Operation Olive Branch: Frequently Asked Questions

Click on the topic below to be taken to its location.

ABOUT US:
- What is Operation Olive Branch (OOB)?
- How does OOB support Gaza, Congo, and Sudan?
- Who are OOB's Aid Partners and what do they provide?
- Why did you guys decide to go non-profit?
- What was the OOB Perinatal Project, and what is the Perinatal Family Encampment Ard Al Zaytoon?
- Why is direct aid so important when there are lots of aid organizations fundraising to support Gaza?
- How did OOB start?
- Do you have any connection to the Turkish military operation called "Operation Olive Branch"?
- Who is "running" OOB?
- What are "accomplices"?
- Why Does OOB Require NDAs for their volunteers/accomplices?
- What is the end goal for OOB?
- What should I do if the media reaches out to me? Can I speak on behalf of OOB?

THE SPREADSHEET:
- When and why have you stopped accepting families for the spreadsheet?
- Do you guys create GFMs/campaigns for families?

USING THE SPREADSHEET:
- Does the numerical order of families on the sheet mean anything?
- How can I search the sheet?
- Why are some families on separate tabs?
- Why does the goal amount change for some families?
- How can I request a change to the information about my family?

LOGISTICS:
- How do people in Gaza receive their money if GoFundMe pays out using bank transfers?
- For those who wish to evacuate, is Egypt even allowing them through?
- How does funding for food and supplies help when there is limited aid entering Gaza?
- How else can I help get food and supplies to people on the ground?

DISCLAIMER OF LIABILITY:
- What are the funding sources for OOB?
- What are some red flags someone is trying to scam me?
- What happens if GFM shuts down someone's account but I already donated?
- Can you give me advice about using GoFundMe?

Someone I've never met wants me to set up a GoFundMe for them. What should I do?.....
Can you give me advice about what is required to cross the border?.....
SOCIAL MEDIA SUPPORT: for our families.....
Why is it required that families have a social media account?.....
How will OOB support my efforts to help my family over social media?.....
What should I be doing on social media to help my family but also avoid getting my account banned?.....
How do I get a video made about my family?.....
What are the benefits of talking on Live?.....
How can I arrange to come talk during a Tiktok or IG Live?.....
Why does it seem like you are favoring some families over others?.....
I sent a message over social media but nobody has responded. Are you ignoring me?.....
I post links to my GoFundMe in the comments and it disappears. Was it deleted?.....
SOCIAL MEDIA SUPPORT: for our community.....
How can I use my privilege and platform to help an OOB family?.....
So many families are reaching out to me. How do I decide which ones to help?.....
I have a medium (20k+) to large (200k-1M+) following, how can I partner with OOB?.....
What support does OOB offer if I'd like to livestream to "heat" certain families?.....
How can I find out when OOB is going Live?.....
Do you have any tips for avoiding suppression and censorship on social media?.....

ABOUT US:

What is Operation Olive Branch (OOB)?

Operation Olive Branch (OOB) is a primarily volunteer-powered, grassroots effort committed to the collective liberation of ALL peoples. We are a non-profit, EIN 99-4398327 (note: any unauthorized use is illegal and will be reported).

We prioritize transparency and community-led decision-making, directly partnering with local mutual aid initiatives to support their critical needs. Guided by a majority BIPOC core council of advocates from occupied Turtle Island and Oceania, this global solidarity initiative uplifts and empowers the communities we serve.

How does OOB support Gaza, Congo, and Sudan?

OOB has compiled individual family and mutual aid campaigns on a detailed spreadsheet with the hopes of enhancing their accessibility and reach to potential donors and advocates. These pre-existing campaigns are created and managed by the families and/or friends of the families, and the mutual aid founders themselves. We include campaigns from families and mutual aid

orgs regardless of their request, whether it be funds for medical aid, food, supplies of living, evacuation fees, or to rebuild their homes.

