

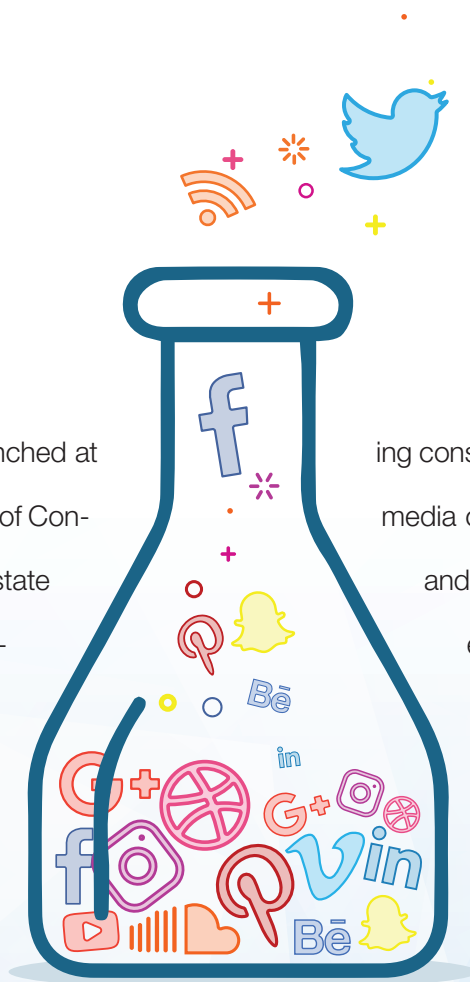


# 2016

## Social Media

### Report in PALESTINE





The social studio project was launched at the end of 2014, with the initiative of Concepts company to document the state of social media in Palestine and examine the behavior of Palestinians in media. The social studio project offers plenty of services related to social media includ-

ing consultations, training, and managing media campaigns, in addition to studies and periodic reports that include general statistics that benefit interested researchers in this field, whether on a research level or institutional and commercial businesses.

## ستوديو سوشال



Social Studio designs and manages sponsored ads with the least cost for every actual result. In addition to the accurate targeting of geographical areas depending on the database that Social Studio owns and other special techniques, such as, Email and account numbers.



Through a specialized team, Social Studio offers digital/electronic campaign management services, whether to the private sector, the public sector, or non-profit organizations. It defines work strategy and plans to implement them optimally to achieve the desired revenue from investment.



Social Studio presents detailed reports on the performance of social networking websites, collects views (Insights) and draws important performance indicators (KPIs) to determine the success of a media campaign. Based on research results, it offers advice to develop the relationship between the site and its audience to make them more interactive with the site, thus, achieves the investment goal through promotional means on social networks.



Social Studio develops media presence on social networks through the development of sites and electronic applications using modern design compatible with the different browsing requirements for smart phones, in addition to content management and improving the performance of the website.

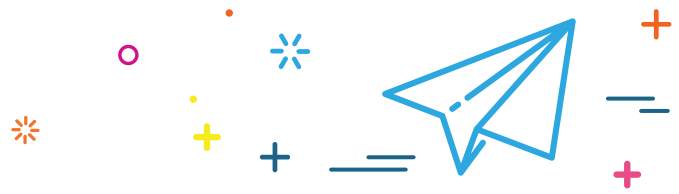


Social Studio provides specialized and concentrated trainings in social media to various parties (institutions, companies, individuals) through qualified instructors and practical trainings on live campaigns that convey sufficient knowledge to trainees to enable them to manage media campaigns for their sites.



Social Studio designs and implements private projects with high requirements related to social media, such as development of platforms and social networks, creation of interactive applications or specific research specialized in a certain field, depending on customer need.

# Introduction



For the third year, successively, we present the annual report on social and digital media in Palestine, following a year full of events and developments on the level of the Arab region, namely on the level of Palestine. The events were reflected deeply on the nature of the behavior of social media users in Palestine, where social media outlets were considered one of the factors mobilizing the events and the youth to lead individual resistance operations. The Israeli occupation made a new record in the number of arrests based on posts over social media outlets, which they considered inciting.

The report for this year tackles the prominent statistics and behaviors related to Palestinian users inside Palestine, in addition to numbers and performance indicators of various Palestinian accounts in several electronic platforms, social initiatives, and issues that preoccupied the public opinion, in addition to the cases of arrest due to posts on social media outlets. Despite Facebook remaining the most used in Palestine, we witnessed an evident increase in the usage of other platforms such as Instagram, Snapchat, LinkedIn, and WhatsApp, so we provided all available information on these platforms in terms of the nature of the users' behavior, and the most prominent Palestinian accounts using it.

This year, the report provides statistics on all areas of Historic Palestine, unlike what is adopted by the various social media outlets, which express Palestine by describing it as the West Bank and Gaza Strip only. However, the amount of information available on Palestinians living in the occupied areas in 1948 is limited, and it is difficult to obtain.

It is worth mentioning the publishing the report this year coincides with the launching of an important pioneer entrepreneurial project; the project of «Hakii» program with its upgraded version; which is a bundle of research tools for the Arabic content on social media. It has been accredited in this report as an essential tool for collecting data and performance indicators on the most prominent Palestinian accounts, especially on Facebook.

This year, the report relied on the manual research process, which continued over 4 months, during which many notes, stories and events were documented, in addition to automatic research processes which relied mainly on «Hakii» program as a search and analysis tool, in addition to other references and tools, all that made this report rich with information.

We emphasize for this year, that the report wouldn't have come out in its current manner if it wasn't for our partners, who believed in the importance of investing in the development of means of using social media in Palestine. And here we namely mention Jawwal, Paltel, Bank of Palestine and Bashir Siksik companies, in addition to AlNayzak, Burj Al Luqluq and PalVision, guaranteeing that their support didn't affect the accuracy of information provided in the report.

Finally, this report in its 3rd edition, contributes to documenting the image of digital and social media reality in Palestine, constituting a documented reference for all researchers and those interested and working in this field, due to the figures and statistics which decision-makers can rely on whether in the business field, or in the context of developing digital and social media tools and uses in Palestine.

**Eng. Hassan Jadeh**



## Our Staff



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Graphic designer

**Special thanks to all whom contributed in making this report a new success**

(Alphabetical order)

Ahmad Barbar  
Ahmad Barakat  
Ahmad Ramahi  
Ahmad Sorghali  
Tala Halawa  
Thair Hamayel  
AlQuds Newspaper  
Jestech  
Khalil Shreiteh  
Khalil Abbasi  
Doaa Awad  
Ramiz Jabr  
Rami Naser Eddin  
Rania Merie  
Rasha Al Ramaa  
Rawan Abu Asad  
Salsabeel Nasrallah

سوشلجي Socialji  
Saleh Dawabsheh  
Salah Hussein  
Aref Hussein  
Alaa Amer  
Ali Bakheet  
Ali Salhi  
Ghaleb Salah  
Fadi Arouri  
Lubna Kamel  
Mohammad Miqdad  
Mahmoud Hreibat  
Hamleh Center  
Muntaser Dkaidek  
Mona Eshtayyeh  
Nadim Nashef  
Naim Kamel

Hadeel Husein  
Hadeel Qasem  
Hala Sharaf  
24FM

Our partners in Gaza : Social Media Club - Palestine

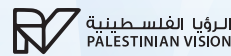




## Partners



جوال



All gratitude and appreciation to our partners of this year, whom without, the report wouldn't have been produced the way it is, especially not without their belief in the significance of developing the tools and mechanisms of interacting with social and digital media platforms, whether as companies, institutions or individuals.

# Content

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### Top Palestinian Pages

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### Facebook the accusation!

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### Methodology | References

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# General information

The most prominent figures and statistics on Palestinians' behavior on social media, starting with the census and percentages of their use of different social media outlets, in addition to the questionnaire's sample answers to questions regarding the behavior, and ending with mentioning the most searched topics during 2016.

Terminology significant to understanding the information provided in this section:

**Palestine67:** a description of the Palestinian areas occupied in 1967; the West Bank and Gaza Strip.

**Palestine48:** a description of the Palestinian areas occupied in 1948, which is referred to nowadays per the international law as the state of Israel.

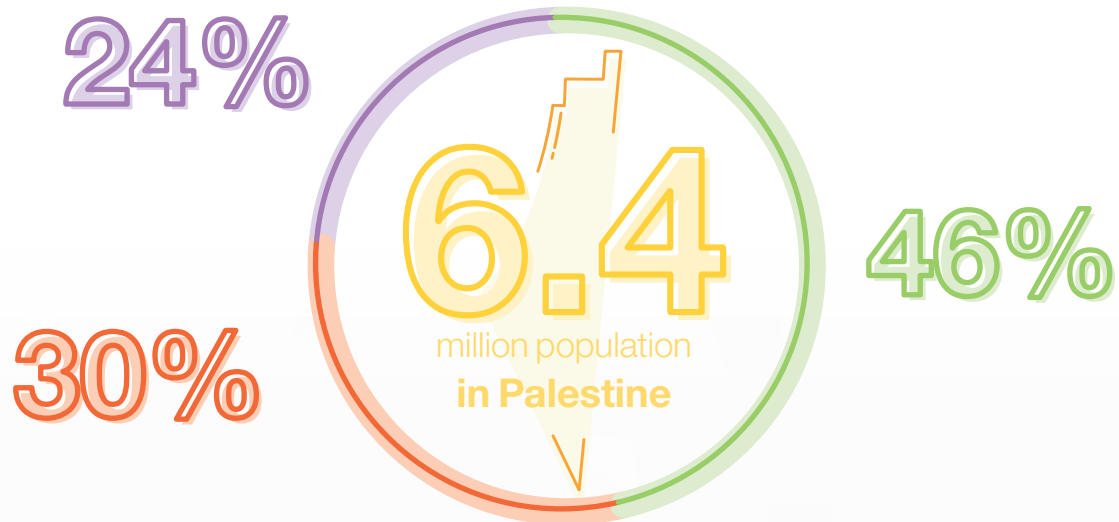
**Palestine:** a description of Historic Palestine prior to the Israeli occupation of its lands.

**48-Palestinians:** Palestinians living in Palestine 48 areas who hold Israeli nationality.





## Census in Palestine



**48-Palestinians** 👤 million 1.5

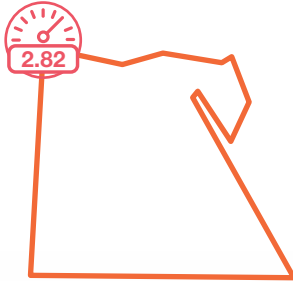
**West Bank** 👤 million 2.97

**Gaza Strip** 👤 million 1.9

## Internet & Social Media Penetrations



# Social Media in Palestine & Neighboring Countries



## Egypt

93,500,000

39%

8% 36%  
3% 19%



## Palestine 48

8,500,000

73%

64%	5,400,000
20%	1,700,000
13%	1,100,000
17%	1,400,000

## Palestine 67

4,880,000

52%

1,600,000	33%
493,466	11%
480,000	10%
150,000	3%

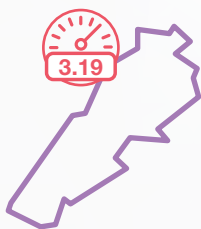


## Jordan

8,200,000

74%

17% 53%  
7% 14%



## Lebanon

6,200,000

76%

16% 53%  
9% 16%



## Saudi Arabia

31,700,000

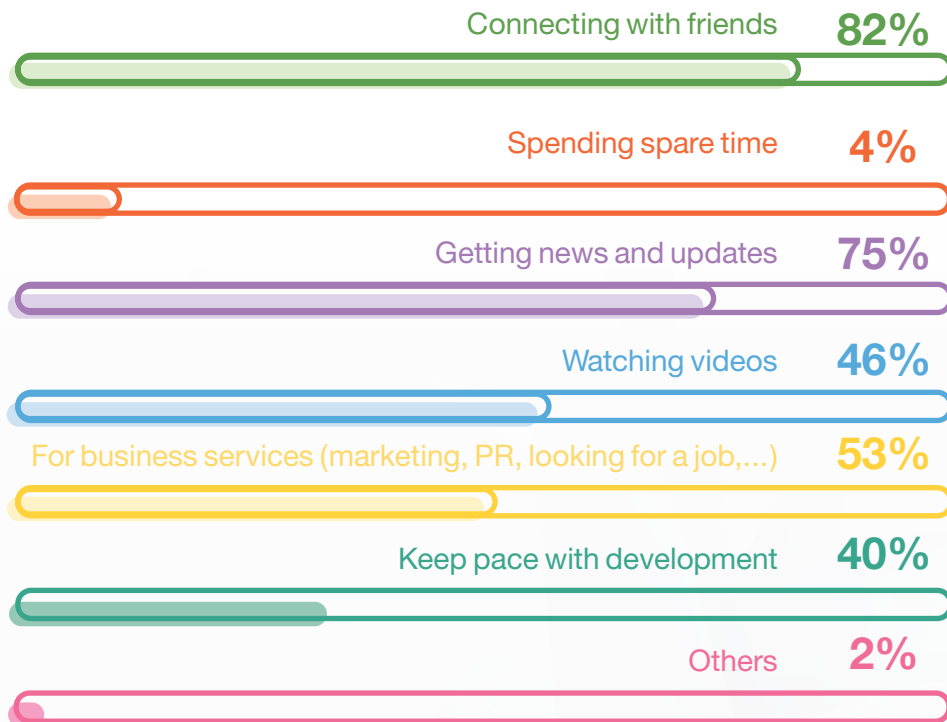
65%

23% 47%  
8% 53%

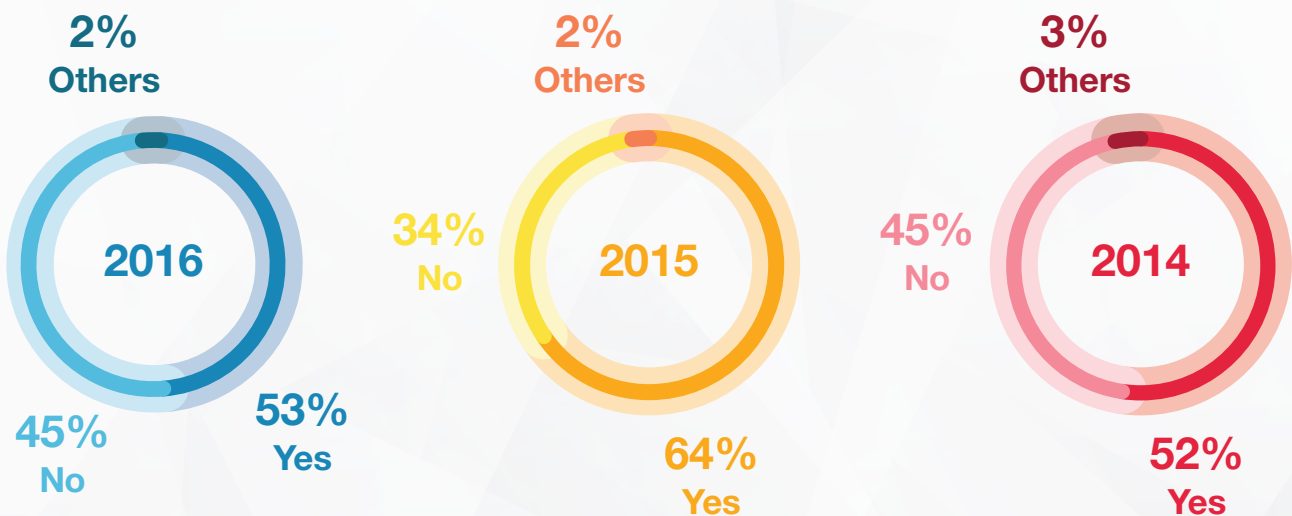
# Behavior of Palestinians on Social Media Platforms

According to questionnaire results

## Motivation Behind Penetrating Social Media Platforms



## Do you take into consideration the surveillance of security forces (Israeli or Palestinian) in Social Media Platforms?

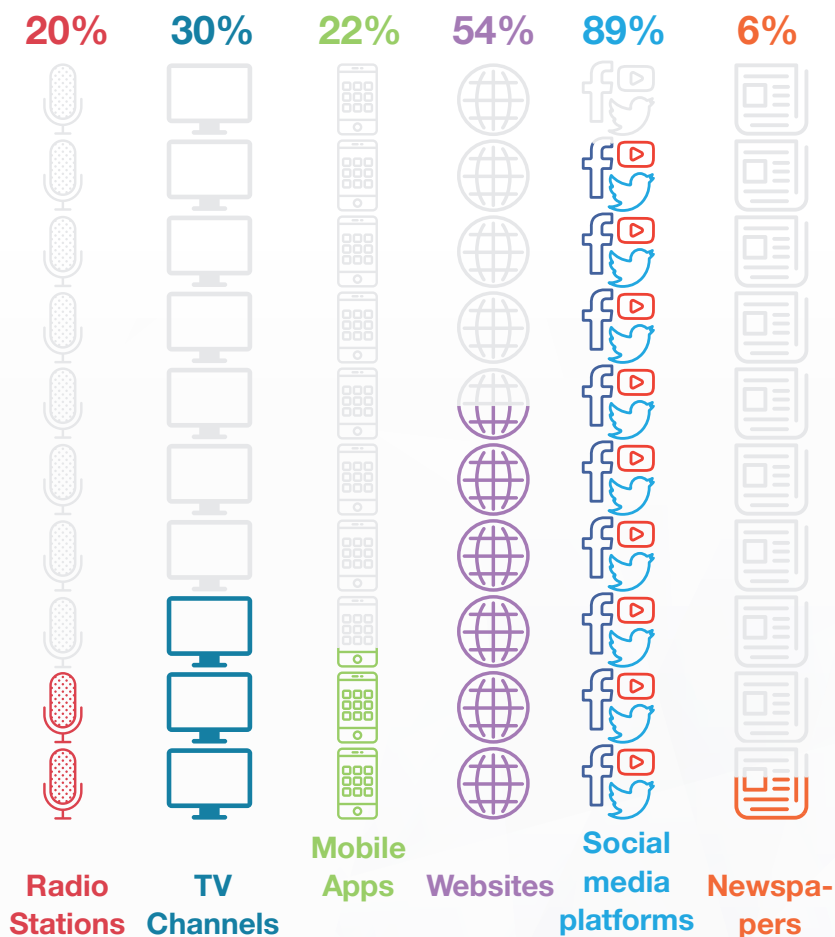




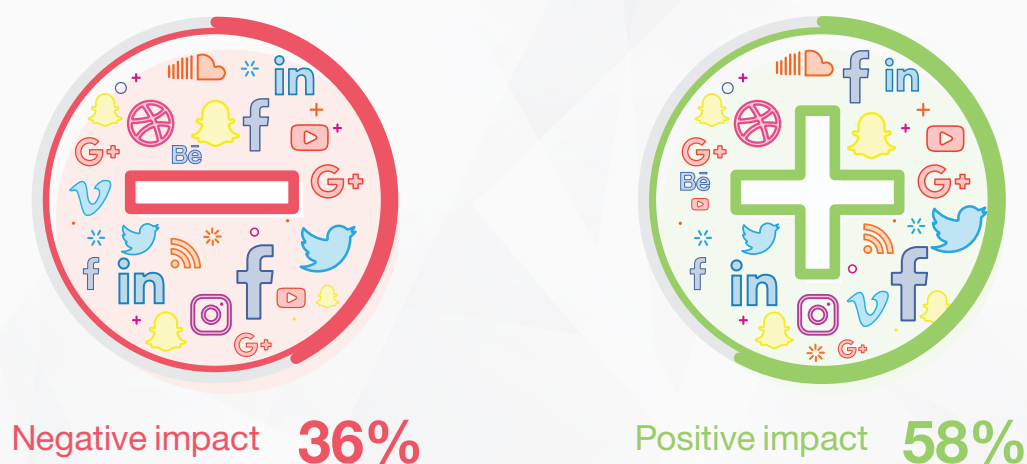
# Behavior of Palestinians on Social Media Platforms

According to questionnaire results

## Means of obtaining news and updates



## The impact Social Media Platforms have in Palestine



Others 6%

# Behavior of Palestinians on Social Media Platforms

According to questionnaire results

## Impressions regarding Social Media Platforms

My favorite platform is Snapchat



My favorite platform is LinkedIn



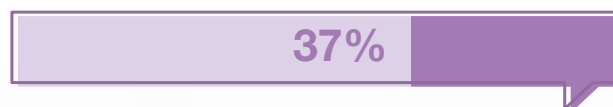
My favorite platform is Facebook



Facebook contributes in wasting my time dedicated to family, work or studying



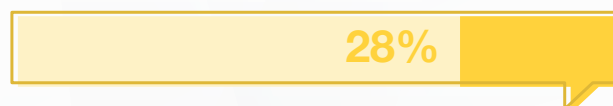
I thought about closing my Facebook account in 2016 (At least once)



I've removed at least one friend from my friends list on Facebook because of his opinions or after heated arguments

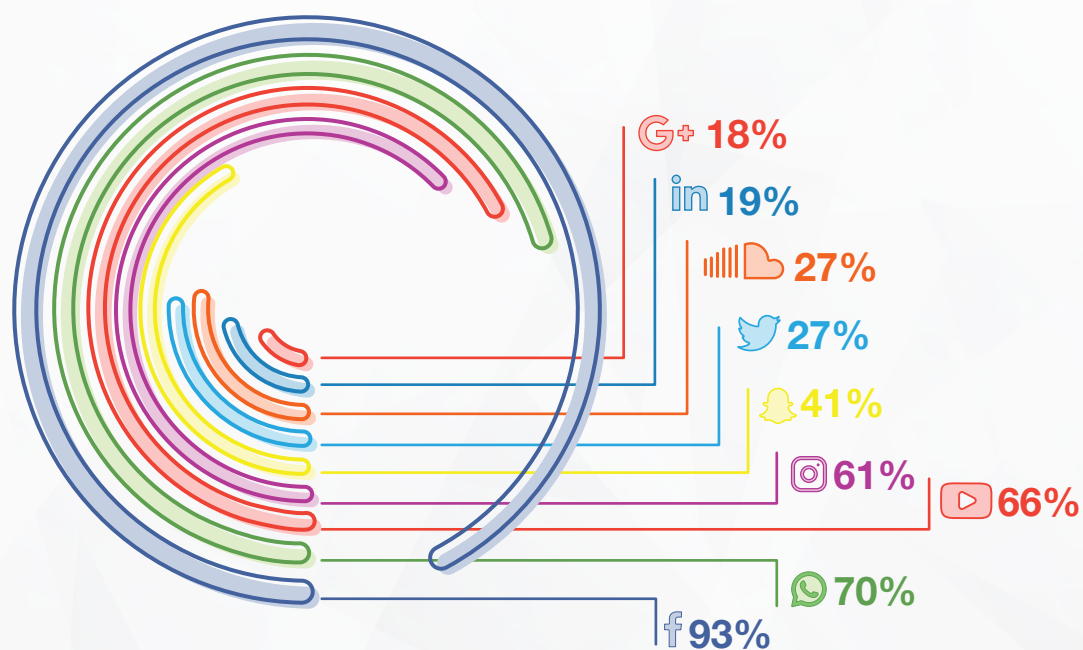


My favorite platform is Instagram



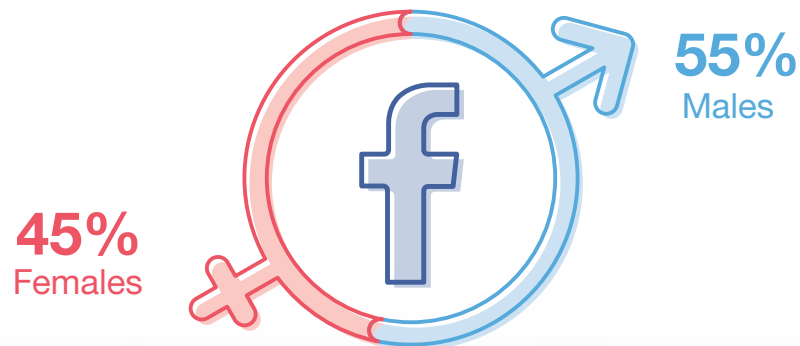
## Percentage of continuous penetration of Social Media Platforms

