Israelis,” and then the claim that Israel knew or did it. It now travels well outside conspiracy accounts. A Reel by a filmmaker on the left, “we remember who was dancing on top of cars on 9/11,” was shared 182,000 times (section 8), and a page of AI Minions captioned a post “9/11/2001” and set it to “Hava Nagila.”

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Assassinations. Assassinations are great sources for conspiracy theories because they are so destabilizing. People want deeper explanations than the fact that an unstable person targeted a prominent figure. The clearest case is Charlie Kirk, who was assassinated in September 2025. His assasination led to endless conspiracy theories, many of which name Jews or Israel as the culprits. A Christian men's coach's most-viewed post, at 10.5 million views, asks whether Israel was behind it.

Who owns everything. A few asset managers do hold large stakes in most big American companies, and these accounts begin there. The story turns when the owners become a family or a people: the Rothschilds, "13 families" (sections 1, 2 and 5), Jews. The oldest version is *The Protocols of the Elders of Zion*, a forgery first published in Russia in 1903 that claims to be a Jewish plan to rule the world. Ginger Theory (@itsgingertheory, 476,000 followers), a masked creator, told her audience it is "mostly true," told them to read it, and gave them a discount code to buy it from her directly.

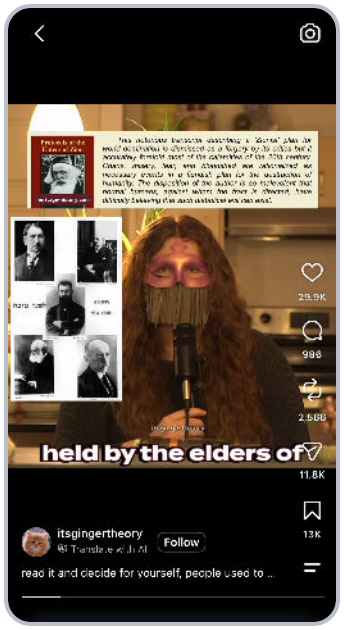


IMAGE 40

Ginger Theory presenting the Protocols of the Elders of Zion. The text on screen, from a fringe history site, says the book is "dismissed as a forgery by its critics but it accurately foretold" the century's calamities. 29,900 likes.

Chabad. Chabad is a mainstream Hasidic movement with centers in most American cities, and has recently become the center of many conspiracy theories. Bob Can Count (@bobcancount, verified, 156,000 followers) runs a news-desk format that claims that a Chabad "network" was importing "mystery beef" (a play on the goyslop conspiracy theory). A specific, visible Jewish organization now fills the slot the Rothschilds used to fill.

A real rabbi's words presented as what all Jews believe. Accounts in this space thrive on "evidence" to legitimize their positions. The proof is often simply one piece of content meant to universalize all Jews. For example, clips of rabbis saying things most Jews reject are presented as confessions. One Orthodox rabbi with a long record of extreme statements says on camera that "according to the strict law of the Torah, not one Gentile in the world deserves to live." Reposters circulate it widely.[13]

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IMAGE 41

Bob Can Count's grid: Chabad and Trump's beef deal, "The CCP Was Created & Formed By The Zionist In 1949," CERN and the Mandela effect, one headline per video.



IMAGE 42

A clip account's repost of Rabbi Mizrachi, retitled "Rabbi Mizrachi Caught Slipping": 47,600 likes, 31,900 shares.

Adding the Holocaust to the list of lies. In a feed that already says the moon landing was faked and the Earth is flat, "the Holocaust number is a lie" reads as just one more assertion among many.

Words to know. Much of this community's vocabulary is built to pass filters and casual readers.

🧃, *the juice box.* An emoji that stands for Jews ("juice"). It appears in captions, comments and hashtags where the word would be moderated pre-2025, and it tells the audience what a post is about without the post saying so.

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IMAGE 43

The two-doors meme, on a conspiracy meme page with 18,800 followers: no one at the "Bolsheviks genocide" door, a line at the Holocaust door, labelled "Red Cross says it was 271k."

Funny hat people, tiny hats. These are references to kippahs, the skullcaps traditionally worn by Jews.

Globalists, the elites, the chosen ones. Words that can mean anyone and in this content mean Jews. Each lets a creator say the whole claim while naming no one, and the comments translate.

WHERE THE LINE IS

Believing that the powerful engage in conspiracies is not inherently antisemitic. As the Epstein case shows, some conspiracies are real. Distrusting governments, questioning a war, asking who benefits from an event, and being angry about Epstein are ordinary things to do.

Three of the tests set out before part two apply most often here:

- **The conspiracy is identified with Jews.** That can be by name, by code (the juice box, "globalists") or through a stand-in such as Chabad or the Rothschilds.
- **One person or one event is made to stand for Jews in general.** A sect, a rabbi or a criminal is a fact about that sect, that rabbi or that criminal.
- **An old accusation returns in a new form.** Adrenochrome and "ritual sacrifice" are the blood libel. A plan for world rule is the *Protocols*.

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Why it takes root

The audience arrives expecting a hidden hand behind events, so a name is the only thing left to supply.

How far it goes

At the far end are accounts that post almost nothing else, some behind a respectable front. VLTRA Society (@vltrasociety, 389,000 followers) is listed on Instagram as a "Charity Organization," and its privacy-rights website never mentions Jews. Meanwhile it spreads posts with titles like, "2016: Libtards run the world and Trump will stop them. 2026: The world is run by jewish pedophiles and Trump is with them."

The money

This community sells the content itself, and the tools to make more of it:

- **Courses.** Conspiracy PeterX sells a paid course in running "your own PeterAI page," with students' pages shown as results. The format now reproduces itself in Bible, biohacking and "hidden truth" versions, in several languages.
- **Sponsorships.** Bob Can Count reads a crypto-casino ad in the middle of a claim about a Jewish beef network.
- **Discount codes.** Ginger Theory's code is for the *Protocols*.
- **Apps.** Ian Carroll promotes his shopping app between the videos described above.
- **Donations.** VLTRA Society asks for tax-deductible donations to its "church."
- **Ebooks and merchandise** on most of the accounts above.

Where it leads

Meme accounts turn this content into jokes. The codes and ideas from this community (the juice box, "noticing," "the Austrian painter") become punchlines on pages a teenager follows for memes (section 7).

Much of the online left interprets the stories centered on Israel as solidarity. This area is a huge vector of crossover between the right and the left. It is a big reason that accounts like Ian Carroll and Ginger Theory tend to have followers on both the left and the right. The "dancing Israelis" and Epstein as an Israeli agent easily cross into feeds of those who care deeply Gaza and who believe Israel is the source of all of the world's problems (section 8).

The right gives it a politics. The content is often built and created by right wing accounts, even if they have left wing audiences. People like Carroll and Tucker Carlson are interested in more than just antisemitism: they are using Israel and other topics to spread a far right ideology (section 9).

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BY THE NUMBERS

3.8 million views: a pinned video calling Epstein's crimes "the world's largest blackmail ring being run by Israel."

11,800 shares: a video calling the *Protocols of the Elders of Zion* "mostly true."

7 Meme accounts

Who they are

Meme accounts are pages that post short jokes, reaction images and "POV" videos about school, work, dating and the news. The audience is largely teenagers and young adults. For them, memes work almost like a language. Irony, shock and in-jokes become the material, creating a sense of communal "getting it" that others simply wouldn't understand.

None of that belongs to antisemites: memes are how a huge amount of the internet communicates. That is in many ways what makes the antisemitic versions powerful: to onlookers unfamiliar with the codes and in-jokes may simply not understand that they are consuming antisemitic content, allowing it to spread further and be seen by people who normally wouldn't consume such content.

What it looks like here

A joke lets people share something they would never say plainly. It also makes objecting look humorless.

Slipping one coded post into a feed of ordinary entertainment. The lightest form is a single post on a page with a huge audience that came for something else. The post uses a code rather than the word, so it reads to most viewers as a general joke or a complaint about "elites." The followers who know the code fill it in, in the comments. The reach comes from the ordinary posts; the coded one is along for the ride.

