

Anti-Bullying Week 2020

SOCIAL MEDIA TOOLKIT

UNITED

AGAINST

BULLYING

#ANTIBULLYINGWEEK



ORGANISER



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WELCOME TO ANTI-BULLYING WEEK 2020

This year, more than ever, we've witnessed the positive power that society can have when we come together to tackle a common challenge.

Running from Monday 16th to Friday 20th November, we have worked with over 300 young people and 100 members of school staff to develop our theme for this year's Anti-Bullying Week: #UnitedAgainstBullying

Bullying has a long-lasting effect on those who experience and witness it. But by channelling our collective power, through shared efforts and shared ambitions, we can reduce bullying together. From parents and carers to teachers and politicians, to children and young people, we all have a part to play in coming together to make a difference.

We're all a piece in the puzzle, and together, we're united against bullying.



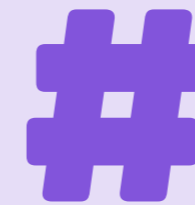
#ANTIBULLYINGWEEK

DON'T FORGET TO SHARE WHAT YOU'RE PLANNING WITH US SO WE CAN SHOUT ABOUT IT AS WELL.



HASHTAGS TO USE

Use the hashtags to help us shout about Anti-Bullying Week:



#AntiBullyingWeek
#UnitedAgainstBullying
#OddSocksDay



Last year over 7.5 million children got involved in Anti-Bullying Week. We want to make this year bigger than ever. So how can you get involved? Whether you're a school, anti-bullying organisation, parent or company, you can find what you need in this pack to help you bring Anti-Bullying Week 2020: United Against Bullying to life. Read the rest of this guide and find out all the ways to can join in!



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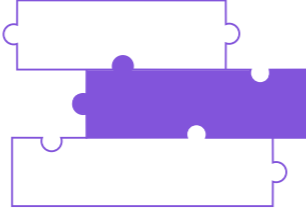


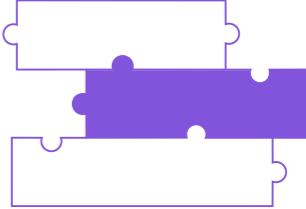


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ANTI-BULLYING WEEK TIMELINE

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

MONDAY 16 NOVEMBER	TUESDAY 17 NOVEMBER	WEDNESDAY 18 NOVEMBER	THURSDAY 19 NOVEMBER	FRIDAY 20 NOVEMBER
<div><div>UNITED AGAINST BULLYING</div><div>UNITED AGAINST BULLYING</div></div>				
<div> Hashtag Party  #OddSocksDay with Andy and the Oddsocks</div>	<div> Puzzle piece pledges: Share your pledge to help us unite against bullying.</div>	<div> Anti-Bullying Week Parent and Carer Event streamed live on Facebook with Kidscape and SafeToNet</div>	<div> Shout about good quality friendships and tell us what a #AGoodFriends</div>	<div> Puzzle Piece Pledge: share how you will play your part to address bullying throughout the year to come</div>

ADD A CUSTOMISED ANTI-BULLYING WEEK PROFILE IMAGE TO YOUR TWITTER OR FACEBOOK PROFILE PICTURE

Help us raise awareness and add a Twibbon (a customised profile picture) to your accounts. **Follow the links in the pictures below to create your own Twibbons.**

Anti-Bullying Week Twibbon



Odd Socks Day Twibbon



CLICK HERE TO DOWNLOAD ALL THE CAMPAIGN ASSETS.

As we get closer to Anti-Bullying Week we'll be adding even more images and videos for you to share!



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WHAT CAN I DO RIGHT NOW?

SHOW YOUR SUPPORT FOR ANTI-BULLYING WEEK 2020!

In the lead up to **#AntiBullyingWeek** pledge your support by posting to your social pages with one of the following suggested images.



Click on one of the messages below to instantly post a Tweet or copy and paste it into a caption on Facebook or Instagram!

Tweet 1

Click to tweet →

I am supporting **@abaonline** for this year's **#AntiBullyingWeek**, are you?



Retweet and like this tweet to show that together we are **#UnitedAgainstBullying**

Get involved from 16th-20th November here: **bit.ly/antibullyingweek2020**

Tweet 2

Click to tweet →

Bullying can have a devastating impact on those who experience it. But by channelling our collective efforts & ambitions, we can reduce it.



That's why we are supporting **#AntiBullyingWeek** this November. Together, we're **#UnitedAgainstBullying**

@abaonline **bit.ly/antibullyingweek2020**



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WHAT YOU CAN DO EACH DAY OF ANTI-BULLYING WEEK



MONDAY 16TH NOVEMBER

HASHTAG PARTY:

Let's get Anti-Bullying Week trending again this year! We're asking that everyone use the hashtags on Monday to help make a noise about bullying. Make sure with your posts you use the hashtags:



#AntiBullyingWeek
#UnitedAgainstBullying

You can share your own pictures and videos or **download one of our images, GIFs or videos from our Google Drive**



Click to tweet →

It's #AntiBullyingWeek!



