



# Anti-Bullying Activism on Facebook

How to use Facebook in your school to  
engage your students in social action  
online



THE DIANA AWARD





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# #Introduction



**Rishi Saha, Head of Public Policy for Facebook UK**

26 February · London

“We are proud supporters of The Diana Award. At Facebook, we share their belief that young people have the power to change the world for the better when they are put in leadership positions at home, in school, in the community and online. Teachers play a vital role in combatting online and offline bullying and young people have great power in supporting their peers. This project has shown how Facebook Pages can be an effective tool within schools and communities to raise awareness of bullying and provide vital support to people affected by it.”

[Like](#) · [Comment](#) · [Share](#)

## What is Facebook’s mission?

Founded in 2004, Facebook is a social utility for people aged 13 and above. Facebook’s mission is to make the world more open and connected and therefore works to connect people with the brands, friends, family and organisations they care about. With over 1.6 billion users in 2016 on Facebook, it is one of the most used social networking sites.

A core part of Facebook’s mission is to recognise and support the work of its users around social good. It seeks to give charities and non-profits the skills and tools they need to reach the people that matter to them in order to educate users and inspire advocacy. As a part of this aim, Facebook is collaborating with The Diana Award to further understand how the platform can be used in schools to reduce bullying and encourage online activism amongst young people.

## Purpose of this guide

This guide is aimed at educators working with young people in schools on student-led schemes that help to prevent bullying and support students affected by bullying.

The purpose of this guide is to help educators understand the potential Facebook Pages has for students involved in anti-bullying schemes to support their peers online, raise awareness of bullying and ultimately encourage positive behaviour, both online and offline. This guide will help educators understand:

- How to use Facebook Pages to engage the online Facebook community in the school’s anti-bullying campaign
- What the Facebook Pages feature is
- How using Facebook Pages can benefit your setting in relation to behaviour and bullying and supporting vulnerable students
- Best practice when using Facebook Pages from two case study schools from Ireland and the UK involved in the project
- The steps to setting up a Facebook Page for your student-led anti-bullying group
- How to ensure the content on the group’s Facebook Page engages and empowers the whole school community, including parents to take a stand against bullying

## The Diana Award

The Diana Award has been commissioned to write this guide in collaboration with Facebook and students and staff from two schools based in the United Kingdom and Ireland.

The Diana Award is a charity legacy to Diana, Princess of Wales' belief that young people have the power to change the world for the better. One of The Diana Award's four core programmes is the Anti-Bullying Campaign. A key part of this campaign is the Anti-Bullying Ambassador programme. Since 2011 the programme has been working with students, staff and parents to effectively reduce bullying in schools, both offline and online. As many of the 1.6 billion users on Facebook are young people, The Diana Award was keen to see through this project how the time young people spend on social media sites could be harnessed by schools for social good.

## The power of peer

Through their work with young people, The Diana Award has witnessed the power of peer education and peer support in reducing bullying. When given the platform, skills and knowledge, young people are able to encourage positive behaviour and citizenship among their peers, engage them in social action and provide invaluable support to each other. Facebook Pages gives young people involved in anti-bullying schemes a platform to do just this. This guide has used two case study schools to show how student-led anti-bullying schemes can transcend the important work students do in their school community, to the online Facebook community.

## How was this guide written?

This project started in October 2015 at Facebook's Headquarters with The Diana Award and staff and students from two schools. The schools selected for this project included Sharnbrook Upper School from Bedfordshire and Newbridge College from County Kildare in Ireland. Both schools have had The Diana Award Anti-Bullying Ambassador scheme in place for a number of years and were keen to discover how they could use Facebook to take their anti-bullying campaign online to extend its reach and support more students.

In October 2015 students and staff from the two case study schools visited Facebook's European Headquarters in Dublin. The participants spent the day with Facebook's Global Safety Team and the Pages Team looking at best practice examples of how Facebook Pages have been used for social good by different groups, for different causes across the world. The team then worked with the students to define the key areas of bullying students wanted their page to focus on. They taught the schools how the features of Facebook Pages can help the students give their cause an online voice.

Drawing on the best practice examples, the schools learnt how to create rich and engaging content to push out on their Page. To kick start their Pages The Diana Award set the schools 10 challenges related to bullying to complete on their Facebook Pages in the following months. The case studies on page 10 look at the schools' experience in the project, including how they have used the platform, how it has benefitted the team's work and wider community and the challenges they have faced along the way.

# #FacebookPages

## What is Facebook Pages?

Pages are for businesses, brands and organisations to share their stories and connect with people. Like Facebook profiles, you can customise Pages by publishing stories, hosting events, giving advice and more. Any person who likes your Page, including that person's friends, will get updates in their news feed of any new content posted on the relevant Page.

You can create and manage a Page from a Facebook account. You can have numerous people managing your Page and can also set different permissions for each person depending on their involvement in the Page.