Princess Balloveras (@princessballoveras, verified, 303,000 followers) posts movie trivia, animal clips, and celebrity news. One post reads: "Thousands of pages of elites calling us 'cattle' and ya'll are still trying to make this a democrat vs republican thing." The top comment answered it: "Both parties runs by Isreal."

Making the code itself the joke. The next form drops the pretense of being about something else. The joke operates as an in-group identifier: 🧃 for Jews, "the Painter" for Hitler, "271k" for denial. All of these are understood by those who consume antisemitic content, but most outsiders are unaware of the joke.

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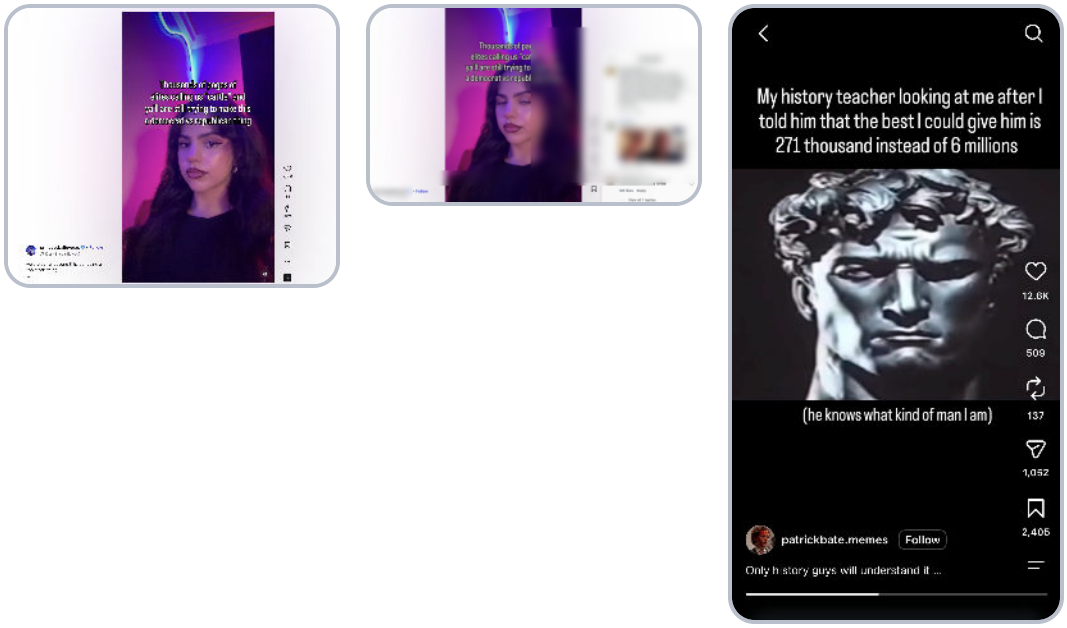


IMAGE 44

Princess Balloveras (verified, 303,000 followers): “Thousands of pages of elites calling us cattle,” and its comments. Right: a meme page’s “271 thousand” joke.

One creator with 17,400 followers makes meme videos about video games and dorm life. Between those posts: “The Painter in heaven after seeing everyone hating on 🧃 in 2026.” And: “IsraelGPT in 2050, searching for the people who liked, shared antisemitic Reels and commented 271k.” It only works as a joke if many of his viewers have commented “271k” themselves.

Making open hostility into a relatable joke. At the far end, the meme format carries open hostility toward Jews. The joke is now about being the sole person who hates Jews in a world of sheep. This is often presented as relatable… even heroic. The format is the one every humor page uses: a movie still with “Me when…” or “POV:” on top.

A meme page posted: “Me when my wife refuses to listen to my 3 hour speech about how j*ws run the world.” Others: “Me arriving at the family gathering ready to ruin it by talking about the jews.” “POV: radicalizing the homies one day at a time (it is my duty).” Maya Bell (@maya_bell97, verified, 77,300 followers), labeled “Model,” posts clips of a young woman walking in the woods with a joke on screen. One of her posts reads: “Fighting Jews creates good men. Good men create good times. Good times make men forget the Jew.”

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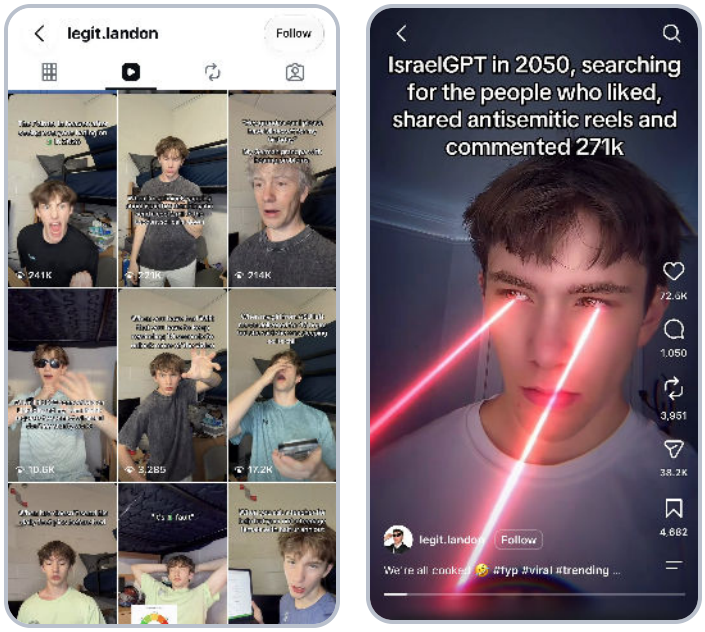


IMAGE 45

@legit.landon (17,400 followers): "The Painter in heaven after seeing everyone hating on 🧃 in 2026" in the grid, and the "IsraelGPT in 2050" Reel.



IMAGE 46

A meme page's grid: "Me when my wife refuses to listen to my 3 hour speech about how j*ws run the world."

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Words to know. The codes in this community are built as jokes. Section 6 explains 🧃, and section 9 explains 271k. Four more:

- ***The Painter, the Austrian painter.*** Hitler, who wanted to be an artist. "The Painter in heaven" means Hitler is pleased.
- ***Noticing, "the art of noticing."*** Presented as simply seeing patterns. The idea being that people who pay enough attention will start to "notice" how Jews control everything.
- ***Promised to me 3,000 years ago.*** A stock line attached to money or any object someone wants. It mocks the Jewish connection to the land of Israel and fuses it with the money stereotype.
- ***Good goy.*** A non-Jew who serves Jews obediently. Used as an insult for anyone who objects.

> **WHERE THE LINE IS**
>
> Humor is not the problem, of course. Neither is edgy humor.
>
> The same tests apply to a joke as to any other post (they are set out before part two of the guide). A joke crosses the line when its punchline depends on an old accusation or stereotype about Jews, when it blames Jews as a group, or when it denies the Holocaust or admires Hitler. The joke format does not change what "271k" or "the Painter in heaven" says.
>
> One thing is specific to memes, however. A joke told inside a community can be ironic. The same joke served by Instagram to millions of strangers can be read literally, and the comments indicate that is often the case.

Why it takes root

Edgy humor values transgression, and antisemitism is one of the last things that still shocks, which makes it attractive for a page trying to stand out. Since at least 2016, edgy humor online has become a vector for spreading bigotry, allowing both its creators and its consumers to say they're "just joking" despite believing deeply in the serious hate underpinning the joke.

In addition, a shorthand of codes adds to a sense of belonging. Knowing what 🧃 means makes you part of a group that gets it, and the group grows as people share memes back and forth.

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How far it goes

The lightest accounts here have one coded post among hundreds of ordinary ones. The heaviest look like ordinary entertainment at the top and turn into something else altogether further down the grid.

