



**THE CYBERSMILE FOUNDATION**

## **PRESS RELEASE**

# **The Cybersmile Foundation Launch Interactive Learning Modules Focused on Getting the Most from Instagram**

**London, UK, November 16th, 2020** - The Cybersmile Foundation have today announced the launch of three newly created interactive learning modules designed to help users get the most from Instagram and understand how best to use the safety tools available to them. The learning modules have been developed with the support of Instagram and have been launched today to mark the start of Anti-Bullying Week.

The new modules titled 'Using Instagram's Safety Tools,' 'How to deal with Bullying on Instagram' and 'Getting the most from Instagram' have been designed to deliver an engaging learning experience for users of all ages and abilities.

"Our partnership with Cybersmile will mean we can give young people across the country important information about our anti-bullying tools, and empower them to set their own rules of communication online. This series of fun and interactive modules is intended to help people get the most out of Instagram and is all part of our efforts to keep the community safe and supported so they feel able to express themselves and explore their interests."

Kira Wong O'Conner, EMEA Policy Programmes Manager, Instagram

People accessing the modules will learn a number of important aspects related to getting the most from Instagram including how to use the platform's safety tools, how to build a positive community, how to deal with bullying and how to help other users who might need some extra support.

The new modules have been designed to encourage people to think more about supporting and encouraging meaningful conversation and building diverse and inclusive communities. The modules also encourage users to be mindful of other user's sensitivities and also to be aware of the need for self-care and their own digital wellbeing.

Instagram and Cybersmile are committed to leading the fight against online bullying. Instagram recently announced updates to its suite of anti-bullying tools to include an

expansion of the Comment Warning feature, which warns people when they repeatedly try to post potentially offensive comments, and a new AI tool which automatically hides comments similar to those frequently reported for bullying.

“We are proud to have the opportunity to work with Instagram in creating new learning modules for the Cybersmile Education Program. The learning outcomes embedded in our modules will enable more Instagram users to make use of the tools and features designed to keep the spaces we create and have control over - fun, safe and friendly.”

Dan Raisbeck, Co-founder, The Cybersmile Foundation

The new modules serve U.S. and U.K. English language versions depending on the user’s location and have been integrated into the charity’s open source education program, which provides completely free education for everybody in key areas such as Digital Civility, Content Authenticity, LGBT & Gender Awareness, Online Safety and more.

## **ABOUT THE CYBERSMILE FOUNDATION**

The Cybersmile Foundation is a multi-award-winning non-profit organisation committed to digital wellbeing and tackling all forms of bullying and abuse 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.

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The Cybersmile Foundation is an international non profit 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)