

Social Media Toolkit

Anti-Bullying Week 2026: Break the Silence

Monday 16th to Friday 20th November 2026



**BREAK THE
SILENCE**

#ANTIBULLYINGWEEK

 www.anti-bullyingalliance.org.uk



ANTI-BULLYING WEEK 2026

 **Monday 16 – Friday 20 November | Break the Silence | #BreakTheSilence**

We'll kick things off with Odd Socks Day on Monday 16 November – a fun, colourful way to celebrate what makes us unique. Last year, over 8 million children took part, and this year we want to reach even more – with your help!

Whether you're a school, organisation, parent, Parliamentarian, company or just joining in on your own, this Social Media Toolkit has everything you need to get involved.

ANTI-BULLYING WEEK 2026: BREAK THE SILENCE CALL TO ACTION VIDEO

Millions of children and young people experience bullying every year. Many never tell anyone.

They stay silent when they are being bullied, when they see it happening, and sometimes when they feel drawn into it themselves. When silence persists, bullying can grow.

In today's world, bullying can happen in new and more complex ways.

It happens face to face, online, and through new technologies. And in a world that can feel more divided and less kind, young people feel the impact.

But we can change that.

When people come together, speak openly, and choose kindness, bullying loses its power. Every conversation, every act of support, and every voice raised against bullying makes a difference.

This Anti-Bullying Week, we are encouraging everyone to start the conversation about bullying. We are calling on children and young people to speak up and share their experiences, and on adults to listen, support, and act.

Across schools, communities, and organisations, people will come together to take meaningful action against bullying and create kinder, more supportive environment where all children and young people belong.

Join us this November for Anti-Bullying Week 2026: Break the Silence





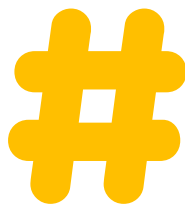
HASHSTAGS

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.

Contact us

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



#BreakTheSilence
#AntiBullyingWeek
#OddSocksDay

Where can you find us online?

We'll be breaking the silence 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!



@anti-bullyingalliance.org.uk



@ABAonline



Anti-BullyingAlliance



@antibullyingalliance



@antibullyingalliance



Anti-Bullying Alliance



GETTING READY



DOWNLOAD ALL THE CAMPAIGN ASSETS

We've created a bank of ready-to-use posts, photos and videos for Anti-Bullying Week.

Download them via [this link](#), and check back regularly, as we'll keep adding more in the run-up to the week.





BEFORE ABW'26

Help us build excitement and raise awareness ahead of Anti-Bullying Week 2026. #BreakTheSilence by letting your followers know that Anti-Bullying Week and Odd Socks Day are coming up and show your support by sharing the messages below on your social media channels.

You can also find a selection of graphics and other resources to accompany your posts in the Campaign Assets folder (Page 4).

To use one of our pre-written posts, simply copy and paste the text below, making sure to use the correct social media handle (see page 3 for reference).

Millions of children and young people experience bullying every year - and many never tell anyone 🙊

This #AntiBullyingWeek, let's #BreakTheSilence 📢

Join us and @ABAonline to start the conversation and be part of the change! ❤️

<https://anti-bullyingalliance.org.uk/anti-bullying-week-2026>



Get your odd socks ready! 🧦

#OddSocksDay kicks off #AntiBullyingWeek on Monday 16 November. We're wearing odd socks to help end childhood bullying that affects millions.

Will you join us?

<https://anti-bullyingalliance.org.uk/anti-bullying-week-2026/odd-socks-day>

@ABAonline





TIMELINE

MONDAY

16

NOVEMBER

TUESDAY

17

NOVEMBER

WEDNESDAY

18

NOVEMBER

THURSDAY

19

NOVEMBER

FRIDAY

20

NOVEMBER



BREAK THE SILENCE



Wear odd socks for #OddSocksDay with Andy and the Odd Socks (Page 8)



Join us in making some noise at our #AntiBullyingWeek Hashtag Party! (Page 7)



Join the #TalkItOutTuesday conversation across our socials and help us #BreakTheSilence. Together with VotesforSchools, we'll explore why young people may not feel able to speak up about bullying - and what we can do to change this. (Page 11)