Some of the most-shared jokes come from Jewish performers who play to the stereotype themselves (part one, section 5). Ryan Keefer, described in section 9, is another example. His pinned fashion videos have millions of views, and his Holocaust denial jokes sit further down the same grid.

The money

Humor runs mostly on reach. A page that grows can sell merchandise, shoutouts and brand deals:

- **Merchandise.** “Good goy” shirts, meme-page stores.
- **Personal videos.** Paid shoutouts and $1 Cameos.
- **The business behind the account.** Some of these pages exist to sell something else, like a car-detailing service.

Where it leads

Conspiracy accounts explain what the joke assumes. A viewer who looks up “271k” or “the Painter” lands on accounts that make the claim seriously (section 6).

Cartoon pages tell the same jokes with familiar characters. Minions, Greg Heffley and Peter Griffin deliver the codes in an even friendlier package (part one, “A borrowed face”).

Political comedians tell the audience who to blame. A comedian with 7.7 million followers tells his audience that the real enemy is “Zionist control” (section 8).

BY THE NUMBERS

490,000 views: the “3 hour speech” meme above.

12.5 million views: a pinned post on a meme page that also jokes about “271k.”

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8 The online left

Who they are

"The left" is a huge and varied political world. It is made up of people on the center-left, liberals, progressives, socialists, communists, and many more. This section focuses largely on the leftist creators and audiences for whom Israel's war in Gaza has become one of the defining issues of the moment.

Some are activists and independent journalists. Others are comedians, travel, and fashion creators, musicians, feminists, communist commentators, and creators of anti-Trump meme pages.

Criticism of Israel, solidarity with Palestinians and anti-Zionism as a political position are not the subjects of this section. This is about what happens when these points of view veer into antisemitic conspiracy theories, tropes, and open bigotry.

What it looks like here

"Zionist" stretched until it includes nearly every Jew. The lightest form keeps the word "Zionist" and widens it. Supporting Israel's existence makes you a Zionist, "whether you want to label yourself that way or not." The account then makes it a point to share a survey that nine in ten Jews support Israel's existence. In this case, the facts matter less than the fact that the influencer is going out of their way to point out that they are speaking about almost all Jews.

Naley by Nature (@naleybynature, 468,000 followers) is a filmmaker and writer whose grid mixes fashion and travel with pro-Palestinian advocacy. In a carousel from her Substack, she writes that "supporting the state of Israel does make you a Zionist, whether you want to label yourself that way or not." She cites a survey finding that most Jews support Israel's existence. Then she concludes that "real consequences must be given to supporting Zionism."

Everything is a conspiracy. The next form is built on the idea that whatever the news is, Israel is behind it. A hijacking attempt on an Israel-bound plane is a false flag. A school bombed in Iran is a sacrifice. Epstein's crimes are an Israeli operation, and the chart of who he knew becomes a chart of who is Jewish. And all of that primes onlookers to expand these conspiracy theories beyond Israel and onto Jews generally.

Bassem Youssef (@bassem, verified, 7.7 million followers) is one of the best-known comedians in the world. A former heart surgeon, he hosted a satire show in Egypt that reportedly drew 30 million viewers a week, and Piers Morgan called their 2023 interview about Gaza the most-watched he had done on his show. He has the second-largest account in our research.[14]

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IMAGE 47

Naley by Nature's carousel, from her Substack: "supporting the state of Israel does make you a Zionist, whether you want to label yourself that way or not."

He responded to a hijacking attempt on a plane bound for Israel with 9/11 trutherism: "Steel beams will not melt by jet fuel… What happened to Building 7?" Much of his other content is similarly conspiratorial.

"Zionist control" of government and media. The third form embodies the oldest claim about Jews: that they secretly control governments, banks, and the press. Here it comes with "Zionist" in place of "Jew," and in the language of anti-imperialism.

In one Reel, Bassem Youssef tells his audience that left versus right is "all made up," to distract from "the Zionist control of the American government and the American media." Then: "Yes, I said it. Go ahead, call me an antisemite." He names a "Zionist playbook" of media owners and commentators and calls for alliances with "anyone who at least agrees with us on the topic of the Zionist manipulation of this country."

Jews are named. The fourth form drops the code word. One settler's statement becomes what Jews believe. A racist rabbi becomes what "many rabbis teach." An army's conduct becomes what "Jewish people do."

One commentator who reads from books at her kitchen table posted a video that begins with images of Jeffrey Epstein and ends: "the racism among many Jews is systematic and taught to the younger generations." Her evidence is a quote from a single rabbi at a settlement academy, one that was specifically condemned by Jewish organizations when it surfaced.

Jewish life as the target. At the far end, Zionism is not even named. The jokes are about kippot, pennies, Hasidic men on the street, rabbis, Chabad, and the Holocaust itself. The account may still present itself as anti-Israel, but the target is now explicitly Jews, and the most visibly religious ones in particular.

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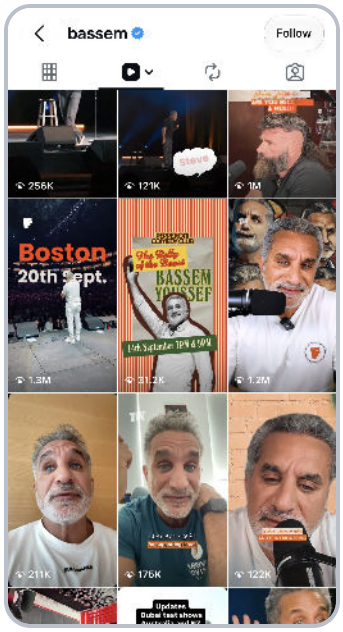


IMAGE 48

Bassem Youssef's Reels grid: stand-up clips, with the Bilzerian interview ("Are you becoming a Muslim?", 1 million views) among them.

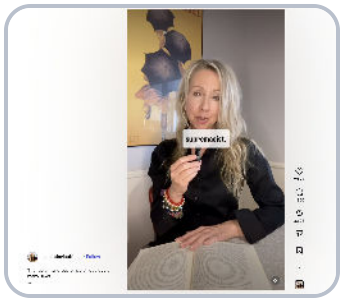


IMAGE 49

The opening title of the kitchen-table video: "The racism and supremacist ideology of many Jews."

Rathbone (@rathbone_, 219,000 followers) is a communist musician whose 2023 videos argued that Israel is a settler colony, a common position on the left. By 2026 he was performing a skit as the spokesman for "Tiny Hat Country," a reference to kippahs. In another video he watches young Hasidic men in Times Square and jokes about "the last thing a dropped penny sees before it's hoarded forever." At this point, his content is nearly indistinguishable from the most extreme far-right content.

Words to know.

- ***Zio.*** A slur popularized by the former Klan leader David Duke. In practice it is often directed at Jews generally.[15]
- ***Hasbara.*** A Hebrew word for Israel's public diplomacy. In this content it is used to dismiss anything a Jew says, or any reporting about an attack on Jews, as propaganda.
- ***Jewish supremacy.*** A phrase popularized by David Duke's 2003 book *Jewish Supremacism*. There are real supremacist movements in Israel, and the phrase can describe them accurately. But just as often, it is used to imply that Judaism itself is a supremacist movement.

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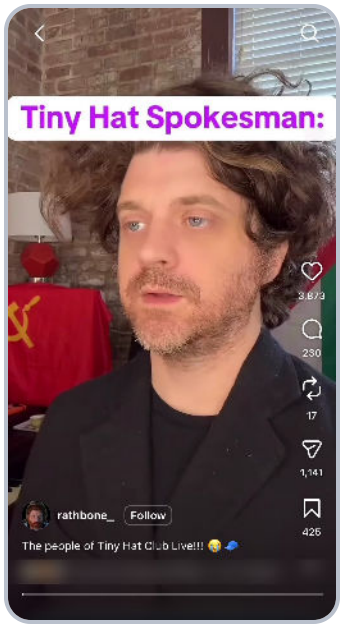


IMAGE 50

Rathbone's "Tiny Hat Spokesman" skit, performed under a hammer-and-sickle flag. 3,873 likes, 1,141 shares.

