

# The Great American **NO BULL** Challenge

## Digital Responsibility 411

### For educators and parents

#### What Exactly is Cyberbullying?

In simplistic terms, cyberbullying occurs when a minor uses technology to deliberately and repeatedly engage in hostile behavior to harm or threaten another minor, and it is against the law.

The long definition is “any cyber-communication or publication posted or sent by a minor online, by instant message, e-mail, website, diary site, online profile, interactive game, handheld device, cell phone, game device, digital camera or video, webcam or use of any interactive device that is intentional and intended to frighten, embarrass, harass, hurt, set up, cause harm to, extort, or otherwise target another minor.”

The act of cyberbullying requires that the cyberbully *intends* to do harm or torment their target. The exception is when a minor is careless and hurts another minor’s feelings, which is called “inadvertent cyberbullying.” In this case, the target feels victimized, even if it is not the other child’s intention.

Cyberbullying occurs only when the communication is between minors. If there are not minors on both sides of the communication, it is considered “cyber harassment.” As cyberbullying has become more frequent and increasingly vicious, the importance of educating parents, teachers and school administrators about how to protect children is extremely important.

In the past, it was easier for parents and educators to protect and guard students from bullies. However, with today’s technology, social networks and mobile messaging, it’s much easier for bullies to reach out and attack their target from anywhere and at any time; silently and with ease. The good news? Cyberbullying prevention is easier than you think, as long as you learn the basics.

It’s easy to teach children about the potential dangers of social networking. If you understand how cyberbullying occurs and the importance of prevention and intervention, you will be in a better position to help a child when they come to you for support or guidance.

To help you grasp the importance of taking a stand against cyberbullying, take a moment to review few important statistics:

- ✓ Over half of America’s teens have been harassed online, and about the same number have engaged in cyberbullying others. *iSafe, Inc.*
- ✓ School cyberbullying statistics are increasing viewed as a key contributor to youth violence, including homicide and suicide. *CNN*
- ✓ Targets of cyberbullying are 1.9 times more likely to attempt suicide. *Cyberbullying Research Center*
- ✓ The majority of cyberbullying attacks go unreported to parents, teachers, or the authorities. *Adoption Articles Directory*
- ✓ 39% of teens admit to using social networks to victimize and harass their peers. *The Examiner.com*

Cyberbullying is especially damaging because of the frequency and severity in which it occurs. That is why it's critical to quickly catch any type of harassment or threatening online comments that are directed towards a child. It's important for all parents and educators to understand that the act of cyberbullying is becoming more common every day, and that no child is immune to the sting of a cyberbully.

## How Does Cyberbullying Work?

Cyberbullying falls into one of three categories:

1. Cyberbullying involving direct attacks
2. Cyberbullying-by-proxy attacks
3. Cyberbullying by public posts, updates and broadcasting of humiliating content or images

### Direct Attacks

Direct attacks are when messages are sent by instant messaging, direct messages, online posts and comments, electronic mail, or harassment by text message.

Examples of direct attacks by cyberbullies:

- ✓ When a child sends hateful or threatening messages to other children without realizing that, even if not said face-to-face, unkind or threatening messages are hurtful, harmful and very serious.
- ✓ When children gang up on their target by sending thousands of text messages to their target's mobile device, resulting in what's referred to as a "text attack."
- ✓ When a child creates a screen name that is very similar to their target's name, and then posts inappropriate things to other users that the target never said, attracting drama and trouble.
- ✓ When children send death threats.

### Stealing Passwords

This occurs when a child pretends to be another child whose password was stolen. The thief then posts mean things that can offend and anger the victim's friends, causing online turmoil.

Examples of stealing passwords by cyberbullies:

- ✓ When a child steals the password of another child and then locks their target out of their own account so they can't get in.
- ✓ When a child uses another child's password to change his/her profile to include sexual, racist, and inappropriate comments or status, which attracts unwanted attention or offends others.
- ✓ A stolen password can result in false or fraudulent purchases, lost credits, lost points, or lost loot within online games.

