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Formulaic Holocaust references in October 7th memorial posts by U.S. public officials on *X*

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Abstract:

References to the Holocaust in the mass media and by public officials have long been used in the context of justifying modern-day military aggression or encouraging sympathy / support for Israel. Was this also the case when Israel sustained an unprecedented and unexpected attack on October 7th, 2023? In the previous study (Wroblewski, 2025), nearly five hundred news articles containing *Hamas* in the title and *Holocaust* in the body of the text were extracted using the NOW corpus, and subsequent queries seemed to present a narrative in which Jewish victims of the October 7th assault endured an atrocity not experienced since World War II. In particular, the most frequent collocate was *since* ("since the Holocaust"), closely preceded by "Jews," "the Jewish people" or an analogous term in almost every instance — possibly suggesting coordinated messaging. The present study searched for *since the Holocaust* in October 7th memorial posts on *X* (formerly known as Twitter) from American public officials to characterize the target phrase's immediate contexts and ascertain any similarities between them. There were 190 posts total from October 7th, 2024 and October 7th, 2025 that fit the inclusion criteria. *Since the Holocaust* was positioned near the beginning of the post in every case, and 97% of occurrences functioned as an appositive phrase describing October 7th that adhered exactly to one of two semantic / syntactic patterns, differing only very slightly. Informed speculation could suggest that the formulaic nature of these Holocaust references may have also been intentional, possibly originating from a "form letter" or "template" that was circulated by one or more pro-Israel lobbying groups to politicians, on Capitol Hill in particular.

1. Introduction

The use of references to Hitler and/or the Nazis as justification for present-day military adventurism in the Middle East by the U.S. and its allies can be seen in discourse surrounding the First Iraq War (e.g., Bush, 1990, para. 17; Bush, 1991, p. 1449; Berman, 2004), the Syrian Civil War (e.g., Reuters, 2015; Engel, 2017, para. 4; Fandos & Landler, 2017), and most recently, the American and Israeli attacks on Iran (e.g., Tamkin, 2025; Horovitz, 2026). Outside of the Middle East, current Russian president Vladimir Putin has similarly been compared to Hitler (e.g., Ruane, 2022; Simms, 2023; Faulconbridge & Soldatkin, 2023), ostensibly to secure public support for ongoing involvment in the current war against Russia in Ukraine. Current U.S. president Donald Trump has also faced Hitler / Nazi comparisons from political and ideological opponents (e.g., Egan, 2023; Smith, 2024; Khan, 2025).

Without a doubt, the most oft-referred to of Hitler's crimes is the Holocaust — the persecution of

European Jews that took place under the Nazis. It may be no surprise then, that the spectre of "another *Shoah*" has been used by politicians, religious leaders, and stakeholders of various stripes to push for Western military intervention in otherwise unpopular conflicts on the other side of the world. For example, former British Prime Minister David Cameron warned that those opposed to taking action against the al-Assad regime in Syria would one day look back with "shame": "The horror of the Holocaust is unique but the lessons we learn from it are absolutely applicable right across our society at home and abroad. In particular, the lesson of not standing by" (Shaviv, 2013). Then Sephardic chief rabbi of Israel Yitzhak Yosef referred to the events of the Syrian Civil War as a "small Holocaust" for the Syrian people (Ettinger, 2016), and former Israeli chief rabbi Yisrael Meir Lau stated "This is certainly a *Shoah* of the Syrian people, and it did not start today. For the past six years they have been living in a Holocaust" (Samuel, 2017). During an event hosted by the United States Holocaust Memorial Museum, U.S. Senate Foreign Relations Committee Chairman Jim Risch (2020) also referenced the *Shoah* to indict Bashir al-Assad:

> This museum is dedicated to ensuring that the atrocities of the Holocaust never happen again. "Never again" has become our watchword. Unfortunately, Syria confronts us with the horrific reality that mass murder and torture are not just things of the past. (para. 3-4)

