

**HUMAN AID
& ADVOCACY**



STAND FOR PALESTINE

**A COMPREHENSIVE
GUIDE TO ADVOCATING
FOR PALESTINE**



CONTENTS

INTRODUCTION	3
TEN KEY MESSAGES	4–5
UTILISING SOCIAL MEDIA	6–7
LOBBYING YOUR MP	08
LETTERS AND COMMENTS TO NEWSPAPERS	09
COMPLAINTS ABOUT BIASED COVERAGE	10
RADIO PHONE-IN SHOWS	11
READING AND RESOURCES	12

I INTRODUCTION

The Palestinian people have had to endure over a hundred years of ethnic cleansing, disposition and brutality at the hands of the Zionist colonial regime of Israel. Since the Palestinian cross-border attacks on October 7, 2023, Israel has engaged in a barbaric and depraved genocide of the people of Gaza. The Israeli military has deliberately targeted innocent men, women and children and has systemically obliterated civilian infrastructure including hospitals, schools, bakeries, water facilities, mosques and churches.

As the ongoing genocide is broadcast to us in real-time, an overwhelming sense of frustration has gripped many who wish to support the Palestinian cause but feel powerless to do anything. However, the reality is that it is within our means and our grasp to bring about tangible change in the

struggle for Palestinian justice and liberation. If we were to collectively mobilise at the grassroots in a systematic and organised manner, we would have the power to shift opinions and influence the political trajectory in favour of the Palestinian cause.

This document provides step-by-step guidance on how every individual can be an effective and powerful advocate for Palestine. It gives clarity of narrative by outlining our key messages but also offers advice on how to effectively lobby MPs, how to harness the power of social media, how best to engage in radio phone-ins, how to write persuasive letters and comments in newspaper outlets and how to file robust complaints against biased news coverage. The final section offers a list of resources for anyone who wishes to educate themselves on the Palestinian cause.



I TEN KEY MESSAGES

This did not start on October 7th, 2023.

October 7 was not the cause but rather a symptom of over a century of oppression, dispossession, and murder of Palestinians at the hands of Israel and its imperial backers. From the ethnic cleansing of Palestine in 1948 to the countless massacres that followed to the brutal Israeli occupation of what remains of their land, Palestinians have endured unimaginable atrocities and injustices to which the world has turned a blind eye. The global attention paid to the violence on October 7 only serves to emphasise the decades of international indifference to Israeli violence against the Palestinians.

The Palestinians have a legal right to resist

International law affirms the right of occupied peoples to armed struggle in their aspiration for self-determination, independence and human rights. The United Nations General Assembly Resolution 37/43 asserts "the legitimacy of the struggle of peoples for independence, territorial integrity, national unity and liberation from colonial and foreign domination and foreign occupation by all available means, including armed struggle".

Israel does not have the right to self-defence

Israel has been internationally recognised as an occupying power since 1967. As such, international law stipulates that Israel does not have the right to self-defence in its interactions with the West Bank and the Gaza Strip. Articles 47–78 of the Geneva Conventions impose substantial obligations on occupying powers, including the general welfare of the inhabitants of an occupied territory. It is therefore nonsensical for a settler colony such as Israel to claim self-defence against the native population it is colonising.

Israel has turned the Gaza Strip into a concentration camp

Despite the Israeli withdrawal in 2005, it maintains a brutal, full blockade of Gaza with complete control over its borders, access to water, communications and internet, electricity, fuel, food and medical aid. Nothing is allowed to enter or leave Gaza except with Israeli permission, which is why it is often described as the biggest open-air prison in the world. Even before October 7, Israel deliberately restricted the amount of food entering Gaza to "put Palestinians on a diet" and periodically bombarded the territory, killing thousands – an action Israeli officials refer to as "mowing the lawn".

Israel is committing a genocide against the Palestinians

On 26 January 2024, the International Court of Justice (ICJ) ruled that Israel is 'plausibly' committing genocide in Gaza, defined as the intentional destruction of a national, ethnic, racial, or religious group, in whole or in part. Israel has used starvation as a weapon of war; it has deliberately targeted schools, hospitals, mosques, bakeries, water facilities and other civilian infrastructure. There is countless evidence of the Israeli military deliberately targeting civilian men, women, and children. The official death toll stands at approximately 42,000, however, The Lancet journal estimated in July 2024 that the actual figure could be upwards of 186,000.

