Anti-Bullying Week 2022

SOCIAL MEDIA TOOLKIT

ANTI-BULLYING ALLIANCE

ORGANISER

TikTok

SUPPORTER

REACH OUT

#ANTIBULLYINGWEEK

MONDAY 14TH TO FRIDAY 18TH NOVEMBER

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NATIONAL CHILDREN'S BUREAU

WELCOME TO ANTI-BULLYING WEEK 2022

Anti-Bullying Week 2022 is happening this **Monday 14th – Friday 18th November** with the theme **#ReachOut.** 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 2022 to life online and on social media.

ABOUT THE THEME: #REACHOUT

REACH OUT

Bullying affects millions of lives and can leave us feeling hopeless. But it doesn't have to be this way. If we challenge it, we can change it. And it starts by reaching out. Whether it's in school, at home, in the community or online, let's reach out and show each other the support we need. Reach out to someone you trust if you need to talk. Reach out to someone you know is being bullied. Reach out and consider a new approach.

And it doesn't stop with young people. From teachers to parents and influencers to politicians, we all have a responsibility to help each other reach out. Together, let's be the change we want to see. Reflect on our own behaviour, set positive examples and create kinder communities. It takes courage, but it can change lives.

So, this Anti-Bullying Week, let's come together and reach out to stop bullying.

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
#REACHOUT
#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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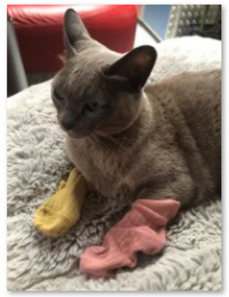
ANTI-BULLYING WEEK TIMELINE

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

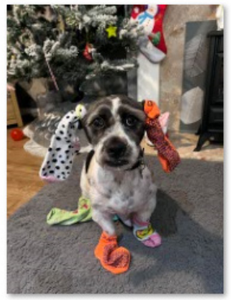
MONDAY 14 NOVEMBER	TUESDAY 15 NOVEMBER	WEDNESDAY 16 NOVEMBER	THURSDAY 17 NOVEMBER	FRIDAY 18 NOVEMBER
Join our #AntiBullyingWeek **Hashtag Party!** (See page 5)	Tell us who you reach out to at times of need **#ReachOut** (See page 7)	Tune into our **Twitter Talk** about **online bullying** with an expert panel (1pm) (See page 8-9)	United Against Bullying **practice sharing event for schools (4pm)** (See page 8)	**Let's celebrate** what we've achieved this week! (See page 9)
Wear odd socks for **#OddSocksDay** (See page 6)	Join our friends at Kidscape for a **Facebook live event for parents and carers** 8pm (See page 7)	Tune into our **Twitter Talk** for about **school bullying** with an expert panel (4pm) (See page 8)		**What's next?** Anti-bullying is not just for Anti-Bullying Week. What are our goals for the year? (See page 9)

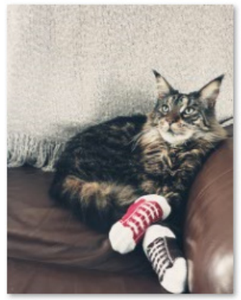
REACH OUT

VOTE FOR YOUR FAVOURITE PET IN ODD SOCKS (See page 6)



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 via the link above. Remember to keep checking back as we'll keep updating them in the lead up to Anti-Bullying Week!

BEFORE ANTI-BULLYING WEEK

We want to raise awareness of the fact that Anti-Bullying Week and Odd Socks Day is coming up. We'd love it if you could share the dates and say you're supporting Anti-Bullying Week prior to the event.

Click to Post

We're getting ready to support Anti-Bullying Week this year which is taking place from Mon 14 th to Fri 18 November and starting with Odd Socks Day. We've got our odd socks ready, have you? **#AntiBullyingWeek #ReachOut https://www.youtube.com/watch?v=0Rgfh073BxM&feature=youtu.be**

Join our Twitter Spaces event

On the Monday before Anti-Bullying Week, join us on Twitter for an expert panel discussion entitled **'What's the point in holding Anti-Bullying Week?'.** Twitter Spaces are audio conversations across Twitter accounts. We will discuss the need for Anti-Bullying Week and the issues facing children around bullying today.

To tune in, come to our Twitter account @abaonline on Monday 7 th November at 9am.