How much more likely then would be the appearance of Holocaust rhetoric when Israel itself sustains an unprecedented — and unexpected — military blow? In the first weeks and months following Hamas' October 7th, 2023 surprise military operation in Israel, many news reports conspicuously focused on stories of Israeli casualties or hostages who were also "Holocaust survivors" (e.g., Staff, 2023). Furthermore, because Hamas' actions seemed to have established a *casus belli* for the U.S.-armed Israeli Defense Force (IDF) to retaliate *and* possibly achieve longstanding expansionist goals at the same time by invading and occupying Gaza, invocation of the Holocaust to justify a protracted war in Palestine seemed entirely plausible, if not probable. Indeed, Israeli Prime Minister Benjamin Netanyahu himself, just days after the attack, posted to social media a video of a phone call with then U.S. President Joe Biden, referring to the events of that fateful day as "an attack whose savagery I can say we have not seen *since the Holocaust* (Prime Minister of Israel, 2023, 0:48)" (emphasis added).

Consequently, in the previous study (Wroblewski, 2025), a corpus of online news articles covering the fallout of Hamas' attack over a roughly 16-week period post-October 7th was queried to characterize and quantify the use of Holocaust references to test the hypothesis that the *Shoah* would be a reoccurring theme of the October 7th narrative in news coverage of the event itself and Israel's subsequent retaliatory measures. Indeed, nearly 500 news articles with the lemma *Hamas* in the title also containing the lemma *Holocaust* in the body of the text were identified, and the most frequently occurring vocabulary (i.e., keywords) suggested a discourse narrative in which Hamas were likened to the Nazis, with Jewish victims of the October 7th assault having endured an atrocity that mirrored the Holocaust.

Moreover, the most frequent collocate of *Holocaust* was *since,* representing the collocation *since the Holocaust,* closely preceded by "Jews," "the Jewish people" or an analogous term in almost every instance. Representative examples included "the deadliest massacre of Jews since the Holocaust," "the

single deadliest day for Jews since the Holocaust," and "the worst daily death toll of Jews since the Holocaust" (p. 22). The conspicuously consistent phrasing of these utterances was rendered even more curious by the fact that a more precise examination of concordance lines (i.e., "the context") revealed that nearly two-thirds of entries containing *since the Holocaust* did not appear to originate as a quotation from a public figure and thus had the appearance of a widely-agreed-upon "talking point." That research article ended with an unresolved question:

> While the results of the current research might provocatively suggest that certain Holocaust-related language present in online news coverage of the events following the October 7th Hamas attack may have been adopted and intentionally disseminated by the English-language press as "talking points," it is beyond the scope of the present study to examine the precise mechanism by which this occurred (p. 27).

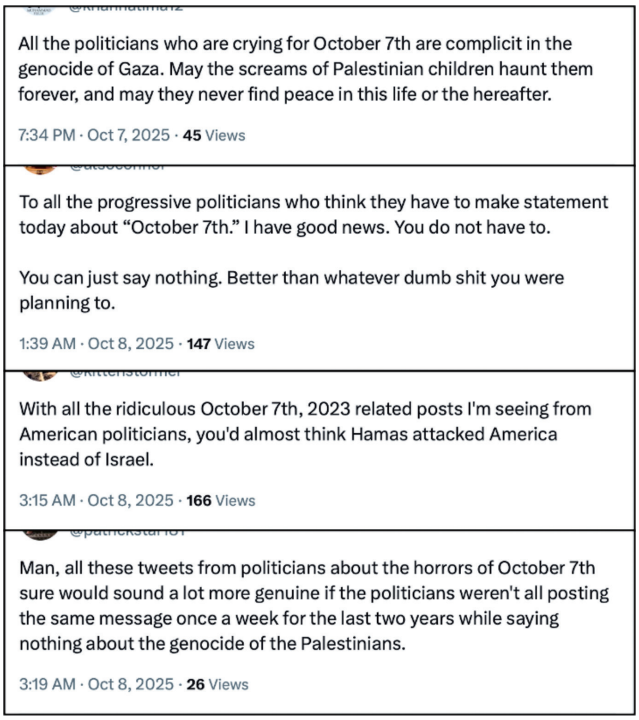


Fig. 1. Sample of *X* users' posts who took notice of the large number of politicians commemorating October 7th in 2025. Profile pics and usernames have been intentionally obscured. Times are in Japan Standard Time (JST).