Israel fabricated many of the alleged atrocities on October 7th

Israel justified the severity of its onslaught on Gaza by claiming the unique barbarity of the alleged atrocities committed on October 7. However, the claims of systematic rape, beheaded babies and other acts of gratuitous violence, all of which were parroted by Western politicians and compliant news outlets, have since been proven false. At the heart of this grand scandal are two Israeli disaster relief groups, ZAKA and United Hatzalah, who fabricated and then promulgated the malicious propaganda.

Palestinian groups do not use 'human shields' – Israel does

The claim that Hamas uses civilians as human shields is unsubstantiated and has never been verified by any independent investigation. This claim consistently serves as cover for Israel to indiscriminately and disproportionately target Palestinian civilians and civilian infrastructure. Meanwhile, Israeli human rights group B'Tselem has documented hundreds of cases of Palestinians being used as human shields by the Israeli army, including cases of Palestinian civilians being forced to check houses and tunnels for booby traps.

Israel is illegally holding thousands of Palestinians captive

While the media attention is focused on the Israeli hostages taken on October 7, 5,200 Palestinians were already languishing in Israeli jails, including 1,200 in administrative detention, which allows indefinite detention without charge or trial. Intense waves of arrests in the aftermath of the Hamas attack mean that Palestinian prisoner numbers soared to 9,623 as of early July. There are also numerous confirmed reports of torture, abuse and systematic rape.

Criticising the actions of Israel is not anti-Semitic

Conflating Zionism and the colonial state of Israel with Judaism is a tactic employed by successive Israeli governments to shield themselves from legitimate criticism. Not only does this tactic prey on Western guilt for allowing the horrors of WWII against Jews to take place, but it also purports to absolve Israel's allies from placing pressure on Israel to act in accordance with international law. Zionism is not Judaism; it is a colonial, racial supremacist ideology founded on the expansionist concept of a Greater Israel to be built from the Jordan River to the Mediterranean Sea.

This is not complicated

Contrary to what many claim, this 'conflict' does not date back thousands of years, nor is it fundamentally religious in nature. Rather, the solution is very simple, and all it requires is for Israel to comply with international law.

UN Resolution 242, adopted unanimously by the UN Security Council on November 22, 1967, calls for Israel's immediate withdrawal from all occupied territories and the acknowledgement of the sovereignty, territorial integrity and political independence of every State in the area. While Palestinian groups, including Hamas, have accepted this settlement, Israel continues to oppose it in word and action.

UTILISING SOCIAL MEDIA

Social media platforms are increasingly becoming the primary source of news and information for younger generations. This makes it a crucial arena for Palestinian advocacy. Since the Israeli genocide began after October 7, it has been an important tool for reclaiming the narrative away from the biased mainstream media. Zionist activists are acutely aware of the importance of social media and are mobilising in force to promote the pro-Israeli narrative.

X (Twitter)

X is a platform where you can post comments in support of Palestine; amplify pro-Palestinian voices by retweeting; and countering pro-Israeli comments and propaganda. It is a medium whereby anyone can interact directly with senior politicians, journalists and celebrities.

If you don't already have an account, you can sign up at www.x.com. You may create an anonymous account if you prefer, but

your comments will carry more weight if you tweet in your own name, accompanied by a genuine profile picture.

X hashtags are words or acronyms marked with a '#' symbol to mark a category or common discussion. Search for and use pro-Israeli and pro-Palestinian hashtags to find the debate on X. For example:

