

# Islamic State Turns to Teen-Friendly TikTok, Adorning Posts With Pink Hearts | WSJ

By Georgia Wells

October 21, 2019

Islamic State militants have been posting short propaganda videos to TikTok, the social network known for lighthearted content popular with teenagers.

The videos—since removed, in line with the app’s policy—featured corpses paraded through streets, Islamic State fighters with guns, and women who call themselves “jihadist and proud.” Many were set to Islamic State songs. Some included TikTok filters, or images, of stars and hearts that stream across the screen in an apparent attempt to resonate with young people.

“We pledge allegiance ‘til death,” voices sang in Arabic in one of the videos, which appear to have been posted in recent weeks.

The posts from approximately two dozen accounts, identified by social-media intelligence company Storyful, appeared to target TikTok’s users as part of a new show of strength—and possible enlistment tool—as U.S. troops withdraw from Syria. Islamic State has focused on online propaganda since its inception, including using social media to spread its message, setting it apart from other jihadist groups.

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