Since then, there has been a conspicuous number of highly emotive, pro-Israel memorial posts by American public officials on *X* on the anniversary, a fact which did not go unnoticed by pro-Palestine accounts (e.g., Fig. 1). The next logical question: Would these October 7th memorial posts by public officials also include explicit references to the Holocaust? Specifically, might they include the exact target phrase from the previous study? If so, would the surrounding contexts exhibit low lexical and linguistic variation as well?

In the present study, a survey of October 7th memorial posts by American public officials on *X* was conducted for the phrase *since the Holocaust* to characterize its immediate context and identify similarities in posts by different accounts.

2. Methods

A survey of *X* (formerly known as Twitter) posts from two date ranges, October 7–8th, 2024 and October 7–8th, 2025, was conducted for the English phrase *since the Holocaust*. October 8th was also included in the

search because of time differences due to the time zone at the location of data collection, Japan Standard Time (JST). Relevant *X* posts by American public officials or their official accounts were extracted by first filtering for verified accounts only by adding the operator *filter:verified* in the search bar following the target phrase. This was to decrease the likelihood of extracting posts from a parody account or impersonator. The resulting posts were then reviewed manually, and those accounts deemed genuine after a quick review of the user's profile were "bookmarked" for later analysis.

Because many of the posts were quite lengthy, in the event they consisted of multiple paragraphs, only the ones containing the target phrase *since the Holocaust* were included in the analysis. These text samples were then collated manually according to the following: *year of post* (2024 or 2025), *user account name, official position, party affiliation, checkmark status*[1] (blue or grey), *phrase visibility* (i.e., whether or not it is visible without clicking "Show more"), and *paragraph number* (i.e., location of the phrase in a multi-paragraph post). *Official position* and *party affiliation* were confirmed manually by perusing the user's account profile or through a quick internet search.

Each noun phrase referring to the events of October 7th was isolated for further characterization and analysis. The most common collocations were then collated and quantified. They were then grouped according to semantic / syntactic pattern, noting the percentage of total posts for each one.

3. Results

3.1 General data

General data on October 7th memorial posts by U.S. public officials containing *since the Holocaust* can be seen in Table 1.

A total of 190 separate posts containing the target phrase were extracted, with 106 (56%) and 84 (44%) posts made during 2024 and 2025, respectively. While a wide variety of public offices were represented, by far the largest percentage of posts came from members of the U.S. House of Representatives — 57% (N=109) — with U.S. senators coming in a distant second (15%; N=29). In other words, 73% of October 7th memorial posts containing "since the Holocaust" came from U.S. congressmen and congresswomen or their official accounts.

Republicans were slightly overrepresented at 56% (N=106), with Democrats accounting for most of the remainder (43%; N=81). "Blue-check" accounts made 75% (N=143) of posts, and "Grey-check" accounts posted 25% (N=47). In terms of phrase visibility on the *X* timeline, every single extracted post (N=190) featured the target phrase in the beginning portion of the text, presumably for maximum visibility, before the "Show more" prompt; in *X* posts that exceed 280 characters, the rest of the text is hidden and can only be revealed by users putting forth extra effort (an additional click) (Fig. 2). Similarly, 95% (N=181) of posts contained the target phrase in the first paragraph. Finally, 13% (N=24) of posts were made by accounts in which the user posted the target phrase in more than one post.

Table 1. General data of 10/7 memorial posts on *X* by U.S. officials containing "since the Holocaust" (N=190)

Posts per year		
	2024	106
	2025	84
Government position		
	U.S. House of Representatives member	109
	U.S. senator	29
	Governor	12
	State House of Representatives member	11
	State cabinet member or secretary	8
	City council member	4
	State senator	4
	Official "Party" account	3
	Mayor	2
	Other	8
Party affiliation		
	Republican	106
	Democrat	81
	Other	2
	Unknown	1
"Checkmark" status		
	Blue	143
	Grey	47
Phrase visibility		
	Before "Show more"	190
	After "Show more"	0
Paragraph in which phrase is located		
	1st	181
	2nd or later	9
Number of times each account posted		
	Once	166
	More than once	24

"'Checkmark' status" refers to the user's account category. "Show more" refers to the prompt *X* users must actively click upon to reveal longer texts that would otherwise be hidden.



