

# Anti-Bullying Week 2018

Monday 12th - Friday 16th November

## SOCIAL MEDIA TOOLKIT

#AntiBullyingWeek - #ChooseRespect  
#OddSocks - #StopSpeakSupport



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# WELCOME TO ANTI-BULLYING WEEK 2018

Anti-Bullying Week 2018 is happening from Monday 12th – Friday 16th November and has the theme 'Choose Respect'. It is coordinated by the [Anti-Bullying Alliance](#) which is based at the National Children's Bureau.

There are many ways you can get involved with this year's Anti-Bullying Week:

| MONDAY<br><b>12</b><br>NOVEMBER  | TUESDAY<br><b>13</b><br>NOVEMBER   | WEDNESDAY<br><b>14</b><br>NOVEMBER  | THURSDAY<br><b>15</b><br>NOVEMBER   | FRIDAY<br><b>16</b><br>NOVEMBER   |
|--|--|---|---|---|
|   |  |  |    |  |
| <b>KEY ACTIVITY</b><br>Odd Socks Day for Anti-Bullying Week<br> | <b>KEY ACTIVITY</b><br>School Staff Award winners announced                          | <b>KEY ACTIVITY</b><br>Parliamentary reception event                                  | <b>KEY ACTIVITY</b><br>Stop Speak Support. Cyberbullying Day<br> | <b>KEY ACTIVITY</b><br>Anti-Bullying is not just for Anti-Bullying Week message.      |

## THE AIMS OF ANTI-BULLYING WEEK

The aims of this week are to support schools and other settings to help children and young people, school staff, parents and other professionals who work with children to understand:

- **The definition of respect.**
- **That bullying is a behaviour choice.**
- **That we can respectfully disagree with each other i.e. we don't have to be best friends or always agree with each other but we do have to respect each other.**
- **That we all need to choose to respect each other both face to face and online.**

## THE SOCIAL MEDIA TOOLKIT

The aim of this social media toolkit is to provide ideas and tools to assist you in promoting Anti-Bullying Week 2018.

This toolkit includes lots of ideas, sample posts, hashtags and downloadable assets (including images and videos) that we hope you'll find useful when creating your Anti-Bullying Week content.

### REMEMBER!

**IMPORTANTLY IT'S YOUR ANTI-BULLYING WEEK AND WE WANT TO PROMOTE WHAT YOU'RE DOING.** Please tag us in your posts or use the campaign hashtags so we can see and share your messages on the Anti-Bullying Alliance social media channels.

## HASHTAGS



**#ANTIBULLYINGWEEK**  
**#CHOOSERESPECT**  
**#ODDSOCKS**  
**#STOPSPEAKSUPPORT**

## DOWNLOAD OUR ANTI BULLYING WEEK IMAGES AND VIDEOS:



### FULL DOWNLOAD LINK

Download all the social media posts, videos and other assets [HERE.](#)



### CHOOSE RESPECT DOWNLOAD LINK

Download Choose Respect themed social media posts, videos and other assets [HERE.](#)



### ODD SOCKS DAY DOWNLOAD LINK

Download Odd Socks day themed social media posts, videos and other assets [HERE.](#)



### STOP SPEAK SUPPORT CYBERBULLYING DAY DOWNLOAD LINK

Download Stop Speak Support themed social media posts, videos and other assets [HERE.](#)

## FIND US ON SOCIAL MEDIA



/antibullyingalliance



@abaonline



@antibullyingalliance



/AntiBullyingAlliance



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Main theme of Anti-Bullying Week



#ANTIBULLYINGWEEK

## WHAT WE'D LIKE YOU TO DO:

Choose Respect is the main overarching theme for this year's Anti-Bullying Week and was developed with young people so we'd love for you to help promote the message on your social media channels.

**The simplest way of doing this is by sharing or pledging your message of support to always #ChooseRespect. This could be a text-based post, a photo a video, a GIF or something else!**

### TOP TIP

If we all use the hashtags **#ChooseRespect** and **#AntiBullyingWeek** on the morning of Monday 12th November when posting on Twitter (the first day of Anti-Bullying Week), we have a much better chance of trending on Twitter, which goes a long way in attracting nationwide attention and action!

