



# Anti-Bullying Week 2024

MONDAY 11<sup>TH</sup> TO FRIDAY 15<sup>TH</sup> NOVEMBER

**SOCIAL  
MEDIA  
TOOLKIT**

**CHOOSE**

**RESPECT**



**#ANTIBULLYINGWEEK**



**ANTI-BULLYING  
ALLIANCE**

**ORGANISER**

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**NATIONAL CHILDREN'S BUREAU**





# WELCOME TO ANTI-BULLYING WEEK 2024

Anti-Bullying Week 2024 is happening **Monday 11th – Friday 15th November** with the theme **Choose Respect (or #ChooseRespect)**. Odd Socks Day is taking place on Tuesday 12th November to avoid clashing with Armistice Day. 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!**

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

From playgrounds to parliament, our homes to our phones, this Anti-Bullying Week let's 'Choose Respect' and bring an end to bullying which negatively impacts millions of young lives.

This year, we'll empower children and young people to not resort to bullying, even when we disagree and remind adults to lead by example, online and offline.

Imagine a world where respect and kindness thrives - it's not just a dream, it's in the choices we make. Join us this Anti-Bullying Week and commit to 'Choose Respect'. What will you choose?

**CHOOSE  
RESPECT**

#ANTIBULLYINGWEEK

Imagine a world  
where respect and  
kindness thrives –



ANTI-BULLYING  
ALLIANCE

## WHERE CAN YOU FIND US ONLINE?

We'll be choosing respect 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



Anti-Bullying Alliance

## 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  
#ChooseRespect  
#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](mailto:aba@ncb.org.uk)



#ANTIBULLYINGWEEK



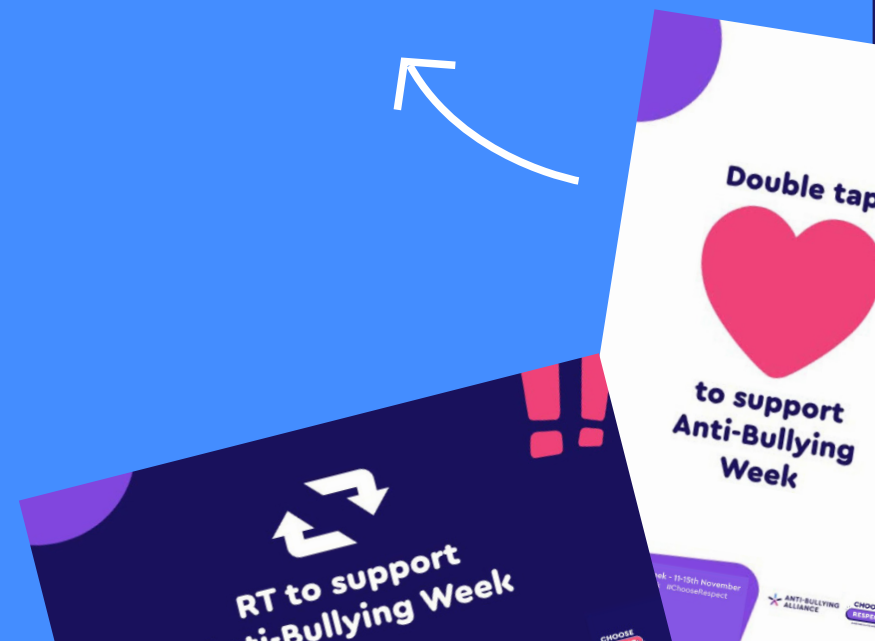
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# DOWNLOAD ALL THE CAMPAIGN ASSETS

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 →

From playgrounds to parliament, our homes to our phones, **#AntiBullyingWeek** is coming soon on 11th November! Let's **#ChooseRespect** and end bullying that impacts millions of young lives. ❤️



Join us and **@ABAonline** to be part of the change! <https://bit.ly/4dzKCmO>

Click to Post →

Get your odd socks ready! 🧦

**#OddSocksDay** is on Tuesday 12th November during **#AntiBullyingWeek**. We're wearing odd socks to help end childhood bullying that affects millions. Will you join us?