\* At least once per month



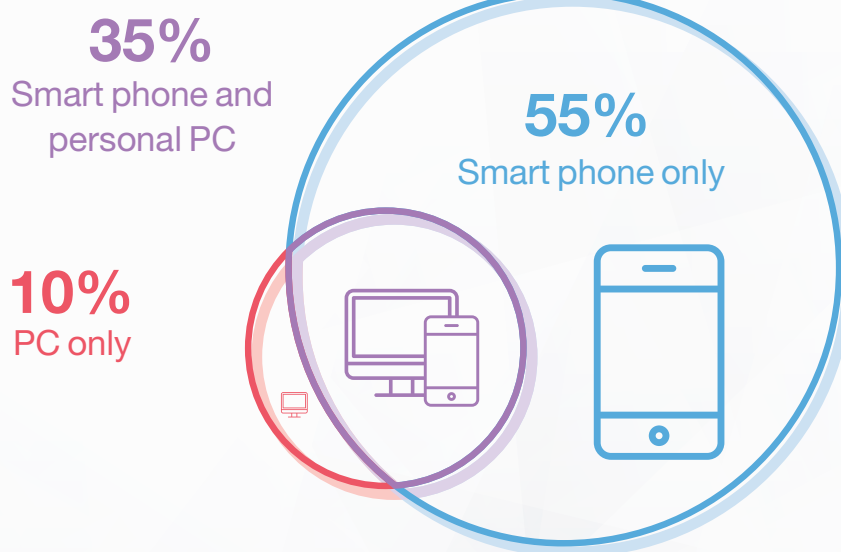
## Statistics on Facebook Users in Palestine 67

### Distribution of Facebook users in Palestine based on gender



Comparing to Arab countries combined, 69% are males while 31% are females

### Devices used to access Facebook by users



### Geographical distribution of Facebook users in Palestine



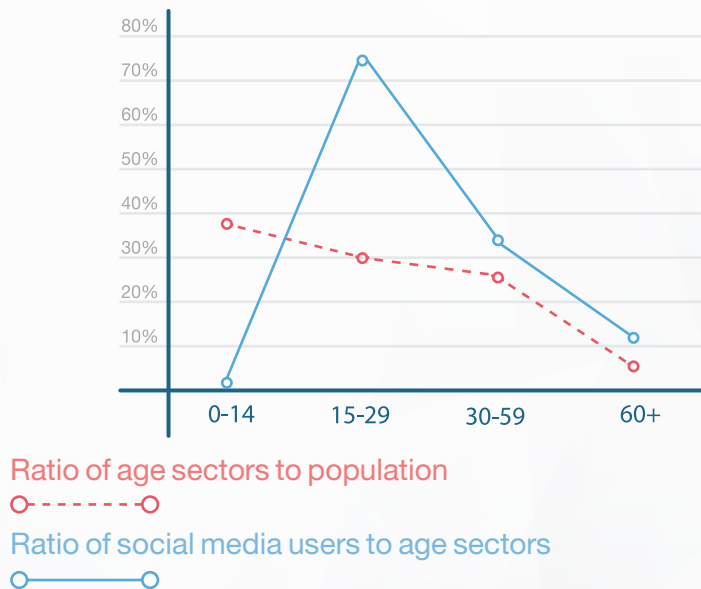


## Statistics on Facebook Users in Palestine 67

### Facebook Peek Time



### Distribution of Social Media Platforms' users based on age group



### Distribution of ADSL subscribers in Palestine based on the provider

Others  
**29%**  
129,740

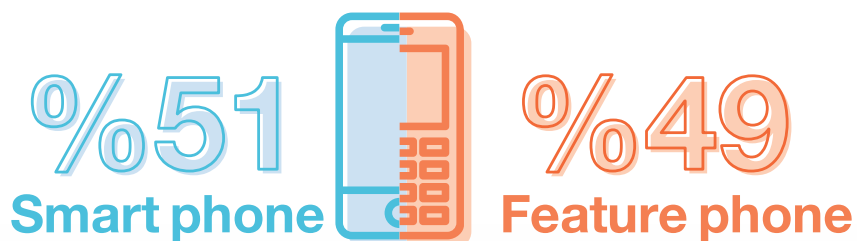


الانصالات  
**PaTel**  
**71%**  
320,500

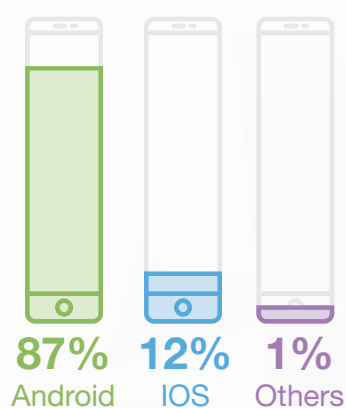
## Statistics on Mobile Devices in Palestine 67

3.5

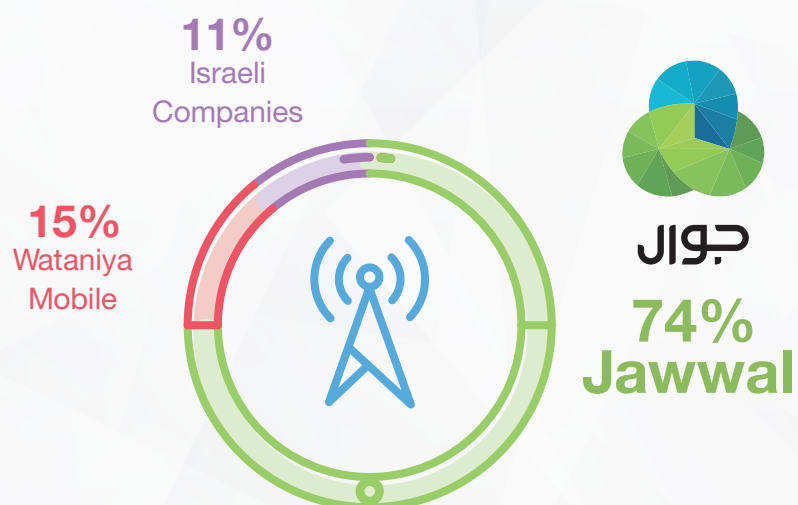
million mobile phones



### Distribution of smart phones based on the operating system



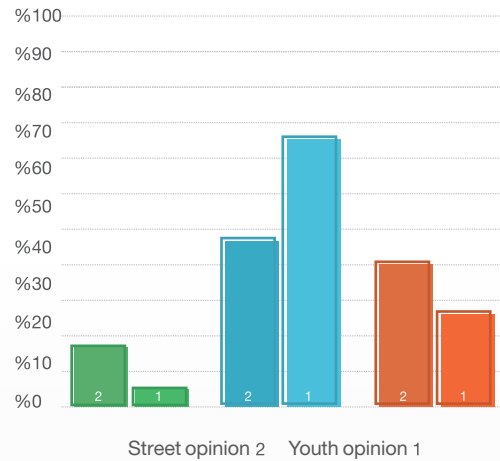
### Distribution of mobile phones based on the carrier network



# Behavior of Jerusalemites on Social Media Platforms

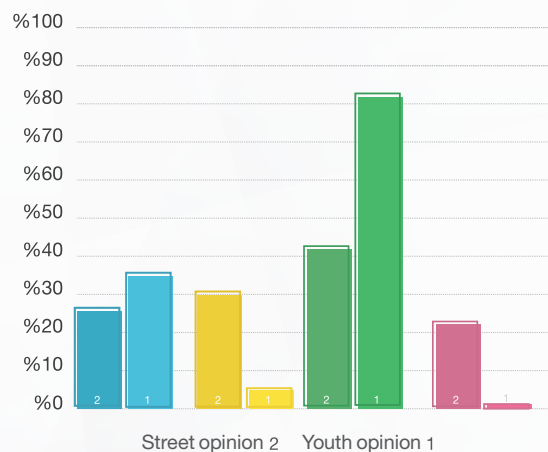
## Social Media Platforms can contribute to enhancing the Youth's role by 2030

through offering free space to express ideas and thoughts  
 through mobilizing youth that has an on ground effect  
 There's to change to current situation



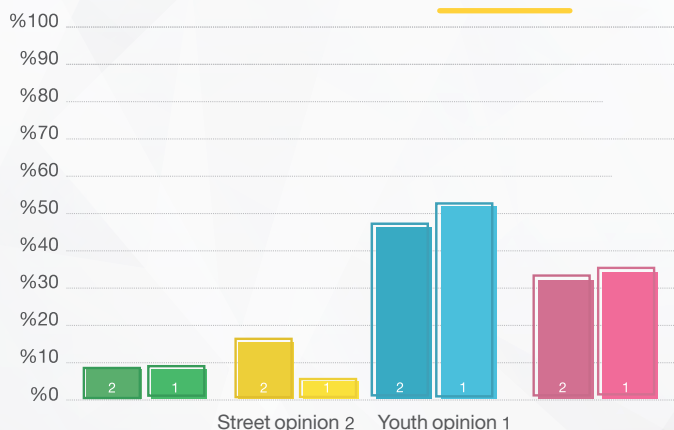
## Social Media Platforms impact the secret social relationships in Jerusalem

Strengthening family bonds  
 Strengthening community relations and weakening family bonds  
 Helps in supporting families who suffer from Israeli breaches  
 Increase of internal problems



## Social Media Platforms contribute to the support and creation of job opportunities for the youth

Through providing a platform to promote youth ideas  
 Through using social media to promot  
 Through provision of jobs related to social media tools management  
 Social media platforms are waste of time





## Most common search words in Palestine



Most searched keywords by Palestinians in 2016

### Top Trends

Oddity & wonders
Shobiddak.com
Instagram
AlNajah Zajel
Weather
Translate - Google Translate
koora

### Top Searches

فيس - فيس بوك - الفيس - Facebook
Images
Google
Games
Songs
يوتيوب Youtube
ترجمة - ترجمه - مترجم - Translate
Maan, Maan Agency
Shobiddak.com
Alwatanvoice.com
Koora.com
Palweather.ps
Hotmail
AlQuds Open University
Friv

# Top Webpages and Applications

The significance of webpages and applications is continuously becoming higher, on the expense of other media outlets. Some sectors tend to increase its use of these outlets such as news agencies, telecommunication companies, banks and civil society organizations, in addition to entrepreneurial projects and start-ups. Through this section, we review a list of the most prominent Palestinian webpages and applications active within Palestine.

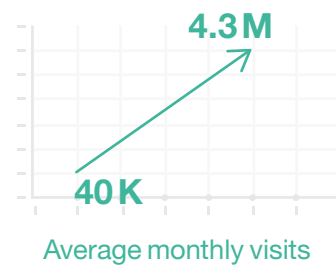




## Top Palestinian Websites



The following list, contains top Palestinian websites, listed according to monthly visits, based on data disclosed by websites admins (No rank list)



<div>Webteb.com</div> <div> </div>	<div>Alarab.com</div> <div> </div>	<div>Palweather.ps</div> <div> </div>
<div>Sonara.net</div> <div> </div>	<div>Paldf.net</div> <div> </div>	<div>Maannews.net</div> <div> </div>
<div>Shobiddak.com</div> <div> </div>	<div>panet.co.il</div> <div> </div>	<div>Jawwal.ps</div> <div> </div>
<div>Shasha.ps</div> <div> </div>	<div>Alquds.com</div> <div> </div>	<div>Najah.edu</div> <div> </div>
<div>Birzeit.edu</div> <div> </div>	<div>Alfajertv.com</div> <div> </div>	<div>Arab48.com</div> <div> </div>
<div>Safa.ps</div> <div> </div>	<div>Aliqtisadi.ps</div> <div> </div>	<div>Paltoday.ps</div> <div> </div>
<div>Wattan.tv</div> <div> </div>	<div>Jobs.ps</div> <div> </div>	<div>Shehab.ps</div> <div> </div>
<div>Rawafed.edu.ps</div> <div> </div>	<div>Rmix.ps</div> <div> </div>	<div>Mohe.ps</div> <div> </div>

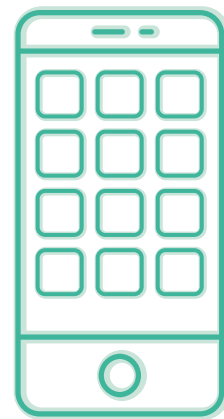
<div>Alresalah.ps</div> <div>  ✓  ✓ </div>	<div>Wafa.ps</div> <div>  ✓  ✗ </div>	<div>Wepal.net</div> <div>  ✗  ✗ </div>
<div>Paltel.ps</div> <div>  ✓  ✓ </div>	<div>Nablustv.net</div> <div>  ✓  ✓ </div>	<div>Rb2000.ps</div> <div>  ✓  ✗ </div>
<div>Raya.ps</div> <div>  ✓  ✓ </div>	<div>Alhadath.ps</div> <div>  ✓  ✗ </div>	<div>Alaqsa.edu.ps</div> <div>  ✓  ✓ </div>
<div>Hadfnews.ps</div> <div>  ✓  ✓ </div>	<div>Nabluslive.net</div> <div>  ✓  ✗ </div>	<div>Khbrpress.com</div> <div>  ✓  ✗ </div>
<div>Palestinetoday.net</div> <div>  ✓  ✓ </div>	<div>Mada.ps</div> <div>  ✓  ✓ </div>	<div>Zamnpres.com</div> <div>  ✓  ✗ </div>
<div>Alwatanvoice.com</div> <div>  ✗  ✓ </div>	<div>Arn.ps</div> <div>  ✗  ✗ </div>	<div>Ramallah.news</div> <div>  ✓  ✓ </div>
























## Websites of unique content

<div>ThisWeekinPalestine.com</div> <div>Monthly magazine that documents Palestinian cultural and artistic productions in addition to monthly featured topics</div>	<div>Visitpalestine.ps</div> <div>Provide touristic information about Palestine to help tours planning</div>
<div>ultrapal.ultrasawt.com</div> <div>A platform for youth articles discussing youth problems and status in Arab world</div>	<div>Events.ps</div> <div>Offers lists of events happening in Palestine</div>
<div>BuildPalestine.com</div> <div>First Palestinian crowd sourcing platform</div>	<div>AlAssas.net</div> <div>Translations from Hebrew media</div>
<div>marje.alquds.edu</div> <div>Archive of Arabic translations of Israeli laws</div>	<div>enjoyjerusalem.com</div> <div>Provide touristic information about Jerusalem</div>
<div>pacbi.org/ &amp; bdsmovement.net</div> <div>Website of Palestinian Campaign for the Academic &amp; Cultural Boycott of Israel</div>	<div>Qudscom.ps</div> <div>Digital magazine focusing on Jerusalem Palestinian citizens issues and problems</div>

# Top Palestinian Mobile Apps

The following list, contains top Palestinian mobile applications, developed by different Palestinian sectors like media agencies, communication companies, banks, and NGOs.



<p>تطبيق WebTeb</p> <p>1,000,000 - 500,000</p> <p> </p> 	<p>panet بانيت</p> <p>5,000,001 - 1,000,000</p> <p> </p> 	<p>App Mahal: Discover Great Apps</p> <p>5,000,000 - 1,000,000</p> <p></p> 
<p>Palestine Today فلسطين اليوم</p> <p>500,000 - 100,000</p> <p> </p> 	<p>TebBaby</p> <p>500,000 - 100,000</p> <p> </p> 	<p>Yamsafer</p> <p>1,000,000 - 500,000</p> <p> </p> 
	<p>Gaza Man</p> <p>500,000 - 100,000</p> <p></p> 	<p>Arabi Mobile</p> <p>500,000 - 100,000</p> <p> </p> 




**Ana Paltel**

500,000 - 100,000

أكثر من  
**120.000**  
تحميل



 






**Jawwal - My Account**

50,000 - 10,000

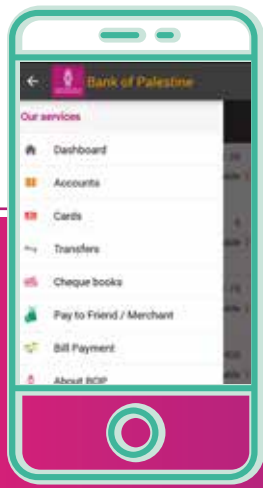


تطبيق جديد

www.jawwal.ps

كل يوم جديد





Sila  
100,000 - 50,000  
Available in Play Store



AJYAL FM  
100,000 - 50,000  
Available in AppStore and Play Store



## Bank of Palestine

100,000 - 50,000



بنك فلسطين  
BANK OF PALESTINE

bci  
50,000 - 10,000  
Available in Play Store



Al Quds Mobile  
50,000 - 10,000  
Available in AppStore and Play Store



قناة الأقصى الفضائية  
50,000 - 10,000  
Available in AppStore and Play Store



موقع عرب 48  
50,000 - 10,000  
Available in AppStore and Play Store



GACA  
50,000 - 10,000  
Available in AppStore and Play Store



وظيفتي  
50,000 - 10,000  
Available in AppStore and Play Store



Ziqaq  
10,000 - 5,000  
Available in AppStore and Play Store



inakba  
10,000 - 5,000  
Available in AppStore and Play Store



Bokra.net - موقع بكرة  
50,000 - 10,000  
Available in AppStore and Play Store



Jerusalem Electricity (JDECo)  
10,000 - 5,000  
Available in Play Store



التصنيف العالمية  
10,000 - 5,000  
Available in AppStore and Play Store



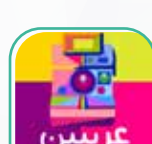
Maan News  
وكالة معا الاخبارية  
10,000 - 5,000  
Available in Play Store



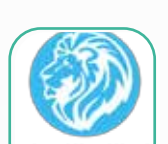
AlMaqdisi Guide  
الدليل المقدسي  
10,000 - 5,000  
Available in AppStore and Play Store



Arine Rinawi  
عرين ريناوي  
10,000 - 5,000  
Available in AppStore and Play Store



رام الله الإخباري  
10,000 - 5,000  
Available in Play Store



AIB Mobile Banking  
5,000 - 1,000  
Available in AppStore and Play Store



أرسمني شكراً  
5,000 - 1,000  
Available in AppStore and Play Store



Paltraffiq | بال ترافيك  
5,000 - 1,000  
Available in AppStore and Play Store



معايير  
1,000 - 500  
Available in Play Store



Abdeen Elite Home  
5,000 - 1,000  
Available in Play Store



Burj Alluqluq Social Society  
5,000 - 1,000  
Available in AppStore and Play Store



قناة الأقصى الفضائية  
100,000 - 50,000  
Available in AppStore and Play Store



# Top Palestinian Pages

2016 witnessed an increase in the usage of social networks less popular than Facebook, such as Instagram, LinkedIn, and Snapchat. Each network was unique in a way that created different patterns of behavior, in addition to new spaces for many users to interact with their friends and their correlations in new and qualitative ways. The following pages review the most prominent Palestinian accounts reflecting a general view on how Palestinians behave on these new networks, which have been selected based on a set of criteria unique to each of the networks separately.



# Top Facebook Accounts



## Largest Palestinian Facebook Pages



القدس - alquds  
8,117,862



Shehab News Agency  
6,747,034



شاشة نيوز | Shasha.ps  
5,893,504



تلفزيون فلسطين Palestine tv  
4,024,129



وكالة وطن للأنباء  
3,034,181



Radio Bethlehem 2000 راديو بيت لحم  
2,771,151



شارك - شبكة قدس الإخبارية  
2,601,108



رام الله الإخباري - Ramallah News  
1,996,898



Marah FM | راديو مرج  
1,902,802



عزمي بشارة  
1,645,297



Jawwal  
1,563,792



محمد عساف - Mohammed Assaf  
9,337,556



إذاعة صوت الغد  
7,458,992



شبكة حديث اليوم  
6,348,347



شبكة قدس الإخبارية  
5,443,371



ديمة بشار Dima Bashar  
3,135,122



Ajyal Radio Network - ARN  
2,815,869



المركز الفلسطيني للإعلام  
2,601,850



فلسطين أون لاين  
2,135,279



Dr. Salam Fayyad  
1,910,174



أيام التوجيهي  
1,841,485



قوات الأمن الوطني الفلسطيني  
1,600,482

## Largest Palestinian Facebook Pages



وكالة معا الاخبارية  
1,443,672



حديث اليوم  
1,459,999



الحرس الرئاسي Presidential Guards  
1,233,779



د. ناصر اللحام  
1,283,005



Dr. Loai Mohammed Deeb  
1,169,958



محمود عباس لا يمثلني  
1,178,246



Paltel  
1,151,311



Rim Banna  
1,153,524



الدكتور إياد قنيبي الصفحة الرسمية  
1,112,968



مركز روزاليندا لبدل العرائس - Rosalinda  
1,131,939



فلسطين سؤال وجواب PalQA  
1,037,479



Safa Press Agency  
1,082,584



Wataniya Mobile Palestine  
927,055



اخبار فلسطين لحظة بلحظة  
1,046,309



Donia Al-Watan  
872,642



Raya FM  
1,875,324



Fajer TV  
832,001



Ramallah Mix  
841,570



فادي السلامين  
713,213



طقس فلسطين  
721,192



## Top Palestinian pages based on fans from Palestine

شبكة قدس الإخبارية

5,443,371

1,288,094



Shehab News Agency

6,747,034

1,321,370



alquds - القدس

8,117,862

1,085,193



Mohammed Assaf محمد عساف

9,337,556

991,096



Paltel

1,151,311

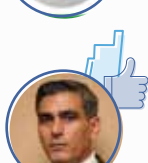
869,841



د. ناصر اللحام

1,283,005

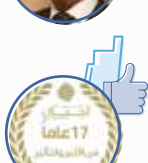
819,674



Ajyal Radio Network - ARN

2,815,869

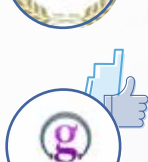
741,655



إذاعة صوت الغد

7,458,992

637,604



Donia Al-Watan

872,642

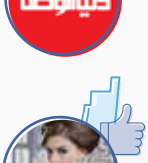
574,344



Rosalinda - مركز روزاليندا لبدل العرائس

1,131,939

467,723

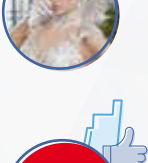


Hadara | حضارة لخدمات الانترنت

Internet Services

406,936

373,632



Shehab News Agency

6,747,034

1,321,370



Jawwal

1,563,792

1,210,245



Palestine tv تلفزيون فلسطين

4,024,129

1,014,909



وكالة معا الاخبارية

1,443,672

889,766



Wataniya Mobile Palestine

927,055

834,395



وكالة وطن للأنباء

3,034,181

793,460



Ramallah News - رام الله الإخباري

1,996,898

706,805



طقس فلسطين

721,192

630,199



Shasha.ps | شاشة نيوز

5,893,504

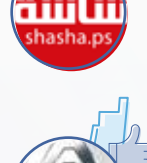
571,842



شركة بشير السكسك وشركاه

490,400

413,016



## Top Palestinian Facebook Groups

سوق فلسطين للبيع و الشراء والتبديل

215,125



© The Makeup Talk ( Middle East ) Official group

243,739



اذاعة القرآن الكريم - نابلس

128,619



شباب وصبايا Gaza

200,643



Ask Jerusalem

125,010



اكلاتنا الفلسطينية

125,677



Ask Hebron

106,136



سوق الخليل الالكتروني - الرسمي

119,794



وظائف شاغرة لجميع التخصصات في قطاع غزة

1,563,380



عرب 48

99,431



بيع و اشترى في فلسطين

83,196



ASK Palestine

85,043



اخبار الطرق والحوادث لحظة بلحظة

76,472



Nablus Mall

80,009



شباب وصبايا فلسطين وقراها

62,637



ملتقى سيدات غزة

69,105



ملتقى سيدات القدس

51,166



سوق فلسطين الاول للبيع والشراء

56,843



شو ما بدك من فلسطين

46,416



سوق فلسطين للبيع وشراء والتبديل

50,646



أحوال طريق قلنديا / حزما

40,853



عشاق التصوير

41,865



بسكليتات للبيع او للبدل في فلسطين

29,199



Jerusalem ads - اعلانات مقدسية

31,728



قليلية أولاً

25,212



بنات وشباب القدس ورام الله والناصرة

26,671



شو بدك من القدس ؟

21,321



سوق رام الله , Ramallah Mall

23,019



Group members

The increase in the number of page likes during 2016



Percentage of the page fans from Palestine.



Country with 2nd biggest fan base



Total number of posts during 2016.



























Average of users' interaction with a single post during 2016.



