



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Liverpool & England Footballer Jordan Henderson and The Cybersmile Foundation team up for ‘People Not Profiles’ Anti-Cyberbullying Campaign

London, UK, April 8th, 2021 - The Cybersmile Foundation has joined forces with Liverpool Football Club captain and England player, Jordan Henderson, to launch a powerful new anti-cyberbullying campaign designed to raise awareness of the impact of online abuse while providing direct access to education and support resources.

Launching today, the ‘People Not Profiles’ campaign will see Jordan hand over total control of his social media channels to Cybersmile, who will feature a series of first-hand accounts and examples of cyberbullying as well as powerful insights into the various ways that internet users can be affected by the problem. The campaign will see a number of posts shared across multiple social media platforms submitted for inclusion by the general public as well as contributions from Jordan Henderson and a number of other high-profile athletes across a range of demographics.

“Everybody at Cybersmile is honoured to be working alongside Jordan on this important campaign, designed to serve as a reminder that behind social media profiles there are real people with real feelings. By effectively utilizing Jordan’s powerful platform, we will be reaching millions of people with behaviour-changing insights into the effects that cyberbullying and online abuse has on people’s lives, as well as offering potentially life-saving access to crucial advice and support services.” said Dan Raisbeck, Co-founder of The Cybersmile Foundation.

In addition to raising awareness of the devastating impact that online abuse and cyberbullying can have, the campaign will also reach millions of people across Cybersmile and Jordan Henderson’s social media channels with direct access to Cybersmile’s open-source education program and information relating to support services available to them. Interactive educational modules will be promoted throughout the campaign and will include engaging learning opportunities on topics such as Using Instagram’s Safety Tools, Positive Gaming, Digital Civility, Online Safety and many more.

“I partnered with Cybersmile for the People Not Profiles campaign because the problem of online abuse is continuing to destroy lives every day. It has been great working with Cybersmile to address such an important issue and it is my hope that this campaign raises awareness of how seriously online abuse can affect people and also lets people know there is help and support available to them.” said Jordan Henderson.

The campaign will run for a number of weeks and will be featured on The Cybersmile Foundation and Jordan Henderson’s Instagram, Facebook and Twitter - all driving content to raise awareness of the severity of the issue while providing support and education options to millions of people online.

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.

CONTACT

Press Officer

pressoffice@cybersmile.org

<https://www.cybersmile.org>

U.S. WEST

530 Lytton Avenue
2nd Floor
Palo Alto
CA 94301

U.S. EAST

99 Hudson Street
5th Floor
TriBeCa
New York
NY 10013

U.K. & INTERNATIONAL

3 London Bridge Street
3rd Floor
London
SE1 9SG

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)