STOP CYBERBULLYING DAY

2017 OFFICIAL PROGRAM

THE CYBERSMILE FOUNDATION

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THE CYBERSMILE FOUNDATION

ABOUT THE DAY

Stop Cyberbullying Day is an internationally recognized day of awareness and activities both on and offline that was founded and launched by The Cybersmile Foundation on June 17th 2012. Annually, every third Friday in June, Stop Cyberbullying Day encourages people around the world to show their commitment toward a truly inclusive and diverse online environment for all – without fear of personal threats, harassment or abuse. Users of social media include the hashtag #STOPCYBERBULLYINGDAY to show their support for inclusion, diversity, self-empowerment and free speech.

Each year, Stop Cyberbullying Day brings together corporations, educational institutions, media outlets, non-profit organizations, governments and public figures to speak out against cyberbullying and digital abuse of any kind and defend our human right to freedom of speech while adhering to the basic principle of mutual respect for others.

THE CONVERSATION

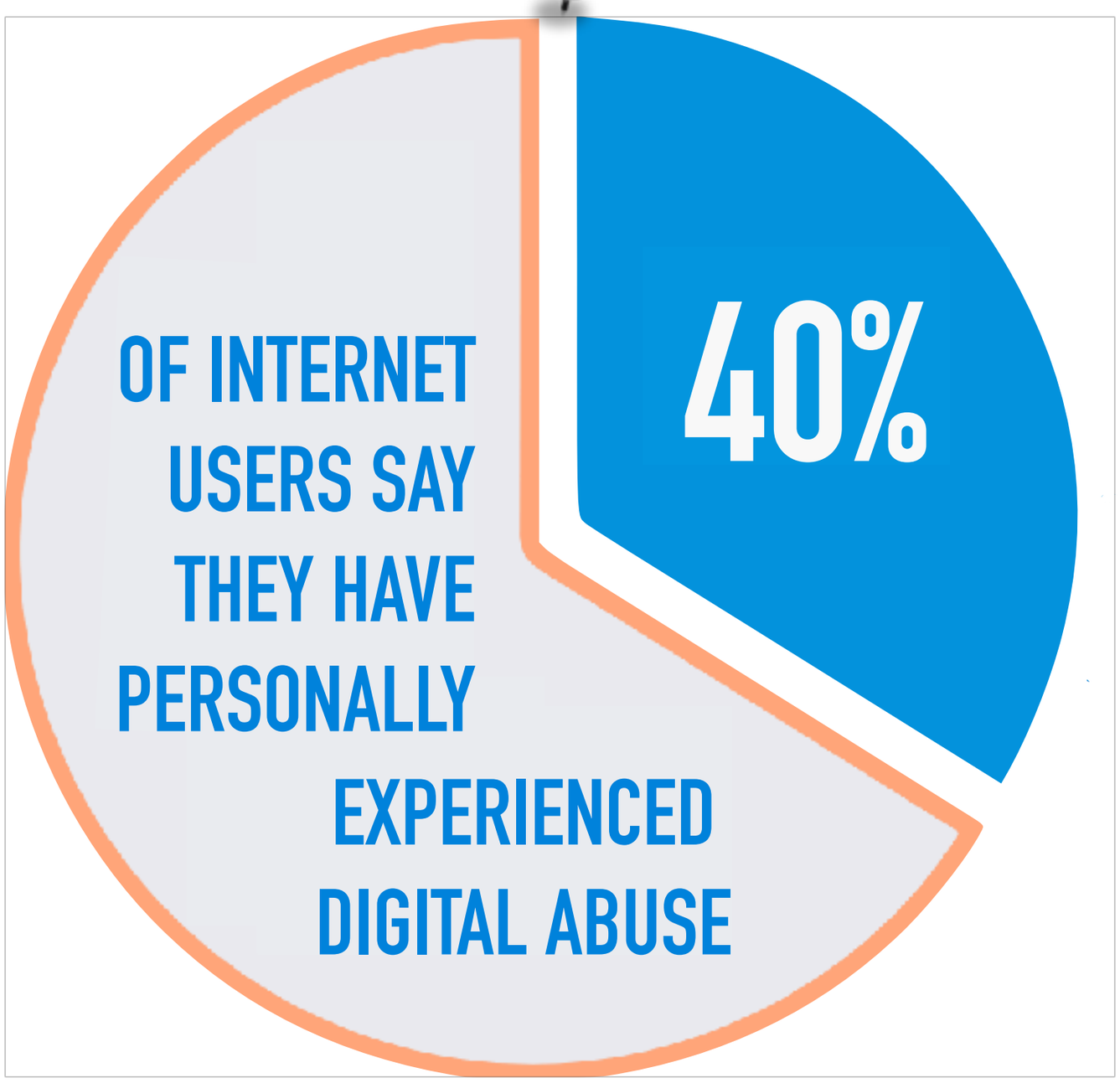
"Let's put an end to cyberbullying with Stop Cyberbullying Day and Cybersmile."

