

# SJP ON INSTAGRAM: INCITEMENT & TERROR SUPPORT



## March 2025

This report analyzes SJP and FSJP Instagram activity, highlighting content deemed in violation of Meta's Community Standards, including terror glorification, hate speech, incitement, and self-harm lionization.

Prepared By:  
**Antisemitism  
Research Center  
By CAM**

# Executive Summary

This report examines the activities of Students for Justice in Palestine (SJP) and Faculty and Staff for Justice in Palestine (FSJP) chapters on Instagram, documenting content that the Antisemitism Research Center (ARC) by CAM considers to be in violation of Meta's Community Standards, including glorification of terrorism, hate speech, incitement to violence, and lionization of self-harm and suicide. Dedicated to the elimination of the Jewish state, SJP is the leading antisemitic group on American college and university campuses. FSJP, which university employees comprise, is similarly dedicated to the anti-Zionist cause.

Conducted by the ARC, the investigation spans July 2024–January 2025, covering 276 SJP- and FSJP-affiliated Instagram accounts.

## Key Findings:

**269 items violating Meta's policies** were documented, with the majority involving glorification of Hamas, Hezbollah, Popular Front for the Liberation of Palestine (PFLP), and other U.S.-designated terrorist groups, as well as justifications of and support for violence, particularly the October 7, 2023 Hamas attack.

Other posts disseminated threatening or violence-inciting content, including posts targeting Jewish communities and law enforcement.

**Meta has suspended, at most, only 7.7% of flagged accounts**, indicating a need for stronger enforcement policies that mitigate the deleterious effects of SJP's extremism.

**19% of SJP chapters officially affiliated with a university faced suspension or loss of university affiliation.**

2 chapters - Columbia University SJP and Rutgers, New Brunswick SJP - **have been suspended by both Meta and their university administrations**, amounting to just 2.2% of chapters verifiably affiliated with a university.

2 chapters - Palestine Solidarity Alliance at Hunter College and SJP at John Jay College of Criminal Justice - **have been suspended by Meta but not by their university administrations**, amounting to just 2.2% of chapters verifiably affiliated with a university.

**15 chapters (16.9% of verified university-affiliated SJP groups) were suspended by universities but not by Meta.** This suggests university policies, like codes of conduct, are more effective in addressing SJP's behavior than Meta's standards.

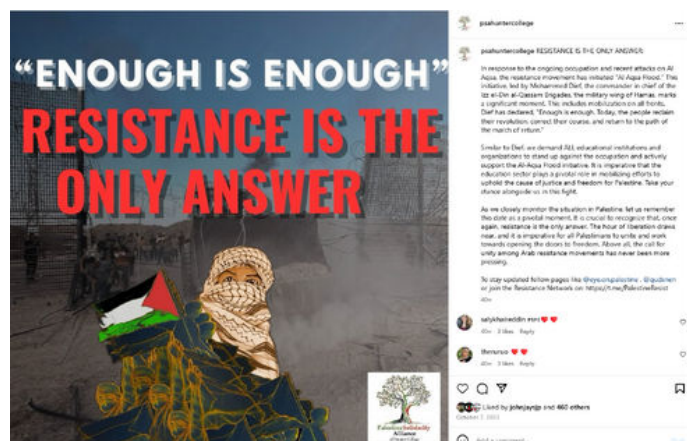
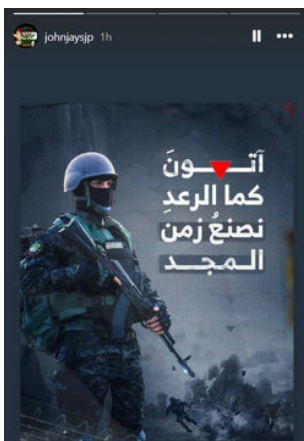
## Impact of SJP's Online Presence:

