

## The ADL's Top 7 Messaging Recommendations

1. Highlight the personal impact of Antisemitism
  - Focus on personal, specific, everyday impacts of Antisemitism on Jewish individuals
  - Avoid talking about collective Jewish suffering or the impact of Antisemitism on Jewish people as a whole
2. Underscore Jewish people's warmth
  - Highlight warmth, social values, and everyday experiences of Jewish individuals, such as community involvement or family dinners
  - Avoid overemphasizing achievements or influence, which can reinforce stereotypes
3. Feature the voices of allies and supporters
  - Feature non-Jewish voices speaking about Antisemitism and validating Jewish experiences—they can serve as a proxy for the audience to understand and empathize with the issue
  - Use everyday people in contemporary scenarios as credible narrators
4. Use "Antisemitism," but judiciously
  - Use the words "Antisemitism" or "hatred of Jewish people," as they are terms that most people know and prefer
  - In some cases, people recognize that a scenario may be "hurtful" or "problematic" but might not feel comfortable labeling it as "Antisemitic"—make sure not to lose these people by labeling everything Antisemitism
  - Avoid labeling all but the most hateful individuals as Antisemitic
5. Use non-comparative statements
  - Address Antisemitism without comparing it to other forms of bias
  - Avoid implying Antisemitism is more important or worse than other forms of discrimination
6. Talk about personal importance and connection to Israel
  - Share what Israel means to you and to other Jewish people, especially Jewish Americans; describe Israel as a safe haven for Jewish people.
  - Education about Israel is important, but education alone will not necessarily change hearts and minds; pair education with a personal connection to Israel

7. Use phrases like "elimination of Israel," and define it as extreme and unpopular

- Use clear language like "elimination of Israel" or "right for Israel to exist" rather than "Anti-Zionism" or "Zionism"—few people understand these words, or they misconstrue their use
- Highlight the broad consensus that Israel has a right to exist

**Note:** You may incorporate these principles into your conversations about Antisemitism. You do not need to include them all. Use your judgment to choose what is most appropriate to the conversation.

Adapted from Messaging Recommendations from a Never Is Now, ADL workshop, *How to Win Hearts and Change Minds: Communications Strategies for Combating Antisemitism*