*Highlight positive uses of social media to your students.*



## How can Facebook Pages benefit my school?

- Give students in your school an online voice
- Build an online school community where the activities, cultures and people who make the school are reflected and promoted online
- Highlight to the wider community, including new and hard to reach parents that your school takes bullying seriously and has preventative measures in place to create a safe learning environment for students
- Meet the needs of different types of learners
- Encourage students to be responsible, active citizens online. Use Facebook Pages to highlight the importance of supporting each other and treating each other with respect online and demonstrating how the platform can be used positively
- Promote the anti-bullying activities students are doing in school through the platform to raise awareness among the school community and increase participation
- Help students develop important skills for the 21st century in relation to social media and campaigning
- Educate and engage students through a space and platform they are familiar with
- Highlight positive uses of social media
- Raise awareness of the support networks available to young people inside and outside schools and reach vulnerable or isolated young people with important information and advice.
- Influence students' behaviour through having an online presence

## Using Facebook for social good

Facebook has an entire team dedicated to looking at how the platform can increasingly be used for social good. Since it was established, Facebook has quickly been used as a tool to raise awareness of important issues, encourage online activism and give its users a platform to talk about social causes which matter to them.



# #PageFeatures

How can the features of Facebook Pages be used with your student anti-bullying group?

## **About**

Depending on your Page's category (business, organisation, not-for-profit etc.), different types of basic information will appear for you to fill in.

### **Using with your campaign**

Use the About section to help your audience understand the purpose of your Page, explain the rationale behind your student anti-bullying group and describe how their work online transcends into the offline world.

## **Events**

Lets you post about an event on your Facebook Page and invite people to attend. If you make your event public, the Interested feature allows you to see how many people will potentially be attending your event.

### **Using with your campaign**

Post about key events the students are involved in to raise awareness of the activity, increase participation and inspire other youth-led groups to do the same.

## **Milestones**

Allows you to mark key highlights or important moments on your Facebook Page Timeline. You can also add pictures to Milestones.

### **Using with your campaign**

Tell the story of your student anti-bullying group and celebrate their key achievements. For example by creating

a Milestone for when the students were trained and selected and the first campaign they ran around a particular topic.

Communicate to the whole school community what the school does to prevent bullying and what the role of the students involved in the anti-bullying group is. For example by creating a milestone for when the students have run a survey in the school to find out more about key issues, or when they have delivered a session on online safety to parents.

## **Call-to-action button**

Gives the Page owner the option to provide a link to any online site, on or off Facebook, which aligns with the Page's goal. There are a number of different call-to-action buttons that Page owners can choose e.g. contact us, sign up here, watch video.

### **Using with your campaign**

Direct people to 'Watch a Video' which raises awareness of bullying and explains the motive behind your school's student anti-bullying group and encourages them to take a stand against bullying in some way.

Use the 'Contact Us' option to tell people where the student anti-bullying group can be found during the day if students need advice and support. You could also provide useful helpline numbers on the site that your 'call-to-action' button links to.

If your school has an email address for students who need to support, use the 'Email Us' option to provide a direct link to this address.

## Facebook Notes

Allows you to write and publish larger pieces of text such as blogs and articles. Rather than your audience seeing the whole piece of text on your Page, Notes provides them with an overview and accompanying picture option. If they want to read more they simply click on the overview.

### **Using with your campaign**

Share stories and articles through Facebook Notes which help to raise awareness of bullying and help the audience to get to know your student anti-bullying group. You could also use this feature to give advice to students, staff and parents through providing a regular Question and Answer session. Ask students to submit their bullying related questions in school and use Facebook Notes to answer the most commonly asked questions. This provides vulnerable students with an avenue to privately ask for advice.

## Posts

Page Posts help to keep people who have liked your Page informed about activity related to the page. With Page Posts you can share text, videos, Milestones, pictures and also provide links to other useful sites. Your Page Posts are a key way to engage people who have liked your Page.

### **Pinning Posts**

If you want a post to stay at the top of your timeline you can pin it. This means it will stay above all of the other content for 7 days after which it will return back to the date it was published.

### **Using with your campaign**

Share content through Page Posts which bring your students' anti-bullying work to life online, supports those affected by bullying, raises awareness of the issue and ultimately empowers people who have liked your page to take a stand against bullying.

## Share

Gives you an easy way to share the Page on your own Timeline, to a friend's Timeline, in a Group or onto another Page.

### **Using with your campaign**

If your school has a main Facebook Page, share the student's anti-bullying Facebook Page onto it to increase the number of people who like and are therefore engaged with the Page.

## Page Insights

Once more than 30 people have liked your Page you can use Page Insights to get information about how the content on your Page is performing. You can find out demographic data about your audience and see how people are responding to your posts.

### **Using with your campaign**

View the demographic data section of Page Insights to understand who from the school community is in your Page audience e.g. parents, staff, and students. Use the Likes, Reach and Engagement section to gain an insight into the type of content that people are most interested in and see how many people your content is reaching. Depending on how many people from the school community make up your audience, Page Insights could give you an indicator as to topics around bullying and behaviour that the school may need to focus on.