– MTV

"Support our partners The Cybersmile Foundation this Stop Cyberbullying Day and help us make the internet brighter."

– Twitter

RESEARCH

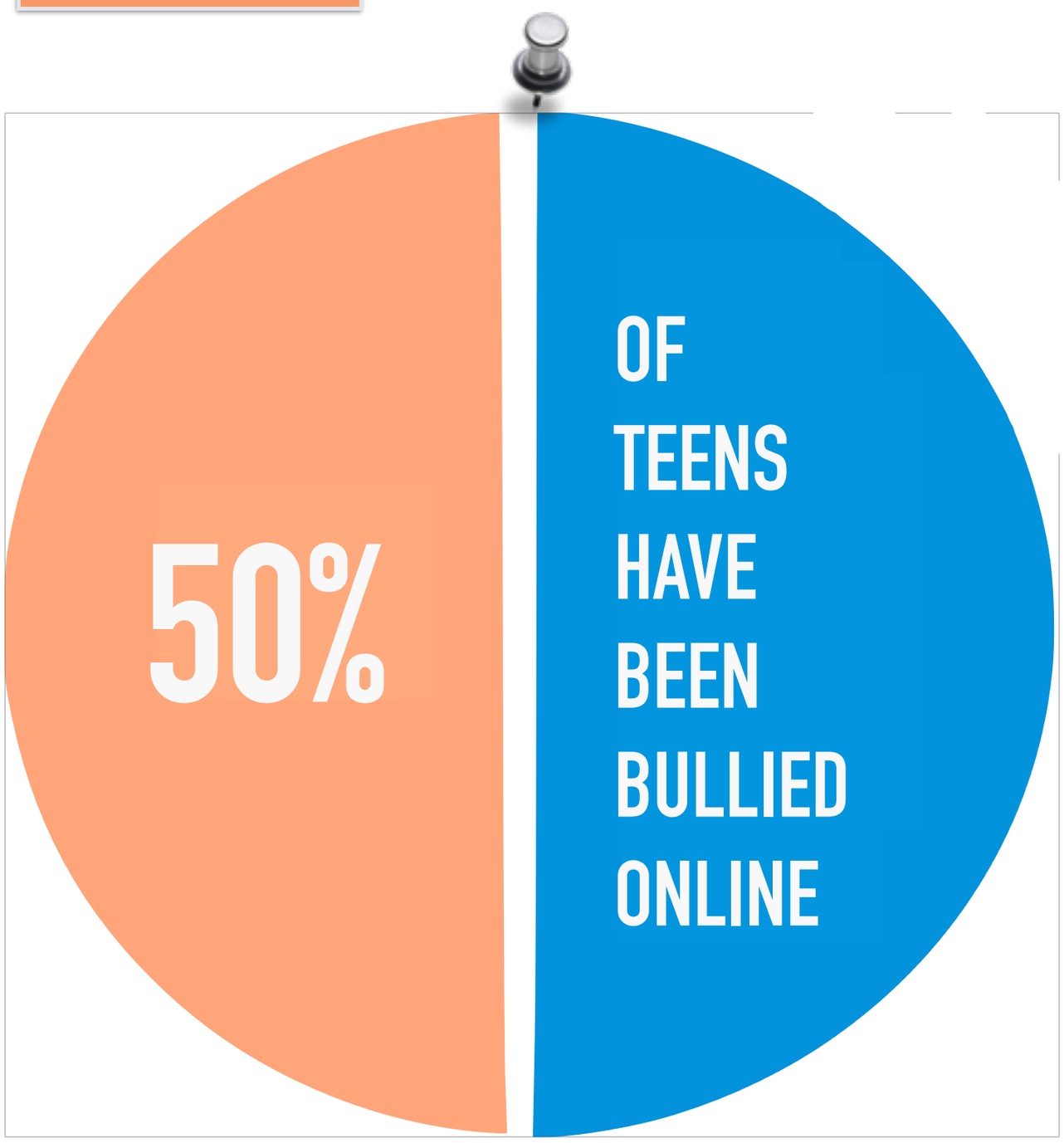


PEW RESEARCH

DID YOU KNOW?

