

Message Guidance for “Day of Hate” Saturday, February 25, 2023

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Overall Strategy:

The goal of the Day of Hate is to make Jewish people of all racial and ethnic backgrounds, along with Black, indigenous, and people of color of all religious backgrounds, feel afraid for our physical safety in service of the goal of White Christian male hegemony in America.

Our goal in communicating around this event is to make our communities feel safer by showing a groundswell of solidarity across religious and racial lines of difference. Seeing non-Jewish progressive partners speaking up NOW for a vision of the future that explicitly includes Jewish people, connected to freedom and safety for all people, makes a big difference in this moment and helps our multiracial Jewish community feel safer..

Message Guidance:

Below is a sample message you may use and adapt to respond to the Day of Hate, should you need to. Please use this language freely and without need of attribution. You are encouraged to adapt and personalize it to your own voice and position. If there are specific calls to action, add them to the final paragraph. Specific word choice guidance follows this sample message.

Every person, no matter our religion, where we come from, or what we look like, deserves to live with freedom, safety and belonging. Whether we're walking down the streets of our neighborhoods or through the doors of our holy spaces, freedom and safety for any of us depends on the freedom and safety of all of us.

Today, a group of hateful extremists are using violent antisemitism to threaten our Jewish neighbors. By blaming Jewish people for problems and dividing us against each other, they seek to build a country that's only for themselves and people like them. We know that antisemitism is part of the same machinery they and the politicians who enable them use to blame Black and brown people, people who are immigrants, people who are Muslim, and more.

But we also know the solution, and that means showing up for our Jewish community members today, and continuing to join together across lines of difference every time one of us is targeted based on our religions, our races, our genders, or how long we've been here. When we do, we can build a country that fulfills the promise of freedom and safety for all of us, no exceptions.

Sample Tweet:

We will not allow violent extremists – nor the politicians who enable them – to threaten our beloved Jewish family. We join together against those using antisemitism to divide us and make us afraid. Freedom and safety for any of us depends on freedom and safety for all of us.

Specific language choices:

- DO NOT use metaphoric language that describes antisemitism as water (“on the rise,” “a rising tide,” “a wave of antisemitism”) or a disease (“virulent antisemite,” “spreading antisemitism,” etc.), or any language that ascribes agency to antisemitism itself (“antisemitism has found a home,” “the job of antisemitism is..”). **Instead, always describe antisemitism as an object used by people for a specific purpose.** (“Antisemitism is used by those who want to divide us against each other and make us fear one another so they can gain power”)
- DO recognize that the Jewish community is multiracial, multiethnic, and present across many geographies by rejecting language that draws artificial dividing lines between Jewish and other communities, especially communities of color (like messages centered on the “relationship between the Black and Jewish communities”). **Explicitly recognize that your community (political, racial, ethnic, local, etc.) includes Jewish people.** (“Our Jewish family/colleagues/neighbors/community members...”)
- DO **hold politicians accountable for enabling White Nationalists, Christian supremacists, and Nazis.** Jewish history shows that antisemitism is used for political purposes; those responsible for the Day of Hate may be extremists but their views have been mainstreamed by some politicians.
- DO ensure Jews are not isolated by expressing that **antisemitism is necessarily connected to other forms of bigotry and oppression, and that the solution to antisemitism is to show up for Jews today AND anytime anyone is targeted because of their identities.**
- **If you are referencing a Jewish person who has died, use culturally appropriate language.** Instead of Christian-based phrases (like “thoughts and prayers,” “rest in peace” or references to an afterlife), say “may their memory be a blessing” and express your wishes of comfort to the mourning family and community.

Guidance from our New York partners at Jews for Racial and Economic Justice ([JFREJ](#)):

- DO NOT amplify photos of the Day of Hate actions (such as by reposting on social media)
- If you do choose to share the photos to spread awareness (again, our advice is NOT to share these terrifying images) please be sure to **put a big X over some of the image**, and to **cross out any URL** that might be in the photograph. The last thing we want to do is send more people to their websites.
- DO post a message of solidarity on Saturday along with the hashtag #HavdalahAgainstHate ([an image that you can use is here](#), alongside images of yourself/your family or community holding ritual candles outside). *Havdalah is a Jewish ritual to mark the end of Shabbat (the sabbath) and the beginning of a new week. Jewish activists will post photos of their Havdalah candles online with this hashtag, in a distributed celebration of our Jewish tradition and in defiance of fascists. Non-Jewish partners are warmly invited to participate. Havdalah candles can be ordered easily online or purchased locally from synagogues or Judaica shops.*
- Sample Tweet: Hateful extremists want our Jewish neighbors to feel afraid and alone. But instead, I’m seeing an outpouring of support for our beloved Jewish community from people celebrating Jewish culture and ritual through #HavdalahAgainstHate. Our light shines brighter than hate ever will.

For support or additional information:

Consult the [Dismantling Antisemitism Message Guide](#) from [Bend the Arc: Jewish Action](#) and [Uprise](#)