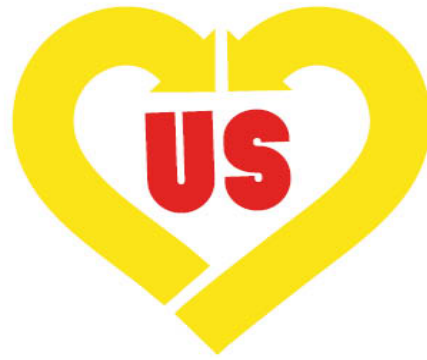


**CHANGE
STARTS
WITH**



#ANTIBULLYINGWEEK

Anti-Bullying Week 2019

11th – 15th November

Brought to you by the Northern Ireland
Anti-Bullying Forum

Social Media Toolkit

Welcome to Anti-Bullying Week 2019

Anti-Bullying Week 2019 is happening from Monday 11th to Friday 15th November and has the theme '*Change Starts With Us*'. It is coordinated by the Northern Ireland [Anti-Bullying Forum](#) which is based at the National Children's Bureau.

The aims of this week are to support schools and other settings to help children and young people, school staff, parents and other professionals who work with children to understand:

- Bullying is still a serious issue
- We are all responsible
- A small change can make a big difference
- Change starts now

Anti-Bullying Week only works because of you, please use this year to champion your work and the changes you all agree to make. Change starts with you, change starts with us working together, Change Starts With Us.

What are the aims of the social media toolkit?

The aim of this social media toolkit is to provide ideas and tools to assist you in promoting Anti-Bullying Week 2019.

This toolkit includes lots of ideas, sample posts, hashtags and downloadable assets that we hope you'll find useful when creating your Anti-Bullying Week content.

Remember!

Importantly it's your Anti-Bullying Week and we want to promote what you're doing. Please tag us in your posts or use the campaign hashtags so we can see and share your messages on the Northern Ireland Anti-Bullying Forum Twitter page.

Hashtags:

#AntiBullyingWeek

#ChangeStartsWithUs

**CHANGE
STARTS
WITH**



#ANTIBULLYINGWEEK



What we'd like you to do...

'Change Starts With Us' is the main overarching theme for this year's Anti-Bullying Week and was developed with young people, we'd love for you to help promote the message on your social media channels.

The simplest way of doing this is by sharing or pledging your message of 'change starts with' #ChangeStartsWithUs. This could be a text-based post, a photo a video, a GIF or something else!

Top Tip!

If we all use the hashtags #ChangeStartsWithUs and #AntiBullyingWeek on the morning of Monday 11th November when posting on Twitter (*the first day of Anti-Bullying Week*), we have a much better chance of trending on Twitter, which goes a long way in attracting nationwide attention and action!

Suggested social media posts

These can be used across Facebook, Twitter and Instagram.

FOR ORGANISATIONS

Small changes make a big difference. Together we can reduce bullying. #ChangeStartsWithUs #AntiBullyingWeek

Change Starts Now, Change Starts here, Change Starts With Us. #ChangeStartsWithUs #antibullyingweek

We're proud supporters of #AntiBullyingWeek and we believe #ChangeStartsWithUs

Bullying hurts. #ChangeStartsWithUs this #AntiBullyingWeek (11-15 November)

FOR INDIVIDUALS

Change starts with thinking twice before I post online
#AntiBullyingWeek #ChangeStartsWithUs

Change starts with ME, change starts with YOU,
#ChangeStartsWithUs #AntiBullyingWeek

USEFUL LINKS

NIABF Website: <http://www.endbullying.org.uk/>

NIABF Twitter: [@niabf](https://twitter.com/niabf)



Make Your Pledge

This year we want to focus on positive change and we know that we are ALL part of the solution. We are asking that everyone pledge to change something no matter how small and tell us about it.

The pledge will start with:

**CHANGE STARTS WITH... #ChangeStartsWithUs
#AntiBullyingWeek**

It's simple, here are a few of our suggestions:

- **Simply tweet or write a post**

E.g.

Change Starts With... acting as a role model to young people

Change Starts With... our amazing anti-bullying resources

Change Starts With... checking in when someone looks unhappy

Download the pledge sheet [here](#)

- **and write your name or your change**

- **Be creative!**

WRITE A SONG – MAKE UP A DANCE – DO A PUPPET SHOW
– WRITE A POEM – DRAW A CARTOON

**Just make sure you tag us tag us @niabf
#AntiBullyingWeek #ChangeStartsWithUs**