CYBERBULLYING AND ONLINE ABUSE CAN LEAD TO SOCIAL ISOLATION, DEPRESSION, EATING DISORDERS, SELF-HARM AND SUICIDE.

PEW RESEARCH



iSAFE FOUNDATION

DID YOU KNOW?

THE AMERICAN ACADEMY OF PEDIATRICS CALLS CYBERBULLYING THE MOST COMMON ONLINE RISK FOR ALL TEENS.

AMBASSADORS

FIFTH HARMONY

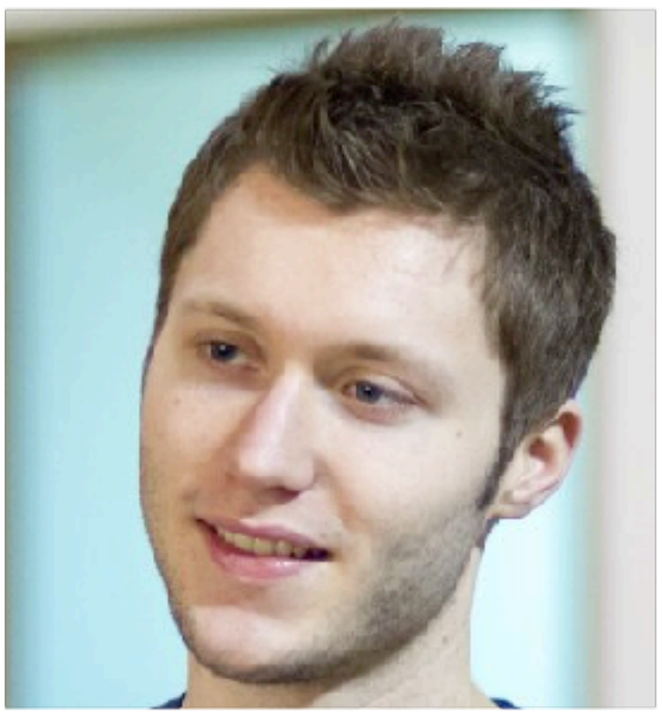
RICHARD ARMITAGE

STEPHANIE HARVEY

PAIGE SPIRANAC

KATIE CASSIDY

NORMANI KORDEI



SNOOPEH

KRISTA ALLEN

GET INVOLVED

Tweet @CybersmileHQ with advice you would give to victims of cyberbullying tagging #STOPCYBERBULLYINGDAY and we will retweet our favorites.

Make up a new anti-cyberbullying slogan, such as 'Tweet others as you'd like to be tweeted' tagging #STOPCYBERBULLYING DAY

Tweet something nice to a person you follow tagging #STOPCYBERBULLYINGDAY

The message is clear. Be part of something that inspires change and positive action for a safer and more caring internet, for everyone.

FUNDRAISING

If you would like to make Stop Cyberbullying Day even more memorable, you could put on a special fundraising event. It's a great way to involve everybody in raising awareness, contributing to the growing movement to stop cyberbullying and online hate campaigns. Here are some options for you to think about. You may have some great ideas yourself or why not ask the students at your school or your work colleagues what they would like to do for Stop Cyberbullying Day?

NON UNIFORM DAYS

Participants pay a small contribution to wear something special for the day. You can try variations on this day such as themed dress day or including a particular item or color.

PERFORMANCES

Why not tap into your hidden talents? Create a vlog, or maybe design a meme to inspire positivity and spread our message for #STOPCYBERBULLYINGDAY

SPONSORED EVENTS

Sponsored events are a great way to show off your own talent or hobby. Do something you like or give up something you like for a challenge, like a sponsored "no internet week". Whatever you decide to do, you can download our sponsor form and start collecting sponsors right away!