Join us as we celebrate the winners of our School Staff Award! (Page 11)



Make your pledge to #BreakTheSilence about bullying and help create kinder, more supportive environments where all children and young people feel they belong. (Page 12)



Take part in #ThankYouThursday by thanking someone online who has helped to #BreakTheSilence and take a stand against bullying. (Page 13)



Join our Anti-Bullying Week School Practice-Sharing Event and discover how schools are taking action to prevent bullying. (Page 14)



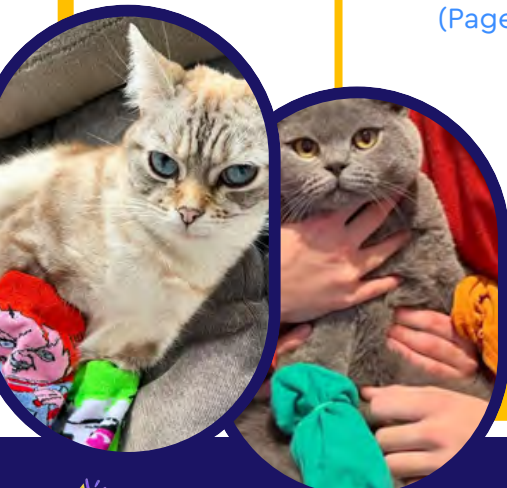
Let's celebrate what we've achieved this week! (Page 15)



What's next? Anti-bullying is not just for Anti-Bullying Week. What are our goals for the year? (Page 15)



Join us online for an anti-bullying training session to end the week. (Page 16)



VOTE FOR YOUR FAVOURITE PET IN ODD SOCKS (Page 10)





MONDAY 16TH NOVEMBER

Kick off Anti-Bullying Week on social media!

There are 2 great ways to get involved on

1. Join our hashtag party

Help us get Anti-Bullying Week trending (we've done it 10 years in a row!). Use:

- #AntiBullyingWeek
- #BreakTheSilence
- #OddSocksDay

2. Take part in Odd Socks Day

Celebrate what makes us unique.

Need ideas for posts?

It's completely up to you, but if you'd like some inspiration, here are a few suggested posts:

It's #AntiBullyingWeek, and we're choosing to #BreakTheSilence! 📢
Let's Break the Silence about bullying and create kinder, more supportive environment where all children and young people belong.
<https://anti-bullyingalliance.org.uk/anti-bullying-week-2026>
@ABAonline



It's time to make some noise! 📢
Join the #AntiBullyingWeek Hashtag Party and help spread the message far and wide. 💙
Share your support, start a conversation and encourage others to #BreakTheSilence about bullying.
<https://anti-bullyingalliance.org.uk/anti-bullying-week-2026>
@ABAonline





MONDAY 16TH NOVEMBER

WE'RE KICKING OFF WITH ODD SOCKS DAY!

This year we celebrate ten years of odd socks day. Join millions of children, parents, workplaces and celebs this anniversary year of #OddSocksDay and celebrate what makes us unique.

How to take part

1. Get your team to wear odd socks (home, school, community or work!)
2. Ask for a £1 donation per person to support the Anti-Bullying Alliance

You can donate HERE

3. Share a photo online with #OddSocksDay and #AntiBullyingWeek. Tag us:

- X: @ABAonline
- Instagram: @AndyandtheOddSocks & @AntiBullyingAlliance



I'm wearing my odd socks today for #OddSocksDay to celebrate what makes us all unique! Let's stand together with @ABAonline & @AndyOddSocks and the Odd Socks to #BreakTheSilence this #AntiBullyingWeek. #OddSocksDay Wear your odd socks too and help stop bullying!
<https://anti-bullyingalliance.org.uk/anti-bullying-week-2026/odd-socks-day>



Wear your odd socks and break the silence about bullying!

Post your videos on social media using #OddSocksDay and #BreakTheSilence, and don't forget to tag us.

For more info, download our school, youth setting & workplace packs, flyers and posters **HERE**.





MONDAY 16TH NOVEMBER

Andy and the Odd Socks

10

This year, we're celebrating ten years of Odd Socks Day!

Andy and the Odd Socks are back with a brand-new song, 'Who's Wearing Odd Socks?!'. The video will be live on our website before Anti-Bullying Week.

