Stop Cyberbullying Day 2019 Encourages Kindness And Inclusion Online

Friday 21 June, 2019

LONDON, UK, JUNE 21, 2019 - Stop Cyberbullying Day 2019 is bringing together internet users, brands, influencers and governments around the world to encourage and promote a truly inclusive internet for all.

Following the success of the 2018 event which reached over 101 million internet users and was supported by 750 influencers and brands including Zoella, Normani, Stephen Fry, ESL, Twitter, WWE and Claire's - Stop Cyberbullying Day 2019 is anticipated to exceed last year's social impact with a host of global events planned throughout the day.

Activities will run for the next 24 hours to raise awareness of cyberbullying and online abuse, while encouraging people to be kind online. Live events, initiatives and campaigns will take place across all five continents of the world and will be promoted on most of the major social media platforms including Twitter, Facebook, Instagram and YouTube.

"We are truly grateful to have had the opportunity to coordinate Stop Cyberbullying Day 2019. It is a fantastic day for internet users, educators, brands, governments and influencers to lead the way and set the right example for the future of the internet," said Scott Freeman, CEO, The Cybersmile Foundation.

"Stop Cyberbullying Day is a reminder that we've made a lot of progress in combating cyberbullying and digital abuse - but there's more work to be done," said Laura D. Lewandowski, Chief Policy Officer, The Cybersmile Foundation. "Through the great work and research underway with our partners, we will continue to make strides towards a safer, more inclusive internet experience for all!"

In the build-up to the day, schools around the world have been encouraging children of all ages to create anti-bullying artwork and banners that will be shared on and offline throughout Stop Cyberbullying Day.

Pope Francis will launch from the Vatican, a special 24-hour Stop Cyberbullying Day telecast to bring together thought leaders from around the world to discuss all aspects of online civility.

How to get involved

Internet users, brands, organisations and governments are encouraged to show their commitment to a truly inclusive internet by creating positive content and sharing messages of support and kindness on social media using the #STOPCYBERBULLYINGDAY hashtag.

Stop Cyberbullying Day 2019 lineup

Activities to support and promote the day will take place both on and offline. Some of the planned events include:

24-hour live telecast

A 24-hour live telecast will be launched with Cybersmile's partner Scholas Occurrentes Foundation, bringing Stop Cyberbullying Day to a network of 500,000 schools around the world, with teachers, parents and children taking part in fun activities throughout the day both on and offline. A live conference as well as public service announcements will be broadcast during the Stop Cyberbullying Day live telecast, with thought leaders in health, science and education discussing all aspects of online civility. The broadcast will stream live on Facebook and YouTube where people can interact and leave comments.

Interactive Billboard campaign across the UK

Across major cities in the UK, digital screens in London, Manchester, Leeds, Liverpool, Glasgow and Birmingham will display social media messages that challenge passersby to think about their own tone online, and to encourage them to consider kinder alternatives. Social media messages will be displayed on interactive digital screens at key sites including London's Leicester Square and Manchester's Printworks, which will then transform in real time into alternative messages of kindness - encouraging

Media:



Related Sectors:

Charities & non-profits :: Children & Teenagers :: Education & Human Resources :: Government :: Media & Marketing :: Public Sector & Legal :: Retail & Fashion :: Women & Beauty ::

Related Keywords:

Stop Cyberbullying Day :: Cyberbullying :: Online Abuse :: Harassment :: Charity Campaign :: Celebrity Activism :: Celebrities ::

Scan Me:

more thoughtful actions and comments when interacting online.

Celebrity and influencer videos

Celebrities and influencers from around the world including Instagram stars Paige Spiranac and Chessie King will be publishing exclusive Stop Cyberbullying Day videos on Facebook, Instagram, YouTube and Twitter with messages of support and empowerment.

Stop Cyberbullying Day exclusive interviews

Throughout Stop Cyberbullying Day, interviews with thought leaders, public figures and influencers will be published exclusively on the Cybersmile website. These expert interviews will explore all aspects of social media, online behaviours and digital civility.

Creative awareness campaign with One Minute Briefs

A Stop Cyberbullying Day digital poster contest will be launched online by the One Minute Briefs creative community that will task designers around the world to create and share on social media impactful posters relating to the dangers and effects of cyberbullying.

Gaming initiatives

Gamers around the world will be broadcasting livestreams to promote kindness and inclusion within their communities.

Popular game MovieStarPlanet will encourage players across 16 countries to participate in special Stop Cyberbullying Day activities introduced in-game. The game has over 400 million registered users and is running a Stop Cyberbullying Day themed contest to promote kindness with the winning player receiving a month of VIP access to the game's premium features.

Exclusive giveaways

The Cybersmile Foundation will launch a number of exclusive giveaways throughout the day with opportunities for people to win signed and one-off prizes from global brands and celebrities including Normani, Zoella and Rimmel London.

Public and influencer engagement with the #STOPCYBERBULLYINGDAY hashtag

Social media posts including videos, tweets, selfies and memes will be shared throughout the day by brands, organisations, governments, schools, public figures and internet users. Posts will include the #STOPCYBERBULLYINGDAY hashtag.

ABOUT STOP CYBERBULLYING DAY

Every 3rd Friday in June, Stop Cyberbullying Day welcomes a host of international stars, thought leaders, educational institutions, governments and brands who share their inspiring content and messages on social media to help others who have been affected by cyberbullying and online harassment.

The day encourages people from around the world to show their commitment toward a truly inclusive and diverse online environment for all, without fear of personal threats, harassment or abuse. Internet users can participate on the day by sharing messages of support and empowerment using the #STOPCYBERBULLYINGDAY hashtag on social media.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organisation committed to tackling all forms of digital abuse and bullying online. They work to promote kindness and inclusion by building a safer, more positive digital community and encouraging people to realise their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces

incidents of cyberbullying and provides professional help and support services to children and adults around the world.

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