

Anti-Bullying Week 2017

Monday 13th - Friday 17th

November 2017

**SOCIAL MEDIA
ACTION PACK**

#AntiBullyingWeek

#AllDifferentAllEqual - #OddSocks

All Different

All Equal

#ANTIBULLYINGWEEK



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CONTENTS

- Introduction •
- Links to download visual resources •
 - What we'd like you to do •
 - How else can you get involved •
 - Odd Socks Day •

INTRODUCTION

Anti-Bullying Week 2017 is happening from Monday 13th – Friday 17th November and has the theme 'All Different, All Equal'. It is coordinated by the Anti-Bullying Alliance but owned by the entire anti-bullying sector.

THE AIMS ARE TO:

- Empower children and young people to celebrate what makes them, and others, unique.
- Help children and young people to understand how important it is that every child feels valued and included in school, able to be themselves, without fear of bullying.
- Encourage parents and carers to work with their school and talk to their children about bullying, difference and equality.
- Enable teachers and school support staff to celebrate what makes us 'all different, all equal' by celebrating difference and equality and taking individual and collective action to prevent bullying, creating safe environments where children can be themselves.

All of the ideas in this pack are designed to help you promote Anti-Bullying Week on your social media channels.

It's your Anti-Bullying Week too. We want to promote what you're doing! Please share your activity with us on social media - We want to see your resources, videos, photos, artwork and messages.

Remember to use the hashtags **#AntiBullyingWeek** and **#AllDifferentAllEqual** in your posts, so we can re-share your messages on the Anti-Bullying Alliance's social media channels.

KEY RESOURCES (Click the icons below to download the assets).



Social Media Posts



FACEBOOK Timeline Cover



TWITTER Timeline Cover



Logo



Anti-Bullying Week Poster

Hashtags: **#AntiBullyingWeek** - **#AllDifferentAllEqual** - **#OddSocks**



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WHAT WE'D LIKE YOU TO DO!

SHARE YOUR MESSAGE WITH US ONLINE

On **Monday 13th November**, or another day during Anti-Bullying Week, we'd love for you and your followers to share your unique **#AllDifferentAllEqual** messages on social media.



TAKE A SELFIE

Take a selfie of yourself showing us what makes you unique or different and then upload it to your social media channels.



TAKE A VIDEO OF YOURSELF

Record a video of yourself expressing what makes you unique or different and then upload it to your social media channels.



SHARE ABW POSTER

Alternatively what about sharing our Anti-Bullying Week 'All Different, All Equal' poster, or one of other social media image posts?

Download our **#AllDifferentAllEqual** assets [here](#)

Accompany your content by some words about why you are supporting this year's event. For example, 'We are **#AllDifferentAllEqual** and that is why I'm supporting this year's **#AntiBullyingWeek** with **@ABAOnline**.'

Make sure you're using the official hashtags **#AntiBullyingWeek** and **#AllDifferentAllEqual** too so we can see and share how you, your school or organisation are getting involved!

Whatever you choose to share, we're looking forward to seeing what you'll do. Make sure you encourage your followers to share the message too!

SOME SUGGESTED TWEETS TO SHARE WITH YOUR FOLLOWERS

You don't have to use the links we provide. You could link to your own resources.

We are **#AllDifferentAllEqual** and that is why I'm supporting this year's **#AntiBullyingWeek**



<http://bit.ly/AntiBullyingWeek2017>

Link to our Anti-Bullying Week website

This Anti-Bullying Week (13-19th November) we celebrate what makes us **#AllDifferentAllEqual**. You can too:



<http://bit.ly/AntiBullyingWeek2017>

Link to our Anti-Bullying Week website

We're proud supporters of **#AntiBullyingWeek** celebrating what makes us **#AllDifferentAllEqual**



<http://bit.ly/ABWsupporter>

Link to become an Anti-Bullying Week supporter

This Anti-Bullying Week (13-19th November) we celebrate what makes us **#AllDifferentAllEqual**. Watch the video:



<http://bit.ly/ABWvideo>

Link to watch the official Key Stage 1 & 2 Anti-Bullying Week film

November 13-17th is **#AntiBullyingWeek**. Celebrate what makes us **#AllDifferentAllEqual** to help stop bullying.



<http://bit.ly/ABWvideo2>

Link to watch the official Key Stage 3 & 4 Anti-Bullying Week film



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SOME SUGGESTED FACEBOOK POSTS TO SHARE WITH YOUR FOLLOWERS

You don't have to use the links we provide. You could link to your own resources.

We are all different and all equal and that is why I'm supporting this year's Anti-Bullying Week

<http://bit.ly/AntiBullyingWeek2017>



Link to our Anti-Bullying Week website

Over 30% of children and young people have experienced bullying in the last year alone. This Anti-Bullying Week 2017, Monday 13th – Friday 17th November, we celebrate what makes us all different, and all equal. You can get involved too:

<http://bit.ly/AntiBullyingWeek2017>



Link to our Anti-Bullying Week website

Remember to tag us in your posts so we can see them!



ADD SOME IMAGES TO YOUR POSTS. YOU COULD USE OUR ANTI-BULLYING WEEK, #ALLDIFFERENTALLEQUAL, ASSETS. [HERE](#)

ANTI BULLYING ALLIANCE'S DIGITAL CHANNELS



WEBSITE



TWITTER



FACEBOOK



INSTAGRAM



YOUTUBE



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HOW ELSE YOU CAN GET INVOLVED

1. SIGN UP TO OUR ANTI-BULLYING WEEK THUNDERCLAP

On the first day of Anti-Bullying Week, Monday 13th November at 10am we'll be releasing our Thunderclap that will send out a single united message of support for #AntiBullyingWeek and our message of #AllDifferentAllEqual.