The other leg of our operation occurs on social media, where we have amassed a growing community of dedicated advocates willing to share their privilege and reach by making videos and hosting livestreams to raise funds for families. OOB then provides physical, digital, and human resources to their efforts as part of the larger online advocacy community.

In addition, we help fund and support direct aid initiatives in Gaza, including the perinatal family encampment Ard Al Zaytoon, the Perinatal Project, and OOB Water Project. Check our linktree for more information.

Who are OOB's Aid Partners and what do they provide?

PAL Humanity is an initiative led by two female Doctors, sisters who run a medical carvana and multiple medical checkpoints in local encampments. They have also helped build the perinatal family encampment Ard Al Zaytoon.

Amani Alkahlout is a well-known cook and food blogger, who continues to orchestrate cooking for hundreds of families. She also delivers supplies such as diapers, wipes, and blankets to individual families, and is the Director of the OOB Perinatal Project.

Why did you guys decide to go non-profit?

We made the decision to become a non-profit in Summer 2024 to ensure transparency and accountability in our mission to provide direct aid to families in Gaza. This transition was inspired by the urgent need for reliable, grassroots support that addresses critical gaps in large-scale aid efforts. Many large aid organizations face challenges in ensuring that resources reach families directly, especially in areas like Gaza, where humanitarian access is severely restricted.

By partnering with dedicated local initiatives, we focus on supporting hands-on efforts that make an immediate impact. Our non-profit model enables us to fund and amplify these grassroots initiatives, ensuring that aid reaches the families who need it most.

What is the OOB Perinatal Project, and what is the Perinatal Family Encampment Ard Al Zaytoon?

The OOB Perinatal Project, launched in February 2024, identified a growing crisis in prenatal, postpartum, and infant care in Gaza due to worsening starvation and insufficient medical resources. Initially focused on dispatching urgent aid for mothers and babies through Perinatal Partners, the project expanded to address the dire needs of families holistically.

In partnership with Pal Humanity, the family encampment Ard Al Zaytoon was constructed in July 2024 to provide a dedicated safe space supporting dozens of families all categorized under perinatal, medical, and disabled needs. This camp isn't unique, as there are other camps throughout Gaza from organizations such as UNICEF, UNRWA, etc. The camp provides essential resources such as food, shelter, water, Wi-Fi, electricity, and on-site medical care. Those interested in sponsoring individuals, tents, or donating directly can support the campaign through the GFM. Updates on the camp can be followed on the GFM as well as the camp's Instagram page and OOB's social media accounts (Instagram, Tik Tok, etc.).

Why is direct aid so important when there are lots of aid organizations fundraising to support Gaza?

Many large aid organizations are raising money to help Gaza, but there are concerns about whether that aid can actually reach families in need. That's why donating to on-the-ground organizations or people on the ground is so important. These groups are still able to provide help even with the many challenges they face. Some great examples are the **Palestine Red Crescent Society** (the brave first responders), **Connecting Gaza** (giving thousands of Gazans eSims daily), **GXZA Health** (offering telehealth and aid), **Gaza Kinder Relief** (helping critically injured kids), the **Gaza Sunbirds** (local para-athletes delivering aid), **Sulala Animal Rescue**, and people like **Doctor Rajaa Hasen Okasha**, who runs a free pediatric tent while living in a camp himself, and OOB's Aid Partners.

In addition to donating, many people want to support Palestinian families in other ways. Helping these families build social media accounts or donating directly lets them share their own stories and advocate for themselves. Through projects like OOB, people have found ways to connect personally with Palestinian families, offering support and building real relationships. These connections not only help the families but also change the lives of those who reach out, creating a stronger community of care and understanding.

How did OOB start?

Like many organic movements nowadays, OOB was birthed in the comment section of a social media post. Many of us were struggling with "what more can I do to help", so we jumped at the opportunity to assist Palestinians joining that platform to advocate for themselves. As more and more of us began supporting them directly, often by creating content to help drive traffic and visibility to their newly created accounts, the need to collaborate became apparent. Someone said "we need a spreadsheet", another recommended adapting from the Help Maui Rise sheet (created after the devastating fires in Lāhainā), and the rest is history.