Fig. 2. Example of a post featuring the target phrase which has been truncated by the "Show more barrier." Arrows indicate where viewers must click to view the remainder of a post longer than 280 characters. Note the location of the target phrase (underlined) well ahead of "Show more."

Table 2. Breakdown of collocations of *since the Holocaust* by frequency from 10/7 memorial posts by U.S. public officials on *X*

the deadliest assault / attack / day / massacre	105
the worst [violent-incident nominal]	37
the largest [violent-incident nominal]	17
the most [adjective of extremity/severity] + [violent-incident nominal]	9
Other	22
TOTAL	190

3.2 Collocations of "since the Holocaust"

The breakdown of collocations by frequency can be seen in Table 2. Even a quick glance reveals highly uniform phrasing — see Fig. 3 for representative examples. Fifty-five percent (55%; N=105) of posts



Fig.3. Sample of posts from members of Congress featuring the target phrase *since the Holocaust* in October 7th memorial messages on *X*. The appositive which contains the target phrase has been underlined. Note also the positioning of the target phrase in the first "paragraph" in every case.

consisted of one of the following collocations: "the *deadliest* assault / attack / day / massacre since the Holocaust." The second most frequent collocation was "the *worst* [violent-incident nominal] since the Holocaust" (19%; N=37), with violent-incident nominals such as the aforementioned "assault," "attack," "day," and "massacre." The third most numerous was "the *largest* [violent-incident nominal]" (9%; N=17), followed by "the *most* [superlative adjective of extremity / severity] [violent-incident nominal]" (5%; N=9), with adjectives of extremity / severity such as the aforementioned "deadly."

3.3 Semantic / syntactic patterns in references to October 7th containing *since the Holocaust*

Ninety-seven percent (97%; N=184) of posts containing the target phrase adhered exactly to one of two semantic / syntactic patterns, which themselves only differed slightly:

Pattern 1 (73%; N=138)
[super. adj. of extremity / severity] + [violent-incident nom.] + [prep. victim marker] + [Jewish target] + "since the Holocaust"

Pattern 2 (24%; N=46)
[super. adj. of extremity / severity] + "day for" + [Jewish target] + "since the Holocaust"

It should be noted that the only real difference between the two patterns above is the substitution of "day" for a violent-incident nominal in Pattern 2, since "for" takes the place of a prepositional victim marker like "against."

4. Discussion

The present study surveyed October 7th memorial posts on *X* for the phrase *since the Holocaust* in posts by American public officials to characterize its immediate textual context and identify similarities between posts originating from separate accounts. Several interesting trends were noted and will be discussed at length below.

4.1 Government positions represented and their party affiliations

Over 70% of all relevant posts originated from the personal or official campaign accounts of members of the United States Congress, with the majority of total posts (57%) made by members of the U.S. House of Representatives in particular. Why would so many members of Congress — as opposed to other public offices — post about October 7th / the Holocaust? For one, the over-representation could be explained at least in part by the sheer number of members of Congress, with 535 members in any particular session. Compare this with the number of state governors (50), for example, to illustrate the natural disparity. This would not, however, explain the comparative lack of posts from those at the state and local level — more on this later. This pre-determined number of congressional seats could also explain why there are more posts by members of the House (435 members in total) than senators (100). Another plausible — and admittedly more provocative — explanation for this disparity between the two congressional bodies, however, is term length and the effect that fundraising needs might have on the willingness to openly

signal sympathy for Israel. House members are re-elected every 2 years, while U.S. senators are granted a more generous 6-year term. When courting wealthy pro-Israel donors, House members would hypothetically need to be more aggressive in their advances because of their comparatively frequent reelection campaigns — and the political donations these necessitate. And, arguably, no issues are more salient with American Jews than support for Israel (e.g., American Jewish Committee, 2024; Arm, 2024; Silver, 2025) and remembering the Holocaust (e.g., Pew Research Center, 2013; 2021).

