

Anti-Bullying Week 2023

MONDAY 13TH TO FRIDAY 17TH NOVEMBER

**SOCIAL
MEDIA
TOOLKIT**

ORGANISER



**MAKE A
NOISE
ABOUT
BULLYING**

#ANTIBULLYINGWEEK

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NATIONAL CHILDREN'S BUREAU



WELCOME TO ANTI-BULLYING WEEK 2023

Anti-Bullying Week 2023 is happening **Monday 13th – Friday 17th November** with the theme **Make A Noise About Bullying (or #MakeANoise)**. It starts with Odd Socks Day on the first day of the week. Last year over 7.5 million children across the country got involved in the week. This year we want to reach even more and **we need your help!**

So how can you take part?
Whether you're a school, an organisation, a parent, a company or you're just keen to take part alone, this Social Media Toolkit has all the information you need to take part in the campaign.

ABOUT THE THEME

Research shows that experiencing bullying can have a significant impact on a child's life well into adulthood.

This Anti-Bullying Week let's come together to have discussions about what bullying means to us, how banter can turn into something more hurtful, and what we can do to stop bullying. Together, we can make a difference and take a stand against bullying.

From the playground to Parliament, and from our phones to our homes, let's make a noise about bullying.

Anti-Bullying Week will remind everyone whether it's in school, at home, in the community or online, we can bring an end to bullying.

So, this Anti-Bullying Week, let's come together and make some noise about 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



@antibullyingalliance



@ABAOnline



@antibullyingalliance



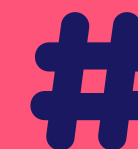
@antibullyingalliance



antibullyingalliance

HASHTAGS:

LET'S GET ANTI-BULLYING WEEK TRENDING!



Remember to tag us on the different platforms and use the campaign hashtags. That way we can see and share what you're posting.

#AntiBullyingWeek
#MakeANoise
#OddSocksDay

CONTACT US

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



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DOWNLOAD ALL THE CAMPAIGN ASSETS

We've got lots of social media posts, photos and videos for you to use this Anti-Bullying Week. You can find them and download 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'd like to raise awareness before the week to spread the message that Anti-Bullying Week and Odd Socks Day are coming up, and we need **YOUR** help in doing so. Please share the messages below on your socials to show support. You can even find some assets to add to the posts in the campaign assets folder.

Click to Post →

We're taking part in Anti-Bullying Week 2023:
Let's **#MakeANoise** about bullying this **#AntiBullyingWeek**
13-17th November. You can too! **@ABAonline**



Click to Post →

Odd Socks Day is coming up on Monday 13th November,
and we can't wait! Will you join us? **#OddSocksDay**
#AntiBullyingWeek



#ANTIBULLYINGWEEK

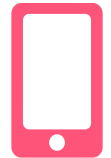
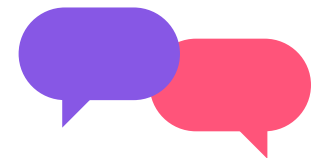


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ANTI-BULLYING WEEK TIMELINE

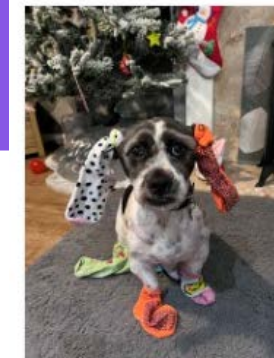
Here's how you can get involved with this year's Anti-Bullying Week:

MONDAY 13 NOVEMBER	TUESDAY 14 NOVEMBER	WEDNESDAY 15 NOVEMBER	THURSDAY 16 NOVEMBER	FRIDAY 17 NOVEMBER
MAKE A  NOISE ABOUT BULLYING				
Join us in making collective 'NOISE'  at 9.15am whether it's the playground, assembly, at work, or on social. (See page 5)  Join our #AntiBullyingWeek Hashtag Party! (See page 5) Odd Socks Day  Wear odd socks for #OddSocksDay with Andy and the Odd Socks (See page 6)	 Share your content to #MakeANoise  Join our friends at Kidscape for an Instagram live event for parents and carers 8pm (See page 7)	 Anti-Bullying Week Live Online Practice Sharing Event for Schools at 4pm-5pm (See page 7)	 Let's have a conversation about the difference between banter and bullying on social media (See page 8) LIVE  Come and watch our Banter and Bullying Live Online Panel of experts (12.30pm - 1pm) (See page 8)	 Let's celebrate what we've achieved this week! (See page 8)  What's next? Anti-bullying is not just for Anti-Bullying Week. What are our goals for the year? (See page 8)

VOTE FOR YOUR FAVOURITE PET IN ODD SOCKS (See page 5)



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.





