

MONETIZING OCCUPATION



April 2026

Meta's Financial Enablement of
Settlement Activity and Violent
Rhetoric Against Palestinians

حملة - المركز العربي
لتطوير الإعلام الاجتماعي
7amleh - The Arab Center for
the Advancement of Social Media



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Monetizing Occupation: Meta's Financial Enablement of Settlement Activity and Violent Rhetoric Against Palestinians

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Introduction

7amleh has documented dozens of Israeli extreme right wing and settlement related Facebook pages that are actively monetized by Meta despite promoting incitement & harmful content against Palestinians or conducting violence in the occupied Palestinian Territory, including East Jerusalem. Monetization by Meta means that the company is financially rewarding and incentivizing violent activity, violating its own policies let alone allowing that type of violent content to circulate on its platforms.

The report's findings show that Meta pays pages that disseminate violent, racist, and inciting content. 7amleh also cited Israeli extreme right wing and settlement related pages incurring settlement activities in the west bank and circulating extreme right one arguments against Arabs and Palestinians. The company, by allowing such content, constitutes material support and financial incentive for these pages to continue publishing violent material.

At the same time, Palestinian content creators in Palestine¹ remain excluded from Meta's list of eligible countries for monetization. As a result, Palestinian media outlets, professional digital creators, and civil society organizations are structurally barred from accessing monetization tools solely because they are based in Palestine, regardless of the professionalism or compliance of their content.

This exclusion is further entrenched & grounded by discriminatory moderation practices that systematically over-moderate Palestinian narratives while under-moderating Hebrew-language content. Palestinian media outlets, journalists, and content creators continue to face disproportionate takedowns, account suspensions, shadow banning, and reach suppression—particularly when documenting human rights violations, political expression, or lived realities under occupation. Censorship and deprivation of monetization together, sideline Palestinian voices in critical times than ever.²

At the same time, Hebrew content that includes incitement, dehumanization, and explicit calls for violence has been allowed to circulate widely, with limited enforcement. Over the past two years, this under-moderation has extended to content that international legal experts, UN officials and ICJ have decalred that may amount to incitement to genocide.³ Extensive evidence, data, and legal analysis documenting these patterns have been published by 7amleh in previous reports and briefings, which

¹ "Palestine" refers to the territory recognized under international law as comprising the West Bank, including East Jerusalem, and the Gaza Strip, as occupied by Israel since 1967, in accordance with United Nations resolutions and the prevailing position of the international community.

² Erased and Suppressed: Palestinian Testimonies of Meta's Censorship, 7amleh, December 2024, <https://7amleh.org/post/erased-and-suppressed-palestinian-testimonies-of-meta-s-censorship-en>

³ Meta's Role in Amplifying Harmful Content Against Palestinians During Genocide in Gaza, 7amleh, September 2025, <https://7amleh.org/post/meta-s-role-during-genocide-en>

consistently demonstrate how platform governance has amplified harm against Palestinians while failing to meaningfully curb violent and genocidal discourse in Hebrew.⁴

The monetization of such Israeli extreme right wing and settler related accounts comes amidst a huge escalation of settler expansion and violence against Palestinians and advancing plans and decisions to annex the West Bank. Over the past two years, Israeli settlements and outposts in the occupied Palestinian territory have expanded at an unprecedented pace, often established on privately owned Palestinian land. These outposts frequently serve as bases for attacks against nearby Palestinian communities and are later retroactively legalized by the Israeli government. In 2025 alone, 41 new settlements were approved or legalized, marking the most extensive year of settlement expansion in the West Bank.⁵ During the same year, settler violence and settlement expansion resulted in the displacement of 44 Palestinian communities, forcibly displacing 2,932 Palestinians.⁶

OHCHR warned against the increase in settlers' attacks against Palestinians saying the attacks against Palestinians in the West Bank had "skyrocketed" during 2025.⁷ Attacks by Israeli settlers on Palestinians in the West Bank rose by 25% in 2025, with 845 incidents leaving more than 200 people injured and four killed.⁸ Beyond the consensus of the UN and human rights organizations regarding the illegality of settlements and settlers' attacks, several European countries and Canada, as well as the Biden administration, have previously sanctioned several of the settlers involved in these violent attacks against Palestinian civilians.⁹

In recent years, the Israeli government has also ratified numerous decisions aimed at the de facto annexation of the West Bank. The most recent episode involves a series of measures advanced by Finance Minister Bezalel Smotrich and Defense Minister Israel Katz. These measures, designed to

⁴ Check 7amleh's publications: <https://7amleh.org/category/releases>

⁵ Anadolu Agency, Illegal Israeli Settlement Expansion in Occupied West Bank Hits Record High, January 2025, <https://www.aa.com.tr/en/middle-east/2025-illegal-israeli-settlement-expansion-in-occupied-west-bank-hits-record-high/3787520#:~:text=%E2%80%9CThis%20does%20not%20mean%20that,the%20highest%20figure%20ever%20recorded>

⁶ Illegal Israeli Settlement Expansion in Occupied West Bank Hits Record High, Anadolu Agency, January 2025, <https://www.aa.com.tr/en/middle-east/2025-marks-deadliest-and-most-destructive-year-for-palestinians-israeli-rights-groups-say/3760049>

⁷ UN Rights Office Sounds Alarm Over 'Skyrocketing' Israeli Settler Violence During Olive Harvest, United Nations, October 2025, <https://news.un.org/en/story/20251166145/10/>

⁸ Settler Attacks on Palestinians Up 25% Last Year, Haaretz Reports, Yahoo News, January 2026, <https://www.yahoo.com/news/articles/settler-attacks-palestinians-25-last-191333976.html>

⁹ Which Countries Have Sanctioned Israeli Settlers – And Does it Mean Anything?, Al Jazeera, July 2024, <https://www.aljazeera.com/news/202429/7/which-countries-have-sanctioned-israeli-settlers-and-does-it-mean>

expand Israel's authority across the occupied West Bank, are expected to facilitate the unlawful seizure of Palestinian land.¹⁰

In the pages that follow, this report presents a representative sample of Israeli extreme right wing and settler related pages that remain monetized despite violating Meta's own policies. These cases include pages associated with illegal settlement promotion and settler attacks, government agencies and politicians, right-wing media outlets, and public personalities who repeatedly incite violence.

¹⁰ Israeli Plans Deepen De Facto Annexation of Occupied West Bank, Al Jazeera, February 2026, <https://www.aljazeera.com/features/2026/2/israeli-plans-deepen-de-facto-annexation-of-occupied-west-bank>



What is Monetization?

Monetization is one of several methods where social media platforms encourage users to use and engage on the platforms by having the ability to generate income by producing and posting content. The monetization landscape has developed significantly in the last couple of years, with each platform developing its own program. In 2024 alone, around \$20bn were redistributed to creators across social media platforms through different revenue redistribution programs.¹¹

Each platform has its own monetization programs, which are different from the direct monetization by brands and businesses who promote their products and services. In the case of platforms monetization programs, we mean the income generation through tools built-in the platforms either by getting money directly from audiences through the funding tools, or by getting revenue shares from the platforms themselves.

Youtube, for example, has the Youtube Partner Program, through which \$70bn were paid out by Youtube to creators in the last three years¹². The program allows creators to monetize their content through various streams like ad revenue, fan funding, channel membership, super thanks, super chat and super sticker, brand connect and revenue from shopping.¹³ TikTok has several monetization programs as well, including Creator Rewards Program, Subscription, TikTok One, LIVE Monetization, TikTok Shop, Video Gifts, Work With Artists and Effect House Creator Rewards.¹⁴

X platform has its own programs for monetizing content and getting revenue. The programs include Paid Partnerships, Tips, Subscriptions and Creator Revenue Sharing.¹⁵ Meta also allows creators to earn money through several streams that were recently integrated under one program called Facebook Content Monetization which includes streams like In-Stream Ads, Ads on Reels and Performance Bonus.¹⁶

¹¹ Social Media Monetization 2025, What To Fix, February 2025, <https://www.whattofix.tech/publications/monetization2025/>

¹² YouTube Partner Program, YouTube, n.d., <https://www.youtube.com/creators/partner-program/>, accessed 28 January 2026.

¹³ Ibid

¹⁴ Monetizing Your Content on TikTok, TikTok, n.d., <https://www.tiktok.com/creator-academy/en/article/monetization-offerings-overview>, accessed 28 January 2026.

¹⁵ Creator Revenue Sharing, X Platform, n.d., <https://help.x.com/en/using-x/creator-revenue-sharing>, accessed 28 January 2026.

¹⁶ Introducing Facebook Content Monetization, Facebook. Available at: <https://creators.facebook.com/introducing-facebook-content-monetization>, accessed 28 January 2026.

Meta reported that creators on Facebook earned \$2 billion in 2024 alone, with millions of creators benefiting from the platform's monetization programs.¹⁷ Following the unification of all monetization streams under a single redistribution program in September 2025, Meta invited one million creators in just one week to join the program.¹⁸ These figures highlight both the massive scale of Meta's monetization ecosystem and the significant financial impact for participating creators.

Without delving into the details of each program, monetization mechanisms can generally be divided into two broad categories: revenue generated directly from the platforms themselves based on engagement metrics, and revenue generated from audiences through payments, gifts, or subscriptions. This report focuses specifically on monetization streams through which platforms pay content creators from advertising revenue generated by placing ads on creators' content.

¹⁷ Lunden, Ingrid, Facebook Says It Paid Content Creators \$2B This Year, TechCrunch, October 2024, <https://techcrunch.com/2024/02/10/facebook-says-it-paid-content-creators-2b-this-year>

¹⁸ Ibid



Methodology

An initial list of monetized accounts was compiled using What To Fix's "Monetization Archive,"¹⁹ through which dozens of Israeli extreme right wing monetized accounts and pages were identified. The Archive provides detailed information for each account, including the start and end dates of monetization, the timeline of participation, the monetization streams joined, and other relevant data. The Archive draws its information from Meta's "Partner Publisher List", an official record of monetizing publishers. Many of the identified accounts were cross-verified against the Partner Publisher Lists to ensure accuracy.

Identifying monetized accounts alone is insufficient to assess the issue. Therefore, we manually reviewed each account and collected evidence of the monetized content itself. This included taking screenshots and saving links to the content, providing proof of both the accounts' monetization status and the type of content being monetized.²⁰ Additionally, we documented relevant details about the accounts' activities and the organizations or individuals behind them.

Beyond documentation, we conducted a comprehensive investigation into these pages, including an analysis of their identity, content, and conduct. This was complemented by a review of Meta's monetization policies and business and human rights principles to demonstrate how Meta accepted accounts violating its policies to be monetized.

¹⁹ Monetization Archive, What To Fix, n.d., <https://www.monetization.wtf/monetization-archive/>, accessed January 28 2026

²⁰ Screenshots, URLs, and monetization data have been securely archived by 7amleh and are available upon request.



Meta's Policies and International Legal Frameworks

In September 2025, Meta launched the "Facebook Content Monetization" program, consolidating multiple monetization streams, including In-stream Ads, Ads on Reels, and Performance Bonus, into a single unified scheme. Under this program, creators are paid based on engagement metrics, including views, plays, and interactions on the content where ads are placed, with revenue shared accordingly. During the beta phase, Meta invites creators to join, who can submit requests to participate and be approved. Participation requires compliance with a set of policies and standards, including adherence to Community Standards.²¹

To qualify for content monetization, both the account and the content must comply with two primary policy frameworks: "Partner Monetization Policies"²² and "Content Monetization Policies"²³. Relevant provisions include:

- » Accounts must reside in eligible countries and have associated financial entities in an eligible country.
- » Exclusions: Government officials, political candidates, political parties, and government agencies (such as Police force) are not permitted to monetize content. Above that, communications regulated as political advertising under applicable law are not permitted to be monetized.
- » Monetized accounts must adhere to Meta's Terms of Service and Community Standards, including those relating to Violence and Incitement, Promoting Crime, Dangerous Organizations and Individuals, and Hateful Conduct.
- » Content that promotes misinformation and misleading medical information is ineligible for Monetization.

Beyond internal policies, Meta is subject to internationally recognized human rights obligations

²¹ Introducing Facebook Content Monetization, Facebook, October 2024, <https://creators.facebook.com/introducing-facebook-content-monetization>

²² Partner Monetization Policies, Meta, Business Help Center, n.d., <https://www.facebook.com/business/help/169845596919485>, accessed January 28 2026.

²³ Content Monetization Policies, Meta, Business Help Center, n.d., <https://www.facebook.com/business/help/1348682518563619>, accessed 28 January 2026.

applicable to business enterprises, including in situations of armed conflict and military occupation. These obligations are articulated in the UN Guiding Principles on Business and Human Rights (UNGPs),²⁴ which establish that companies have an independent responsibility to respect human rights, irrespective of a state's conduct or failure to comply with its own international obligations. Under UNGP, Principles 11–14 business enterprises must avoid causing or contributing to adverse human rights impacts and must prevent, mitigate, and address harms that are directly linked to their operations, products, or business relationships.. Principle 17 further requires companies to conduct ongoing, context-specific human rights due diligence, particularly in conflict-affected contexts. In the case of Meta's monetization practices in the occupied Palestinian territory, there is no evidence that such due diligence was conducted. Meta failed to assess or mitigate the human rights risks associated with monetizing content and actors operating in a context of prolonged military occupation and active hostilities.

International humanitarian law (IHL) and international human rights law (IHRL) apply concurrently in the occupied Palestinian territory. Palestinians constitute a protected civilian population under IHL, while their civil, political, economic, social, and cultural rights remain protected under IHRL, including during armed conflict and occupation. Corporate activity that amplifies, incentivizes, or financially benefits conduct affecting protected civilians must therefore be assessed against both legal frameworks.

As documented in this report, Meta has been monetizing pages that promote or legitimize military operations and violence against a protected civilian population, as well as content supporting or normalizing illegal Israeli settlements in occupied Palestinian territory. The transfer of the occupying power's civilian population into occupied territory constitutes a serious violation of the Fourth Geneva Convention and a war crime under international humanitarian law. The monetization of content linked to such conduct produces foreseeable and tangible harm, including the normalization of unlawful acts, the amplification of incitement, contributing to a chilling effect on Palestinians both online and offline.

By providing financial benefit and algorithmic amplification to such actors, Meta risks contributing to internationally wrongful acts, including settlement-related population transfer, forcible displacement, and violence against civilians and civilian property. Monetized content and pages are subject to heightened vetting and review processes compared to ordinary content, making it particularly concerning that such a page was approved and continues to receive payments. This raises serious questions about the effectiveness, impartiality, and intent of Meta's monetization enforcement systems.

International law has repeatedly affirmed the illegality of Israel's occupation and settlement enterprise including the prohibition on the acquisition of territory by force and the obligation to respect the right

²⁴ Guiding Principles on Business and Human Rights, HR/PUB/1104/, Office of the United Nations High Commissioner for Human Rights (OHCHR), 2011, https://www.ohchr.org/sites/default/files/documents/publications/guidingprinciplesbusinesshr_en.pdf

of the Palestinian people to self-determination. Numerous UN Security Council and General Assembly resolutions reaffirm that the acquisition of territory by force is inadmissible.²⁵ In its July 2024 Advisory Opinion, the International Court of Justice (ICJ) confirmed that Israel's occupation of Palestinian territory since 1967, including the establishment and expansion of illegal settlements and the exploitation of natural resources, is unlawful under international law. The Court further affirmed that third states and non-state actors have an obligation not to recognize, aid, or assist in maintaining this unlawful situation.²⁶ On 16 September 2025, the Independent International Commission of Inquiry on the Occupied Palestinian Territory concluded that Israel is failing to prevent and may be committing, acts amounting to genocide²⁷ against Palestinians. In such a context, corporate actors are subject to heightened responsibilities to ensure that their activities do not contribute to, benefit from, or legitimize serious international crimes, including genocide, crimes against humanity, and war crimes.²⁸

Taken together, some of the monetized accounts documented in this report engage in conduct that violates international humanitarian law and international human rights law. Meta's continued monetization of such content raises serious concerns regarding corporate contribution to these violations and constitutes a failure to meet its responsibilities under international law and the UN Guiding Principles on Business and Human Rights.

²⁵ Non-Recognition of Israeli Annexation of the Occupied Syrian Golan, University of Bonn, Institute for Public International Law, April 2019, <https://gpil.jura.uni-bonn.de/201904//non-recognition-of-israeli-annexation-of-the-occupied-syrian-golan/>

²⁶ Summary of the Advisory Opinion of 19 July 2024, International Court of Justice, July 2024, <https://www.icj-cij.org/node/204176>

²⁷ Under the Convention on the Prevention and Punishment of the Crime of Genocide, genocide is defined as any act committed with the intent to destroy, in whole or in part, a national, ethnic, racial, or religious group. Such acts include killing members of the group; causing serious bodily or mental harm; deliberately imposing conditions of life calculated to bring about the group's physical destruction; implementing measures intended to prevent births within the group; and forcibly transferring children of the group to another group. The Convention further establishes that the following acts are punishable under international law: genocide itself; conspiracy to commit genocide; direct and public incitement to commit genocide; attempts to commit genocide; and complicity in genocide. These provisions make clear that both the planning and execution of genocide, as well as aiding or inciting it, are subject to criminal accountability. See: https://www.un.org/en/genocideprevention/documents/atrocity-crimes/Doc.1_Convention%20on%20the%20Prevention%20and%20Punishment%20of%20the%20Crime%20of%20Genocide.pdf

²⁸ Israel has committed genocide in the Gaza Strip, UN Commission finds, Office of the United Nations High Commissioner for Human Rights, September 2025, <https://www.ohchr.org/en/press-releases/202509//israel-has-committed-genocide-gaza-strip-un-commission-finds>



Findings

Israeli Monetization Cases

The following pages will present a representative sample of pages/accounts which received money from Meta through redistribution programs. The cases will be presented in Four groups, each group representing pages of different kinds of entities/individuals; settlers pages, government agencies, violent pages and right-wing media outlets. Those pages are examples of a broader phenomenon where Meta monetizes pages and content that violates its own policies.

