Anti-Bullying Week 2021

SOCIAL MEDIA TOOLKIT

ORGANISER





MONDAY 15TH TO FRIDAY 19TH NOVEMBER





WELCOME TO ANTI-BULLYING WEEK 2021

Anti-Bullying Week 2021 is happening this Monday 15th – Friday 19th November with the theme #OneKindWord. Last year over 7.5 million children across the country got involved and this year we want to make it bigger than ever. So how can you take part?

Whether you're a school, anti-bullying organisation, parent, company or individual, this Social Media Toolkit includes everything you need to help bring your Anti-Bullying Week 2021 to life online and on social media.

ABOUT THE THEME: #ONEKINDWORD

In a world that can sometimes feel like it's filled with negativity, one kind word can provide a moment of hope. It can be a turning point. It can change someone's perspective. It can change their day. It can change the course of a conversation and break the cycle of bullying.

Best of all, one kind word leads to another. Kindness fuels kindness. So, from the playground to parliament;

and from our phones to our homes, together our actions can fire a chain reaction that powers positivity. It starts with one kind word.

It starts with one kind word. It starts today and we need your help to make it happen!



WHERE CAN YOU FIND US ONLINE?

We'll be making a noise across all our social media platforms and we hope you will too! Tag us so we can see and share what you're up to during this year's Anti-Bullying Week.







antibullyingalliance

Anti-BullyingAlliance

@abaonline



AntiBullyingAlliance



@antibullyingalliance

HASHTAGS: LET'S GET ANTI-BULLYING WEEK TRENDING!

Use these tags in your posts so collectively we can make our voice heard against bullying.



#ANTIBULLYINGWEEK
#ONEKINDWORD
#ODDSOCKSDAY

CONTACT US

If there's anything you need or would like to share with us -please contact us on aba@ncb.org.uk





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ANTI-BULLYING WEEK TIMELINE

Here's how you can get involved with this year's Anti-Bullying Week:

MONDAY

NOVEMBER

TUESDAY

16

NOVEMBER

WEDNESDAY

NOVEMBER

THURSDAY

18

NOVEMBER

FRIDAY

NOVEMBER



ONE KIND WORD



Join our #AntiBullyingWeek Hashtag Party! (See page 5)



Wear odd socks for #OddSocksDay with Andy and the Odd Socks (See page 6)



Share your kindness stories using #OneKindWord (See page 7)



Tune into our Twitter Talk for school staff with an expert panel (4.30pm) (See page 7)



Join us for our online **Anti-Bullying Week Celebration Event** 4pm - 5pm (See page 8)



Let's say **Thank You** to the people who've shown us kindness (See page 8-9)



Tune into our **Twitter Talk** for parents and carers with an expert panel (8.30pm) (See page 8)

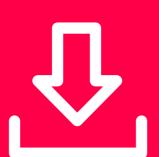


Vote on your favourite pets in odd socks from the week! (See page 9)

What's next?

Anti-Bullying is not just for Anti-Bullying Week. What are our goals for the year? (See page 9)

Whatever you choose to do this Anti-Bullying Week - remember use the @ tags and hashtags so we can see and share what you're up to.



DOWNLOAD ALL THE CAMPAIGN ASSETS

We've got lots of posts, photos and videos for you to use this Anti-Bullying Week. They can be downloaded HERE. (Remember to keep checking back as we'll keep updating them over the coming weeks.)







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4



WHAT CAN YOU DO EACH DAY **OF ANTI-BULLYING WEEK?**



MONDAY 15TH NOVEMBER

On the first day of Anti-Bullying Week there are TWO ways to support. The HASHTAG PARTY (below) and ODD SOCKS DAY (page 5) Why not do both?

HASHTAG PARTY

Let's get Anti-Bullying Week trending again this year! (As it has done for the last 7 years!) We're asking that everyone please use the below hashtags on Monday 15th November so we can flood social media with a unified voice against bullying.



#ANTIBULLYINGWEEK #ONEKINDWORD #ODDSOCKSDAY



What to post? What you post is up to you, but if you want some ideas, here are some suggested posts:

Click to Post

#OneKindWord leads to another.



Kindness fuels kindness. It can change the course of α conversation and break the cycle of bullying. That's why I'm supporting #AntiBullyingWeek with @abaonline

You can too: bit.ly/antibullyingweek2021

Click to Post

#OneKindWord.

Today is the start of **#AntiBullyingWeek** and the theme is







Kindness can change the course of a conversation and break the cycle of bullying. It can provide a moment of hope. It can be a turning point and can change someone's day.

bit.ly/antibullyingweek2021 @abaonline

Click to Post



We're supporting @abaonline #AntiBullyingWeek and its theme of #OneKindWord. We believe kindness can be a turning point, it can change someone's day and it can break the cycle of bullying.

What **#OneKindWord** will you say today? bit.ly/antibullyingweek2021









We also have lots of ideas for Facebook, Instagram and TikTok posts in our asset pack HERE.