## SUGGESTED SOCIAL MEDIA POSTS

These can be used across **Facebook, Twitter** and **Instagram**.



**I #ChooseRespect this #AntiBullyingWeek (12-16th November).  
You can too.**

CLICK TO TWEET

I'm supporting this year's #AntiBullyingWeek and I pledge to always #ChooseRespect.

CLICK TO TWEET

This #AntiBullyingWeek I pledge to always #ChooseRespect. You can too.

CLICK TO TWEET

We're proud supporters of #AntiBullyingWeek and we pledge to always #ChooseRespect

CLICK TO TWEET

Because when I choose, you choose, we all #ChooseRespect. Helping tackle bullying. #AntiBullyingWeek

CLICK TO TWEET

## 'WALL OF RESPECT'

We have created a 'Wall of Respect' on our website where we're aggregating the many messages of support to #ChooseRespect for Anti-Bullying Week.

Every time you use the hashtag #ChooseRespect on social media, your post will be pulled into our wall.

Take a look for yourself:

<https://www.anti-bullyingalliance.org.uk/anti-bullying-week/wall-respect>

## NEED SOME INSPIRATION?

If you're stuck for what to post, we have lots of great designed photos and videos you can use.



Download our Anti-Bullying Week videos and motivational posts [HERE](#).



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Monday 12th November

# Odd Socks Day

## WHAT IS IT?

**On Monday 12th November - the first day of Anti-Bullying Week, we are holding Odd Socks Day.**

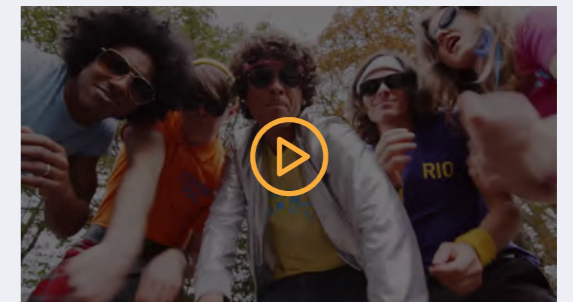
Aimed at early years and primary school children, (plus their parents, organisations, schools and teachers) Odd Socks Day is an opportunity to have fun, be yourself and spread awareness of the core values Anti Bullying Week promotes. Taking part couldn't be simpler - All we ask is for children to wear odd socks to their school.

## COULD YOUR ORGANISATION TAKE PART TOO?

## ANDY AND THE ODD SOCKS

**We are delighted to have continued support from our Anti-Bullying Alliance patron, Andy Day and his band Andy and the Odd Socks.**

Andy Day is one of the most popular children's TV presenters in the country. He has worked with young children for over 10 years, and is a favourite amongst children and parents alike. He has a lot of experience working with children, and understands the importance of being yourself, and the struggles that can sometimes bring.



Andy has created a very catchy **new song 'Choose Respect'** to celebrate this year's Anti-Bullying Week, which you can listen to and watch [HERE](#)

## SUGGESTED SOCIAL MEDIA POSTS

These can be used across Facebook, Twitter and Instagram.



**We are wearing #OddSocks for #AntiBullyingWeek - You can too!** <https://www.anti-bullyingalliance.org.uk/anti-bullying-week/odd-socks-day-anti-bullying-week-0>

CLICK TO TWEET

**On Monday 12th November we're wearing #OddSocks to celebrate what makes us all unique #AntiBullyingWeek.** <https://www.anti-bullyingalliance.org.uk/anti-bullying-week/odd-socks-day-anti-bullying-week-0>

CLICK TO TWEET

**WIN a visit from @andyoddssock to your school! Share a snap of your school or organisation wearing #OddSocks for #AntiBullyingWeek on Monday 13th November and tag @ABAOnline to enter. Good luck!**

CLICK TO TWEET



Download all the Odd Socks Day social media posts and assets [HERE](#).

