



November 29, 2023

To: Mr. Shou Zi Chew, chief executive officer TikTok

Dear Mr. Chew and Mr. Bertman, on October 7, 2023, Israel was attacked by the terrorist organization Hamas, resulting in the loss of over 1,000 innocent Israeli lives and the abduction of approximately 240 individuals. All government offices have shifted their work, dedicating themselves to an informational effort targeting Israeli citizens without distinctions of religion, race, or gender across all platforms.

The slogan chosen by governmental bodies is "United for Victory," conveying a single message: only united can Israeli citizens overcome the terror and forge a better tomorrow.

Considerable resources were allocated by government offices to reach diverse audiences through relevant platforms. Campaigns designed for children and youth, among others, were introduced on TikTok, a platform crucial for these demographics in Israel seeking pertinent information.

Unfortunately, TikTok did not advance these campaigns, citing the words "United for Victory" as political content violating company policy. This is an incorrect and perhaps arrogant interpretation. These words signify unity, a necessity for both the people and the state of Israel in these rough times. This unity addresses the diverse Israeli public, comprising of Jews, Muslims, Christians, and several other minorities who were hurt by Hamas' indiscriminate terror.



From the perspective of every Israeli citizen, your classification of a call for unity following such a brutal terrorist attack as political content is unacceptable and rather unprofessional. This is a fundamental and straightforward message uniting all of Israeli society against bloodthirsty terrorists.

It's crucial to note that no other platform rejected the promotion of campaigns due to this word pairing.

It's inconceivable and unconscionable that in these critical days, when disseminating useful information to all Israelis of every age group is crucial, campaigns paid for by Israeli taxpayers and meant for the Israeli public exclusively are rejected due to a simple phrase whose essence is unity among the Israeli people.

I urge you to engage in further discussion and reconsider the company's wrong decision regarding the simple, moral, and just call for unity among all segments of the Israeli public.

With God's help - United for Victory,

Dr. Shlomo Karhi

Minister of Communications

