




LISTEN UP!

RESPECT OUR RIGHTS

Anti-Bullying Campaign

ANTI-BULLYING WEEK

Monday 14 to Friday 18 November 2022

SOCIAL MEDIA TOOLKIT

Will you play your part this

#AntiBullyingWeek for 'Listen Up! (Respect our Rights)'?

respectme's new anti-bullying campaign, '**Listen Up! (Respect our Rights)**', calls on all adults to respect the rights of children and young people, and take practical steps to help stop bullying in its tracks.

This November, show your support by sharing your Anti-Bullying Week activities on social media, pledging your support for the campaign, and asking your audiences to **Listen Up!** for children and young people.

Bullying is a violation of children's rights.

Children need to be protected from bullying behaviour so that they can survive, develop and participate in a fulfilling life. As adults, we all have an important role to play to help protect and fulfil these rights by creating opportunities for young people to participate in decision making on matters that affect them.

Listen Up! (Respect our Rights)

The campaign has been created with young people aged 11-18 from respectme's Youth Action Group. Members of the group shared experiences of not being taken seriously when they reported bullying to a professional or trusted adult. They felt strongly that adults must champion and uphold young people's rights to dignity and safety, and to learn and flourish – and for children's rights to be at the heart of all effective responses to bullying.

Join our #ImListening22 social media campaign

Whether you're an educator, parent/carer, organisation or influencer, our **#ImListening22** social media campaign calls on all adults to take children and young people seriously when bullying is disclosed, and to take practical steps to respect the rights of children and young people across Scotland.

Let's make this Anti-Bullying Week the best one yet! #ImListening22



Get involved

Throughout Anti-Bullying Week, we will be posting news and updates from the young people involved in creating the campaign, as well as sharing the best messages, photos and videos that we receive from schools and individuals across Scotland.

Show your support: Are you taking part in Anti-Bullying Week activities? Did you sign up for the Listen Up! pledge? Maybe you completed a step from the 5-step plan, or registered for our free Anti-Bullying Learning Academy eLearning? We want to know about it! Share your progress on social media by using **#ImListening22** and tagging **@_respectme_** on Twitter.

Help us to mark day one of Anti-Bullying Week with a bang!

**Schedule this Tweet for
8am on Monday 14 November:**

Twitter (announcing the campaign)



When taking part in the annual awareness week, remember to use the hashtag **#AntiBullyingWeek** and tag **respectme** in all your social media posts so we can like and re-share them to our audiences.

Connect with us on social media at:

 **@_respectme_**

 **@respectme.scotland**

 **@respectmescot**

 **@respectmescotland**



Facebook (announcing the campaign)

It's #AntiBullyingWeek!

@respectme.scotland has launched the 'Listen Up! (Respect our Rights)' campaign. They are calling on all adults to take children and young people seriously when bullying is reported, and to ensure children's rights are at the heart of these responses.

Learn more and get involved at: respectme.org.uk/listenup

#ImListening22



Instagram (announcing the campaign)

It's #AntiBullyingWeek! @respectmescot has launched the 'Listen Up!' campaign, calling on adults to take young people seriously when bullying is reported, and to ensure children's rights are at the heart of these responses.

Visit www.respectme.org.uk/listenup to get involved.

#ImListening22

#neveracceptable

#bekind



Can't wait until Anti-Bullying Week?

You can share these posts before 14 November...



TWITTER

1. Share your support

On 14-18 November, we will mark #AntiBullyingWeek by supporting @_respectme_'s new campaign 'Listen Up! (Respect our Rights)' and by standing up for the rights of children and young people across Scotland.

Get involved at: respectme.org.uk/listenup

#ImListening22

2. Encourage others to pledge support



3. Share the campaign resources

#AntiBullyingWeek is 14-18 Nov 2022! Want to know more about @_respectme_'s 'Listen Up!' campaign? Check out their new Assembly film and other resources for schools and youth groups, and start planning your anti-bullying activities today: respectme.org.uk/listenup

FACEBOOK

1. Share your support

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Find out more and get involved at: respectme.org.uk/listenup

#ImListening22

2. Encourage others to pledge support

This #AntiBullyingWeek, @respectme.scotland and the members of their Youth Action Group are calling on adults to 'Listen Up!' and respect the rights of children and young people.

Sign-up to the campaign now to show young people you're listening: respectme.org.uk/listenup

#ImListening2w

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INSTAGRAM

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More social media posts to share during Anti-Bullying Week and beyond

Twitter

If a child or young person reported bullying to you, would you take them seriously? This #AntiBullyingWeek, join us in pledging support to @respectme.'s 'Listen Up!' campaign and show young people you're there to support them. #ImListening22

Sign up: respectme.org.uk/listenup

Facebook

If a child or young person reported bullying to you, would you take them seriously? This #AntiBullyingWeek, we are pledging support to @respectme.scotland 's 'Listen Up! (Respect our Rights)' campaign to show young people we are listening to them and taking positive action to support them. Join us by signing up at: respectme.org.uk/listenup #ImListening22

Instagram

If a child or young person reported bullying to you, would you take them seriously? This #AntiBullyingWeek, join us in pledging support to @respectmescot 's 'Listen Up!' campaign and show young people that you're listening. Sign up at respectme.org.uk/listenup #ImListening22

Graphics you can share

We have created a range of graphics to accompany any of your social media posts on or before 14 November 2022. Visit www.respectme.org.uk/listenup to find all visuals.

Other helpful resources

We have created some resources to help you highlight Anti-Bullying Week 2022 and the 'Listen Up! (Respect our Rights)' campaign in your community and online.

- Poster
- Campaign toolkit
- '5 Step Action Plan' pledge card
- Parent and carer information pack
- Campaign film for adults

If you are an educator, we have also created some resources to help you take part in this year's campaign alongside children and young people:

- Assembly style campaign film for children and young people
- Bunting template and activity sheet
- Listening ears template and activity sheet
- Youth-led activity sheets: including wristband and poster making
- Learning resources for Early Years, Primary and Secondary

#AntiBullyingWeek #ImListening22