- Instagram, with 171 million U.S. users, remains a platform ripe for exploitation by those seeking to propagate radical messaging.
- Chapters frequently post identical material simultaneously, suggesting an organized distribution of extremist content.
- Several SJP chapters have exploited Instagram to garner substantial audiences:
  - Chapters affiliated with the University of Michigan, University of California (UC) - Berkeley, and University of Washington - all of which expressed support for Hamas' October 7 massacre - **have amassed 18,400, 11,300, and 17,900 followers**, respectively.
  - Because social media enables users to share any content with the click of a button, extremism can spread exponentially, particularly when originating from accounts that already boast a large pool of followers.
  - Younger people may be more impressionable than other age groups, and there is a risk, even if remote, that an SJP leader, member, or follower – young or otherwise – harms others, or even also themselves, perhaps simultaneously, in the name of the anti-Israel cause following radicalization.

**Enhanced Policy Enforcement by Meta:** Meta should expand its moderation policies to ban SJP under its “Dangerous Organizations and Individuals” policy, which already prohibits white supremacist groups.

**Strengthening Meta's Policies:** Meta should incorporate symbols and phrases from CAM's report, Antisemitic Symbols Since October 7, into its content restrictions, banning those identified as unambiguously antisemitic or threatening.

**University Accountability:** Universities must strictly enforce student conduct policies against groups promoting violence, including suspensions. SJP's online advocacy of discrimination, violence, and terrorism should be treated with the same severity as it would if such behavior disrupted a class. Additionally, universities must enhance campus security in response to documented threats.



## SJP: The Driving Force Behind Campus Antisemitism

Students for Justice in Palestine (SJP) is the leading antisemitic group on U.S. college campuses. Staunchly anti-Zionist, its chapters foster hostile environments in classrooms and dorms while spreading extremist rhetoric online. Since the October 7 massacre, SJP's actions have become increasingly radical, fueling a crisis of antisemitism in higher education.

Founded in 1993 at UC Berkeley, SJP gained notoriety during the Second Intifada for supporting deadly Palestinian terrorist attacks. It now claims over 350 autonomous chapters under the National Students for Justice in Palestine (NSJP) umbrella, which coordinates activities.

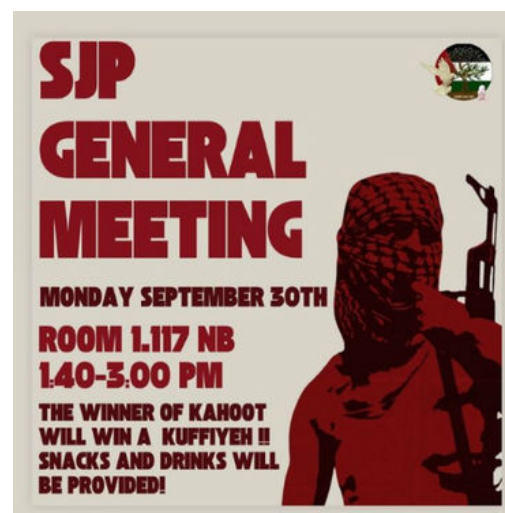
SJP's funding comes from multiple sources. NSJP is fiscally sponsored by the WESPAC Foundation, a progressive nonprofit organization that, for decades, has engaged in anti-Israel activity by serving as a major node in the funding and administration of anti-Israel, anti-Zionist and pro-Boycott, Divestment, and Sanctions (BDS) groups, allowing it to receive tax-deductible donations. Individual chapters also receive funds from student governments. However, much of SJP's financial structure remains opaque. A 2024 ISGAP report found that NSJP receives over \$3 million annually from groups accused of funding Hamas, including American Muslims for Palestine (AMP).

SJP's core activities include forums, protests, and campaigns aimed at demonizing Israel and pushing for its dismantlement. It organizes campus events, BDS campaigns, and petitions, often escalating into violence. In April 2024, anti-Israel protesters ransacked Columbia University's Hamilton Hall, smashing windows and barricading themselves inside.

A key strategy of SJP is coalition-building with progressive student groups advocating for racial justice, indigenous rights, and anti-colonialism. By embracing "intersectionality," SJP broadens its support, making opposition more challenging.