<https://bit.ly/4h51ipk> **@ABAonline @AndyOddSock**



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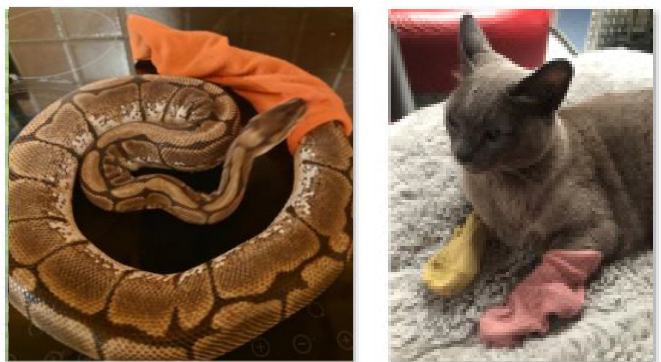


# ANTI-BULLYING WEEK TIMELINE

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

MONDAY 11 NOVEMBER	TUESDAY 12 NOVEMBER	WEDNESDAY 13 NOVEMBER	THURSDAY 14 NOVEMBER	FRIDAY 15 NOVEMBER
CHOOSE RESPECT				
 <p>Join us in pledging to always <b>Choose Respect</b> to prevent bullying (See page 5)</p>  <p>Join our <b>#AntiBullyingWeek Hashtag Party!</b> (See page 5)</p>	 <p>Wear odd socks for <b>#OddSocksDay</b> with Andy and the Odd Socks (See page 6)</p>	 <p>Join our online discussions about <b>how we can encourage adults to lead by example</b> and choose respect (See page 7)</p>	 <p>Anti-Bullying Week <b>Live Online Practice Sharing Event for Schools</b> at 4pm-5pm (See page 8)</p>	 <p><b>Let's celebrate</b> what we've achieved this week! (See page 8)</p>  <p><b>What's next?</b> Anti-bullying is not just for Anti-Bullying Week. What are our goals for the year? (See page 8)</p>

## 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.





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



## MONDAY 11<sup>TH</sup> NOVEMBER

On the first day of Anti-Bullying Week there are 2 ways to get involved on social media.

1.

**HAVE A HASHTAG PARTY**

2.

**PLEDGE TO CHOOSE RESPECT**

### LET'S HAVE A 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 9 years)! Please use the hashtags below on Monday 11th November when posting on socials so that together we can encourage people to Choose Respect over bullying.



**#ANTIBULLYINGWEEK**  
**#CHOOSERESPECT**



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 →

From playgrounds to parliament, our homes to our phones, this **#AntiBullyingWeek** let's **#ChooseRespect** and bring an end to bullying that impacts millions of young lives. 🌍💙

What will you choose?

Find out more: [@ABAonline](https://bit.ly/3Y8L07f)



Click to Post →

It's **#AntiBullyingWeek**, and we're taking a stand to **#ChooseRespect**!

Respect and kindness can change lives—let's spread the message far and wide. 💬

[@ABAonline](https://youtu.be/sZ_CkltlgS4)



## MAKE YOUR 'CHOOSE RESPECT' PLEDGES

We're inviting everyone to kick off Anti-Bullying Week by making their **#ChooseRespect** pledge on Monday! Whether you're an individual, school, or organisation, join us in standing up against bullying and celebrating kindness. You can use our pledge templates, click to share our post wording or get creative—post a video, share a photo, or write your own pledge about how you'll choose respect in your daily life.

Examples could include a photo of your team holding a pledge sign, a short video explaining why respect matters to you, or a simple post sharing your commitment to kindness. Don't forget to use the hashtags, and tag us **@ABAonline** so we can share your pledges!

Click to share for an individual →

Respect starts with us!

This **#AntiBullyingWeek**, I pledge to always **#ChooseRespect** because kindness changes lives. Let's make the world free from bullying for every child. 💙

Make your pledge too: [@ABAonline](https://bit.ly/3XWy1UL)



Click to share for an organisation, school or group of people →

Respect starts with us!

This **#AntiBullyingWeek**, we pledge to always **#ChooseRespect** because kindness changes lives. Let's make the world free from bullying for every child. 💙

Make your pledge too: [@ABAonline](https://bit.ly/3XWy1UL)



@WPS\_Success



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# TUESDAY 12<sup>TH</sup> NOVEMBER

## 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 **Tuesday 12th 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. [You can donate HERE.](#)
3. Share your photos, posts, videos, messages and artwork with us using the hashtags **#OddSocksDay**, **#AntiBullyingWeek** and tag **@AndyOddSock** and **@ABAonline**

Click to Post →

I'm wearing my odd socks today for **#OddSocksDay** to celebrate what makes us all unique! 🦋 ✨



Let's stand together with **@ABAonline** & **@AndyOddSock** & spread the message of kindness and respect this **#AntiBullyingWeek**

Wear yours too and help stop bullying! <https://bit.ly/4h51pk>

**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 #ChooseRespect 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 **'Choose Respect'**. 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, Victoria Beckham, Rishi Sunak MP 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 VISIT FROM ANDY AND THE ODD SOCKS!