The First Group: Settlement Enterprise

Under this category, we present several examples of pages affiliated with the settler movement or with settlers engaged in activities considered illegal under international law in the Occupied Palestinian Territory. These accounts are monetized in the context of settlement expansion and settlers' attacks intensification.

1. Hilltop Youth Page²⁹

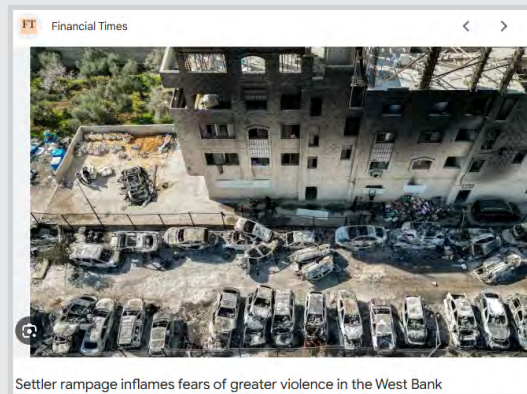
This page is affiliated with "The Hilltop Youth", as its name and content indicates. "The Hilltop Youth" refers to an organized group of young religious-Zionist Israeli settlers who establish and inhabit illegal outposts in the occupied West Bank, frequently appropriating private land from Palestinians and aiming to displace them. In addition to being illegal under international law, these outposts are often not officially authorized by the Israeli government, although they receive political support from Israeli government figures, services, army protection, and eventual recognition by the government. The group engages in so-called "price tag" violent attacks, which include punitive vandalism, arson, destruction of Palestinian property such as homes, vehicles, livestock and agricultural crops. Several documented incidents involve severe violence, including the burning of Palestinian homes and farms, which often led to the killing of Palestinians. Far from being a fringe movement, the Hilltop Youth operate as a driving force in Israel's illegal colonization of the occupied Palestinian Territory.³⁰

²⁹ נוער הגבעות - להכיר מקרוב. [Facebook profile]. Facebook. URL: <https://www.facebook.com/162258120982912>

³⁰ Hilltop Youth: Israeli Model of Settler Ideology Rooted in Violence, Terror Against Palestinians, Anadolu Agency, May 2023, <https://www.aa.com.tr/en/middle-east/hilltop-youth-israeli-model-of-settler-ideology-rooted-in-violence-terror-against-palestinians/3397864>.



31



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Figure 1: Israeli illegal settlers attack a Palestinian woman during olive harvest and illegal settlers attack Palestinian properties (Headlines on mainstream media about the hilltop Youth's violent conduct against Palestinians).

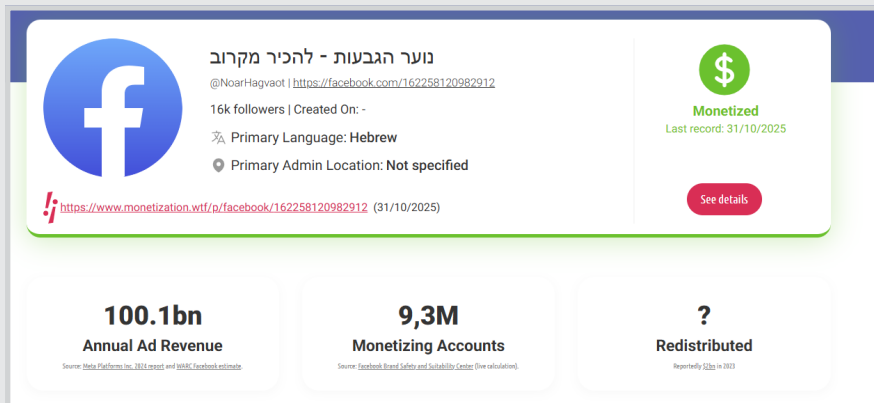


Figure 2: A page marketing hilltop youth settlers' illegal activities is monetized



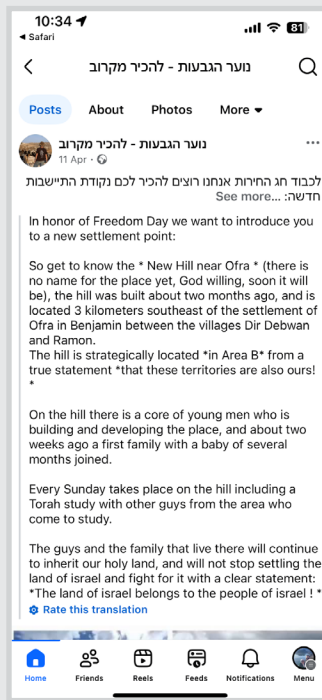
Figure 3: The page was enrolled in Meta's monetization program in late 2024 and has remained monetized continuously since then, in the context where settler violence is under close international scrutiny.

³¹ Palestinian Woman in Hospital After Being Clubbed by Masked Israeli Settler, BBC News, October 2025, <https://www.bbc.com/news/articles/cx20poqx5ono>

³² Settler Rampage Inflames Fears of Greater Violence in The West Bank, Financial Times, October 2025, <https://www.ft.com/content/6eb9ad7b-c5eb-47e4-b27a-3d536fefegga>



33



34

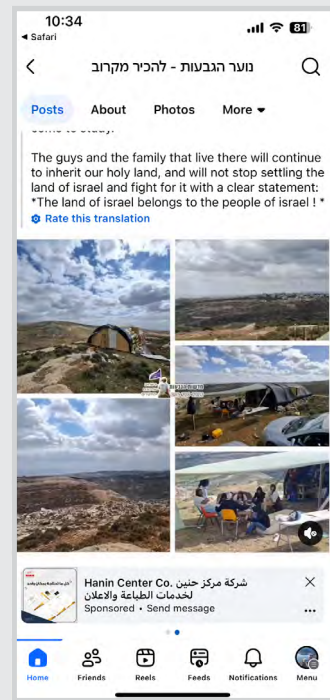


Figure 4: The post is an introduction to an illegal outpost (Israeli settlement) that's currently being established by the hilltop youth settlers even deemed by Israeli law illegal in addition to the international law. This outpost referred to in the post is most probably "Or Meir" outpost, whose settler residents were documented attacking Palestinian civilians in the area.³⁵

“
Disclaimer (applies to the rest of the cases): The promoted content appearing at the bottom of the screenshot does not indicate any relationship, endorsement, or coordination between the page and the advertised entity. Advertising placements are automatically assigned by Meta's ad delivery systems. Advertisers do not control or determine the specific pages where their ads appear, and the placement occurs without the knowledge or involvement of the advertised entity.
 ”

³³ נוער הגבעות - להכיר מקרוב. (November 27, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1ApuqGhgzf/>

³⁴ נוער הגבעות - להכיר מקרוב. (April 11, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/17sPnZIHfj/>

³⁵ How Israel's Hilltop Settlers Coordinate Attacks to Expel Palestinians, Asharq Al-Awsat, December 2025, <https://english.aawsat.com/arab-world/5222679-how-israel%E2%80%99s-hilltop-settlers-coordinate-attacks-expel-palestinians>.

2. Tom Nisani (תום ניסני)³⁶

The page belongs to Tom Nisani, an Israeli provocateur and CEO of the right-wing organization called: “Beyadenu – Returning to the Temple Mount”, which advocates for settlers access and claims to rights in the Al-Aqsa Mosque Compound in Jerusalem in addition to advocacy for rebuilding “temple” on the ruins of Al-Aqsa Mosque. He previously served for approximately 10 years in the Israeli Army, including in Unit 8200.³⁷ Nisani, previously worked as a coordinator in the infamous right-wing “Im Tirtzu” organization, described as a “Fascist” group by critics in Israel.³⁸ Beyadenu organization is registered and operating primarily in East Jerusalem which is considered illegally occupied under international law. The organization’s activities include running tours, programs and advocacy related to Al-Aqsa Mosque compound that is in the heart of occupied East Jerusalem.³⁹

The evidence presented below shows that Tom Nisani’s page was recently enrolled in a redistribution program, indicating he was either invited by Meta to the pilot program or applied for it and was accepted by Meta. Either ways, the page is currently monetized as the evidence shows, despite most of its content violates Meta’s own policies.

The screenshot displays the Facebook profile of Tom Nisani. The profile name is 'TOM NISANI' with the handle '@tomnisani' and a URL to his profile. It shows 15k followers and a primary language of Hebrew. A green 'Monetized' badge is visible, indicating the page is part of a redistribution program, with a last record date of 16/11/2025. Below the profile information, a table lists recorded monetization details:

First Recorded Monetization:	15/09/2025
First Recorded Name:	Tom Nisani
First Recorded Handle:	tomnisani
First Recorded Language:	Hebrew

³⁶ Tom Nisani. [Facebook profile]. Facebook. URL: <https://www.facebook.com/tomnisani/>

³⁷ Activist Calls to End Discrimination Against Jews on Temple Mount, Jewish News Syndicate, June 2024, <https://www.jns.org/activist-calls-to-end-discrimination-against-jews-in-their-most-sacred-place/#:~:text=Tom%20Nisani%20of%20Beyadenu%E2%80%94Returning,cultural%20significance%20of%20the%20site>

³⁸ Hasson, Nir, Rejecting Bulk of Libel Suit, Court Rules Im Tirtzu Movement Can Be Likened to Fascism, Haaretz, September 2013, <https://www.haaretz.com/201307-09-ty-article/.premium/rightist-group-can-be-called-fascist/0000017f-f825-d044-adff-fbfb4890000>

³⁹ Beyadenu – Returning to the Temple Mount. (n.d.). Beyadenu. Available at: https://beyadenu.org/en/%D7%A1%D7%98%D7%95%D7%93%D7%A0%D7%98%D7%99%D7%9D-%D7%9C%D7%9E%D7%A2%D7%9F-%D7%94%D7%A8-%D7%94%D7%91%D7%99%D7%AA-%D7%90%D7%A0%D7%92%D7%9C%D7%99%D7%AA/?utm_source=chatgpt.com

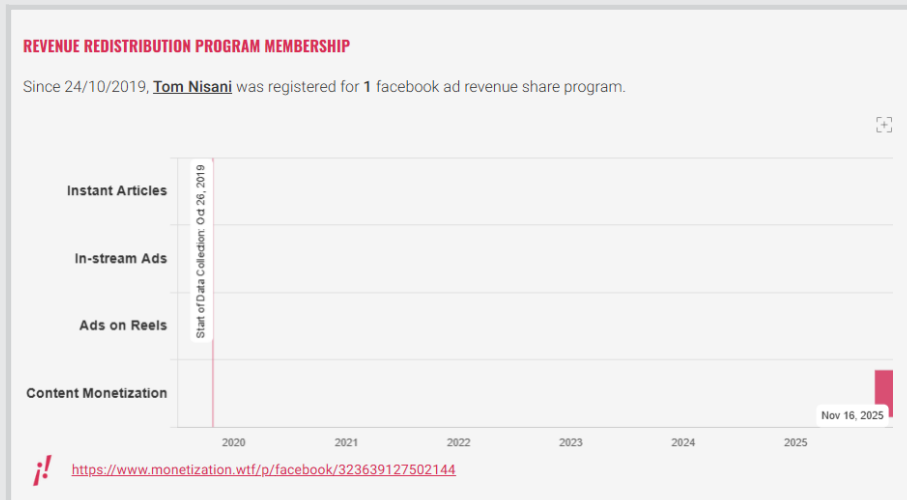


Figure 5: Tom Nisani’s Facebook Page monetization overview



Translation: I was privileged to bow this morning on the Temple Mount in front of the Creator of the world, as we are commanded in the Torah, for the first time in my life.

⁴⁰ Tom Nisani. (November 12, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/17qx6a8oTX/>



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Translation: Many people have asked me about a model of the Temple for a home. We've been working on this for a long time and here's your chance to get it straight to your living room.

Donate now to our Tisha B'Av campaign and receive a model of the Temple!

Link in the comments and stories...

⁴¹ Tom Nisani. (July 28, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1Am2wCTKYS/>
Tom Nisani. (December 18, 2023). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/1HPG1QhHGL/>



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Translation: Occupation, deportation, settlement

Figure 6: The screenshots above show images posted by the account celebrating Jewish prayers inside the Al-Aqsa compound, alongside a model of the proposed “Temple” promoted by right-wing politicians and organizations advocating its construction on the ruins of the Al-Aqsa Mosque compound. The content also includes an explicit call for deportation and the expansion of settlements.

⁴² Tom Nisani. (December 18, 2023). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/1HagV5xxRM/>

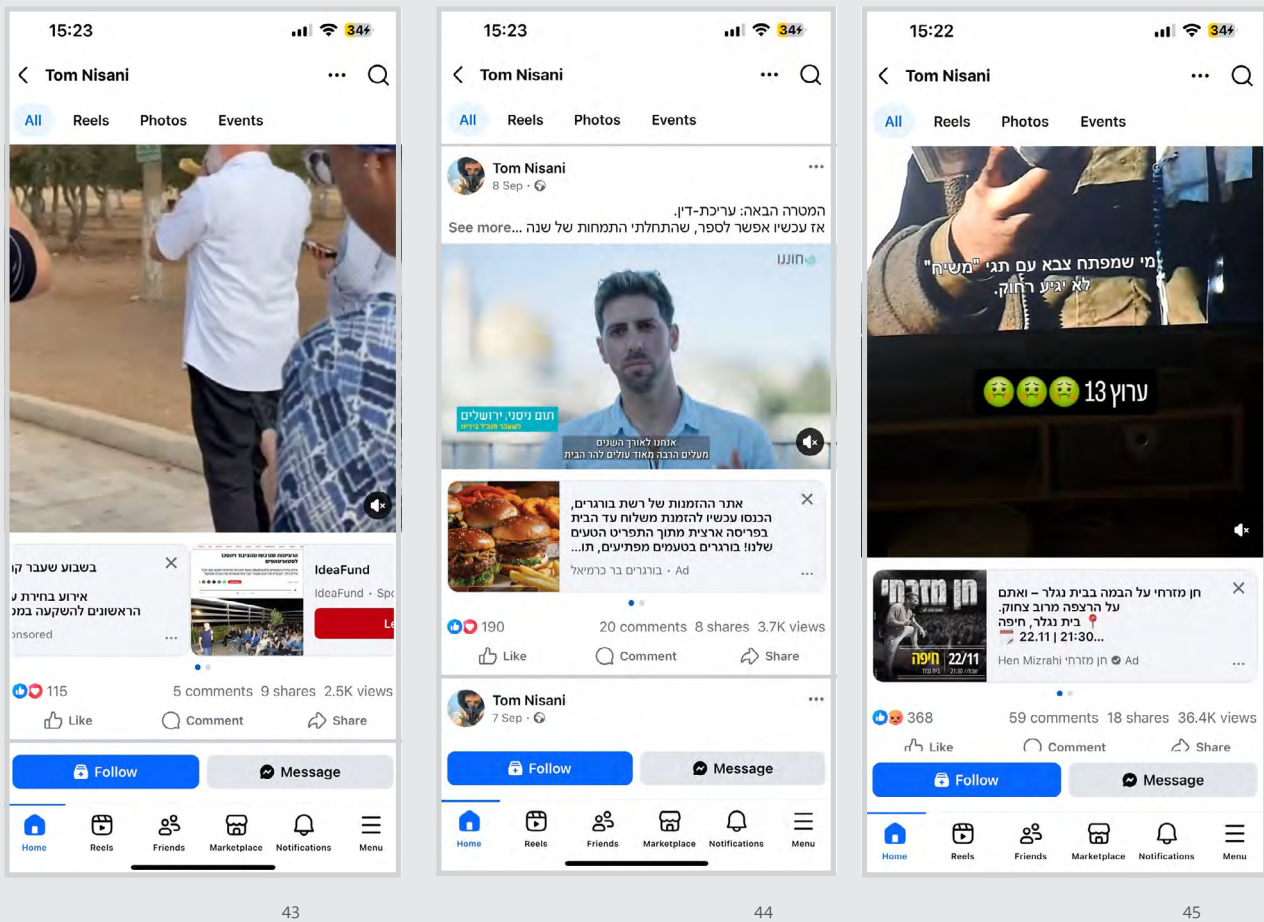


Figure 7: Tom Nisani's monetized posts; The screenshots provide evidence that his content is being monetized

⁴³ Tom Nisani. (August 25, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/reel/617622504534815>

⁴⁴ Tom Nisani. (September 8, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1D7rz3ppjB/?mibextid=wwXlfr>

⁴⁵ Tom Nisani. (September 29, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/14NFE86Tfah/?mibextid=wwXlfr>

3. Yeshurun Bartov (ישורון ברטוב)⁴⁶

Another page documented in this report belongs to an Israeli settler residing in the settlement of Mevo Dotan in the Jenin area of the occupied West Bank. The page, which is currently monetized, promotes the settler's touring agency offering excursions to water springs across the occupied West Bank. The account holder, Yeshurun Bartov, has more than 10,000 followers on Facebook. He publicly states that he serves in the Israeli army and has shared content indicating his participation in military operations in Gaza during the ongoing genocide. His monetized account includes posts supporting settlement enterprise, framing settler violence against Palestinians as self-defense, and expressing endorsement of prominent right-wing pro-settlement figures, including Itamar Ben Gvir and Bezalel Smotrich.⁴⁷