## FIND ANDY ON SOCIAL MEDIA



@andyoddssock



/andyandtheoddssocks



/andyandtheoddssocks



@andyandtheoddssocks



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Thursday 15th November



**WORKING TOGETHER TO  
TACKLE CYBERBULLYING**

## WHAT IS IT?

This year, as part of Anti-Bullying Week, we are holding our first ever Stop Speak Support day to tackle cyberbullying.

Launched last year by The Duke of Cambridge and The Royal Taskforce on the Prevention of Cyberbullying, Stop Speak Support is a campaign to help young people understand what cyberbullying is, and learn what they should do if they see someone being treated badly online.

[WWW.STOPSPEAKSUPPORT.COM](http://WWW.STOPSPEAKSUPPORT.COM)



**PLEASE SHARE THE CAMPAIGN FILM**  
(see the next page for more details)



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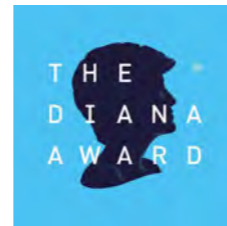


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## SHARE OUR STOP SPEAK SUPPORT CAMPAIGN VIDEO

We have worked with a talented group of young people from the Anti-Bullying Alliance, Diana Award and NSPCC to develop our official 2018 Stop Speak Support campaign film. The film, entirely written directly by the young people, uses beat poetry to get across a powerful message.



If you only share one piece of content for Stop Speak Support Day - Make it this! :)

**PLEASE SHARE THIS VIDEO ON THURSDAY 15TH NOVEMBER AT 08.00AM**

(Important: The video has been embargoed until Thursday 15th November at 08.00am and should not, under any circumstance be shared before this. Thanks for your cooperation.)



Watch the video [HERE](#) - DO NOT SHARE UNTIL STOP SPEAK SUPPORT DAY

**Note:** The video is available in many formats including full version (60 secs) and cut-downs, (30, 20 and 10 seconds) as well as sized to suit the different social media platforms. If you need the video in any other format to show it on your platform please **contact [aba@ncb.org.uk](mailto:aba@ncb.org.uk) by 2nd November.**

### SUGGESTED SOCIAL MEDIA POSTS



Here's an idea for some social media post messages **to accompany the video on Thursday 15th November at 08.00AM.** These can be used across Facebook, Twitter and Instagram.

**Today is #StopSpeakSupport Day. Together we can make the internet a better place to be by being UPSTANDERS not bystanders. Will you help us to tackle cyberbullying? #AntiBullyingWeek.**

CLICK TO TWEET

**Today is #StopSpeakSupport Day, part of #AntiBullyingWeek. Together we can help tackle cyberbullying. If you see bullying online, use the Stop Speak Support code of conduct.**

CLICK TO TWEET



#STOPSPEAKSUPPORT



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## THE STOP SPEAK SUPPORT CODE

The Stop Speak Support code provides simple steps for children and teenagers who witness cyberbullying to follow. It aims to empower young people to stop cyberbullying, by speaking out and seeking support.

We'd love for you to share and to raise awareness of the code with your audiences.



- Take time out before getting involved and don't share or like negative comments.
- Try and get an overview of what's really going on.
- Check the community guidelines for the site you're on.



- Ask an adult or friend that you can trust for advice.
- Use the report button on the social platform it's happening on.
- Speak to one of the charities set up to help with situations like this (i.e. Childline.)



- Give the person being bullied a supportive message to let them know they're not alone.
- Encourage them to talk to someone they can trust.
- Give the person being bullied a positive distraction from the situation.

## SUGGESTED SOCIAL MEDIA POSTS



These can be used across Facebook, Twitter and Instagram.