- ***"Not even Semitic."*** This is the left's version of antisemitism built on the idea that if someone is a "fake Jew" it is okay to target them with bigotry. The claim is that Jews are not "Semites," so hostility toward them is not really antisemitism. "Semitic" names a family of languages, not a people.
- ***Tiny hat, 109, the painter.*** The right's vocabulary, now in left feeds: tiny hats for Jews (section 6), 109 for the claim that Jews deserved their expulsions (part one, "The debate"), the painter for Hitler (section 7). The same words appear here on a communist musician's account, a feminist account, and an anti-AIPAC account.

Jewish creators who spread antisemitism

Some of the antisemitism on the online left comes from Jews, and their Jewish identity makes it much harder for audiences to recognize it as such.

Speaking about Jews as a Jew. David Spevak (371,000 followers) puts "I'M JEWISH" or "ANTI-ZIONIST JEW" on every Reel. Much of his feed is criticism of Israel that is not antisemitic. But some of his content veers from Israel to Jews themselves. One of his videos is titled, "THE MEDIA WILL PROTECT ANYTHING JEWISH." In another video, he says that "As Jews, trust me, we have a sob story ready for every situation." And over a clip of one settler, he tells his audience that Jews are taught "that our blood is more pure and sacred than anyone else's." These become antisemitic when his personal experiences, valid or not, are universalized to all Jews.

Vouching for someone else. On the first episode of the comedian Bassem Youssef's podcast, with Dan Bilzerian as the guest, Bassem brings up "our common friend" who "talks about how he was brainwashed as a Jewish kid." Spevak in turn promoted the

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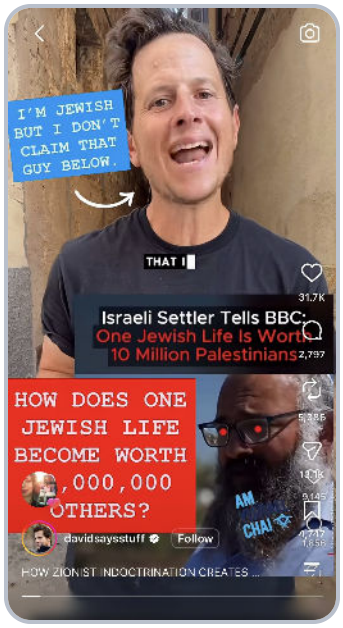


IMAGE 51

David Spevak's sticker, "I'm Jewish but I don't claim that guy below," over a BBC clip of an Israeli settler. 31,700 likes.

episode to his followers: "Hearing both Bassem and Dan Bilzerian mention me honestly meant a lot... Give it a watch." A Jewish creator's approval carries great weight on the left, and it is given here to one of America's most poisonous antisemites.

On X, Bilzerian has said that "The real holocaust was jews genociding Christians." On the same day Spevak posted his endorsement, Bilzerian was telling another user, "They're both jews, stop calling them white." By promoting him, Spevak operates as a marketer of antisemitism and a vector for crossover between the left and far right.

Performing the caricature. Jacob Berger is a progressive Jewish actor whose feed is largely anti-Israel comedy. Like Spevak, he advertises his Jewishness while making jokes that are basically just stereotypes of Jews played for laughs. In one video he stands in front of the pyramids, rubbing his hands over "Hava Nagila," and announces he has come to claim them: "promised to us 3,000 years ago." Anyone pointing out the bigotry will not only be told, "It's just a joke" but also, "He's Jewish."

These creators post antisemitism between other things, and it's perfectly possible they don't intend to be antisemitic. Rizzy Redd, the most explicit example on the left, is covered in part one, section 5.

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IMAGE 52

Jacob Berger at the pyramids: “When 🇮🇱s come to reclaim 🇪🇬.” 45,800 likes.

How it spreads

Collaboration posts. Collab posts, where a post is shared to multiple accounts’ audiences, are a big source of antisemitic recruitment on Instagram. It takes only a few steps for someone to go from following a celebrity to following David Spevak, who did a collab post with them, to then watching a clip with a virulent antisemite like Dan Bilzerian. All simply through collab posts.

Instagram as a refuge from TikTok. Several of these creators say on camera that TikTok removes their videos and Instagram does not. “My videos are barely allowed on TT. Follow me on insta.” One network says it has lost 27 accounts across both platforms and now runs its branded videos through members’ personal accounts as collab posts, with each new account promoted by the old ones.

> **WHERE THE LINE IS**
>
> Criticizing Israel, its government, its army, and its war is not antisemitic. Neither is calling for Palestinian rights, opposing AIPAC or campaign money, or holding anti-Zionist views. Nexus’s guide to criticism of Israel and antisemitism covers this ground in more depth. The Nexus Document

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In short, the line is crossed when:

- **"Zionist" covers nearly every Jew** and/or becomes a stand in for conspiracy theories.
- **Jews as a group are blamed** for what a government, an army, or one person did.
- **The claim is control.** "Zionists control the government and the media" is the oldest claim about Jews, whatever word replaces "Jews."
- **Every event has the same culprit.** A hijacking, a bombing, Epstein: when the answer is always Israel or Jews, the news has become a conspiracy.
- **The target is Jewish life itself:** the kippah, Hasidic men, rabbis, pennies, the Holocaust.
- **Jews are divided between "good" and "bad" Jews,** where a single influencer is uplifted as other Jews are denigrated.

Why it takes root

The anger is real. People have watched a war on their phones for years, and many feel the institutions around them did not listen. A political framework built to criticize empire and power is ready to absorb a claim about hidden power, and "Zionist" makes it sound like a critique of a state.

Two things turn that anger into something else:

- **The label "antisemitism" has lost force here.** Many people on the left believe it is used to silence criticism of Israel, so a creator who is called antisemitic loses little with this audience.
- **This is a culture that largely claims to listen to Jews.** That is a good thing, and it is also why a Jewish creator's permission carries so much weight. But this becomes a liability as well, where all one needs is one "good Jew" to allow antisemitism to stand.

How far it goes

The left now has a relatively large body of openly antisemitic content. Interestingly, the changes we have seen among the online left generally can also be tracked in the journey of individual accounts.

Naley by Nature, the filmmaker above, described living in the homes of Israelis and Palestinians in 2023. By 2026 she was posting the "dancing Israelis" and calling for "real consequences" for nearly every Jew.

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One creator narrates the process herself: a former pop singer who "pivoted to Zionism, because you can't connect all the dots without connecting the last one." Section 12 follows her path in full.

At the far end, the content is the far right's, in leftist packaging:

- **Star Seed (@starseeed999____, 205,000 followers)** is a feminist account: consent PSAs, domestic-violence statistics, anti-Trump posts, outrage on behalf of Afghan girls. One Reel, filmed in her car like the others, reads: "A small group banned from 109 countries tried to convince the world for 80 years the painter was evil." The painter is Hitler (section 7). The small group is Jews. Her pinned Reel is the AI Elvis clip described in part one.

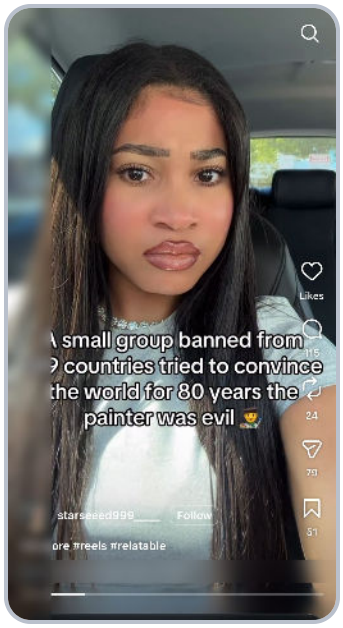


IMAGE 53

Star Seed (@starseeed999____, 205,000 followers): "A small group banned from 109 countries tried to convince the world for 80 years the painter was evil."