Do you have any connection to the Turkish military operation called “Operation Olive Branch”?

No. We have absolutely no connection or affiliation with the Turkish military, nor the operation of the same name. We were not even aware of that operation’s existence. The similarity in names is purely a coincidence.

"Operation Olive Branch" was chosen with a completely different meaning and purpose: “Operation” reflects the urgency and collective effort of our work, an all-hands-on-deck community initiative to support Palestinians living through a genocide in Gaza. “Olive Branch” symbolizes peace, resilience, and the deep cultural significance of olive trees in Palestine. It also represents a helping hand extended with care, solidarity, and refusal to abandon Palestinian families.

Who is “running” OOB?

OOB has a board, core council, and several “accomplices” who are directly committed to OOB’s purpose, volunteering their talents to the collective as part of project teams.

What are “accomplices”?

In social justice, an accomplice is someone who takes action to help marginalized communities and is willing to face challenges without expecting praise or rewards. Accomplices focus on supporting and amplifying the voices of those in need, even when it’s uncomfortable or hard. There are two main types of accomplices: **external and internal.**

External accomplices work outside the organization. These can be people like content creators, influencers, or fundraisers who help spread the word, promote campaigns, and bring attention to the cause. They use their resources and platforms to share the message and bring in support.

Internal accomplices work directly inside the organization. They do important jobs like building websites, managing data, handling finances, and helping plan events or projects. They make sure the organization runs smoothly and has what it needs to help people.

Both external and internal accomplices are important. Together, they bring attention to the cause and keep the organization strong.

Why Does OOB Require NDAs for their volunteers/accomplices?

Short Answer: To protect the privacy and safety of families, partners, volunteers, and the nonprofit we’re building together.

Below is a summary of what the NDA is designed to cover, as explained to those who signed it:

1. **Family Privacy:** All personal information about families provided to OOB volunteers (not personal contact info) that is not public or has not been explicitly requested to be made public by the family. This includes aid distribution lists, camp information, verification details, etc.
2. **Partner Information:** All contact and location information for OOB's partners.
3. **Camp and Clinic Security:** Locations, identities of volunteer staff, and any other sensitive details related to camps or clinics.
4. **Non-OOB-Registered Families:** Any information about families not registered with OOB may not be shared without their explicit consent.
5. **Volunteer Anonymity:** The identities of internal OOB volunteers must remain private (no doxxing).
6. **Confidentiality Within Chats:** Volunteers are expected to keep discussions within their specific chat groups. For example, verifiers and security team members should not discuss screened families with others outside their group.
7. **No Screenshots:** Screenshots of messages may not be taken or shared without the express permission of everyone visible in the screenshot.

This policy is essential to ensuring everyone involved in OOB's mission is respected, safe, and able to focus on the work at hand.

What is the end goal for OOB?

Our founding mission is to promote the humanitarian standard of safety and wellness for ALL peoples, and we will continue that mission until we are no longer needed.

What should I do if the media reaches out to me? Can I speak on behalf of OOB?

OOB has a designated media team who respond to any and all media personnel. It is imperative that media personnel go through the correct channels, allowing OOB to center voices on the ground, and to ensure OOB is represented accurately. We will choose a Palestinian member who can represent OOB and/or choose a BIPOC member to represent OOB, alongside a Palestinian member.

Examples:
Abeer (a Palestinian Lawyer) represented OOB at Al Jazeera:
https://www.aljazeera.com/program/the-stream/2024/4/30/palestinians-turn-to-crowdfunding-to-escape-gaza

Note from the white women in OOB:
"We will not ever do forward facing media unless there is a Palestinian person present. The role of white women during a global liberation movement is a supporting role."

If any media personnel reach out to you to represent OOB in an interview, please direct them to our press email: OOBpress@gmail.com

THE SPREADSHEET:

When and why have you stopped accepting families for the spreadsheet?