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



MONDAY 13TH NOVEMBER

On the first day of Anti-Bullying Week there are 3 ways to get involved on social media.

1.
HAVE A HASHTAG PARTY

2.
MAKE A NOISE ABOUT BULLYING ONLINE

3.
HOLD ODD SOCKS DAY

HASHTAG PARTY

Join in the campaign and together we can get the Anti-Bullying Week campaign trending on social media again this year (as it has done for the last 8 years)! Please use the hashtags below on Monday 13th November when posting on socials so that together we can make collective noise against bullying.

#ANTIBULLYINGWEEK
#MAKEANOISE
#ODDSOCKSDAY



If you're looking for resources, why not to download one of our images, GIFs or videos [HERE](#)



Need inspiration on what to post on socials?

It's of course up to you, but if you're after some content ideas, here's some suggested posts:

Click to Post →

This **#AntiBullyingWeek**, let's come together and **#MakeANoise** to stop bullying. I'll be joining **@ABAonline** from 13th-17th November and you can too!
Find out more here: bit.ly/antibullyingweek2023



Click to Post →

This **#AntiBullyingWeek** we're joining **@ABAonline** to urge everyone to **#MakeANoise**.
Together we can make a difference and take a stand against bullying. Let's come together and make some noise.



Click to Post →

Bullying can have a long-lasting impact on a child's life that can last well into adulthood. This **#AntiBullyingWeek**, let's come together to have a discussion on what bullying means, and what we can do to stop bullying.

Let's come together and **#MakeANoiseAboutBullying** to stop bullying. Find out more here: bit.ly/antibullyingweek2023



LET'S ALL MAKE A NOISE ABOUT BULLYING

Let's make our voices heard and make a noise about bullying. Get creative. You can sing or play an instrument or just make some noise. Share your social media posts (see across the page for inspo) and remember to use the campaign hashtags.

We'd love it if you wanted to record yourself making some noise and share it as an Instagram reel and / or TikTok video. Do you play an instrument? Why not to record a short video clip? Why not to make a different noise each day and share it on your socials?

Or you could sing. Get creative and make some noise about bullying. We'd love to see what you create so don't forget to tag us – we'll share your content throughout the week across our socials.

MAKE A COLLECTIVE NOISE AT 9.15AM



Whether you're in assembly, at work, in the office, on a shop floor or wherever you find yourself **join us to make the loudest collective NOISE at 9.15am on Monday 13th November** to make it clear we want to see an end to bullying!

TELL US THAT YOU WON'T STAY SILENT

Why not to record your own video message saying: **'I'm not staying silent when I see bullying take place' or 'I won't stay silent when I see bullying take place'** and share it on your social media.



RECORD AND POST YOUR VIDEOS!



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**MONDAY 13TH NOVEMBER
CONTINUED...**

ODD SOCKS DAY

The campaign will kickstart with Odd Socks Day. Millions of children across the country, as well as parents, workplaces, and celebs, take part in #OddSocksDay to celebrate what makes us all unique.



How do I take part?

It's simple. Here's what you do:

1. Wear odd socks to your school, work or at home on **Monday 13th November**.
2. You can donate £1 to help the Anti-Bullying Alliance. This is totally optional, but it helps us to carry on our important work.
3. Share your photos, posts, videos, messages and artwork with us using the hashtags **#OddSocksDay**, **#AntiBullyingWeek** and tag **@andyoddsock** and **@ABAonline**

You can donate [HERE](#).

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: bit.ly/oddsocksday



Wear your odd socks and join us in making collective noise about bullying. Post your videos on social media and don't forget to use the hashtag #OddSocksDay and #MakeANoise and tag us.



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 called **'Make A Noise'**. The toe-tapping song and the video will be available on our website before Anti-Bullying Week.