- **AIPAC Tracker 1 (@aipactracker1, verified, 130,000 followers)** calls itself a "media/news company" and posts lobby-money graphics cited to public records. In the same grid, with the same branding, it claims Israel created ISIS and killed John F. Kennedy, and posts a clip of the Holocaust denier Ernst Zündel asking "Why did the Germans turn on the Jews?" Unlike Star Seed, this account *is* indeed far right, with the goal of appearing left wing. It is not Track AIPAC, a separate project run by former staffers for progressive members of Congress, but the similarity is clearly purposeful.

The money

- **Fundraisers and donations.** Bio links, Cash App and Venmo, often framed as support for the Palestinian cause.
- **Subscriptions and newsletters.** Paid Instagram tiers, Patreon, Substack.

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- **Tours, books, music and bookings.** For the comedians, musicians, and commentators with the largest audiences.

Most of the accounts here are not businesses first. They operate as causes, asking for donations as opposed to making a hard sale.

Where it leads

Conspiracy accounts supply the material. The "dancing Israelis," Israel behind 9/11, Epstein as an Israeli agent, Pax Judaica: it is all classic conspiratorial content (section 6). And when it focuses on Israel or Zionism instead of openly naming Jews, it becomes easy fodder for the online left. As we've seen, these accounts supply the left with material, and give left-wing followers a place to go deeper into antisemitic conspiracy theories.

The far right offers an alliance. For decades the far right has told the left that right versus left is a distraction from the real enemy. As section 10 describes, that same pitch now often comes from the left's own trusted voices (section 10).

Far-right accounts borrow the left's branding. As AIPAC Tracker 1 shows, anti-AIPAC branding and lobby-money graphics can make a far-right account look like one of the left's own.

BY THE NUMBERS

1.3 million followers: the actor who called a hijacking attempt a "hasbara" story.

182,000 shares: the "dancing on top of cars on 9/11" Reel.

7.7 million followers: the comedian who says left versus right distracts from "Zionist control."

9 The online right

Who they are

These are people who share right-wing politics on Instagram. They follow MAGA and "America First" pages, Christian conservative commentators, anti-woke meme accounts and political podcasts, including a younger, harder wing that calls itself "based."

For a generation, the American right was one of Israel's most reliable allies, and the most explicit antisemites were largely kept out of the conservative movement. That has changed quickly, and mostly along generational lines. Since Instagram is most popular along those generational lines, it has become a natural battleground and propaganda channel for those trying to make the right even more explicitly antisemitic.

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The separation here is in many ways similar to other communities: it is often the anti-establishment wings of these movements that become more susceptible to antisemitism, with Jews becoming figureheads of the "elite."

What it looks like here

Opposition to Israel turned into a loyalty test. Many conservatives now oppose military aid to Israel or another war in the Middle East. All of those positions are perfectly legitimate. They become antisemitic when they turn the policy debate into a question of loyalty. Politicians who support Israel are "owned" or "sellouts," and the people supposedly doing the owning often turn out to be Jews. This is the old accusation of dual loyalty, the claim that Jews serve another country before their own.

The Restorative Party (@restorativeparty, 202,000 followers) lists itself on Instagram as a "Political Party," although it is not a registered one. Its bio reads "There is NOTHING left to conserve," and the banner on its page reads "NO MORE SELLOUTS TO ISRAEL." Another of its posts shows Hasidic men at the White House under the words "No this isn't Tel Aviv, this is the White House."

Both parties are run by Jews. From there, the claim often widens to the whole political system. Whichever party wins, Jews are supposedly in charge, so the only real politics is opposing them. On the left this arrives as "Zionist control." On the right it has an older name from neo-Nazi movements, "ZOG," explained below.

One of the Restorative Party's memes shows a sweating voter choosing between two buttons. The Republican button reads "Openly Jewish Secretly Gay," and the Democratic one reads "Openly Gay Secretly Jewish." The caption, "Reason 271k why you should be RESTORATIVE," turns a Holocaust denial code into a campaign slogan. It was shared 99,700 times, more often than it was liked.

Hitler as a prophet. Some accounts go a step further and present Hitler as someone who saw what their audience is only now "noticing." These posts usually avoid saying so directly. Instead, they play one of his speeches and ask whether it still sounds crazy.

A verified account with 278,000 followers (@tiffyhollywood) mostly posts selfies from Bali and the gym. In one video, the creator smiles under the words "He doesn't seem that crazy anymore does he?" while an English version of a Hitler speech about a "satanic power" plays underneath. Neither the caption nor the video names Hitler or Jews. Beneath it, Instagram suggested a search for the audio: "Satanic power speech audio source."

Holocaust denial as a joke. Denial on the right rarely arrives as an argument. More often it is a number, "271k," dropped into a joke for an audience that already knows what it means.

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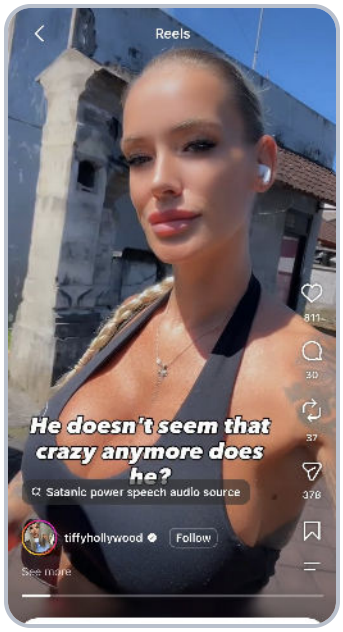


IMAGE 54

A verified account with 278,000 followers: “He doesn’t seem that crazy anymore does he?” Beneath it, Instagram’s suggested search: “Satanic power speech audio source.”

Ryan Keefer (@ryan_keefer_, verified, 94,000 followers) calls himself a “rhinestone cowboy,” and his pinned fashion videos have millions of views. In other videos he wears an “America First” cap and reacts to clips about Israel. One reads: “When I hear the boomer on the golf course talk about the 6M 🧃 lost in the holocaust but I know it was only 271k.” Garrett Molsberry (@gmolsberry94, verified, 151,000 followers) was banned from TikTok at 1.1 million followers. On Instagram he has a blue check, and he posts “‘It was actually 271 thousand’ / Just watched” and “Far right ❌ / Far Reich ✅.”

Words to know.

- ***America First.*** A real slogan for a foreign policy that puts American interests ahead of foreign commitments. It also has a history. The America First Committee of 1940 opposed entering the Second World War, and in September 1941 its most famous speaker, Charles Lindbergh, named “the Jewish” people, along with the British and the Roosevelt administration, as the groups “pressing this country toward war.”[16]
- ***Groypers.*** Followers of Nick Fuentes, named after a cartoon frog. Fuentes says he has been banned from Instagram since 2021, but accounts in his network still carry his clips (part one, section 0).
- ***ZOG.*** Short for “Zionist Occupied Government,” a term from American neo-Nazi movements for the claim that Jews secretly control the government.[17]
- ***271k.*** The claim that the Red Cross counted only 271,000 Holocaust deaths. The figure comes from a 1979 document counting death certificates issued in thirteen camps, which the organization itself called “anything but comprehensive.” The Red Cross has said it does not dispute the figure of six million, and most victims were murdered on arrival or by shooting and never had a death certificate at all.[18]

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- ***14, 88, hh.*** White supremacist number codes. 88 and "hh" stand for "Heil Hitler." 14 stands for a white supremacist slogan of fourteen words.
- ***Far Reich.*** A pun on "far right." It means the speaker has moved past conservatism to Nazism, and is proud of it.

WHERE THE LINE IS

Opposing aid to Israel, opposing a war, criticizing AIPAC and wanting a foreign policy that puts American interests first are political positions. So is a Christian's disagreement with Christian Zionism. None of these are by definition antisemitic.

