



# STAND UP TO BULLYING

## STAND UP TO BULLYING SOCIAL MEDIA TOOLKIT

This campaign is brought to you by The Diana Award

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## How To Support On Social Media



On Tuesday 5th July we are encouraging the nation to stand up to bullying, visibly and physically. Want to show your support on social media? Below are some of the ways you can get involved...

### f FACEBOOK LIVE

Live stream what you are doing to #StandUpToBullying at 10AM on Tuesday 5th July with Facebook Live. Don't forget to tag #StandUpToBullying in your post!

Find out how to get started: <http://bit.ly/1VdCU6M>

### t SUGGESTED TWEETS

#### Before 5th July:

- "On 5th July I will #StandUpToBullying with @DianaAward @AntiBullyingPro Find out more: [standuptobullying.co.uk](http://standuptobullying.co.uk)" + [poster](#)

#### On 5th July:

- "Today is #StandUpToBullying Day. Stand up with us and @DianaAward @AntiBullyingPro"
- "Join me and #StandUpToBullying [standuptobullying.co.uk](http://standuptobullying.co.uk)" + [poster](#)
- "This is how I #StandUpToBullying" (include your own photo, video, boomerang)
- "Share, download or pin this pledge to show you support #StandUpToBullying Day!" + [poster](#)

If you've got your own tweet ready to go, make sure you use the hashtag #StandUpToBullying

### Useful Links

- Website: [standuptobullying.co.uk](http://standuptobullying.co.uk)
- #StandUpToBullying Campaign Packs: [schools, organisations or social media](#)
- #StandUpToBullying Pledge: [www.standuptobullying.co.uk/get-involved/](http://www.standuptobullying.co.uk/get-involved/)
- Hashtag: #StandUpToBullying
- Buy your #StandUpToBullying Badge: [antibullyingpro.com/store/standupbadge](http://antibullyingpro.com/store/standupbadge)
- Twitter: @DianaAward @AntiBullyingPro
- Facebook: [fb.com/TheDianaAward](https://fb.com/TheDianaAward)  
[fb.com/AntiBullyingPro](https://fb.com/AntiBullyingPro)

### ⚡ SIGN UP TO OUR THUNDERCLAP

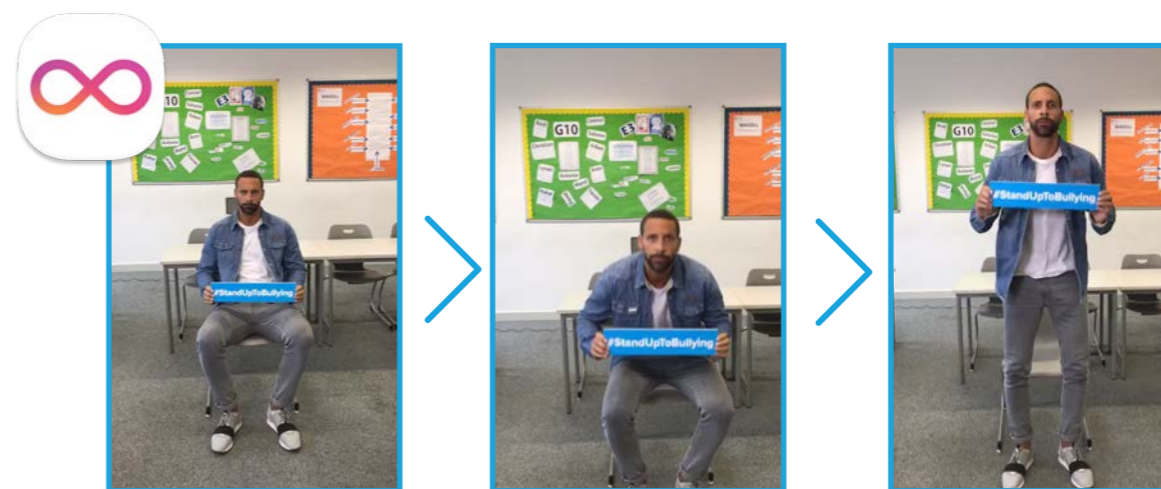
Sign up to our Stand Up To Bullying Thunderclap with your Facebook, Twitter or Tumblr account. Thunderclap will automatically post our Stand Up To Bullying message on your account on 5th July.

You can sign up to our Thunderclap here: [www.tinyurl.com/standupthunder](http://www.tinyurl.com/standupthunder)

### 🔄 SHARE A BOORMERANG

We LOVE boomerang, which is a new app launched by Instagram. It's a lot of fun and helps you create videos that loop back and forth. Get your school, team or friends involved and upload your own boomerang, which shows you all standing up to bullying.

Click [here](#) to see Rio Ferdinand's #StandUpToBullying Boomerang in action...



### 📷 SHARE A PHOTO

You can also upload a photo on social media to show that you are standing up to bullying!

Whether you are wearing the #StandUpToBullying badge or sharing your pledge, we can't wait to see what you've got in mind to spread the word and encourage your followers to stand up with you!

### 🎥 SHARE A VIDEO

Want to have your voice heard – literally? Shout about why you are standing up to bullying on the 5th of July! We've even thought of a few messages you can say:

#### Before 5th July:

'On Tuesday 5th July I'm standing up to bullying with The Diana Award Anti-Bullying Campaign. Visit [standuptobullying.co.uk](http://standuptobullying.co.uk) for more information on how you can join us and stand up to bullying.'

#### 5th July – Stand Up To Bullying Day:

'Today I am standing up to bullying! Visit [standuptobullying.co.uk](http://standuptobullying.co.uk) and stand up with me!'

# STAND UP TO BULLYING .co.uk

For all enquiries...

✉ [sutb@diana-award.org.uk](mailto:sutb@diana-award.org.uk)

🌐 [standuptobullying.co.uk](http://standuptobullying.co.uk)



## About The Diana Award

[diana-award.org.uk](http://diana-award.org.uk)

The Diana Award is a legacy to Princess Diana's belief that young people have the power to change the world for the better.



## About The Diana Award Anti-Bullying Campaign

[antibullyingpro.com](http://antibullyingpro.com)

The Diana Award Anti-Bullying Campaign equips young people, professionals and parents with the knowledge, confidence, and skills to effectively tackle all forms of bullying in their schools and communities, both online and offline.

**TOOLKIT DESIGN BY:  
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