# Sharnbrook Upper School



A school's experience of using Facebook Pages to expand the reach and impact of their anti-bullying work.

## About Sharnbrook Upper School

Sharnbrook Upper School is a large rural academy school located in Bedfordshire for students aged 13 to 19. With approximately 2,000 students at the time of this project, the school is larger than average. Sharnbrook specialises in the media arts and applied learning. The school has been named in OFSTED's "Best of the Best" listing twice and their inspection in 2009 was judged 'Outstanding' for the fourth successive time.

The school has been a part of The Diana Award's Anti-Bullying Ambassador programme since 2012 and works hard to ensure students feel safe at school. The student Anti-Bullying Ambassadors have become an integral part of the school community. Being a large school, Sharnbrook is always looking at different avenues they can use to support students and deliver key messages and advice.

## Creating the Page

Five of Sharnbrook's students, aged between 14 and 17, were chosen to attend the Facebook training day at Facebook's Headquarters in Dublin. The students felt that they really wanted to use their Facebook Page to help raise awareness of who the Ambassadors are, support students and let students know where they can find Ambassadors in school if they need support.

Back in school the students met with their wider anti-bullying group and listed content ideas for their Page. The team focussed the majority of their posts around providing advice to students, raising awareness of the Anti-Bullying Ambassador team and promoting events they were doing in school. You can see some examples of some of their content on page 12.

*Anti-Bullying Ambassadors work hard to ensure students are safe at school*



*Use your Facebook Page to provide advice, raise awareness and promote anti-bullying events*



## “ A Staff Member’s Perspective

*“It’s important that we use Facebook and social media for learning which is why we were keen to be part of this project. It is the student’s preferred medium and we therefore need to embrace it. Seeing the capabilities of how Facebook can be used in education was a big learning curve for all of us.*

*Having a Facebook Page set up by the Anti-Bullying Ambassadors means students can really relate to it and it’s on their level. As the Page is peer-led students don’t feel like their social time is being invaded.*

*The students like seeing pictures of themselves and activities they have been involved in. It is tantamount of the Pages success that more students are seeking support from the Ambassadors and more staff members are asking me to buddy up Anti-Bullying Ambassadors with students that need support.*

*As with any additional school projects it can be challenging for students to manage the project alongside their school work, however I am stunned at how well the students have run with this project. The Ambassadors have managed the Facebook Page as a group which has really helped teach them skills of delegation, team work and communication.*

*Following on from our experience in this project we are now looking for ways that we can use Facebook Pages to cover other aspects of PHSE.”*

- Heather Tennent, Staff Anti-Bullying Lead

## “ A Student’s Perspective

*“As a group using Facebook Pages has been easy for us as we all use Facebook any way. It has been good to learn about the features of Facebook we weren’t familiar with like the scheduling tool and Page Insights. It’s been really rewarding to see people both inside and outside of our school community liking our page and being interested in the work we are doing. We have had local mental health charities liking our page and even sharing our posts which has been great recognition of the work we do. It’s great that people are using our Page to help spread the message and get the word out there that bullying is not acceptable.”*

- Clio, student Anti-Bullying Ambassador

## Best practice from Sharnbrook's Facebook Page

The students in charge of posting content initially faced a challenge in remembering to post content regularly and creating fresh content. They overcame this challenge by using Facebook's schedule feature which allows you to program posts and by having monthly meetings with the Anti-Bullying Ambassadors to create the content. The group felt it was really important that there were always two key people managing the Facebook Page, but wanted the whole team to feel like their voices had been heard and ideas incorporated.

[www.facebook.com/SUSAntiBullying](http://www.facebook.com/SUSAntiBullying)

 134 Page Likes

Most Popular Content  
Anti-bullying video

 41 Likes

 59 Shares

 2,300 Views

 **Anti-Bullying SUS Ambassadors**  
25 December 2015 · 🌐

Don't let their words define who you are...  
Stand up and use your voice to beat bullying.



13k Views

 Like  Comment  Share 

*Video is the most effective way to get your message across*

### Video competition

"Soon after we set up our Facebook Page we found out we had won Great Morning Britain's Action Against Bullying Campaign with a video we made about not letting words define who you are. We posted the video on our page and an article explaining our idea behind the competition entry. I'm not amazing at technology but the fact that our video has had over 13,000 views is crazy! It's overwhelming to know our message has reached that many people. We also had a lot of people coming up to us the next day at school who weren't aware of the video wanting to find out more and congratulating us."

### Supporting students

"Our team felt that sometimes students who are being bullied feel very isolated and don't necessarily have the confidence to come and talk to us or a staff member, however a lot of those students are on a Facebook so we think this is a great way of reaching them. Based on the work we do in school we post advice on our Page to help people affected by bullying online or in school."

