

End Israel's Apartheid - Social Media Toolkit



Summary & Key Messages

Apartheid is a crime against humanity committed with the specific intent of maintaining a cruel system of control by one racial group over another.

Israel is maintaining a system of apartheid over millions of Palestinians living in Israel and the Occupied Palestinian Territories (OPT), as well as those living as displaced refugees. Our new report details how Israel enforces a system of oppression and domination on the Palestinian people wherever it has control over their rights.

You can help us raise public awareness by using this toolkit to encourage your friends and family to take action by signing our petition urging the Israeli Prime Minister to immediately stop the forced displacement of Palestinians. Example messaging and images can be found below. You can also retweet and share @AmnestyUK's posts.

Useful links

Take action: www.amnesty.org.uk/EndIsraelsApartheid

Report & public Q&A: <https://www.amnesty.org.uk/resources/EndIsraelsApartheid>

Deconstructing Israel's Apartheid Against Palestinians online course:
<https://academy.amnesty.org/learn/course/external/view/elearning/239/apartheid-course>

Hashtags and tagging

Follow the campaign on our official social media channels:

Twitter: [@AmnestyUK](https://twitter.com/AmnestyUK)

Instagram: [@amnestyuk](https://www.instagram.com/amnestyuk)

Facebook: [@AmnestyUK](https://www.facebook.com/AmnestyUK)

Hashtags: #EndIsraelsApartheid

Sample Tweets

- 1) Israel: we won't stand in silence while you displace entire Palestinian communities, destroying their homes and livelihoods. Israeli apartheid must end NOW. 📌 www.amnesty.org.uk/EndIsraelsApartheid #EndIsraelsApartheid
- 2) Everyone has the right to feel safe in their own homes. Palestinians must have this right too. Take action and say NO to Israel's cruel apartheid system now 📌 www.amnesty.org.uk/EndIsraelsApartheid #EndIsraelsApartheid

Sample post for Facebook/Instagram/LinkedIn

- 1) Israel's cruel policies such as forced evictions, home demolitions, and separation of families across all territories under its control, amount to apartheid.

Israeli authorities must start treating Palestinians as human beings with equal rights and dignity.

Tell the Israeli Prime minister to end the forced displacement of Palestinians now: www.amnesty.org.uk/EndIsraelsApartheid

Graphics



All sharegraphics can be found under downloads on our resources page.