ODD SOCKS DAY

The other important activity marking the start of Anti-Bullying Week is #OddSocksDay. Last year over 5 million children, thousands of parents, hundreds of workplaces and even Ant and Dec donned their odd socks to celebrate Anti-Bullying Week and what makes us all unique. All you have to do to take part is wear odd socks on Monday 15th November. It couldn't be simpler!



Will you be donning your odd socks with us this year?

How do I take part?

It's so easy. Here's what you do:

- Wear odd socks to your school, work place (even at home!) on Monday 15th November.
- Donate £1 to help the Anti-Bullying Alliance carry on our important work. (Thank you, thank you, thank you!) You can donate HERE.
- Share your photos, videos, messages and artworks with us using the hashtags #OddSocksDay, #AntiBullyingWeek and tag us on Twitter (@ABAonline and @AndyOddSocks) or Instagram (@antibullyingalliance and @andyandtheoddsocks).*

Click to Post



I'm wearing Odd Socks for **#OddSocksDay** to mark the start of #AntiBullyingWeek. Join me in highlighting this important issue, post a picture in your odd socks!

@abaonline @andyoddsock #onekindword Get involved here: bit.ly/antibullyingweek2021





For more information about **#OddSocksDay**, you can download our school and workplace packs, flyers and display posters which you can find HERE.



*By using the hashtags and tagging us, you give us permission to reshare your content on Anti-Bullying Alliance's channels

Andy and the Odd Socks will be releasing another free official song for Odd Socks Day this time called 'One Kind Word'. The toe-tapping song and the video will be available on our website before Anti-Bullying Week.



ODD SOCKS DAY COMPETITIONS

WIN A SCHOOL VISIT FROM ANDY AND THE ODD SOCKS!



For the 5th year running we're partnering with our patron Andy Day, (CBeebies and CBBC,) and his band, Andy and the Odd Socks, for #OddSocksDay.

To WIN a visit to your school from Andy and the Odd Socks, simply:

- Pop on your odd socks,
- Take a photo or video (get creative!)
- Post on social media during Anti-Bullying Week and
- Remember to use hashtags #OddSocksDay and #AntiBullyingWeek and @ tag us too to enter (@ tag details below.) Andy will be keeping an eye across socials for his favourite submissions during the week. Good luck!



Tag @ABAonline + @AndyOddSocks



Tag @antibullyingalliance + @andyandtheoddsocks

BEST PET IN ODD SOCKS

Last year we saw so many of our furry friends in odd socks on #OddSocksDay. So, during Anti-Bullying Week we will also be holding a fun competition for the best pet in odd socks. All you have to do is share a photo or video of your pet in odd socks on Twitter or Instagram during Anti-Bullying Week. Then use the hashtags #PetsInOddSocks #OddSocksDay and make sure to @ tag us too, (details below). We will share our favourites each day of the week with the final round on Friday 19th November.

For both competitions, please use the designated hashtags AND the @ tags for both Anti-Bullying Alliance and Andy and the Odd Socks here:



Tag @ABAonline + @AndyOddSocks



Tag @antibullyingalliance + @andyandtheoddsocks



Please only put odd socks on pets that you think will enjoy it! You can find some guidance from the RSPCA HERE.







TUESDAY 16TH NOVEMBER

LET'S INSPIRE OTHERS WITH OUR #ONEKINDWORD STORIES!



Now more than ever, we want to spread kindness online by creating a positive ripple across social media with our kind words and actions. On Tuesday 16th November of Anti-Bullying Week, we'd love to spread a little more positivity online by sharing your real-life kindness stories. Tell us examples of kind acts or words you've experienced, or ask your audiences to share their kindness moments with you.

Let's flood social media with examples of how using just **#OneKindWord** can change someone's day for the better.

Example conversation starters:

- What's the kindest thing someone has said to you? _____
- What's the kindest thing someone has done for you? ______
- · What's the kindest thing you've said or done for someone else? _____
- What am I going to do today to spread a little kindness? _____



Stitch this! Follow us on TikTok, @antibullyingalliance, and stitch your kindness story with the video pinned to our page. (N.B. The Stitch function allows TikTok users to clip and integrate scenes from another user's video into their own.)



Get involved

Download all the bespoke images for Facebook,
Twitter, Instagram and
TikTok <u>HERE</u>.



Share your stories ahead of Anti-Bullying Week!

If you want to share your stories now ahead of Anti-Bullying Week for us to share on Tuesday 16th November, please fill in this form **HERE**.

JOIN US FOR A TWITTER TALK WITH INDUSTRY EXPERTS



We're inviting you to join us for the first of our two Twitter Talks with a wonderful panel of organisations and individuals:

Tuesday 16th November (4.30pm - 5.30pm)
 How can we create kinder, anti-bullying schools?

We'd love for you to get involved too!

How can I take part?

To take part, join us on our Twitter channel @abaonline on either (or both!) of the two days. We'll be using the tag #OneKindWordTT so you can take part and submit your questions.