Good luck with your fundraising event and be sure to let us know about it so we can promote your good work! For details of how to donate the money you raise visit: https://www.cybersmile.org/donate

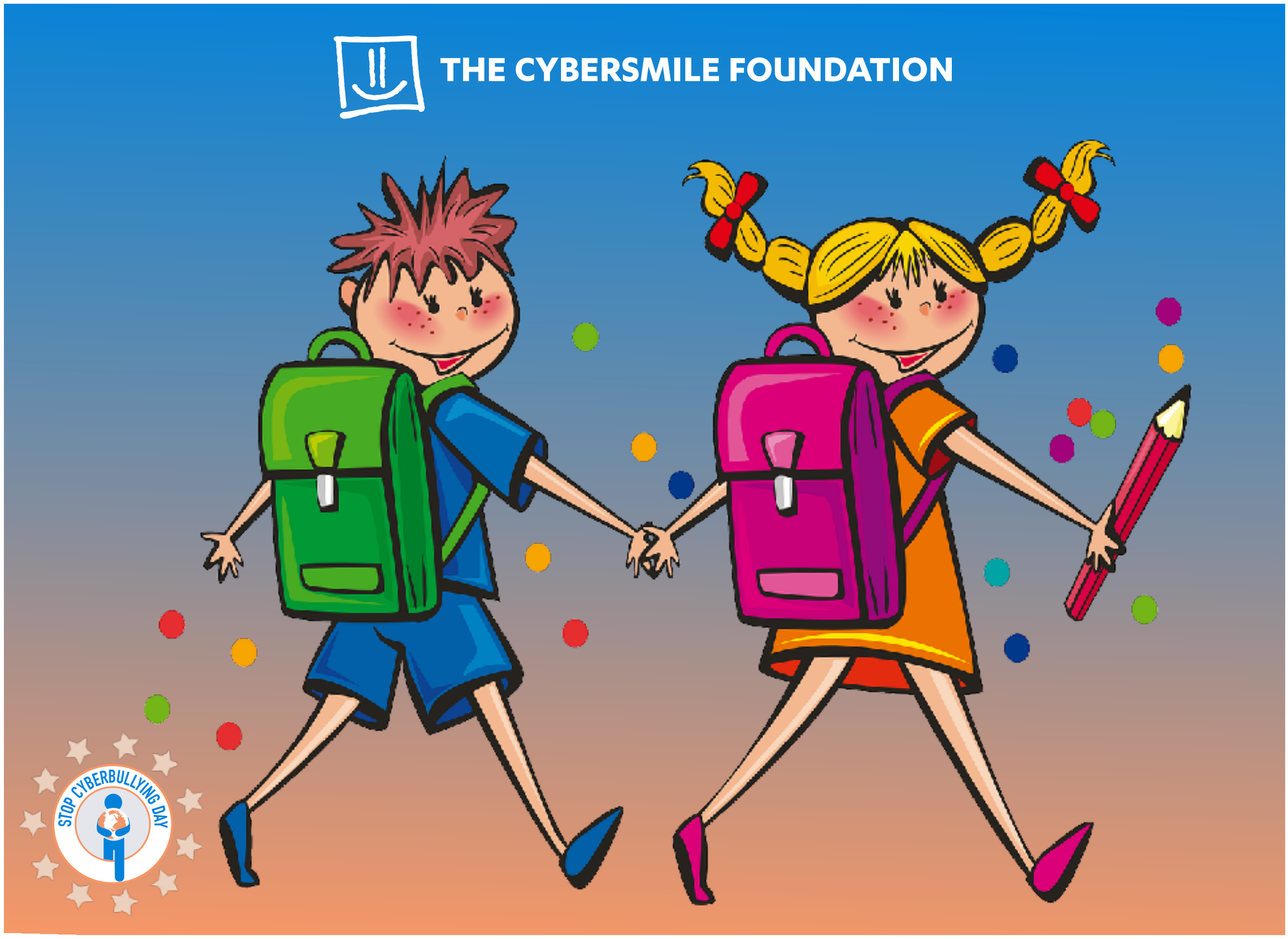
BECOME A PARTNER

Cyberbullying, online abuse and harassment can affect anybody regardless of age, race, gender, sexuality, social status or beliefs. Whether you are a multi-national corporation, school, university or small local business, there is a support level available for you. By choosing to become an Official Supporter/Partner you will be demonstrating your commitment to a truly diverse and inclusive internet. To become an Official Partner of Stop Cyberbullying Day please visit: https://stopcyberbullyingday.org/become-a-partner/