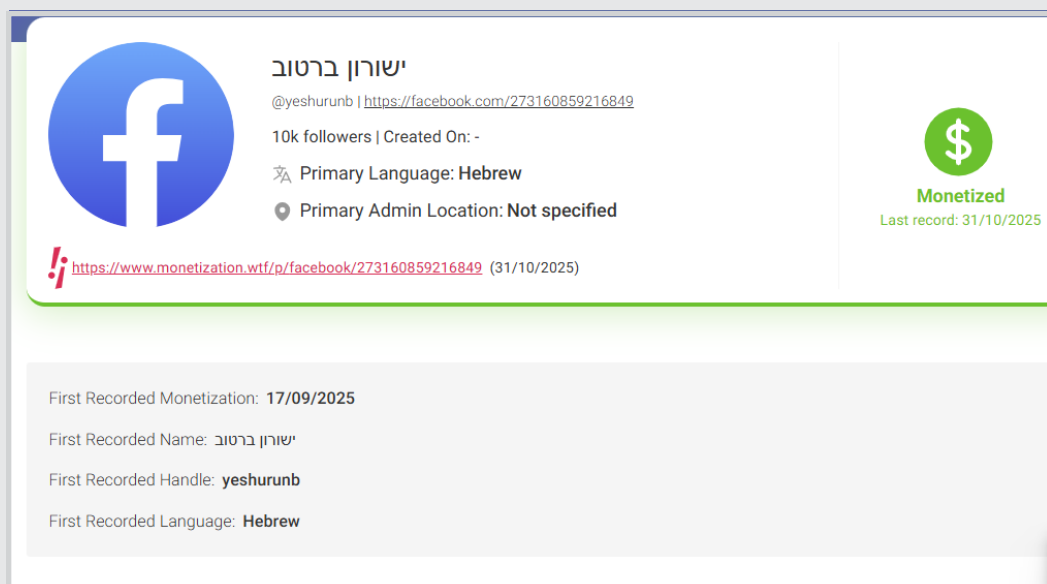


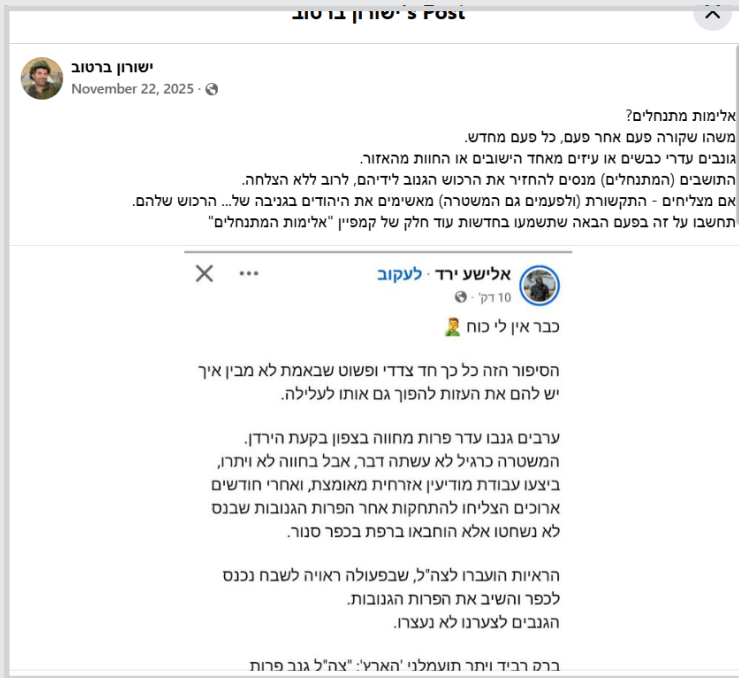
Figure 8: A proof the account is monetized, with evidence suggesting that he was recently enrolled in the program, apparently without any vetting by Meta.



Figure 9: The account has just been enrolled to monetization program

⁴⁶ ישורון ברטוב. [Facebook profile]. Facebook. URL: <https://www.facebook.com/yeshurunb>

⁴⁷ ישורון ברטוב. (January 10, 2026). [Facebook post]. Facebook. URL: Available At: <https://www.facebook.com/yeshurunb/posts/pfbidozftmHzsFcmL6XJpDzMv3UyjuyKjS3mBQF9CkrpVPHsU9BGM8XV4pYw4u23vkY2l>



48



49



Settler violence? Something that happens time and time again, over and over again. Stealing flocks of sheep or goats from one of the settlements or farms in the area. The residents (settlers) are trying to return the stolen property to their hands, often without success. If they succeed - the media (and sometimes the police) accuse the Jews of stealing... their property. Think about this the next time you hear another part of the «settler violence» campaign on the news.



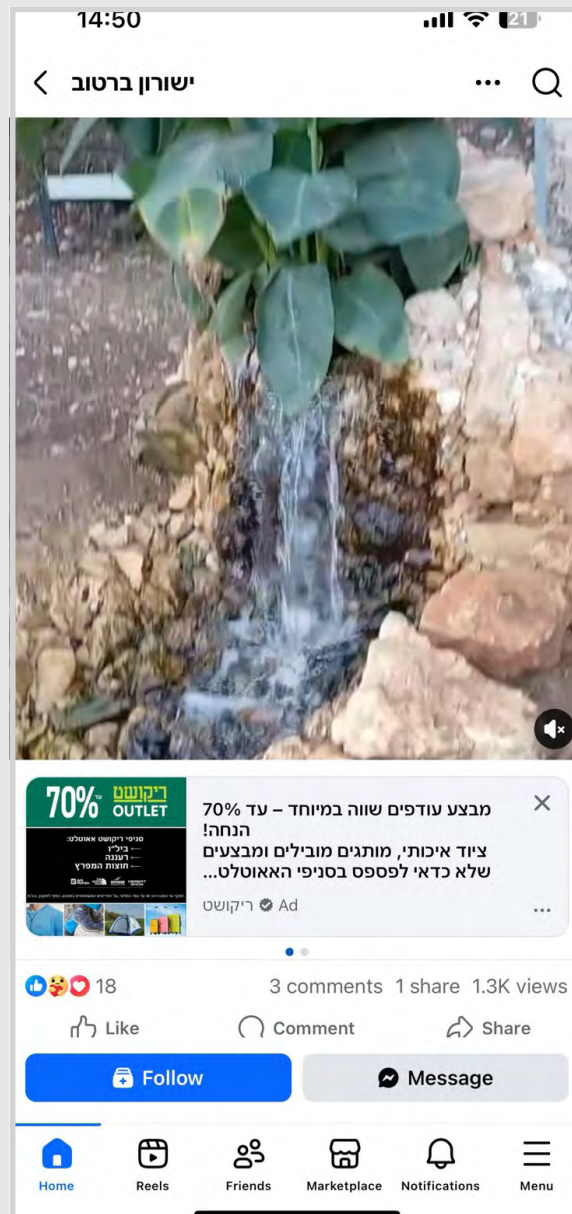
A spring that flows in eastern Binyamin and is stored in two beautiful round pools, each about five meters in diameter. The first pool is about 40 cm deep and the second pool is deeper, about 1.80 meters. The pools were built in memory of the late Avi and Avital Wolansky. Picnic tables were placed around the spring, a deck and pergola were built, a sort of wooden «locker room» was built, and a hiking trail was arranged that passes other springs in the area. On cold winter days (there are some in Israel too...) the water is less inviting to enter, but the place is very beautiful and you can come even in winter to sit in front of the amazing view with a cup of coffee or just for a winter walk. Write in Waze: «The Spring of Heroism» Have Fun



Figure 10: The above screenshots display two posts. One of them could be interpreted as indirectly justifying settler violence against Palestinians, while the other promotes natural sites and tourism activities in Israeli settlements.

⁴⁸ ישורון ברטוב (November 22, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/yeshurunb/posts/pfbid0zAYX5gZEziwbpV8fsv6HsPy7M9UpVg09qa1qg37D8JFZpGFaEDq6UambGkdrUbbx8I>

⁴⁹ ישורון ברטוב (January 8, 2026). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1Atg2jJ8HM/?mibextid=wwXlfr>



50

Figure 11: A monetized post marketing for a location inside an Israeli settlement. Interestingly, the example above shows monetized content promoting a site near the illegal “Tel Menashe” settlement, which was originally an illegal outpost established on land owned by Palestinians and was only recently legalized by the Israeli government.⁵¹

⁵⁰ ישורון ברטוב. (November 01, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/reel/792897766945998>.

⁵¹ Eight New Settlements, Including Former Illegal Outposts, Get Final Authorization, The Times of Israel, February 2026, <https://www.timesofisrael.com/eight-new-settlements-including-former-illegal-outposts-get-final-authorization/>.

4. Pinhasi Bar-On (פנחסי בר-און)⁵²

Pinhasi Bar-On is another example of a settler account monetized on Meta. The account was recently enrolled in Facebook’s monetization program in late December 2025 across multiple streams. It belongs to an Israeli settler who also serves in the Israeli Army. Most of the content he posts on his monetized Facebook account features him in Israeli Army uniform during his service in Gaza. His content celebrates the destruction in Gaza, openly boasts the invasion of Gaza, and asserts that Gaza is part of Israel. The account also frequently posts content that violates Meta’s policies.

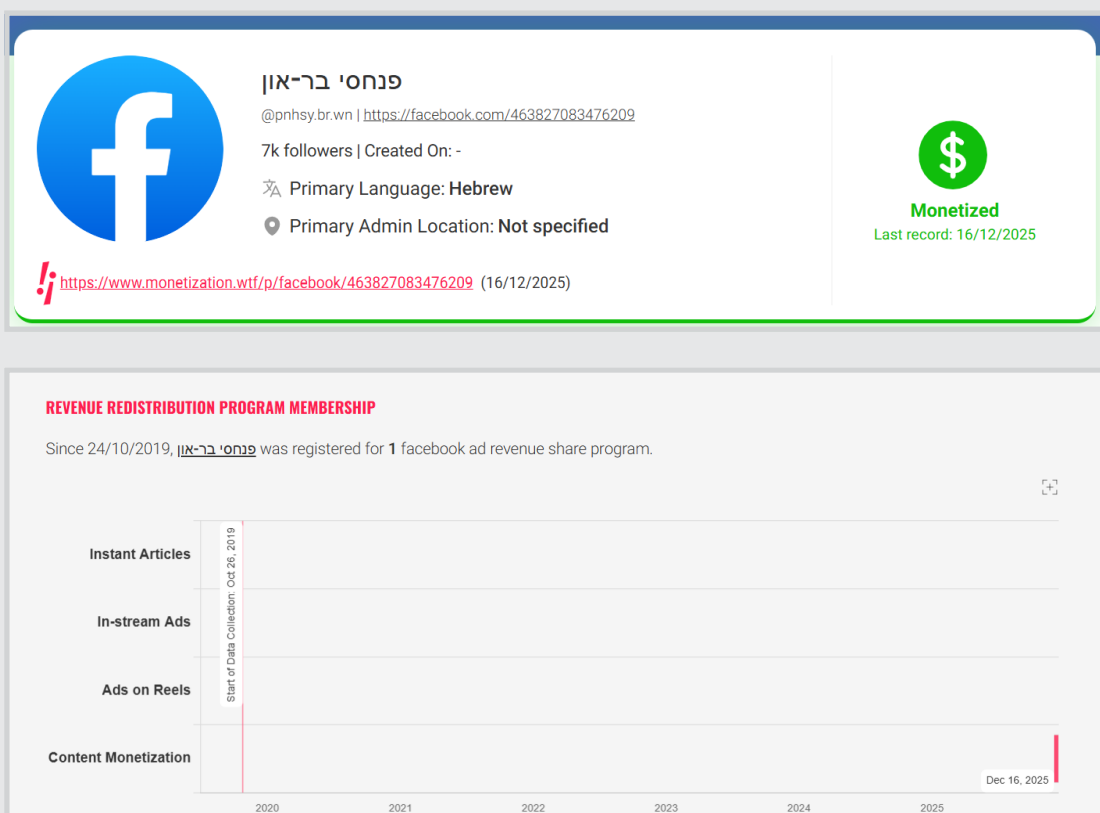


Figure 12: The account has just been enrolled to monetization

⁵² פנחסי בר-און. [Facebook profile]. Facebook. URL: <https://www.facebook.com/pnhsy.br.wn/#>



53



54

“

The eyes are red, the mouth is full of mud. There's half a kilo of dust in the nose, and it's better not to know what's going into the lungs. Still, I love this dust. Even after two years of fighting, it does not interfere and is an integral part of our missions in Gaza. For 2,000 years, our ancestors dreamed of breathing the dust of the Land of Israel, and we are the ones who are blessed. How much I love you, Land of Israel.

”

“

19 years passed from the War of Independence until we recaptured Jerusalem, the Temple Mount, and the areas of the land that were in the hands of the enemies

”

⁵³ פנחסי בר-און. (August 21, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1AXtcSxRQJ/>

⁵⁴ פנחסי בר-און. (August 12, 2024). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1F6L8koPG3/>



55

Day tour of the city of Bani Suheila, central Gaza Strip.

Figure 13: The examples above include posts in which the account holder appears to boast about his participation in military operations in Gaza during the genocide, including content that celebrates destruction of Gaza (Emojis are considered form of support for action by Meta)

⁵⁵ פנוחסי בר-און. (February 8, 2024). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1CC4EKO6Of/>

5. Oshrat Gispan (אושרת גיספאן)⁵⁶

Oshrat Gispan is an Israeli settler residing in the occupied West Bank. She promotes an Airbnb property located in the settlement of Tekoa through her monetized Facebook account. Tekoa is an Israeli settlement established in occupied territory. In addition to promoting settlement-based tourism activity, Gispan is active in the “Soldiers’ Wives Forum” and frequently shares posts documenting tours and activities across the occupied Palestinian Territory. Her monetized account includes content referring to the West Bank as “Judea and Samaria,” expressing support for the policies of Finance Minister Bezalel Smotrich, and advocating for the construction of a “Temple” at the Al-Aqsa Mosque compound.

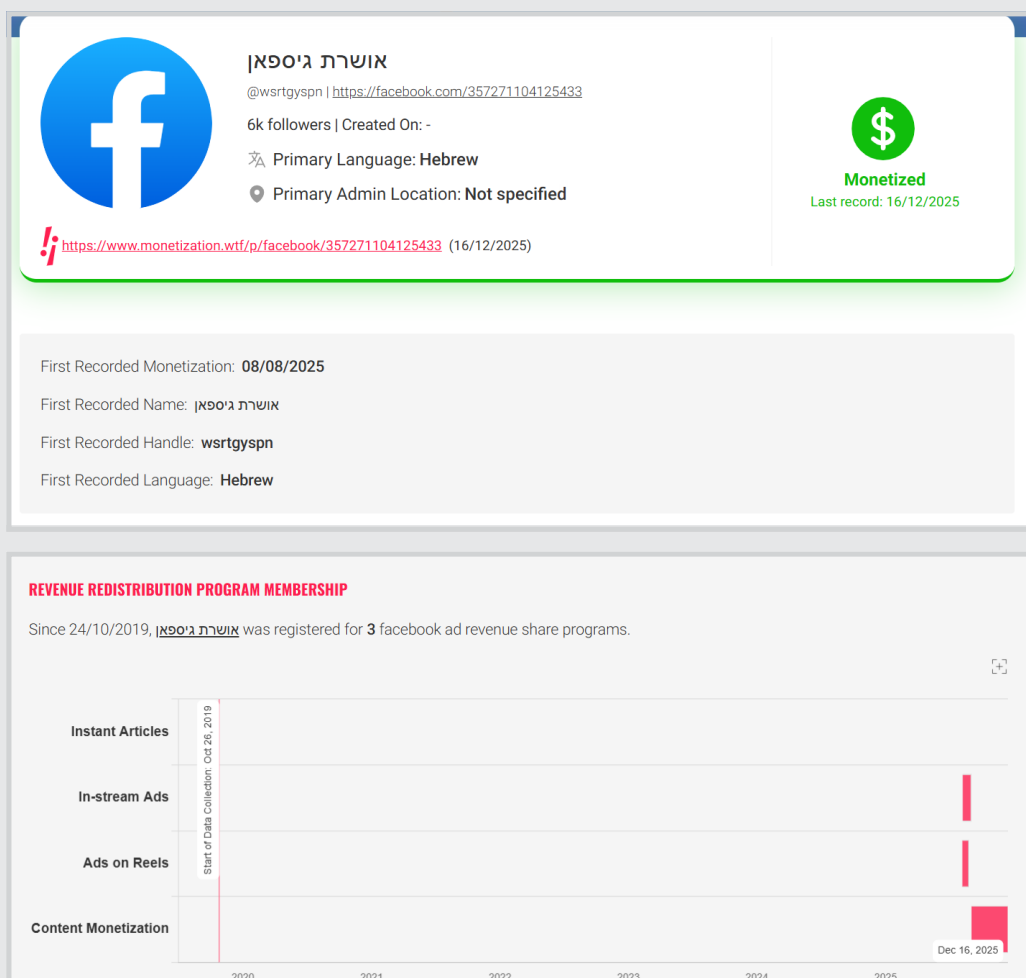
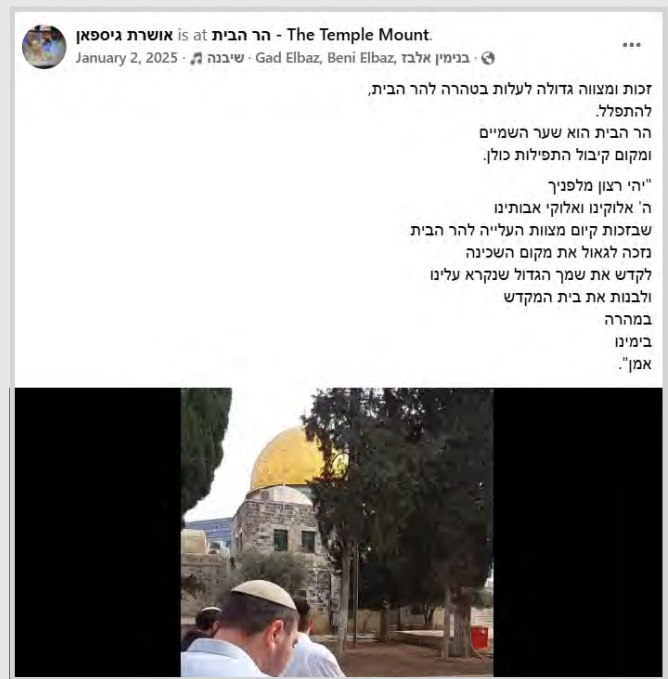


Figure 14: The account has just been enrolled to monetization program

56 אושרת גיספאן. [Facebook profile]. Facebook. URL: <https://www.facebook.com/wsrtgyspn/#>



57



58

“

When winter is stormy outside, I can't think about the brave hill boys who guard our land in all weathers. May God protect you.