Average of interaction with the page from Palestine.

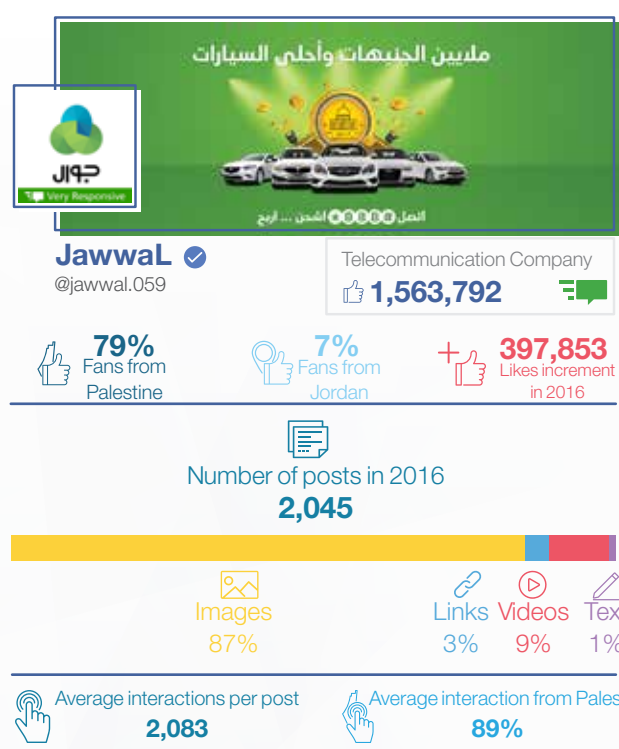
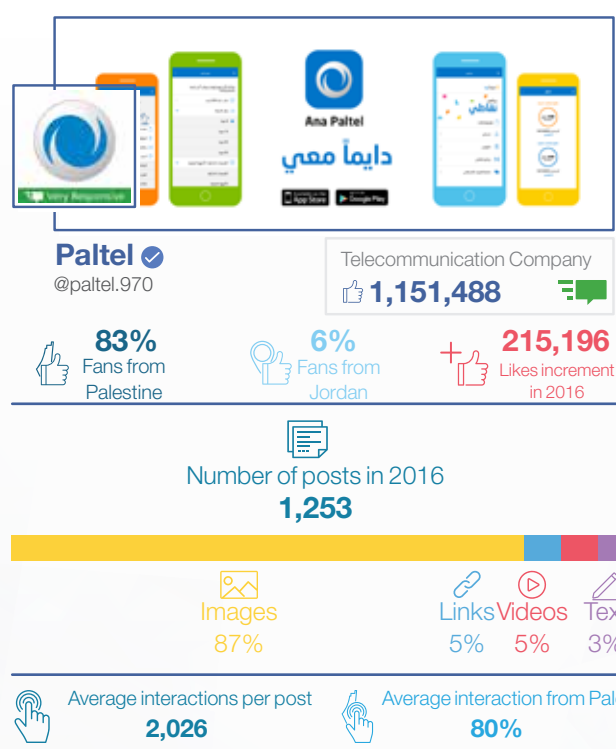
## Top Palestinian Facebook Groups

<b>Ramallah Auction</b> 19,250 	<b>اعلن جديد او مستعمل للبيع وللشراء</b> 20,766 
<b>خلي هواك فلسطيني</b> 14,381 	<b>احوال الطرق والحوادث الاسرائيلية بين المدن الفلسطينية</b> 14,776 
<b>.....BZU AUCTION مزاد</b> 12,905 	<b>مهندسون نلتقي فنرتقي</b> 13,420 
<b>Apartments in Ramallah سكناات في رام الله</b> 11,943 	<b>اخبار بيت لحم 24 ساعه</b> 12,476 
<b>صحتك بالدنيا</b> 10,504 	<b>مطلوب في القدس ( انشر بنفسك )</b> 11,877 
<b>الملتقى الفلسطيني للتصوير و الاستكشاف</b> 9,926 	<b>studio.ps</b> 10,019 
<b>أخبار نابلس لحظة بلحظة</b> 5,336 	<b>BirZeit University students   طلاب جامعة بير زيت</b> 6,308 
<b>Palestine art الملتقى الفلسطيني للفنون الجميله</b> 783 	<b>Music in Palestine - موسيقى في فلسطين</b> 1,820 
<b>طيور و عصافير فلسطين بيع شراء اون لاين تبادل الخبرات العربية</b> 91,473 	<b>فرصتي</b> 5,770 
<b>بيع و اشترى في فلسطين / الصفحة الرسمية</b> 89,757 	<b>اشهى المأكولات الفلسطينية والمقدسية التراثية</b> 100,113 
<b>hasa مطبخ هسا</b> 113,187 	<b>الاخبار الهندسية</b> 17,887 
<b>جنين للجميع</b> 37,490 	<b>سيارات مشطوبة _ مسروقة _ قانونية للبيع</b> 84,401 

# Telecommunications

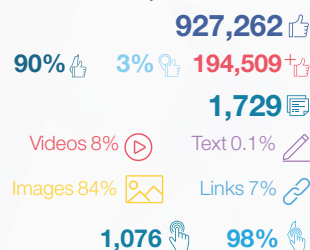
Telecommunications sector is considered one of the highest on using social media among the other Palestinian companies, in terms of allocating a team for following up the work in it and the budgets allocated for it as well as the production of video and photo content compatible with it.

Figures mentioned here represent the most prominent performance indicators related to the number of followers, nature of the content, and the level of interaction on these pages.



## Wataniya Mobile Palestine

@Wataniya Mobile Palestine



## Banks

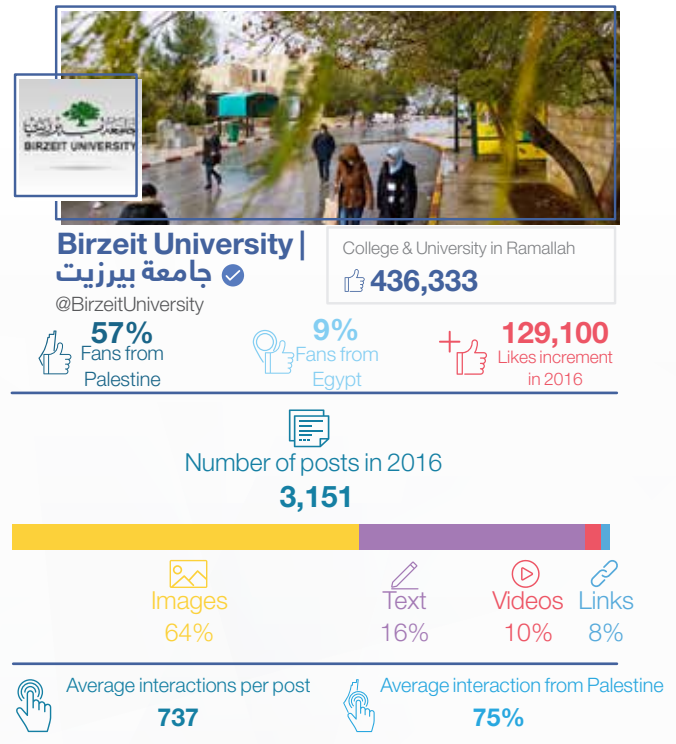
The interest of banking sector in social media is continuously increasing. It is projected that this interest will tangibly grow during 2017 through allocating bigger budgets and advertising materials compatible for publishing on these outlets, and it is noticed through the performance indicators mentioned here the discrepancy between the figures and the performance indicators on Palestine, depending on the bank's promotional policy and the target groups inside and outside Palestine.





## Universities

The performance of Palestinian universities and colleges differ in Facebook and the various social media outlets. It appears clearly through the different performance indicators mentioned in the following accounts, and it's worth it to look at the experience of Birzeit University and its behavior in social media, especially during the tuitions crisis which resulted in suspension of university for over thirty days, by following the hashtags related to that period.



### Bethlehem University Student

90% Likes, 7,705 Likes increment, 22,284 Likes  
968 Comments, 164 Shares, 97% Engagement



### The Islamic University of Gaza

60% Likes, 50,195 Likes increment, 128,503 Likes  
868 Comments, 225 Shares, 83% Engagement



### الكلية الجامعية للعلوم التطبيقية - غزة

67% Likes, 29,806 Likes increment, 131,601 Likes  
604 Comments, 244 Shares, 90% Engagement



### Arab American University of Jenin

8% Likes, 40,212 Likes increment, 79,752 Likes  
514 Comments, 295 Shares, 89% Engagement



### جامعة الأقصى

82% Likes, 13,525 Likes increment, 58,399 Likes  
415 Comments, 278 Shares, 96% Engagement



### Al-Quds University

63% Likes, 38,331 Likes increment, 134,960 Likes  
825 Comments, 153 Shares, 81% Engagement



### Hebron university

88% Likes, 8,353 Likes increment, 28,663 Likes  
666 Comments, 76 Shares, 94% Engagement



### جامعة الأزهر - غزة Al Azhar University Gaza

81% Likes, 15,645 Likes increment, 50,732 Likes  
346 Comments, 175 Shares, 89% Engagement



### جامعة فلسطين التقنية - خضوري

82% 6,594 49,647  
327 95 90%



### جامعة غزة Gaza University

33% 19,486 61,170  
476 93 70%



### جامعة القدس المفتوحة

90% 5,824 13,035  
167 78 95%



### - Palestine Polytechnic University

#### جامعة بوليتكنك فلسطين

93% 5,432 14,552  
438 40 96%



### كلية إنعاش الأسرة

95% 5,415 15,531  
294 87 98%



### المعهد التقني العالمي UTI

96% 38,308 45,454  
475 471 99%



### كلية فلسطين الأهلية الجامعية-PAUC

93% 7,243 18,388  
514 49 96%



### كلية مجتمع المرأة برام الله - الطيرة ( Rwtc )

94% 33,469 8,484  
158 161 97%



### كلية الدراسات المتوسطة - جامعة الأزهر

93% 4,667 11,904  
147 147 97%



### كلية الحاجة عندليب العمدة للتمرريض والقبالة "الاطار الطلابي"

91% 1,217 3,154  
1,022 22 95%



### كلية فلسطين التقنية-العروب

92% 1,933 7,804  
384 38 95%



### كلية المهن التطبيقية - جامعة بوليتكنك فلسطين

95% 3,182 6,657  
437 41 95%



### كلية هشام حجاوي

93% 1,244 6,968  
146 52 97%



### Palestine College for Police Science

#### كلية فلسطين للعلوم الشرطية

92% 3,385 7,897  
167 63 92%



### كلية فلسطين التقنية - دير البلح

83% 6,523 16,772  
254 76.85 97%



### كلية انوار القدس

96% 1,079 4,477  
130 38 98%



### كلية النهضة Nahda College

97% -59 5,527  
11 13.55 94%



### الكلية الجامعية للعلوم والتكنولوجيا -

#### خان يونس

89% 5,439 11,946  
401 71.73 95%



### Dar al-Kalima University College of Arts & Culture

94% 816 25,529  
614 26.17 95%



### كلية العودة الجامعية

92% 4,065 13,789  
150 51.86 98%



## Internet Service Providers

The work nature of internet service providers dictates on those companies to follow up its accounts Facebook, in particular, firmly! As it tries through it to attract internet viewers, and to provide technical support to the members partially through these accounts. Performance indicators mentioned here illustrate the most prominent characteristics of these companies' behavior on Facebook.

### Mada (Internet Service Provider)

90% 13,006 94,425   
462 163 98%



### حضارة لخدمات الإنترنت Hadara Internet Services

92% 101,317 406,936   
775 269 97%



### شركة الزيتونة للاتصالات

73,597



### CoolNet

71,880



### SpeedClick Co.

75% 4,883 29,856   
726 27 96%



### سوبر لينك لخدمات الانترنت Super Link

96% 6,671 43,070   
52 561 99%



### Zone Technologies

91% 688 20,863   
50 106 98%



### Bnet

97% 22,122 28,362   
290 55 98%



### Call U Internet Services

94% 11,360 36,201   
351 52 95%



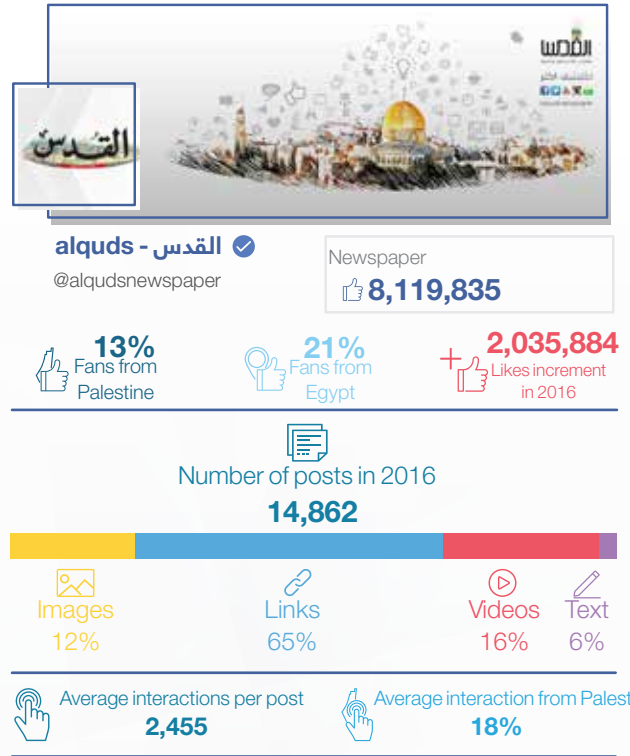
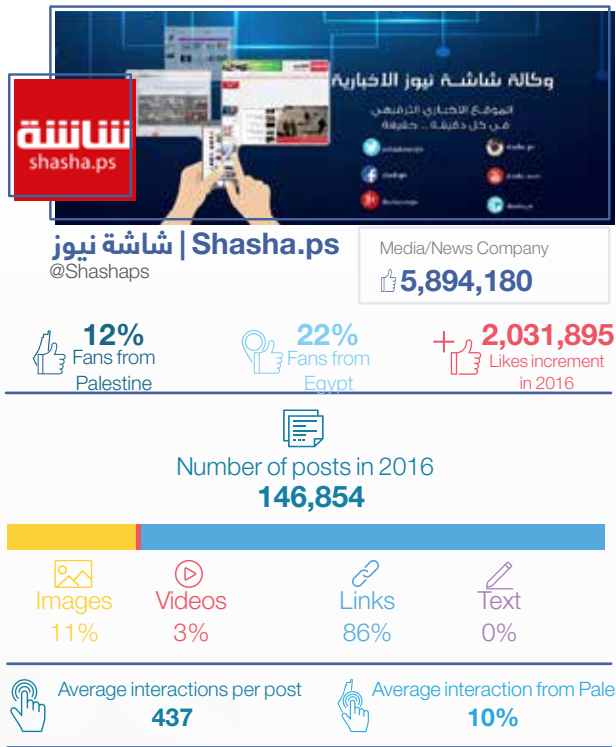
### جمزو إنترنت Gemzo Internet

91% 4,858 16,953   
286 24 99%



## Media

Performance indicators of Media accounts on Facebook show that it is the most active pages in terms of number of posts and the total number of interactions; the number of posts in some pages exceeded 10 posts per hour, with an annual total over one hundred thousand posts. These figures reflect the level of Palestinian society's connection to news and updates, and the amount of content produced in this sector, which still lacks many laws and regulations of media publishing, compared to the neighboring countries.







## تلفزيون فلسطين Palestine tv

@PalestineTv

TV Channel

4,024,581



26%  
Fans from  
Palestine



16%  
Fans from  
Egypt

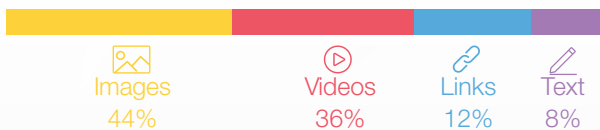


747,052  
Likes increment  
in 2016



Number of posts in 2016

46,313



Average interactions per post

509



Average interaction from Palestine

35%



## Shehab News Agency (شهاب)

@ShehabAgency.MainPage

Media/News Company in Gaza

6,755,034



21%  
Fans from  
Palestine



18%  
Fans from  
Egypt

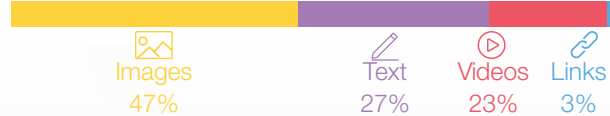


1,865,970  
Likes increment  
in 2016



Number of posts in 2016

58,360



Average interactions per post

1,543



Average interaction from Palestine

24%

## Safa Press Agency (وكالة صفا)

34% 124,173 1,082,521  
33,928 64 37%



## Ramallah Mix

63% 438,416 841,750  
2,388 840 69%



## شبكة الحرية الاعلامية

76% 191,033 446,673  
25,682 482 78%



## Alfalstiniah TV | قناة الفلسطينية

64% 283,284 543,054  
22,013 146 63%



## قناة القدس الفضائية

10% 117,925 370,146  
11,214 40 48%



## تلفزيون السلام

72% 143,498 236,648  
16,614 266 76%



## وكالة معا الاخبارية

63% 568,727 1,444,212  
363 447 77%



## Donia Al-Watan

66% 127,363 872,910  
105,030 9.69% 81%



## طقس فلسطين palweather

89% 163,603 721,789  
2,161 767 94%



## (Fajer TV) تلفزيون الفجر الجديد

60% 350,000 890,000  
7,100 900 75%



## صحيفة الحدث Al Hadath

90% 125,708 380,475  
16,088 32 84%



## وكالة سما الإخبارية - Sama News

73% 2,874 16,979  
3,789 3 67%







## Ramallah News- رام الله الإخباري

@RamallahNewsOfficialPage

Media/News Company in Ramallah

1,997,387

36%  
Fans from  
Palestine

12%  
Fans from  
Egypt

+1,146,937  
Likes increment  
in 2016



Number of posts in 2016

24,588

Images  
31%

فيديو  
6Videos

Links  
51%

Text  
12%



Average interactions per post

1,273



Average interaction from Palestine

54%



## شبكة القدس الإخبارية

@QudsN

Media/News Company in Ramallah

5,444,629

24%  
Fans from  
Palestine

23%  
Fans from  
Egypt

+1,248,192  
Likes increment  
in 2016



Number of posts in 2016

53,797

Images  
52%

Links  
17%

Videos  
21%

Text  
10%



Average interactions per post

1,125



Average interaction from Palestine

41.58%

### Zamn Press

63% 16,021 212,763  
15,177 27 90%



### 24FM

92% 32,745 163,264  
17,136 19 22%



### Ehna TV

44% 8,404 111,704  
5,269 15 58%



### الاقتصادي | aliqtisadi.ps

25% 209,090 562,242  
25,595 53 55%



### Radio Mijana

66% 7,043 55,115  
1,190 29 20%



### قناة مساواة الفضائية Musawachannel

62% 14,115 32,292  
11,363 8 48%



### وكالة الرأي

49% 62,748 213,110  
25,127 22 62%



### أخبار الأسرى في سجون الاحتلال

36% 37,001 187,239  
6,708 20 51%



### أخبار سلفيت أول بأول

76% 90,016 125,667  
11,904 462 84%



### Hayat fm

83% 26,723 88,710  
23,328 19 90%



### شبكة غزة أونلاين

79% 25,575 82,091  
11,655 6 85%



### Radio Nisaa

47% -605 46,855  
599 7 72%



### راديو مرج | Marah FM

23% 344,611 1,902,802  
10,381 586 36%



👍 Total likes. 📈 The increase in the number of page likes during 2016 📊 Percentage of the page fans from Palestine.

📍 Country with 2nd biggest fan base 📄 Total number of posts during 2016.

👉 Average of users' interaction with a single post during 2016. 🖱️ Average of interaction with the page from Palestine.

## Israeli Pages in Arabic

Israeli pages, namely on Facebook, continuously try to provide a positive image of the Israeli Occupying State, using numerous strategies through which it attracts relatively high numbers of followers and interactors on these accounts. 2016 with this regard was characterized with the striking appearance of “Almunasseq المنسق” page which created a lot of controversy, whether by posting the photo of an Arab Artist while entering Palestine, or providing follow-up services to those applying for permits to visit Palestine 48 areas!



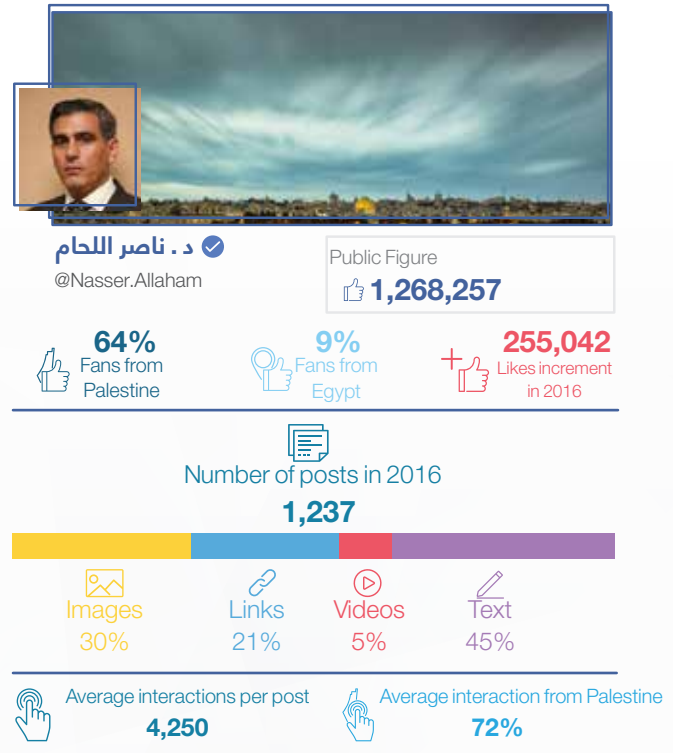
ألمح رئيس حكومة الاحتلال، بنيامين نتنياهو، إلى أن الحرائق حصلت بفعل فاعل، وأشار أصابع الاتهام إلى الفلسطينيين بوصفهم إرهابيين ونشر على صفحته على فيسبوك و تويتر عدة منشورات أكدت تصريحاته هذه، إحداها تقول: ” تحدثت مساء اليوم الى وزير الأمن الداخلي أرييه درعي، إتفقنا على أننا سنعمل على سحب مواطنة كل من شارك في الحرائق بصورة مفتعلة ! كل شعلة نتجت من حريق مفتعل أو تحريض هي إرهاب بمعنى الكلمة“



الناشطة على وسائل التواصل الاجتماعي سارة افغي، نشرت صورة لشابين ادعت أنه تم اعتقالهما متلبسين، علما أنه لم يتم توثيق أي اعتقال، وقالت على فيسبوك: ”يجب علينا أن نحرقهم ونقتلهم، وإلى جانبهم قتل كل اليسار المؤيد لهم علينا أن نخرج اليسار من دولتنا، فهم غير عقلاء، يدافعون بصورة واضحة عن العدو ويقفون ضدنا علما أن اصدقائهم يقومون بحرق البلاد“

## Journalists

Pages of journalists active on Facebook constitute significant stops for presenting the news quickly, discussing new issues in different topics. We mention here a group of journalists whose activity on Facebook vary, and who have a tangible level of interaction with the content they provide which sometimes exceeds the nature of journalistic work.



