



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile And Instagram Announce Joint Anti-Bullying Week Campaign

LONDON, UK, NOVEMBER 11, 2019 - The Cybersmile Foundation have announced the launch of an Anti-Bullying Week campaign alongside Instagram to explore and highlight attitudes towards banter and bullying amongst young people in the U.K.

As part of the campaign, Cybersmile will be publishing brand new research and working alongside Instagram, celebrities and influencers including Zoe Sugg, Chessie King and comedian Mo Gilligan to help people learn more about how individuals can be affected by banter, while reinforcing how being mindful of the fine line between banter and bullying is important - in order to protect this unique kind of humour that so many people feel so passionately about.

"We are proud to work alongside Instagram on such an important campaign. It is our hope that this campaign will encourage young people to talk more about the line that exists between banter and bullying, and be more mindful of when they are in danger of crossing it," said Dan Raisbeck, Co-founder, The Cybersmile Foundation.

To mark the launch of the campaign, Cybersmile will be publishing its national [Banter or Bullying? report](#). The report offers valuable insights into the relationship between banter and bullying across the U.K. and encourages young people to be more aware, and talk more about the line between banter and bullying. Over 3000 respondents aged 13-18 participated in the study which focussed on areas such as where the line between banter and bullying exists, if people use banter as an excuse for bullying, the impact of banter on bystanders and many more.

"Instagram is proud to be working alongside The Cybersmile Foundation. Like Cybersmile, we share a belief that all forms of digital abuse, harassment and bullying are as unacceptable online as they are offline. Together we will be shining a light on an important and often overlooked issue: how banter can either be used as an excuse for bullying, or accidentally go too far and leave people upset," said Kira Wong O'Connor, EMEA Policy Programmes Manager, Instagram.

In addition to the launch of the Banter or Bullying? report, as part of the initiative throughout Anti-Bullying Week, Cybersmile will be launching a number of social media activities which include a special takeover of its Instagram account and the sharing of top tips for safe and positive social media use for users of all ages.

Cybersmile previously teamed up with Instagram and Chessie King on a high profile body confidence campaign in 2018 which delivered an important message to millions of internet users and won multiple awards including a Gold Lion at the Cannes International Festival of Creativity.

Instagram is committed to leading the fight against online bullying and has introduced a number of features to give young people greater control over what they see and experience. 'Comment Warning' is an AI-powered feature which asks people to think twice about a post that may contain bullying before it's shared. If the technology detects potential bullying in a caption, it will give people the option to edit or undo that post before it is uploaded.

Recent efforts to combat cyberbullying also include the launch of a new Restrict feature, which empowers teens to quietly protect their account while still keeping an eye on a bully and anyone can report or block someone for bullying behaviour within the app, as well as creating bespoke comment filters to hide specific words or emojis that upset them.

To find out more about the campaign visit [cybersmile.org](https://www.cybersmile.org)

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, diversity 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.

CONTACT

Press Officer
pressoffice@cybersmile.org
<https://www.cybersmile.org>

U.S. WEST

530 Lytton Avenue
2nd Floor
Palo Alto
CA 94301

U.S. EAST

99 Hudson Street
5th Floor
TriBeCa
New York
NY 10013

U.K. & INTERNATIONAL

3 London Bridge Street
3rd Floor
London
SE1 9SG

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