Find out more about the panel and how you can get involved HERE







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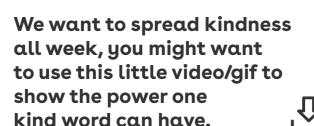
WEDNESDAY 17TH NOVEMBER

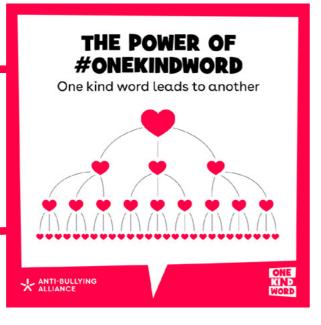
ANTI-BULLYING WEEK 2021: ONLINE CELEBRATION EVENT



Join us for an exciting online celebration between 4-5pm. We will be joined by some amazing speakers and exciting special guests each highlighting the importance of Anti-Bullying Week & the need to spread the One Kind Word message.









THURSDAY 18TH NOVEMBER

JOIN US FOR A TWITTER TALK WITH INDUSTRY EXPERTS



Today is part two of our **#OneKindWordTT** Twitter Talks with a wonderful panel of organisations and individuals that can provide their anti-bullying insights.

• Thursday 18th November (8.30pm - 9.30pm)
How can we be 'anti-bullying' parents and carers?

We'd love for you to get involved too!

How can I take part?

Join us on our Twitter channel @abaonline between 8.30pm - 9.30pm today. We'll be using the tag **#OneKindWordTT** so you can take part and submit your questions.

Find out more about the panel and how you can get involved HERE

A CHANCE TO SAY THANK-YOU

On Thursday 19th November we'd love to say THANK YOU to the people in our lives who've shown us kindness. It could be thanks to a friend who's always been there for you, thanks to a special teacher in your life, thanks to an organisation that's helped you, thanks to a bus driver for getting you safely to school or work - or something else entirely! Who are you thankful to?







THURSDAY 18TH NOVEMBER CONTINUED...

DOWNLOAD OUR THANK YOU TEMPLATES:



We've created a series of template posts for you to thank the people in your life. Choose a picture and post it on your social channels with a little message of thanks. Remember to use the hashtag **#OneKindWord** in your posts too, so we can see and share them.





FILL IN THE BLANKS



We've also got an Instagram Story template for you to use to thank and tag your networks. It can be downloaded from HERE



What to post? What you post is up to you, but if you want some ideas, here are some suggested posts:

Click to Post



We want to say a big **THANK YOU** to our friends at @____. They are a great organisation, check them out!



Spread kindness this #AntiBullyingWeek and say thanks to your favourite organisations. #OneKindWord @ABAOnline.

Click to Post



THANK YOU to @____ for always being a good friend to me and showing me kindness #OneKindWord #AntiBullyingWeek @abaonline

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Click to Post



I want to say a big thank you to my teachers for being so kind and supportive **#OneKindWord #AntiBullyingWeek**







FRIDAY 19TH NOVEMBER

WHAT'S NEXT?

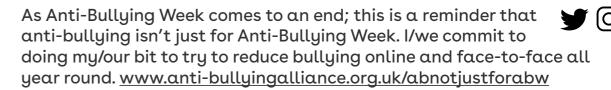
Today it's also a good opportunity to share what you'll be doing in the year ahead to raise the issue of bullying. Remember – anti-bullying work is year-round, not just for Anti-Bullying Week!



We want you all to be sharing:

- Share your anti-bullying pledges for the next 12 months (you can use the templates in the images here and/or use the post wording below)
- Share how your organisation can provide support to address bullying (for example, do you have a resource you've created for schools, or a helpline for parents?)

Click to Post



Other Anti-Bullying Resources:

For all of Anti-Bullying Alliance's resources, visit the website.

THE WINNING PET IN ODD SOCKS!

We'll be voting on our favourite pet in odd socks from the week on our Twitter and Instagram account, so keep an eye out and choose your winner!









HOW ELSE CAN YOU SUPPORT?

Donate to the Anti-Bullying Alliance.

Anti-Bullying Week is not government funded so we need to raise funds to run it each year. If you are able to fundraise for us or any of our member charities during Anti-Bullying Week we are immensely grateful. You can find more ways to fundraise for us during Anti-Bullying Week **HERE**



2 Sign up as an Anti-Bullying Week Supporter and receive a certificate to display HERE



- 3. Download one of our resource packs
 - School packs (with lesson and assembly plans and lots of useful resources) <u>HERE</u>



- 2. Parent/carer packs (with ideas to bring Anti-Bullying Week to life at home) **HERE**
- Purchase a range of amazing Anti-Bullying Week merchandise including wristbands and stickers from our online shop to support your activities and raise awareness HERE



5. Sign up for free anti-bullying email updates and/or become a member of ABA HERE









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:

- Supporting learning and sharing best practice through membership
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns
- 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.



An additional thank you to Facebook and TikTok for their support for this year's social media toolkit.



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#ANTIBULLYING WEEK

Please share your One Kind Word activity with us online!





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