

# Rosh Hashanah X-odus from hatred: To mark the Jewish New Year, quit the squalor of Twitter

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As clergy from the millennial generation, we have a love/hate relationship with social media. We could not serve our community well without it, nor reach out to the countless people looking for a place to belong; and yet, we are constantly inundated with updates on the most recent and most abhorrent aspects of humanity.

You will see us on Instagram and Facebook – and to a lesser extent TikTok. But as of Rosh Hashanah, you will not see us on what has been [termed](#) a “cesspool for lies, hate speech and a significant neo-Nazi user base.” This Rosh Hashanah, which begins at sundown tonight, we are leaving X (formerly known as Twitter) and encouraging you to do the same.

Taking a disturbingly keen interest in [anti-Jewish dog whistles](#), Elon Musk then proceeded to bring [blatantly antisemitic content](#) into conversation – all the while permitting a growing influx of white supremacists and neo-Nazis back onto his social media platform. Making matters worse, Musk has now [suggested](#) that the Anti-Defamation League (ADL) – one of the American Jewish community’s most venerable institutions – is to blame for X’s poor performance.

Musk has lashed out against the ADL’s CEO, Jonathan Greenblatt, in particular, and even [sued](#) the ADL’s Center for Countering Digital Hate in July for research and reports that include mention of Twitter. Now, he threatens to sue the ADL for billions, jeopardizing the organization, its mission, and even its survival.

For the past 100 years, no organization has done more to protect the safety and security of American Jews through advocacy, public leadership, and legal efforts than the ADL, and few have contributed as much to civil rights and advocacy for other minority communities.

Musk's targeting of such a mainstay of American life is no accident and needs to be called what it is: hateful to all but those who peddle in hate. Imagining a world without the ADL is to accept a society with vastly more antisemitism in the public square, featured prominently alongside racism, homophobia, and xenophobia. It is a world safe only for white supremacists.

Musk has tried to make light of his attacks upon the ADL. On Sept. 4, he [wrote on X](#), "To clear our platform's name on the matter of anti-Semitism, it looks like we have no choice but to file a defamation lawsuit against the Anti-Defamation League ... oh the irony!"

Indeed, it is ironic — and jarring. While, as users, we have an unfortunately limited capacity to forcibly "de-platform" the person who literally owns the platform, it is incumbent upon us to do more than merely speak up. We must leave X. Perhaps now is the time to create a digital exodus, where the more righteous, justice oriented members of society collectively abandon a platform that now does little more than promote misinformation and hate, further endangering minorities who are already most vulnerable.

While Jewish tradition does not affirm cancel culture's approach of making someone persona non grata forever, it does not allow us to look away when someone repeatedly and without apology uses his significant clout in harmful ways. It encourages us to make known when we feel wronged — and to take stronger actions when the person engaged in wrongdoing redoubles their offenses.

It is time for stronger action in the wake of Musk's misdeeds — until he comes to realize the wrongness of his ways and takes significant steps to change them and acknowledge the people he has hurt. It is time to take collective action against X in a way rooted in Jewish values, but open to all who are allies or are invested in a pluralistic society that is safe for its many, diverse members.

As the High Holidays (Rosh Hashanah and Yom Kippur) arrive, Jewish communities worldwide begin to reflect upon and acknowledge our collective wrongdoings over the past year. We recite lists of sins, apologizing not because we ourselves have necessarily committed them, but because of a sense of collective responsibility for our fellow Jews and for society as a whole.

**This sense of unified mission and collective responsibility is sorely missing from social media platforms today, especially those whose algorithms amplify the most polarizing of voices. Most especially when one of the most troubling – and most prominent – voices is that of the platform’s owner, we must all do better by, at last, deleting X from our phones. Perhaps this social media platform is better left in the dustbin of hateful has-beens.**

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