Why not join stars like Ant & Dec, Craig David, Victoria Beckham and Emma Willis and share your own short video on Instagram, X, YouTube or TikTok in your odd socks? Just remember to tag us (handles on page 3).



Win a school visit from Andy and the Odd Socks

For the 10th 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 on page 10) Andy will be keeping an eye across socials for his favourite submissions during the week. Good luck!



MONDAY 16TH NOVEMBER

Best pet in odd socks

Our hugely popular #PetsInOddSocks competition is back for its fifth year!

To enter, simply share a photo or video of your pet in odd socks on X, Bluesky, Facebook, LinkedIn, Instagram or TikTok during Anti-Bullying Week. Use #PetsInOddSocks and #OddSocksDay and don't forget to tag us (details below).

We'll share our favourites each day, with the final round on Friday 20 November. And of course, only take part if your pet is comfortable!

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

On X: [@ABAonline](#)

On Facebook: [@AntiBullyingAlliance](#)

On LinkedIn: [@AntiBullyingAlliance](#)

On Instagram: [@AntiBullyingAlliance](#) and [@AndyandtheOddSocks](#)

On TikTok: [@AntiBullyingAlliance](#) and [@AndyOddSocks](#)

You can also take part by emailing aba@ncb.org.uk with your pictures/videos.

On Bluesky: [@anti-bullyingalliance.org.uk](#)





TUESDAY 17TH NOVEMBER

#TalkItOutTuesday

Join us and VotesforSchools on **Tuesday 17th November** across X, Instagram (Stories and posts), TikTok, Facebook and LinkedIn for a live discussion exploring two important questions:

- **Why young people may not feel able to speak up about bullying?**
- **And what we can do to change this?**

We want everyone to get involved! Share your thoughts, experiences and ideas using #TalkItOutTuesday and help spread the message that we all have the power to #BreakTheSilence.

Throughout the day, we'll be posing questions, sharing comments from across our experts, and responding to your comments, and we'll highlight some of the most powerful insights from across all platforms.

If you'd like to send us a question in advance, please email aba@ncb.org.uk.

Together, let's start conversations, amplify young people's voices and make sure the message reaches every corner of our communities.

Join us in celebrating our School Staff Award winners!

We're delighted to celebrate the return of the School Staff Award for Anti-Bullying Week 2026.

Pupils across England, Wales and Northern Ireland have the opportunity to nominate teachers and school staff who have gone above and beyond to prevent and respond to bullying, and to raise awareness of the importance of creating safe, supportive school communities.

Join us online on Tuesday 17 November as we celebrate this year's inspiring winners and recognise the incredible work of school staff making a difference every day.



Make your #BreakTheSilence pledges

Make your #BreakTheSilence pledges

On the Wednesday of Anti-Bullying Week, we're asking everyone, individuals, schools and organisations, to share their pledge to #BreakTheSilence about bullying and create kinder, more supportive environment where all children and young people belong.

Use our pledge templates, share our suggested posts, or get creative:

- Post a video, photo or message about how you'll break the silence about bullying
- Share a team photo holding pledge signs
- Record a short video on why speaking up matters to you

Don't forget to tag us (see page 3) and use #BreakTheSilence so we can share your pledges!

Example pledges for individuals

Bullying thrives in silence. Together, we can change that 📢
This #AntiBullyingWeek, I pledge to Break the Silence about bullying and create kinder, more supportive environment where all children and young people belong.

Make your pledge too: <https://anti-bullyingalliance.org.uk/anti-bullying-week/pledge-your-support-26> @ABAonline



Example pledges for organisations, schools or groups of people

Bullying thrives in silence. Together, we can change that 📢
This #AntiBullyingWeek, we pledge to Break the Silence about bullying and create kinder, more supportive environment where all children and young people belong.

Make your pledge too: <https://anti-bullyingalliance.org.uk/anti-bullying-week/pledge-your-support-26> @ABAonline





THURSDAY 19TH NOVEMBER

Join us for #ThankYouThursday!

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Celebrate someone who's broken the silence to help end bullying, a friend who stood up for someone, a teacher who created an inclusive classroom, a colleague who challenged unkind behaviour, or a young person who spoke out when it mattered most.

