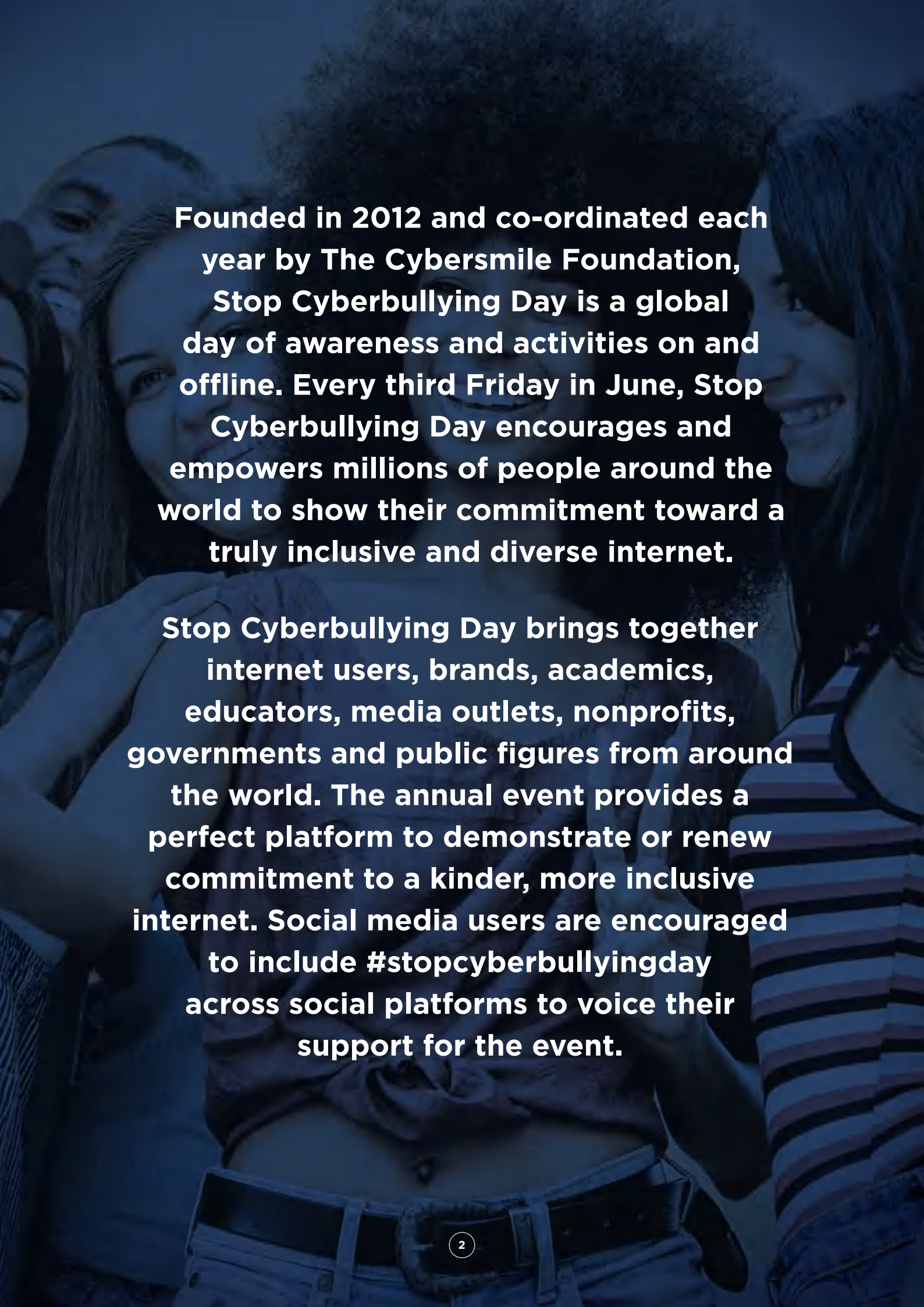




**STOP
CYBERBULLYING
DAY**



**OFFICIAL
HANDBOOK
2023** **JUNE 16TH**



Founded in 2012 and co-ordinated each year by The Cybersmile Foundation, Stop Cyberbullying Day is a global day of awareness and activities on and offline. Every third Friday in June, Stop Cyberbullying Day encourages and empowers millions of people around the world to show their commitment toward a truly inclusive and diverse internet.