The line is crossed when the debate stops being about a government's policy and becomes about Jews: when supporters of Israel are treated as traitors because they are assumed to be Jewish or to be serving Jews. Or when "the system" becomes associated with Jewish domination. At its most extreme, antisemitism on the right shows up simply as support for Nazis and Hitler, along with the claim that Americans were tricked into fighting the wrong enemy during World War II.

The money

Like other communities on Instagram, antisemitism has become an effective way to turn a profit on the site. Coaches sell retreats where faith, fitness, and politics are melded into a wide ranging worldview and community. Others sell merchandise, or just promote their own personal businesses.

Where it leads

For many followers, the accounts above are not the end of the road.

Across to the left. Far-right figures increasingly offer left-wing and Muslim audiences an alliance against a shared enemy. Dan Bilzerian, who challenged a Florida congressman in a Republican primary and has written on X that "ZOG is real," was introduced to millions of left-leaning viewers as an ally (section 10).

Back into other communities. Christian teachers (section 3), men's coaches (section 4), conspiracy accounts (section 6) and meme pages (section 7) share audiences, clips and vocabulary with the accounts in this section.

BY THE NUMBERS

99,700 shares: a "party" account's meme labeling both parties "Jewish."

559,000 views: a quote card reading "THE JEWS DO IT ON PURPOSE."

64 percent: extremely conservative voters aged 18 to 34 who agreed with at least one antisemitic statement, against **38 percent** of young voters overall.[19]

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10 The wedge: telling other communities their enemy is Jews

For much of its history, antisemitism has been used to divide communities. On Instagram, that tradition is being scaled. The content is aimed at communities with real grievances, while telling them the source of their problems is actually Jews. Black Americans are told that Jews ran the slave trade. Muslims are told that Islamophobia is a Jewish project.

Three audiences

Black Americans are a favored audience by antisemites specifically because of the historical alliance between Jews and Black people in America. In one Reel, influencer Erik Warsaw shares the book *Jews Selling Blacks* put out by the Nation of Islam. He splices in Black speakers as witnesses, "They were Jew ships," and concludes that it is "omitted in the history books because they own the media." In this context, Warsaw presents himself as a white man trying to share who the "real" enemy is.

The second claim aimed at Black audiences is that today's Jews are impostors. It arrives through Hebrew Israelite content, but is often promoted by white nationalists as much as by the people themselves. The claim: if Black people are the real Israelites, today's Jews are "Edomites," "Khazars," and/or "the synagogue of Satan." The Khazar claim at the center of some of this content was built by European writers and promoted for decades by white nationalists. Here it arrives as suppressed Black history.

Muslims and Arabs. Here the pitch comes from voices the audience already trusts.

As described in section 8, Bassem Youssef, a comedian with a large Arab and Muslim audience, tells his followers that left versus right is a distraction from "Zionist control," and that he will ally with anyone who agrees. The ally he chose was Dan Bilzerian, an influencer who challenged the Florida congressman Randy Fine in a Republican primary and has described himself as "anti-Jewish." On Bassem's podcast, Bilzerian told the audience that "a lot of the Muslim hate just comes from Jewish propaganda." In other words, an audience angry about real anti-Muslim bigotry was told that its source is Jews. Bilzerian lost the primary in August, after a campaign in which he posted that the district "understands the Jewish problem."[20]

Christians. Evangelical Christians have been the largest pro-Israel constituency in the U.S., but the conflict in Gaza and the war with Iran have threatened that support. And that has provided an opening for antisemites.

In June 2026, Tucker Carlson hosted Jordan Daniel Hall, a Christian nationalist writer. Hall told Carlson's audience that "the Jews killed Jesus," that American Christian Zionism was engineered by "European Jewish Zionists" at Oxford, and that Jews want

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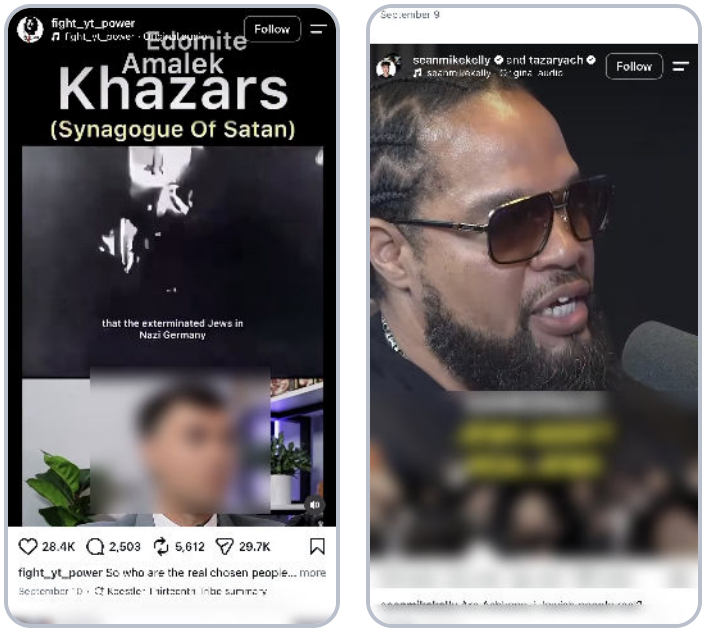


IMAGE 55

Both served to our test account. Left: “Edomite Amalek Khazars (Synagogue of Satan),” 28,400 likes, 29,700 shares. Right: “Ashkenazi Jews aren’t real Jews,” a verified collaboration post from a debate show with 12 million followers.

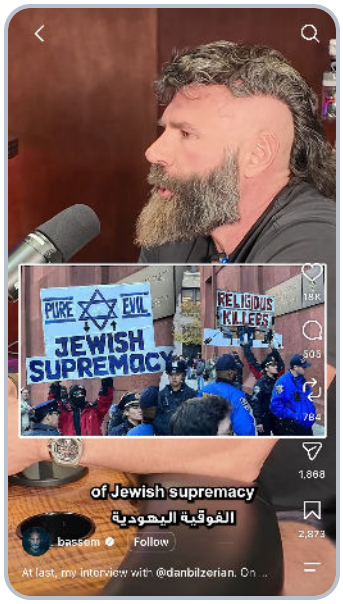


IMAGE 56

Bassem’s post of the interview, from his verified account, captioned “At last, my interview with @danbilzerian.” As the subtitles read “of Jewish supremacy,” the edit cuts to protest signs reading “PURE EVIL JEWISH SUPREMACY” and “RELIGIOUS KILLERS.” 18,000 likes.

Christians’ “political clout” to sustain a “violent Ponzi scheme” in the Middle East. Carlson’s response: “That was great.” The interview drew more than two million views in three days on Instagram alone.[21]

The grievance has a basis in reality: a generation of evangelicals who feel manipulated into supporting the Iraq war were now watching Trump launch another war they never wanted. Antisemitism provides an easy answer: It wasn’t Trump’s fault, it was that

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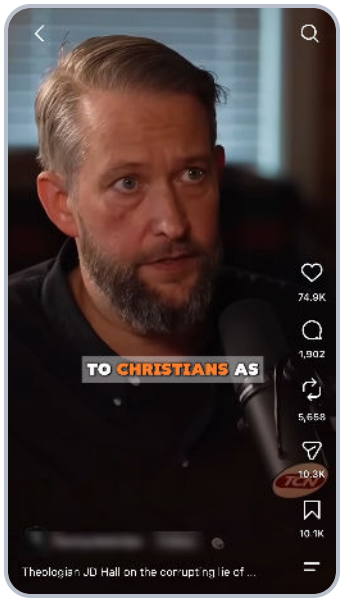


IMAGE 57

Clips of the interview circulate on Instagram under new titles. This one, 'Theologian JD Hall on the corrupting lie of…', has 74,900 likes and has been shared 10,300 times.

Trump was controlled by Jews. On Instagram the same "logic" runs through Christian teachers, where "synagogue of Satan" does the work (section 3), and in comments like the one under a rabbi's clip: "Problem 🇮🇱 solution ☪️🤝✝️."

