



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Launch Digital Civility Learning Platform

The learning platform has launched with the first challenge focusing on the importance of digital civility and will evolve to become a complete curriculum of interactive learning experiences designed to educate and support people from all demographics.

TRIBECA, NEW YORK, NOVEMBER 13, 2018 – In celebration of Anti-Bullying Week 2018 The Cybersmile Foundation have today announced the launch of the Cybersmile Digital Civility Challenge. The challenge is an interactive digital learning platform that has been designed by Cybersmile to help people understand exactly what online civility is, why it is so important for us all, what it means to be a good digital citizen and how to help other people online.

The civility challenge has been developed in partnership with Rimmel as part of Cybersmile's long-term partnership that was announced last month. Those who take the challenge are guided through a number of learning steps that highlight the importance of digital civility for all Internet users and how we can inspire, educate, support and empower the people we connect with online.

The civility program has its own website and has been designed to include learning outcomes through both correct and incorrect answers that guide users through some of the misconceptions surrounding the Internet and social media. At the end of the challenge, all participants receive a 'Good Digital Citizen' certificate, which they can download, or share on social media to show their commitment to an inclusive digital community for everybody.

"We are very proud of the Cybersmile Digital Civility Challenge. Online civility starts with us all recognizing the responsibilities and the opportunities we have to protect the freedoms that the Internet offers. We all have a stake and responsibility in the future wellbeing of our connected digital world." - Dan Raisbeck, Co-Founder, The Cybersmile Foundation.

The Cybersmile Digital Civility Challenge is the start of a long-term commitment by Cybersmile to provide innovative learning experiences that will empower and educate

Internet users of all ages and abilities around the world. Launching with one topic, which focuses on the importance of good digital citizenship, the challenge will evolve to become a complete curriculum of interactive learning experiences designed to prepare and support people from all demographics.

“The Cybersmile Digital Civility Challenge will change the way young people and adults think about and approach online interactions. Clarifying what positive online behavior actually is and providing the education to help people recognize problems as they begin will give families much needed tools to raise good digital citizens. Even better, Cybersmile’s civility challenge can prevent many painful situations before they develop by empowering young people to be able to make the Internet safer for not only themselves, but their peers too.” - Dr Deborah Gilboa, Teen & Parenting Advisor, The Cybersmile Foundation

The Cybersmile Digital Civility Challenge is a completely free product for everybody and in addition to individuals wanting to find out how much they know about online behaviors and responsibilities, it is also ideal for parents, carers, schools and employers who share Cybersmile’s commitment to a truly diverse and inclusive internet for everybody.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award winning nonprofit organization committed to tackling all forms of digital abuse and bullying online. They work to promote diversity and inclusion by building a safer, more positive digital community and encouraging people to realize 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.

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