 **Anti-Bullying SUS Ambassadors**  
5 February · 🌐

Q:  
Who should i tell if i'm being bullied?  
A:  
You should tell someone that you trust. This could be a friend, a teacher, your mum or someone else!

 Like  Comment  Share 

*Support vulnerable students by posting advice or leaving messages of support*

## Student bios

"We posted bios of students involved in the team to help students see why we are Anti-Bullying Ambassadors and the issues we are interested in tackling. This has helped students to identify the individuals they can come and talk to and has inspired other students to apply for the role next year. It helps people to know what we're doing and where they can find us. A lot of the likes on the bios have been from parents which surprised us. It must be good for them to see that there are students in the school who are there to support and keep an eye on their child."



Anti-Bullying SUS Ambassadors

8 February · 🌐

Meet our ambassador, Katie:

I joined PSHE so that I could make an impact and help the student body. As the Mental Health Lead, I hope to educate people on these important issues and provide support for those in need.

Ps. Happy 18th Birthday Katie! 😊



👍 Like

💬 Comment

➦ Share



Anti-Bullying SUS Ambassadors

27 December 2015 · 🌐

Here is the finished pledge board! Thank you to everyone that signed it - we're so pleased with the result and that so many of you want to take a stand against bullying.



👍 Like

💬 Comment

➦ Share



## Sharing our school culture

"Creating a culture where people respect and support each other is really important to our school and as Ambassadors we do a lot to help create this. During National Anti-Bullying Week we wanted to reiterate to people that our school doesn't tolerate bullying. To do this we put a white board up in the school entrance and asked people to sign up to it if they pledged to accept people for who they are. We posted a picture of the pledge board on our Page to communicate this message to the wider school community and encourage others to pledge to do the same."

# Newbridge College



A school's experience of using Facebook Pages to expand the reach and impact of their anti-bullying work

## About Newbridge College

Newbridge College is a voluntary fee-paying Secondary School in County Kildare, Ireland. The school currently caters for approximately 800 mixed-ability boys and girls. Today, still under the care of the Dominican Friars, Newbridge College is a Christian school in the Roman Catholic tradition, which is conscious of its Irish tradition and heritage in an increasingly united Europe. As a Dominican School, it seeks to pass on to its students not only skills for earning a living but values for living in a way that shows respect for all that is noble and true. As part of this ethos Newbridge College joined The Diana Award's Anti-Bullying Ambassadors programme in 2015 to empower students to be school leaders and make the school a happy and welcoming place for the student body.

*Newbridge empowers students to become school leaders who look out for their peers*



## Creating the Page

As a fairly new Anti-Bullying Ambassador team, Newbridge had already put a number of dates in the school calendar to run activities. Some of the key issues they were looking at through these events include mental health and re-examining the avenues available to students to report bullying or problems within the school. Linking into the issue of mental health, the Anti-Bullying Ambassador group saw their Facebook Page as a way to spread affirmative messages to the school community, encourage positive use of social media and raise awareness of future anti-bullying events.

The previous year's Anti-Bullying Ambassador group had already set up a Facebook Page however the team really wanted to make the Page their own and spent time updating the cover photo and profile picture so it reflected the new student group. One of the group's key aims back at school was to get a high number of likes on their page so they could reach as many people as possible with their Page content. The team came up with a strategy to do this which involved each team member sharing different Posts on their own Facebook Timelines. The Newbridge students recognised that students can like, share and forward on information allowing it to circulate around the online school community.

*Use Facebook Pages to spread key messages to the online school community.*



## “ A Staff Member’s Perspective

*I think some school staff can sometimes be a bit dubious about using Facebook in an educational setting as they are nervous about using Facebook to communicate with students. However using a peer-led scheme like this one is a great way to reach students, considering the amount of time they spend online these days. The students have shown they are more in touch with the content that young people are interested in and will engage in. We have all been impressed by the potential our Facebook Page has to reach the wider school community with key information, including past pupils and parents.*

*The internet is not going away any time soon. We need to show students how to use social media responsibly and use peer-led projects such as this one to showcase to parents, staff and students the good that it can do.*

- Derek Sherlock, Staff Anti-Bullying Lead

## “ A Student’s Perspective

*“The day at Facebook’s offices was really eye opening. I think at school and in the media you are taught a lot about the dangers of the internet so it was great to see from the day we spent at Facebook how it’s being used by so many people across the world in a positive way. We really wanted to show through our Facebook Page how people can do this too.*

*Our school always has a lot of events going on and we have found it really useful to advertise the events that are coming up. It has really increased the number of people who get involved. After the event we like to post pictures of it online to show the whole school community which aspect of bullying we were addressing and what it involved.*

*I think we have learnt some important lessons in what makes our Page successful. At the beginning we were posting content and it wasn’t having that many interactions. However we focussed on increasing the number of likes on our page and used Facebook Metrics to look at when the best times were to post our content which really helped.”*

- Urara, student Anti-Bullying Ambassador

## Best practice from Newbridge College's Facebook Page

Over the course of the project Newbridge's Anti-Bullying Ambassadors have learnt some important lessons about what makes their Page and its content successful. Initially the content they were posting was not having as many interactions as they had hoped. However the team successfully increased the number of Likes their Page received by promoting it in the school. They also used Facebook Metrics to look at when the best times were to post their content which helped improve the interactions on the content they posted.