Since October 7, SJP chapters have instigated physical confrontations, vandalized property, disrupted classes, and organized encampments to exclude "Zionists." A May 2024 analysis reported about 1,150 such demonstrations across 150 campuses in at least 35 states, Puerto Rico, and Washington, DC.

**In 2024, CAM's Antisemitism Research Center (ARC) recorded 742 antisemitic incidents on U.S. campuses—a 120.8% increase from 2023.** Of these, 664 were Israel-related or anti-Zionist, underscoring how hatred of Israel fuels rising antisemitism. This report highlights particularly egregious incidents at universities monitored by the ARC.



## Instagram: A Tool for SJP's Extremism

Instagram, with 171 million U.S. users—26.5% of whom are 18-24 years old—has become SJP’s primary propaganda platform. Younger users are especially impressionable, raising concerns that SJP’s radicalization could incite real-world harm. Several chapters have amassed large followings: the [University of Michigan](#) (18,400), [UC Berkeley](#) (11,300), and the [University of Washington](#) (17,900)—all of which expressed support for Hamas’ October 7 attack. Social media enables extremism to spread rapidly, especially from accounts with large audiences.

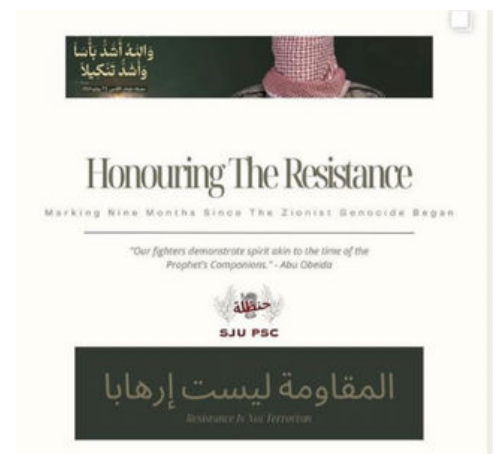
Worryingly, SJP’s radical messaging resonates widely. UC Berkeley’s October 7 post celebrating Hamas’ massacre received 2,354 likes—21% of its total followers. Given that marketing benchmarks suggest a “healthy” Instagram engagement rate is just 3-6%, this is an alarming indicator of the movement’s reach and influence.

### Monitoring SJP and FSJP on Instagram (Methology)

In July 2024, the ARC began monitoring 267 SJP Instagram accounts and, in October, nine Faculty and Staff for Justice in Palestine (FSJP) accounts to document content violating Meta’s policies. The six-month research period (July 2024–January 2025) focused on “Stories,” which disappear after 24 hours, to capture posts rationalizing, justifying, or celebrating Hamas’ October 7 attack. Daily monitoring during research periods maximized the ability to document pro-terrorist content.

The ARC also tracked other policy-violating posts, capturing screenshots, URLs, and submitting reports to Meta. The monitored SJP chapters were identified through AMCHA Initiative’s database of active anti-Zionist campus groups, defined as those hosting events or maintaining an active online presence. FSJP accounts were selected from AMCHA’s September 2024 report on the most active faculty-led groups. FSJP’s rising influence exacerbates antisemitism by lending credibility to extremist views. This report categorizes SJP content under Meta’s “Dangerous Organizations,” “Violence and Incitement,” “Suicide and Self-Injury,” and “Hateful Conduct” guidelines, providing specific violations for each item. For Stories, both original and reshared posts were documented, with links indicating whether Meta removed them.

The findings detail suspended accounts, including whether Meta or universities enforced bans. Since deactivated accounts don’t indicate whether Meta or users removed them, the ARC referenced news sources and instances where SJP chapters announced Meta-imposed suspensions under new handles.