**Are you unsure what to do when you see online bullying taking place? Remember: #StopSpeakSupport - 3 simple steps you can take to tackle cyberbullying!**

<https://www.stopspeaksupport.com/>

CLICK TO TWEET

**Be an upstander not a bystander when you see cyberbullying. Follow the simple #StopSpeakSupport code:**

<https://www.stopspeaksupport.com/> **Together we can make the internet a friendlier place for everyone!**

CLICK TO TWEET

**We support the #StopSpeakSupport code - 3 simple steps for young people who witness cyberbullying to follow. It aims to empower us to stop cyberbullying, by speaking out and seeking support.** <https://www.stopspeaksupport.com/>

CLICK TO TWEET

Include any of these assets with your tweets



Download the posts [HERE](#).

Download the Stop Speak Support videos [HERE](#).

Download the Stop Speak Support infographics [HERE](#).



#STOPSPEAKSUPPORT



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# CYBERBULLYING CONTENT

To be used any time during #AntiBullyingWeek

In addition to the campaign video and the Stop Speak Support code, we have created lots of social media content focussing directly on cyberbullying which we'd love for you to share. This content can be shared at any time before, during or after Anti-Bullying Week. Please feel free to use any of this content in your posts to promote Stop Speak Support Day and remember to tag both #StopSpeakSupport and #AntiBullyingWeek in your posts.

We also want to help promote all the amazing anti-cyberbullying work that already exists. If you have anything you'd like us to share and promote, please send it to [aba@ncb.org.uk](mailto:aba@ncb.org.uk).



 Download our cyberbullying posts and videos [HERE](#).

# DO YOU TALK TO PARENTS AND CARERS?

You may like to promote our online pledge (created by Internet Matters) for parents and carers to agree to share the code with their children, or children in their care helping to support them to understand and deal with cyberbullying. **Take the pledge [HERE](#)**



#STOPSPEAKSUPPORT



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THE ROYAL FOUNDATION  
of The Duke and Duchess of Cambridge  
and The Duke and Duchess of Sussex

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# OTHER HELPFUL RESOURCES

It would also be very helpful if you can help promote the availability of the following resources:

- 1. Primary School Pack**  
<https://www.anti-bullyingalliance.org.uk/anti-bullying-week/school-tools/primary-school-pack>
- 2. Secondary School Pack**  
<https://www.anti-bullyingalliance.org.uk/anti-bullying-week/school-tools/secondary-school-pack>
- 3. Odd Socks Day**  
<https://www.anti-bullyingalliance.org.uk/anti-bullying-week/odd-socks-day-anti-bullying-week-0>
- 4. Stop Speak Support Day**  
<https://www.anti-bullyingalliance.org.uk/anti-bullying-week/stop-speak-support-cyberbullying-day>
- 5. Free Online CPD Training:** We have free online CPD training for school staff and the wider children's workforce covering all things anti-bullying and cyberbullying
- 6. Sign Up as a supporter:** you can sign up as a supporter of Anti-Bullying Week where you will receive a certificate and be listed on our website. <https://www.anti-bullyingalliance.org.uk/anti-bullying-week/pledge-your-support>
- 7. Restorative thinking resource:** We have teamed together with Restorative Thinking to create a resource for schools about how you can use restorative approaches to develop respectful school communities. <https://www.anti-bullyingalliance.org.uk/anti-bullying-week/school-tools/restorative-practice-and-anti-bullying-week>
- 8. Share resources from our members:** We list the wealth of resources from our members' for Anti-Bullying Week on our website. <https://www.anti-bullyingalliance.org.uk/anti-bullying-week/resources-our-members>



Anti-Bullying Week is coordinated by the [Anti-Bullying Alliance \(ABA\)](#) in England. We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.

The ABA has three main areas of work:

1. Supporting learning and sharing best practice through membership
2. Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns
3. Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives

ABA is based at leading children's charity the National Children's Bureau.

We would like to extend our thanks to [SafeToNet](#) for supporting Anti-Bullying Week again this year. SafeToNet are an award winning company using technology to protect children and young people online.

We'd also like to extend our thanks to [Unique Voice](#) for developing the films for Anti-Bullying Week 2018 and all the young people in the films. Unique Voice works with young people through schools and the community to empower children emotionally through the use of Drama and the Arts.

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