

# How social media platforms shaped our initial understanding of the Israel-Hamas conflict | Atlantic Council

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The first declaration of war came via Telegram.

On October 7, at 7:14 a.m. local time, Hamas's al-Qassam Brigades used its Telegram channel to announce the beginning of a coordinated terror attack against Israel. Posts on Hamas's press channel followed several minutes later. The press channel then posted a brief video clip of what appeared to be Israeli buildings in flames at 7:30 a.m. At 8:47 a.m., al-Qassam Brigades released a ten-minute propaganda video seeking to justify the terror attack, which was then shared via the press channel four minutes later. At 9:50 a.m., al-Qassam shared the first gruesome images of the actual attack; at 10:22 a.m., a grisly video collage. In both cases, the press channel followed suit.

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