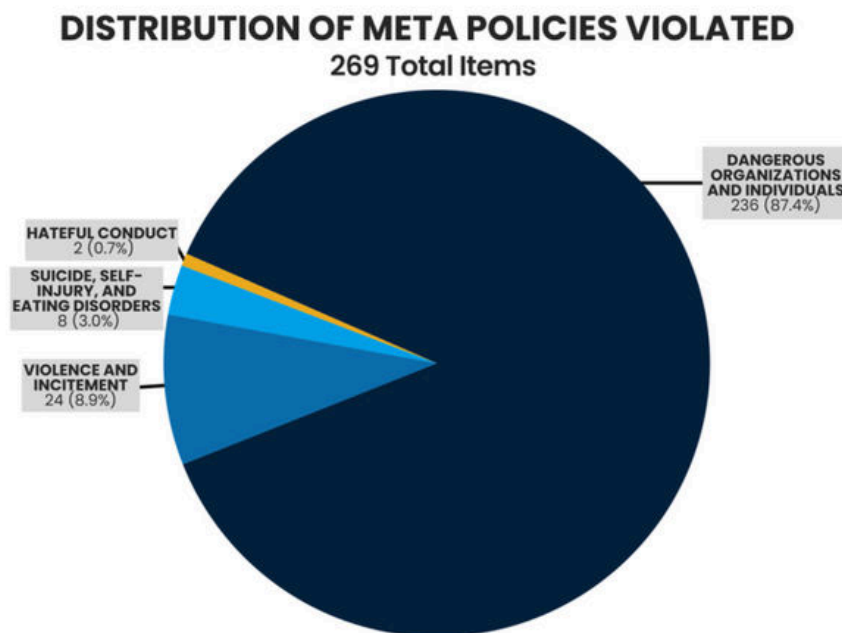


## Findings

Since the ARC began research in July 2024, it has documented 269 items that it believes violate Meta’s policies. (One item potentially violated two policies, leading to a total of 270 violations.) An “item” might include posts or stories containing multiple slides if the slide grouping is intended as one coherent message. Chapters frequently post the same content in a likely coordinated manner, meaning not every item in this report contains unique material.

### Of the 269 items:

- 236 potentially violate Meta’s “Dangerous Organizations and Individuals” policy.
- 24 potentially violate Meta’s “Violence and Incitement” policy.
- 8 potentially violate Meta’s “Suicide, Self-Injury, and Eating Disorders” policy.
- 2 potentially violate Meta’s “Hateful Conduct” policy.



Among items in the first category, support for terrorism is widespread, including posts glorifying Hamas, Hezbollah, Popular Front for the Liberation of Palestine (PFLP), Al Aqsa Martyr Brigades, and the Houthis - all U.S.-designated Foreign Terrorist Organizations (FTOs).

SJP chapters’ support for Hamas’ October 7 massacre was widespread, particularly on and around the one-year anniversary of the attack. Such content is antisemitic per the International Holocaust Remembrance Alliance’s (IHRA) Working Definition of Antisemitism, which lists “Calling for, aiding, or justifying the killing or harming of Jews in the name of a radical ideology or an extremist view of religion” as a contemporary example of Jew-hatred.

## Several examples are instructive in understanding SJP's support for terrorism:

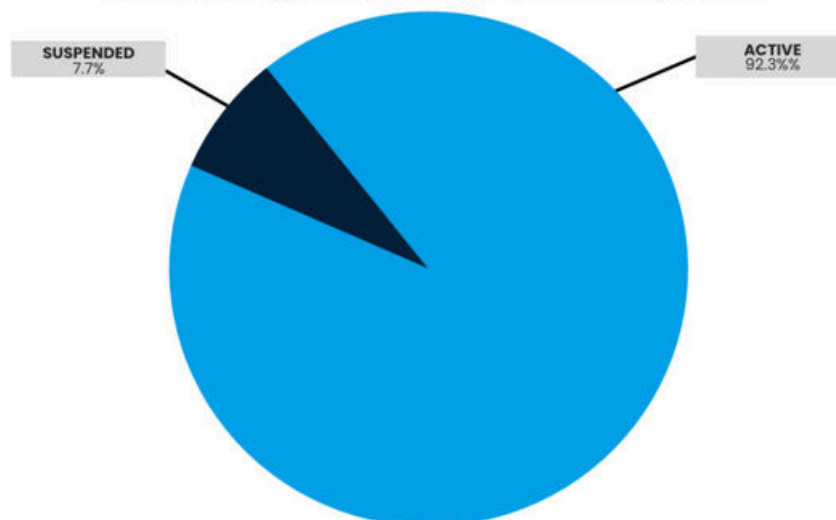
- Bears for Palestine at University of California, Berkeley wrote on October 7, 2023 - the day of Hamas' massacre in Israel: "We display our unwavering support of the resistance in Gaza and the broader occupied Palestinian lands," and "Towfan Al-Aqsa [Hamas' name for its attack] now stands as a revolutionary moment in contemporary Palestinian resistance."
- The same day, Students Allied for Freedom and Equality (SAFE) at University of Michigan boasted: "Palestinians in Gaza are fighting back in unprecedented magnitudes towards the Israeli colonial entity."
- In October 2024, SJP at California State University, Northridge promoted a post that praised Hamas' October 7 attack alongside several images of terrorists from that day, calling the attack: "the ... greatest day," according to Instagram's translation feature.
- In early September 2024, SJP at Baruch College promoted a protest targeting Hillel (the campus Jewish center). and included several inverted red triangles in the promotional material. Hamas uses the inverted red triangle in its propaganda videos to mark Israeli targets, meaning that the SJP chapter used violent Hamas symbology to target a Jewish institution.