DIFFERENT LEVELS OF PARTNERSHIPS

OFFICIAL CERTIFICATE

OFFICIAL SCHOOL PARTNERSHIPS



Become one of our institutional Stop Cyberbullying Day partners and engage your students, staff and parents with a positive and inclusive narrative to raise awareness of cyberbullying, online abuse, digital citizenship, e-safety and much more!

By becoming an Official Partner you will automatically qualify as an Official Partner to The Cybersmile Foundation – the world's leading anti-cyberbullying non-profit organization.

You will benefit from a prominent listing on our website, social media promotion, exclusive competition prizes, a press release template and much more! The two partnerships will enhance your bullying/cyberbullying policies while providing year-round learning materials, educational activities, expert broadcasts and exclusive content.

In our ongoing spirit of total inclusion, you don't even have to pay for the two partnerships! Whether you don't have the necessary budget or you just prefer bringing your community together for a good cause – the fundraise option for payment could be just your thing!

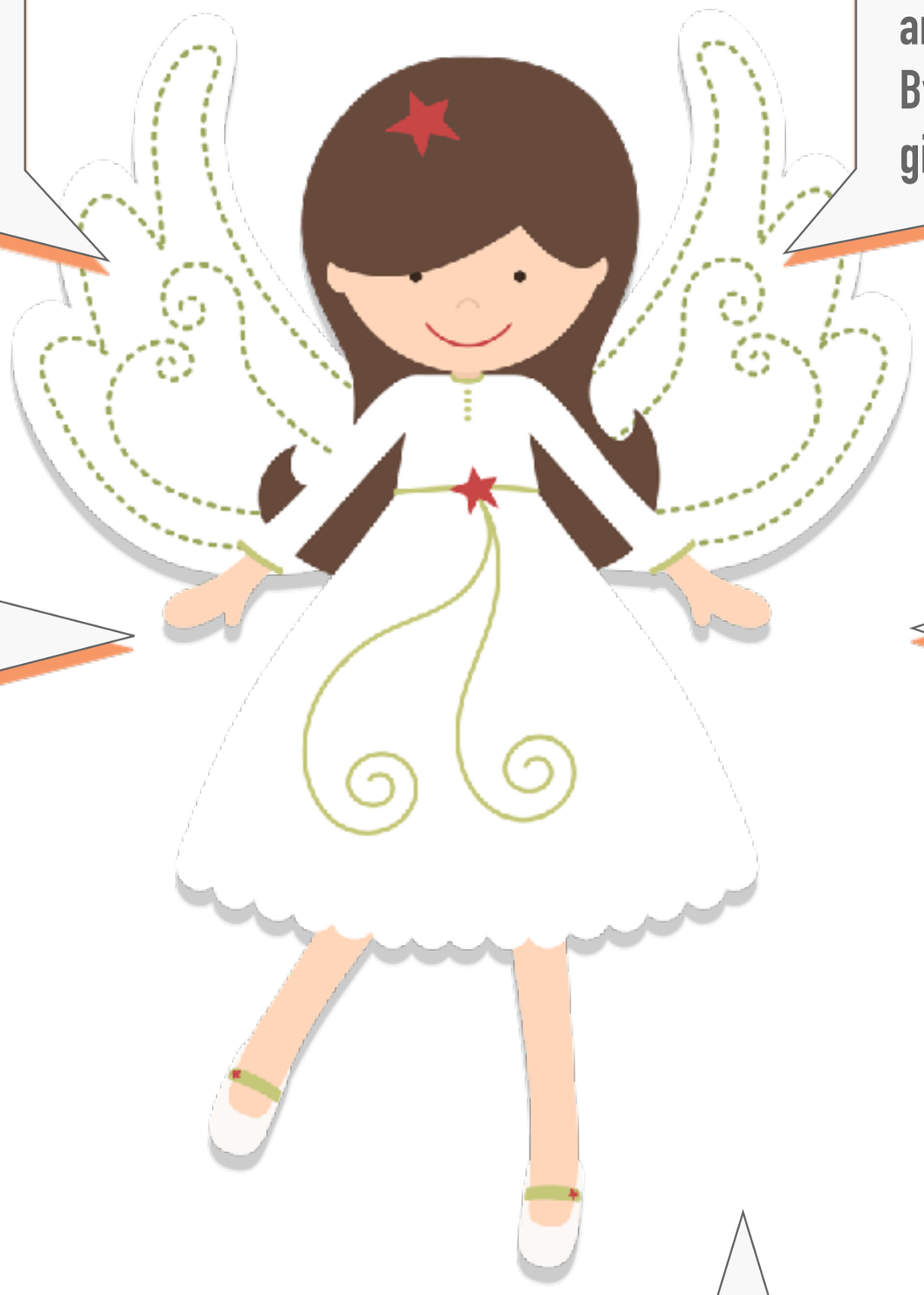
You will benefit from a prominent listing on our website, social media promotion, exclusive competition prizes, a press release template and much more!

