Over the past 24 hours, the hashtag #BanTheADL has been trending on X, the platform formerly known as Twitter. The trending hashtag refers to the Anti-Defamation League, the Jewish anti-extremism civil rights organization.

Even more concerning is that X owner Elon Musk has signaled support for the attacks against the ADL on the platform.

Within the same time frame, numerous X users have also reported being served an X-approved advertisement on the platform that promotes white supremacy.

It all started on Thursday when ADL Director Jonathan Greenblatt published a post on X which shared that he had a “productive conversation” with the company’s CEO Linda Yaccarino about hate speech on the platform.

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