

CALIFORNIA SENATE BILL 771

MESSAGING & SOCIAL TOOLKIT

ADC
TRULY ARAB, FULLY AMERICAN.



SAY NO TO SENATE BILL 771

ADVOCACY SNAPSHOT

Analysis & Background:

- [ADC Press Release: California's SB 771 is Censorship Disguised as Civil Rights](#)
- [Article by Abed Ayoub \(LinkedIn\): California Just Declared War on Free Speech](#)

EDUCATIONAL CONTENT

Instagram Explainer Videos:

- [SB 771 – 101](#)
- [SB 771 and IHRA](#)

(Note: Educational videos will be released weekly—check for updates.)

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TOOLS

- Outreach Toolkit (Briefing and letter templates): [Access the Tools Document](#)
- Coalition Sign-On Form: [Add Your Org Here](#)

So far, MPower Action, Democrats for Palestinian Rights Bay Area, and Sacramento JVP have signed on. Reach out to ellie@adc.org if you want to help with outreach, letter writing, or comms.

- Email Tool for Individuals (CA & National): [Submit a Letter of Opposition](#)

(This link can be shared widely—constituents both in California and across the country can use it to take action. The bill has national implications.)


CURRENT LANDSCAPE

- Listed opposition in the CA legislature includes: TechNet, CClA, and the California Chamber of Commerce.
- We're coordinating with a local California coalition (CPSC) that's also lobbying on the Hill, helping bridge state and federal advocacy.

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**SENATE BILL 771 IS
THE MOST DANGEROUS
CENSORSHIP BILL IN
CALIFORNIA IN YEARS.**

It threatens lawful political speech,
targets Palestine advocacy, and
encourages platforms to suppress
dissent. ***This bill must be stopped.***


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OFFICIAL HANDLES, HASHTAGS, & VISUAL ASSETS

Instagram / Facebook: @ADCNational
#NoOnSB771 #KillTheBill

X (Twitter): @ADC

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**SAY NO TO
SENATE BILL 771**


SB 771 would let the
state fine platforms
for amplifying speech
critical of Israeli apartheid.

***It would punish platforms for how
their algorithms respond to political
content, no matter how accurate or
lawful.*** That means Palestine content
can be censored not for what's said,
but how many people see it.

**TELL THE CALIFORNIA
SENATE TO REJECT SB 771!**

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**SAY NO TO
SENATE BILL 771**

SB 771 is a gift
to pro-Israel
lobby groups
looking to shut
down dissent
and seeks to
create a new
censorship
regime that
punishes lawful,
political speech.

**IT THREATENS EVERY PERSON & MOVEMENT
CALLING FOR PALESTINIAN FREEDOM.**

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DOWNLOAD THE VIDEOS: [SB 771 101](#) // [SB 771 & IHRA](#)

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SAMPLE SOCIAL MEDIA CAPTIONS

Overview/Call to Action

SB 771 is the most dangerous censorship bill California has seen in years. Disguised as a bill against hate, SB 771 would punish platforms for algorithmically amplifying political speech, especially content supporting Palestine. It's a gift to pro-Israel lobby groups seeking to silence dissent and criminalize solidarity. Take action now. Tell your state reps: #NoOnSB771
Free speech is not up for negotiation. #KillTheBill

Censorship Focus

California's SB 771 threatens to censor lawful speech not for what it says, but for how many people see it. If your content about Palestine goes viral, platforms could face fines and legal action. This bill weaponizes vague definitions of "hate" to repress and silence dissent. Let's be clear: this is a pro-censorship, pro-Israel lobbying bill disguised as "content moderation."
We won't be silenced! Take action now. #NoOnSB771 #KillTheBill

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Legal Implications

California's SB 771 is unconstitutional. It violates Section 230 of the Communications Decency Act (CDA), opens platforms to endless lawsuits, and slashes the First Amendment to pieces. This bill does not seek to fight hate. This is about power, and it threatens every person and movement speaking out for Palestine. Tell California legislators: #NoOnSB771 #KillTheBill
Take action now.

SAY NO TO SENATE BILL 771

X (Twitter)

SB 771 is the most consequential censorship bill in California in years. It threatens lawful political speech, targets Palestine advocacy, and encourages platforms to suppress dissent. It must be killed.

#NoOnSB771 #KillTheBill

SB 771 would let the state fine platforms for amplifying speech critical of Israeli apartheid. It would punish platforms for how their algorithms respond to political content, no matter how accurate or lawful. That means Palestine content can be censored not for what's said, but how many people see it.

#NoOnSB771 #KillTheBill

SB 771 is a gift to pro-Israel lobby groups looking to shut down dissent and seeks to create a new censorship regime that punishes lawful, political speech. It threatens every person and movement calling for Palestinian freedom.

#NoOnSB771 #KillTheBill

SB 771 isn't just bad policy, it is unconstitutional. It violates Section 230 of the Communications Decency Act, exposes platforms to massive legal risk, and slashes core First Amendment protections in the process.

#NoOnSB771 #KillTheBill

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ABOUT ADC

At 45 years old, ADC is the largest and oldest Arab American civil rights institution in the United States, dedicated to defending the rights and interests of millions of Arab Americans across the country and around the globe.

Founded in 1980 by former Senator James Abourezk, ADC actively works to fight discrimination and prejudice targeting Arab Americans; promotes greater public understanding and appreciation of Arab history and culture; and builds coalitions and global partnerships to advance social justice.

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