For further information please visit https://stopcyberbullyingday.org/school-partner/ or alternatively email hello@stopcyberbullyingday.org to register your interest.

GOLDEN RULES

Save Evidence – If things escalate, you might need to demonstrate 'persistent harassment' for legal action.

Don't Retaliate – Cyberbullies and harassers want a reaction. By ignoring them you aren't giving them what they want!



Contact The Cybersmile Foundation – Cybersmile offers a 24 hour Global Support Service for cyberbullying, online abuse and harassment from trained advisors around the world.

Report and Block – If the abuse is on a social media platform, block and report the user/ content to the platform administrators.

Speak to Someone – Regardless of your age, telling someone about your abusive experience can help you maintain a healthy perspective about the situation.

Haters Gonna Hate – Always remember that no matter what you do you will always find people who hate on you. Use this to motivate yourself to achieve your dreams/ improve your game!

Maintain a Healthy Perspective – Although it's difficult, try and maintain a healthy perspective. Who is REALLY listening to/ reading their lies and abuse?

THE CONVERSATION

"Let's make a difference both online and off to stop cyberbullying, for good. Help us spread the word this Stop Cyberbullying Day!"

– Wicked

GROUP ACTIVITY

Emotional detachment is demonstrated when people become involved with cyberbullying: the real effect of what is being done to someone online is simply not being understood by many. The following exercise is a very effective way of showing how the effects of bullying can deeply scar someone emotionally for a long time, sometimes forever.

Hand out some clean sheets of recyclable paper to the group, one sheet per 5 people. Ask the group to damage the paper by screwing it up, stepping on it, kicking it to each other etc. Let the whole group get involved with passing them around for a few minutes but ask them to not rip the paper in any way.

Now ask the group to pass around the screwed up dirty sheets of paper, say they are sorry and try to flatten out all the creases. No matter how much they they try to do this, the paper will remain creased and dirty.

You can explain to the group that no matter how sorry they are, the emotional scars of cyberbullying can stay with someone for a long time, just like the damage to the piece of paper.

THE CONVERSATION

"Stop Cyberbullying Day is a progressive initiative that seeks to address online bullying. Creating awareness around this topic is an important part of our efforts to actively reduce cyberbullying levels."

– Telenor Group

"Today is Stop Cyberbullying Day, a chance for all of us to voice our opposition to online bullying. It's a day when everyone who cares about cyberbullying and online hate campaigns can join the growing movement for action against online bullying."

– Kaspersky Lab

CELEBRITY SUPPORT

ONE DIRECTION

"The guys are supporting #STOPCYBERBULLYINGDAY with a #PositivePlaylist!"

FIFTH HARMONY

"It's Stop Cyberbullying Day today and we're helping Cybersmile build a more positive future!"

RICHARD ARMITAGE

"Hi everyone, it's Stop Cyberbullying Day. I'm honoured to once again be an Ambassador for this organisation which helps so many people young and old navigate the web and social media with ease and confidence."

MONICA LEWINSKY

"Today is Stop Cyberbullying Day! By supporting one another online, we have the power to change the culture."