### Spreading Photographs and Videos: Sexting

This occurs when children send text messages or post sexually explicit or degrading photos or videos of other children. Once something like this is sent, it is then forwarded around to hundreds of other people. This content can then be uploaded to social media sites like Facebook, Instagram, Twitter, Tumblr and YouTube.

Examples of spreading photos and videos by cyberbullies:

- ✓ When children receive sexually explicit or degrading pictures or videos directly on their cell phones and they forward them to anyone or everyone in their address book.
- ✓ When children take pictures or videos of someone changing in a locker room, or using the bathroom or dressing room, and then post the photo or video online for everyone to see.

### Internet Polling

Who's hot? Who's not? Who is the biggest slut in the eighth grade? These are the types of questions that are being asked by cyberbullies who are using Internet polls to attack their targets. Most of the time, offensive questions are asked about their targets in an attempt to destroy their reputation or make fun of them.

### Online Gaming

Many children are playing interactive games on gaming devices such as Wii, Xbox 360, Sony PlayStation 3, Nintendo DS, and Sony PSP. Games that allow for play online often allow children to communicate with anyone they find themselves matched up with while playing the game. Bullies verbally abuse other teens who are also gaming online with them.

### Sending Porn and Spam

This occurs when cyberbullies sign up their targets for spam on purpose, typically using pornographic websites as their weapon of choice. The bully signs up their target as an interested party on a multitude of adult websites, which will then invite spam and thousands of e-mails from pornographic sites directly towards their intended target.

## General Cyber-Safety Tips for Parents

It's critical that parents take a pro-active approach when dealing with cyberbullying, and become aware of how technology can be abused. Talk to your child about the dos and don'ts when it comes to the proper use of technology. To get you started, we've outlined the first 13 steps to take:

- 1. Communication is key:** Talk to your child about cyberbullying and general cyber-safety practices. To open up the lines of communication, use examples from the stories you hear in the media. If you want them to open up, try not to make the conversation about them. Empower your child to come to you when an attack occurs, and show them how to defend against textual harassment, online predators and cyberbullies.
- 2. Establish rules:** Sit down with your child to outline the *Rules of Engagement for cell phone and Internet use*. Have them agree to your rules by signing an Internet and cell phone contract. To get your free *Rules of Engagement* contract, [click here](#).
- 3. Set a Google alert:** [Google Alerts](#) are emails sent to you when Google finds new results—such as web pages, newspaper articles, or blogs—that match your search term. You can use Google Alerts to monitor anything on the Web. Set your Google Alert for your children's name and for the school they attend. Once you set the alert, you'll be immediately notified when something is posted in a public domain.
- 4. Obey age restrictions:** Obey age limits that have been set by social networks. For example, Facebook requires users to be at least 13-years-old to open an account.
- 5. Sexting avoidance:** If your young child has a cell phone, make sure that it can't access the Internet. If their phone has a camera/video feature, contact your provider to disable their MMS service. It's free, and blocking the MMS feature eliminates their ability to send, receive and forward photos and videos.
- 6. Invest in Parental Controls:** This service allows parents to "set text boundaries," such as: disabling text services after bedtime and controlling who can be blocked from sending them texts, among other benefits. This service will cost about \$5.00 per month. Contact your wireless provider for more information.
- 7. Check privacy and security settings and guard passwords:** Double check all of your child's security settings on their social networking sites. Be sure they are *all* set to private and instruct your child to *never* share their passwords with anyone.
- 8. Know your child's friends:** Frequently monitor who your child is connected to. Be sure they are people that they know in real life, and people you trust. Depending on the age of your child, you may want to obtain your child's user name and password to do proper monitoring.

9. **Closely monitor Internet and cell phones:** Spot check text messages, videos and photos on social networks and on your child's cell phone. For young children just learning how to use the Internet, keep the computer in a visible place so you can guide them through the wild, wild web during their learning process.
10. **Think before posting:** Help your child manage their online image and reputation—it's more important than ever before. Encourage your child to treat others online as they want to be treated in real life. It's crucial they understand what's posted on the Internet stays on the Internet *forever* for potential employers to locate and college admissions officers to view.
11. **Limit personal information:** Be cautious about how much personal information your child posts. The more detailed the information, the easier it is for online predators and bullies to use their information to locate them or to commit crimes.
12. **Ignore/Block/Report:** Show your child how to ignore, block and report people who aren't being nice to them, whether in person, by text message, on a social network, by chat, or on the Internet. Help your child understand how important it is to *not* respond to any abusive, threatening or inappropriate messages and to immediately report them with the social network and tell a trusted adult right away.
13. **Contact the authorities:** The police take cyberbullying very seriously. If your child is ever physically threatened or contacted by a stranger, keep a record of everything that was posted or sent, and notify the police immediately.

