



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Stop Cyberbullying Day 2024 Highlights the Impact of Social Media on Mental Health

NEW YORK, NY (June. 21, 2024) – Stop Cyberbullying Day 2024 has arrived, and it has never been more important to raise awareness of the potential impact that social media use can have on our mental health.

Last year’s Stop Cyberbullying Day event saw a range of activities taking place across five continents, encouraging internet users to be mindful of their digital wellbeing. Leading brands, public figures, governments, and organizations all took part in demonstrating their commitment to an internet where everybody feels free to learn, communicate, and express themselves without fear.

Building on the momentum of the previous year’s success, there is an exciting lineup of events and activities that will be taking place throughout the day. Stop Cyberbullying Day 2024 activities will run for 24 hours with a range of live events, initiatives, and campaigns, on and offline.

“Social media is an incredible tool that allows us to communicate and express ourselves in ways that were unimaginable just a few short years ago. Unfortunately, for all the value that it brings to our lives, it does have a darker side, which can have devastating consequences for the mental health of those targeted with cyberbullying and harassment. We want to raise awareness of all the good that social media offers society while reminding people that their words and actions can carry life-changing power,” said Laura Lewandowski, Chief Policy Officer for The Cybersmile Foundation.

People who want to lend their voice to the event can demonstrate their support by using #StopCyberbullyingDay on their social media posts across a variety of platforms.

Stop Cyberbullying Day 2024 Lineup

Stop Cyberbullying Day 2024 will take place across multiple time zones. Some of the planned Cybersmile activities include:

Beyond Likes 2024 Report

To mark this year's event, Cybersmile will publish the *Beyond Likes Report (2024)*, a national report exploring the impact of cyberbullying on the mental health of social media users across the US.

Partnership Announcements

A number of exciting new partnerships will be announced, showcasing brands and organizations that have committed to supporting Cybersmile's mission for a truly inclusive internet where everybody feels free to express themselves without fear.

Multi-Region Campaign Launches

Global initiatives will be launched alongside Cybersmile by partners and stakeholders to tackle cyberbullying and raise awareness of its impact on mental health. Stay tuned to Cybersmile's social channels for these announcements being made throughout the day!

Expert Contributions

Cybersmile resident mental health expert Dr. Radha will reveal top tips on how to deal with cyberbullying and stay safe online.

Industry Initiatives

Stay tuned throughout the day for all the latest stakeholder product launches, policy updates, news, and activities by searching #StopCyberbullyingDay across social platforms.

Creative Competition

For 2024, we once again welcome the OMBLES community, encouraging creators from around the world to design posters that drive home the reminder that our words online yield great power and can have a profound impact on the mental health of others.

How to Get Involved

There are lots of ways to show your support for Stop Cyberbullying Day without the need for pre-planning. Internet users, brands, organizations, and governments are all encouraged to demonstrate their commitment and support by using the #StopCyberbullyingDay hashtag across all social platforms.

Individuals and brands can become official Stop Cyberbullying Day supporters by exploring the various membership options. See the Bronze, Silver, and Gold [supporter profiles](#) for more information.

Potential supporters of the event can also [download](#) the Stop Cyberbullying Day 2024 Handbook and social media plan that provide tips and suggested social posts.

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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