#gazagenocide

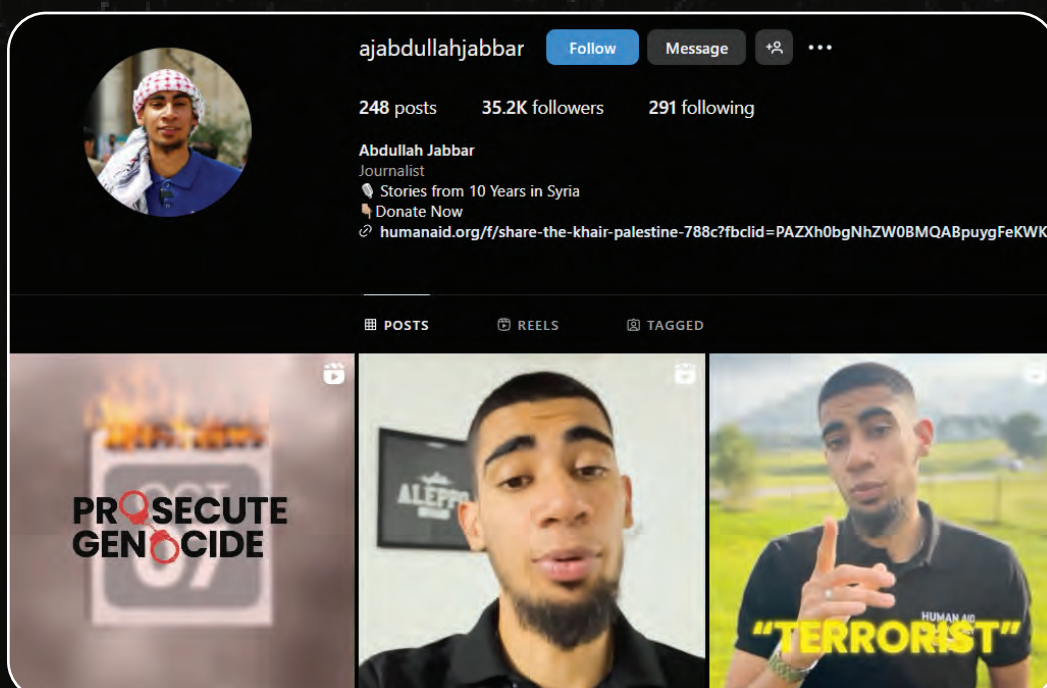
#gazaunderattack

#israel

#israelunderfire

One easy way to support the Palestinian narrative is by retweeting relevant messages in ongoing discussions. When a message in a hashtag conversation gets many retweets, it has a higher chance of becoming a '**Top Tweet**,' placing it at the top of the thread for more visibility to anyone following the discussion.

So, even if you prefer not to join the discussion, simply retweet posts you support from those participating, and you'll still be making a valuable contribution.



How to produce impactful posts

If you are unsure how to create impactful posts or respond effectively to other people's posts, there are two very useful tools you can try:

- **WordsOfJustice** is an intelligent social media co-pilot that uses facts to help you amplify truth and shut down lies about Palestine. Go to wordsofjustice.org then choose a post from X or Instagram to either support or refute, click "Generate Reply", and share.
- **PaliAnswers** is a crowdsourced database of short responses to Zionist lies. Go to <https://palianswers.com/> and use the search engine to find factual and concise responses to make countering anti-Palestine lies and Zionist misinformation easy.

Other social media channels

Facebook: You can sign up at www.facebook.com. Similarly to X, Facebook can be used to broadcast your views or comment on views expressed on the platform. It also has features enabling users to set up groups and events and support causes, which is a great way to organise Palestinian supporters online.

Instagram: You can sign up at

www.instagram.com. Instagram works similarly to Facebook but with two key differences – you can only post photos or videos, not plain text, unless on an infographic or story.

TikTok: You can sign up at www.tiktok.com. TikTok is a video-sharing platform where you can post videos between 15 seconds and 10 minutes in duration. Underlining the strong impact of the pro-Palestinian content on this platform, in April, US President Joe Biden signed a bill paving the way for TikTok's ban in the US.

Advice when engaging in social media

- Don't get angry
- Ignore "trolls" – opponents of Palestine who try to goad you by making outrageous statements
- Don't swear
- Don't name-call
- Don't libel people
- Avoid all tropes or stereotypes about any party in the conflict
- Maintain your dignity and the moral high ground
- Acknowledge and thank people who interact with you
- Pause before hitting send! Even deleted tweets may have been screen-grabbed and used to damage peoples' careers years afterwards



I LOBBYING YOUR MP

There are several ways you can lobby MPs and other elected representatives and candidates for public office:

1. Write them a letter: The more personal the communication, the more chance it will get read – avoid generic letters. All MPs' email addresses can be found here: <https://members.parliament.uk/members/commons>
2. Request a meeting with them at their local surgery in the constituency, typically held at the Town Hall or a nearby library. You can find the details on their website.
3. Ask them to visit a community organisation you are involved in as a way of gaining their attention
4. Invite them to your home for an evening gathering