Stop Cyberbullying Day brings together internet users, brands, academics, educators, media outlets, nonprofits, governments and public figures from around the world. The annual event provides a perfect platform to demonstrate or renew commitment to a kinder, more inclusive internet. Social media users are encouraged to include #stopcyberbullyingday across social platforms to voice their support for the event.

Global impact



Annually
2012
since

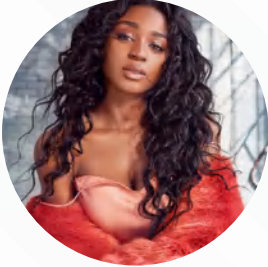
Celebrated in
150+
countries

People
1B+
reached

Media
1B+
readership

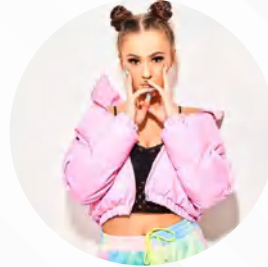
Social media
10M+
interactions

Ambassadors



NORMANI KORDEI

Normani is an American singer, songwriter and dancer. Following a successful career as part of girl-group Fifth Harmony, Normani released her first song outside of the group 'Love Lies' which was a top ten US hit and was certified 5x platinum by RIAA.



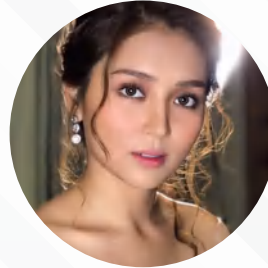
HOLLY H

Holly H is the UK's biggest TikTok star, with over 16.6 million followers and videos amassing billions of views. At the age of 23 Holly is racking up millions of views each day on social media with her positive and empowering content.



DOUG 'FAZE CENSOR' MARTIN

Doug Martin aka FaZe Censor is a content creator and 4x professional Call of Duty gaming champion. In 2018, he won the Call of Duty World League Championship and is one of the preeminent gamers of his generation.



KATHRYN BERNARDO

Kathryn Bernardo started acting and singing at the age of 7 and has evolved to become one of the Philippines biggest stars with millions of followers across her social media channels and lead roles in award-winning TV shows and blockbuster movies.



NICOLA GLENCROSS

Nicola Glencross aka WWE Superstar 'Nikki Cross' is a two-time winner of the WWE Women's World Tag Team Championship. Nikki and Alexa Bliss were established as the first ever Two Time Women's World Tag Team Champions in 2020.



DANIEL PADILLA

At home, Daniel Padilla is considered by many as the most popular actor of his generation and a recording artist with double platinum albums to his credit. Daniel has millions of fans on social media and has featured in primetime shows and feature films.



JOHNNY ORLANDO

Johnny Orlando is a Canadian-American singer-songwriter, vlogger and actor. With some of his videos accumulating more than 30 million views, he received a Juno Award nomination for Breakthrough Artist of the Year in 2019 and has also been nominated for Favorite Viral Music Artist at the Kids' Choice Awards.



KATIE CASSIDY

Katie is an American actress best known for her role as the 'Black Canary' aka Laurel Lance on the CW series, Arrow. Katie's other film credits include Monte Carlo, A Nightmare on Elm Street, Taken, Black Christmas, The Lost and When a Stranger Calls.

Ambassadors



LAUREN ORLANDO

Lauren Orlando is a social media influencer and actress with an accumulated community of over nine million followers on social media. Born in Toronto, Ontario, Lauren now splits her time between her hometown and Los Angeles.



BRANDON HENDRICKSON

Chicago born athlete Brandon Hendrickson is the only two time winner of the Men's Physique title at the prestigious Mr. Olympia contest and is also the only Men's Physique champion to regain the Mr. Olympia title since the competition was founded in 1965.



PAIGE SPIRANAC

Paige Spiranac is an American social media personality and professional golfer. Amassing over 2 million followers on social media, Paige has featured on the covers of Sports Illustrated and Golf Digest as well as ESPN and USA Today.



STEPHANIE HARVEY

Stephanie is best known by her in-game name 'missharvey' and is a 5x world champion in competitive Counter-Strike. Stephanie also worked as a game designer for Ubisoft Montreal and was awarded a Forbes 30 under 30 title.