Why not join the likes of Ant and Dec, Craig David, Prime Minister Rishi Sunak and Emma Willis and record a short video for Instagram, X, YouTube and / or Tiktok wearing your odd socks to celebrate the day? **Remember to tag us @antibullyingalliance (@abaonline for X) and @andyoddsock and use the hashtags #OddSocksDay and #AntiBullyingWeek so we can see your content.**



WIN A SCHOOL VISIT FROM ANDY AND THE ODD SOCKS!

For the 7th 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
3. Post on social media during Anti-Bullying Week – 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

For the third year we'll organise our super popular Pets in Odd Socks competition on #OddSocksDay. 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 X or Instagram during Anti-Bullying Week. Then use the hashtags **#PetsInOddSocks** and **#OddSocksDay** and make sure to **@ tag us** too, (details below). Make sure your pet is comfortable participating! We will share our favourites each day of the week with the final round on Friday 17th November.

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



Tag **@ABAonline + @andyoddsock**



Tag **@antibullyingalliance + @andyandtheoddsocks**



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TUESDAY 14TH NOVEMBER



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:

- **Kat Fuller**, Parent Support Manager at Kidscape. Kat has spent the past 15 years working in various roles within the education and the charity sector, focusing on supporting children and their families. She is passionate about advising and empowering parents and carers to navigate their way through a bullying situation. She's also a mum to two young children and is on her own parenting journey.
- **Lynn McCann**, Autism Specialist Teacher, Reachout ASC. Lynn is an Independent Specialist Autism and PDA teacher and consultant, owner of autism support provider Reachout ASC, and author of "How to Support Pupils with ASC in Primary School", "How to Support Students with ASC in Secondary School", and "Stories that Explain (a book of Social Stories), all published by LDA. Lynn began working as a mainstream class teacher and was an early years lecturer and SENCO. She has over 10 years of experience in autism education, outreach and training in a specialist education setting. She also has training and experience in autism theory and research, PECS, Sensory Integration, SCERTS, TEACCH, ASC and Puberty, Social Stories and Forest Schools. Since 2021, Lynn has partnered with Kidscape to improve support for autistic children and families impacted by bullying.

Head to The Parent Q&A Instagram Live on Tuesday, 14th November, at 7 PM. Join by clicking [HERE](#)