Being the target of a cyberbully, being laughed at or left out from an online discussion is destructive and a reality for today's teens. Most teens *don't* tell their parents or their teachers about what's happening in their online world. It's critical to take a pro-active approach and become aware of how technology can be abused. The good news is that you don't have to be cyber savvy when it comes to knowing what steps you need to take.

Most teens have yet to gain the maturity and experience they need in order to deal with a difficult situation like being the target of a cyberbully. If you have taken the steps to open up the lines of communication, your child will look to you to help them respond appropriately and get through difficult situations.

To receive your *free* essential parent resource kit to help you with the above steps, [click here](#). Included in the kit are the *Rules of Engagement for Internet and cell phone use* and the *Facebook Rules to Live By*, among others.

## Learn from a Teen who's been the Target of Cyberbullying

The truth is, cyberbullying affects almost every family in America and almost every teen has experienced some form of online harassment.

Nicole Edgington, one of the NO BULL National Spokespeople was a target of cyberbullying. She was physically threatened and stalked on Facebook and by text for over a month. She's the reason why the bestselling book: [The Parent's Guide to Texting, Facebook and Social Media: Understanding the Benefits and Dangers of Parenting in a Digital World](#) was written. She's also the reason why the Great American NO BULL Challenge was founded. Through her experience and many others we've met along our NO BULL journey, outlined below are a few of the most important lessons learned, in the words of a target, that you can share with your students and children:

- ✓ *It's better to ignore the individual(s) who are sending harassing texts, Facebook messages and Facebook posts, rather than trying to explain or defend yourself.*
- ✓ *The best thing to do in order to stop the minute-by-minute attacks was to block the cyberbullies on Facebook, and block the texts by contacting AT&T. It took me a while to make the decision to block the offenders, but once I made the decision, I began to feel better about myself and the attacks became reduced.*
- ✓ *I learned that no matter what was said about me, and no matter how much the words hurt, I needed to remind myself that the words held no truth.*
- ✓ *It was eventually necessary to delete my entire Facebook account, which was unfortunate at the time. If you asked me today, I would say this is one of the best decisions I made.*

- ✓ *I became quickly aware that I couldn't fight my cyberbullies alone, and that I needed to get help from those I trusted.*
- ✓ *I learned who my real friends were overnight, and I learned not to trust those who were only out to spread more gossip and drama.*

19-year-old Nicole Edgington is excited to inspire 25 million teens to stand up and eliminate cyberbullying in America! Nicole is an expert blogger on the topic of cyberbullying for Dr. Mehmet Oz's teenDailyStrength and has also been featured in the documentary *Submit: The Reality of Cyberbullying*, where she shares her personal story. Nicole's passion for this cause drives her to be the change that she wishes to see among teens in America.

*"Throughout my whole experience of being physically threatened and stalked by cyberbullies, I wish I knew what I know now. Learning how to deal with cyberbullies on your own is a complicated thing to do. It's my goal to inspire the youth of America to become more aware of those around them who need help, but are too afraid to ask. Together, we can make a difference"* -Nicole Edgington

## The Effects of Cyberbullying

A child who suddenly withdraws from social activities, seeks to avoid contact with certain children, suffers from anxiety-driven headaches or stomachaches before going to school, or disengages in regular activities with others are some common effects of cyberbullying.

Research shows that a child probably won't tell an adult that they're being harassed online or by text message. As they grow older, they are even less likely to say anything. Why is that? Nothing is more important to children than their cell phone or computer, and some parents believe that taking away their technology will solve the problem.