[www.facebook.com/AntiBullyingNewbridge](http://www.facebook.com/AntiBullyingNewbridge)

👍 406 Page Likes

Most Popular Content  
Smile day video

👍 62 Likes

➡ ~ Shares

📺 1,400 Views

**Anti-Bullying Ambassadors NC**  
18 November 2015 · 🌐

There's no "normal" just like there's no "perfect" because everyone is different

👍 Like    💬 Comment    ➡ Share    📌

### Spreading positivity

"We started posting positive affirmations in the mornings when we first had the Page as at that time a lot of students had exams and some students were feeling a bit stressed. We had a number of staff and students come up to us in school and tell us that the affirmations put them in a good mind-set for the day so we decided to continue posting them."

### Supporting students

"We have recently launched a new way in school that students can report any problems around bullying and behaviour. We felt that a good way to raise awareness about this with the whole school community, especially parents and explain how the process worked, would be to explain it on Facebook using an image."

**Anti-Bullying Ambassadors NC**  
21 March at 21:30 · 🌐

Hi everyone! Whether we're in school or on our holidays like right now, we wanted you to know that we are always here and you can still report bullying. We already explained to you about Sprigeo but you can also email us or talk to someone on our team! Remember reporting is supporting! 🧑🏫🧑🏫🧑🏫

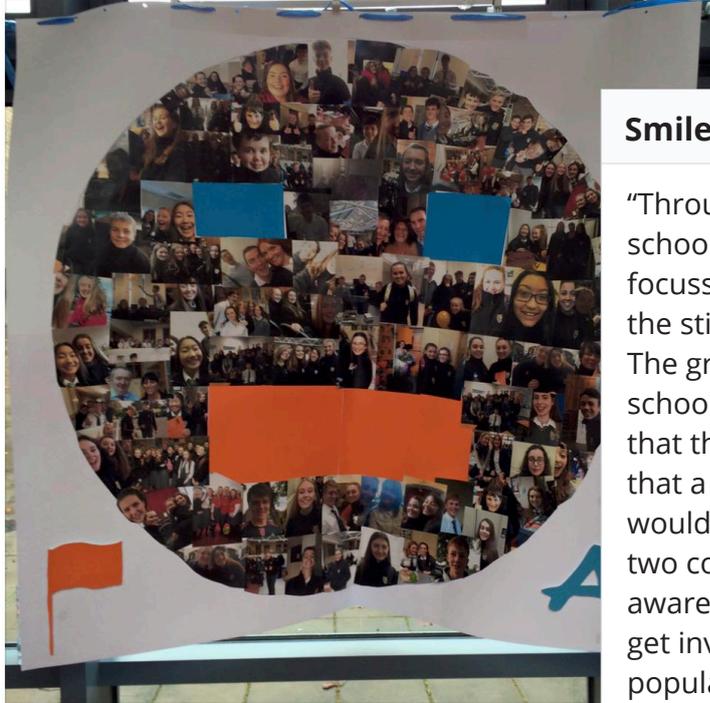
**REPORTING IS SUPPORTING**



**Anti-Bullying Ambassadors NC**

24 November 2015 · 🌐

Did everyone see the huge smiley face collage we made in the social area!?! It's made up of one hundred pictures of students smiling during the smile day a few weeks ago! Go check it out and see if you're on it!!