**معاذ الشريدة**  
334,075 likes, 329,850 followers



**Azza Zarour**  
30% likes, 65,915 likes increment, 84,116 followers  
84,285 likes, 91 posts, 1,520 interactions, 25% from Palestine



**وائل الدحدوح Wael Al Dahdouh**  
52% likes, 2,670 likes increment, 110,986 followers  
4,000 likes, 139 posts, 148 interactions, 40% from Palestine



**Eman Ayad**  
13% likes, 48,153 likes increment, 274,679 followers  
138 posts, 1,444 interactions, 11% from Palestine



**إلياس كرام - Elias Karram**  
68% likes, 48,117 likes increment, 83,393 followers  
13,700 likes, 69 posts, 82 interactions, 38% from Palestine



**Lina Qishawi**  
38% likes, 98,219 likes increment, 98,219 followers  
447 posts, 419 interactions, 45% from Palestine



**فرات نصار - Furat Nassar**  
95% likes, 39,880 likes increment, 52,903 followers  
1,195 posts, 188 interactions, 96% from Palestine



**روان الضامن Rawan Damen**  
31% likes, 28,514 likes increment, 60,259 followers  
489 posts, 113 interactions, 33% from Palestine



**طلعت علوي**  
 80% 5,499 13,981   
 65 48 95%



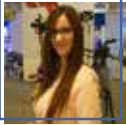
**علي دار علي**  
 194,000 73,519



**محمد عثمان**  
 77% 1,710 4,171   
 4,218 87 41 85%



**Reem Omari ريم العمري**  
 90% 499 6,343   
 1,177 63 93%



**الاعلامي أحمد البديري**  
 15,900 27,672



**أيمن العالول**  
 61,656 37,669



**Ehab Al-Jariri | ايهاب الجريري**  
 22,400 17,652




**لندا شلش - الصفحة العامة**  
 19,732



**رضوان الأخرس**  
 64,452




**Tamer Almisshal**  
 180,612




**مثنى النجار**  
 35,000



**Shireen Abu Akleh**  
 15,700



**Eman Qassem**  
 10,700




**Wafa Arouri**  
 14,049 8,577



**ali siam**  
 147,000



**Najwa Al Hamdan**  
 11,750



**Faten Elwan**  
 11,413




**زاهر ابو حسين**  
 15,400



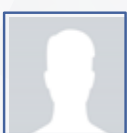
**علي نصر عبيدات**  
 5,700




**امين صيام**  
 9,930



**Yamen Nobani**  
 9,359



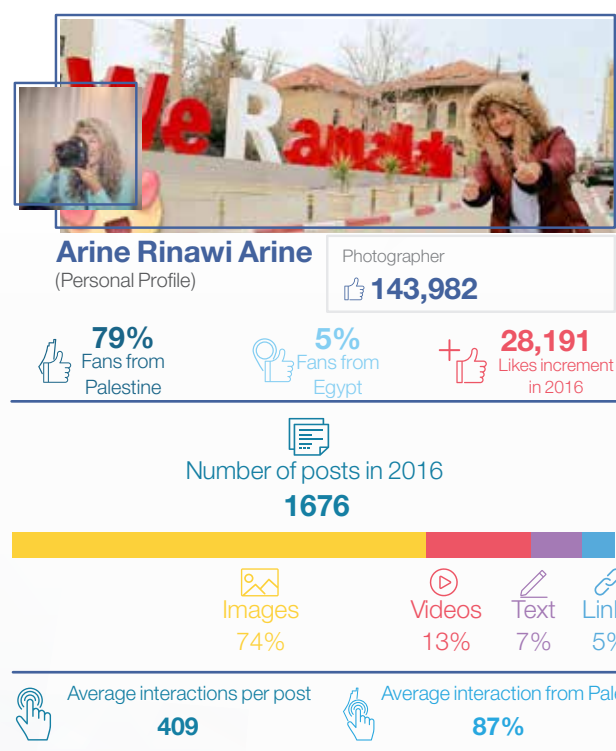
**Layla Abdo**  
 5,600



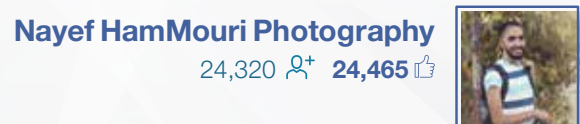
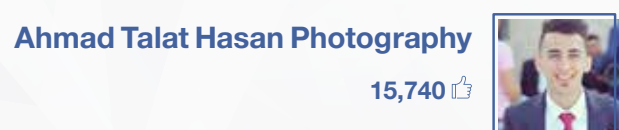
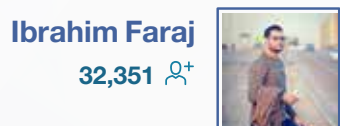
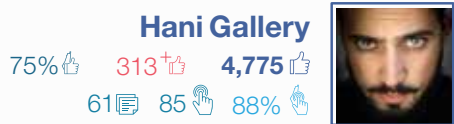
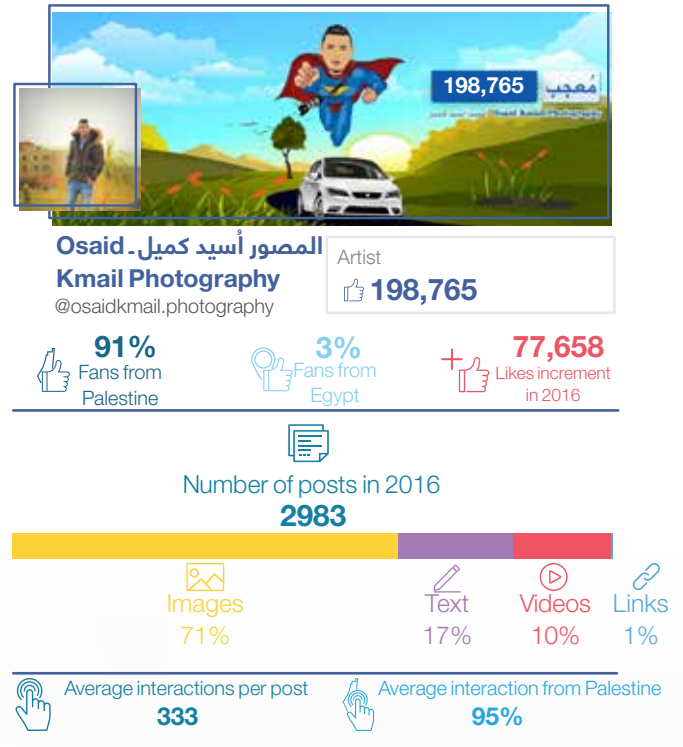


# Photographers

Photographers are active on social media networks in general, whether in the journalistic or artistic field. Photographers provide each year, a group of photos that stir a huge level of interaction and that reflect the reality lived by the Palestinian society in all places of its existence.

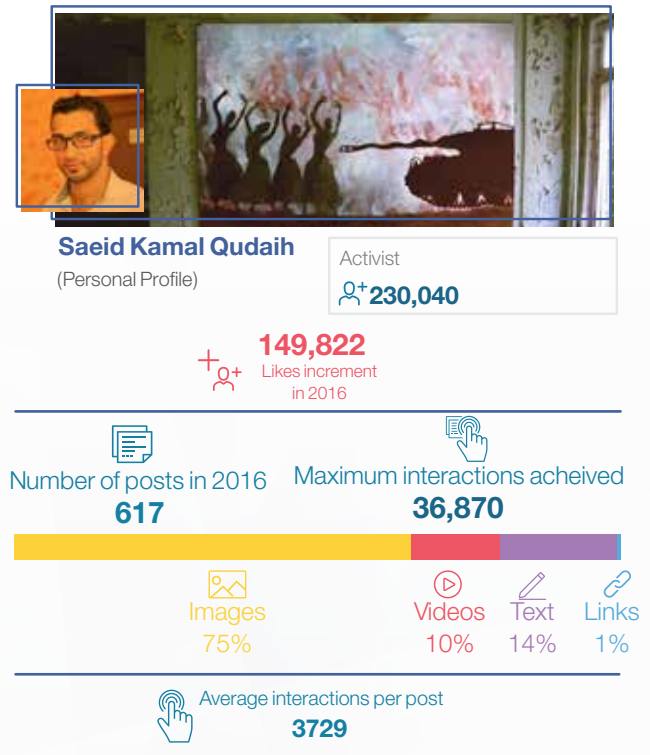






## Activists

Under this category goes the active users of Facebook in particular, who are active in terms of continuously posting in certain topics, which constitute part of their identity in front of their followers, such as posting in political topics, social, cultural, artistic and others. It is noticed that most of the mentioned activists use their personal accounts only, which they can't use for paid advertising, therefore the interaction is limited to the natural reach out to followers.



**Ahmad Butto**  
53,723 likes



**Majdi Taha**  
229,500 likes



**Ghaleb Herbawi**  
35,000 likes



**عيسى فايد ابو الرتاج**  
37,600 likes



**اشرف نعمان**  
26,800 likes



**Khaled N. Safi**  
28,600 likes



**Mouad Khateb**  
18,600 likes



**صابرين الحاج أحمد**  
20,909 likes





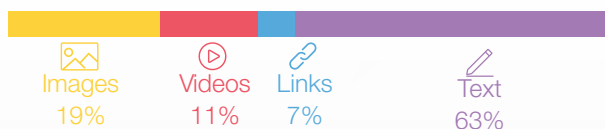
**Alaa Abu Diab**

(Personal Profile)

Activist

13,290

Number of posts in 2016 **484** Maximum interactions achieved **6,930**



Average interactions per post **161**



**طارق البكري - Tarek Bakri**

@Tarek.Bakri.Photography

Public Figure

12,805 14,100

+4,875 Likes increment in 2016

Number of posts in 2016 **83** Maximum interactions achieved **4,902**



Average interactions per post **604**

**محمد الفاتح**

15,000



**Anas Khatib**

12,500



**Nizar Banat**

10,000



**Abbad Yahya**

8,150



**Motasem Ilaiwi**

669 6,599 7321

3792



**Shaza A Gh**

6,589



**Latifeh Abdellatif**

18,412



**نهاد زغير**

14,100



**Mohammad Qzzaz**

10,500



**أمجد أبو عصب**

9,120



**محمود حريبات**

7,500



**Hadi Abdalhadi Alijla**

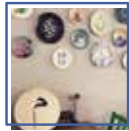
6,607





**Maysa Al Shaer**

5,600 👤+



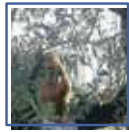
**نهال رحاب ابوجوهر**

6,400 👤+



**Naela Atiah - نائلة عطية**

4,992 👤+



**Hasan Abo-Shally**

5,600 👤+



**Rami Khateeb**

2,550 👤+



**Sami Al Batsh**

3,600 👤+



**Sumoud Sa'dat**

1,930 👤+



**Osama Eid**

2,540 👤+



**عمار مناع**  
1,400 👤+ 11,000 👍



**Fady Asleh**

1,629 👤+



**khaledsamen108**

92% 👍 18,218+ 👍 13,192 👍  
139 📄 158 🖱 92% 🖱



**Sani George Sakakini**

1,350 👤+



**HaSan Said Qamhia**

1,783 🖱 588 📄 205 🖱 8,305 👤+



**حسن خلاف- Hassan Khallaf**

91% 👍 4,659+ 👍 25,586 👍  
2352 📄 41 🖱 84% 🖱



**Anas Khatib**

12,500 👤+



**Ahmad Biqawi - أحمد البيقاوي**

79% 👍 14,486+ 👍 14,486 👍  
509 📄 52 🖱 78% 🖱



**Ahmad Ramahi - أحمد الرمحي**

9,500+ 👍  
53 📄 110 🖱



**Salah Hussein**

52% 👍 4664+ 👍 47,768 👍  
206 📄 19.85 🖱 72% 🖱



**نبال قندس**

42,447 👤+



**Suheer Halabi**

18,731 👤+



**Khalil Kawa**

7,373 👤+



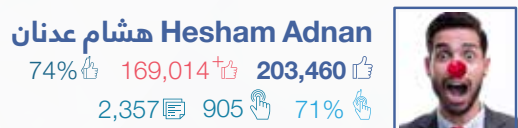
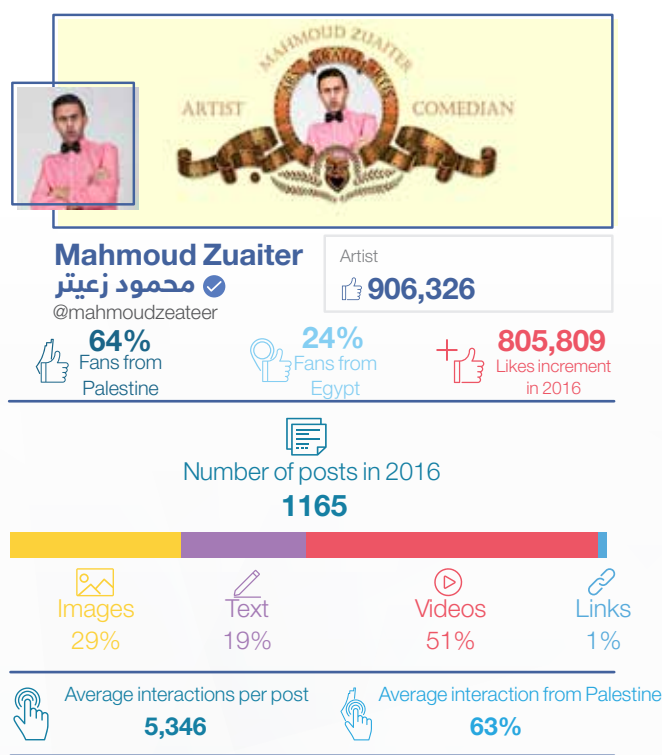
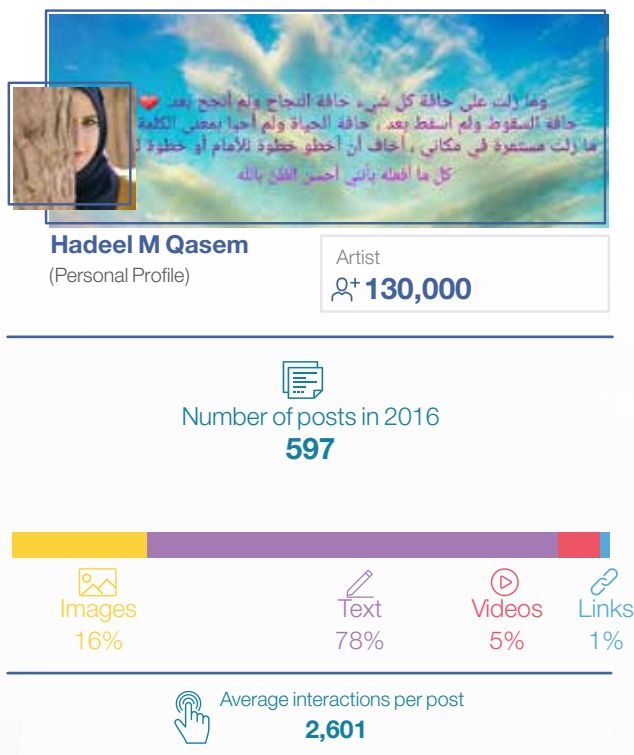
**همام يحيى**

36,749 👤+



## Artists (acting/performing, drawing, writing, poetry, and beatboxing)

Facebook constituted an active platform for Palestinian artists, for publishing their works directly and quickly, where many of them managed to attract many fans and followers. Artists varied in their choices between relying on their personal accounts or official pages or both to publish their works and attract followers.



**Tamim Al-Barghouti**

267,681 👤<sup>+</sup>



**Abdulrahman Thaher**

المخرج عبدالرحمن ظاهر

65% 👍 9221 <sup>+</sup>👍 34,710 👍  
17,212 👤<sup>+</sup> 59 📄 196 🖱️ 48% 🖱️



**بشار طمیزی**

7,700 👤<sup>+</sup>



**زیاد خدّاش**

51% 👍 805 <sup>+</sup>👍 5,707 👍  
26,000 👤<sup>+</sup> 67 📄 30 🖱️ 54% 🖱️



**Ahmad M. Massad**

480,000 👤<sup>+</sup>



**Alaa masre**

42,293 👤<sup>+</sup>



**Moslih Kanaaneh**

1,840 👤<sup>+</sup>



**Amer Zahr**

49,668 👤<sup>+</sup> 49,976 👍



**Omar Saad**

880 👤<sup>+</sup>



**Hiba Radi Dawoud**

4,880 👤<sup>+</sup>



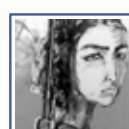
**عادل المشوخي**

81,738 👤<sup>+</sup>



**مهند أبو غوش**

2,430 👤<sup>+</sup>



**Amer Badran**

5,909 👤<sup>+</sup>



**Osama Nazzal**

1,000 👤<sup>+</sup>



**محمد الديري**

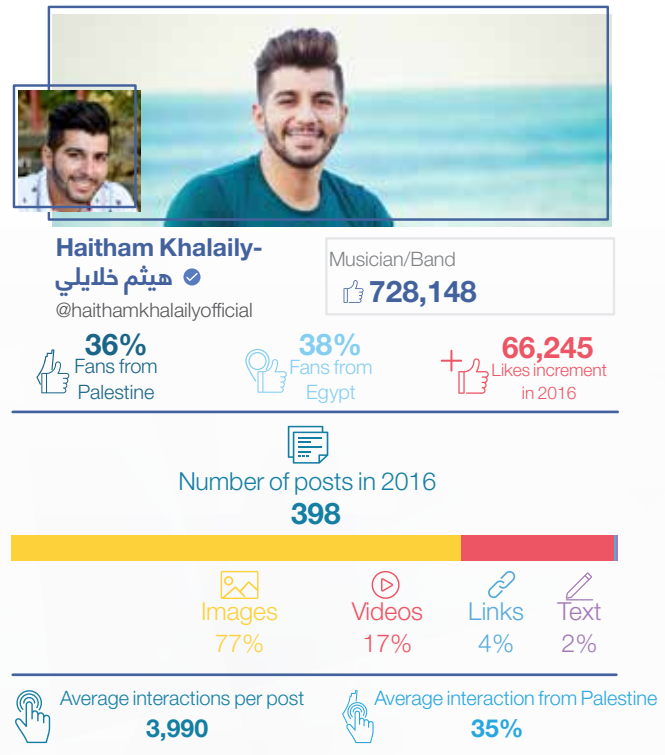
11,755 👤<sup>+</sup>





## Artists (singing)

Singers' accounts on Facebook have a relatively great number of followers and interaction compared to artists from other disciplines, Mohammad Assaf's page is considered the biggest Palestinian page on Facebook until the end of 2016. By following the performance indicators, it is possible to notice the wide-spread of followers of these accounts between Palestine and the neighboring countries.



### محمد عساف - Mohammed Assaf

10% 1,274,189 9,243,390  
1,316 17,823 32%



### يعقوب شاهين - Yacoub Shaheen

86% 78,479 86,662  
15,000 178 2,006 67%



### ناي البرغوثي - Nai Barghouti

29% 13,204 51,134  
41 1,363 18%



### Haitham Shomali

11% -3,967 250,929  
73 1,172 31%



### قاسم النجار

36% 176,017 1,292,091  
85,000 3,635 2,366 35%



### امير دندن - Ameer Dandan

56% 161,115 164,831  
82 2,063 52%



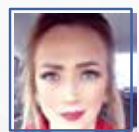
### نادين خطيب - Nadin khatib

60% 106,279 111,631  
244 1,502 40%



### Dalal Abu Amneh

70% 59,481 103,876  
239 1,226 65%



### عمار حسن Ammar Hasan

92% 9,794 9,794

46 905 87%



### شادي البوريني Shadi Al-Burini

67% 129,012 366,862

75,800 2,680 1,134 55%



### Murad Swaity

55% 6,819 62,241

4,000 257 243 36%



### Diala Odeh

15% 15,748 336,508

92 254 7%



### هاني خوري - Hanny khoury

22% -3,001 91,356

13 212 39%



### الين مسعود - Aleen Masoud

56% 2,618 6,505

39 237 34%



### Tamer Naffar

52% 7,537 41,259

633 126 86%



### رلى عازر | Rola Azzar

67% 15,130 41,908

205 187 78%



### مهند خلف - Muhannad Khalaf

18% -670 29,774

27 36 67%



### سلام أبو آمنة Salam Abu Amna

76% 4 11,163

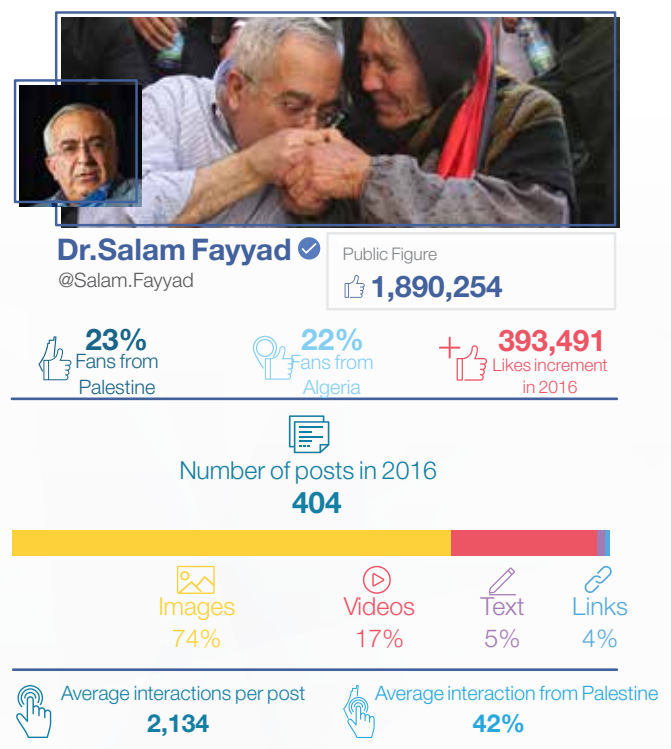
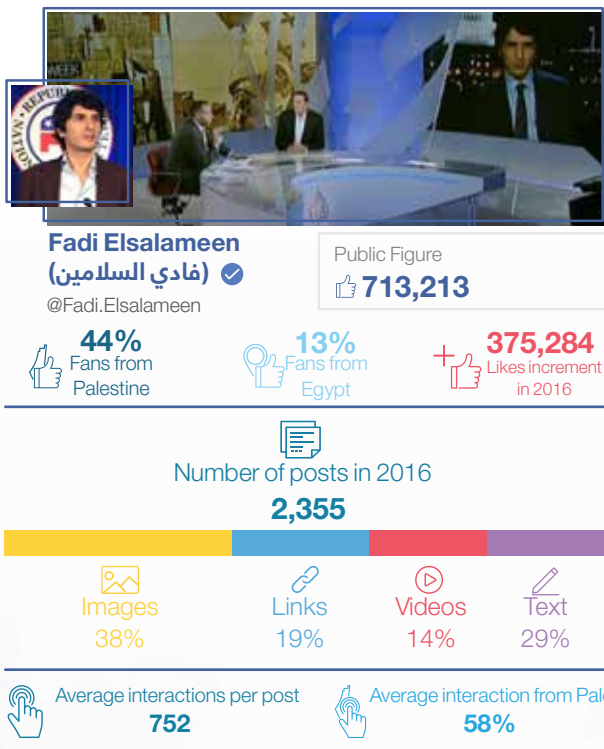
10 60 77%



## Public Figures

Under this category are political and social figures, who are notably active on social media, especially Facebook, and by following the performance indicators of these accounts, the level of interest in reaching the biggest base of users possible can be concluded.

It's worth mentioning here that the following accounts that has been listed after the study of its performance indicators, without referring to nature of the post content, but the number of posts and the word-  
ing of published materials.



Elham Dwairy Tabry الهام دويري تابري

60% 28,124 95,861

43 1,186 82%



Dr. Laila Ghannam د. ليلى غنام

81% 28,438 75,644

1,474 308 90%



Mohammad Barakeh

11,878



Husein Al Sheikh حسين الشيخ

74% 15,938 45,475

41 683 68%



د. باسل غطاس در باسل غطاس

90% 8,041 40,370

218 497 96%



أسامة القواسمي

88% 8,020 23,564

92 388 88%



Mohammad saleh - "sayel"

93% 5,097 5,097

50 382 83%



توفيق الطيراوي

84,364 84,878



الناطق الرسمي لقوات الامن الفلسطيني

اللواء عدنان ضميري

49,000



Ammar Dwaik

415



Dr. Ramy Abdu

33% 42,015 117,025

1,442 124 38%



Ayman Odeh - أيمن عودة

93% 54,180 85,452

246 1,312 95%



Haneen Zoabi

74% 13,448 71,937

156 851 89%



Sabri Saidam - صبري صيدم

84,878 8,484



حسام خضر

49% 1,401 63,449

656 37 80%



Nabil Amr

89% 1,122 32,044

123 196 85%



Yousef T. Jabareen

8,643 19,930

198 299 98%



عايدة توما-سليمان عايدة توما-سليمان

96% 6,110 15,800

181 168 95%



Saed Erziqat

6,089



Osama Saadi أسامة سعدي

17,000





## Organizations

Organizations working in Palestine managed to achieve a tangible progress in mechanisms of using social media outlets, whether through improving its media discourse to be compatible with online platforms or by allocating budgets and media projects on social media platforms. We mention here a number of organizations active on Facebook, which vary based on area of responsibility, target groups and geographical area.