BY THE NUMBERS

2 million views in three days: an interview telling Christians that "the Jews killed Jesus."

23,100 shares: a video presenting a Nation of Islam book as hidden Black history.

11 Nazi glorifiers

Who they are

These are people who openly and proudly associate with the Nazi movement. Whether they are turning their gym videos into quiet nods to Nazi ideology or devoting their entire account to spreading the Nazi aesthetic, their devotion to it as an ideology and identity is what connects this community.

What it looks like here

Using Nazi sounds as code. "Erika" is a 1938 marching song played by the bands in Hitler's army. Creators will use it behind ordinary or coded content, so that their message is sent subtly instead of overtly. The sound has been used enough for Instagram to label it as "trending."

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One version of the song carried Instagram's "Trending" badge. The Reels made with it include a rain-drum seller's video with 2.4 million likes, on an account whose usual posts averaged about 500 likes.

The uniform as a costume. Both AI accounts and real people will use Nazi uniforms as a message. The content of the post itself means relatively little once people see the uniform. And the perceived "edginess" can make the creators and their audiences feel like they are doing something cool.

Words to know. "271k," the number codes 14, 88 and hh, and "Far Reich" are explained in section 9.

How far it goes

At the far end are accounts where the Nazi material is the entire focus. One page calling itself an "historical archive" posts colorized Nazi rally photos and SS imagery, and its bio promises "traditional family values." Its captions carry a boxed disclaimer condemning the Holocaust and antisemitism, in the same caption as the hashtags #hh and #1488. One of its story highlights, titled "BANNED," shows Instagram's notice that the account had been locked, followed by: "I got it back... posting again guys."

This community is itself the far end of the spectrum. Even many of our most antisemitic accounts do not go this far. This community is notable not for its numbers, but for how clearly it illustrates Meta's inaction around extreme antisemitic and racist content.

12 Three paths

It is easy to focus on each individual community as its own area on Instagram. But, as we've shown, the mechanics of social media and of Instagram's software specifically has made the process of radicalization to antisemitism a process, not a single choice or click.

To illustrate this, we've outlined some examples of the potential steps a person could take to go from consuming zero antisemitic content to consuming explicitly hateful antisemitic content. The first two are illustrative, and the third is a real example as described by a creator herself.

Example 1: A mother who wanted to fix her gut

It starts with a real problem. She has been unwell for months and her doctors have not helped. She starts following gut-health creators. One of them, with 708,000 followers and a blue check, mixes supplement recommendations with a running series of "alleged" conspiracies, told with a laugh: celebrity clones, Antarctica, giants. The creator jokes about her own path: "trying to heal my body somehow turned into connecting dots about Antarctica." None of it is about Jews.

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The comments finish the post. Under the Antarctica video, one comment with more than 3,000 likes reads “Oddly enough..... Rothschild island is also in antartica.” The creator has hearted it and answered with four eyes: 👀 👀. Other commenters suggest documentaries “not censored” elsewhere.

A code invites a search. Across her feed, women she follows for gardening and faith repeat the same lines about “13 families who run the world for Satan.” She searches it. Instagram returns a wall of videos, the top one with 15 million views, and a Meta AI summary at the top listing the families’ names, Rothschild among them.

A Reel she did not ask for. She has started buying raw milk, and a Reel about it reaches her: a verified Christian creator explains how to “restore” store-bought milk. The audio is only about milk. On the table, he turns over printed sheets one by one: “ASHKENAZI JEWS are NOT FROM THE LINE OF SHEM,” “synagogue of Satan,” “Red Shield-Rothschild.” Written on the milk carton: “THERE ARE NO MORE REAL JEWS.” One of the women she follows for homesteading runs a broadcast channel called “things I shouldn’t post.” She joins that too.

A collaboration. One of his posts is a collab with former UFC fighter Jake Shields. In it, tefillin, the small boxes Jews wear to pray, become “a little black cube” and “all a part of this Saturn worship,” and “Saturn is actually tethered to Satan.” It has been shared 12,000 times. Shields’s account is now in her feed.

The end of this path. Shields is verified, with 471,000 followers. Most of his grid is now antisemitic content, such as “THIS CERTAIN GROUP WANT YOU DEAD!” and a clip of his interview with David Duke, captioned as though Duke had been misjudged.

In relatively few steps, this person has gone from trying to educate themselves about gut health to watching interviews with David Duke.

A student who cared about Gaza

It starts with something real. She has watched the war in Gaza on her phone for years. She follows a cable-news host and a voter-turnout page she trusts.

A collaboration. Both of them share a collab post with David Spevak, a creator with 371,000 followers who puts “I’M JEWISH” and “ANTI-ZIONIST JEW” on every video. Most of what he posts is criticism of Israel that she agrees with. She follows. Further down his grid: a chart titled “IT’S ALL CONNECTED,” running from Jeffrey Epstein to an AIPAC logo drawn with a Star of David, and a video telling her that Jews are taught “our blood is more pure and sacred than anyone else’s.” He is Jewish, so she takes it as testimony.

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A Jewish voice gives permission. Spevak promotes the podcast of the comedian Bassem Youssef, who has 7.7 million followers. Bassem's videos reach her next. In one, he says left versus right is a distraction from "the Zionist control of the American government and the American media," and that he will ally with anyone who agrees.

An alliance is offered. Then Bassem hosts Dan Bilzerian, who has called antisemitism "a made up term." Bilzerian tells the audience that "a lot of the Muslim hate just comes from Jewish propaganda." Above the comments, Instagram suggests a search: "Dan Bilzerian 2026 campaign."

The accusation is expected and dismissed. When a friend tells her the "It's all connected" chart is antisemitic, she has already heard, from people she trusts, that this is what critics say to silence the truth.

A search, and a clip. Searching his name brings up more clips, including one on a communist musician's account: a collab with Jake Shields, titled "The truth of antisemitism," in which Bilzerian says antisemitism is "kind of a made up term" and the hosts praise the answer. Shields's account is now in her feed.

The end of this path. The same verified account, the same clip of David Duke.

A creator who took her audience with her

Audiences are not the only ones who shift focus. Creators do too, and many of their followers come along.

Jocelyn Alice (@iamjocelynalice, verified, 73,500 followers) is a former Canadian pop singer with a platinum single. Early in her influencer days, she became known as "the age gap girl," exposing older celebrities who had dated teenagers. Much of it was well-documented, and the work was important.

A pattern is hinted at. Even then, the videos pointed somewhere: "It's not like they all connect back somehow in Hollywood… You see the connections?" Antisemitism often first surfaces when people focus on imaginary nefarious links, or "connecting the dots."

The turn, in her words. "I was the age gap girl for years on TikTok until I pivoted to Zionism, because you can't connect all the dots without connecting the last one."

The target widens. Her new series, past 400 episodes, shows "Isn't Real infiltrating your entertainment." Some episodes are about celebrities' ties to Israel. Many are about anything Jewish: the Haim sisters, Seth Rogen, a Jewish-mother storyline in a romantic comedy, a deleted scene from *The Office*. One episode pinned to her profile has 2.4 million views.

The platform sorts her. Her videos keep coming down on TikTok, she tells viewers, but they stay up on Instagram. "My videos are barely allowed on TT. Follow me on insta."

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CLOSING

What you can do

There is no single right response. What helps depends on who posted it, where you saw it, and how well you know the person on the other side.

There is no single right response to antisemitic content on Instagram. What helps depends on who posted it, where you saw it, and how well you know the person on the other side.

Who posted it?

The accounts in this guide fall into three rough groups, and each requires a different response.