“Every place that the sole of your foot shall tread upon, that have I given unto you”

Salute to the boys of the hills ”

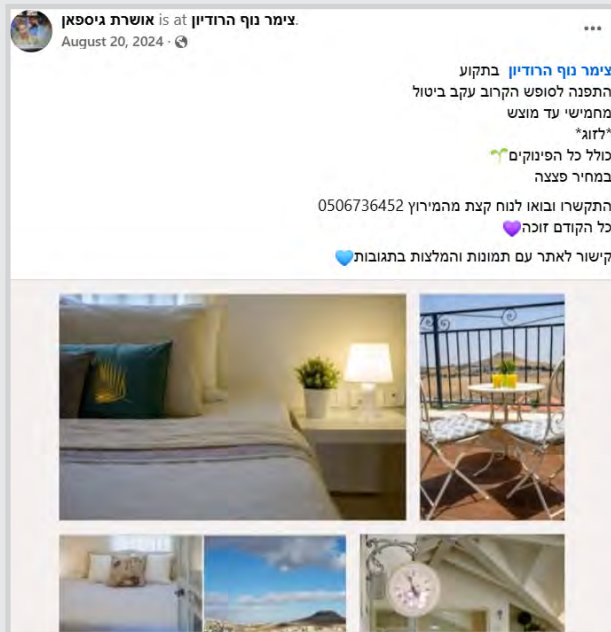
“

It is a great privilege and mitzvah (commandment) to ascend the Temple Mount, to pray. The Temple Mount is the gate to heaven and the place where all prayers are received. “May it be your will” The Lord our God and the God of our fathers That thanks to the observance of the commandment of ascending to the Temple Mount We will be worthy to redeem the place of the “the place of Divine presence” to sanctify Your great name that is called upon us. and build the Temple soon today Amen

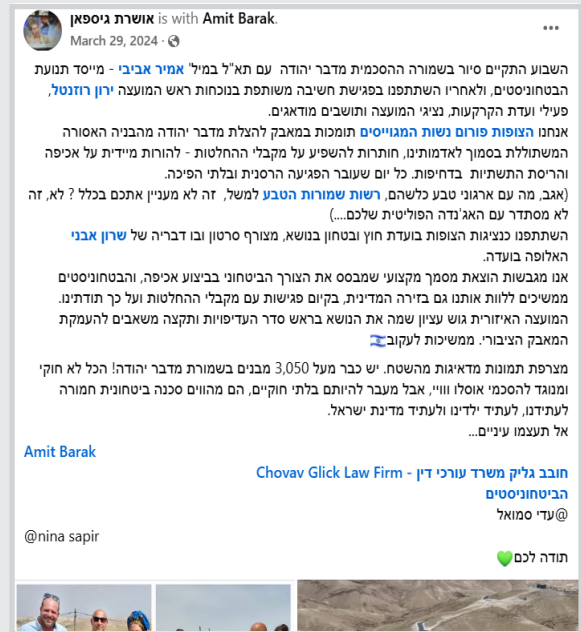
”

⁵⁷ אשרת גיספאן. (January 31, 2025). [Facebook story]. Facebook. URL: <https://www.facebook.com/share/v/1DjzgoUKqW/>

⁵⁸ אשרת גיספאן. (January 02, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/17wCFATdaB/>



59



60

“ **Translation:** Nof Herodion B&B In Tekoa
Available for this coming weekend due to cancellation
from Thursday to Saturday night
for a couple
including all the treats
in a reduced price
Call and come take a break from the race
first come first served 0506736452
Link to website with photos and recommendations in the comments ”

⁵⁹ אושרת גיספאן. (August 20, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1GnscvGKvn/>
⁶⁰ אושרת גיספאן. (March 29, 2024). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/17HicA8aiT/>



Translation: This week, a tour of the Judean Desert Reserve was held with Brigadier General (res.) Amir Avivi - founder of the «security people” movement, and after that we participated in a joint brainstorming meeting in the presence of Council Chairman Yaron Rosenthal, Land Committee activists, Council representatives, and concerned residents.

We, «the observers of the Women of the Conscripts Forum”, support the struggle to save the Judean Desert from the illegal construction that is rampant near our lands, striving to influence decision-makers - to immediately order enforcement and the urgent demolition of the infrastructure. Every day that passes, the damage is devastating and irreversible.

(By the way, what about any nature organizations, the Nature Reserves Authority for example, doesn't that interest you at all? No, it doesn't fit with your political agenda....)

We participated as a representative of the observers in the Foreign Affairs and Security Committee on the subject. Attached is a video containing Sharon Avni's remarks. The champion in the committee.

We are formulating the publication of a professional document that establishes the security need for enforcement, and security experts continue to accompany us in the political arena, in holding meetings with decision-makers, and for that we are grateful. The Gush Etzion Regional Council has made the issue a top priority and has allocated resources to deepen the public struggle. Continue to follow

Attached are disturbing photos from the field. There are already over 3,050 structures in the Judean Desert Reserve! Everything is illegal and contrary to the Oslo Accords, but beyond being illegal, they pose a serious security threat to our future, the future of our children, and the future of the State of Israel.

Don't close your eyes...



Figure 15: Examples of account posts include direct support for hilltop youth settlers movement, promoting business in Israeli settlements, advocating for tours in the West Bank referred to as 'Judea and Samaria,' expressing support for the policies of Finance Minister Bezalel Smotrich, and calling for the construction of a 'Temple' at the Al-Aqsa Mosque compound.

6. Tiran Zeituna (טירן זיתונה עוצמה יהודית)⁶¹

Tiran Zeituna's account is monetized as well. He is a member of the Israeli far-right party Otzma Yehudit and oversees the party's network of activists. Otzma Yehudit is a Kahanist⁶² political party led by the extremist National Security Minister Itamar Ben Gvir, known for his violent rhetoric and racist measures against Palestinians. Tiran Zeituna has just been enrolled in the Facebook monetization program in January 2026.

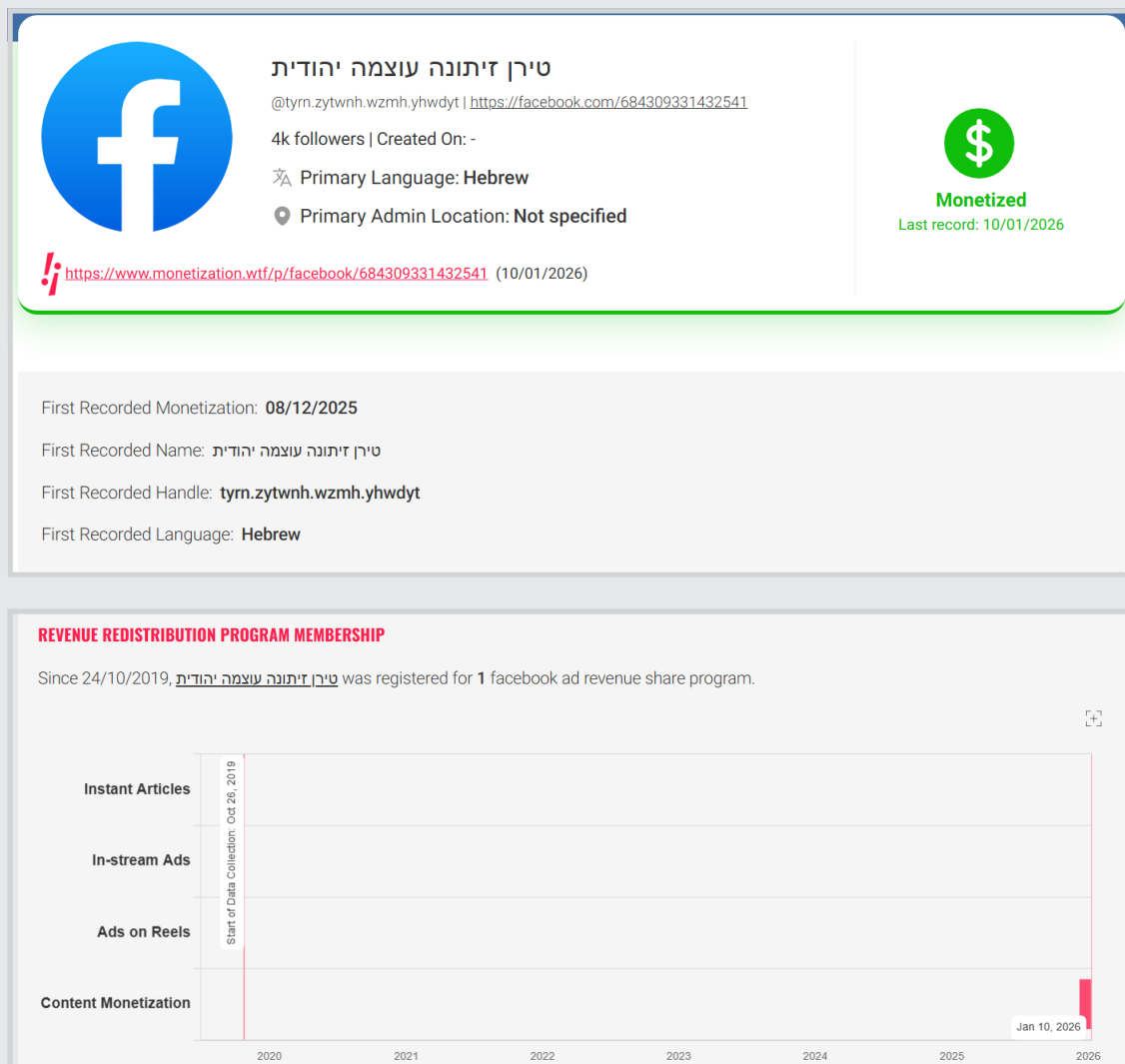


Figure 16: The page has just been enrolled in the program

⁶¹ טירן זיתונה - עוצמה יהודית. [Facebook profile]. Facebook. URL: <https://www.facebook.com/tyrn.zytwnh.wznh.yhwdyt/#>

⁶² Itamar Ben-Gvir, Encyclopaedia Britannica, February 2026, <https://www.britannica.com/biography/Itamar-Ben-Gvir>



“

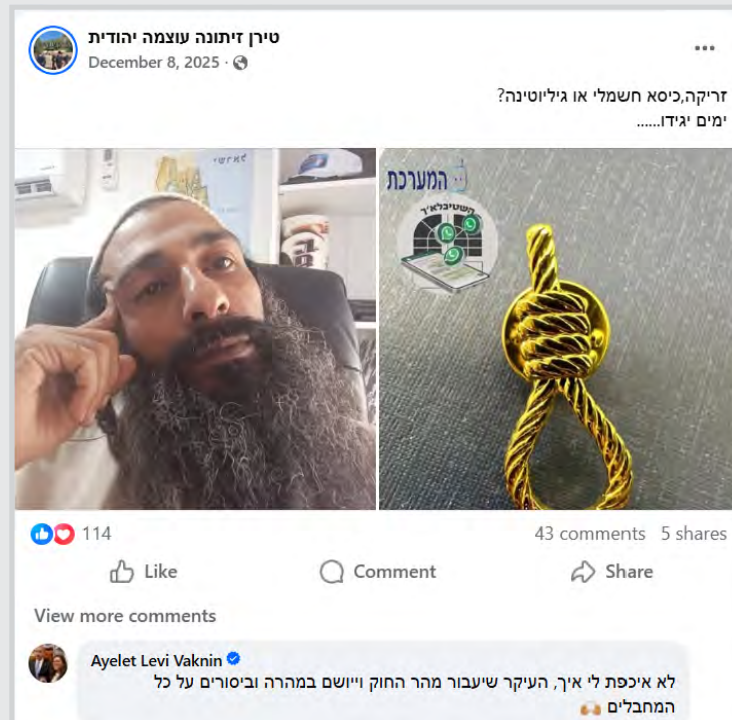
You probably didn't understand the matter. Ben Gvir's justice fighters evict criminals from the illegal homes they stole from the state. You will slowly understand that no one is above the law.

”

“

Arab driver runs over and kills Haredi child = house arrest. A soldier defending the country and killing a Nukhba terrorist is serving a sentence for murder. The logic of the courts in Israel.

”



65

Injection, electric chair or guillotine? Days will tell.....

Figure 17: Examples of the account’s posts include support for the proposed death penalty for Palestinian political prisoners, endorsement of Itamar Ben-Gvir’s policy of demolishing Palestinian homes in the Negev labeled as ‘illegal,’ and suggestions that Israel does not punish Palestinians severely enough, referencing an incident in which a Palestinian driver unintentionally caused the death of an Israeli

⁶⁵ טירן זיתונה - עוצמה יהודית. (December 8, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/tyrn.zytwnh.wzmyhwdyt/posts/pfbido2B8hnEw1tfMPYCQScqfnvrpBX1xpouRCLb5JvkfJHSon6uuNPtv9xXHxD8T2vJ3XF1>

The Second Group: Incitement & Celebration of Violence

Incitement to violence and dehumanizing content targeting Palestinians during the genocide was particularly concerning due to its scale and direct impact on their lives. 7amleh previously analyzed the complicity of social media platforms in amplifying such violent rhetoric and their failure to curb the dissemination of content by Israeli officials, content creators, and media outlets—content that profoundly affects the daily lives of Palestinians enduring the horrors of genocide and relentless bombardment.⁶⁶

The same alarm was raised in January 2024, when the International Court of Justice (ICJ), in its provisional-measures ruling in the South Africa v. Israel case under the Genocide Convention, explicitly directed Israel to prevent direct and public incitement to genocide. This directive was part of a set of legally binding interim measures aimed at preventing further irreparable harm while the case proceeds toward a final judgment.⁶⁷

In this section 7amleh presents several examples of monetized violent accounts, accounts celebrating violence or mocking the victims.

⁶⁶ Abukhater, Jalal, Meta's Role in Amplifying Harmful Content Against Palestinians During Genocide in Gaza, 7amleh, September 2025, <https://7amleh.org/post/meta-s-role-during-genocide-en>

⁶⁷ Order: Application of the Convention on the Prevention and Punishment of the Crime of Genocide in the Gaza Strip (South Africa v. Israel), Provisional Measures, International Court of Justice, January 2024, <https://www.icj-cij.org/node/203447>

7. (הצל) the shadow⁶⁸

The first one is Yoav Eliasi, known as The Shadow, who is an Israeli rapper with significant influence on social media, using his platform to promote extreme and violent political messaging against Palestinians. He repeatedly posts mocking content of destruction in Gaza and support for settlement enterprise.

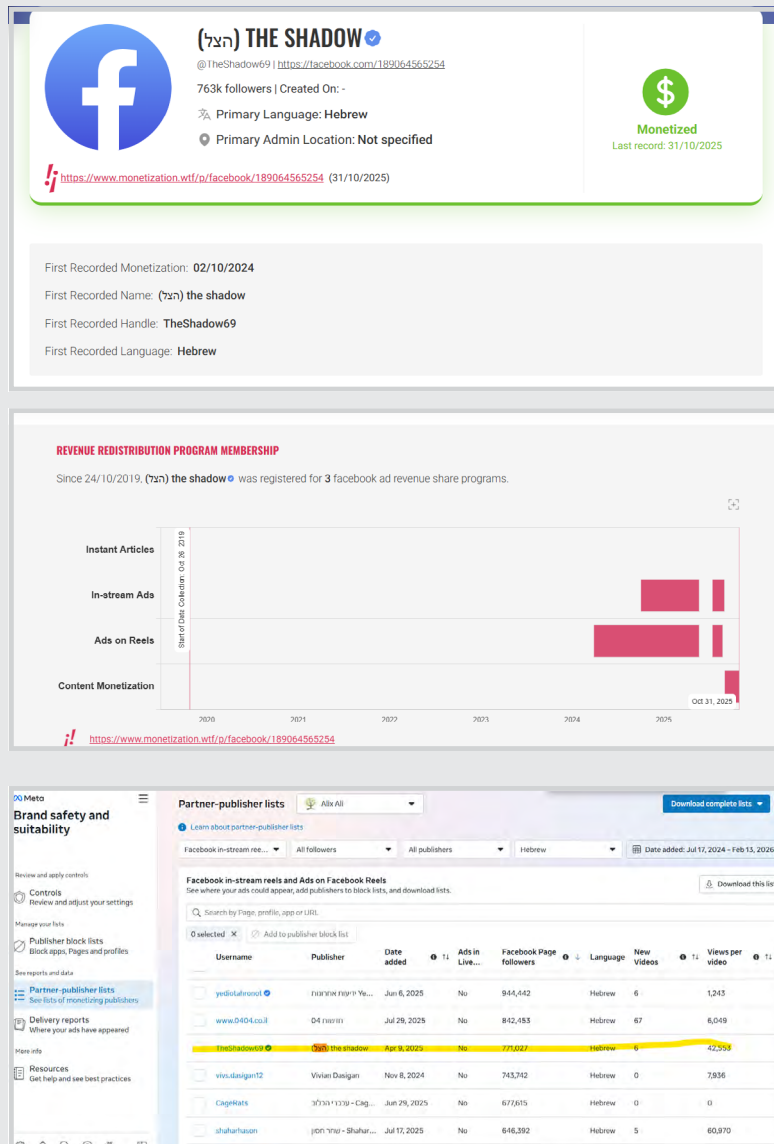


Figure 18: The account is enrolled into several monetization programs

⁶⁸ The Shadow (הצל). [Facebook profile]. Facebook. URL: <https://www.facebook.com/189064565254>



69



70

“

I can't believe what I'm hearing Vice speaker of the Knesset Vaturi from the Likud party: Rabbi Kaha... (rhymes with Banana) was right on many issues the people of Israel and the Likud were wrong about"

”

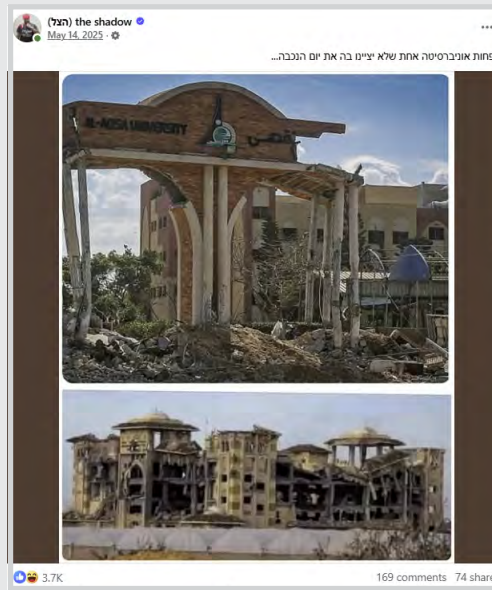
“

History returning home 20 years after the deportation Historic victory! The people of Israel return to Sha-Nur In an unprecedented move, Central Command Major General Avi Balut signed over the jurisdictional area to Sha-Nur, along with Havat Yair, Tal Menashe and Givat Arnon, following the government's decision. Yossi Dagan, who was expelled from Sha'anur himself, marks a historic victory: «Righting an injustice, strengthening settlement and security.” This is home – and we are returning to it.” This is not just an administrative step. This is a Zionist, moral step, and a victory for a people who do not give up their land. Yossi Dagan, my dear brother I strengthen your hands after 20 years of struggle! Together we return home.