### British Council Palestine

69% 32,650 256,463   
1,446 152 93%



### USAID West Bank/Gaza

46% 10,360 303,722   
123 470 93%



### Zimam Palestine | زمام فلسطين

85% 28,476 207,537   
248 196 72%



### Yasser Arafat Foundation - مؤسسة ياسر عرفات

46% 40,452 255,480   
512 1,337 47%



### U.S. Consulate General Jerusalem

79% 63,703 201,432   
731 247 80%



### Sawa Organization - مؤسسة سوا

93% 18,424 134,146   
1,133 45 93%



### Mahmoud Darwish Foundation - مؤسسة محمود درويش

20% 49,291 132,387   
493 34 17%



### Sharek Youth Forum - منتدى شارك الشبابي

93% 18,424 134,146   
1,133 45 93%



### Al Nayzak - النيزك

79% 15,138 67,631   
480 71 88%



### INJAZ Palestine

64% 9,823 69,180   
404 44 77%



### Felestineya - فلسطينية

89% 5,037 53,876   
881 48 76%



### Baladna - جمعية الشباب العرب بلدنا

87% 4,607 60,277   
923 26 85%



### الجمعية الفلسطينية لصاحبات الأعمال أصالة

91% 16,693 46,205   
127 66 96%



### الائتلاف من أجل النزاهة والمساءلة: أمان

80% 10,968 51,785   
461 164 96%



### Palestine Red Crescent society - الهلال الأحمر الفلسطيني

95% 3,029 30,062   
258 54 86%



### مؤسسة الرؤيا الفلسطينية - Palestinian Vision Organization

94% 3,149 37,969   
477 31 93%



### El-Funoun Dance Troupe - فرقة الفنون الشعبية الفلسطينية

30% 5,067 22,960   
89 201 60%



### تغيير للإعلام المجتمعي - Taghyeer for Social Media

91% 11,370 29,046   
2,480 8 80%



### Paltel Group

92% 943 5,890   
109 7 93%



### A.M. Qattan Foundation

78% 7,267 21,238   
561 46 80%

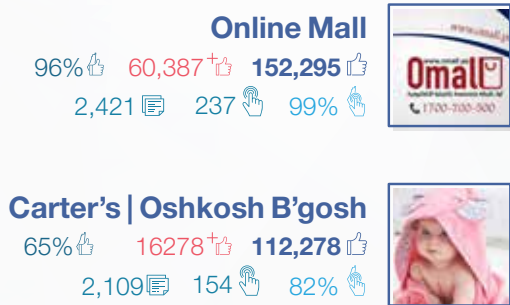
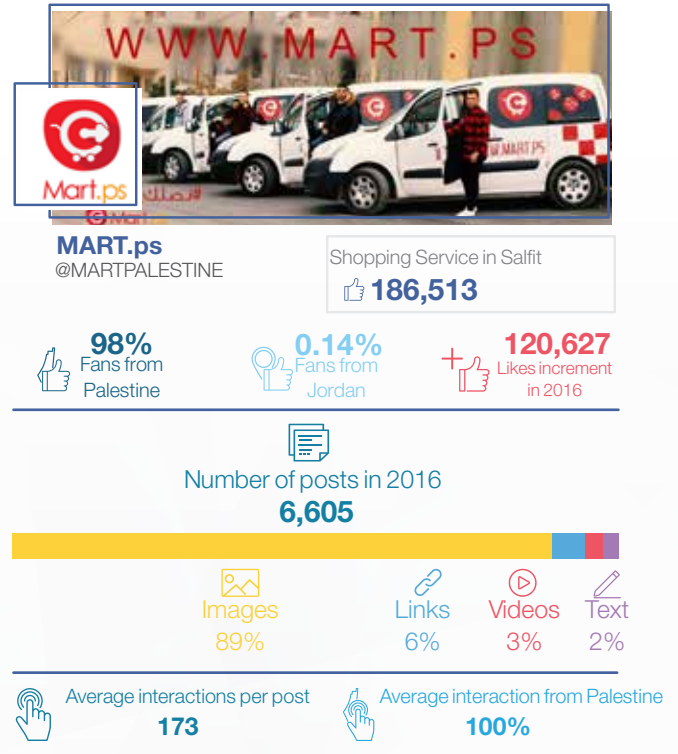
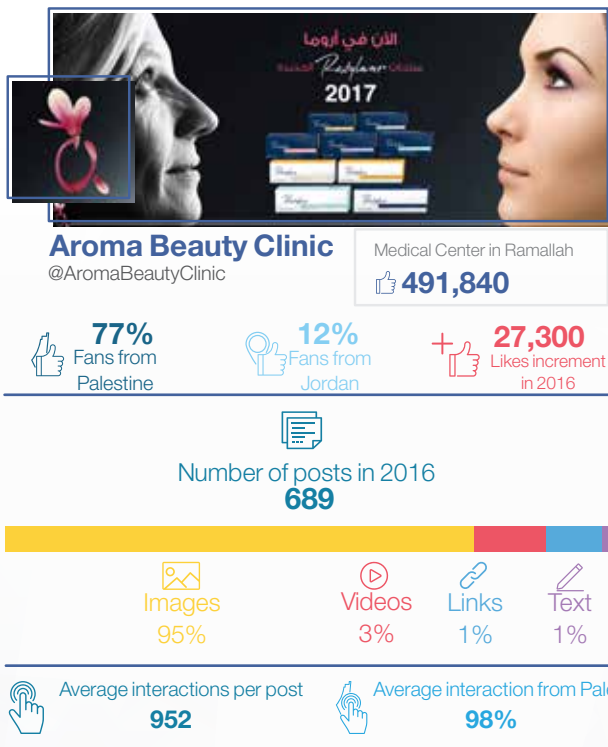


<b>مسواة   Musawa</b> 94%  -37  21,160 140  15  95% 	<b>Business Women Forum- Palestine</b> 91%  11,398  22,854 211  82  95% 
<b>Leaders Organization</b> 89%  6,746  18,208 264  71  95% 	<b>Gaza Sky Geeks</b> 80%  8,508  20,960 1,236  31  84% 
<b>Palestine Information and Communications Technology Incubator (PICI)</b> 85%  2,382  14,720 329  12  88% 	<b>Tamer Institute for Community Education</b> <b>مؤسسة تامر للتعليم المجتمعي</b> 89%  6,435  17,061 523  41  92% 
<b>الاتحاد العام للمعلمين الفلسطينيين</b> 97%  13,744  13,818 207  78  97% 	<b>Burj Alluqluq Social Center Society</b> <b>جمعية برج اللقلق المجتمعي</b> 90%  7,723  14,619 952  32  81% 
<b>حملة- المركز العربي لتطوير الإعلام الاجتماعي</b> 89%  2,215  13,056 485  38  97% 	<b>مؤسسة الضمير لحقوق الإنسان</b> 72%  1,302  13,606 102  13  90% 
<b>Al-Haq Organization مؤسسه الحق</b> 55%  1,450  11,711 365  14  56% 	<b>Ibda'a Cultural Center - مؤسسة إبداع</b> 78%  6,369  12,417 319  51  82% 
<b>Welfare Association - Taawon مؤسسه التعاون</b> 51%  41,441  10,256 340  126  55% 	<b>مركز العمل المجتمعي/جامعة القدس</b> 97%  3,308  10,836 123  46  98% 
<b>مؤسسه الأنوف الحمراء فلسطين - Red Noses Palestine</b> 89%  1,144  9,884 82  29  73% 	<b>مؤسسه إدارة وتنمية أموال اليتامى</b> 91%  9,223  10,074 62  72  99% 
<b>- Global Communities West Bank &amp; Gaza</b> 80%  932  7,722 47  48  84% 	<b>الهيئة المستقلة لحقوق الإنسان "ديوان المظالم" فلسطين</b> 89%  3,899  8,822 490  24  87% 
<b>تنمية و إعلام المرأة/ تام dia and Development/ TAM</b> 89%  1,103  6,953 152  21  87% 	<b>The Palestinian Circus School مدرسة سيرك فلسطين</b> 54%  1,915  7,668 199  45  42% 
<b>Filastiniyat - فلسطينيات</b> 68%  1,179  5,808 217  5  86% 	<b>مرصد السياسات الاجتماعية والاقتصادية Social and Economic Policies Monitor</b> 94%  9,910 343  25  89% 



## Companies

Under this category is a huge number of companies working in different sectors. Due to the difficulty of identifying and studying all of them, a group of companies, representative of the different sectors were selected manually, where its performance was studied and its most prominent performance indicators were mentioned to reflect the image of the performance of the companies similar to it in terms of field of work.



**SbitanyHome**  
86% 30,417 255,191   
424 483 96%



**شركة المشروبات الوطنية كوكاكولا/كابي**  
81% 107,625 160,870   
290 756 98%



**Cell Avenue Palestine**  
97% 23,976 59,590   
427 391 99%



**Maslamani Group**  
96% 38,673 188,416   
252 699 95%



**مؤسسة فاتن**  
96% 88,442 346,274   
269 453 99%



**Catrice Cosmetics - Palestine**  
93% 23,225 66,532   
1,896 69 96%



**Bravo Supermarket - The official page**  
94% 26,547 114,710   
1,060 96 95%



**Al Arz Ice Cream**  
92% 61,541 176,122   
214 558 97%



**Colors Ramallah**  
94% 10,309 64,997   
668 69 98%



**التكافل للتأمين / Al-Takaful Insurance**  
97% 32,963 1,115,616   
650 106 99%



**Istikbal Palestine \ استقبال فلسطين**  
97% 11,996 65,834   
257 135 98%



**شوبك - Shoppaq.com**  
97% 15,601 26,426   
932 39 98%



**شركة توزيع الكهرباء محافظات غزة**  
23,275



**Multicell**  
98% 8,546 21,838   
250 116 100%



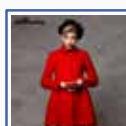
**iHouse**  
82,502



**مركز روزاليندا لبدل العرائس - Rosalinda**  
1,131,594



**Arena Nablus**  
157,636



**مدينة روابي Rawabi City**  
231,887



**Cute**  
15,240

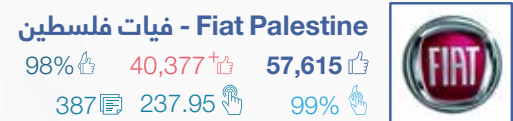
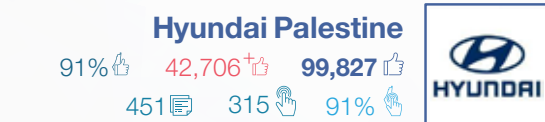
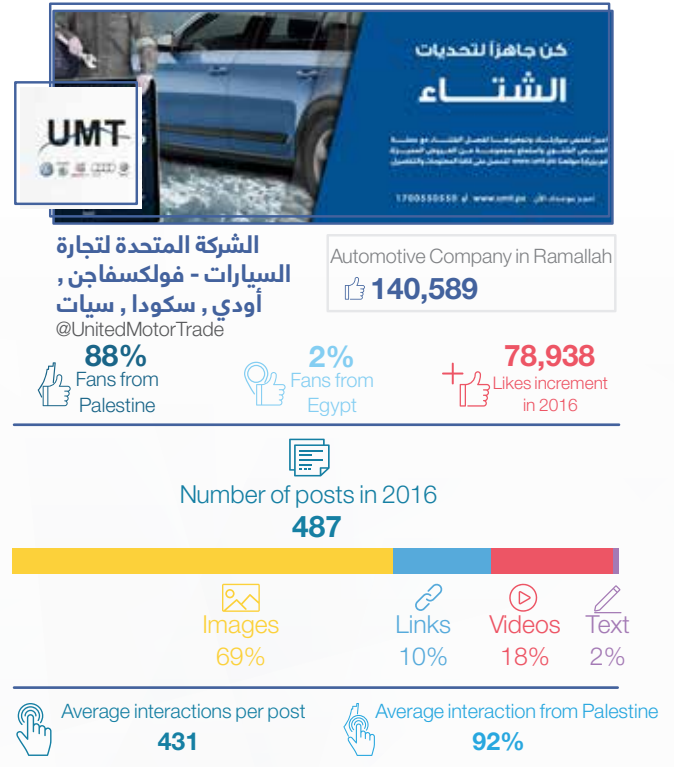
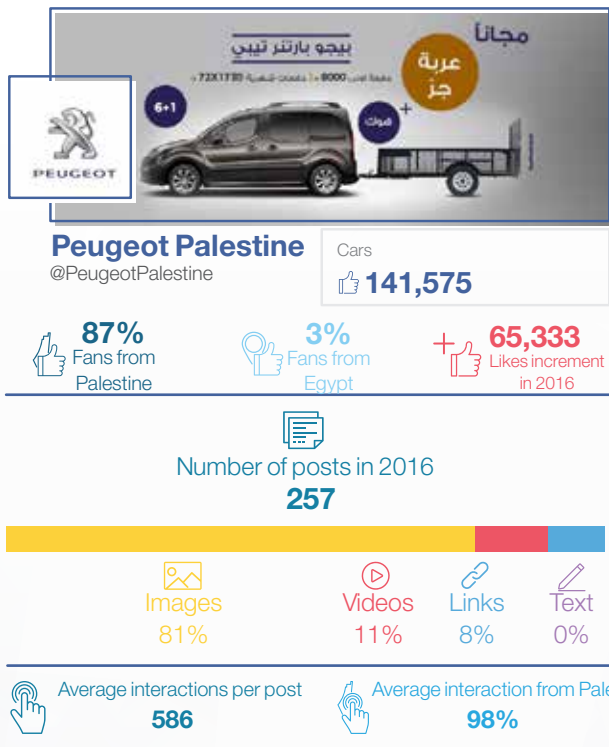


**Colin's Ramallah**  
19,780



## Cars

Performance of accounts of car companies varies on Facebook, based on the marketing policy of those companies, which appears clearly through studying the identified performance indicators. We mention here the accounts of official agents of Palestinian cars in addition to the accounts of used cars companies most active on Facebook.



## ألفا روميو فلسطين - Alfa Romeo Palestine

98% 39,104 39,104   
221 168.75 99%



## Mitsubishi Motors (Palestine)

96% 8,074 49,181   
375 104.5 99%



## Seat Palestine

95% 8,715 25,793   
303 110.32 98%



## Al-Rami Motors

96% 36,831 82,565   
48 754 99%



## Renault Palestine

94% 9,540 15,527   
192 139.13 98%



## Ritz Motors - Jaguar Land Rover

97% 12,232 36,692   
198 168 98%



## شركة كوبرا للسيارات - وكلاء فولكسفاجن ، أودي ، سكودا

92% 10,208 29,700   
151 116.21 99%



## Nissan

100% -13,256 51,073   
54 465.54 100%



## audi palestine

18,785 18,799



## Mercedes-Benz Club Palestine

92% 6,781 9,129   
249 45.58 95%



## Citroën

90% 226,877 922,686   
1,415 1,050 98%



## FIAT Palestine -Al Salam Motors

92% -517 39,880   
363 11 96%



## Dacia Palestine

99% 1,879 1,879   
27 24 100%



## طريفي موتورز Tarifi Motors

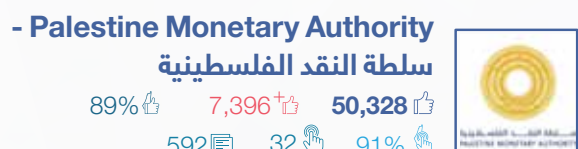
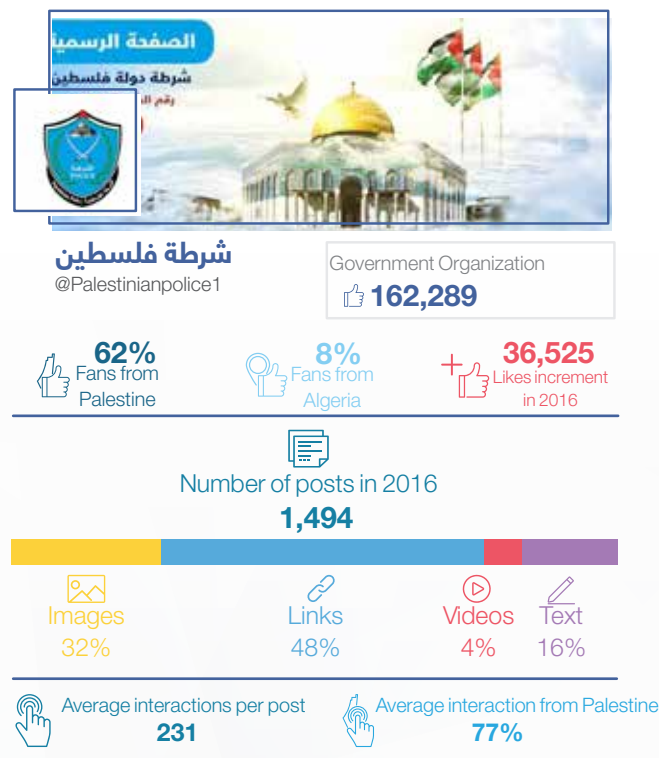
97% 17,704 17,704   
110 261 99%





# Governmental Organizations

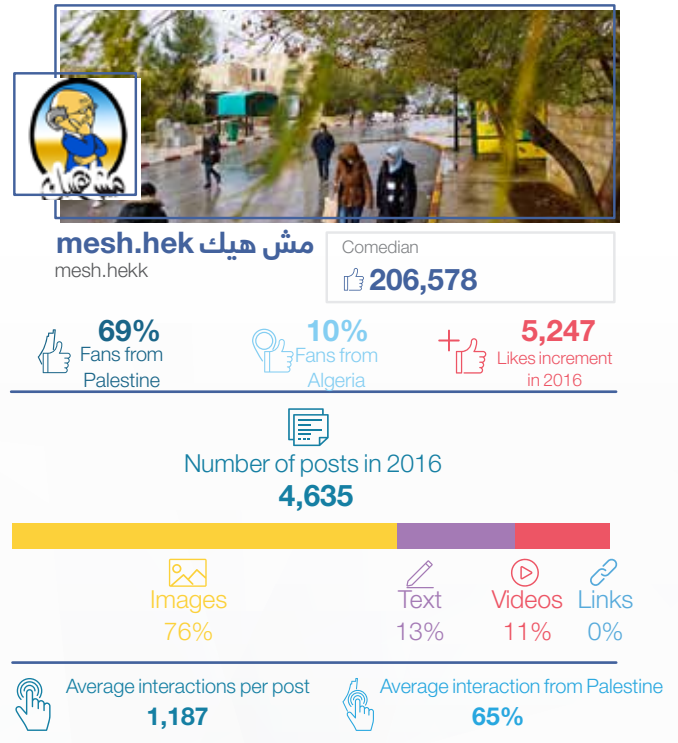
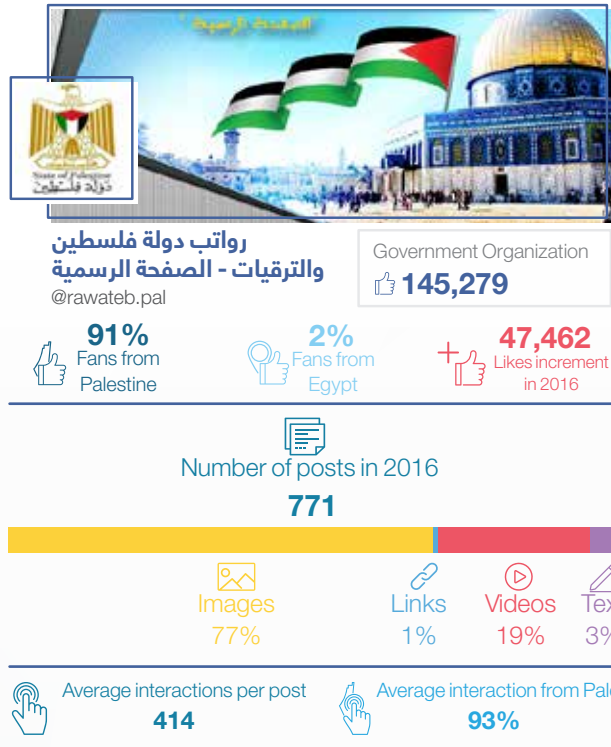
Behaviors of governmental organizations in social media vary greatly, both in the West Bank and Gaza Strip. Most of the governmental organizations are late to some extent in utilizing their official accounts on social media, to address the Palestinian society directly without a media intermediary.





## Society and Politics

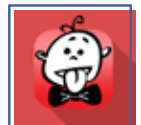
Many Palestinian pages specialized in political and social topics are common, whether on a local or international level. We mention here a diverse group of active accounts which created a controversy through the unique quality content published through it.



**محمود عباس لا يمثلني**  
29% 716,974 1,175,388  
911 1,001 25%



**bs ya zalma**  
70% 141,779 274,267  
1,642 780 68%



**حركة التحرير الوطني الفلسطيني "فتح"**  
الصفحة الرسمية  
84% 45,057 59,367  
4,735 155 83%



**Palestinian Vines**  
24% 177,682 264,800  
4,635 1,187 13%



**التجمع ض**  
90% 4,032 52,795  
1,350 58 78%



**بالفلسطيني**  
78% 90,472 121,106  
1,487 981 83%



**Fashcool**  
59% -21 6,382  
43 14 56%



**المجد. نحو وعي أمني**  
31% 139,279 757,807  
6,378 171 57%



**BDS Arabic- حركة مقاطعة إسرائيل**  
64% 15,313 26,977  
321 181 56%



**The Electronic Intifada**  
0% 16,462 153,871  
1,307 346 0%



## Hotels

Despite the improvement in the performance of hotels in general compared to last year, the relationship of these hotels to social media is yet in its beginning in terms of the daily activity and interaction with the public. We mention here a group of hotels that represent the different geographical areas, and different hotels in terms of the level of provided services.

**Grand park**  
86.85% 8,915 111,103   
42,140 394 118 90%



**Ankars Suites & Hotel**  
86.73% 38,028 147,918   
- 2,023 169 95%



**قرية حداد السياحية**  
93.88% 4,466 99,380   
20,219 184 139 94%



**Jacir Palace Hotel**  
89.94% 7,551 44,537   
6,881 547 48 92%



**OASIS HOTEL Jericho**  
95.40% 4,816 38,831   
- 82 167 94%



**Almat'haf Hotel & Cultural House**  
فندق ومنتجع المتحف  
86.58% 15,062 60,241   
24,582 267 72 89%



**Mövenpick Hotel Ramallah**  
81.01% 8,083 81,930   
67,122 374 30 89%



**Al Yasmeen Hotel**  
84.38% 9,791 22,153   
1,520 78 153 92%



**Saleem Afandi Hotel**  
91.45% 5,559 12,565   
77 92 76 83%



**قرية اريحا السياحية**  
91.90% 4,168 30,079   
6,406 149 54 95%



**Abu Mazen Hotel - فندق ابو مازن**  
85.48% 3,732 9,761   
662 73 83 84%



**Almashtal Hotel - Gaza**  
85.21% 3,650 24,478   
10,308 67 104 97%



**Roots Hotel**  
91.82% 4,491 41,971   
- 56 99 93%



**North Gate Hotel**  
96.92% 5,845 8,000   
- 11 529 99%



**Ambassador Hotel**  
77.13% 1,876 6,696   
14,022 155 17 86%



**Caesar Hotel Ramallah**  
91.67% 1,865 34,023   
- 124 25 98%



**St George Hotel Jerusalem**  
82.04% 90 7,088   
- 222 5 80%



**Murad Tourist Resort**  
91.31% 41 32,161   
- 16 79 98%

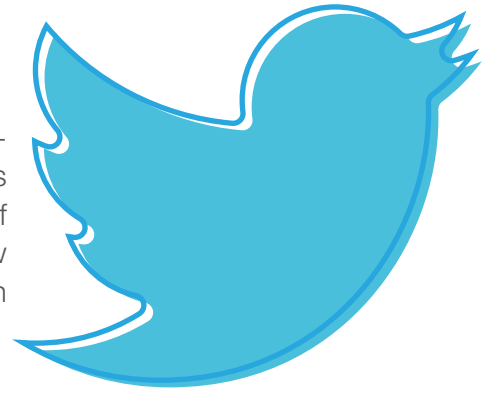


# Top Twitter Accounts



# Top Twitter Accounts

Twitter is considered one of the most important globally wide-spread social networks. On the Palestinian level, Gaza activists excelled in using twitter more than others, especially in fields of journalism and social and political issues. In this part, we review a list of Palestinian accounts on twitter that formalize an image on the use of twitter in Palestine.