- **People who know exactly what they are doing.** These are accounts built on antisemitism, and the owners are aware of exactly what they're sharing. DMs or comments are unlikely to do much, and engaging with them only helps boost their content. It is better in these cases simply not to share or engage in any way.
- **People who don't believe they are antisemitic.** These are the creators and followers who believe they are criticizing Israel, "the elites," or "the system." In such cases, engaging through open-ended conversations rather than labels or accusations can be a helpful way in. Try engaging thoughtfully and assuming good intent. Even if the creators don't listen, your engagement may steer onlookers in the right direction.
- **People who don't know what they shared.** The mother who posted the "13 families" script between gardening videos. The teenager who thinks "271k" is just a number people say. These are the people you can most easily reach. Sometimes, creators will listen and/or even remove the content (although it is by no means guaranteed).

A private message to the third group might be as simple as this: "I don't think you meant it this way, but that phrase comes from an old conspiracy theory about Jews secretly running the world. I'd be glad to chat if you're interested in hearing more."

Your own feed

Teach the system. You can't fix the algorithm itself, but you can make your own content less likely to promote antisemitism. These functions can help teach your algorithm to ignore antisemitic content:

- **"Not interested"** on a suggested post, in the three-dot menu, tells the system to show you less content like it.
- **Snooze suggested posts** for 30 days, from the same menu.
- **Reset suggested content** starts your recommendations over. It is in Settings and activity, under Content preferences.
- **The Reels "Your Algorithm" panel,** opened from the icon at the top right of the Reels tab, lists the topics Instagram thinks you're interested in. You can choose more or less of each, or type in a topic. This tool launched in the U.S. first and may not be available to everyone yet.

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These were checked against Meta's own announcements in October 2026. Setting names and locations can and do change. If you can't find what you're looking for, search in Settings.

Don't share it, even to call it out. Instagram counts a share the same no matter the reason, and a callout puts the post in front of people who had never seen it.

- **Instagram counts the share, not the reason.** The head of Instagram has said that "one of the most important signals we use in ranking is sends per reach": how often people who see a post send it to someone. A post you forward with "This is disgusting" counts the same as one forwarded with "This is so true." The same goes for angry comments.
- **Your audience sees the post, not your intent.** A callout puts the original in front of people who had never seen it. Some will share your reaction. Some won't, and the post has just been introduced to them, with the account's name attached.
- **Stitches and remixes carry the original.** A response video may be an effective callout, but it also shares the content to a wider audience.
- **The criticism becomes content.** Creators in this guide tell their followers they will be attacked for telling the truth. A wave of outrage "proves" their point, and does nothing more than provide fodder for more content.

If you need to show someone what you saw, take a screenshot and crop out the account name, so it sends no traffic back. Better still, describe the technique rather than the post: "a video that never says 'Jews' but lets the comments say it" teaches more than the video does, and spreads nothing.

In public

Reporting rarely works. In a 2026 test by the ADL, 93 percent of reported hateful and extremist content stayed up. Our own report, on the Reel calling women "human Jews," was rejected within the hour (part one, section 0). Until Meta changes its approach, reporting is only helpful as proof of its failures. Sadly, you are far more likely to change things by spreading the word about antisemitic content than through reporting any of it to Meta.

When you raise a post with a sponsor, a school or a journalist, you can point out that Meta's own policy forbids it, and that Meta left it up anyway.

For accounts using cartoon characters, report to the company that owns them. Only a rights holder can file a copyright report, and Instagram handles those separately from hate reports. In our research, Instagram removed the music from one lecture clip for copyright, while the same speech, in burned-in subtitles, stayed up.

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Skip hostile comment sections. In every exchange we measured, the correction drew fewer likes and shares than the claim. A careful comment explaining where "13 families" comes from was out-liked by the replies to it. And as mentioned, each reply also adds to the engagement that indicates to the algorithm that this is engaging content.

If you do reply, point to the harm, not the label. The strongest study of replies to hateful posts sent different kinds of responses to people who had posted xenophobic content. Replies pointing to the people hurt, such as "Your post is very painful for Jewish people to read," cut their hateful posts by about a third over the following month. Jokes and warnings about consequences did nothing.[22] This works best in a space that isn't hostile: a friend's post, a community you belong to, or the comments of a creator whose content isn't usually hateful.

Someone you know

This is where most readers can do the most good, and where the advice from people who work with families is most consistent.

- **Don't debate the facts.** The movements behind this content expect it, and they have a lot of experience with it. And it's a no-win situation: If you *do* win, it confirms that you are one of the people who "won't listen." This is part of what makes conspiracy theories so difficult to combat.
- **Don't mock or scold.** Ridicule pushes people further in. Similar to cultish communities, many of these accounts warn their followers that their family will think they are crazy if they express their views. A label confirms what the account predicted, ironically legitimizing it.
- **Ask what the belief gives them.** Belonging, certainty, the sense of seeing what others can't, an explanation for something that really did go wrong.
- **Ask questions, and let them get there.** "Where did that come from?" "What would change your mind?" Helping people think it through themselves is always going to be more effective than attempting to force a change
- **Talk at low-pressure moments.** A drive, a walk, a meal. Not in a comment thread, and not when either of you is angry.
- **Stay connected.** Make clear they can always come back (assuming you feel up for it). Keeping lines of communication open is a big part of any deradicalization process.

Parents and educators

Know what to notice. Exposure alone doesn't mean a young person is being drawn in. Watch for a pattern: codes used as jokes ("271k," 🧃, "the painter," "noticing," calling themselves a "goy"), a single "they" behind everything, enjoying content that keeps getting more extreme, and the claim that nothing can be fixed. [adapted from SPLC and PERIL, 2021]

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Teach the techniques before they meet them. Research on "prebunking" shows that people who learn how manipulation works before they encounter it are measurably less persuaded by it. Part one of this guide is an example of prebunking. We describe the ways people are manipulated on Instagram, giving people tools to identify when the tactics are being used on them. The words-and-picture mismatch, the comment that finishes the post, the code word meant to send you searching, the collab that borrows trust: each is easier to see once someone has named it. You can provide this same education to your children and students.

Check the settings together. Instagram's Teen Accounts limit who can message a young person and what is recommended to them. Go through them with your child rather than for them, so the settings are something you share instead of something done to them.

If you make content

- **Refuse the premise of a loaded question before you answer it.** The rabbi in part one ("The clip") began a thoughtful answer to "Do Jews run the world?" with "Yeah," and the clip kept only that. Everyone who spends time online needs to know how to avoid being manipulated by media like this.
- **Make corrections that are hard to turn around.** The most-shared post in our research turned a point-by-point debunk into the setup for a comedian's punchlines (part one, section 5). A correction that walks through a claim point by point gives anyone stitching it a clear place to insert a joke. One that explains the harm without restating each claim is likely harder to flip.
- **Think twice about debate shows.** The conversation may be fair. The clip that travels is cut by someone else, and it decides who gets the last word (part one, "The debate").

Applying outside pressure

Individual pressure on Meta has a poor record. These three things will have more impact:

- **Tell the sponsor, not the crowd.** Some accounts in this guide have brand deals, and include affiliate codes or sponsor tags beside antisemitic posts. A mainstream company with ordinary customers, such as a supplement maker sold in national stores, are invested in keeping their brand clear of taboo topics and communities.
- You can contact these companies with the post documented, and without sharing personal details you would not want made public.

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- **Support the people who are good at this.** The strongest correction in our research came from inside a community. When an anti-war commentator called out a popular conspiracy lecturer to his own audience, one commenter answered: “I was about to go watch some of them… Guess I’ll skip that.” Follow, share, and support effective counter-content like that.
- **Bring it into rooms you’re already in.** A school’s media-literacy lessons. A church or synagogue study group. A parents’ group chat. The techniques in this guide can be used and taught in any of them. And it’s far easier to influence people you know than strangers online.

Where to get help

- **If someone you know is being drawn in:** Life After Hate works with impacted families and with people leaving hate movements. lifeafterhate.org/exitusa
- **For more on where criticism of Israel ends and antisemitism begins:** The Nexus Document
- **If anyone is in danger:** contact local emergency services.

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