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

14 MONDAY 14TH NOVEMBER

On the first day of Anti-Bullying Week there are TWO ways to support. The HASHTAG PARTY (below) and ODD SOCKS DAY (page 6) Why not do both?

HASHTAG PARTY

Let's get Anti-Bullying Week trending again this year, as it has done for the last 8 years! We're asking that everyone please use the below hashtags on Monday 14th November so we can flood social media with a unified voice against bullying.

#ANTIBULLYINGWEEK
#REACHOUT

1 · News · Trending
#AntiBullyingWeek
Trending with #OddSocksDay, #UnitedAgainstBullying

If you're looking for resources, consider downloading one of our images, GIFs or videos **HERE.**

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

Click to Post

This Anti-Bullying Week, let's come together and **#ReachOut** to stop bullying. I'll be joining @abaonline from 14th-18th November and you can too!

Find out more here: bit.ly/antibullyingweek2022

Click to Post

This **#AntiBullyingWeek** we're joining **@abaonline** to urge everyone to **#ReachOut.**

Reach out to someone you trust if you need to talk.
Reach out to someone who's being bullied.

It takes courage, but it can change lives.

Let's come together & **#ReachOut** to stop bullying.

Click to Post

Bullying affects millions of lives and can leave us feeling hopeless. But if we challenge it, we can change it. That's why I'm supporting **@abaonline** this **#AntiBullyingWeek**

Let's come together and **#ReachOut** to stop bullying.

Find out more here: bit.ly/antibullyingweek2022

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

TikTok

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ODD SOCKS DAY

The other important activity marking the start of Anti-Bullying Week is #OddSocksDay. Each year over 5 million children, thousands of parents hundreds of workplaces and even Ant and Dec and Sir Mo Farah 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 14th November. It couldn't be simpler! Will you be 'odd socking' with us this year?

HOW DO I TAKE PART?

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

1. Wear odd socks to your school, work place (even at home!) on **Monday 14th November.**
2. Donate £1 to help the Anti-Bullying Alliance carry on our important work. (Thank you, thank you, thank you!) You can donate **HERE.**
3. Share your photos, videos, messages and artworks with us using the hashtags **#OddSocksDay, #AntiBullyingWeek and tag @andyoddsock and @abaonline**

Click to Post

I'm wearing Odd Socks for **#OddSocksDay** to mark the start of **#AntiBullyingWeek.** Join me, **@abaonline** and **@andyoddsock** by posting a picture in your odd socks!

Get involved here: https://bit.ly/oddsocksday

Join our Odd Socks chain. Take a look on our Odd Socks Day web page in November and join our 'Odd Socks Chain' video. Either 'stitch' on TikTok or 'reply' on Twitter to our extra special video with extra special guests showing you're getting your odd socks ready for Anti-Bullying Week!

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

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

WIN A SCHOOL VISIT FROM ANDY AND THE ODD SOCKS!

For the 6th 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:

1. pop on your odd socks
2. take a photo (get creative!)
3. post on social media during Anti-Bullying Week
4. 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!

BEST PET IN ODD SOCKS

Last year we held our first Pets in Odd Socks competition after seeing 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 18th November.

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

- **Twitter: Tag @ABAonline + @AndyOddSocks**
- **Instagram: Tag @antibullyingalliance + @andyandtheoddsocks**

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15 TUESDAY 15TH NOVEMBER

LET'S SAY THANK YOU TO THOSE WE #REACHOUT TO!

While we encourage children to reach out, let's say thank you to those we reach out to. Tag the person you reach out to at times of need. On Tuesday 15th November of Anti-Bullying Week, tag the person, people or organisations that you reach out to at times of need. Whether it be the organisation you call for help or advice, or someone who has helped you when you were being bullied or just someone you love to have a cup of tea and a natter with, let's share our gratitude to them and inspire others to reach out.

STITCH THIS!

We've got a TikTok video on our TikTok account, @antibullyingalliance where you can 'stitch this' with your message of thanks. Stitch allows TikTok users the ability to clip and integrate scenes from another user's video into their own.