Remember that any contact with an MP, other elected representatives or candidates **must have an "ask"**. You need to consider what you want them to do. Do you want them to:

- write to a local paper?
- vote in a particular way?
- sign an Early Day Motion?
- speak in a debate?
- table a Written or Oral Question to Ministers?
- lobby Officials or Ministers or Shadow Ministers in writing or in person?
- come to a meeting?
- sign a petition?
- or 'not' to do the above, depending on the issue

Advice

- Research the MP you are going to approach and work out what angle to take. A good place to start is <http://www.theyworkforyou.com/>. Things to consider include:
 - Do they have a relevant policy interest?
 - Google their own websites/House of Commons website to find out what debates they have taken part in. What Early Day Motions (EDMs) have they signed?
 - Are they a member of a relevant All Party Group?
 - Have they ever spoken for or against Israel in the Commons?
 - Is your MP is a member of Conservative Friends of Israel or Labour Friends of Israel?
- All MPs have to get re-elected, so they care about what their constituents think. The main reason they will agree to see someone is if you are one of their constituents – therefore, state this at the start of any communication.
- If you can evidence that there are a reasonable number of local voters who share your views on Israel and Palestine this will have an impact.
- Remember that MPs are representatives, not delegates – they may already have strong views and may react negatively to perceived bullying, electoral threats or coercion.
- Encourage your friends and family to lobby their MPs as well.
- You may not change their stance on Palestine, but by applying pressure, you can at least influence their tone and rhetoric on the issue

LETTERS AND COMMENTS TO NEWSPAPERS

Writing a letter to the editor is a quick and simple way to express your views. Keep the letter short, focused, and centered on a single point. Be sure to reference a specific article, editorial, or op-ed, and send it via email as soon as possible, ideally on the same day the article is published. Each newspaper has its own guidelines, typically available on their website. Generally, you should aim for a letter around 150 words and include your contact information for verification purposes.



Tips for writing your letters

- Keep it short and to the point
- Address a specific article, editorial, or op-ed.
- Write and send the letter ASAP.
- Adhere to the newspaper's specific guidelines for letters to the editor.
- Continue replying when opponents respond, as readers enjoy following a letters exchange and expect a written reply to the challenge.
- Don't assume that people are familiar with certain terms or information, especially when it comes to the jargon related to the Israel/Palestine conflict.

Key email addresses

- The Guardian: guardian.letters@guardian.co.uk
- The Times: letters@thetimes.co.uk
- The Daily Telegraph: dtletters@telegraph.co.uk
- The Independent: letters@independent.co.uk
- The Daily Mail: letters@dailymail.co.uk

News Websites to comment on

The following websites have lively comments sections under stories, opinion pieces and blog posts which you can contribute to and have your say:

- The Guardian: <http://www.guardian.co.uk/>
- Guardian Comment is Free: <http://www.guardian.co.uk/commentisfree/uk-edition>
- Telegraph Opinion: <http://blogs.telegraph.co.uk/>
- Huffington Post: <http://www.huffingtonpost.co.uk/>
- Daily Mail: <http://www.dailymail.co.uk/>
- Independent: <http://www.independent.co.uk/>

You can often comment anonymously if you choose, but using your real name gives your comments more impact. Focus on presenting positive arguments rather than criticising those you disagree with, and follow the same guidelines as for social media posts.

COMPLAINTS ABOUT BIASED COVERAGE

The print media, television and radio have long produced heavily biased coverage on the side of Israel, often parroting Israeli talking points and allowing Israeli officials and advocates to go unchallenged in interviews. You can apply pressure by complaining about biased or offensive Israel-Palestine coverage using the following routes:



Print media

If you have concerns about coverage in a newspaper or magazine, your first step should be to email or write to the editor. If they don't reply within a week or if their response is unsatisfactory, you may consider making a complaint to:

IPSO - Independent Press Standards Organisation - www.ipso.co.uk which regulates most UK publications. The list of publications can be found here www.ipso.co.uk/complain/who-ipso-regulates/

IMPRESS - Independent Press Regulator - impress.press. The publications IMPRESS regulates can be found here: <http://impress.press/complaints/regulated-publishers.html>



Television and radio

If you want to file a complaint about something you've seen or heard on TV or radio, you can either contact the broadcaster directly or submit your complaint to the industry regulator, Ofcom. Most broadcasters provide details on their websites about how to make a complaint. If you're concerned about an upcoming TV or radio program that hasn't aired yet, you'll need to reach out to the broadcaster, as Ofcom only handles complaints after a program has been broadcast.