”

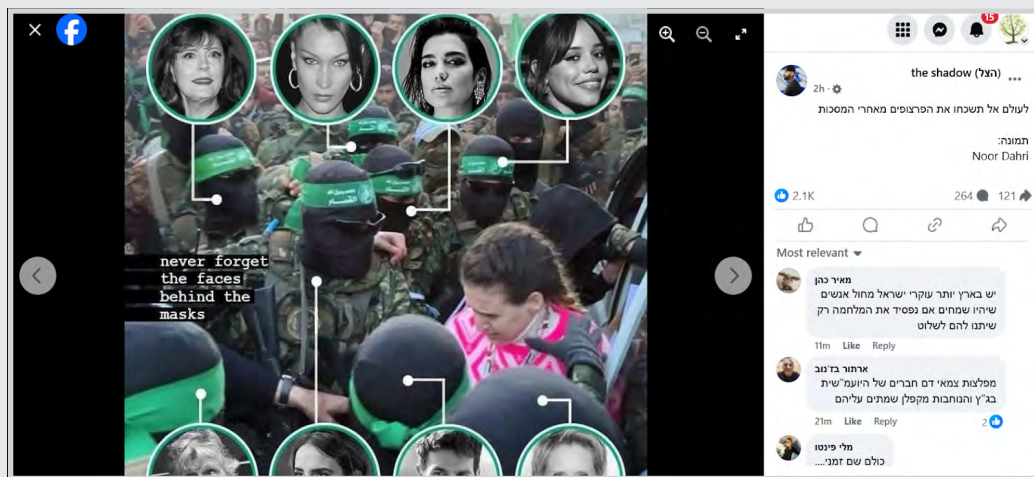
⁶⁹ The Shadow (הצל). (November 12, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/1AUwa7kCdf/>

⁷⁰ The Shadow (הצל). (November 10, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/17mtA74icb/>



71

At least one university where Nakba Day will not be commemorated...



72

Never forget the faces behind the masks.

Figure 19: Examples of the account's violent content include smearing and incitement against international celebrities, accusing them of being 'Hamas' mouthpieces, mocking the destruction of Al-Aqsa University, and celebrating government decisions to resettle the northern West Bank

⁷¹ The Shadow (הצל). (November 12, 2025). [Facebook post]. Facebook. URL: [https://www.facebook.com/TheShadow69/posts/pfbidokoU692vxjWZBgBYuGwJQFYRTJKkS2XGjYycBiHJ3SL7CMbRTyKwh67YKuoJeNkX4!?_cft_\[o\]=AZXxOXTPSq2oSLEJVm-8eT_pk1g8Z2Ag1Txifo3AYcyKbCNoswpiHHKb1VhrwgvTb7YoUy2w5RREuGU9HXqc9XN9EyF-GvhjauJ3F7u6ICDNactnOUzMIVeloe1gdfp](https://www.facebook.com/TheShadow69/posts/pfbidokoU692vxjWZBgBYuGwJQFYRTJKkS2XGjYycBiHJ3SL7CMbRTyKwh67YKuoJeNkX4!?_cft_[o]=AZXxOXTPSq2oSLEJVm-8eT_pk1g8Z2Ag1Txifo3AYcyKbCNoswpiHHKb1VhrwgvTb7YoUy2w5RREuGU9HXqc9XN9EyF-GvhjauJ3F7u6ICDNactnOUzMIVeloe1gdfp)

⁷² The Shadow (הצל). (November 12, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/photo?fbid=1167487721403926&set=a.316211033198270>



73



74

“

Translation: sorry if I hit you

”

“

I can't believe what I'm hearing

Vice speaker of the Knesset Vaturi from the Likud party: Rabbi Kaha... (rhymes with Banana) was right on many issues the people of Israel and the Likud were wrong about“ Translation: MK Yitzhak Kreuzer of Otzma Yehudit is working to obtain 70 signatures to remove terrorist supporter Ahmad Tibi from the Knesset.

This came after he (Ahmad Tibi) liked an anti-Semitic conspiracy that Israel is behind the massacre in Russia. Now we'll wait for them to collect the signatures, and for Gantz and Lapid to to keep him from being thrown out. Even if Ahmed Tibi arrives at the plenary session with a Hamas ribbon on his head, they will not let him be ousted.

”

Figure 20: Posts featuring images of rockets likely intended for use against Gaza, accompanied by a mocking phrase, alongside a caricature of Ben-Gvir holding a dog collar labeled with Ahmad Tibi's face.

⁷³ The Shadow (הצל). (October 11, 2024). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1GKiwEHoeG/?mibextid=wwXlfr>

⁷⁴ The Shadow (הצל). (March 24, 2024). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1VMMFvrXVg/?mibextid=wwXlfr>

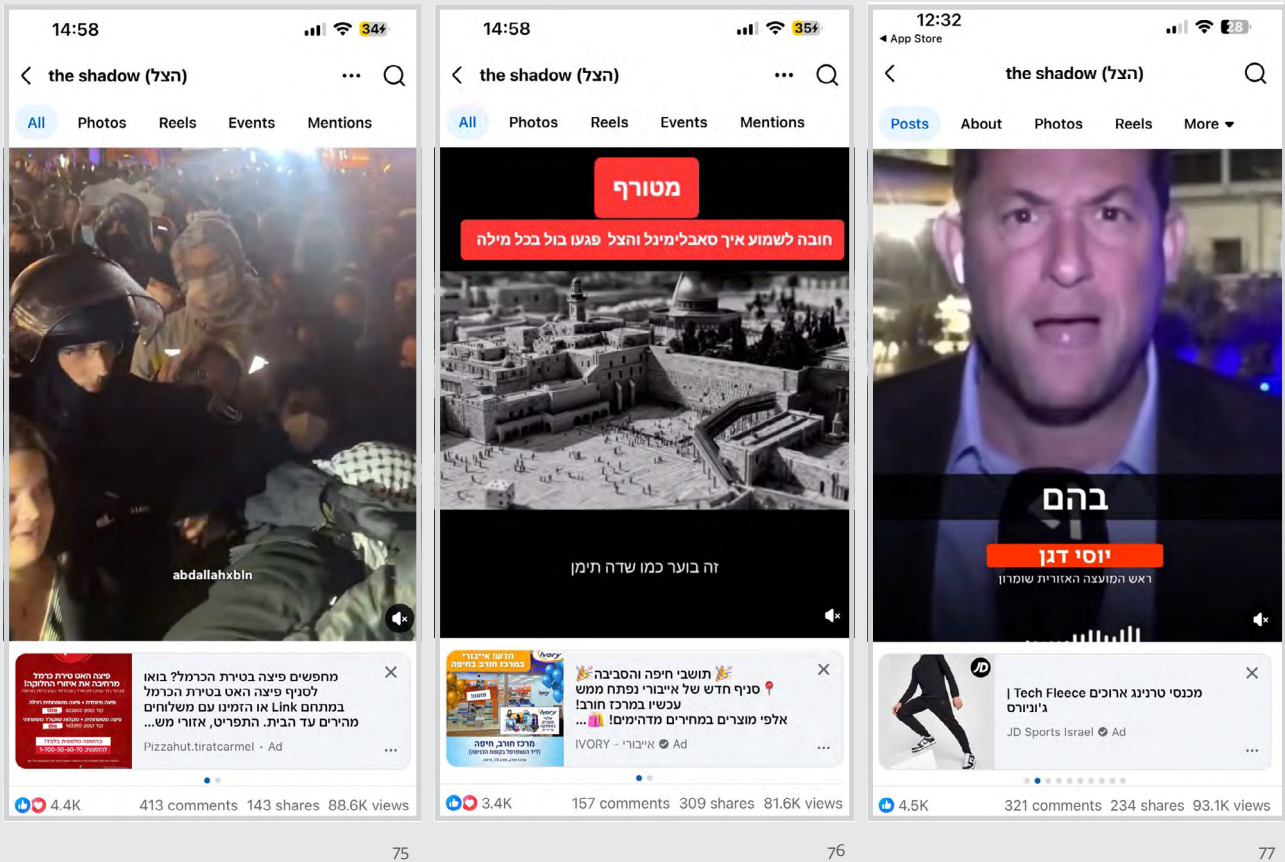
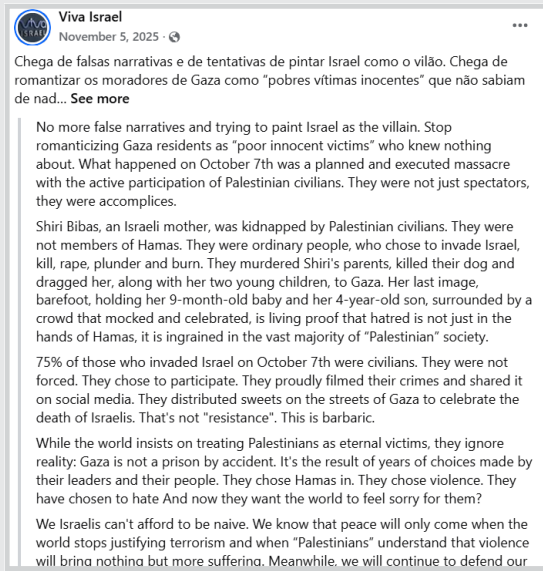


Figure 21: Samples of the monetized content

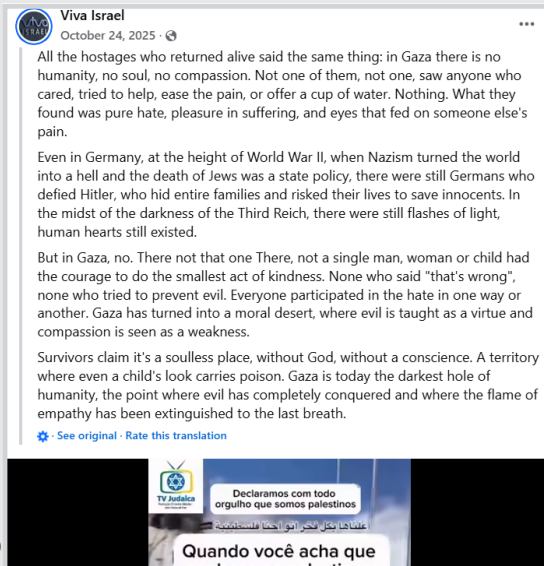
⁷⁵ The Shadow (הצל). (November 3, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1EfTw5gviL/>
⁷⁶ The Shadow (הצל). (October 30, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/1AJdy42RXB/>
⁷⁷ The Shadow (הצל). (November 13, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1CBVwzAhRw/>

8. Viva Israel⁷⁸

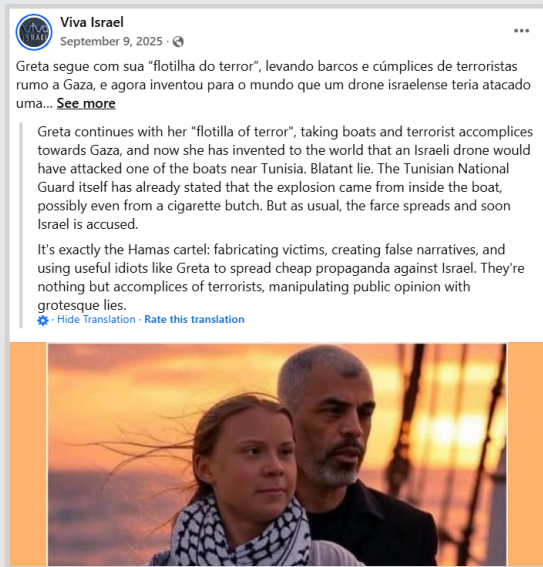
Another Israeli page, named “Viva Israel,” is operating from Jerusalem and followed by over half a million users, and has long been monetized on Facebook. Its content includes violent rhetoric targeting Palestinians. Some examples are provided below. An additional page, followed by approximately 272,000 users and monetized on the platform, regularly posted hateful and violent content as well as propaganda targeting Palestinians.



79



80



81

Figure 22: The screenshots above demonstrate that the page is posting content that collectively criminalizes Palestinian civilians in Gaza, portraying them as complicit, and content indirectly justifying Israeli attacks against civilians. Another example is the demonization of activist Greta Thunberg due to her support for Palestinian rights. In this instance, her image was manipulated through deepfake techniques, associating her with Yahya Sinwar and falsely portraying her as a terrorist simply because she participated in the humanitarian flotilla to Gaza.

⁷⁸ Viva Israel. [Facebook profile]. Facebook. URL: <https://www.facebook.com/bydavidelmescany/#>

⁷⁹ Viva Israel. (November 5, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1agwwVqZjW/>

⁸⁰ Viva Israel. (October 24, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1Bv8Mnsjt/>

⁸¹ Viva Israel. (September 9, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1A5j1x1Qzw/>

9. דיווחים בזמן אמת - push⁸²

A right-wing-leaning news page, followed by more than half a million users and characterized by numerous problematic posts.