We need your support!



ADD YOUR VOICE TO THE THUNDERCLAP HERE

Share with your followers!

I've added my voice of support to #AntiBullyingWeek celebrating what makes us #AllDifferentAllEqual. Add yours too:



<http://bit.ly/2yCNyil>

Link to Thunderclap

WHAT IS A THUNDERCLAP?

A Thunderclap is a tool where supporters can sign up to add their social media voice to support a campaign. When launched at a predetermined time, the Thunderclap releases a flood of Tweets and Facebook status updates in one go. Hundreds or thousands of Tweets and status updates happening all at once can help our message trend on Twitter or get noticed on Facebook!

2. UPDATE YOUR PROFILE PICTURE

Update your profile picture on Facebook or Twitter with our Anti-Bullying Week Twibbon.



ADD A TWIBBON TO YOUR PROFILE HERE



Share with your followers!

I've updated my profile picture to support this year's #AntiBullyingWeek. You can too:
<http://bit.ly/ABWTwibbon2017>
#AllDifferentAllEqual



Link to Twibbon

WHAT IS A TWIBBON?

A Twibbon is like a bumper-plate sticker supporting a cause using your Facebook or Twitter profile pictures. Your existing avatar is overlaid with a Anti-Bullying Week image to show your support for the week.

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ODD SOCKS DAY FOR ANTI-BULLYING WEEK MONDAY 13TH NOVEMBER 2017

This year we are excited to have support from our new Anti-Bullying Alliance patron, Andy Day and his band, Andy and the Odd Socks.



Andy Day is one of the most popular children's TV presenters in the country. He has worked with children for over 10 years, and is a favourite amongst children and parents alike. He has a lot of experience working with children, and understands the importance of being yourself, and the challenges that can sometimes bring.

WHAT IS ODD SOCKS DAY?

As part of Anti-Bullying Week, on the first day, (Monday 13th November) we will be asking schools across the country to hold an 'Odd Socks Day for Anti-Bullying Week'. Aimed at early years and primary school children, the day encourages young children to wear odd socks for the day, celebrating their uniqueness.

Odd Socks Day is designed to be fun! It's an opportunity for children to express themselves and appreciate individuality. There is no pressure on the children to wear the latest fashion or for parents to buy expensive costumes. All they have to do to take part is wear odd socks to school, it couldn't be simpler!

We would like to invite participating children to make a £1 donation (or anything you think is appropriate) to support the Anti-Bullying Alliance to continue running Anti-Bullying Week.

Please share your activity with us on social media. Use the hashtag **#AntiBullyingWeek** and **#OddSocks** We love to see what you're doing. Share with us your videos, artwork and messages!



DOWNLOAD OUR ODD SOCKS DAY SCHOOL PACK, AIMED AT EARLY YEARS AND PRIMARY SCHOOL 1 [HERE](#)

SOME SUGGESTED TWEETS/ FACEBOOK POSTS TO SHARE WITH YOUR FOLLOWERS

You don't have to use the links we provide. You could link to your own resources.

We are wearing #OddSocks for #AntiBullyingWeek. You can too!
<http://bit.ly/OddSocksDay>



Link to learn more about Odd Socks Day for Anti-Bullying Week

On Monday 13th November we will be wearing #OddSocks for #AntiBullyingWeek. You can too!
<http://bit.ly/OddSocksDay>



Link to learn more about Odd Socks Day for Anti-Bullying Week

COMPETITION: WIN A VISIT FROM ANDY DAY TO YOUR SCHOOL!

During Anti-Bullying Week we will be running an exciting competition for schools. The winning school will receive a visit from Andy and the Odd Socks themselves! We would like schools to send us a photo or video that best captures how the school participated in Odd Socks Day.

To enter:



Share your Odd Socks Day on Twitter with us via photo or video



Use the hashtags #AntiBullyingWeek and #OddSocks



Tweet to @abaonline in Anti-Bullying Week between 13th - 17th November

Help us promote the competition:

WIN a visit from Andy and the Odd socks to your school by participating in Odd Socks Day for Anti-Bullying Week on Monday 13th November. Find out more here:
<http://bit.ly/OddSocksDay>



Link to learn more about Odd Socks Day for Anti-Bullying Week

Andy and the Odd Socks will select the winning school, (particularly looking for the most creative entries), on the 20th November and we will be in touch to arrange the visit. You can find terms and conditions on our website.

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SIGN UP TO OUR ODD SOCKS THUNDERCLAP

On Monday 13th November at 11am we'll be releasing our Thunderclap, showing messages of support for #OddSocks and #AntiBullyingWeek. **We need your support!**



» ADD YOUR VOICE TO THE ODD SOCKS THUNDERCLAP [HERE](#)

Share with your followers!

We are wearing #OddSocks for #AntiBullyingWeek. You can too!



http://bit.ly/OddSocks_

↶ Link to Thunderclap



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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.

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 would like to extend our thanks to **SafeToNet** for supporting this year's Anti-Bullying Week. **SafeToNet** are an award winning company using technology to protect children and young people online. **Find out more at www.safetonet.com**

We also extend our thanks to **Unique Voice** for the use of their film for Anti-Bullying Week 2017. Find out more about **Unique Voice** and the wider programme '**Triple R**' that surrounds this film at **www.uniquevoice.org**

And finally we say thanks to our patron **Andy Day**, his band **Andy and the Odd Socks** and all his wonderful team.

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