We're all a piece of the puzzle, and together, we're #UnitedAgainstBullying

Get Involved here: bit.ly/antibullyingweek2020

Click to tweet →

Bullying can have a devastating impact on those who experience it. But by channelling our collective efforts & ambitions, we can reduce it.

That's why we are supporting #AntiBullyingWeek this week. Together, we're #UnitedAgainstBullying

@abaonline - bit.ly/antibullyingweek2020



ODD SOCKS DAY:

Join thousands of schools and workplaces and don your odd socks for Odd Socks Day. Help us celebrate what makes us all unique to mark the start of Anti-Bullying Week. Our friends Andy and the Odd Socks will be keeping an eye across socials for all your pictures and videos so don't forget to post your odd socks using the hashtag #OddSocksDay or click to tweet the post below.



Click to tweet →

I'm wearing Odd Socks for #OddSocksDay and #AntiBullyingWeek.

We all have a part to play, and together, we're #UnitedAgainstBullying

@abaonline @andyoddsock

Get Involved here: bit.ly/antibullyingweek2020



Find out more about Odd Socks Day on **Page 9**



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TUESDAY 17TH NOVEMBER

PUZZLE PIECE PLEDGE

We want to show how we are all united against bullying. **You can download your puzzle piece pledge** so you can fill in your anti-bullying pledge. It might be you share your anti-bullying work, that you will look out for people who might be being bullied or how you are going to work together to address bullying. We want to flood social media with amazing ideas to inspire us all to unite against bullying.

Make sure you tag **@abaonline** and use the hashtags **#AntiBullyingWeek** **#UnitedAgainstBullying** so we can see your pledges.



Download your puzzle piece



WEDNESDAY 18TH NOVEMBER

FACEBOOK LIVE STREAM FOR PARENTS AND CARERS

After so much upheaval in children's lives this year, we're inviting parents & carers live stream a video from us on **Facebook Live** for a conversation with our partners **SafeToNet** and **Kidscape**, about all things anti-bullying in 2020.



RSVP: Facebook Event/Watch Party 8.30pm



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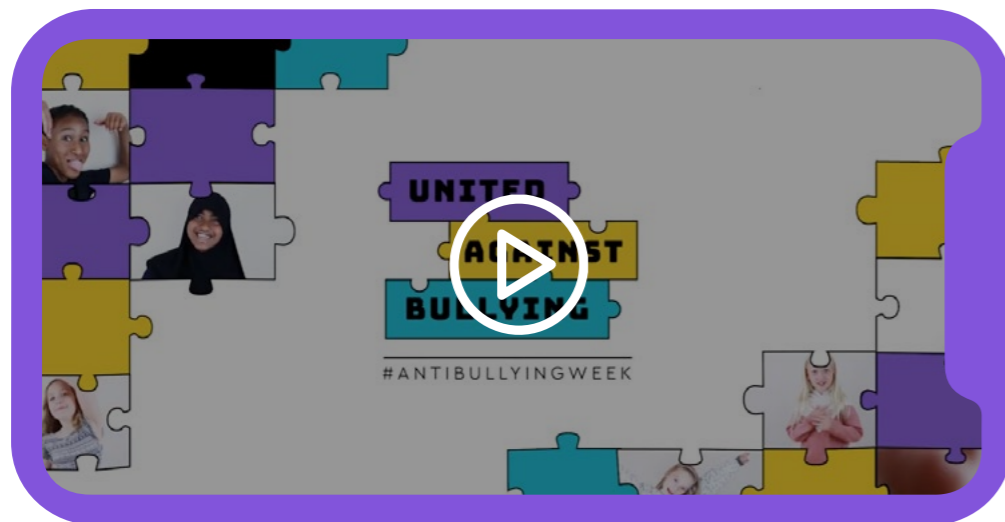


THURSDAY 19TH NOVEMBER

A GOOD FRIEND IS ...

Let's inspire each other and celebrate what a good friend is.
Use the hashtag:

#AGOODFRIENDIS



You could share videos and pictures with you telling us what a good friend is.
Or share some of the ideas we post in the week with the post below

Click to tweet →

Friendships are important to help prevent bullying.
I'm supporting #AntiBullyingWeek by sharing that
#AGoodFriends [insert your ideas]



FRIDAY 20TH NOVEMBER

LAST CHANCE TO MAKE YOUR PUZZLE PIECE PLEDGE

This is your last chance to share your anti-bullying pledges using our puzzle piece pledge.
As it's the last day of Anti-Bullying Week, make sure you tell us what you will be doing across the year to raise the issue of bullying.