WEDNESDAY 15TH NOVEMBER

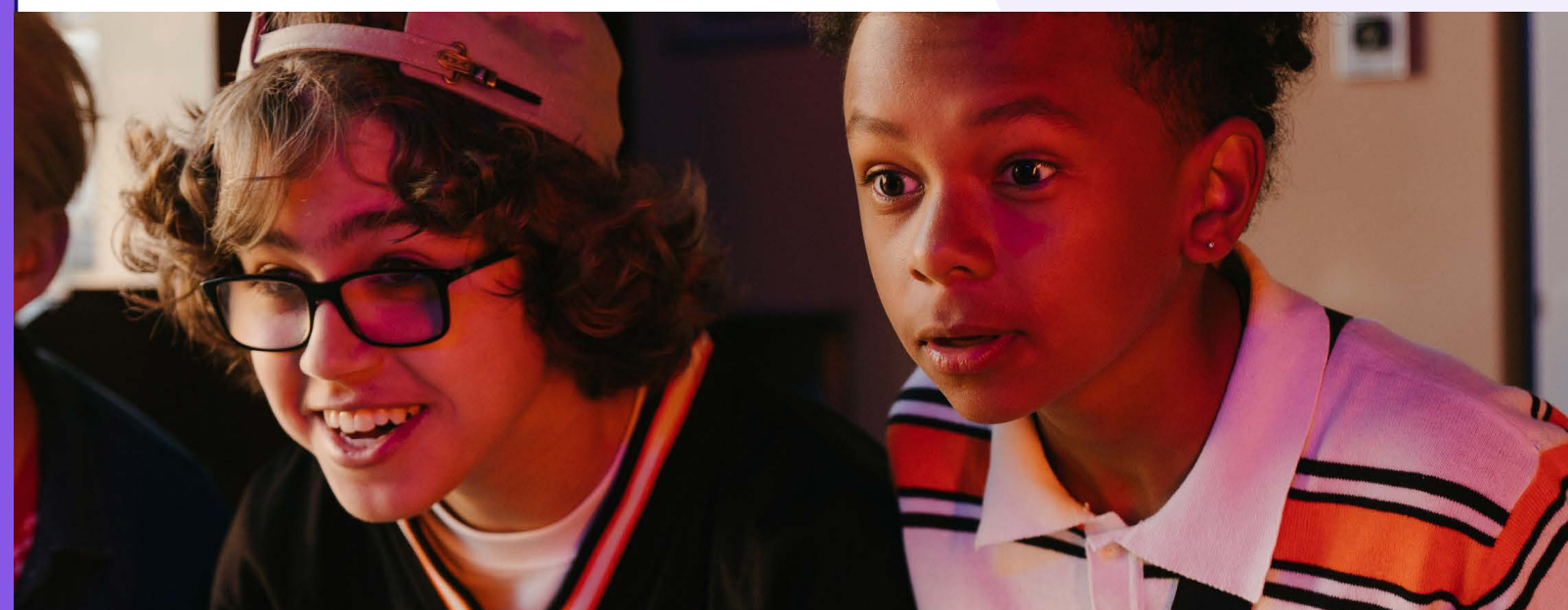
ANTI-BULLYING WEEK SCHOOL PRACTICE SHARING ONLINE EVENT



To celebrate Anti-Bullying Week, we are inviting you to join our practice-sharing event on Wednesday 15th November at 4pm.

This live 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 2022-23 UAB programme, and how they had a positive impact on their pupils and school community. It aims to inspire you with lots of anti-bullying ideas. 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](#)



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THURSDAY 16TH NOVEMBER

BANTER OR BULLYING? LET'S DISCUSS

Banter features heavily in our theme this year and we want to use Thursday 16th November to have a discussion about when banter goes too far and how do we avoid phrases like 'it was just banter'. Please join our conversations in the following ways:

Come to our free live online expert panel about banter and bullying

LIVE

On Thursday 16th November at 12.30pm – 1.30pm join us for an online panel discussion on the difference between banter and bullying. The panel discussion will involve experts including Professor Lucy Betts from Nottingham Trent University, Marcus Leon from The Avenues Youth Centre, schools, Martha Evans – Director of the Anti-Bullying Alliance and other exciting guests still to be announced! The event will be **chaired by young people from Young ABA**.

This event will be streamed on our YouTube page, Facebook, Instagram and you can also watch directly on Zoom.

Sign up [HERE](#)

Come and answer our BIG BANTER QUESTIONS on social media

During the day on Thursday, we'll be asking questions about bullying and banter on X, TikTok and in our Instagram stories, and we'd love to hear your thoughts! Some of the questions will include:

- What is the difference between bullying and banter?
- Do schools face challenges with banter?
- How does banter present itself on social media?
- Do adults act as good role models in relation to banter and bullying?
- How do you know when banter has crossed the line?

Answer these questions, stitch them on TikTok with your own videos or simply reply to our stories on Instagram or posts on X.

POST YOUR MESSAGES ABOUT BANTER AND BULLYING

We've got information to help you including videos about the difference between banter and bullying, info graphics and other types of information.

Find information and assets about banter here and share along with the wording below.

Click to Post

Banter and bullying. Do you know the difference? Let's have a conversation this **#AntiBullyingWeek**



Click to Post

Saying something is 'just banter' doesn't mean it is. There's a line. Don't cross it. **@ABAonline**



FRIDAY 17TH NOVEMBER

CELEBRATE!

Let's celebrate what we've achieved this week by sharing our favourite moments from the week.

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 our social channels, we'll be sharing our highlights from the week and saying thank you to those taking part.

ANTI-BULLYING IS NOT JUST FOR ANTI-BULLYING WEEK

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 needed all year round, not just for Anti-Bullying Week!

We have lots of free CPD training, our free whole-school programme - United Against Bullying - and lots of tools and resources for schools and 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 won't stay silent when bullying takes place. **#AntiBullyingWeek #MakeANoise**



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 and so we need to raise funds to run it each year. If you can fundraise for us or any of our member charities during Anti-Bullying Week, we are very 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/carers 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, Wales and Northern Ireland**. 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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MAKE A NOISE ABOUT BULLYING

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Please share your 'Make A Noise About Bullying' activity with us online!



@ABAonline



@antibullyingalliance



@antibullyingalliance



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