For the 8th year running, we're partnering with the co-founders of **#OddSocksDay**, Andy and the Odd Sock.

**To WIN a visit and performance from Andy and the Odd Socks in 2025**, we would like schools to send us a photo or video that most creatively captures how the school participated in Odd Socks Day. Please feel free to use our song 'Choose Respect' to accompany your photos and videos. **To enter:**

1. Share your Odd Socks Day photos/videos on social media.
2. Tag us (**@ tag details below**).
3. Use the hashtags **#AntiBullyingWeek** and **#OddSocksDay**



## BEST PET IN ODD SOCKS

Last year we saw so many of our furry friends in odd socks on Odd Socks Day. Over the years we've seen dogs, cats, hamsters, horses, and even a lizard! **During Anti-Bullying Week we will be holding a competition for the best pet in odd socks.**

To enter share a photo or video of your pet (please only if they are willing!) in their odd socks during Anti-Bullying Week on social media using the hashtags **#OddSocksDay** and **#PetsInOddSocks** and **tag us** too, (details below). We will have a best in show each day with users voting for their favourite on each social media platform, and a grand finale on the last day of Anti-Bullying Week.

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**



Tag **@AntiBullyingAlliance** + **@AndyOddSocks**



**CHOOSE  
RESPECT**

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# WEDNESDAY 13<sup>TH</sup> NOVEMBER

## RESPECT STARTS WITH US: SOCIAL MEDIA DISCUSSION ABOUT ADULTS AS CHOOSE RESPECT ROLE MODELS



Join us on **Wednesday 13th November** for an important social media discussion on how adults—from parents and teachers to celebrities, politicians, sportspeople, and community leaders—can set a positive example by showing respect in everyday life. Across X (formerly Twitter), Instagram, TikTok, Facebook, and LinkedIn, we'll be exploring how vital it is for adults to act as role models for children and young people, both online and offline. We'll also be hearing from young people about the impact respectful behaviour has on them.



We want **everyone** to get involved! Share your thoughts, experiences, and help us spread the message that respect starts with us. If you have any comments or questions you'd like us to address during the conversation, feel free to email us at [aba@ncb.org.uk](mailto:aba@ncb.org.uk). Let's make sure the message of respect reaches every corner of our communities!

Share your message that 'Respect Starts With Us' by using template posts and images below:

Click to Post →

Respect starts with us!

As adults, we must model respectful behaviour for our young people — online, in the media & in our communities. Together, we can help prevent bullying & create a kinder world ❤️



[https://youtu.be/sZ\\_CkltlgS4](https://youtu.be/sZ_CkltlgS4) #ChooseRespect #AntiBullyingWeek @ABAonline



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# THURSDAY 14<sup>TH</sup> 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 Thursday 14th November at 4pm.

**This live webinar** will showcase the impactful anti-bullying initiatives that our United Against Bullying Plus programme schools have implemented over the past year. Attendees will hear firsthand from pupils and school staff how these secondary schools have worked tirelessly to foster a culture of respect and kindness, and the steps they're taking to improve even further in 2025. Expect real examples of successful anti-bullying strategies in action, and learn about the positive changes happening in schools. We will also provide an opportunity to hear directly from these schools about how they think we can help children and young people Choose Respect at school.

*Note: While schools on our United Against Bullying Plus programme are all secondary schools, primary school staff are highly encouraged to attend—many of the ideas and discussions will be easily adaptable to your context.*



Sign up to take part [HERE](#)



# FRIDAY 15<sup>TH</sup> 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 who took 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 CPD training, tools, case studies, campaigns and resources along with our ABA membership to help you stay united against bullying all year around whether you are an individual, school, young person, organisation or parent/carer.

Click to Post →

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

We will commit to **#ChooseRespect** all year round



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



@afjatheantibullying



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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/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](#).



6. **Become a memebr of the Anti-Bullying Alliance** [HERE](#).



@polamschool



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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.

### We'd like to extend a massive 'thank you' to the following:

- All the young people involved in developing the theme this year and the school films. Particularly those young people from the 'Young Anti-Bullying Alliance'.

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# CHOOSE

# RESPECT



## #ANTIBULLYINGWEEK

Please share your 'Choose Respect' activity with us online!



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