

# Is Israel Winning the War ... In Social Media?

By [Washington's Blog](#)

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Region: [Middle East & North Africa](#)

Theme: [Media Disinformation](#)

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## Israel Fights Massive Social Media Campaign

Media watchdog organization Fairness and Accuracy In Reporting notes:

The conventional corporate media timelines usually stress, whatever the facts, that Israel is responding to violent attacks by Palestinians.

For example, the New York Times and other mainstream media claim Israel only responds after “persistent Palestinian rocket fire”, which is false. FAIR documented this occurring numerous times over the past decade.

(Of course, the media is [always pro-war](#), [always serve the powerful](#) and [real reporting is strongly discouraged](#).)

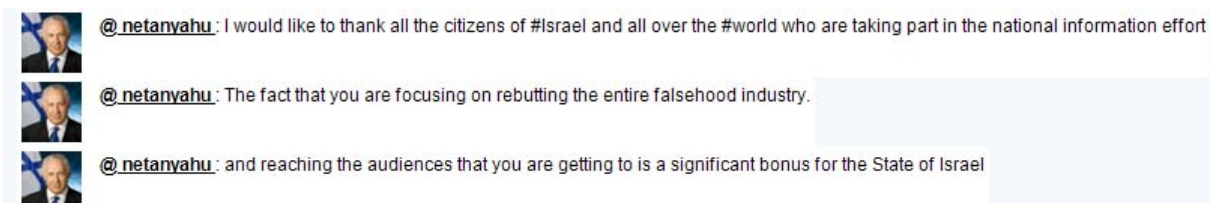
But it's not just corporate media ... Israel is winning in social media as well.

Specifically, [26 year old snowboarder Sacha Dratwa](#) has overseen a savvy social media campaign which currently has the upper hand:

[Israel's Social War: Strategy & Tactics](#) from [Oliver Woods](#)

Of course, Israeli service men are not the only ones engaged in pro-Israeli social media efforts. As we've noted for years, Israel has employed its civilians to automatically vote stories questioning Israel down and to send pro-Israel letters to politicians and media (see [this](#), [this](#) and [this](#)).

Indeed, Israeli prime minister Netanyahu publicly thanked Israel's keyboard warriors for battling on social media for the cause:



For a contrary view, see this:

*Postscript: Of course, the U.S. has been manipulating social media [for years](#). And just as Israel [warned reporters not to interview anyone from Hamas](#), the U.S. is wary of competition from [anyone else using social media](#).*

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