## محمد عساف

9,713 Tweets  
1,950,000 Followers  
159 Following



## W.Khanfar وضاح خنفر

4,230 Tweets  
2,240,000 Followers  
580 Following



## ياسر الزعاترة

75,364 Tweets  
7,22,242 Followers  
265 Following



## Tamim Al-Barghouti

6,973 Tweets  
662,000 Followers  
315 Following



## محمود درويش

559 Tweets  
973,000 Followers  
4 Following



## عبد الباري عطوان

13,300 Tweets  
1,420,000 Followers  
394 Following



## خبر عاجل | #غزة

155,000 Tweets  
320,000 Followers  
1,541 Following



## Quds TV - قناة القدس

47,800 Tweets  
346,000 Followers  
1 Following



## شبكة قدس الإخبارية

115,000 Tweets  
440,000 Followers  
3 Following



## جريدة القدس

62,100 Tweets  
241,000 Followers  
121 Following



## حركة حماس

5871 Tweets  
278,000 Followers  
8 Following



## مريد البرغوثي

22,500 Tweets  
379,000 Followers  
161 Following



## غرد معنا على Twitter

3,423 Tweets  
285,000 Followers  
5 Following

**Jawwal**  
@JawwalPal

**جوال**

كل يوم جديد [www.jawwal.ps](http://www.jawwal.ps)

## Palestine Today

472,000 Tweets  
198,000 Followers  
2,996 Following



## عاجل من غزة

82,100 Tweets  
200,000 Followers  
2 Following



## شبكة فلسطين للحوار

128,000 Tweets  
212,000 Followers  
38 Following



## رضوان الأخرس

22,600 Tweets  
156,000 Followers  
238 Following



## Farah Baker

14,500 Tweets  
170,000 Followers  
83 Following



## Ma'an News Agency

62,200 Tweets  
194,000 Followers  
15 Following





#بالتل\_اكسبو

#Ana\_Paltel



#Paltel

#غير\_بكرة

Paltel  
@Paltelco3,070  
99,856  
35

refaatesque

80,767  
93,548  
878

شبكة فلسطين الاخباري

67,700  
109,000  
3,180

وكالة صفا

108,000  
146,000  
-

Palestine now

46,316  
78,130  
130

Electronic Intifada

93,682  
81,800  
1

محمد سعيد نشوان

4,880  
91,300  
5,210

قناة الأقصى الفضائية

367,000  
60,300  
-

Tweet Palestine

13,300  
60,500  
455

الضفة الإخبارية

77,400  
66,800  
16

نبال قندس

21,700  
43,200  
458

شبكة قدس | عاجل

5,965  
44,900  
3

الداخلية الفلسطينية

24,715  
51,081  
41

Lama Khater لمي خاطر

4,505  
28,900  
425

Hamas Movement

2,163  
36,887  
12

علي صيام

26,600  
38,000  
509

RanaGaza

20,476  
25,418  
664

Abir Kopty

27,800  
25,500  
1,607

إسماعيل هنية

26  
26,800  
2

محمد قريقع

2,747  
11,000  
52

Gaza TV News

19,800  
16,000  
714

شبكة قدس | الأسرى

58,732  
24,458  
3

Wataniya Mobile

882  
4,727  
4

bci

4,458  
6,024  
151

Lara Aburamadan

8,288  
9,387  
535



أكبر بنك فلسطيني على تويتر  
من حيث عدد المتابعين

**Bank of Palestine**  
@BankOfPalestine

5,763 🗨  
5,491 👤  
307 👤



بنك فلسطين  
BANK OF PALESTINE

#### وكالة سراج الإعلامية

10,000 🗨  
2,763 👤  
146 👤



#### Hadara | حضارة

282 🗨  
3,880 👤  
12 👤



#### Palestinian

17,800 🗨  
4,487 👤  
457 👤



#### الاقتصادي

14,111 🗨  
375 👤  
374 👤



#### Bashir Siksik

449 🗨  
595 👤  
675 👤



#### Radio Hayat

227 🗨  
807 👤  
226 👤



#### Mo ALQADI

@ALQadiPAL  
24,900 🗨  
102,000 👤  
509 👤



# Top LinkedIn Accounts



# Top LinkedIn Accounts

LinkedIn as a professional network specialized in presenting personal experiences and expertise, the follow up of professional topics, increasing the professional relations' circle away from Facebook. This nature limited LinkedIn's spread in Palestine, but on the other hand it contained a unique quality of users, with whom it's difficult to interact with on other platforms, and it made an excellent professional platform. Here, we mention a group of companies and individuals who reflect the image of LinkedIn users in Palestine.



## شركة الاتصالات والمؤسسات

**Jawwal**  
Telecommunications  
6,561

**شاركنا الشغف على LinkedIn**

كل يوم جديد [www.jawwal.ps](http://www.jawwal.ps)

**Bethlehem University**  
Higher Education

5,104



**BCI**  
Telecommunications

5,197



**Birzeit University**  
Higher Education

9,578



**Hulul**  
Information Technology  
and Services

3,536



**Wataniya Mobile  
Palestine**  
Telecommunications

4,006



**An Najah National  
University**  
E-Learning

4,887



**Al-Quds Open  
University**  
Education Management

2,676



**Arab Islamic  
Bank**  
banking

3,049



**Al-Quds University**  
Higher Education

3,354



**Paltel**  
Telecommunications  
3,526

**وظائف**  
كون بالتلاوي

**فرص تدريب**  
انضم لفريقنا الازرق

Number of followers. Number of connections. Number of posts.

## فئة الأفراد

### Nicolas Antar


Sound Engineering,  
Light Designer

11,630   
19 



### Haifa Shawwa


Business Etiquette/  
Protocol Trainer

6,555   
46 



### Khalil Shreateh



Ethical Hacker

8,300   
33 



### Sam Bahhour

Managing Partner,  
(AIM

6,397   
12 



### Dr.Bassem Qushou


Assistant to the Dean -  
AESF

5,223   
9 



### Janet Saliba



PPC Campaign  
Manager

11,649   
4 



### Saed Majdalawi



IT and Business Pro-  
gram Expert

6,526   
1 



### Rawan Asaad

Founder of  
Canvasati.com

6,200   
5 



### Alaa Odeh



Business Development  
Manager at ultimats

7,307   
2 



### Saed Shela



Empowering hiring  
best practices

2,790   
2 



### Remaa Ajouly

Human Resources man-  
ager at Bank of Jordan

2,193   
21 



### Nadim Nashef



Director at Baladna

2,817   
5 



### Ameed Awad



Digital Marketing  
Trainer

1,361   
5 



### Nael Khader

Digital marketing  
specialist

2,790   
3 



### Amjad Hamarsheh



CEO at Jobs.ps Ltd

3,927   
1 



### Rami Hasan

The Pathway to  
Career Success

9,001   
- 



### Mohammad Sabaaneh


Cartoonist

1,206   
1 



### Ahmed Saqer



Founder at Beacon  
Business

9,522   
10 



### Dr. Islam Fahed



Pediatric & Neonatal  
Surgeon

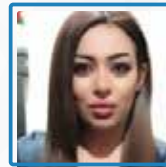
4,456   
- 



### Ghadeer Khalil



Human Resources  
Officer

5,162   
- 



### Rawia Badwan

Marketing & Events  
Management Expert

2,254   
- 



### Abdellateef Muhsen

Engineer@QOU

20,401   
11 



### Dalia Shurrab



Social Media Coordinator  
at Gaza Sky Geeks

910   
- 



### Raneen Musleh , CMA

Acting Division Chief

1,150   
- 





تابعونا على لينكد ان

Bank of Palestine

Banking  
3,167 



Sadara Ventures - The Middle  
East Venture Capital Fund

Venture Capital &  
Private Equity  
2,610 



جوبس-Jobs.ps  
للتوظيف  
Human Resources

2,655 



Welfare Association  
Taawon  
Nonprofit Organization  
Management

1,000 



Palestine Polytechnic  
University  
Higher Education

1,839 



Coolnet internet  
Solutions Provider  
Telecommunications


1,868 



مدينة روابي |  
Rawabi City  
Real Estate

2,315 



Arab Palestinian Invest-  
ment Company- APIC  
Investment Manage-  
ment  
1,264 



A. Sbitany &  
.Sons Co. Ltd  
Consumer Electronics

1,296 



ASAL Technologies  
Information Technolo-  
gy and Services

1,714 



Palestinian Central  
Bureau of Statistics  
Government Administration

1,037 



Trust International  
Insurance Company  
Insurance

1,038 



Palestine Monetary  
Authority (PMA)  
Banking

1,049 



Palestine Islam-  
ic Bank  
Banking

815 



TNB | الوطني  
Banking

815 



Amaar Group  
Real Estate

1,002 



Quds Bank | بنك  
القدس  
Banking

528 



HRD Palestine  
Consulting and Training

5,537 



Palestine Industrial Investment  
Company (PADICO) Industrial

Consumer Goods

302 



Sinokrot Global  
( Group (SGG  
Consumer Goods

275 



Wattan News Agency  
Media Production

921 



Injaz Palestine  
non profit organization

921 



Royal Industrial  
.Trading Co  
Plastics




227 



Reach Contact  
Center  
Outsourcing/Offshoring

236 



 Number of followers.  Number of connections.  Number of posts.

# Top YouTube Accounts



# Top YouTube Accounts

YouTube is in second place in Palestine as a platform (after Facebook), in terms of the continuous use according to the results of the poll which was published within the report. This year we explore a number of active channels which has relatively great numbers of viewers and registered members.



<b>M.A TUBE</b> 233,825,681 1,334,196 522		<b>Fozi Mozi</b> 306,030,308 271,570 195		<b>cobra 12347</b> 386,116,147 631,477 1,552	
<b>nissim king</b> 63,474,095 41,952 2,871		<b>وطن ع وتر</b> 70,743,638 198,723 89		<b>موقع كيفك</b> 81,019,048 184,254 157	
<b>Alfalstiniah TV</b> 18,367,802 35,699 5,110		<b>فضائية الكتاب</b> 19,459,889 - 4,340		<b>qudsnewspaper</b> 34,564,266 39,442 8,791	
<b>بس يا زلمة</b> 15,044,223 89,596 44		<b>وكالة وطن للانباء</b> 15,480,515 19,933 9,235		<b>hushed-it</b> 17,670,643 309,814 142	
<b>فنان البلد</b> 11,413,705 46,587 145		<b>فيديو الأقصى</b> 11,927,455 50,843 584		<b>MaanNetwork</b> 11,932,271 19,899 12,606	
<b>mohammed assaf</b> 7,439,824 41,939 87		<b>nashaz production</b> 9,461,300 22,571 79		<b>قناة فلسطين اليوم</b> 11,174,416 17,851 29,830	

**Jawal - جوال**

7,842,406  
14,863  
402

شوف آخر فيديوهاتنا على يوتيوب جوال

كل يوم جديد [www.jawal.ps](http://www.jawal.ps)

<b>علي صيام</b> 3,665,135 24,008 73		<b>nicolas antar</b> 5,782,219 17,247 291		<b>two sisters tube</b> 20,054 5,996,114 840	
--	--	--	--	---	--

👁 Total number of views of the channel. 👤 Number of channel subscribers. 📺 Number of posted videos.

## Paltel - الاتصالات الفلسطينية

Ana Paltel

مين سليم



نصيحة

خدماتي

7,325,317



7,855



104



### وكالة شهاب للأخبار - الصفحة الرسمية

1,462,062

29,228

228



### eyad tannous

1,481,309

5,285

37



### Wataniya Mobile Palestine

2,467,205

1,553

129



### A. Sbitany & Sons. Co. Ltd

1,012,596

1,714

257



### محمد ربعي

1,146,278

1,037

97



### pal tv

1,162,628

2,229

5,488



### Omar Kamal

548,580

3,710

11



### RawabiCity

553,307

948

113



### ANajahUni

778,158

4,924

1,105



### samer jaradat productions

420,983

1,797

69



### فريق النخلة للإنتاج الفني

15,357,747

16,418

44



### Bashir Siksik

521,069

1,238

28



### شبكة قدس الاخبارية

20,054

5,996,114

840



### Pal Yellow Pages

349,071

211

131



### Alnayzak - Palestine

418,328

968

119



### El-Funoun PDT

126,644

600

66



### قناة الاقصى الفضائية

155,658

1,735

436



### Hadara | حضارة لخدمات الإنترنت Internet Services

189,329

2,006

30



### oushaq

88,137

299

10



### qudscom

92,225

182

72



### سكتشات فلسطينية

110,841

245

45



### حديث اليوم

9,732,733

12,715

160



### alquds click

53,112

3,470

8



### birzeit university

82,459

678

71



### khaled samen108

23,733

245

100



### Noel Kharman

15,572,335

170,129

4



### palestinian vision

31,477

126

56



### تسجيلات الجبالي

14,816,454

17,867

1,589

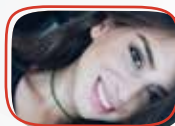


### Dina Azouni

90,980

3,314

39



### استوديوهات الريشة - Arresha Studios

271,698

9,852

169





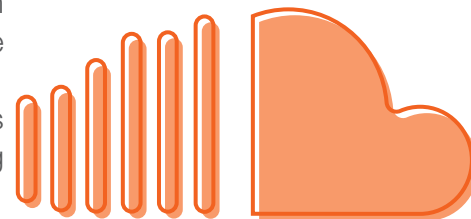
# Top SoundCloud Accounts



# Top SoundCloud Accounts

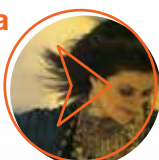
This platform is specialized in hosting audio tracks only, it is commonly used in Palestine among producers of audio materials such as artists, radios and some other companies. Whereas on the general level.

We review here, the most prominent Palestinian accounts in this platform, which varied in the level of adopting it and interacting through it as a social media platform to publish their productions.



**Rim Banna**

9 🎵  
42,500 👤+



**She'rab | شراب**

9 🎵  
1,340,000 👤+



**عاصفة / stormtrap**

30 🎵  
1,440,000 👤+



**Muqata'a** مُقاطعة

40 🎵  
9,350 👤+



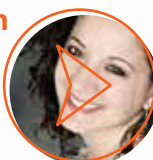
**Mahmod Elattar**

38 🎵  
10,500 👤+



**Terez Sliman**

22 🎵  
13,800 👤+



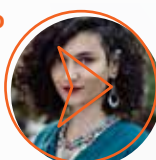
**Bil3ax** بالعكس

41 🎵  
2,842 👤+



**Ruba ShamshoumPro**

9 🎵  
4,500 👤+



**DamRap**

38 🎵  
5,090 👤+



**جوان صفدي**

19 🎵  
1,985 👤+



**Al Rafiq || الرفيق**

9 🎵  
2,397 👤+



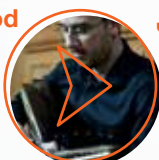
**Rami GB**

49 🎵  
2,433 👤+



**dona Taraddod** - دون تردد

47 🎵  
935 👤+



**Hawa Dafi Official** هوا دافي

14 🎵  
1,251 👤+



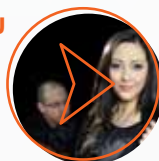
**Basel zayed**

301 🎵  
1,251 👤+



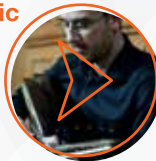
**رنا خوري**

40 🎵  
682 👤+



**Ahmad Al Khatib music**

26 🎵  
706 👤+



**El-Funoun PDT**

26 🎵  
897 👤+



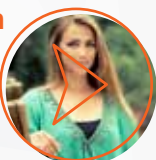
**Tabe3 Fanny**

1 🎵  
242 👤+



**Dalal abu amneh**

6 🎵  
245 👤+



**fm 24**

2028 🎵  
279 👤+



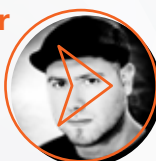
**Reem Talhami**

5 🎵  
197 👤+



**Nicolas antar**

11 🎵  
206 👤+



**Samer jaradat Production**

32 🎵  
222 👤+





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Jawwal



اسمع جوال على  
Sound Cloud

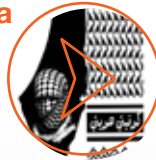
Raya Fm

81 🎵  
57 👤+



palestinian-kofia

34 🎵  
59 👤+



Mohamed Najem

20 🎵  
183 👤+



مركز تطوير الإعلام-  
جامعة بيرزيت

973 🎵  
359 👤+



Qudscom

35 🎵  
31 👤+



AJYAL FM

13 🎵  
39 👤+



# Top Snapchat Accounts





# Top Snapchat Accounts

Snapchat received great focus and interest during 2016, whether by Palestinian companies or organizations that try carefully to use this new platform, or by Palestinian youth under the age of 29! Among which were unique examples of how to attract viewers and followers. Here, we explore the most prominent accounts that we managed to access and obtain some information about their owners.



## Razanova Makeup

razan.makeup  
10,100-20,200



## Andrawous Bassous

andrawos.b  
10,000-20,000



## Lina Qishwai

linaqishwai  
20,000 -30,000



## Salon Bana

bana.salon  
10,000-15,000



## Dina Evnets

dinaevents  
5,000-10,000



## Mo'tasem Elaiwi

ps.live  
5,000-10,000



**Jawwal**  
jawwalpal  
5,000-10,000

تابعنا على سنابشات بكبسة زر

**Snap Our Code**

كل يوم جديد [www.jawwal.ps](http://www.jawwal.ps)

## Rawabi City

rawabicity  
1,000-2000



## Ali Qaraqe

aliqaraqe  
2,000-5,000



## Abdeen elite home

aelitehome  
2,000-5,000



## Shoroq Al Malki

shoroqforhealth  
100-1000



## vogue la boutique

vogueramallh  
100-1000



## Sami Boutique

sami\_boutique  
1,000 -2,000



## Events.ps

events.ps  
100-1000



## Kamal bimbashi

bimbashik  
100-1000



## Majde Sakhilh

majde-sakhilh  
100-1000



حملات  
باقات نت فون  
نقاطي  
نصيحة  
بادر لتكون الادمين



**Paltel**  
paltel.ps  
5,000-10,000



**Nisreen Mitwally**

healthnisreen  
5,000-10,000



**Aseel Makeup Artist**

asool66  
5,000-10,000



**Ameed Asfour**

saloon\_ameed  
5,000-10,000



**Imad Saleh AbuTurkey**

imadabuturkey  
2,000-5,000



**RACHA Beauty Salon**

rrasha93  
5,000-10,000



**Hiba Siam**

hibasiamphotos  
5,000-10,000



**محمود رزق**

mahmoudrezeq  
10,000-20,000

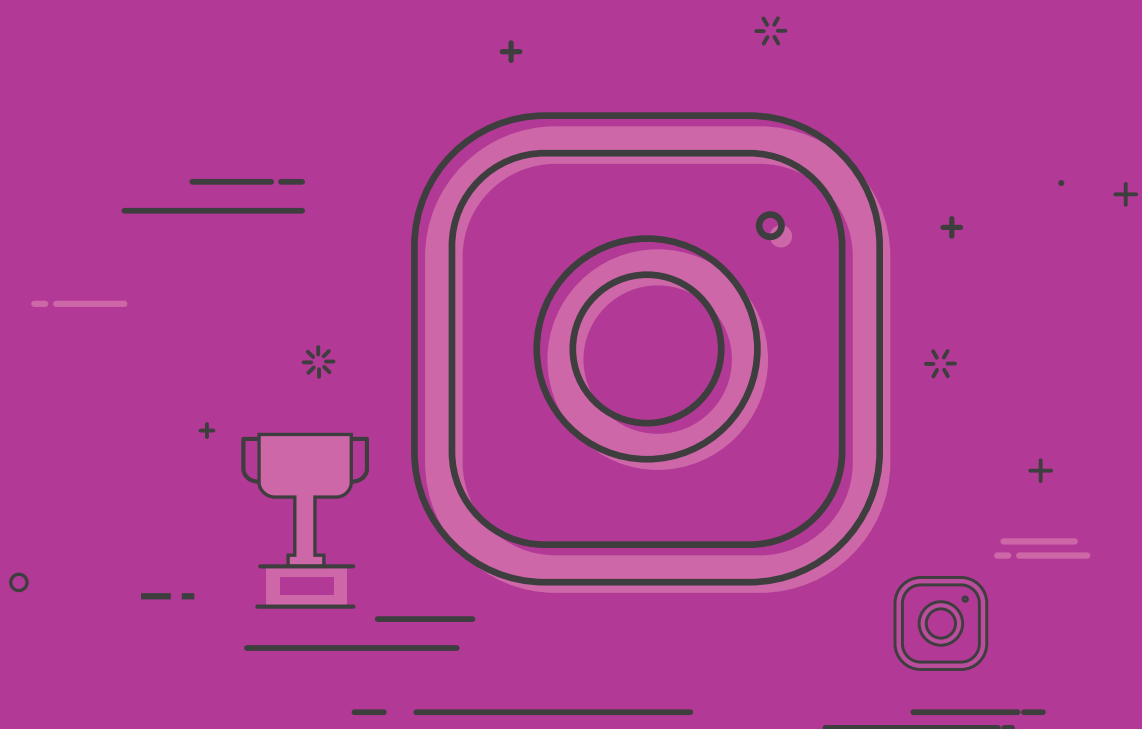


**Arine rinawi**

kanfoush  
5,000-10,000

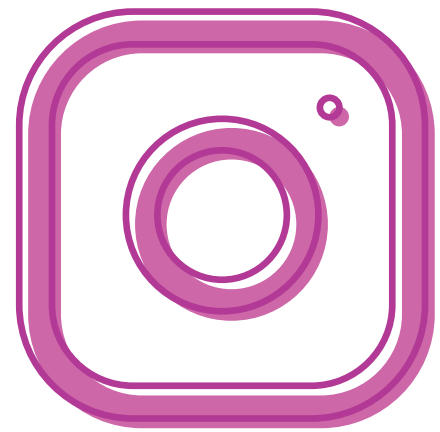


# Top Instagram Accounts



# Top Instagram Accounts

Instagram is considered one of the most important social media platforms in Palestine, percentages of using it increased a lot compared to last year, especially after the major upgrades to it, due to the high competition between it and Snapchat app which gained the youth and adolescents' interest locally and internationally.



