



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

# **Stop Cyberbullying Day 2022 Promotes Self-Care and Digital Wellbeing on 10th Anniversary**

**LONDON, UK, June 17, 2022** - Stop Cyberbullying Day 2022 has arrived and it has never been more important to highlight the need for self-care and digital wellbeing when balancing life both online and offline.

Last year's event saw a global response with a range of activities across five continents. Some of the world's leading brands, public figures, governments and organizations used their platforms to demonstrate their commitment to a truly diverse and inclusive internet.

Stop Cyberbullying Day, coordinated and founded by The Cybersmile Foundation, has entered its 10th year since the first awareness campaign was launched in June 2012. To mark this special occasion, The Cybersmile Foundation is announcing a lineup of activities taking place around the world.

“This year marks a decade since our very first Stop Cyberbullying Day event took place. Since 2012 our lives have become more and more integrated with the internet and social media, so it is crucial that we are all mindful of the ways that our relationship with technology can impact our physical and mental wellbeing. Everybody at Cybersmile would like to thank all those who over the last decade have helped build Stop Cyberbullying Day into the powerful global movement that it is today,” said Iain Alexander, The Cybersmile Foundation.

Stop Cyberbullying Day activities will run for the next 24 hours with live events, initiatives and campaigns taking place around the world on and offline. Twitter, Instagram, Facebook and TikTok are just some of the platforms where various activities will take place.

People wishing to participate in the event can demonstrate their support by using #StopCyberbullyingDay on their social media posts across a variety of platforms.

## **Stop Cyberbullying Day 2022 lineup**

Building on last year's message of unity and acceptance, this year's event is focusing on self-care and wellbeing as people spend more and more time online. Because of the global nature of the event, initiatives to support and promote Stop Cyberbullying Day 2022 will take place across multiple time zones.

Some of the planned Cybersmile activities include:

### **Global campaign launch in partnership with Urban Decay**

The Cybersmile Foundation and Urban Decay are marking Stop Cyberbullying Day with the launch of an exciting new global initiative.

### **Digital Wellbeing 2022 Gen Z report**

Cybersmile are announcing today the launch of Digital Wellbeing 2022 – a national report examining the impact of social media use on Gen Z wellbeing in the U.K.

Following the recently commissioned State of Play report exploring identity bullying among Gen Z internet users in the U.S., The Cybersmile Foundation have undertaken a new research project focusing on crucial aspects of digital wellbeing including mental health, diet, sleep, social media addiction, comparison culture, body image and many more.

### **Exclusive interviews with Cybersmile ambassadors Holly H and F1 driver Nicholas Latifi**

Discover exclusive insights and top tips on all aspects of life online from Cybersmile ambassadors Holly H and F1 driver Nicholas Latifi. Having a social media following of over 16 million means that Holly H, Britain's biggest TikTok influencer, knows all about the positives and negatives of social media. Canadian-Iranian Nicholas Latifi also knows a thing or two about social media himself and joins the day's lineup in an exclusive sit down with Cybersmile.

### **Education campaign with Premier League football players**

Cybersmile have teamed up with strategic partner Ten Toes and a host of Premier League football players to launch a creative education campaign raising awareness of the real life consequences of online abuse.

## **Exclusive giveaways**

The Cybersmile Foundation will be announcing opportunities to enter and win exclusive prizes throughout the day across their official social media accounts.

## **Special initiatives**

Stop Cyberbullying Day welcomes and enjoys the support of important stakeholders and partners from around the world. During this 10th anniversary event, a number of product launches, policy updates, news and activities will be publicly announced. To stay informed of these developments, social media users can follow Cybersmile social channels and search announcements using the #StopCyberbullyingDay hashtag across most platforms.

## **How to participate**

There are lots of ways people can show their support for Stop Cyberbullying Day without the need for pre-planning. Internet users, brands, organizations and governments are all encouraged to show their commitment by creating content and sharing messages of support and kindness on social media using the #StopCyberbullyingDay hashtag across all platforms.

For all the latest updates and activities throughout the day follow [@CybersmileHQ](#) on Twitter and [@cybersmilefoundation](#) on Instagram.

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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The Cybersmile Foundation is an international nonprofit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No. 1147576)