Children also think that parents, educators, and administrators will get in the middle of the situation by reporting the bully to other parents, which, in a child's opinion, makes the problem even more difficult.

Cyberbullying takes many forms like physical threats, harassment, and name calling. It also takes more indirect actions, such as gossiping or excluding an individual. No matter what form online bullying takes, children are likely to feel depressed, hurt, and alone. Examples include:

- ✓ **Verbal:** Name-calling and teasing
- ✓ **Social:** Spreading rumors, leaving people out on purpose, and breaking-up friendships
- ✓ **Psychological:** Being threatened or being forced to do things you do not want to do
- ✓ **Racial:** Cyberbullying based on a person's ethnicity, color of their skin, or family background
- ✓ **Sexual:** Cyberbullying that abuses someone sexually by inappropriate contact or messages

Because cyberbullying is a silent epidemic, it's also important to pay close attention to a child's behavior, looking for things that are inconsistent with how they usually behave, such as:

- ✓ Unexpected or random bursts of anger
- ✓ Pattern of withdrawal, shame, fearfulness
- ✓ Onset of depression, anxiety, low self-esteem
- ✓ Persistent, vague, unexplained physical complaints
- ✓ Damaged or missing belongings
- ✓ Unexplained bruises or injuries
- ✓ Diminished social contacts and withdraws from close friends
- ✓ Excuses to avoid school
- ✓ Decline in grades, falling behind in schoolwork
- ✓ Trouble sleeping or eating
- ✓ Drug and alcohol abuse
- ✓ Becomes evasive when they are asked direct questions

The long-term impact of cyberbullying is greater than traditional bullying. Computers, cell phones, gaming devices, and most mobile devices allow a cyberbully's messages to spread instantly. Messages sent to ruin someone's reputation can be much more damaging than a face-to-face interaction. Instead of the interaction being between individuals or small groups, written word, photos or videos can be circulated to a large group of people within minutes. Once harsh words or embarrassing images/videos are posted online, it's almost impossible to remove every trace of what has been said or posted.

Common effects for students who are cyberbullied include:

- ✓ Depression, anxiety, or low self-esteem
- ✓ Pattern of withdrawal, or shame or fearfulness
- ✓ Unexpected or random bursts of anger
- ✓ Physical health problems:
  - Lack of appetite
  - Loss of energy
- ✓ Diminished social contacts or friends
- ✓ Poor grades or excuses to avoid school
- ✓ Suicidal thoughts
- ✓ Drug or alcohol abuse

Students who intentionally cyberbully others are also affected negatively. Those who bully are also more likely to:

- ✓ Participate in fighting
- ✓ Steal & vandalize property
- ✓ Drink alcohol, smoke, or take drugs
- ✓ Report poor grades

The top 10 reasons children are cyberbullied are:

1. They're physically or mentally challenged
2. They're gay
3. They have yet to hit their growth spurt
4. They're smarter than most of their classmates
5. They lack self-confidence
6. They follow the rules
7. They "look" differently
8. They don't defend or speak up for themselves when they are bullied
9. Others are jealous of them
10. Others are seeking revenge

### **Why is Cyberbullying such a problem at School?**

When bullying continues on campus and a teacher, counselor or administrator fails to take immediate action, the entire school atmosphere can be affected in the following ways:

- ✓ The school develops an environment of fear or disrespect
- ✓ Students have difficulty learning
- ✓ Students feel insecure or would rather stay at home
- ✓ Students are less likely to go to their teachers or administration for help when they most need it

Cyberbullying can have harmful and long-lasting effects, and has become a major problem. Anyone can be a bully online, and it doesn't end once a child leaves school; it occurs 24/7 since most teens are constantly connected.

The NO BULL Youth Advisory Council, made up of nine teens, created a [NO BULL Pledge](#) so their peers can commit to standing UP to cyberbullies:

## By signing this NO BULL PLEDGE, you promise to take a stand against cyberbullying by:

- I will be free of bullying anyone and remember that my actions can impact others!
- I will speak up and help those in need, rather than being a bystander to bullying!
- I will treat a target of bullying with respect and kindness!
- I will advise victims to keep records of the abuse, speak up and seek help!
- I will use social media only for good and keep destructive remarks and gossip to myself!
- I will use my newly acquired wisdom to inspire others to stand up against cyberbullying!