**Shehab Agency**

3,114 📷  
470,000 👤



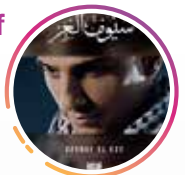
**Haitham Khalaily**

1,855 📷  
641,000 👤



**Mohammed Assaf**

2,294 📷  
2,900,000 👤



**Sawt el ghad**

3,303 📷  
403,000 👤



**mamoisawi**

279 📷  
430,000 👤



**Al Quds Newspaper**

6,440 📷  
451,000 👤



**aqsatvchannel**

6,866 📷  
291,000 👤



**shasha\_ps**

1,077 📷  
319,000 👤



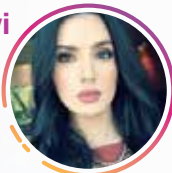
**Ramallah Mix**

17,374 📷  
371,000 👤



**Lina Qishawi**

497 📷  
178,000 👤



**palestine.quds**

8,873 📷  
196,000 👤



**Mesh Hek**

8,175 📷  
271,000 👤



**i.palestine**

4,837 📷  
143,000 👤



**palestinaan\_**

5,291 📷  
153,000 👤



**plespost**

5,377 📷  
160,000 👤



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**Jawwal**

2,730 📷  
142,000 👤



**Follow منك حلوة**

Rim Banna

1,645 📷  
134,000 👤



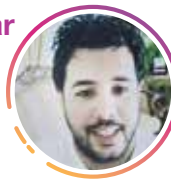
Maan news

758 📷  
135,000 👤



Qasem Al najjar

676 📷  
136,000 👤



gaza.mix

3,758 📷  
121,000 👤



nasserallaham

298 📷  
124,000 👤



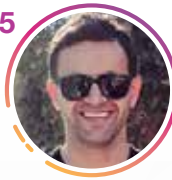
watanvoice

191 📷  
133,000 👤



Mahmoud Zuaiter 5

455 📷  
112,000 👤



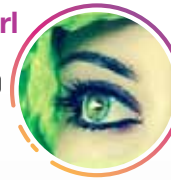
paldf\_inst

5,968 📷  
114,000 👤



ramallah.girl

296 📷  
115,000 👤



e.love.palestine

2,694 📷  
106,000 👤



Arine Rinawi

3,561 📷  
108,000 👤



masra\_media

3,216 📷  
111,000 👤



qdstvsat

4,427 📷  
97,500 👤



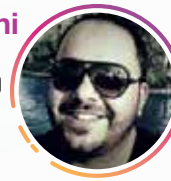
Eye on palestine

8,764 📷  
98,900 👤



Shadi Al Borini

556 📷  
100,000 👤



palestine\_photos

4,318 📷  
94,800 👤



fatma\_mosabah

4,102 📷  
96,100 👤



himma\_news

9,238 📷  
97,200 👤



# شوف فلسطين

شكراً أمي



نصيحة  
Ana Paltel  
مفاجأة الانستغرام

Paltel

1,709 📷  
87,900 👤



yaffa48\_news

9,491 📷  
74,600 👤



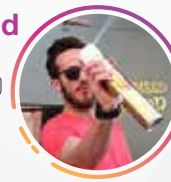
Mazaj Ps

603 📷  
83,800 👤



salon\_ameed

2,568 📷  
89,400 👤





خليكم دائما على تواصل معنا  
لمعرفة آخر أخبار و مستجدات  
بنك فلسطين

Bank of Palestine | بنك فلسطين

39 📷  
2,226 👤



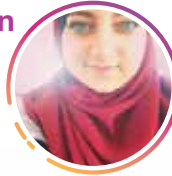
Sami boutique

961 📷  
73,000 👤



farah\_gazan

428 📷  
73,300 👤



alyateema

1,813 📷  
73,600 👤



free.palestine.1948

1,699 📷  
68,600 👤



Mahmoud Sinnawi

97 📷  
69,700 👤



ebtihal\_mhmd\_eliaa

1,741 📷  
71,400 👤



for\_free\_palestine

7,367 📷  
62,900 👤



Kholoud nassar

2,617 📷  
67,700 👤



osama\_m\_atallah

1,642 📷  
67,800 👤



alahamdan

1,349 📷  
57,100 👤



guitara\_do

649 📷  
59,300 👤



adnan\_abufara

4,077 📷  
61,100 👤



qadetna

2,771 📷  
55,400 👤



alresalah

7,841 📷  
56,100 👤



hadayanna

3,158 📷  
56,600 👤



israelwc1

2,659 📷  
53,600 👤



kofyte\_watan

1,984 📷  
54,200 👤



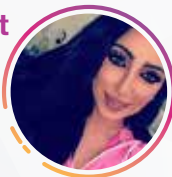
safappa

1,994 📷  
55,100 👤



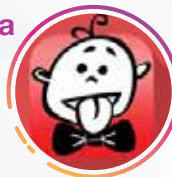
reenamakeupartist

887 📷  
50,600 👤



bs ya zalma

57 📷  
51,200 👤



wafaa\_saied

227 📷  
52,600 👤



**Wataniyamobile**

346 📷  
43,100 👤



**heshamkh4**

617 📷  
46,600 👤



**Palestine.sto**

869 📷  
47,000 👤



**sharekquds**

239 📷  
40,200 👤



**jenin.city**

2,417 📷  
40,400 👤



**birzeit.university**

409 📷  
42,900 👤



**eyad1989**

1,756 📷  
37,100 👤



**Najah\_University**

1,378 📷  
38,700 👤



**ReefPalestine**

7,127 📷  
39,900 👤



**Ali Qarage**

1,123 📷  
34,100 👤



**alaqsasoldier**

1,188 📷  
36,200 👤



**najah.university**

1,621 📷  
36,800 👤



**classy.ramallah**

1,703 📷  
31,900 👤



**jenin.mix**

579 📷  
32,400 👤



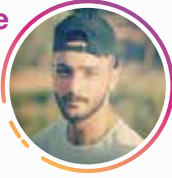
**Qundos Nibal**

1,700 📷  
34,000 👤



**amroqarawe**

626 📷  
31,000 👤



**Khaled Safi**

1,494 📷  
31,400 👤



**mohammedqraieqa**

1,229 📷  
31,500 👤



**wattannews**

89 📷  
29,100 👤



**razanova.makeup**

921 📷  
30,600 👤



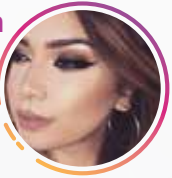
**48nnews**

3,140 📷  
30,700 👤



**Make up by faten**

760 📷  
26,400 👤



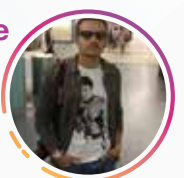
**ibrahimfaraj**

241 📷  
27,200 👤



**meezo\_palestine**

725 📷  
27,300 👤



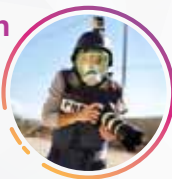
**Zalameh**

4,181 📷  
25,900 👤



**ahmadtalath**

2,605 📷  
26,200 👤



**Ramallah News**

594 📷  
26,200 👤





latifeh.abdellatif

590 📄  
24,000 👤



surprise.company

1,118 📄  
24,900 👤



abdallah\_salaymeh

894 📄  
25,100 👤



alquds.20

1,535 📄  
22,400 👤



butterfly.nablus

380 📄  
22,800 👤



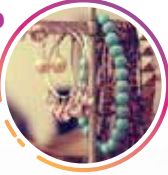
dukkah\_alhdaya

4,517 📄  
23,300 👤



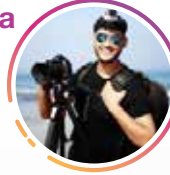
h2o\_online\_shop

595 📄  
21,400 👤



mahmoudhamda

746 📄  
22,000 👤



Palestine Mixx

364 📄  
22,000 👤



Hadeel Qaseem

101 📄  
19,800 👤



makeupby\_jannat

74 📄  
21,300 👤



qablawi.official

1,628 📄  
21,300 👤



areenshrabati

462 📄  
19,200 👤



image\_from\_alquds

931 📄  
19,500 👤



Laith Nafal

141 📄  
19,600 👤



hurianews

651 📄  
18,300 👤



mohamedzarandah

3,439 📄  
18,500 👤



Jasmine Cafe

783 📄  
18,900 👤



mohammed.samy.taha

615 📄  
17,100 👤



tamer\_almisshal

123 📄  
17,600 👤



bashirsiksik

370 📄  
18,200 👤



Qudsn

4,126 📄  
608,000 👤



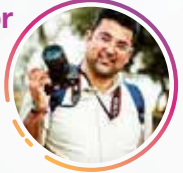
spaloonramallah

2,655 📄  
16,200 👤



fady.jabr

1,033 📄  
16,700 👤



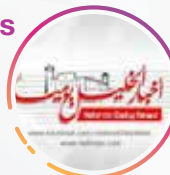
shorooq\_shalabi

958 📄  
14,100 👤



hebron\_news

179 📄  
14,300 👤



safaa\_khateeb

2,078 📄  
15,600 👤



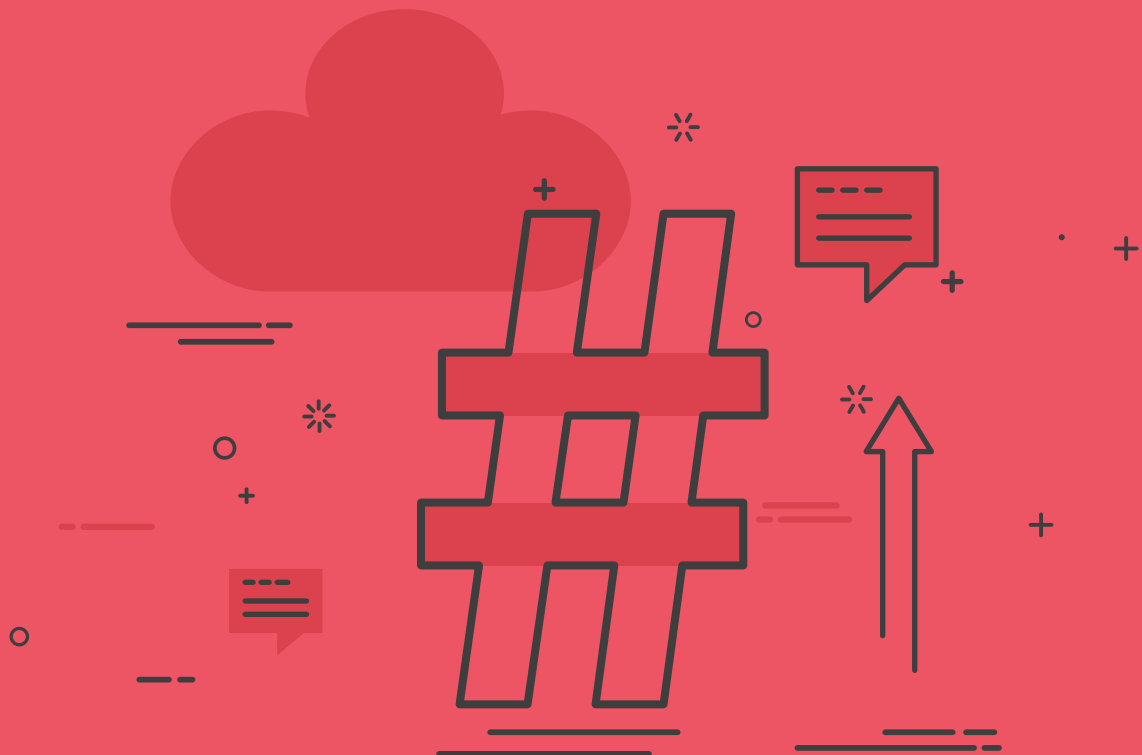
# Hashtags

The use of hashtag became the most popular among users of social media in Palestine during 2016, whether using the platform of Instagram, Facebook or Twitter. We will review some of them in this part of the report accompanied with a brief description on the meaning and occasion of using each hashtag.

# hashtag is written in several forms in Arabic ، هاشتاج، هاشتاق.

It is the word that follows the (#) sign in online posts in social media, which is used to categorize posts into specific topics easing the process of searching and accessing it.

You can share your opinions and comments with us regarding this report using the hashtag #SMRP2016



## #مش\_طالع

It was launched from Jerusalem, as an objection against a chain of verdicts by the Israeli occupation courts, aiming at exiling the Jerusalemite youth from Jerusalem city, especially following issuing the same verdict against the two young Jerusalemites Samer Abu Aisheh and Hijazi Abu Sbeih, based on their activism against the daily oppressive actions of the occupation against Jerusalemites.

## #انتفاضة\_القدس

This hashtag was used to describe the period of escalation of events in Palestine, in the form of individual resistance operations and public field executions of Palestinian youth.

## #محمد\_القيق، #النداء\_الأخير

This hashtag was launched after Mohammad Al-Qeeq started an open hunger strike as an objection against his continuous administrative detention. Tweeters expressed their solidarity with Al-Qeeq and their support of his strike until he gets his freedom.

## #كرامة\_المعلم

This hashtag was launched to demand the support and realization of school teachers' demands in the West Bank, as well as to condemn and demonstrate against the Palestinian Government refraining from executing the teachers' demands of receiving their benefits in compliance with previous agreements and understandings.

## #بهاء\_عريس، #زفة\_بهاء

A hashtag dedicated to the martyr Baha' Elayyan, which was launched following the Israeli occupation's decision to release his body after 10 months of detention in morgue fridges, allowing the martyr's family to bury him in the family's cemetery.

## #PayPalforPalestine

A hashtag launched during the advocacy campaign to pressure PayPal global company, working in the field of managing electronic financial transfers related to paying and buying online. The campaign demanded from the company to recognize Palestine and to activate its services there, due to the positive impact such step has on online projects and youth startups.

## #المخطوفين\_الستة، #المضربين\_الستة

This hashtag was launched to support six youth detained by the Palestinian security forces, following their announcement of hunger striking, as an objection against their detention for over 4 months without any clear list of accusations.

## #بلال\_كايد، #بلال\_انتصر

A hashtag with the name of the Palestinian prisoner Bilal Kayed, which was launched in solidarity with him and demanding his release from the Israeli occupation prisons, after going on an open hunger strike for more than 70 successive days.

## #فرطت\_الانتخابات

Activists used this hashtag following the postponing of local Palestinian elections, with a decision from the higher court of justice (supreme court), the negative nature dominated the posts sharing this hashtag.

## #جامعة\_بيرزيت #مجلس\_بيرزيت #لن\_يمر

A number of hashtags used during the tuition crisis at Birzeit University, were the students' council locked down the university as an objection against increasing the tuition fees; those sharing these posts were divided between supporters and opposers, whether of the university or its students' council.





### #لو\_غزة\_مش\_محاصرة

A campaign that was launched from Gaza, through which participants expressed their hope of ridding of the siege, by publishing their expectations of the status of Gaza in case the siege was lifted.



### #FBCensorsPalestine

A campaign that was launched against Facebook, following the news regarding meetings taking place between Facebook management and the Israeli government, through which it has been agreed to facilitate the monitoring and deletion of posts by Palestinian users the Israeli government accuse of incitement.



### #التعزية\_بوفاة\_بيريز

This hashtag was used as part of a huge denouncement campaign that faced the announcement of some Palestinian and Arab leaders and officials of their intention to participate in Shimon Peres's funeral, the late President of the State of Israeli Occupation.



### #خرائط\_جوجل\_تحذف\_فلسطين #ElQudsIsPalestinesCapital

A campaign against Google company, where the campaign demanded the company to recognize Palestine as a state with Jerusalem as its capital, through the maps the company offers through Google Maps platform.



### #شكرا\_حماس،\_كيف\_صارت

A campaign launched by supporters of Hamas in Gaza, through which they expressed their gratitude to the movement for its achievements in Gaza. The campaign witnessed a lot of controversy, especially with the continuation of the state of division between the West Bank and Gaza Strip, which was clear through the variation between the photos used for hashtags.



### #حنعمرها

A campaign launched by Fatah supporters to mobilize the public to vote for the election lists belonging to Fatah during the Palestinian local elections.



### #مبدع\_فلسطيني

This hashtag was used during an initiative to shed the light on the talents and innovations of Palestinian youth from Gaza namely.



### #أسد\_الأقصى #مصباح\_القدس

Hashtags for martyr Musbah Abu Sbeih, which were used following the martyr executing a shooting operation in Jerusalem, because of which he was shot, and it was a major shock to the Israeli security forces.



### #غزة\_أجمل،\_#حدثني\_عن\_غزة

These hashtags were using during campaigns launched by activists from Gaza. These campaigns aimed at introducing Gaza in an alternative way, far from the stereotypical image of Gaza in the media.



### #حصارها\_عار

A hashtag launched by the international committee for breaking the siege of Gaza. A hashtag Palestinians active on social media platforms tweeted in solidarity with Gaza, posting figures and statistics about Gaza after ten years of siege, demanding breaking the siege of Gaza Strip.



### #المستشفى\_مطلب\_شعبي

A campaign launched by activists in Gaza demanding building a hospital in Rafah North of Gaza city to cover the needs of the citizens.



### #المؤتمر\_السابع

A hashtag launched coinciding the beginning of the seventh of conference of Fatah movement, which was used to post opinions, news, and results related to the conference.



### #اكسبوتك2016

This hashtag was launched with the beginning of the activities of the 13th Palestinian Technological Week, which was used to cover the activities of the expo and the updates of the participants.



### #الاسبوع\_العالمي\_ضد\_HP

A hashtag launched by the BDS movement, calling to boycott Israel and imposing sanctions against it, in the context of an international campaign against HP company which produces electronic devices and computers, after it was proven that the company provides services that facilitate the siege on the Palestinians in violation of International Law.



### #فادي\_طبخنا

A hashtag dedicated to may he rest in peace, Fadi Tabakhna, Birzeit University student, which was used by his friends and the audience of sympathizers following the announcement of his death. Fadi was known for his strength and toughness in facing cancer and being treated from it.



### #شوف\_فلسطين

A hashtag launched during the meeting of a group of people interested in social media in Ramallah, aiming at introducing Palestine in a positive way specially through the platforms of Instagram, Facebook and Twitter.



### #شهداء\_الإعداد\_رجال\_الانفاق

The hashtag started on Twitter following the martyring of two of the resistance men while digging the tunnels in Gaza.



### #حماس29

An online campaign launched by Hamas in the beginning of December on the 29th anniversary of its inception.



### #فرسان\_الاراده

A hashtag which was launched on the international day for people with disability, to discuss the achievements and successes of people with disability despite all the daily hardships and obstacles they face.



### #طيار\_فلسطين

A hashtag dedicated to the Tunisian martyr "Mohammad Al-Zawari", which was launched following his assassination in Tunis and the spread of information about his relationship with the Palestinian resistance and his contribution to the development of autopiloted planes for them.



### #انھوا\_الانقسام

A group of activists launched this hashtag demanding putting an end to the division between the Palestinian political factions as well as a national reconciliation after 9 years of division.



### #مليونني\_نسمه

This hashtag was launched following the announcement of Gaza's population reaching 2 million, and was used to express the state of siege that Gaza lives under to be the largest prison in the world, it also monitored Gaza's economic and social conditions after 10 years of living under the siege.



### #أبو\_عبدة

Hashtag dedicated to the military commander of Izz El-Deen Al-Qassamm, the armed wing of Hamas in Gaza. It was used following the publishing of a pre-recorded video of him on the anniversary of the deal "Wafa' Al-Ahrar – the fulfilment of the promise of the free" of prisoner swap.



### #الجهاد\_ميلادنا\_المتجدد

A hashtag launched by supporters of Islamic Jihad Movement, coinciding with the anniversary of the inception of the movement and the martyring of its founder Dr. Fathi Al-Shiqaqi.



### #مالنا\_ذنب

A hashtag initiated by "Al-Thoraya for Communications and Media" with the aim of raising the public's awareness regarding the issues and problems of the families of collaborators with the Israeli occupation, who suffer many hardships in reintegrating into their society due to crimes committed by one of their family members.



### #مش\_من\_حقك

A hashtag used to stand in solidarity with women exposed to violence by their husbands or relatives.



### #صرخة\_معبر

The hashtag was launched following the Egyptian authorities opening of Rafah land crossing allowing Palestinians to leave. The hashtag was tweeted as an expression of the suffering the Palestinians go through on the crossing.



### #طلائع\_الأمل

A hashtag launched following the announcement of Tala'e Al-Amal school winning the best Arab school in the Arabic reading challenge.



### #شهيد\_الشرف\_العسكري

A hashtag dedicated to martyr Mohammad Al-Turkman, a Palestinian police officer, who executed the operation of shooting Israeli Occupation soldiers at the checkpoint of Beit El settlement at the Eastern entrance of Ramallah and Al-Berih cities.



### #لن\_تسكت\_المآذن

A hashtag launched following the Israeli Knesset discussing the bill preventing Athan (call to prayer) by the mosques located in areas under the direct Israeli control.



### #إسرائيل\_تحترق\_#الكيان\_يحترق

Hashtags which were used during the fire crisis that started in Jerusalem and North of Palestine forests (Haifa in particular), which witnessed a controversy of opinions ranging from sorrow to joy to rage towards this crisis.



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**إتبه**



تابعنا على حسابات جوال الرسمية والموثقة  
على كل وسائل التواصل الاجتماعي.

## # = باص\_السوشال\_ميديا

The hashtag was launched during a tour led by a group of social media activists and interested people in both the West Bank and Gaza Strip, aiming at introducing the different Palestinian areas. The campaign was an initiative by Taghyeer for Social Media and sponsored by Jawwal Company.

## # = جدار\_العار

This hashtag was used in the campaign denouncing the Libanese Court verdict for building a cement wall around Ein Al-Helweh Palestinian Refugee Camp.

## # = فلسطين\_التغطية\_مستمرة

A hashtag dedicated to the Day of loyalty to Palestinian Journalists, which was launched by the committee for supporting Palestinian journalists to uncover the occupation's crimes against journalists in Palestine.

## # = باص\_12

Social media users interacted with this hashtag following the bus explosion executed by martyr Al-Hamid Abu Srour in Jerusalem.

## # = السيسي\_سحب\_القرار

Social media users interacted with this hashtag following the verdict of the Egyptian government to withdraw a decision condemning the construction of settlements on the Palestinian lands, prior to voting it in the Security Council session.

## # = فتح\_52

A hashtag dedicated for Fatah commemorating its 52nd anniversary of its inception.

## # = عملية\_VIP

A hashtag dedicated to the shooting led by the martyr policeman Amjad Al-Sukkari on the checkpoint of Beit El settlement at the Eastern entrance of Ramallah and Al-Berih cities.

## # = وحدة\_الظل

Social media users interacted with this hashtag after Al-Qassam troops published photos and videos of Shalit during his imprisonment.

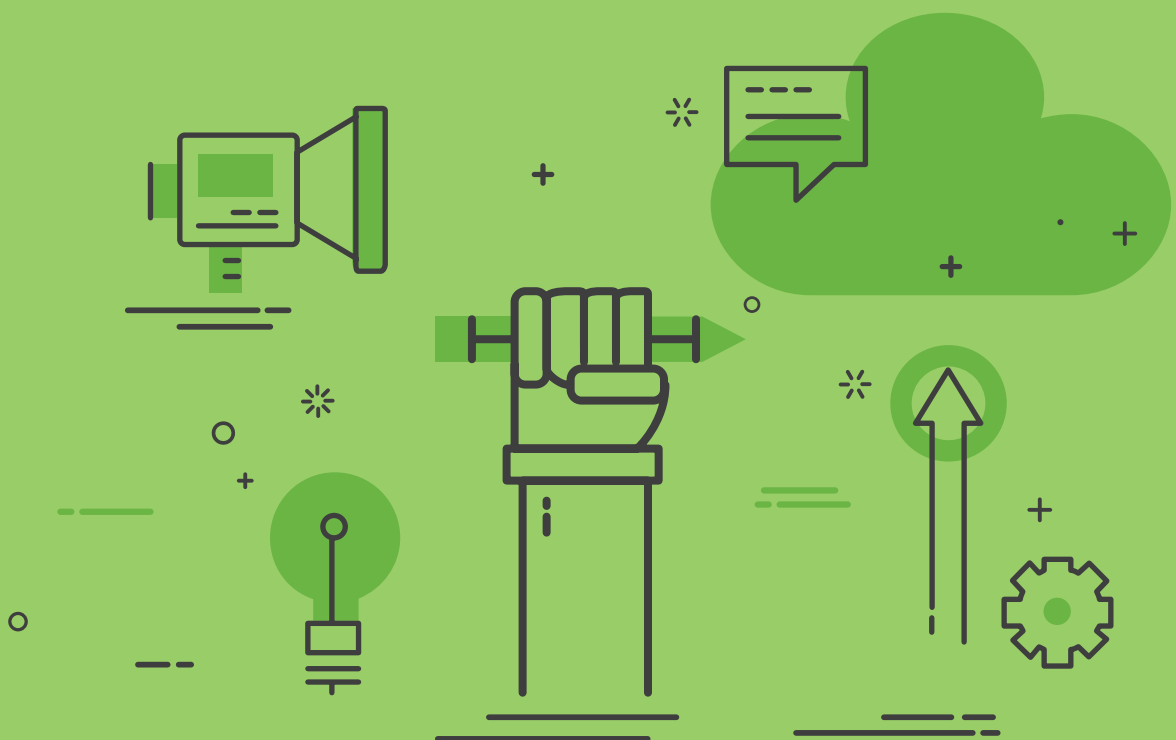
## # = رح\_نعمرها #حنعمر\_بيت\_الشهيد

Hashtags dedicated to the popular campaign for rebuilding martyrs' houses, who martyred during what is known as Al-Quds Intifada, as their houses were demolished as a punishment taken by the Israeli occupation courts against any executers of



# Social Initiatives

Social media platforms have greatly contributed to the support of social initiatives, due to the ease and low cost of distributing information utilizing it to large numbers of users compared to the other available media outlets. In this part of the report we explore social initiatives that are linked to social media platforms, or relied fundamentally on them to reach the audience.