Contact Ofcom: Tel: [020 7981 3040](tel:02079813040) or [0300 123 3333](tel:03001233333) or complain via their website: <https://www.ofcom.org.uk/tv-radio-and-ondemand/how-to-report-a-complaint>

BBC: If you want to praise or complain about BBC coverage: <http://www.bbc.co.uk/complaints/> Tel: [03700 100222](tel:03700100222)

ITV: If you want to praise or complain about ITV coverage: E-mail: viewerservices@itv.com Tel: [0344 881 4150](tel:03448814150)

Channel 4: Comment on Channel 4 programmes here: <http://www.channel4.com/4viewers/contact-u>

five: Comment on five programmes: E-mail: viewerenquiries@channel5.com Tel: [03457 050505](tel:03457050505) or [020 3580 3600](tel:02035803600)

Sky: To comment on Sky programmes: E-mail: viewerR@sky.uk Tel: [03442 410 265](tel:03442410265)

RADIO PHONE-IN SHOWS

Radio phone-in debates offer a valuable chance to convey our key messages. If you come across a relevant program, consider informing someone you believe would be an effective participant.

However, if you do decide to call in on a show, make sure you:

- have one clear point to get across
- are fluent in the facts
- anticipate the counterpoints in advance
- stay calm - rational argument trumps emotional outbursts
- take control but also listen and acknowledge