Despite officials at the state and local level being far more numerous than those at the federal level, there were conspicuously fewer posts by the former. Why? Prosaic explanations for this could include anything from foreign policy issues generally falling under the domain of the federal government, to the intense scrutiny placed upon the public statements of federal officeholders by the national media which might pressure them to make definitive statements so as not to be left out of the conversation. Another distinct possibility, however, is the fact that state and local races are generally considered to require far less fundraising than federal. For example, each state legislative candidate raised just over $100,000 on average in 2020 (National Conference of State Legislatures, 2022), while U.S. House of Representatives winners in the most recent midterm election spent over $2.5 million and Senate winners over $26 million on average (OpenSecrets, n.d.). Consequently, there would be comparatively less need to signal strong support for Israel on social media or court organizations like the self-described "largest pro-Israel PAC in America," the American Israel Public Affairs Committee (AIPAC) (n.d.), which contributed $53 million in support of pro-Israel (federal) congressional candidates in 2024 alone (2025).

Why were there more formulaic October 7th memorial posts that referenced the Holocaust by Republicans (56%) than Democrats (43%)? If seen as a metric of support for Jewish / Israeli causes, this differential could indicate a "falling out" between Democrats and those parties. While generally Democrats have been seen collectively as an ally to Israel since its founding, there are numerous signs that "the Democratic Party's long-running love affair with Israel is over" (Samet, 2025). Prominent Zionist activists like the Lawfare Project's Brooke Goldstein have said of the Democrat Party "We've lost them" (Menahan, 2026, 0:09). There are indications that outspoken pro-Israel advocacy might be turning into a liability for Democrat politicians even in places like New York (e.g., Speri, 2025). Likewise, there have been several recent highly-publicized cases of Democrat members of Congress who had previously accepted AIPAC money who are now publicly announcing the decision to reject any more going forward (e.g., Arria, 2025). And to further emphasize the interpretation that declining support for Israel by Democrats cannot simply be dismissed as a distaste for the pro-Israel lobby, a 2025 Pew Research poll showed that those who identify as Democrats are much more likely to "express unfavorable opinions of Israel" (69%) than Republicans (37%).

4.2 Positioning of the target phrase within the post

Every single extracted post featured the target phrase before the "Show more" prompt. On *X*, feed previews usually truncate longer posts, meaning that unless the casual scroller actively clicks to reveal the rest of the (often lengthy) text, only the first 280 characters will be visible (Fig. 2). In other words, the phrase *since the Holocaust* was always positioned ahead of the "Show more barrier," ensuring effortless visibility one hundred percent of the time. Not only that, but 95% of posts contained the target phrase in

the very first paragraph.

The possibility that the front-loading of the target phrase near the very beginning of the text in every single post was coincidental cannot be ruled out entirely. However, it would seem more likely that this was intentional, and whoever made that determination — whether the account holders themselves or social media teams — seems to have a fairly sophisticated understanding of social media and online engagement dynamics. For example, in online spaces like *X*, negative emotions like anger have been shown to drive interactions and sharing more than positive ones (Stieglitz & Dang-Xuan, 2013; Pröllochs et al, 2021a; 2021b; Robertson et al., 2023). Also, emotional language such as that which induces anxiety has demonstrated comparative effectiveness in "holding attention" when attentional resources are being competed for (Berger et al., 2023). Content that evokes negative emotions like anger and anxiety is thought to achieve virality more easily (Berger & Milkman, 2012). Leading an *X* post with the insinuation that October 7th portended the start of "another *Shoah*" of Jews would arguably match the criteria above. Regarding positioning the target phrase within each post, the idea that "the hook must stop the scroll" has become a key point in guides produced by digital marketing firms for cooperating with social media algorithms to maximize reach (Hashmeta, n.d.). Because of the "infinite scrolling" (Rixen et al., 2023) feature especially inherent to content consumption via smartphone, content creators on social media and other content platforms are incentivized to "stop the scroll" in any way possible to encourage the user to pause and engage with said content via "like" or "share" (Ohme et al., 2022), with "clickbait" headlines being especially effective (Feezell et al., 2025). Comparing Hamas' October 7th surprise attack on Israel to the industrialized killing of millions of people could arguably qualify as clickbait. When considered along these lines, the pragmatics of positioning such a "headline" at the very beginning of an *X* post for optimum visibility would seem obvious.