### Jood Bdammak (be generous with your blood)

Pioneers: Kamel Mohsen Al-Hiq

Youth-led initiative aims at encouraging the youth to donate blood for renal failure and cancer patients in Gaza Strip.



### Asa'ad Muhtaj (Asa'ad is in need)

Pioneers: Youth-led initiative

Youth-led initiative aims at providing different in-kind aid to all vulnerable and in-need groups in Gaza Strip.



### Nataharak Li'ajl #Ghawr Al-Ordon (We move for #The Jordan Valley)

Pioneers: 7amleh - The Arab Center for the Advancement of Social Media in collaboration with the Palestinian Vision Organization (PaVision).

The initiative came to document and publish what our sons face in the Jordan Valley in the form of land-confiscations and displacement at the hands of the occupation. Participating in the initiative is a group of photographers, bloggers, and social media activists to document the state of resilience and steadfastness of the residents of the Jordan Valley in the face of the occupation.



### Te'laqish Belshabakeh (don't get caught in the net)

Pioneers: 7amleh - The Arab Center for the Advancement of Social Media

Awareness campaign targeting the youth sector on digital safety and security issues online, namely on social media networks, especially with the increasing arrests on the basis of posts considered "inciting" by the Israeli security forces.



### Wikipedia Palestine

Pioneers: 7amleh - The Arab Center for the Advancement of Social Media

Initiative aims at establishing a systematic Palestinian activity, to enrich the public Arabic content and enhancing the Palestinian voice in the free encyclopedia.



### #3a\_sa7a initiative (on the ground)

Pioneers: Sharek Youth Forum

The initiative comes from a group of honor students from Al-Quds Open University, Ramallah & Al-Bireh, and Sharek Youth Forum, (3assa7ah) is a youth-led initiative which aims at shedding the light on the Palestinian talents to the public to support the various Palestinian talents, showcase youth talents, and provide them with an opportunity and a podium for their artistic work in an organized way.



### The donation challenge

Pioneers: a group of individuals, companies and journalists

Initiative based on Facebook users taking the challenge of donating a certain amount of money for charitable associations per each like, comment and share of the post announcing accepting the challenge.



### Documenting Islamic and Palestinian History in Jerusalem Initiative (true or false)

Pioneers: Latifah Abdel Latif and Mohammad Qazaz

The idea behind the initiative came from the couple Latifah and Mohammad aiming at documenting Islamic and Palestinian history in Jerusalem. The initiative's slogan is correct your information about Al-Aqsa via short video addressing the most important monuments of Jerusalem city, where Latifah mentions an information on Jerusalem and Mohammad either confirms or negates it.



### From Palestine to the World

Pioneer: Anas Al-Hiwwari

From Palestine to the World is an initiative by the Palestinian youth Anas Al-Hiwwari that aims at touring the world with his Palestinian passport.



### Shoof Falastin (See Palestine)

Pioneers: a group of social media activists in addition to some companies.

An online campaign on social media platforms aiming at spreading an image of Palestine far from the typical stereotype, through encouraging sharing any content of videos or photos that reflect Palestine's beauty, nature and the traditions of its people.



### Tijwal Safar (Roaming Travel)

Pioneers: ....

under the slogan of roam the land you own it, tijwal safar initiative was launched which is basically a group of Palestinians hike once or twice a month in different Palestinian areas aiming at strengthening social adhesion among the people and strengthening their link to the land.



### Palestinian heritage

Pioneers: ....

Due to what the Palestinian heritage suffers of attempts to burry its identity, changing its characteristics and Judaization, the Palestinian heritage initiative was launched with the aim of preserving the Palestinian heritage and to publish all that is related to it of old and new photos and videos in order to remind the people of the beauty of the Palestinian styles of dress and archaeological sites as well as the traditions, in addition to the slang words and the importance of preserving it.





### challenge you with a Palestinian information

Pioneer: Ahmad Nabhan

Initiative's idea came in order to raise awareness and culture among Palestinian youth regarding history and the Palestinian Issue. The challenge was started by two Birzeit University students "Ahmad Nabhan and Mohammad Al-Aziz" with a video where he answers his question on the reason behind choosing the colors of the Palestinian flag. The idea of the challenge is based on each participant recording him/herself in a video taking about an information related to Palestine. A group of the university students and instructors participated in the challenge.



### Build Palestine

Pioneers: Adnan Tho Al-Faqar, Fadi Qura'an, Sam Bahour and Mohammad Kittaneh

An online platform, first of its kind in Palestine aiming at bringing Palestinians from all around the world together through a crowdfunding platform, through which projects of positive impact are funded in Palestine.



### The national day for Al-Quds martyrs campaign

Pioneers: a group of journalists and social media activists.

A public campaign aimed at rebuilding the homes of the families of martyrs of "Intifadat Al-Aqsa", whose houses were demolished by the Israeli occupation forces as a punishment for one of their members executing resistance activities against it.



### Kzzder

Pioneers: a group of volunteers in Jerusalem city

Jerusalemite initiative aiming at encouraging outdoor activities, especially for females, in addition to raising awareness regarding healthy diet patterns.



### Paypal For Palestine

Pioneers: a group of entrepreneurs and business startup owners

An online campaign targeting PayPal international company which provides online financial management and purchasing services. The campaign demanded the company to recognize Palestine as an independent state and to provide it with its services which will hugely contribute to advancing and developing Palestinian technological companies better.



### FB Censors Palestine

Pioneers: a group of social media activists.

An online campaign aiming at putting pressure on Facebook's administration to undo the policy of deleting Palestinian accounts and posts, especially after the announcement of the agreement between the Israeli government and Facebook's administration, based on which Facebook deletes Palestinian accounts based on an Israeli request with the justification of considering these accounts inciting and harms Israel's security.



## Al-Assas

Pioneers: ....

To shed the light on the Arab-Israeli conflict and to deepen the knowledge regarding its various aspects, in service of Arab liberty issues in general, and the Palestinian in particular. (Hebrew translations)



## Think of someone else but yourself

Pioneers: a voluntary youth group

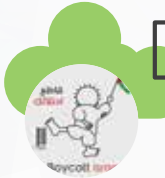
A youth group aiming at activating the youth's role in the social and human community and to bridge the gap among members of the same nation by collecting in-kind and financial donations and distributing it to those in need.



## Boycott your occupier

Pioneers: Bisan, Ma'an Development Center, and the Popular Art Center in addition to 15 other organizations.

This initiative aims to form an organized and effective social movement involving the youth, decision makers, women, civil society organizations, unions and syndicates and it seeks to influence decision and policy makers in order to guarantee social, political and economic equality providing proper and dignified work and life for the youth.



## Expose Zionist

An online campaign aiming to expose the crimes of the Israeli occupation, by posting facts and news on an international level using different languages.

# Facebook the accusation!

2016 was the year of «oppressing freedom of speech and expression» with excellence on social media, especially with the Israeli courts maximizing sentences against Facebook activists, and following the drafting of the «Facebook» law which allows Israeli security forces to speed up the pursuit and deletion of posts they consider to be incitement. As for the Palestinian side, the division between the West Bank and Gaza Strip remains one of the most important reasons for oppressing freedom of speech and expression in social media.



## Palestinian Security Forces (West Bank)



### Zaid Abu Arrah

Reason behind arrest: Creating a news pages on Facebook, the first under “Tubas news” and the second belonging to the Islamic movement.

Sentence: ....



### Nizar Banat

Reason behind arrest: Writing a post on Facebook, which was considered to provoke sectarian prejudices and inciting against the Palestinian National Authority

Sentence: Detention for 6 days



### Nidal Al-Natsheh

Reason behind arrest: Writing posts on Facebook, based on which he was accused of slandering high profile people and disrespect

Sentence: Detention for 7 days



### Osama Mansour

Reason behind arrest: Osama was fired because of posting a message to the President via Facebook, demanding him not to participate in Shimon Peres’s funeral and he was interrogated because of it

Sentence: Suspension from work as director of media and research department at the military coordination office



### Mohmmad Abdallah Khabisah

Reason behind arrest: Publishing information on the budget of the official news agency Wafa for the year 2015

Sentence: Detention for 1 day



### Salim Sweidan

Reason behind arrest: Re-sharing posts on Nablus TV page which were considered harmful to the Palestinian National Authority, although he works as the director of the station

Sentence: Detention for several days and a financial bill



### Islamboli Riyad Bdair

Reason behind arrest: Writing a comment on one of his friends on Facebook (with regards to President Mahmoud Abbas’s participation in the funeral of the late Israeli occupation President Shimon Peres)

Sentence: ....



### Abdallah Mahmoud Bani Oudeh

Reason behind arrest: Facebook posts which were considered inciting against the Palestinian National Authority.

Sentence: Detention for 3 days



### Ihab Al-Jariri

Reason behind arrest: Facebook post where he commented on one of the work contracts of one of the Palestinian Broadcasting Corporation employees.

Sentence: 24-hours detention, and a court case which was not closed until the end of 2016



### Kifah Mohammad Mahmoud Quzmar

Reason behind arrest: Writing a post on Facebook criticizing Palestinian Security Forces stating “Intelligence forces are traitors or low

Sentence: Detention for 6 days



### Thaer Mahmoud Arjan

Reason behind arrest: Writing posts on Facebook which were described to provoke sectarian prejudices, and is considered slander of high profile people

Sentence: Detention for 15 days



### Khaled Zaghloul Qasem Al-Khatib

Reason behind arrest: Facebook posts through which he announced belonging to the Shiism.

Sentence: ....



### Amir Sbeitan

Reason behind arrest: Recording and posting a cynical video with his grandmother regarding the participation of Palestinian President Mahmoud Abbas in Shimon Peres's funeral

Sentence: Detention for several hours



### Z.A

Reason behind arrest: Facebook posts, without identifying its nature

Sentence: Detention for 6 days



### Mohammad Jahayshah

Reason behind arrest: Facebook posts, without identifying its nature

Sentence: Detention for several hours



### A.N

Reason behind arrest: Facebook posts, without identifying its nature

Sentence: Detention for 6 days



### H.J

Reason behind arrest: Facebook posts, without identifying its nature

Sentence: Detention for 4 days

## Israeli Security Forces



### Mohammad Khalil Zaghloul

Reason behind arrest: Publishing materials which were considered inciting against the occupation through his radio program and on his Facebook page

Sentence: Detention for 10 days



### Anas Al-Khatib

Reason behind arrest: Writing slogans such "Jerusalem is Arab", "long live the Intifada" and "I am on the waiting list"

Sentence: House arrest after 40 days of detention and preventing him from using the internet until the proceedings against him are over.



### Sana' Nayef Abdel Rahaman Abu Sneineh

Reason behind arrest: Publishing materials on Facebook glorifying martyrs and the wounded as well as videos supporting the Palestinian resistance

Sentence: Detention for 6 months



### Baha' Taysir Abdel Haq

Reason behind arrest: Publishing materials which were considered inciting and encourage execution of operations against the occupation

Sentence: Sentenced with 14 months imprisonment



### Samah Dweik

Reason behind arrest: Writing posts which were considered "inciting" on Facebook because of using the descriptions martyr and hero when talking about executors of operations, in addition to using the term Intifada

Sentence: Imprisonment for 6 months



### Anas Abu Da'abs

Reason behind arrest: He was accused with "Incitement to start fires" because of sarcastic post he posted on Facebook

Sentence: Detention for 3 days



### Sami Al-Sa'i

Reason behind arrest: Publishing information and photos which were described as inciting against the Israeli occupation army

Sentence: Sentenced with imprisonment for 9 months



### Faisal Al-Refai

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Detention for 34 days and a financial bill



**Obaidah Al-Tawil (detained during 2015)**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Detention for 1 year

**Dirgham Abu Sakran**

Reason behind arrest: Writing posts which were considered inciting against

Sentence: Sentenced with imprisonment for 1 year

**Sahar Al-Natsheh**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Detention in prison for 10 days

**Iman Abu Sbeih**

Reason behind arrest: The spread of a video of her where she praises the operation her father "martyr Musbah Abu Sbeih" executed

Sentence: Detention for several hours with a financial bail, and under the condition of not appearing in any media interviews

**Majed Al-Salaymeh**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Administrative detention for 6 months

**Fathi Najadah**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Detention for 6 months

**Kathem Sbeih (child)**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Detention for 3 months

**Qamar Manasrah**

Reason behind arrest: Writing a post which was considered as inciting for executing operations against the occupation

Sentence: Detention for several days

**Khaled Ma'ali**

Reason behind arrest: Writing posts which were considered as inciting against the occupation

Sentence: Detention for several days

**Musa'ab Abdel Samad Tamimi**

Reason behind arrest: Writing and sharing posts which were considered inciting against the occupation

Sentence: Detention for several hours

**Majed Marwan Al-Salaymeh (detention during 2015)**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Administrative detention for 6 months

**Ahmad Hussein**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Administrative detention for 6 months

**Fadi J.**

Reason behind arrest: Publishing a photo of a gun on his personal account on Facebook

Sentence: Detention for 7 months

**Nader Halahlah**

Reason behind arrest: Writing posts which were considered inciting against the occupation

Sentence: Detention for 6 months

**Sadi Mohsen**

Reason behind arrest: Publishing the photo of martyr Fadi Olwan in addition to other posts which were considered to be inciting

Sentence: Detention for 3 months

## Palestinian Security Forces (Gaza Strip)



### A'la' Abu Hatab

Reason behind arrest: Writing posts criticizing the electricity company in Gaza Strip

Sentence: He was forced to delete the post and to apologize to the director of Energy Authority; Fathi Khalil



### Nuha Musa Abu Amr

Reason behind arrest: Writing posts on corruption in transactions over Rafah Gate

Sentence: Detention for several hours, and signing a commitment not to visit Rafah Gate without a prior coordination with the Gate's administration



### Itaf Al-Humran

Reason behind arrest: Publishing an article with the title "A disaster committed by the Hamas Mayor of Rafah Municipality Subhi Abu Radwan" and supporting the article with "catch up with the disaster... Hamas gives up the right of return"

Sentence: Detention for several hours, signing commitments with the value of approximately 1300 dollars



### Hani Ashraf Abu Riziq

Reason behind arrest: Publishing a journalistic article on the case of murder "Sahlab Seller" in Gaza and accusing the Palestinian Police in Gaza of causing his death

Sentence: Detention for hours and forcing him to delete the report from his page



### Ayman Al-Aloul

Reason behind arrest: Preparing and publishing media reports harmful to the Palestinian government in Gaza

Sentence: Detention for 9 days



### Ramzi Herzallah

Reason behind arrest: Preparing and publishing media reports harmful to the Palestinian government in Gaza

Sentence: Detention for 7 days



### Adel Al-Mashyoukhi

Reason behind arrest: Posting a video of himself titled "a message to Hamas" criticizing Hamas movement and demanding the government in Gaza to step down

Sentence: Detention for several days



### Yousef Fares

Reason behind arrest: Publishing his opposing opinions of Hamas's stance on the issue of Aleppo battle in Syria, in addition to being accused of working according to external agendas

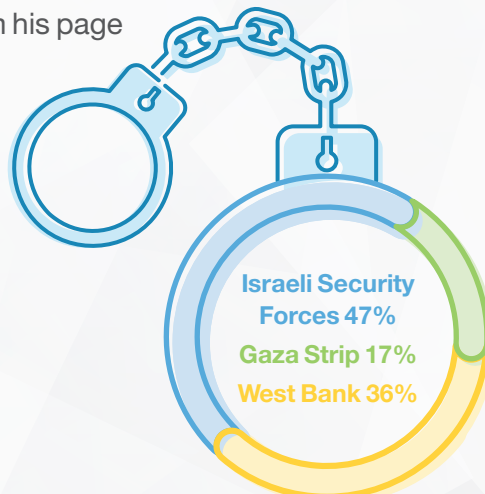
Sentence: Detention for several hours



### A.A.

Reason behind arrest: Creating a Facebook page attacking Hamas Movement and its government in Gaza

Sentence: ....



# Methodology | References



## Methodology of the report

### The first workshop regarding the criteria of performance evaluation in social media (Ramallah and Gaza)

The report relied on the results and outcomes of the workshops conducted by Concepts company in both Ramallah and Gaza, under the title “Performance Evaluation Criteria in Social Media”. To review the results and outcomes of the workshops follow the link <http://bit.ly/KPIs-workshop>

Main conclusions of the workshop:

- 1- Identifying influential people in social media.
- 2- Dividing influential people in social media to different categories (journalists, public figures, famous, and activists...)
- 3- The performance evaluation criteria in social media rely on three main pillars:
  - A. Followers: number and type of followers.
  - B. Content: type and amount of posted content.
  - C. Interaction: nature and amount of interaction with the account.

### Scope of research (social media platforms and websites)

The report included information on the most prominent social media platforms in Palestine; Facebook, Instagram, Twitter, LinkedIn, SoundCloud, YouTube, Snapchat.

A survey was published regarding the behavior of individuals through different account on Facebook, and e-mail, resulting in 1997 share, out of which only 1475 were considered valid.

A list with the names of individuals detained or arrested based on writing posts on Facebook namely, based on the documented cases by Palestinian human rights organizations, given that the actual number exceeds the number of documented cases for many reasons.

The search for initiatives was done manually throughout 2016, and then considering those initiatives that rely on or are connected mainly to social media platforms.

Hashtags used in Palestine were documented manually and collected throughout 2016, and a list was provided in the report mentioning those hashtags without the level of its spread, and some hashtags connected to regional and international events were excluded.

## Methodology of the report

### Scope of research (Geography)

The report includes statistics on Historic Palestine, including the West Bank, Gaza Strip, East Jerusalem and areas occupied in 48.

The definition of Palestine's borders or geography varies on social media platforms and international websites, by describing it as the West Bank and Gaza Strip only, as for the areas of Historic Palestine occupied in 1948, it was referred to as "Palestine 48", and lastly the whole Historic Palestine was referred to as "Palestine" only.

An online survey was distributed through a number of pages on Facebook, in addition to messages by e-mail, there were 1475 accepted participation, distributed all over Historic Palestine with the following percentages:

- West Bank: 53%
- Gaza Strip: 22%
- Palestine 48: 15%
- Jerusalem: 9%

### Evaluation criteria of the top prominent Palestinian pages

#### Facebook:

"Hakii" programs was relied on as an analysis tool of pages' performance on Facebook and the calculation of the basic indicators. The pages were classified based on these following indicators:

- Total number of posts during 2016.
- Average of users' interaction with a single post during 2016.
- Type of posts: photos, videos, text, links.
- Percentage of the page fans from Palestine.
- Average of interaction with the page from Palestine.
- The increase in the number of page likes during 2016.
- Individuals (individual accounts): number of followers, average of interaction with a single post, and the nature of the posted content.

#### YouTube:

The most common Palestinian channels on YouTube were selected based on several indicators:

- Number of posted videos.
- Number of channel subscribers.
- Total number of views of the channel.



## Methodology of the report

### Twitter:

International classification programs were used such as Social Bakers to identify the most common Palestinian Twitter accounts in addition to:

- Number of followers.
- Number of tweets.

### SoundCloud:

The most prominent Palestinian accounts on SoundCloud were selected based on the following criteria:

- Number of followers.
- Number of posted audio tracks.
- Ownership of posted audio tracks.

### Instagram:

The most prominent accounts on Instagram were searched for manually. The main indicators of these accounts were:

- Number of followers.
- Number of posts.
- Whom the account represents.

### LinkedIn:

The search for the most prominent LinkedIn accounts was done manually. The main indicators of those accounts are:

- Number of connections.
- Number of posts.

### Snapchat:

The search of the most prominent Snapchat accounts was performed manually. The main indicators of these accounts include:

- Number of views of the posted videos.
- Snapchat score.

## Validity of figures and statistics

Figures related to accounts in social media platforms were calculated until the end of 2016.

The total population number was calculated with reference to the latest statistics issued by the Palestinian Central Bureau of Statistics on population numbers in the West Bank and Gaza Strip, and by referring to the Israeli Central Bureau of Statistics to calculate the population number in areas occupied in 48 (holders of Israeli nationalities) in addition to Jerusalemites (holders of Jerusalemite IDs)

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- Addameer organization.
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- Palestinian Prisoners Center for Studies.
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 Technologies

 Social media

 Design



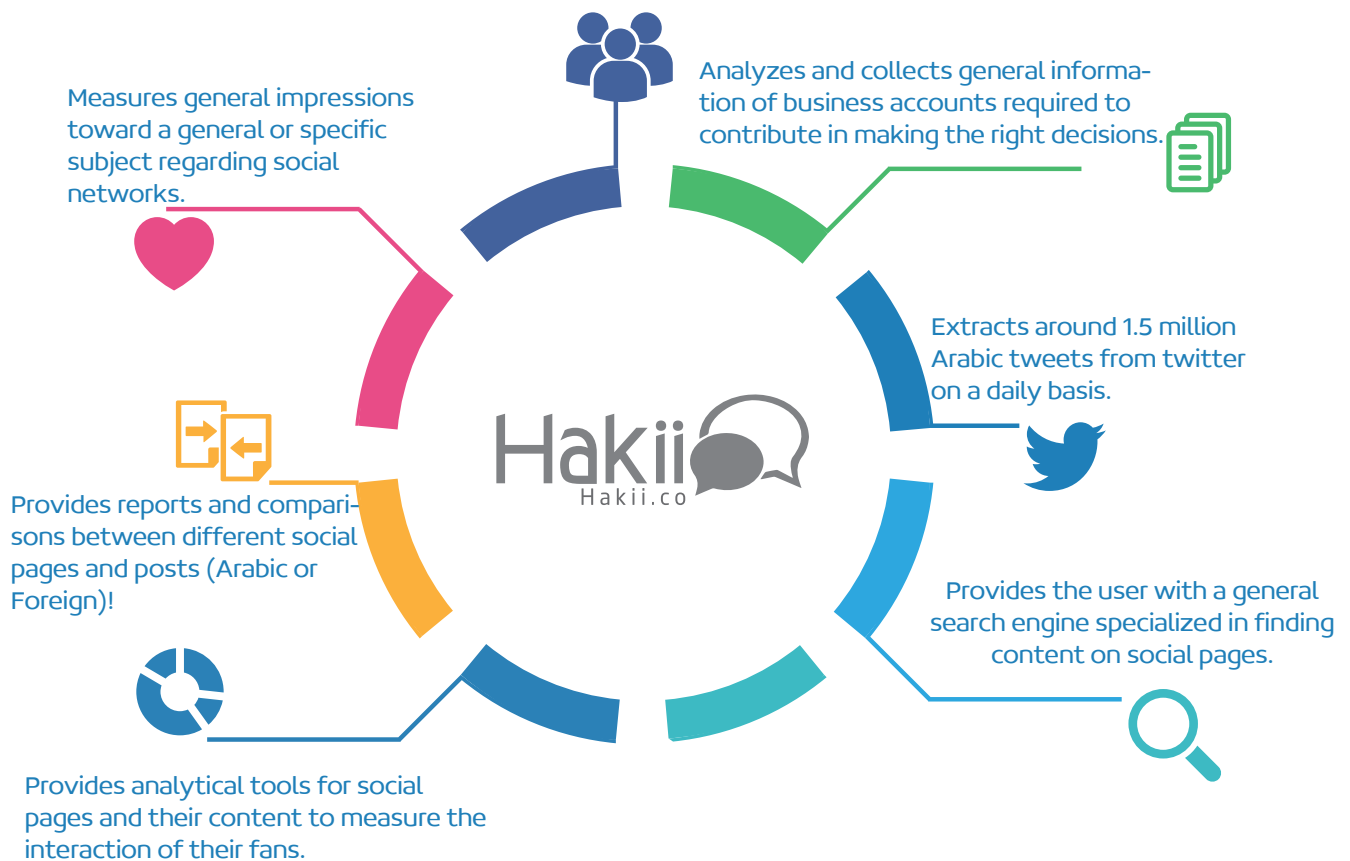
# adding values

[www.concepts.ps](http://www.concepts.ps)




## A package of research and analytical tools of Arabic content on social networks

Social content is categorized according to  
accents (Egyptian, Gulf, Levantine)



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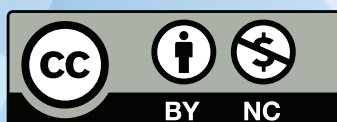
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