We paused intake back in March 2024 for equity as we build a website with the capacity to verify and support all families with open enrollment. With over 800 families on the spreadsheet and only a handful fulfilling their goals, we realized the need to reassess our processes to ensure fairness and effectiveness. By pausing intake, we can focus on developing a robust system that ensures all families receive equitable support and resources. The new website will streamline verification, improve transparency, and allow for open enrollment, ensuring no family is left behind while maximizing the impact of our efforts. Our priority is to meet the goals of existing families before expanding further, ensuring meaningful and sustainable support for everyone involved.

Do you guys create GFMs/campaigns for families?

No. This is beyond the ability of our team. You will need to find a willing representative (family member, close family friend) outside of Gaza to help with this.

Please refer to GoFundMe's terms and instructions here and here.

How did you verify the fundraisers?

We used a four-step verification process for all family and mutual aid fundraisers on our spreadsheet. The first two steps — what we call our "Duh Verification" — are outlined here, and the remaining two steps are kept confidential so that bad actors cannot circumvent the system.

The first step focuses on clear, obvious indicators of authenticity. We required that the applicant provide a social media account (TikTok, Instagram, Facebook, YouTube, etc.) which we visit directly. Instagram is especially helpful given how long it's been around as a platform, and Facebook profiles are scrolled to check for posts related to the fundraiser. We looked for original photos and videos that clearly showed the family or mutual aid group (not stock photos or images pulled from news coverage), and photos predating October 2023 or geotagged in Gaza or Palestine were particularly supportive. We also cross-checked that the fundraiser link on their social media matches the link submitted in their application, opening both to confirm they lead to the same campaign. This protects families from having their photos or videos stolen and used in fraudulent campaigns.

A robust fundraiser page with detailed family stories, explanation of how funds will be used, and original media is also strongly supportive, as is having a named beneficiary who demonstrates that funds are being sent. Beneficiary having social media was especially supportive too.

The second step involved a deeper investigative process for any profiles or cases that aren't immediately clear-cut, including outreach to private accounts for further verification. If a campaign could be verified through these two steps, it was escalated to our confidential internal processes before it could be added to the spreadsheet.

USING THE SPREADSHEET:

Does the numerical order of families on the sheet mean anything?

No. The number associated with your family on the spreadsheet is just an identifier. If a content creator makes a video for your family, we need people to know how to access your GoFundMe campaign. This identifier is what allows people to do so.

How can I search the sheet?

Searching the sheet is fairly simple. Use Ctrl F (or Command F if you're on macOS) to search for families. It is best to search for the name of their campaign exactly as it appears on their GoFundMe. There is also a gray search bar at the top of the sheet.

Why are some families on separate tabs?

Initially, our spreadsheet was a huge master list. Since the master list has so many families, we decided to add categories. This makes it easier on the user who is visiting the spreadsheet, and it allows families to be higher up on the spreadsheet—which can help with visibility.

Why does the goal amount change for some families?

The needs of families and the cost of supplies is ever changing in Gaza. Families may need to change their campaign goals to fit their current needs.

How can I request a change to the information about my family?

Please fill out this form to change or update information. This is for families ALREADY on the sheet.

LOGISTICS:

How do people in Gaza receive their money if GoFundMe pays out using bank transfers?

OOB includes Mutual Aid and Family Fundraisers on multiple platforms, with GoFundMe (GFM) being the most common, so the following logistical framework will focus on GFM.

Due to restrictive U.S.-imposed international banking laws, GoFundMe (GFM) does not support fund distribution to Palestinian bank accounts. To get around this restriction, Gazans must rely on “beneficiaries" to receive and transfer funds to them, typically family and friends abroad who use banks without such imposed restrictions. Unfortunately, many Gazans who do not have trusted contacts in the diaspora are forced to take a risk with an online acquaintance who agrees to be their beneficiary. This sometimes results in Gazans being exploited and defrauded, even when the family has done nothing wrong. OOB is very interested in locating a fundraising platform that will allow Palestinians to fully manage their own fundraisers, however, international banking laws have been consistently discriminatory across multiple platforms. ***We continue to urge GoFundMe and other fundraising platforms to revisit their policy even temporarily with respect to the exceptional and emergency nature of the situation.***

OOB only includes family fundraisers on trusted fundraising-specific platforms as each have their own in depth verification process as well as money-back guarantees for donors. For example, GFM requires photo ID verification from organizers and beneficiaries and currently offers a 1 year guarantee on donations worldwide. As stated above, we do not accept personal PayPal or other direct digital payment apps for addition to the OOB spreadsheet.