Occasionally, SJP chapters issued more direct violent threats, including against law enforcement, disseminated hate speech, and even glamorized individuals who self-immolated to protest Israel.

Of the 143 SJP accounts documented below affiliated with chapters that have disseminated content that likely violates Meta's policies, 11, or 7.7%, are no longer active, indicating possible suspensions by the company.

- Because it is difficult in certain cases to ascertain whether a deactivated account was suspended by Meta or removed by the user, 11 is the maximum number of suspended accounts. News reporting or announcements from the corresponding chapters confirm that Meta suspended 6 of the 11 inactive accounts.

### META HAS ONLY SUSPENDED AT MOST 7.7% OF SJP AND FSJP ACCOUNTS FLAGGED BY THE ARC FOR VIOLATING META POLICIES

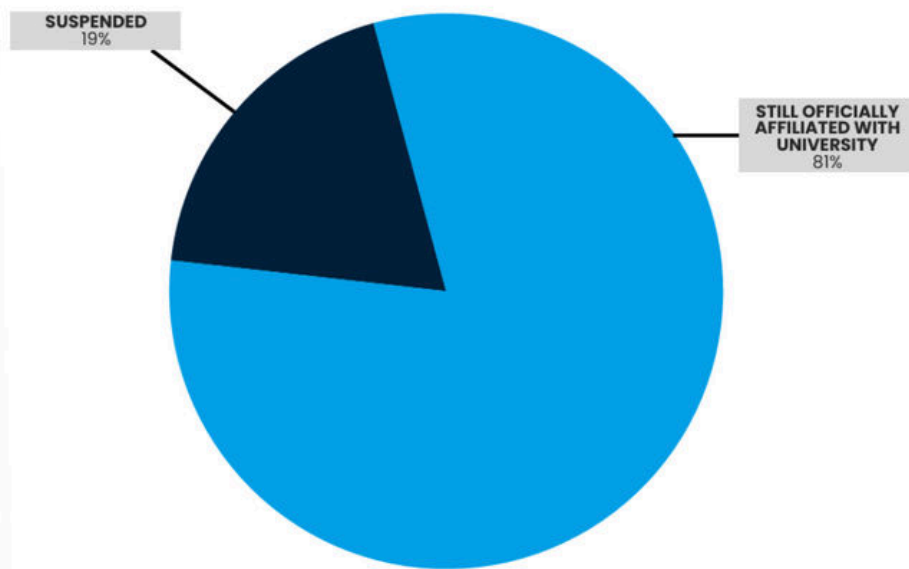


6 of the 143 accounts documented were created by chapters whose previous accounts Meta suspended, and the ARC uncovered them at the time of writing this report. **Accordingly, at least 137 of 276 accounts monitored, or approximately 50%, have posted material that likely violates Meta’s policies since July 2024 (or October 2024 for the FSJP accounts).**