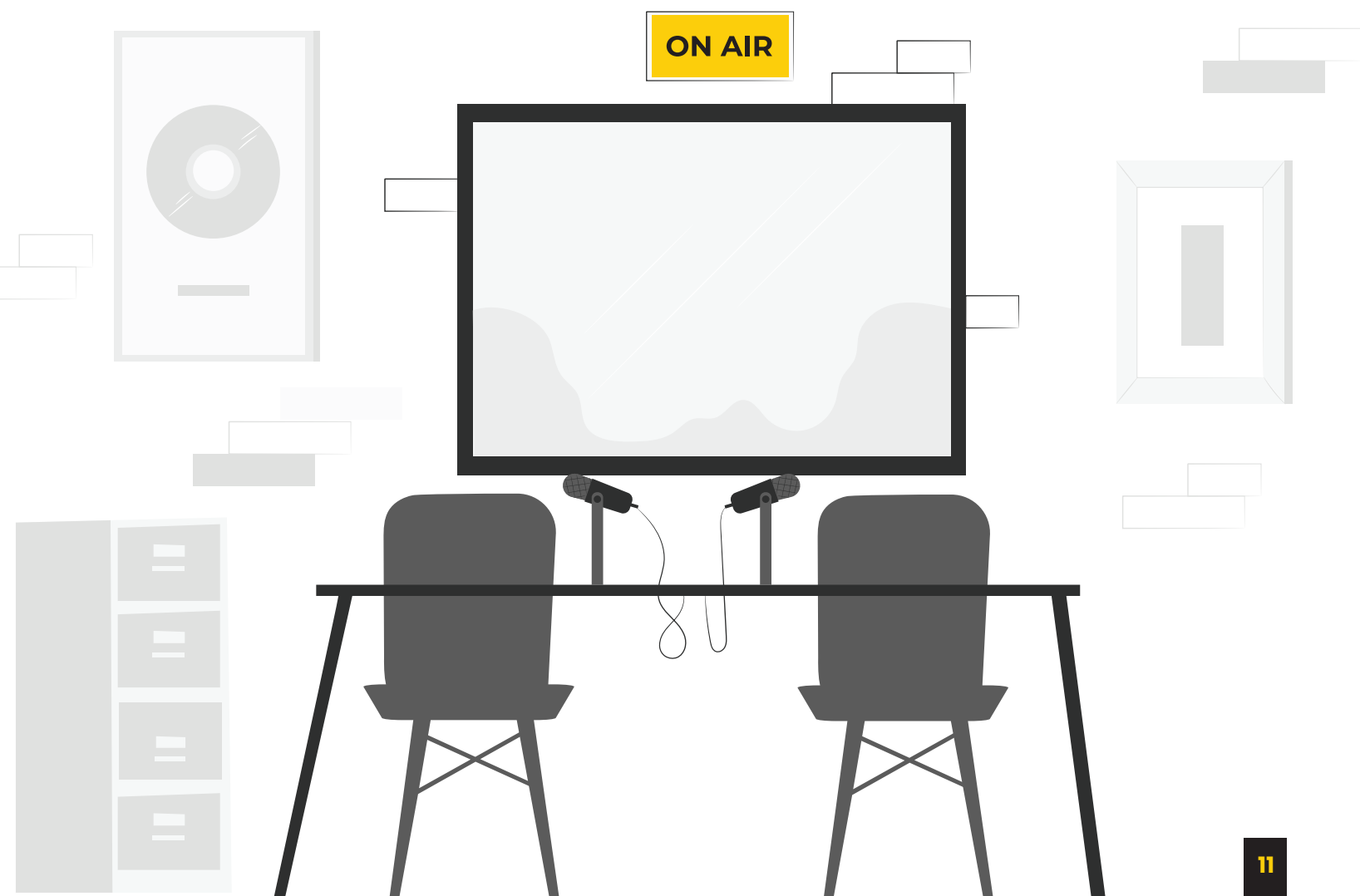
Also, make sure you don't

- lose your temper
- shout - it alienates people

- use insults or foul language
- speak without checking your facts first
- hope you can "wing it"

Phone in shows

- The BBC radio station that does phone-in debates most often is Radio 5 Live (call [08085 909 693](tel:08085909693)).
- LBC – Leading Britain's Conversation – also specialises in phone-in debates (call [0345 60 60 973](tel:03456060973)).
- In each region, the local BBC and independent radio stations will do phone-in debates as a feature of some programmes.



READING AND RESOURCES

Knowledge is essential to advocating for Palestine, as it empowers individuals to understand the historical, political, and social context, enabling them to raise awareness, counter misinformation, and support the pursuit of justice and Palestinian self-determination.

Below is not an exhaustive list but will help guide you towards a greater understanding of Palestine and provide you with the tools to be an advocate for our brothers and sisters in Palestine.



Books

- Palestine: A Beginner's Guide by Ismail Adam Patel
- The Ethnic Cleansing of Palestine by Ilan Pappé
- The Hundred Years' War on Palestine by Rashid Khalidi
- Gaza: An Inquest into Its Martyrdom by Norman Finkelstein
- The Israel Lobby and US Foreign Policy by John J. Mearsheimer & Stephen M. Walt
- Palestinians: The Invisible Victims by James J. Zogby
- Hamas: Unwritten Chapters by Azzam Tamimi



Articles

- Judaism vs Zionism in the Holy Land by Professor Yakov Rabkin: <http://www.palint.org/article.php?articleid=19>
- Christian Zionism: Road-map to Armageddon? By Stephen Sizer: <http://www.palint.org/article.php?articleid=16>
- Challenging Zionism by Roland Rance: <http://www.palint.org/article.php?articleid=15>
- Unplug and play: Manufacturing Collapse in Gaza: <https://biblio.ugent.be/publication/4141862>
- Unveiling Tyranny: The Genocide in Gaza & False Zionist Narratives On Palestine - <https://sapien-ceinstitute.org/unveiling-tyranny/>



Media

- Gaza Fights for Freedom (2019): https://www.youtube.com/watch?v=HnZSaKY-mP2s&ab_channel=EmpireFiles
- World War One: Through Arab Eyes (3-part documentary): <http://www.aljazeera.com/programmes/specialseries/2014/11/world-war-one-through-arab-eyes-20141114133936678600.html>
- Al Nakba (4-part documentary): <http://www.aljazeera.com/programmes/specialseries/2013/05/20135612348774619.html>
- The Zionist Story: <https://www.youtube.com/watch?v=wAlIDow-0rk>
- How Israel was Created: https://www.youtube.com/watch?v=kl_spMxp6t8&ab_channel=AlJazeeraEnglish
- Investigating war crimes in Gaza: https://www.youtube.com/watch?v=kPE6vbKix-6A&t=10s&ab_channel=AlJazeeraEnglish

**HUMAN AID
& ADVOCACY**



humanaid.org