When beneficiaries withdraw funds from their fundraising account, they transfer it to Gazans in different ways for different purposes. The most common methods for mutual aid and survival funds are through Western Union or PayPal and in many of those cases they are sent through Egypt. It’s important to note that evacuation registration fees must be paid in Egypt by a family member and we’ve been consistently told that they require crisp US dollars. Unless there is already a family member in Egypt, this often requires family abroad to travel to Egypt cash-in-hand to pay these exorbitant fees and register their family in person.

Many of the families have been fully transparent about this process on their GFMs and social media. Strategies depend on the family’s circumstances. For example, the “family member is required to register family in Egypt" rule explains why some families can only send a few members initially - because they’re the only ones related to “Aunt Reem from Canada”. After they’ve successfully evacuated, they can then do the same for their remaining family in Gaza from the Egyptian side.

We hope that there will be systemic change with banking restrictions on Palestine and that all fundraiser platforms will become directly accessible to Palestinians for more efficient, effective, and safer fundraising.

For those who wish to evacuate, is Egypt even allowing them through?

No. The Rafah border crossing between Gaza and Egypt has been closed to Palestinian evacuees since May 2024, after Israeli military forces seized control of the Gaza side of the crossing. This has significantly restricted evacuation options and prevented vital humanitarian aid from entering Gaza.

Despite ongoing discussions between Egypt and Israel, no agreement has been reached to reopen the crossing, leaving many families in Gaza unable to evacuate or access medical care. The closure has exacerbated the humanitarian crisis, especially for the most vulnerable populations.

Prior to the closure, families seeking evacuation had to register on Egypt's evacuation list and wait at least 30 days for approval. Medical evacuations, particularly for children, were one of the few ways to bypass the waitlist. However, with the border now closed, these pathways are no longer available.

Organizations like Gaza Kinder Relief and HEAL Palestine continue to advocate for medical evacuations and provide critical support for vulnerable families. We encourage supporters to contribute to these efforts and raise awareness of the dire situation in Gaza.

How does funding for food and supplies help when there is limited aid entering Gaza?

While consistent aid is not being allowed into Gaza, there is still some aid present. This means that the price of the aid that is left in Gaza has skyrocketed immensely. Ensuring Mutual Aid orgs and families have the funds to afford this aid is vital to their survival. The money raised not only pays for food, it also pays for the limited medications and supplies—such as tents and blankets—left in Gaza.

How else can I help get food and supplies to people on the ground?

A great way to help get food and supplies to people on the ground is to directly support our partners in our direct aid initiatives, other trusted mutual aid initiatives listed on our spreadsheet under "Mutual Aid," and the individual campaigns from families on our spreadsheet.

DISCLAIMER OF LIABILITY:

What are the funding sources for OOB?

All donations to individual family GFMs are collected and handled by the GFM's family beneficiaries exclusively.

The OOB GFM distributes funding to our partners on the ground in Gaza, who use it to maintain the family encampment by purchasing food and supplies, and distribute aid to civilians in and out of the camp. Itemized explanations for how funds are used will be posted in the "updates" section of the GFM page each time a withdrawal is made.

Any expenses needed to maintain and grow Operation Olive Branch were initially paid out of our own pockets. However, we have since realized we would need to invest in digital tools to aid our growth and protect our community assets. Therefore, in May 2024, we created a Buy Me A Coffee (BMAC). All tips go directly toward furthering and growing OOB. In addition, BMAC funds other partners not "verified" through GFM, like Bahrain, to supply aid such as water trucks and food baskets. You can read updates for how we use funds on the site itself.