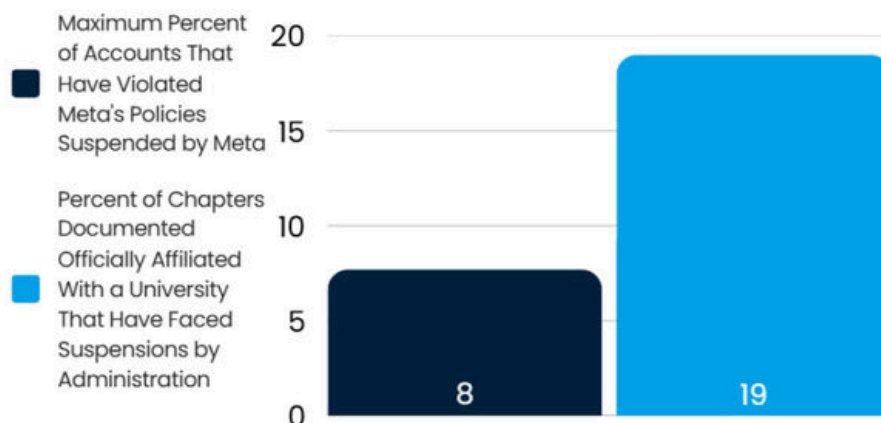
17 of the 89 chapters verifiably affiliated with a university, or approximately 19%, documented below have or had been suspended by their university administrations.

- Any chapter listed in a university’s public database of official student organizations is presumably affiliated with the university and not suspended. In several instances, a university’s public list of student organizations did not name the SJP chapter in question, which could indicate either a suspension or that the chapter was never affiliated with the university in the first place. Accordingly, the total of 89 represents the 17 verifiably suspended chapters plus 72 found on public lists of student organizations.

**MOST SJP AND FSJP CHAPTERS FLAGGED BY THE ARC FOR PROMOTING TERRORISM AND HATE NOT SUSPENDED BY UNIVERSITY ADMINISTRATION**



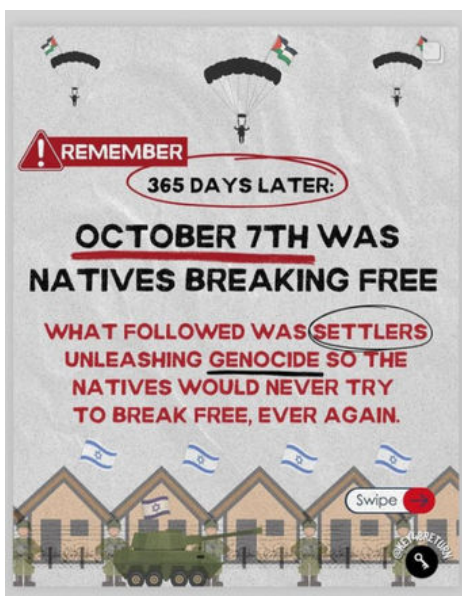
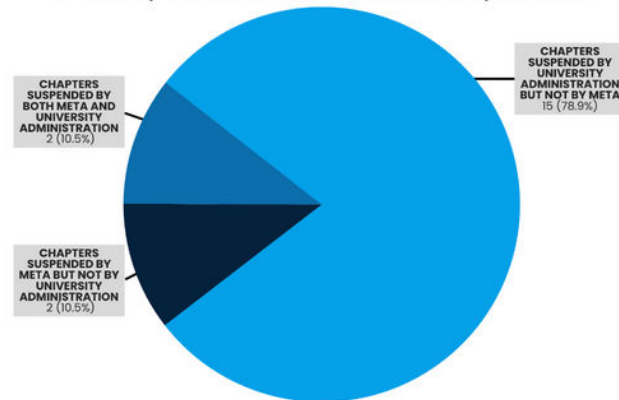
**RATE OF META SUSPENSIONS VS. RATE OF UNIVERSITY SUSPENSIONS**