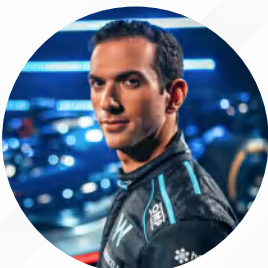
RICHARD ARMITAGE

Richard is a film, television, theatre and voice actor. He is best known internationally for his role as Thorin Oakenshield in Peter Jackson's film trilogy adaptation of The Hobbit and has also starred in box office hits including Captain America: The First Avenger and Into the Storm.



CHESSIE KING

Chessie King is a popular body confidence influencer and bestselling author. She has become an inspiration to many due to her honest and open attitude to life with her realistic, unedited images and body positive content.



NICHOLAS LATIFI

Nicholas Latifi is a Canadian/Iranian Formula 1 driver. Having started his first kart race at the age of 13, Latifi has built his global brand over the last decade, competing at international tournaments with the Williams Racing team.



JAKE ZYRUS

Jake Zyrus is one of the most recognized Filipino music stars in the world. Formerly known as Charice prior to undergoing a gender transition to male in 2017, Jake played the role of 'Sunshine Corazon' in the multi-award-winning TV series Glee.

Be the change

With your help, together we can ensure that everybody has equal opportunity to access and enjoy the benefits of our connected world. Whether you choose to be involved year-round or to participate on the day itself – know that your efforts will play a key role in changing and saving lives. Some examples of ways to support Stop Cyberbullying Day include:

Fundraisers

Brand purpose
announcements

Product
launches

Promotion
of the day on
social media

Special
school
events

Education
initiatives

Research
publication

Campaign
launches

Creation
and sharing
of content



Stay social

With so much on and offline activity around the world for Stop Cyberbullying Day it can be difficult to keep track.

Stay informed and up-to-date with our year-round updates, official partnership announcements, expert article contributions and exclusive interviews with industry thought leaders, influencers and celebrities.



THE CYBERSMILE FOUNDATION

Suggested social media posts

Use the following social media post templates to raise awareness of the event and your commitment to a kinder, more inclusive internet!

Remember to include **#stopcyberbullyingday** in all of your social media posts so that we can find them!

Social media posts in advance of the day:

COMPANY/ORGANIZATION/SCHOOL NAME are celebrating #stopcyberbullyingday on June 16th! Learn more about the event here www.stopcyberbullyingday.org

Stop Cyberbullying Day is on June 16th! Learn more about the day and how you can get involved here www.stopcyberbullyingday.org #stopcyberbullyingday

COMPANY/ORGANIZATION/SCHOOL NAME believes that in diversity there is beauty and power. That is why we are working for a kinder, more inclusive internet by supporting #stopcyberbullyingday on June 16th!

I/we are supporting #stopcyberbullyingday on June 16th because I/we believe that everybody should be able to enjoy our connected world without fear. Learn how you can support the day here www.stopcyberbullyingday.org

The internet is amazing, but could be even better without bullying, harassment and abuse. This is why I/we are supporting #stopcyberbullyingday on June 16th! Learn how to get involved here www.stopcyberbullyingday.org

Social media posts to share on the day:

Today is #stopcyberbullyingday and I/we are adding our support for a kinder, more inclusive internet. Learn more here www.stopcyberbullyingday.org

COMPANY/ORGANIZATION/SCHOOL NAME are celebrating #stopcyberbullyingday today! Learn more about the event here www.stopcyberbullyingday.org

COMPANY/ORGANIZATION/SCHOOL NAME believes that in diversity there is beauty and power. That is why we are working for a kinder, more inclusive internet by supporting #stopcyberbullyingday today!

I/we are supporting #stopcyberbullyingday today because I/we believe that everybody should be able to enjoy our connected world without fear. Learn how you can support the day here www.stopcyberbullyingday.org

The internet is amazing, but could be even better without bullying, harassment and abuse. This is why today I/we are supporting #stopcyberbullyingday Learn how to get involved here www.stopcyberbullyingday.org



Thank you!

Thank you so much for
your support, we couldn't
do it without you.



Contact

INQUIRIES

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Stop Cyberbullying Day was founded and is coordinated by The Cybersmile Foundation. 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)