4.3 Formulaic semantic and syntactic features

Nearly all occurrences of the target phrase (97%) occur in the context of an appositive phrase or act grammatically as an appositive describing October 7th that adhere exactly to one of two semantic / syntactic patterns which themselves differ only slightly: All contain a superlative adjective of extremity / severity describing either *a)* a violent-incident nominal or *b)* a "day" experienced collectively by a Jewish group with the Holocaust as a backdrop. To what then might the conspicuously similar, nearly identical phrasing present in these October 7th memorial posts be attributed? Below are several possible explanations.

One possibility is that these posts represent an example of "communicative accommodation," in which participants in conversations / discussions — whether in the same room in a small group or on social media with countless others — seem to eventually converge with one another in linguistic features such as syntax, word choice, and utterance length (Giles et al., 1991.), with evidence suggesting that interactions on *X* may be no exception (Danescu-Niculescu-Mizil et al., 2011).

Another possibility is that the convergence of linguistic features in the current context is simply a representation of a broader diachronic trend of languages, and therefore discourse in general, becoming increasingly less complex and therefore less varied, demonstrated in a recent study by DiMarco et al. (2024) in which social media users' text length and lexical variety have decreased across the board over time. Interestingly, the authors also noted the potential narrowing of discourse this might entail, leading

to increased polarization, perhaps useful if one desired to encourage an "all-or-nothing" response to the events of October 7th.

It is also not out of the question that the politicians in the current study would be influenced by other authority figures or major media outlets to repeatedly emphasize certain issues and reproduce very specific phrasing in their own posts. While public officials would surely qualify as "authority figures" whose words might be used to set an agenda, they too may have consciously or unconsciously adopted the talking points of others in the current case. First, there is indeed a precedent for influential voices "setting the agenda" of public discussion. "Agenda-setting theory" (McCombs & Shaw, 1972) postulates that "gatekeepers" such as the news media decide which issues are important and choose the focus of news stories accordingly (Tahamtan et al., 2022). Data to this effect have been documented in hundreds of empirical investigations for a wide range of public issues in mass media (McCombs & Valenzuela, 2007). Not only that, but the literature also emphasizes how repeated messaging in mass media results in the public perception that those issues have greater importance than others (Coleman et al., 2009). Social media in particular has been assuming a more prominent role in the agenda-setting process (Yang et al., 2016), thanks to its capacity for broad-scale dissemination rivaling even that of television (Boynton & Richardson, 2016).

Why would October 7th would be so tightly linked to the Holocaust in the target posts? "Second-level" agenda setting research postulates that the attributes linked to a newsmaker in media coverage will also be mentally linked to the object in the minds of the public (Wanta et al., 2004). Put another way, discussing the events of October 7th in close context with the Holocaust would link the two in the minds of the audience. For example, following the 2000 Republican presidential primary in New Hampshire, survey respondents linked four of six cogntive attributes (personal characteristics, issues, etc.) to candidates *in direct proportion to media coverage* (Golan & Wanta, 2001). In a study of *X* posts from the World Health Organization (WHO) and their followers in the midst of the COVID-19 pandemic, there was a strong statistical tie between the topics "solidarity" and "prevention" in the data sets for both the WHO and their followers, which was interpreted by the authors as the WHO attempting to — and being successful in — transmitting to the public the idea that a united front on health guidelines is a prerequisite to stop the spread of COVID-19 (Tahamtan et al., 2022). Likewise, it is possible that politicians' savvy social media teams — whether through past experience, a basic working knowledge of agenda-setting theory, or simple intuition — purposefully tried to link October 7th to the Holocaust in the minds of their followers.