TikTok

TikTok

Download all the bespoke images for Facebook, Twitter, Instagram and TikTok **HERE.**

LIVE

Q&A FOR PARENTS AND CARERS IN ANTI-BULLYING WEEK

Is your child experiencing bullying? As parents and carers, we can have lots of emotions and questions, whether our child is impacted by bullying or involved in the bullying themselves. **This Anti-Bullying Week, join a live Q&A with a panel from the award-winning anti-bullying charity Kidscape. The free event is designed to give practical hope and help to parents and carers.**

The panel will include:

- **Lauren Seager-Smith,** CEO of Kidscape. Lauren has worked in bullying prevention for over twelve years and is a Trustee of Children England. She's also a mum and on her own parenting journey.
- **Liat Hughes Joshi,** a journalist and broadcaster who specialises in parenting and family life. She is the author of five parenting books, published in the UK and internationally. Three of her books contain guidance on what to do if your child is being bullied or if they are bullying someone else.

To join, simply head to Kidscape's Facebook page on Tuesday 15th November at 8pm. The Q&A will be livestreamed to Facebook.

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16 WEDNESDAY 16TH NOVEMBER

JOIN OUR TWITTER TALKS

What is a Twitter Talk?
A Twitter Talk is a virtual Twitter-based meeting that takes place by replying to tweets and using a hashtag. We will ask a series of questions that will be posted as tweets over the course of the talk. We have a panel of amazing experts, but anyone with a Twitter account could take part.

On the Wednesday of Anti-Bullying Week, we will be holding two Twitter Talks:

1pm – 2pm
Topic: How can we protect children and young people from online bullying and help them to reach out when they need help?

4pm – 5pm
Topic: Are schools spaces where we enable pupils to reach out about bullying?

We have some wonderful experts taking part in the Twitter Talks and we'd love for you to get involved in the vital discussions too!

How can I take part?
Join us on our Twitter channel @abaonline. We'll be using the tag **#ReachOutTT** so you can take part and submit your questions.

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

17 THURSDAY 17TH NOVEMBER

UNITED AGAINST BULLYING PRACTICE SHARING EVENT

To celebrate Anti-Bullying Week we are inviting you to join our practice-sharing event on Thursday, 17th November at 4pm. This webinar will showcase the fantastic work of schools who achieved the Gold award on our free whole school anti-bullying programme, United Against Bullying (UAB). The schools will share examples of actions they took while participating in the 2021-22 UAB programme, and how they had a positive impact on their pupils and school community. There will be an opportunity to comment and ask questions via the chat and Q&A function, so please do join the conversation!

Sign up to take part HERE

18 FRIDAY 18TH NOVEMBER

LET'S CELEBRATE WHAT WE'VE ACHIEVED THIS WEEK AND SHARE OUR FAVOURITE MOMENTS FROM THE WEEK

Phew we've reached the end of Anti-Bullying Week!
Let's take a moment to celebrate what we've learned and achieved.

If you're stuck for something to post today, remember we've got lots of ideas for posts, photos and videos you can use during the week **HERE.** Maybe there's some you haven't yet used!

On Anti-Bullying Alliance's channels, we'll be sharing our highlights from the week and saying thank you to those taking part.

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 have lots of free CPD training, our free whole-school programme (United Against Bullying) and tools and resources for schools, other settings, parents and carers and young people.

Click to Post

As Anti-Bullying Week comes to an end, this is a reminder that anti-bullying isn't just for Anti-Bullying Week.

We commit to doing our bit to try to reduce bullying online and face to face all year round. **#AntiBullyingWeek #ReachOut**

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

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HOW ELSE CAN YOU SUPPORT?

1. **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 a of Anti-Bullying Week supporter** and receive a certificate to display **HERE.**

3. **Download one of our packs:**

   - School packs (with lesson and assembly plans and lots of useful resources) **HERE.**
   - Parent/carer packs (with ideas to bring Anti-Bullying Week to life at home) **HERE.**

4. **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.**

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ABOUT THE ANTI-BULLYING ALLIANCE

Anti-Bullying Week is coordinated by the **Anti-Bullying Alliance (ABA) in England and Wales.** 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'd like to extend our thanks to the following:

- **TikTok for supporting this social media toolkit for Anti-Bullying Week**
- **Facebook and Twitter for their support.**

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Please share your 'Reach Out' activity with us online!

@abaonline	AntiBullyingAlliance	Anti-BullyingAlliance	antibullyingalliance	antibullyingalliance

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