

HOW YOUR ORGANISATION CAN HELP END CYBERBULLYING (1)

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OVERVIEW

- Welcome
- Housekeeping / Workshop Rules
- Ice Breaker and Definitions
- Using Tech to help end Cyberbullying
- Group Practicals / Q&A

ICE BREAKER

- 2 ice breakers to use: Blank Paper Ice Breaker OR Cellphone vs Tablet Ice Breaker

DEFINITIONS

- What is the definition of bullying: Aggressive, repeated actions that implies an imbalance of power
- What does a bully look like? Write down words to describe
- What does a victim look like? Write down words to describe
- What types of bullying exist? PHYSICAL | SOCIAL | CYBER

BULLYING FACTS

- 1 in 3 children aged 9 – 13 have been or are currently either being cyberbullied or are the cyberbully
- All children will at one point in their schooling career witness an act of bullying
- Bullying leads to low self-esteem
- Bullying leads to 15% increase in absenteeism

BULLYING FACTS

- Bullying leads to depression
- Bullying is not the direct cause of suicide but has a direct link to depression and suicide
- Cyberbullying adds a new dimension to the above – children can no longer escape the bully, they cannot go home and forget about the abuse because cyber follows them – they cannot switch off

EXAMPLES OF CYBERBULLYING

- Shared on Text Message: “I HATE YOU!! JUST DIE!! LOSER! YOU STINK! YOU ARE STUPID! YOU ARE UGLY!!! EVEN YOUR MOTHER HATES YOU!!!”
- Shared on Social Media: “@Sam is a disgusting pig, I cant stand the way she walks!” (Friends then like, comment and share)
- Shared on Whatsapp Groups: “Look at @Sam in this picture, I just took it during Physical Education and she is so disgusting!!! Share all around!”

EXAMPLES OF CYBERBULLYING

- Shared via email to Group List: “OMG! @Sam wants to try and get invited to my party this weekend, she is so stupid! Let’s ignore her during break tomorrow” (copies Sam in knowing she will read)
- Boys add girls to SLUT LISTS and then shame them online
- Shared on Social Media: A MEME is created with Sam’s picture

EXAMPLES OF CYBERBULLYING

- **Common Forms of Cyber-bullying (beyondthebully.com)**
- **Flaming and Trolling** – sending or posting hostile messages intended to “inflare” the emotions of others
- **Happy-Slapping** – recording someone being harassed or bullied in a way that usually involves physical abuse, then posting the video online for public viewing
- **Identity Theft/Impersonation** – stealing someone’s password and/or hijacking their online accounts to send or post incriminating or humiliating pictures, videos, or information
- **Photoshopping** – doctoring digital images so that the main subject is placed in a compromising or embarrassing situation
- **Physical Threats** – sending messages that involve threats to a person’s physical safety
- **Rumor Spreading** – spreading gossip through e-mail, text messaging, or social networking sites.

EXAMPLES OF CYBERBULLYING




HOW CAN YOUR ORGANISATION HELP?

- RECOGNIZE
- RESEARCH
- REACT
- RESPONSIBLY REPEAT



RECOGNIZE

- How do you recognize someone that is being bullied?
 - How do you recognize someone that is a bully?
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RESEARCH

- Are you familiar with the social media apps children are using?
- Do you monitor online activities, daily or weekly?
- Are you following trending hashtags?
- Have you created an online forum for adults to be whistle-blowers?
- Do you have children in your immediate community that can help notify you of cyberbullying?

REACT

- The **WORST** thing you can ever say to a victim of bullying: **JUST IGNORE IT.** Don't say that, it never works, it only makes the situation worse.
- When a child tells you that they are being cyberbullied: **1) LISTEN, ATTENTIVELY 2) BUILD CONFIDENCE, IMMEDIATELY 3) FOLLOW UP BY CLOSE MONITORING**

RESPONSIBLY REPEAT

- Once you have been made aware of a cyberbullying incident and you have addressed the issue with the victim, it is time to turn to your community to help raise awareness of the dangers of cyberbullying and to help the victim in the healing process.
- Equip your community with the tools

TECH TOOLS THAT HELP

- **Google Alerts:** Monitor Blog Posts or Forum Discussions by setting Google Alerts for certain words or phrases. An example: “Sams Primary School”
- **Google Search:** When last did you search your school, nonprofit or own name?
- **Google Image search:** Use this to identify authors of images to help trace who uploaded the image first

TECH TOOLS THAT HELP

- Whatsapp Groups – similar to neighbourhood watches, create Whatsapp Groups for school teachers, parents etc to: Whistle-blow | Raise Awareness | Seek Advice
- Social Media – **KNOW YOUR APPS FIRST!** Spend the time and get trained on Social Media and the complex apps available that help children mask their identity. Know how to use the programme before creating a profile to use for monitoring

TECH TOOLS THAT HELP

- Email – make use of your powerful email contacts to send out regular reminders that your community needs to start talking about cyberbullying
- In App Search – Use Facebook’s Search function to look for terms like: “Somerset West under 18’s” or “Sy is n SLET - Kaapstad”
- **BLOCK | REPORT | DELETE** – Learn how to block, report and delete someone off various social media accounts

TECH TOOLS THAT HELP

- Screenshots: this is crucial to building a portfolio of evidence against a bully – teach the youth that if they are ever bullied online, they **MUST** take screenshots
- Sponsored Posts – Create adverts on Social Media and then boost them to general public to help spark conversations about cyberbullying – when a bully feels he or she is being watched by his or her peers, they tend to back down

TECH TOOLS THAT HELP

- CANVA – create free graphics online to post on your Social Media to raise awareness of cyberbullying
- Protect Accounts – change security settings
- www.thatsnotcool.com | www.common sense media.org | www.connectsafely.org | www.athinline.org

SOCIAL MEDIA USED BY YOUTH

- SMS
- EMAIL
- WHATSAPP
- FACEBOOK
- TWITTER
- INSTAGRAM

SOCIAL MEDIA USED BY YOUTH

- KIK
- FORUMS ON TEEN BLOGS
- SNAPCHAT
- YOUTUBE
- MESSENGER
- TUMBLR



QUESTIONS & ANSWERS

- Invite questions from the audience.
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