The final possibility eschews the idea of "October 7th-as-Holocaust" posts being some sort of emergent phenomenon and likewise does not rely upon attributing psychological warfare expertise to a politician or his/her social media staff. Simply put, the idea that a template for, or sample of, an "appropriate" October 7th memorial post was prepared by a group such as AIPAC and disseminated to American public officials cannot be discounted. A skeptic might wonder why American congress members, the most prolific October 7th-as-Holocaust accounts in the current study, would be compelled to adopt such advice assuming such a memo even existed. In their seminal work "The Israel Lobby and U.S. Foreign Policy," Mearsheimer and Walt (2006, p.17) said this in no uncertain terms: "The bottom line is that AIPAC, which is a *de facto* agent for a foreign government, has a stranglehold on the U.S. Congress."

AIPAC's reach and influence has been criticized by various "whistleblowers" in Congress, both past

and present. In his book *They Dare to Speak Out: People and Institutions Confront Israel's Lobby*, former Republican congressman Paul Findley wrote that "AIPAC has effectively gained control of virtually all of Capitol Hill's actions on Middle East policy" (Findley, 2003, p.28). Former U.S. Representative Cynthia McKinney from Georgia (2012) described being ridiculed, stigmatized, silenced and even stalked when she pushed back: "I have lived with this 'soft repression' since, as a Member of Congress-elect in 1992, I refused to sign the American Israel Public Affairs Committee (AIPAC) pledge of support for Israel." In a recent interview with former Fox News host Tucker Carlson, current U.S. representative from Kentucky Thomas Massie said this: "Everybody [in Congress] but me has an AIPAC person. It's like your babysitter, your AIPAC babysitter, who's always talking to you for AIPAC" (Anderson, 2024). This final example simultaneously provides a putative mechanism by which formal or informal transmission of October 7th-as-Holocaust talking points might occur.

4.4 Limitations and Future Research

While the current study contributes to the existing literature by documenting and characterizing, for the first time, the use of formulaic references to the Holocaust in October 7th memorial posts from American public officials on *X*, it is not without its limitations and unanswered questions. For instance, the specific goal of this research was to characterize the target phrase *since the Holocaust* only, and thus the existence or quantification of other collocates of *Holocaust* remains unexplored for the time being. By expanding the search, it is quite possible that Holocaust rhetoric is being used in an even greater fashion, albeit with slightly different wording. Also, the present study did not include memorial posts from public officials from other countries to determine if this was a purely American phenomenon. Finally, while many of the original posts were longer than one paragraph, only the immediate context of the target phrase was analyzed in the present case. Future research might extend a more sophisticated qualitative analysis to each post in its entirety to glean even more insight. Finally, though hinted at above, a detailed discussion of why the Holocaust would be chosen to link to October 7th is beyond the scope of the current study.

5. Conclusion

The present study surveyed October 7th memorial posts on *X* for the phrase *since the Holocaust* in posts by American public officials to characterize the target phrase's immediate context and ascertain similarities between posts from different accounts. The majority of posts originated from members of the U.S. House of Representatives. The target phrase was placed near the very beginning of the post in every instance, and 97% of occurrences of the target phrase functioned as an appositive phrase for October 7th, adhering exactly to one of two semantic / syntactic patterns which themselves differed only slightly. While the remarkably consistent phrasing could have theoretically been coincidental or a result of "agenda setting" by other prominent accounts and/or media sources, it is also possible that an organization such as AIPAC simply provided a "template" public statement that could be easily adopted by Representatives under intense pressure to cooperate with the powerful pro-Israel lobby.

Note

1 According to X, “blue checkmark means that an account has an active subscription to X Premium and meets our eligibility requirements. These accounts may represent an individual or an organization.... If a Premium subscriber also opts for ID verification, the account will undergo review to confirm that it meets the ID verification criteria.” A “grey checkmark indicates that an account represents a government/multilateral organization or official.” (X help center, n.d.)

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