Email response

Name Withheld 3

Hi

I would like to submit my thoughts to your consultation.

I strongly support Ofcom's proposal to bring BBC social-media content within the new enforceable BBC Online Material Code.

A BBC News post published on X on 21 August 2026 demonstrates exactly why this is needed. The headline read:

"How Israel is expanding settlements in drive to reshape West Bank"

At the time I saw it, the post had approximately 282,000 views.

I find the phrase **"drive to reshape West Bank"** deeply troubling and misleadingly benign.

Israeli settlements in the occupied West Bank are unlawful under international law. But this is not simply a story about settlement construction or demographic "reshaping". UN reporting documents escalating settler attacks on Palestinian communities, including violence, intimidation, arson, destruction of homes and property, attacks on livelihoods and repeated efforts that have forced Palestinians from their homes and land.

The UN has also documented the involvement and support of Israeli security forces. The UN Secretary-General reported in June 2026 that settler attacks were frequently carried out in the presence of Israeli security forces and that violence had reached the highest sustained levels ever recorded by the UN. The UN Human Rights Office has described "state-backed settler violence" as a key driver of forced displacement.

Against that reality, **"reshape" is an extraordinary euphemism**.

It matters because hundreds of thousands of people may see only a BBC social-media headline without ever opening the underlying article. The wording of that post therefore shapes their understanding of events in its own right.

This is precisely why BBC social-media output should be subject to enforceable standards. Ofcom's proposed Code should make clear that:

- accuracy includes appropriate context and framing, not merely technically correct individual statements;
- headlines and social-media captions must be capable of standing on their own;
- highly relevant established facts should not be obscured through euphemistic language; and
- the BBC should be accountable for content distributed through its official social-media accounts in the same way as content on its own platforms.

This is not about requiring the BBC to use campaigning language or to adopt the term "ethnic cleansing". It is about expecting one of the world's most influential news organisations to describe events with sufficient accuracy and weight.

When unlawful settlement expansion is accompanied by documented violence, intimidation and coercion against Palestinian communities, often in the presence or with the involvement of Israeli

security forces, describing it simply as a **“drive to reshape”** the West Bank risks seriously understating what is actually happening.

I therefore strongly support Ofcom’s proposal to bring BBC social-media material within the new Code and urge Ofcom to ensure that its rules address misleading or sanitising editorial framing, not simply factual inaccuracies.

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Regards

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