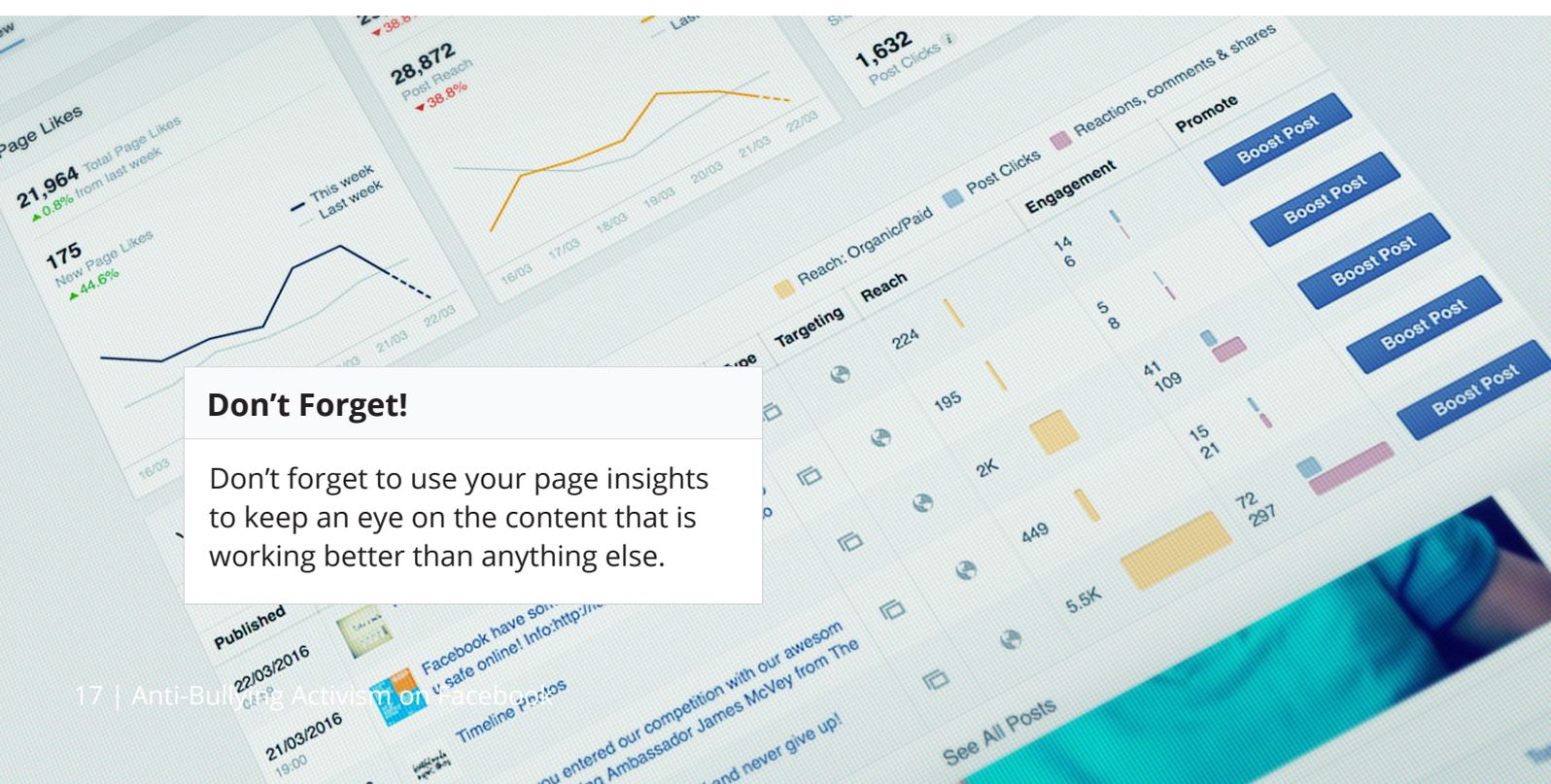


👍 Like    💬 Comment    ➦ Share

*Raise awareness of key school campaigns through posting pictures, videos and creating events.*

### Smile Day

“Throughout October and November our school was launching a new initiative which focussed on mental health and reducing the stigma around talking about this topic. The group really wanted to promote to the school community, particularly parents that this initiative was being set up and felt that a smile day involving the whole school would be a good way to do this. Through two colourful Facebook posts we raised awareness of the day and how people could get involved. Videos and photos had proved popular with our audience so we posted a picture of the smile collage and created a video of all of the positivity from the day which was hugely successful and has had over 1,400 views!”



### Don't Forget!

Don't forget to use your page insights to keep an eye on the content that is working better than anything else.

## #APPENDIX

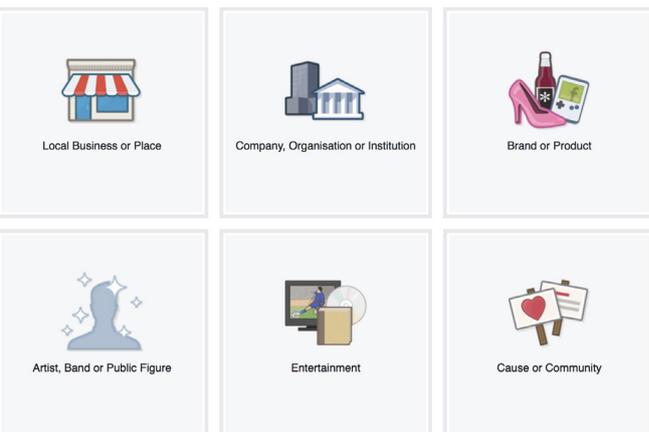
# Creating a Facebook Page

### 1. Create a Page

To create a Page log in to your school's Facebook account. If your school doesn't have a Facebook Account you can create a new one specifically for the student group by going to [facebook.com/help](https://facebook.com/help).

Click on the arrow in the top right hand corner of any page and select **create a page**.

When you use your school's Facebook profile to setup a page, you'll be the page admin by default. Page admins can be changed and new people can be added at any time under Manage Pages.



### 2. Choose a Page category

Choose Company, Organisation or Institution.

