



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation and Instagram Partner to #CreateAKinderEnvironment and Mark Anti-Bullying Week

London, UK, November 15, 2021 - To mark Anti-Bullying Week 2021, The Cybersmile Foundation has teamed up with Instagram to launch a new campaign encouraging young people to #CreateAKinderEnvironment online.

Styled as the ultimate recipe to #CreateAKinderEnvironment (C.A.K.E. for short), The Cybersmile Foundation and Instagram have collaborated with Dr Barbara Mariposa, a mental health and wellbeing expert, to educate teens on all the necessary ingredients to cook up and serve kindness online. The 'recipe' offers advice from Cybersmile on how best to reach out and be an ally, as well as highlighting the safety tools available on Instagram to keep everyone protected while encouraging a positive online environment.

The recipe will be shared by inspiring UK creators including Dr Alex George, Megan Jayne Crabbe and Nikki Lilly, with the purpose of encouraging young people to follow the advice and #CreateAKinderEnvironment online. Social media users will also be encouraged to share the cake emoji as a symbol of their support for a kinder online environment. The overarching message will be that by standing together and taking small actions, we all have the power to build a kinder environment on social media; replacing the unwanted interactions that can get people down, with simple acts of kindness that could lift people up instead.

Tara Hopkins, Instagram's Director of Public Policy at Meta, said: "We want Instagram to remain a place where young people can go to connect with friends, be part of a community, and explore their interests. We're committed to helping young people take control of what they see and do online, and give parents and carers the tools to be part of these important conversations. We are proud to partner with our friends at Cybersmile to mark Anti-Bullying Week and Create A Kinder Environment for everyone. By standing together, we can help replace the unwanted interactions that can get people down, with simple acts of kindness that could lift people up instead."

Scott Freeman, CEO at The Cybersmile Foundation, said: “Through the C.A.K.E. campaign, we want to inspire everyone to stand together and take action against online bullying. Whether it’s sending a simple DM to let someone being targeted know they’re not alone, or directing them to Cybersmile if they need further support, by working together we can make all of our feeds a friendlier place.”

Dr Mariposa said: “It is impossible to understate the power of showing support and standing as one with someone you can see is being bullied. By showing support, offered appropriately and with care, this can be the difference in helping the person stand firm and not get beaten down. Even the smallest act of kindness can make a world of difference. So don’t stand by. Reach out and stand alongside.”

Cybersmile’s tips on what to do if you see someone being bullied online

- If you think someone is being bullied, reach out to them. Let them know they’re not alone and it’s not their fault. Just knowing that someone cares enough to see if they’re OK could save a life
- Use words like “I’m here for you” or “we’ll get through this together”. Let them know it’s not their fault in any way, it’s the bully who’s projecting through those behaviours
- Point them to the [Instagram Help Centre](#) for safety tips and tools to give them control over their experience, or steer them to [The Cybersmile Foundation](#) for additional support

An overview of Instagram’s anti-bullying measures

- **Message controls:** Limit who can send you Direct Messages and add you to group chats
- **Close Friends:** Share your Stories with only the people on that list
- **Restrict mode:** Restrict specific accounts so comments from that person are only visible to them
- **Block:** Stop accounts you don’t want to interact with from contacting you
- **Comment controls:** Take control of who can comment on your photos and videos
- **Report:** Bullying is against our rules. Let Instagram know about an account, photo, video, comment, or message that is intended to bully

Cybersmile and Instagram are committed to helping young people stay safe and protected online. Instagram provide a range of tools to manage privacy, comments and time spent online. For more information, visit the [Instagram Help Centre](#).

More support and guidance information can also be found at www.cybersmile.org.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning non-profit organization 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 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.

About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

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