Download your
puzzle piece



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GET READY FOR ODD SOCKS DAY

Odd Socks Day is a fun way to mark the start of Anti-Bullying Week. Last year over 5 million children took part in **#OddSocksDay** and 100s of workplaces across the country! This year Andy and the Odd Socks are back with their brand new single 'The Kids Are United' to get us all dancing and moving those feet. Organise an Odd Socks Day event in your school, at home or in your workplace and ask each person to donate £1 to the Anti-Bullying Alliance or another anti-bullying organisation so we can continue to do the work to make sure everyone is **#UnitedAgainstBullying**.

And make sure during Anti-Bullying Week you are uploading your pictures & videos using **#OddSocksDay**.



SCHOOLS

Schools can take part in an amazing competition to win a visit from Andy and the Odd Socks. Find out more in the school pack which also has a lesson plan and activity ideas: www.anti-bullyingalliance.org.uk/oddssocksdayschools



PARENTS

Share photos of you and your children in your odd socks and use the hash tag **#OddSocksDay**



WORKPLACES

You can take part in Odd Socks Day too! We have a pack to help you get planning: www.anti-bullyingalliance.org.uk/oddssocksdayworkplace

**MONDAY 16TH
NOVEMBER**

**ODD
SOCKS
DAY**



Click to tweet →

I'm wearing Odd Socks for **#OddSocksDay** and **#AntiBullyingWeek**.

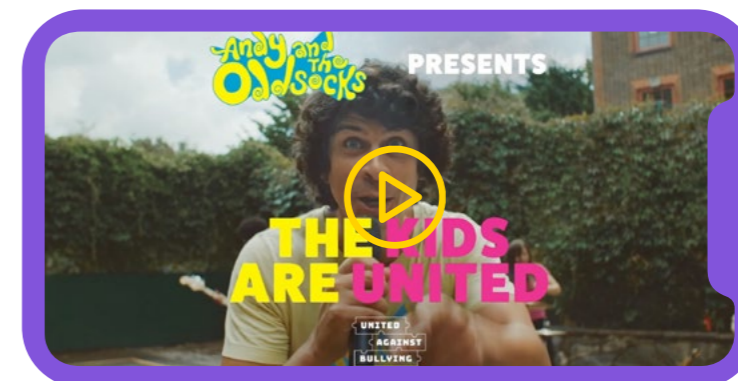
We all have a part to play, and together, we're **#UnitedAgainstBullying**

@abaonline @andyoddsock

Get Involved here: bit.ly/antibullyingweek2020



Play the video →

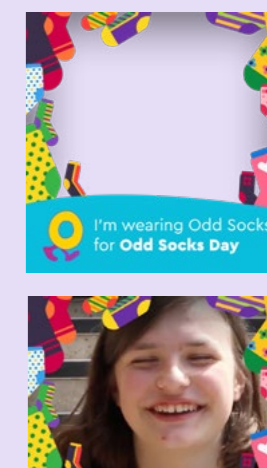
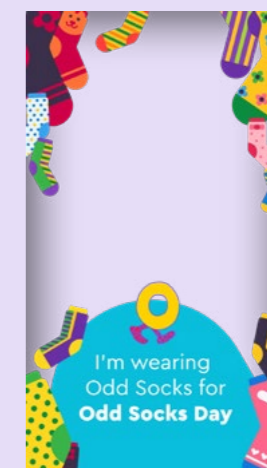


ADD A CUSTOMISED ODD SOCKS DAY PROFILE IMAGE TO YOUR SOCIAL MEDIA PROFILE PICTURE

Help us raise awareness and add a Twibbon (a customised profile picture) to your accounts.



Download these materials to help you post your odd socks pictures



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OTHER THINGS YOU CAN DO TO GET READY FOR ANTI-BULLYING WEEK

- 1.** Sign up as a supporter and receive a certificate to display here: <https://anti-bullyingalliance.org.uk/anti-bullying-week/pledge-your-support>
- 2.** Are you a school? Download one of our school activity packs here which come with lesson and assembly plans and lots of useful resources: <https://anti-bullyingalliance.org.uk/anti-bullying-week/school-resources>
- 3.** Are you a parent or carer? Along with SafeToNet and Kidscape, we've developed a toolkit especially for you to help support your children and bring Anti-Bullying Week to life at home: <https://anti-bullyingalliance.org.uk/anti-bullying-week/parents-and-carers>
- 4.** Tell us your plans and we will share them through our networks. You can email your plans to aba@ncb.org.uk
- 5.** Purchase some Anti-Bullying Week 2020 merchandise from our shop: <https://anti-bullying-alliance.myshopify.com/>
- 6.** As part of SafeToNet's support for Anti-Bullying Week 2020 parents will get a **60-DAY FREE ACCESS** to SafeToNet's pioneering safeguarding app. Visit safetonet.com/abw2020 and use the code **ABW2020** to sign up during Anti-Bullying Week and make sure your children are safer online.



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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.

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