ABOUT CYBERSMILE

THE CYBERSMILE FOUNDATION IS A MULTI AWARD WINNING ANTI CYBERBULLYING NON-PROFIT ORGANIZATION. COMMITTED TO TACKLING ALL FORMS OF DIGITAL ABUSE AND BULLYING ONLINE. WE WORK TO PROMOTE DIVERSITY AND INCLUSION BY BUILDING A SAFER, MORE POSITIVE DIGITAL COMMUNITY.

Through education and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services, we enable victims and their families to regain control of their lives.

Founded in 2010, Cybersmile has grown to become the world's leading anti cyberbullying non- profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. - Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

Our mission is a simple one; we believe that everyone should be able to enjoy being part of the new connected online world. Regular and productive use of the Internet has become essential to a healthy social and personal development.

Unfortunately, cyberbullying and digital abuse is increasing, holding many back from enjoying the benefits that this connected community can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behavior and relationships in the communities where we live, play and work – the physical world.

Policing, monitoring and internet restrictions can only go so far, although useful additions to any internet safety policy, they are not adequate substitutes for a thorough understanding of cyberbullying and its related issues such as netiquette, personal security and emotional intelligence.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied online, changing the behavior of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

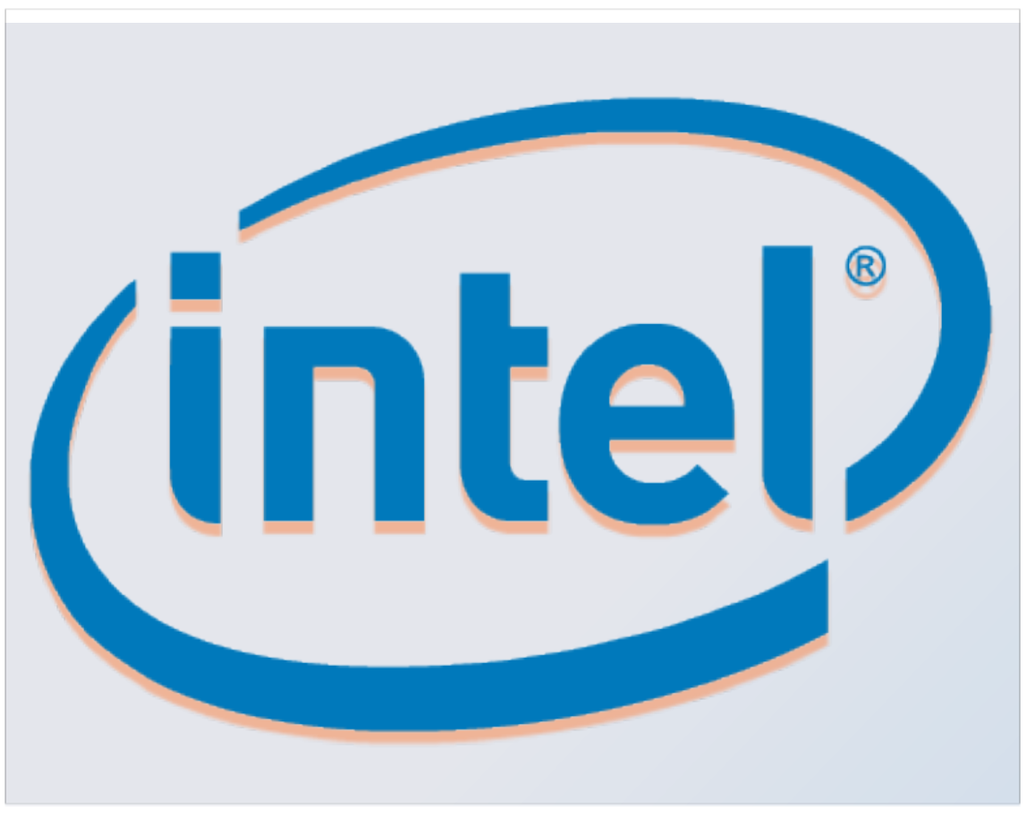
TESTIMONIAL

THE BODY SHOP FOUNDATION

"Exciting, innovative, trail blazing; these are just a few words I'd use to sum up Cybersmile and their incredible work. We are delighted to have invested in this organisation; such an incredible impact from our donations felt positively across the internet."

- Lisa Jackson, Chief Executive

OFFICIAL PARTNERS



STOP CYBERBULLYING DAY

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