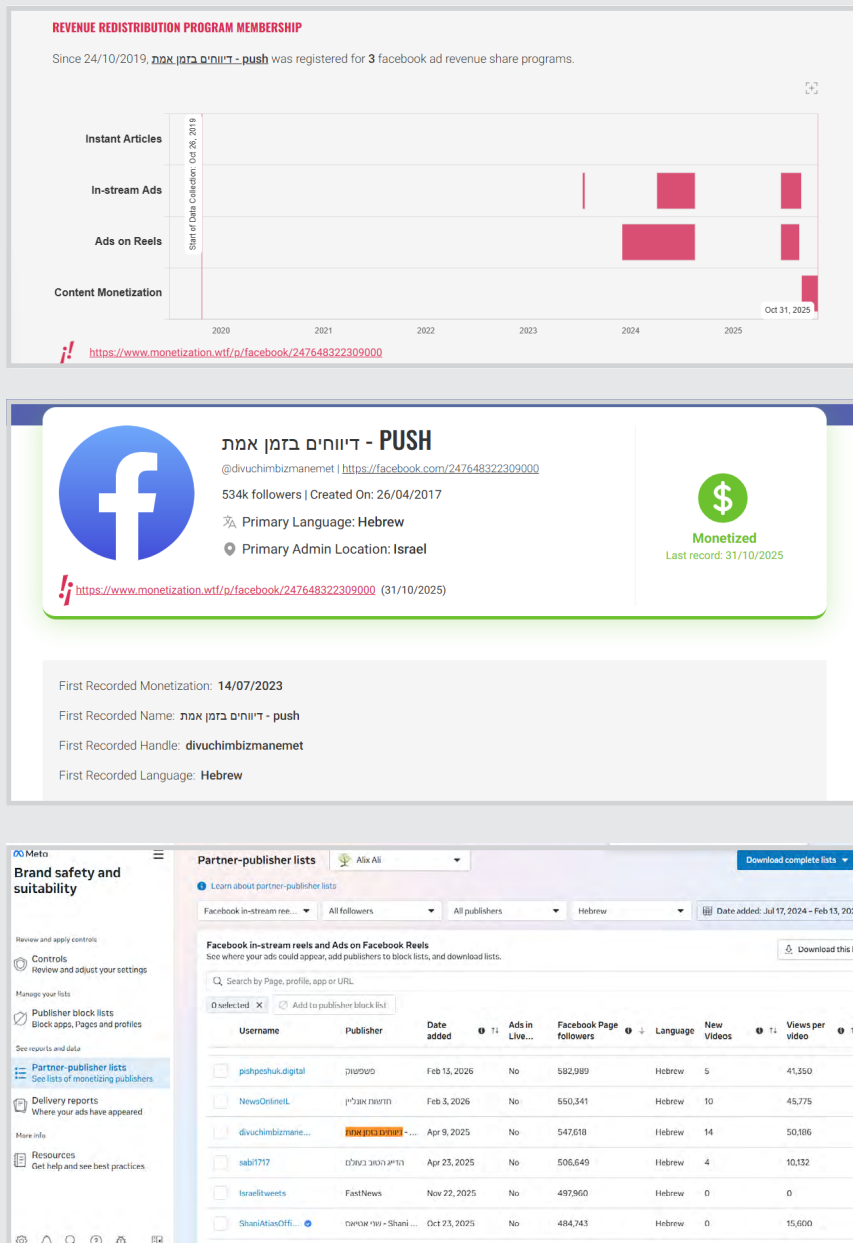


Figure 23: The page is still monetized across several streams

⁸² דיווחים בזמן אמת - push. [Facebook profile]. Facebook. URL: <https://www.facebook.com/247648322309000>

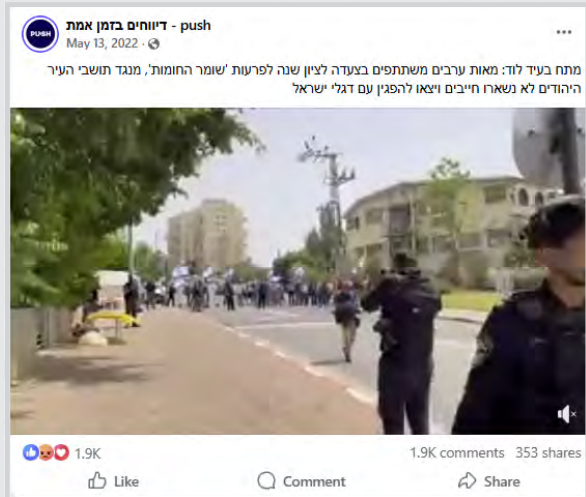


“

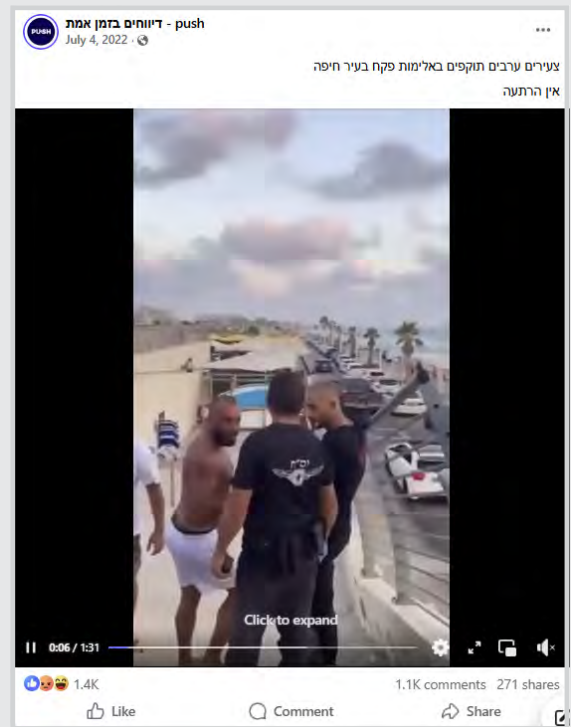
Translation: Call to the Air Force: Gaza is clean of hostages - at your disposal

”

⁸³ push - דיווחים בזמן אמת (January 26, 2026). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1FEVWwhsFEt/>



84



85

“

Tensions at Lod city: Hundreds of Arabs participate in march marking one year since «Operation Guardian of the Walls» riots, on the other hand, the city's Jewish residents did not take this for granted and went out to demonstrate, carrying Israeli flags.

”

“

Young Arabs violently attack a police officer in Haifa There is no deterrence

”

Figure 24: Examples of content posted by the account include the circulation of uncontextualized and unverified reports alleging that Palestinians attacked an Israeli officer, as well as posts referencing the May 2021 Palestinian protests. Many of the page's posts are similar..

⁸⁴ דיווחים בזמן אמת - push. (May 13, 2022). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/1DVNAuCRMS/>

⁸⁵ דיווחים בזמן אמת - push. (July 4, 2022). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/189R5hF3T7/>

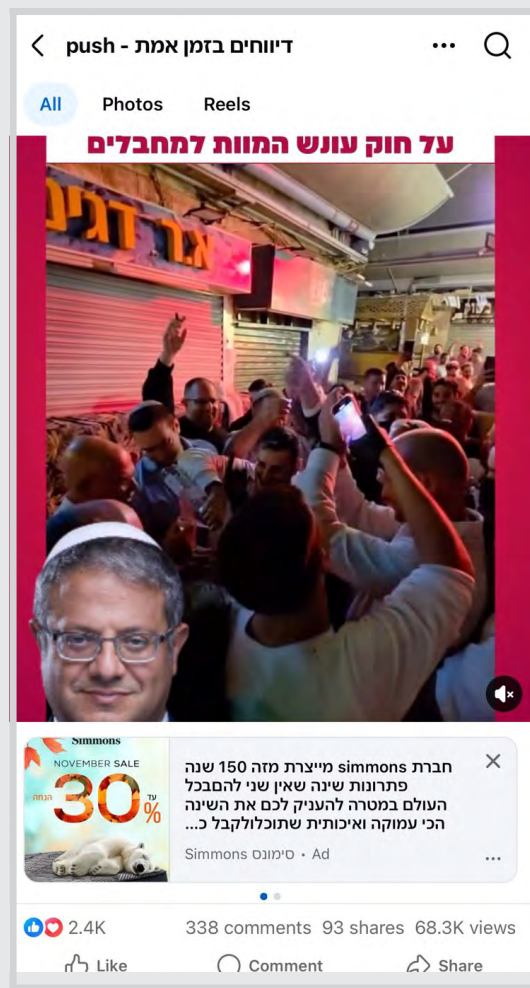
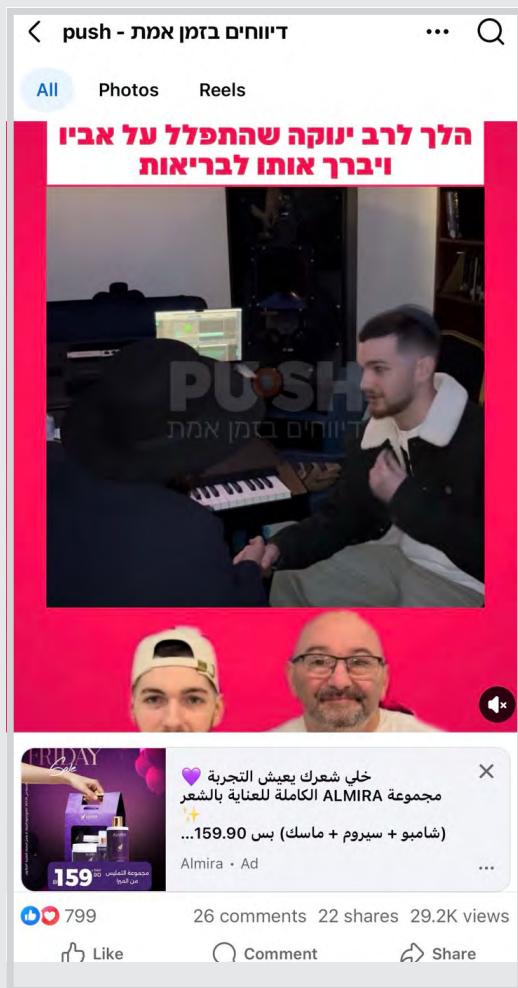


Figure 25: These screenshots provide evidence that is shown at the bottom of each screenshot, promoted content is displayed.

⁸⁶ push - דיווחים בזמן אמת. (November 15, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/iCKUVFgTCK/>

⁸⁷ push - דיווחים בזמן אמת. (November 11, 2025). [Facebook Profile]. Facebook. URL: <https://www.facebook.com/share/r/iCX2D2wh1k/>

10. Hen Mizrahi (חן מזרחי)⁸⁸

The Facebook page of the well-known stand-up comedian Hen Mizrahi is also included. The page contains posts that mock Palestinian victims and ridicule civilians in Gaza during the genocide. In one of his shows, he referred to everyone in Gaza as ‘terrorists.’⁸⁹

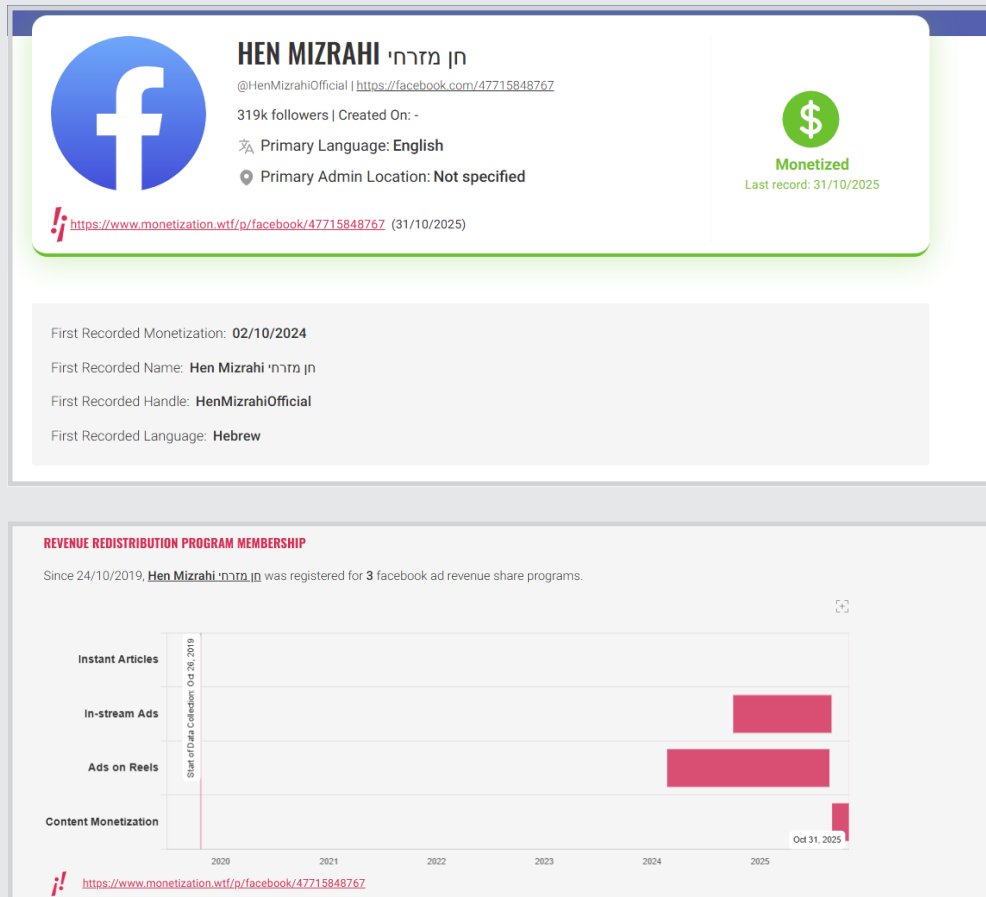


Figure 26: The timeline of the account monetization

⁸⁸ Hen Mizrahi (חן מזרחי). [Facebook profile]. Facebook. URL: <https://www.facebook.com/HenMizrahiOfficial>

⁸⁹ MintPress News. (March 29, 2024). [Facebook post]. Facebook. URL: <https://www.facebook.com/watch/?v=423863610330184>



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Figure 27: Examples of posts include mockery of displaced Palestinians living in makeshift tents in Gaza during the genocide, sexually derogatory content targeting Palestinians, and content ridiculing the death of the well-known journalist Saleh Al-Jafarawi

⁹⁰ Hen Mizrahi (חן מזרחי). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/17jRk53KKO/>
⁹¹ Hen Mizrahi (חן מזרחי). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1AyyFKAsnq/>
⁹² Hen Mizrahi (חן מזרחי). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/p/1Bf34z9HtX/>

The Third Group: Israeli Media

Meta has monetized a range of prominent right-wing Israeli media outlets that consistently promote violence, or collective punishment, or dehumanizing narratives against Palestinians. Below we present some examples of those media outlets pages on Facebook.

11. Channel 14 (עכשיו 14)⁹³

Among them is Channel 14, a television network closely aligned with Israel's right-wing government, whose commentators openly advocate for settlement expansion and endorse extreme measures against Palestinians. The channel is widely known for inciting content, including repeated calls for mass killing and for the cutting of essential services such as electricity and water to Gaza. One of its leading commentators publicly stated that Israel should have killed 100,000 Palestinians in the initial days of the war.⁹⁴ Calls for "wiping out" Gaza and similar rhetoric was reported by Israeli Media.⁹⁵

First Recorded Monetization:	29/11/2022
First Recorded Name:	עכשיו 14
First Recorded Handle:	Now14israel

⁹³ עכשיו 14. [Facebook profile]. Facebook. URL: <https://www.facebook.com/C14news/>

⁹⁴ Channel 14 Again Calls for Mass Murder and Genocide, The Seventh Eye, August 2025, <https://www.the7eye.org.il/559304>

⁹⁵ Pro-Netanyahu Channel 14 Incites to Genocide in Gaza, Israeli Groups Claim in High Court Petition, Haaretz, May 2025, <https://www.haaretz.com/israel-news/202508-05-ty-article/premium/pro-netanyahu-channel-14-incites-gaza-genocide-israeli-groups-say-in-top-court-petition/00000196-b00b-df59-abde-f22bda510000>

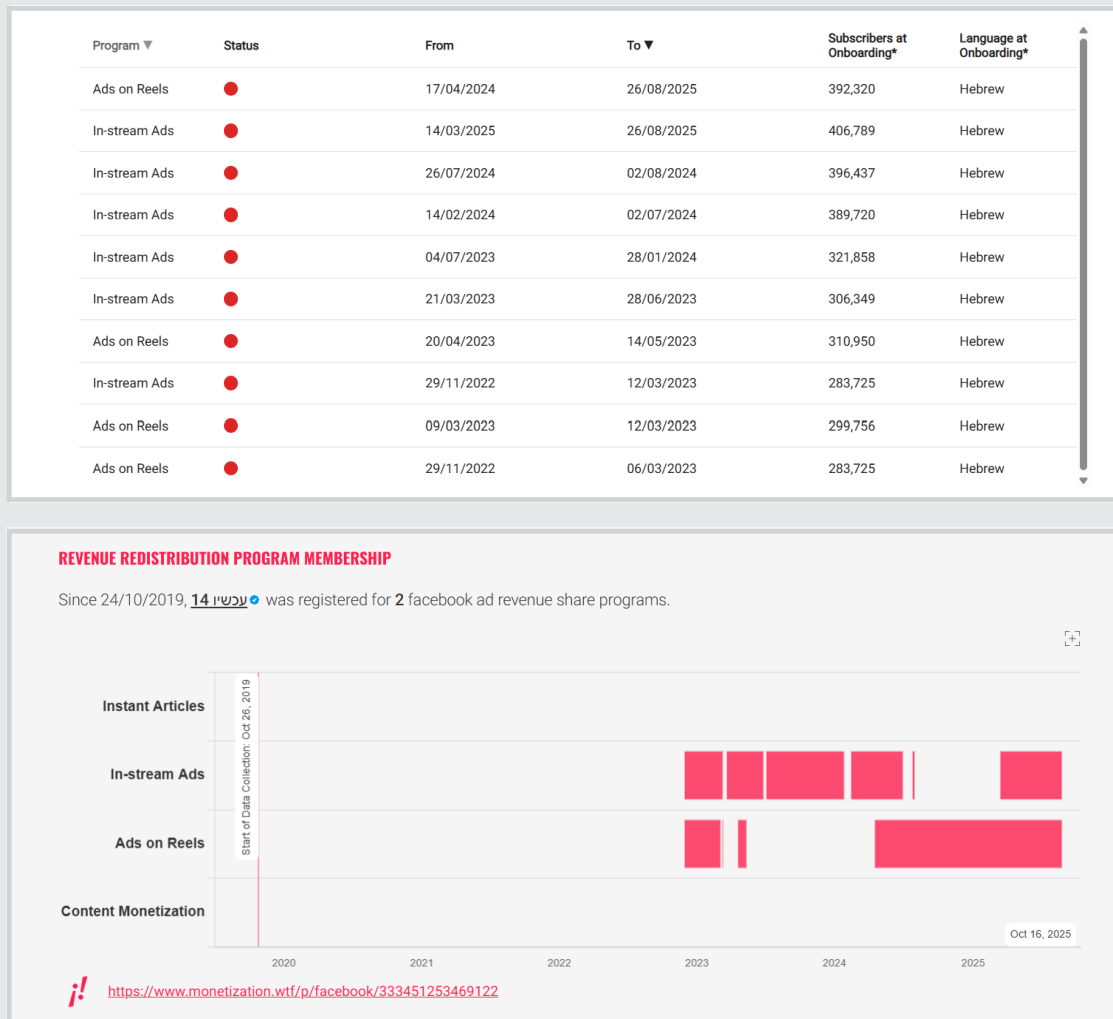


Figure 28: The page is monetized on several streams. In the screenshots we present evidence of monetization for the page in addition to the monetization timeline.