What are some red flags someone is trying to scam me?

Unfortunately, there are people who have taken advantage of the crisis in Gaza. Fraudulent campaigns ***usually*** do not have photos or social media attached to their campaign. This makes it hard to verify if the campaign is for real individuals. There are also campaigns who have pretended to be a family. In order to avoid this issue, check the social media provided on the campaign—if there is any—and ensure there is a GoFundMe link in their bio or on that page. Take it a step further by clicking on the link to ensure it goes to the campaign you are looking at.

What happens if GFM shuts down someone's account but I already donated?

GoFundMe has a Money Back Guarantee. Please refer to GoFundMe's terms and instructions here and here.

Can you give me advice about using GoFundMe?

No, we cannot. Operation Olive Branch does not give advice on using GoFundMe. Please refer to GoFundMe's terms and instructions here and here.

Someone I've never met wants me to set up a GoFundMe for them. What should I do?

This is a personal decision only you can make. If you are ever going to become a beneficiary or set up a GoFundMe for someone, please ensure you have a way to get the funds to them. If you are just helping the individual set up the campaign, please ensure they have a beneficiary. Without a beneficiary, the family cannot withdraw the money. Please refer to GoFundMe's terms and instructions here and here.

Can you give me advice about what is required to cross the border?

No, we cannot. In fact, if we did, it could potentially put our families' fundraisers at risk of violating GoFundMe's terms of service here and here.

SOCIAL MEDIA SUPPORT: for our families.

Why is it required that families have a social media account?

A social media account is essential for our verification process, especially if it is an organic account that has been used for years. Importantly, a social media account will help the family reach more donors and supporters on their own - engagement on social media is a huge part of OOB's success.

How will OOB support my efforts to help my family over social media?

OOB will share and engage with the families' posts, and encourage others to do the same. We have a growing coalition of creator accomplices who regularly make videos about families. Ideally, the family's social media account would eventually build an organic following and have reach all on its own - a great example is our friend @reemtalbany, who build a following in the tens of thousands on TikTok by making her own videos sharing her story. Her fundraiser is now fully funded.

Additionally, OOB hosts live streams to "heat" families, and we encourage other creators to do the same. Families can then participate in these Live events and have their campaign "heated" (promoted) during the event. We strongly encourage participation in these events, as they typically bring in thousands of dollars for families and can help the fundraiser get onto the front page of GoFundMe's website for a short while.

What should I be doing on social media to help my family but also avoid getting my account banned?

Please consider making videos on your own tiktok or instagram account to help get your campaign out there. Do not spam links into people's DMs or comments because, unfortunately, Tiktok will flag it and take your account down. Try your best to adhere to the TikTok Community Guidelines. We **STRONGLY** encourage families to make their own videos, in their own words - these tend to go viral very quickly, and help families create their own organic following of donors and supporters. Once approved on the spreadsheet, be sure to tag @operationolivebranch on your tiktok or Instagram post and we hope to share and interact with your video.

How do I get a video made about my family?

You can ask any content creator politely - many are willing to oblige, but understand they are receiving many requests. We frequently highlight families on the @operationolivebranch official pages and through Operation Floodgates, but cannot possibly make videos about everyone. We **STRONGLY** encourage families to make their own videos, in their own words - these tend to go viral very quickly, and help families create their own organic following of donors and supporters. Be sure to tag @operationolivebranch on your tiktok or Instagram post and we hope to share and interact with your video.

What are the benefits of talking on Live?

Talking on live allows the audience to get to know you and your family. It allows the world to bear witness to your story. This also can highlight your campaign and encourage people to donate.

How can I arrange to come talk during a Tiktok or IG Live?

Sometimes we have a list of pre-determined families we are bringing on for a theme, for example, to talk about limited food access in North Gaza. Other times, just show up and let us know you're there in the comments. Please understand, with very rare exceptions, we will only bring up families who have been approved to the spreadsheet.

