



#antibullyingweekni
13 - 17 November 2017

Social Media Toolkit

Brought to you by NIABF
Northern Ireland Anti-Bullying Forum



The theme of this year's Anti-Bullying Week NI (13 - 17 November 2017) is 'All equal, All different, All together' We're encouraging everyone to think about how they can work with others to end bullying

We want everyone who is passionate about taking action against bullying to get involved. Here are some ideas for how you can help support action on social media. Enjoy sharing your good work and ideas with others!

SHARE YOUR WORK

From Monday 13 November 2017, we're asking you to share what you are doing to promote anti-bullying work in Anti-Bullying Week!

You can tweet and tell us how you are working with others to end bullying.

[Click here to tweet](#)

I am supporting [@niabf](#) & others to end bullying this [#antibullyingweekni](#) [#allequalalldifferentalltogether](#) [#ABW17](#)

HOW YOU ARE PROMOTING [#allequalalldifferentalltogether](#)

Share a Photo: Upload a photo showing us how you are working with others to end bullying. Maybe you're learning about anti-bullying in your school or youth club, holding a special event to promote Anti-Bullying Week or finding some other way to show you are celebrating [#allequalalldifferentalltogether](#) - whatever it might be, we're looking forward to seeing what you're doing!

[#antibullyingweekni](#) is also about empowering the bystander - make sure you remind your friends and followers that we need their support to end bullying too!

Share a Video: Show us how you're working with children and young people and the adults who support them that we are [#allequalalldifferentalltogether](#) Record a short video so we can see how you, your school or your group are getting involved in [#antibullyingweekni](#)!



SAMPLE POSTS

facebook

On 13 November 2017:

- This Anti-Bullying Week NI (13 - 17 November) we are celebrating **#allequalalldifferentalltogether** to work with others to end bullying.

Find out more here:

<http://www.endbullying.org.uk/anti-bullying-week/>

During Anti-Bullying Week:

- Support **#antibullyingweekni** by joining us and work with others to promote the message **#allequalalldifferentalltogether**
- This is how we are working with others in **#antibullyingweekni** to end bullying and to support @niabf [INSERT YOUR OWN PHOTO OR VIDEO]

twitter

On 13 November 2017:

- This **#antibullyingweekni** I will promote kindness, respect, inclusion, celebrate difference and work with others to end bullying

During Anti-Bullying Week:

- Support **#antibullyingweekni** by working with others to end bullying. **#allequalalldifferentalltogether** @niabf
- This is how we are **#allequalalldifferentalltogether** in **#antibullyingweekni** [INSERT YOUR OWN PHOTO OR VIDEO]
- Thank you to [TAG HERE] for working with others to end bullying **#allequalalldifferentalltogether**



USEFUL LINKS

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

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

Hashtags: [#antibullyingweekni](https://twitter.com/antibullyingweekni)
[#allequalalldifferentalltogether](https://twitter.com/allequalalldifferentalltogether)
[#ABW17](https://twitter.com/ABW17)

Download the [All Equal, All Different, All Together](#) logo [here](#) and include or attach it to your social media messages