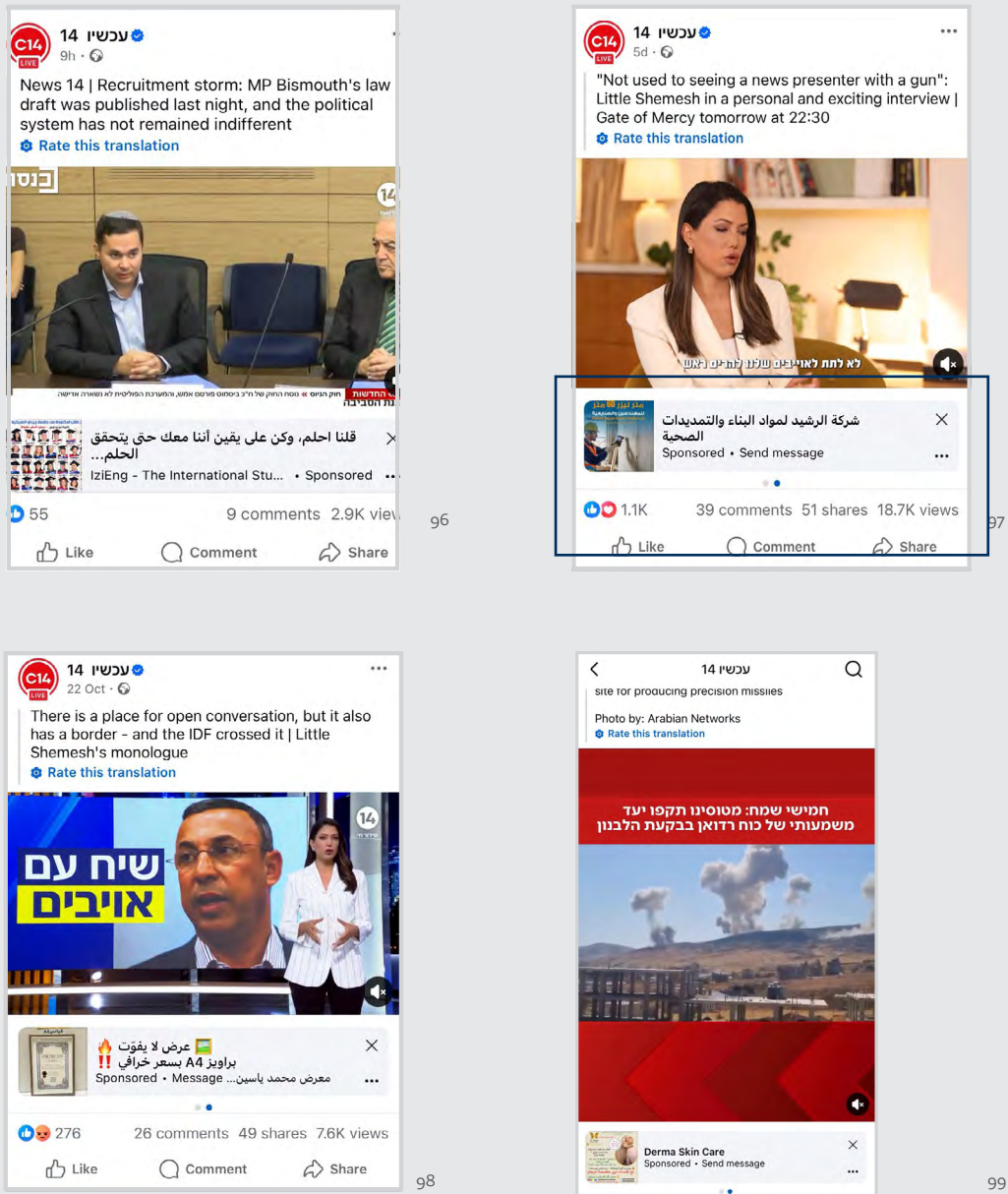


Figure 29: A proof of monetization. Those are some screenshots proving content is being monetized.

- ⁹⁶ עכשיו 14. (October 30, 2025). [Facebook Profile]. Facebook. URL: <https://www.facebook.com/share/v/1BqreEeHwd/>
- ⁹⁷ עכשיו 14. (October 24, 2025). [Facebook Profile]. Facebook. URL: <https://www.facebook.com/share/v/17vtvbU3fS/>
- ⁹⁸ עכשיו 14. (October 22, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/173oTxFUvW/>
- ⁹⁹ עכשיו 14. (October 23, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/1ajocbEk4R/>

12. Zvi Yehezkeli¹⁰⁰

That commentator, Zvi Yehezkeli, is an Israeli journalist known for racist and violent rhetoric against Palestinians. He explicitly called for the mass murder of Palestinians in the days following October 7, saying: "In my opinion the IDF should have launched a more fatal attack with 100,000 killed in the beginning".¹⁰¹

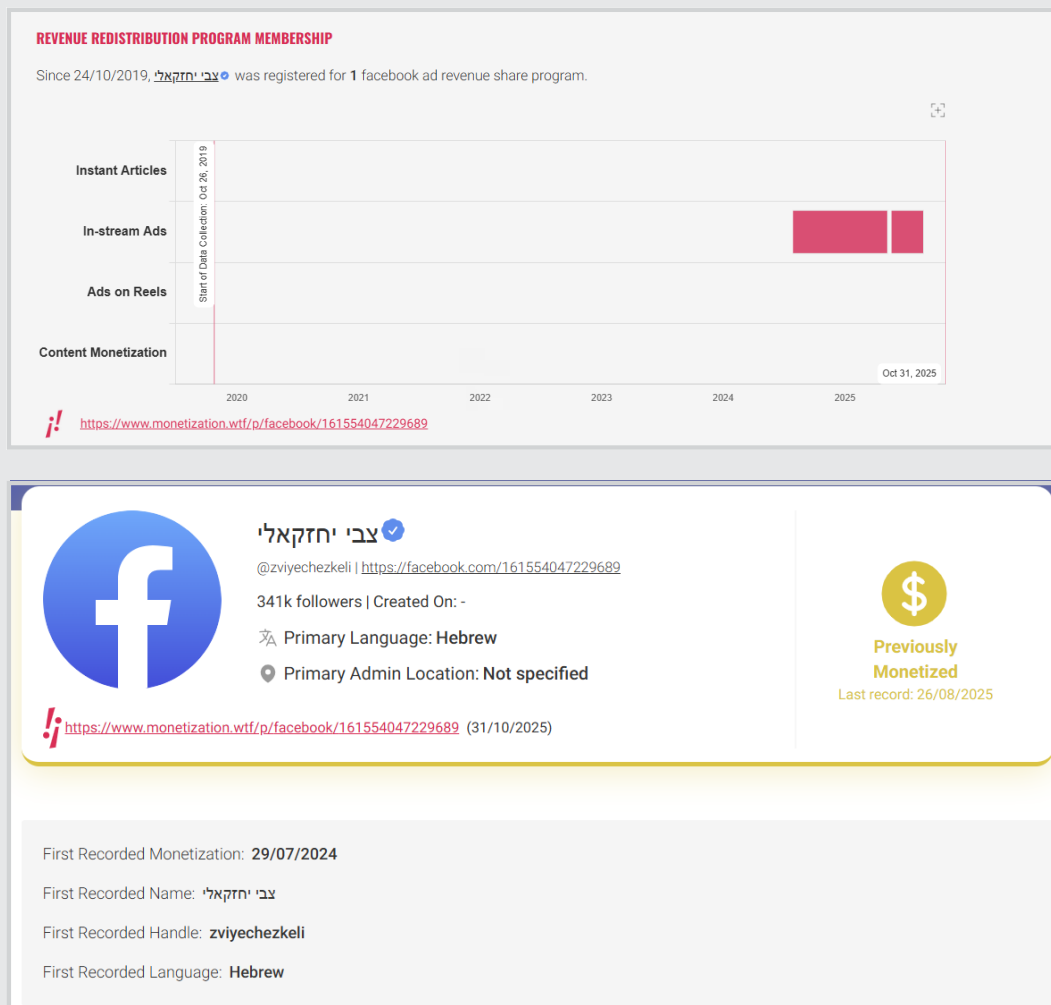


Figure 30: The page has been monetized until recently as the screenshots show.

¹⁰⁰ צבי יחזקאלי. [Facebook Profile]. Facebook. URL: <https://www.facebook.com/zviyechezkeli/>

¹⁰¹ War on Gaza: Israeli Journalist Says Army Should Have Killed 100,000 Palestinians, Middle East Eye, December 2023, https://www.middleeasteye.net/news/war-gaza-israeli-journalist-says-army-should-have-killed-100000-palestinians?utm_

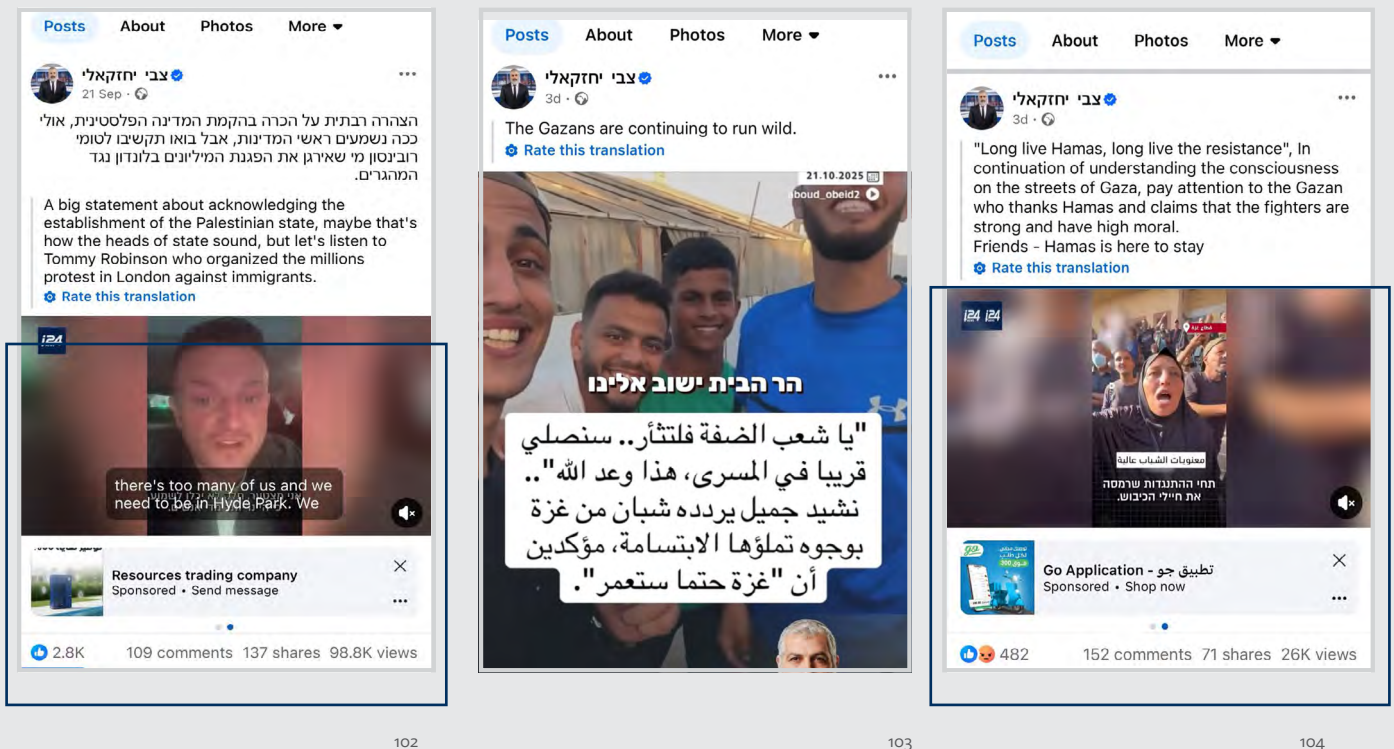


Figure 31: A proof of monetization. Above are some screenshots proving monetization of the content.

¹⁰² צבי יחזקאלי. (September 21, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/17hFLawcvK/>
¹⁰³ צבי יחזקאלי. (October 27, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/reel/1242661294251460>
¹⁰⁴ צבי יחזקאלי. (October 26, 2025). [Facebook post]. Facebook. URL: <facebook.com/reel/1984310892109956/>

13. Arutz 7¹⁰⁵

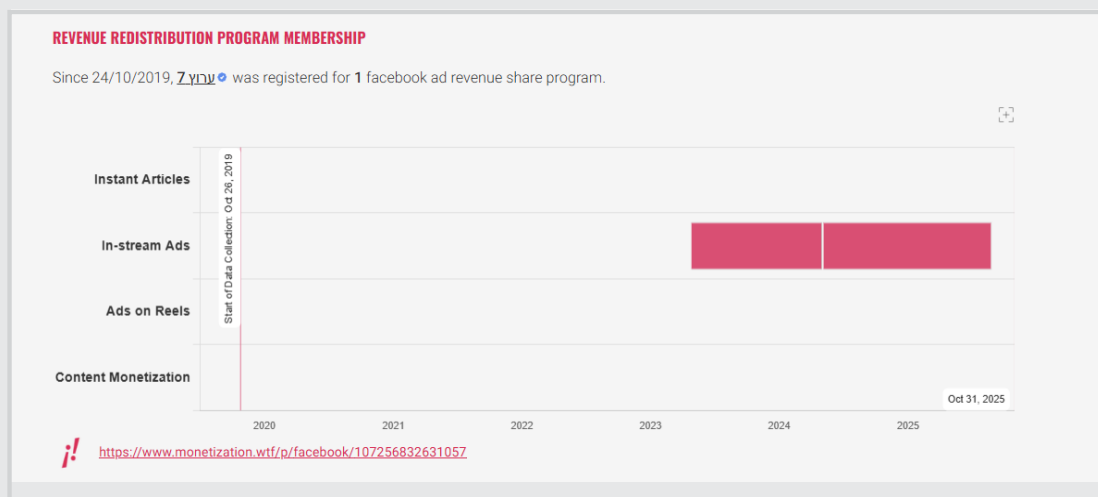
Meta has also monetized the Facebook page of Channel 7, another Israeli right-wing media outlet closely associated with religious Zionism and the settlement movement. The news network has headquarters in Beit El settlement, and it's known for its racist rhetoric and direct support for the settlement enterprise.¹⁰⁶

ערוע 7 ✓
 @arutz7 | <https://facebook.com/107256832631057>
 174k followers | Created On: -
 🗣️ Primary Language: Hebrew
 📍 Primary Admin Location: Not specified

Previously Monetized
 Last record: 26/08/2025

<https://www.monetization.wtf/p/facebook/107256832631057> (31/10/2025)

First Recorded Monetization: 27/04/2023
 First Recorded Name: ערוע 7
 First Recorded Handle: arutz7
 First Recorded Language: Hebrew



¹⁰⁵ ערוע 7. [Facebook Profile]. Facebook. URL: <https://www.facebook.com/arutz7/#>

¹⁰⁶ Israeli News Site Removes 'Antisemitic' From Its Reference to Arab Rapper After Warning, Haaretz, January 3, 2023, <https://www.haaretz.com/israel-news/202303-01/-ty-article/.premium/israeli-news-site-removes-antisemitic-from-its-reference-to-arab-rapper-after-warning/000001857781--dfb6-a1a77-ffd66210000>

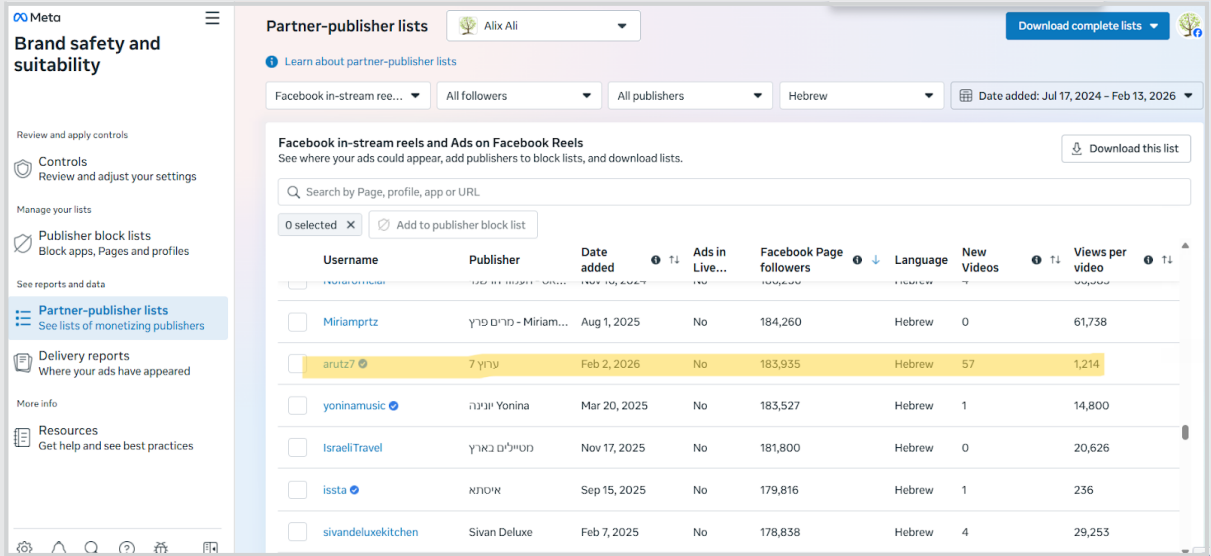


Figure 32: A proof of monetization



“

Translation: A message of sovereignty and history: A giant Israeli flag was raised for the first time on the summit of the Alexandrium
 The Israeli flag was raised for the first time on the summit of Mount Sartaba in the Jordan Valley, in a move led by the Ministry of Heritage.
 As part of symbolic activities at historical sites in Judea and Samaria

”

Figure 33: An example of content supporting settlement enterprise

¹⁰⁷ ערוץ 7. (February 23, 2026). [Facebook Profile]. Facebook. URL: <https://www.facebook.com/share/p/18PtXEZgH8/>

14. Israel Hayom היום¹⁰⁸

Similarly, Israel Hayom, a major Israeli right-wing newspaper, known as closely aligned with Benjamin Netanyahu and the Likud Party, has long published dehumanizing narratives and justification for war crimes against Palestinians.¹⁰⁹ The newspaper was monetized on Meta’s platforms for an extended period, although current data does not clarify whether this monetization remains active.

