

ANALYSIS, DISINFORMATION, FREE SPEECH, GAZA, GENOCIDE, ISRAEL, PALESTINE, PROPAGANDA, SOCIAL MEDIA

# MAGA Going to Israel for Propaganda Training

July 20, 2025

1

SHARES



**The Israeli government is paying to have 16 MAGA social media influencers, with millions of followers, brought to Israel to learn how to stop American youth from turning against Tel Aviv over Gaza, writes Joe Lauria.**



Israeli government-funded troll army Act.IL's Israeli headquarters in Herzliya. (Act.IL/  
Facebook via *Electronic Intifada*)

By **Joe Lauria**

*Special to Consortium News*



**The Israel foreign ministry will spend \$86,000 to finance a tour of Israel for 16 Americans to get them to use their vast online influence to craft more positive images of a nation openly engaged**

in genocide.

The effort is being made as Israel reacts to a significant turn in public opinion against it, especially by Western youth. Tel Aviv realizes its usual methods of propaganda — and apparently its own inhouse troll army — are no longer working as they once did.

The daily *Haaretz* reported:

“Foreign Ministry officials say the tour delivers significant media, advocacy, and diplomatic benefits – and represents a strategic shift, as traditional outreach is no longer sufficient to shape public opinion. They aim to leverage the massive followings of young social media influencers to bolster Israel’s standing in the U.S.”

The Americans, whose names have not been divulged, belong to the MAGA and America First movements, the newspaper said. They are all younger than 30 and each have hundreds of thousands or millions of followers, a vast, target-rich environment for propaganda. Israel intends to bring more than 500 “influencer delegations” to Israel this year, the ministry said.

It is paying an organization called Israel365 to organize the first American tour because it is in a “unique position to convey a pro-Israel stance that aligns entirely with the MAGA and America First agenda.”

Israel365’s website says the group “stands unapologetically for the Jewish people’s God-given right to the entire Land of Israel,” calls the two-state solution a “delusion,” and says it’s defending “Western civilization against threats from both Progressive Left extremism and global jihad.”

Israeli officials justified the no-bid contract with the organization because of its “experience and know-how in creating awareness, engagement, and mobilization of Christian audiences regarding their support for the Jewish people and the State of Israel,” *Haaretz* reported.

Ministry officials told the newspaper that “while older Republicans and American conservatives still hold pro-Israel views, positive perspectives towards Israel are falling across all younger age groups.”

News of the tour comes after the U.S. national teachers union voted to ditch the Zionist curriculum of the Ant-Defamation League, which was influencing young American minds.

Western youth, including conservatives, have become increasingly aware of the history of Israel’s expulsion of Palestinian people from their land and of Israel’s stated genocidal intent and actions in Gaza today. It is a wave of understanding Israel needs to contain.

A ministry source said: “We’re working with influencers, sometimes with delegations of influencers. Their networks have huge followings, and their messages are more effective than if they came directly from the ministry.”

*Haaretz* reported:

“The strategy appears to be paying off. During the 12-day conflict last month with Iran, Israeli digital messaging garnered roughly 1.8 billion online views, boosted in part by social media influencers with millions of followers. The Foreign Ministry has set a goal of bringing 550 influencer delegations to Israel by the end of 2025 to continue this outreach.”

The Foreign Ministry chose Israel365 because “with the rise of the America First movement and MAGA in American politics, it’s essential for Israel that the movement adopt a pro-Israel position.” A Foreign Ministry document said Israel365 “has the ability to smoothly link the spiritual/biblical and geopolitical aspects of support for Israel.”

**Joe Lauria is editor-in-chief of *Consortium News* and a former U.N. correspondent for *The Wall Street Journal*, *Boston Globe*,**

**and other newspapers, including *The Montreal Gazette*, the London *Daily Mail* and *The Star* of Johannesburg. He was an investigative reporter for the *Sunday Times* of London, a financial reporter for *Bloomberg News* and began his professional work as a 19-year old stringer for *The New York Times*. He is the author of two books, *A Political Odyssey*, with Sen. Mike Gravel, foreword by Daniel Ellsberg; and *How I Lost By Hillary Clinton*, foreword by Julian Assange.**