If you choose Cause or Community you won't have access to exclusive tools Facebook makes available to non-profits. You don't have to be a registered non-profit to have a non-profit page.

You can then choose from many sub-categories for your Page, including non-profit organisation, NGO, Education and other options.

### 3. Add details about your Page

**About:** Give people a quick preview about what your anti-bullying team does.

**Profile Picture:** You can use the anti-bullying A here, maybe with your school's logo as well.

**Add Favourites:** Adding your Page to your own favorites means you can quickly get to your Page via your Facebook sidebar.

**Preferred Audience:** Choose your audience, this helps Facebook push your content to the right people.

**Set up Anti-Bullying School**

1 About 2 Profile Picture 3 Add to Favourites 4 Preferred Page Audience

**Tip:** Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up and be able to add more details later from your Page settings.

\*Tell people what your Page is about...

Website (e.g. your website, Instagram, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page changed once.

<http://www.facebook.com/> Enter an address for your Page...

[Need help?](#)

## Things to consider...

### Permissions

Facebook Page Roles allow different people to have different permissions to the Page. There are 5 different types of roles and only admin can change this role. It is recommended that a staff member is the Page admin and students are given the different role depending on their involvement and level of responsibility. Ensure that all students involved in the Page are aged 13 and above to keep in line with Facebook's age policy. While considering the students' role in the Page it is recommended to put together a code of conduct for those students involved in managing the Page.

### Safety

Every piece of content on Facebook can be reported. Anything that violates Facebook's Community Standards will be removed. To report content, click on the down arrow next to the content and then follow the report link. You can check on the progress of your report in the Support Dashboard.

### Messages on Pages

Messages allow people to send your Page a private message. In regards to safeguarding, it is recommended that this feature is turned off with student-led Pages as students will be unable to reply to messages 24/7 or necessarily be able to deal with some of the content sent. To turn off messages: Click Settings>General>Messages>uncheck the box next to 'Allow people to contact my Page privately by showing the Message button'>click Save Changes

### Allowing others to post

Facebook Pages give the option to allow visitors to the Page to publish posts. If you would rather your Page audience does not

have this option you can turn it off by going to: Settings>General>Disable posts by other people on the Page>Save Changes

### Profanity filter

Depending on whether you allow visitors to post on your Page, you may want to consider turning on the profanity filter to block any unwanted language on the Page. To do this go to: Settings>General>Profanity Filter>Medium/Strong>Save Changes

### Notifications

Notifications allow you to keep track of the activity that is happening on your Page. You can receive notifications through a variety of ways including email, text messages or pop up. To turn notifications on/off go to: Settings>Notifications

### Tagging ability

Tagging allows people to add names of Facebook users to videos and photos. You may want to consider turning this option off to stop people naming each other in photos. To turn this on or off go to: Settings>General>Tagging ability and ensure the box is unticked to turn this off.

### Photographic permission

It is important to refer back to the school's policy on social media and photography to check that pictures of students can be uploaded to the Page. If your school already has social media accounts the students should have permission, however it may be necessary to re-send permission slips to parents and add a 'social media' option.

# Challenges

Help your students to kick-start their anti-bullying activism on Facebook by asking them to complete each of the ten challenges below...

## CHALLENGE 1

### **Introduce your Anti-Bullying Team**

Let your audience know who is behind your student anti-bullying team and what the team's purpose is. Produce some short snappy jpeg images with some basic information on each member of the team and a quote of why they are passionate about their role and how they plan to reduce bullying. Share these individually on your page, perhaps one a week. Remember to re-use them over the months/year. You could even create a 'Meet the Team' photo album.

## CHALLENGE 2

### **Share your school's Anti-Bullying Policy**

It is important that this document is in a format that everyone can access and the language is student-friendly. Share a link to your school's Anti-Bullying Policy (which should be on the school website). Go one step further and create a picture of the Policy to post on Facebook or even a video. Try to include members of the team and students/staff in the content – the more people that feature on your Page, the more likely you are to get engagement shares/likes from them.

## CHALLENGE 3

### **Run a compliment day and use Facebook to document it**

A compliment day involves students and staff giving compliments to each other. There are various ways you can do this

including putting sticky notes on each other, each having a compliment envelope or just saying the compliments verbally. Have a big display board up in the canteen where the whole school can go and pin up the best compliment they have received or given. Ensure everyone is involved in your compliment day by creating an event on Facebook and inviting friends to take part. Document the day through sharing pictures, videos and quotes throughout the day and after the event.

## CHALLENGE 4

### **Share key online safety messages**

Post advice on the Page on how people can stay safe online and what they do if they suffer abuse online. Focus on messages such as block, report and delete and add images to get peoples' attention. Try to encourage positive use of the internet through providing challenges for people to do e.g. post a nice comment under someone's photo.