Why does it seem like you are favoring some families over others?

Every case is urgent, and it feels practically inhumane to attempt to prioritize anyone above another. We do focus daily "heating" (targeted donations to build traction) on specific individual campaigns as well as themes, these targets are found on our main navigation page.

I sent a message over social media but nobody has responded. Are you ignoring me?

Thank you for reaching out. Our official accounts on TikTok and IG are now receiving hundreds of messages each day, most of them spam or mass-messages, or people asking the same question over and over again. We are not deliberately ignoring, however we must prioritize the full-time work required to keep the operation afloat. We are in the process of assigning this task to a specific group of volunteers, but do not currently have the staffing to process so many messages. We hope this document answers most questions.

I post links to my GoFundMe in the comments and it disappears. Was it deleted?

Tiktok automatically blocks comments when it is just a link with no text. Try writing something along with your link. Please do not post the link over and over, this will cause Tiktok or Instagram to flag your account and you could be banned.

SOCIAL MEDIA SUPPORT: for our community.

How can I use my privilege and platform to help an OOB family?

Creators with platforms can make videos highlighting individual families, go live to help heat campaigns, and create a general video about Operation Olive Branch. You don't need to have an extremely large following to use your voice and spread the good word!

So many families are reaching out to me. How do I decide which ones to help?

Deciding which family to help can be an incredibly difficult task. How you decide is ultimately up to you. Some individuals will decide to engage in what is considered "first come, first serve." Other creators prioritize emergency situations, such as expectant mothers, families with small children, or families with terminal illness. Other creators choose families based on how close a campaign is to its end goal. This is a decision only you can make.

What support does OOB offer if I'd like to livestream to "heat" certain families?

We can supply creators with volunteer moderators, content creators to help co-host, graphics, promotion, translators, and emotional support as needed/desired. Moderators can be used to filter out negative comments, create polls to help boost the live, and engage people so that the audience stays involved. Content creators can help make the live accessible to their own

audiences by requesting and hopping into the live panel. Graphics can help spread the word about the live you are hosting and get people involved, and pull in viewers from other platforms. Emotional support can help with ensuring the space is safe for everyone involved. Since families sometimes join OOB-affiliated live streams, we can also provide Arabic-English translators if needed.

How can I find out when OOB is going Live?

Please check our tiktok or IG page @operationolivebranch regularly. We will post registration links, videos, and graphics about any upcoming Live events. However, any creator is free to go Live for families on the OOB spreadsheet and does not need our permission - we are only here to support and encourage their efforts.

Do you have any tips for avoiding suppression and censorship on social media?

Tips for avoiding censorship:

- Never use the phrase “GoFundMe”. Use “Campaign” or “G.F.M.” instead.
- Do not allow people to use any variation of the word boost in your comments. This includes a censored version of the word such as: b00$t, b0o$t, boo$t, etc
- Try to start with an attention grabber. Example: “Oh my goodness, did you all hear about Taylor Swift’s new song? Now that I have your attention, this family needs help.”
- Ask viewers to continue watching until the end, because completion rate is key for the algorithm.
- Use trending hashtags (especially unrelated ones) to help push your video onto the ForYou Page
- Try to ensure your followers have a ***Call To Action*** such as “leave a comment saying x” or “tag a creator who you think can help”
- Never include the green GoFundMe logo in your videos. Tiktok will suppress your video.
- Try not to use the phrase mutual aid. Tiktok does not like that phrase and will suppress the video.
- Never show graphic or gory photos - even a photo that seems mild compared to other horrors we have seen. This is especially important when showing images of our #GazanHeroes healthcare workers in action.
- At this point, it is sadly obvious that words like “genocide”, “ethnic cleansing”, and “holocaust” trigger both Tiktok and IG to suppress or remove videos. Most creators have developed clever ways to talk about these important realities without saying the actual words. For example, “g-side” instead of genocide.
- As a last resort, a silent presentation on a laptop or tablet while facing the camera has been shown to successfully avoid censorship.