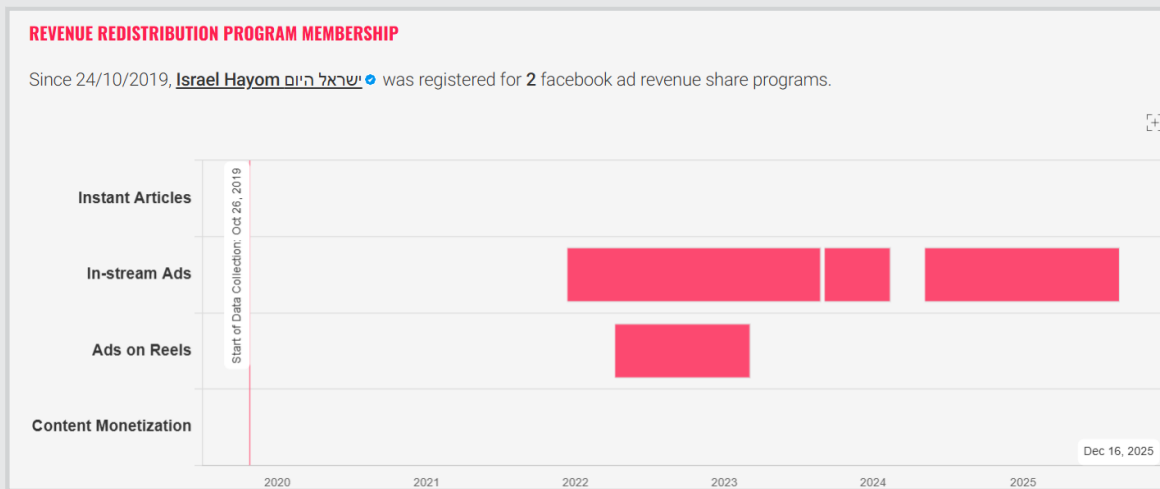


Figure 34: A proof of monetization

¹⁰⁸ Israel Hayom. [Facebook Profile]. Facebook. URL: <https://www.facebook.com/IsraelHayom/>

¹⁰⁹ Becker, Nitzan, The Enemy as Victim: Israeli Media Coverage of Mass Crimes Against Palestinians in Gaza, Partecipazione e Conflitto – Participation and Conflict, November 3, 2025, <https://hal.science/hal-05344678v1/document>.

Other Monetization Cases Which Violate Meta's Own Policies

Government and security agencies are not allowed to monetize on Meta's platforms, as clearly outlined by a set of policies organizing monetization and grouped under "Partner Monetization Policies."¹¹⁰ These include clear prohibition of monetizing pages belonging to government officials, political candidates, political parties, Parliamentary committees and government agencies.

However, evidence shows the Arabic "Israel Police" page is monetized until today. "What To Fix" report revealed that as the account is still monetized, this means that Meta may have invited it into its exclusive "Content Monetization Program" launched on 1 September 2025 or the police applied for it and were admitted without due process.¹¹¹ The following evidence shows that Israel Police (Arabic page) has been monetized since November 2021. It's been monetized almost all the time without meaningful suspension gaps though Meta's policies prohibit government agencies from getting money from Meta.

15. Israel Police¹¹²

The screenshot shows the Monetization.wtf website interface. At the top, there's a navigation bar with 'Monetization.wtf', 'About', 'Platforms', and 'Monetization Archive'. Below that, a search bar contains the URL 'https://www.facebook.com/israelpolicearabic'. The main content area displays the profile information for 'شرطة إسرائيل' (Israel Police), including the Facebook logo, the name in Arabic, the handle '@israelpolicearabic', the number of followers (466k), and the creation date (19/09/2016). A green badge with a dollar sign and the word 'Monetized' is prominently displayed, indicating the page's monetization status. The last record date is noted as 16/10/2025.

¹¹⁰ Facebook Partner Monetization Policies. (n.d.). Meta. Available at:

<https://www.facebook.com/business/help/169845596919485?id=2520940424820218>

¹¹¹ How Facebook Monetizes Police and Military Pages. (October, 2025). What to Fix. Available at:

<https://www.whattofix.tech/publications/who-makes-money-police-military/>

¹¹² شرطة إسرائيل. [Facebook profile]. Facebook. URL: <https://www.facebook.com/israelpolicearabic>

First Recorded Monetization: 30/11/2021

First Recorded Name: شرطة إسرائيل

First Recorded Handle: israelpolicearabic

First Recorded Language: Arabic

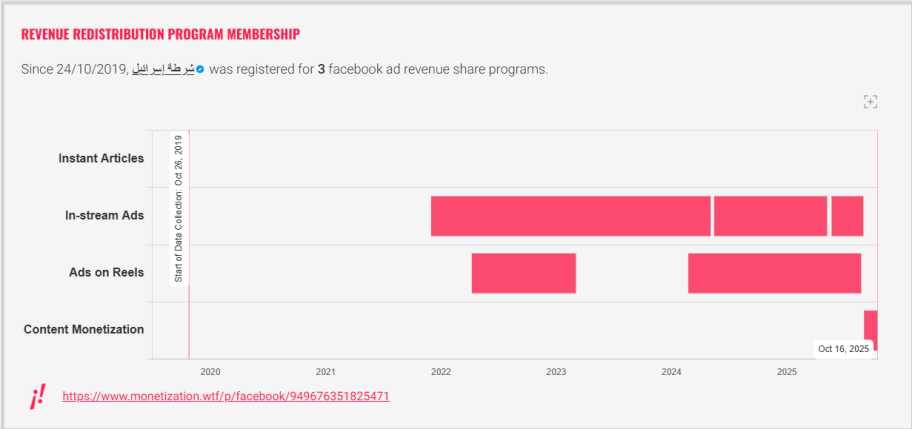


Figure 35: The page is monetized across several streams



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Figure 36: Examples of monetized posts

¹¹³ شرطة إسرائيل. (October 28, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/1HHdizamtq/>

¹¹⁴ شرطة إسرائيل. (October 10, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/r/14Xr8F7vmHN/>

¹¹⁵ شرطة إسرائيل. (October 16, 2025). [Facebook post]. Facebook. URL: <https://www.facebook.com/share/v/14Tmy3dQdJg/>

16. מרכז לבריאות וכושר גופני Pro active ¹¹⁶

This page belongs to an Israeli business located in the occupied Golan Heights. The Golan Heights are Syrian land occupied by Israel in 1967 and recognized by the international community as occupied territory under international law. The page receives money through the Facebook monetization program, with no regard for human rights or business and human rights principles.



Figure 37: Pro Active page is an Israeli business page based in an illegal settlement in the occupied Golan Heights that is being monetized by Meta.

¹¹⁶ Pro active. [Facebook profile]. Facebook. URL: <https://www.facebook.com/golanactive/#>

Palestine is blanketly demonetized

Meta imposes blanket demonetization on Palestinians living in Palestine. Its official monetization programs, including Facebook Content Monetization, specify eligibility by country and language, with Palestine notably excluded. While some creators circumvent these restrictions by using admins or registered business/bank accounts outside Palestine, Palestinian content creators—even those who manage to bypass the rules—face a harsh reality: their content is heavily overmoderated, and most accounts regularly receive strikes, often resulting in suspension of monetization for alleged “community guidelines” violations. Palestinian accounts in Israel do have some access to monetization, but this remains limited and fragile.

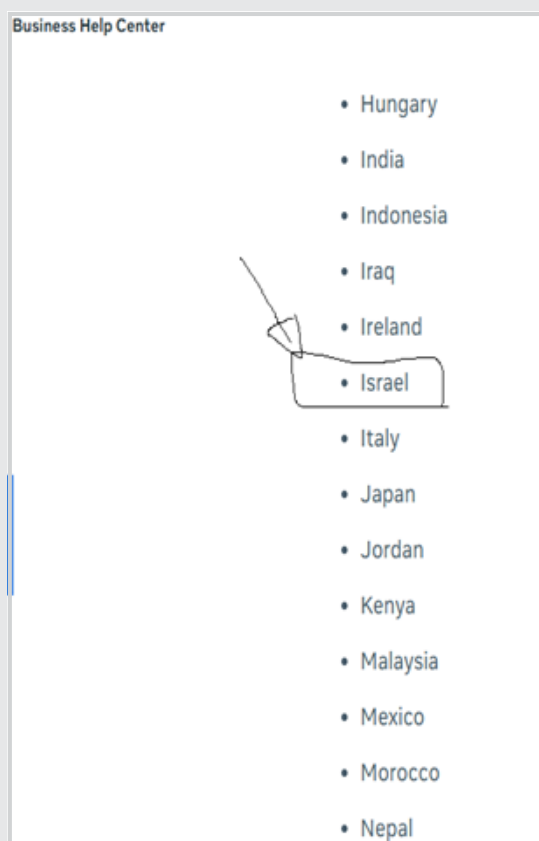


Figure 38: Palestine is excluded from eligible countries list

7amleh has produced dozens of reports documenting censorship of Palestinian content across multiple platforms, including Meta. 7amleh regularly receives complaints from Palestinian and non-Palestinian journalists and activists worldwide whose monetization privileges are revoked or restricted for posting content about Palestine. The following section presents examples of accounts and pages that are still able to monetize, or that have previously been monetized, highlighting the disparities in Meta’s enforcement and eligibility policies. The chart below presents digital rights violations against Palestinians and Palestinian content since 2021 as documented by 7amleh through The Palestinian Observatory of Digital Rights Violations (7or).¹⁷



Figure 39: Number of digital rights violations against Palestinian/Pro-Palestine users

“X” & “Z” Palestinian pages (Confidential) managed to monetize their content for certain periods; however, the gaps in its monetization timeline highlight how fragile monetization is for the few creators who manage to access it in Palestine. These gaps correspond to times when the monetization feature was suspended, primarily due to content moderation enforcement, in which posts about Palestine were deemed to violate Meta’s community standards. The screenshot below shows the huge disruption in ability to monetize though the page has its financial entity registered in another eligible country.

¹⁷ 7or Platform. 7amleh. (January, 2026). Available at: <https://7or.7amleh.org/>

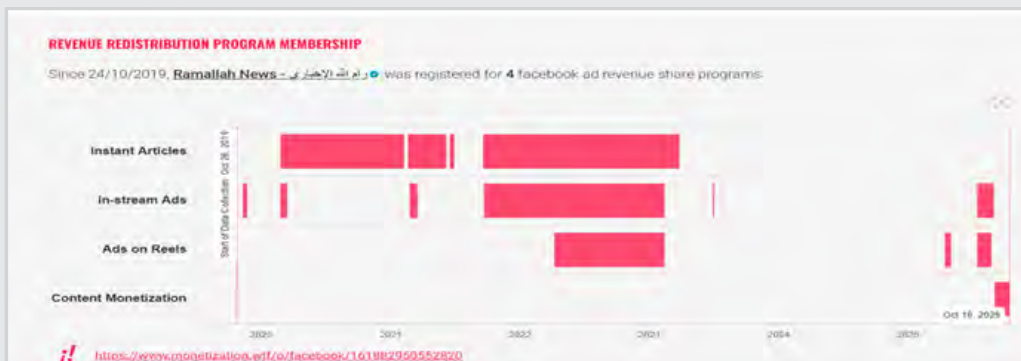


Figure 40: Monetization Timeline for X Palestinian page

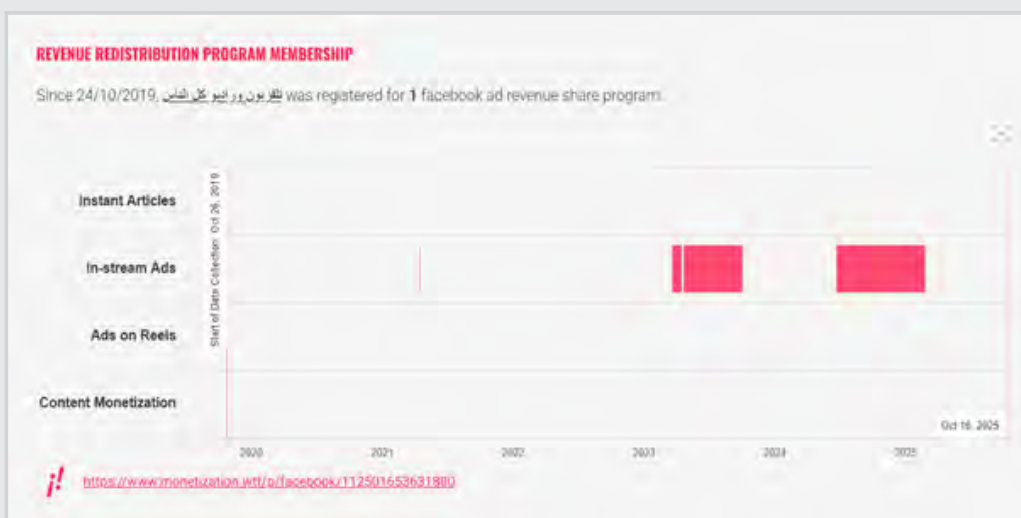


Figure 41: Monetization Timeline for Z Radio page

In the case of “Arab 48”, an Israel-based Palestinian media outlet that can legally monetize its content without restrictions, similar to other Israeli pages. However, as reflected in the timeline chart, numerous gaps appear where monetization was suspended. This suggests that Arabic-speaking pages, including Palestinian accounts, experience intense censorship, often followed by intermittent restrictions such as temporary suspension of monetization. The screenshots below show the disruption in their ability to gain money from Facebook, although they are professional and registered media outlets.

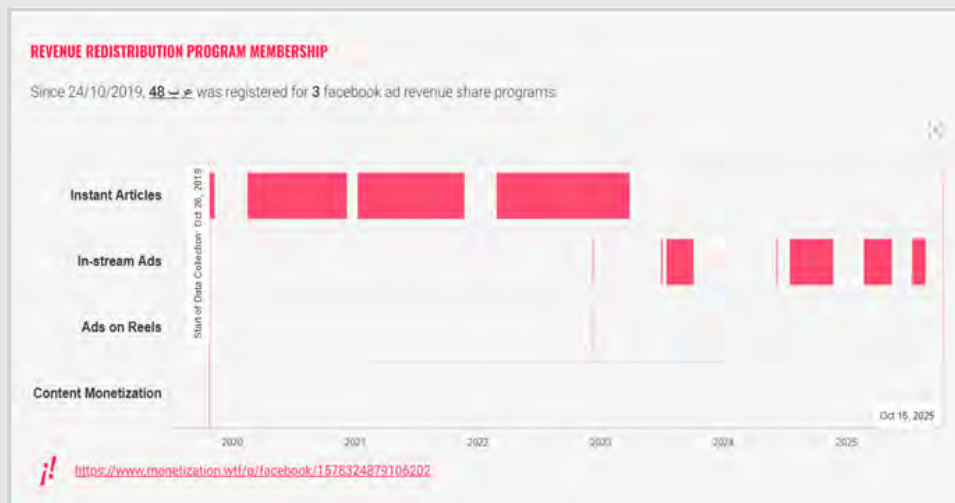


Figure 42: Monetization Timeline for Arab 48 page

Nothing in Meta’s monetization policies bans media outlets from monetization, therefore nothing justifies this disruption to Palestinian media outlets from monetizing their content on Facebook. Almost all Israel-based media outlets monetize their content including Yediot Ahronot, Israel Hayom, Maariv, Jerusalem Post, Haaretz in addition to thousands more Israeli pages and accounts posting about different interests when they decided to monetize.

Conclusion

This report provides concrete evidence that Meta allows and enables the monetization of accounts that promote violence, settlement expansion, and other illegal activity in the occupied Palestinian Territory along with and violent rhetoric against Palestinians living in Israel, in direct violation of its own Partner Monetization Policies and its responsibilities under international human rights law.

Through documented cases, the report shows that Meta has approved and financially rewarded the settlement expansion movement, far right media outlets, and some individuals whose content incites violence against Palestinians.

At the same time, Palestinian creators, journalists, and organizations remain structurally excluded from monetization tools solely because they are based in Palestine, regardless of the quality or legality of their content. This produces a system where Meta not only suppresses Palestinian economic and journalistic participation online, but actively incentivizes actors contributing to human rights violations on the ground.

These findings reflect a governance model in which monetization decisions are shaped by political power and geography rather than by harm, legality, or policy compliance. By monetizing content linked to settlement illegal expansion, state violence, and incitement, Meta risks contributing to and benefiting from conduct that violates international humanitarian and human rights law.

Ultimately, Meta's monetization, as demonstrated in this report, functions as a mechanism that rewards and supports the settlement expansion movement while excluding Palestinians from economic participation in the digital space. Meta must immediately end Palestine's blanket exclusion from eligibility and implement human rights due diligence consistent with international legal standards.



Recommendations

1. Meta should end the blanket exclusion from monetization based on geographic or national origin, including the exclusion of Palestinian creators from monetization programs. Monetization eligibility must be determined by content compliance and creator behavior, not location.
2. Meta must ensure consistent enforcement of its “Partner Monetization Policies” and “Content Monetization Policies” across all regions. Any Accounts promoting violence, conducting violent activity, or content that violates Meta’s policies should be promptly suspended from monetization, regardless of political or national affiliation.
3. Meta should establish regular, independent audits of monetized accounts, with a specific focus on conflict-affected regions. Audit findings should be published in aggregated form, detailing enforcement actions, suspensions, and reinstatements.
4. Meta should provide creators with a clear, accessible, and timely mechanism to appeal monetization-related decisions, including suspension, removals, and revenue suspension.
5. Meta should increase transparency around monetization and publicly release disaggregated data on monetization eligibility, removals, and reinstatements by country and region.

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