Post your thanks online, share their story, tag them if you can, and use #ThankYouThursday and #BreakTheSilence so others can be inspired. Together, we'll show that kindness and courage really do make a difference.

Need ideas? Check out our example posts below!

Need ideas for posts?

It's completely up to you, but if you'd like some inspiration, here are a few suggested posts:

This #AntiBullyingWeek, I want to celebrate [INSERT NAME] for helping to #BreakTheSilence!

They [INSERT ACTION], showing how kindness and courage can make a real difference in creating a kinder world.

Thank you for making a difference! 💙

#ThankYouThursday @ABAonline



This #ThankYouThursday, I want to thank [INSERT NAME] for speaking up, raising awareness and helping to #BreakTheSilence about bullying.

Your actions show that every voice matters, and together we can help create a world where everyone feels supported and included. @ABAonline





THURSDAY 19TH NOVEMBER

Practice sharing event

Join us this Anti-Bullying Week for our practice sharing event. Thursday 19 November, 4pm-5pm

We're inviting you to a practice-sharing event where we will showcase impactful anti-bullying initiatives implemented over the past year by our programme schools.

Attendees will hear firsthand how these schools have worked tirelessly to foster a culture of respect and kindness, and the steps they're taking to improve even further in 2027. Expect real examples of successful anti-bullying strategies in action, and learn about the positive changes happening in schools.

Don't miss this opportunity to learn, share, and collaborate as we work together to empower young people in schools. Secure your free place now!

[Click here to secure your place](#)





FRIDAY 20TH NOVEMBER

Celebrate and share!

Let's wrap up Anti-Bullying Week by sharing our favourite moments. If you need inspiration, we've got plenty of post, photo and video ideas [HERE](#), maybe there are some you haven't used yet!

We'll also be sharing our own highlights and saying a huge thank you to everyone who took part.

Anti-bullying is not just for Anti-Bullying Week

Today's also a chance to share how you'll keep raising awareness throughout the year. Anti-bullying work is needed every day, not just this week.

From CPD training, tools and case studies to campaigns, resources and ABA membership, we've got everything you need to stay united against bullying all year round, whether you're an individual, school, young person, organisation or parent/carer.

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

We will commit to #BreakTheSilence about bullying all year round ❤️    





CPD ACCREDITED TRAINING



CPD ACCREDITED TRAINING: ANTI-BULLYING FOUNDATIONS



20TH NOVEMBER 2025



09:00-12:00

This CPD training will help develop your understanding of bullying and those most at risk of experiencing bullying; and improve confidence in preventing and responding to bullying.

Open to schools and the wider children's workforce, including social workers, healthcare professionals, youth offending teams, early years and post-16 providers, youth workers, school governors, and information, advice & support workers.

[Book here](#)



MORE WAYS TO GET INVOLVED IN ANTI-BULLYING WEEK 2026

1. [Odd Socks Day](#) – Celebrate what makes us unique on Monday 10th November by wearing odd socks.
2. [Sign up online](#) – Become a supporter of Anti-Bullying Week and download your school's certificate.
3. [Get the merch](#) – Official Anti-Bullying Week wristbands, stickers, and more available from our online shop.
4. [Show your support](#) – Put up our Anti-Bullying Week poster and share resources with parents and carers.
5. [Online training](#) – Access our CPD accredited anti-bullying online course for all school staff.
6. [Fundraise for us](#) – Help keep Anti-Bullying Week free by holding a fundraiser or donating online.
7. [Review your policy](#) – Use our tips to refresh your school or setting's anti-bullying policy.
8. [Join the conversation](#) – Share your activities using #AntiBullyingWeek and #BreakTheSilence.
9. [Download our free resources](#) – Lesson plans, assemblies, and activities for schools and packs for families.
10. [Take it further](#) – Sign up as an ABA member and/or become a United Against Bullying school to join our new whole-school programme.



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:

- 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.



#ANTIBULLYINGWEEK

Please share your activity with us on social media!



@anti-bullyingalliance.org.uk



@ABAonline



Anti-BullyingAlliance



@antibullyingalliance



@antibullyingalliance



Anti-Bullying Alliance



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Part of the family

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