## CHALLENGE 5

### **Get everybody involved in taking a stand against bullying**

As an anti-bullying team, come up with a series of statements/pledges and encourage the whole school to sign up to them to show they take a stand against bullying. Take pictures of the pledge and the people who have signed it and post it on the Page. You could ask your Page audience to comment with their name under the pledge if they support the statement.

## CHALLENGE 6

### Celebrate Anti-Bullying Week

Anti-Bullying Week takes place every November. This week is a great chance to shout about your anti-bullying work and show the online community how you're recognising the week in school. You could run an online competition, create and upload a video involving the whole school or share pictures of the activities you are doing throughout the week.

## CHALLENGE 7

### Be an agony aunt using Facebook Notes

Use Facebook Notes to present an anonymous scenario/situation around bullying monthly or weekly.

Think of a wide variety of problems/worries such as homophobic bullying, cyber bullying, feeling alone or upset, friendship issues, anonymous hate etc. Think of short sharp stories that illustrate the problem and then provide advice/solutions to the problem from the Facebook Page. To boost the interactions on the Post get the anti-bullying team to add their suggestions as comments.

## CHALLENGE 8

### Run a competition

Get the whole school involved in an online competition with a cool prize of your choice. The competition could be the best piece of art, slogan, music, poem or video which raises awareness of the impact of bullying. Think about a way that people could upload their content via the page to enter by posting on the wall.

## CHALLENGE 9

### Celebrate Diversity at your school

Use your Facebook Page to share and celebrate all the different faiths and cultures in your school. For example through pictures and facts on amount of languages spoken to really bring to life the diversity present in your school.

## CHALLENGE 10

### Use Facebook Questions to run a poll

Think about some thought-provoking questions related to bullying that you could ask as a poll on your Facebook Page. You could then use the results of the poll to have a debate in school. Try and keep it fairly positive and not open to abuse.

## Extra ideas

**Keep it fresh, exciting, cool:** Share anti-bullying music videos, quotes, photos, stories etc.

**Utilise school events:** For example attend the school's Open Evening for new parents. Make sure you have a room/display. Take iPads and encourage parents to like your page.

**Share content from other Facebook pages:** If you see content on other Pages that you think would be relevant to your audience, share it on your own Page e.g. topical news stories, advice etc.

**Check your insights to measure your success:** Every month check Facebook Insights. Think about key times to post when the most people are online such as just before school and after school.

**Recycle your content:** Don't forget to reuse posts that have worked well again.

## Hold a Meeting

Have a meeting to decide the following with the students involved:

- 👍 What will the focus of the Page be and the call-to-action?
- 👍 Who will be responsible for scheduling the content to go out and also creating the content?
- 👍 How will you promote the Page to get people to like it and increase your reach?
- 👍 What will your code of conduct be for the students managing the Page and also the Page audience?

## Top Tips

Top tips for making your students' anti-bullying campaign a success on Facebook.

### Keep the page peer-led

Students come up with the content to make it feel less like a school account.

### Have a strong consistent call-to-action

Be clear about what you are asking your audience to support and do.

### Personalise the page

Make sure the audience knows who the faces are behind the Page.

### Post relevant and engaging content

which reflects your cause and encourages interaction with your audience.

### Add a visual element

Bring your students' anti-bullying work to life through images and videos.

### Keep it short and sweet

To grab people's attention as they scroll through their News Feed.

### Understand your audience

Post relevant information at relevant times to increase your reach and engagement.

### Post regularly

To keep your audience engaged. Use the schedule feature to help you do this.

### Promote your page

Through the school's website or main Facebook Page.

### Listen and respond

Regularly review the content on your Page to see what gets the most and least interactions. Base your future posts on the content that has got the highest level of interaction.

### Safeguarding

Consult your safeguarding or child protection policy staff leads about the measures you need to put in place to ensure students and staff involved stay safe.

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## Useful Links

### How to set up a Facebook Page

[nonprofits.fb.com/topic/set-up-a-page/](https://nonprofits.fb.com/topic/set-up-a-page/)

### Facebook for non-profits website

[nonprofits.fb.com/](https://nonprofits.fb.com/)

### Non-profit's guide to using Facebook

[fbrep.com/SMB/Non-profits\\_GuidetoFacebook.pdf](https://fbrep.com/SMB/Non-profits_GuidetoFacebook.pdf)

### Facebook's Bullying Prevention Hub

[www.facebook.com/safety/bullying](https://www.facebook.com/safety/bullying)

### Facebook's Family Safety Centre

[www.facebook.com/safety](https://www.facebook.com/safety)

### Facebook Guide for Educators

<http://www.ednfoundation.org/wp-content/uploads/Facebookguideforeducators.pdf>

### The Diana Award

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

### Anti-Bullying Campaign website

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

### Facebook safety resources

<http://facebook.antibullyingpro.com/>

### Contact us

#### Email

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

#### Facebook

[facebook.com/AntiBullyingPro/](https://facebook.com/AntiBullyingPro/)  
[facebook.com/thedianaaward](https://facebook.com/thedianaaward)

#### Twitter

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