- 134 unique SJP and FSJP chapters are affiliated with the 143 accounts noted in this report. Accordingly, 66.4% (89 of 134) - approximately two-thirds of the chapters documented, meaning they have endorsed terrorism and/or violated another Meta policy, are recognized student organizations.
- Student organizations recognized by their university administrations are frequently eligible for benefits such as funding.
  - Of the 45 chapters not verifiably affiliated with universities as registered student organizations, 2 are consortiums of chapters, 2 are FSJP groups and therefore not composed of students, 3 purport to not be officially affiliated with their universities, and 1 is the National SJP umbrella organization.
  - The remainder of the 45 purport to be students at their respective universities, but there is no record of official affiliation.
- 2 chapters documented - Columbia University SJP and Rutgers, New Brunswick SJP - have been suspended by both Meta and their university administrations, amounting to 2.2% of chapters verifiably affiliated with a university.
- 2 chapters documented - Palestine Solidarity Alliance at Hunter College and SJP at John Jay College of Criminal Justice - have been suspended by Meta but not by their university administrations, amounting to 2.2% of chapters verifiably affiliated with a university.
- 15 chapters documented have been suspended by their university administrations but not by Meta, amounting to approximately 16.9% of chapters verifiably affiliated with a university. They include:
  - SJP at Brown University
  - SJP at Case Western Reserve University
  - SJP at George Mason University
  - SJP at George Washington University
  - Palestine Solidarity Committee at Harvard University
  - Coalition Against Apartheid at Massachusetts Institute of Technology (MIT)
  - SJP at Tufts University

**BREAKDOWN OF SJP AND FSJP CHAPTERS SUSPENDED BY META, UNIVERSITY ADMINISTRATION, OR BOTH**



- SJP at University of California, Irvine
- SJP at University of California, Los Angeles
- SJP at University of California, Santa Cruz
- SJP at University of Illinois Urbana-Champaign
- Students Allied for Freedom and Equality (SAFE) at University of Michigan
- Palestine Solidarity Committee at University of Texas, Austin
- Students United for Palestinian Equality and Return (SUPER) at University of Washington
- SJP at University of Wisconsin, Milwaukee

# Countering SJP's Dangerous Propaganda

## For Meta

To curb the spread of SJP's extremism, Meta should:

- Ban SJP accounts under its Dangerous Organizations and Individuals policy, which already prohibits groups that promote Nazism, white supremacy, and other violent ideologies. SJP's commitment to Israel's destruction and support for terrorism meet this standard, yet Meta has not classified it as a dangerous organization. As a result, SJP benefits from lenient content moderation, facing suspension only after multiple violations—likely contributing to its low 7.7% suspension rate.
- Expand content moderation policies by incorporating symbols and phrases identified in CAM's [Antisemitic Symbols Since October 7 report](#). SJP chapters frequently share symbols like Hamas' inverted red triangle, a known marker for targeting enemies. Meta's Violence and Incitement policy already bans coded threats, and enforcing this rule against SJP content would help mitigate its impact.

## For University Administrations

To prevent SJP from fostering hostile campus environments, universities should:

- Sever ties with SJP chapters violating institutional codes of conduct, including financial support.
- Monitor and publicly denounce local SJP social media content that glorifies terrorism, incites violence, or spreads hate speech.
- Increase security if SJP content directly threatens students, such as using the Hamas red triangle to target Jewish campus organizations.
- Discipline SJP chapters whose online content would violate university conduct policies if acted out in person—such as advocating violence or discrimination.
- Suspend chapters at private universities that are not bound by First Amendment constraints if they promote hate and terrorism.

Public and private universities receiving federal funding must also comply with Title VI of the Civil Rights Act of 1964, which prohibits discrimination based on shared ancestry or ethnic identity. Universities should suspend SJP chapters whose behavior toward Jewish or Israeli students meets this threshold.

To further combat antisemitism, universities should implement CAM's FACE (Fighting Antisemitism on Campuses Effectively) [Action Plan](#), a comprehensive strategy for preserving campus integrity and safety.

## For Legislators

Congress should mandate that universities receiving federal funds must not financially support organizations that glorify U.S.-designated Foreign Terrorist Organizations (FTOs). Institutions failing to comply should lose federal funding.

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