## Should Schools be required to intervene when Digital Warfare arises?

Is it the responsibility of our administrators to police their student's cell phones, computers, iPads and social network conversations? The question is "is it even possible?"

The answer is NO WAY is it possible, but that doesn't stop parents from asking school administrators to step in to protect their children from the digital warfare of cyberbullying. Unlike most traditional bullying, cyberbullying takes place both on and off-campus, primarily through a student's cell phone.

The fact that cyberbullying also takes place *off-campus* means that the behavior falls into a different legal and responsibility category for school administration. While behavior that takes place at school is clearly under the jurisdiction of administration, behavior that takes place off-campus usually falls under the parent responsibility category.

Let's be honest, because students are constantly connected 24/7, it can be difficult to define exactly when and where the cyberbullying is occurring. Most of the time, when a child is being cyberbullied, they're being attacked at all hours of the day—not just while they're at home, and not just while they're at school.

From a risk management standpoint, it's recommended that these seven steps be taken (and well documented) *regardless* of the disruption to the school environment. Remaining silent is not a solution, and will only come back to haunt you if something goes terribly wrong after you have been made aware of the situation.

## Seven Important Steps for Educators, School Counselors and Administrators:

- 1. Take all reports very seriously, even if the incident occurs off-campus.** Have a discussion with the cyberbully, the target and with any bystanders who are involved in the digital warfare. Ideally, these discussions should take place with an administrator, preferably with the Principal. Take a complete written report of what happened and when. Obtain copies of the posts/texts if possible. If relevant, discuss future legal problems with the cyberbully if they continue their behavior. You should involve an SRO or other police officer, as well as the parents in the discussions whenever possible.
- 2. Confront the cyberbully.** Immediately discuss the consequences for bullying or cyberbullying in school with the bully. Follow through with consequences that are outlined within your school's policies and procedures. If he/she engages in any bullying or cyberbullying during school or while on school campus, follow through on consequences immediately, document the process, and follow up accordingly based on your school's policies and procedures.
- 3. Organize a safety plan.** This should include a trusted adult that students can go to if they need help. The child's teacher(s) must be told that this student has the freedom to go see their trusted adult at any time. Focus on the child's sense of safety and ability to be present at school. It's important to note that a restraining order might be necessary, depending on the degree of the situation. There are excellent online tools that can help you manage this process which are included in the resource section of this toolkit.
- 4. Communication should be your priority.** It's critical to put your student's teachers, coaches, counselors, bus drivers, etc. on alert by communicating the situation that has occurred between the target and the bully. Instruct them to keep a very sharp eye open. Make sure to document all communication.

5. **Have a plan for less structured areas**, such as buses, locker rooms, restrooms and the lunchroom. The target should never be left to “hope” that they are safe. Do whatever you can do to map out a plan ahead of time, so the student feels safe no-matter where they are on campus. Remember, cyberbullying situations often play out in the physical sense.
6. **Follow up with the parents, especially the parents of the target.** Do not wait for them to call you; call them to let them know what steps you are taking. Many parents want to know what disciplinary actions are being taken against a cyberbully and you may need to educate them about confidentiality laws. Be sure that they know you are not refusing to furnish information because you personally wish to protect a bully. Speak to them about the schools formal policies and procedures that are in place, and reassure them that you are taking every step very seriously, and that you’re going to make sure their child is safe while they are on your campus.
7. **Follow up with the target.** Once a few weeks have passed since the original reporting of the incident, be sure to reach out to your student to confirm that all bullying has stopped. Ask them if they feel safe and secure while they are at school, and let them know that your door is always open should they ever need your help. Continue to keep an eye out for the safety and wellbeing of the student. Remember, even if the cyberbullying has stopped, the aftermath from being a target is long lasting and difficult to overcome.

It’s critical to document all of your communication throughout this seven-step process. There are now several cost effective resources that can help you with this process. For \$300 a year, [www.sprigeo.com](http://www.sprigeo.com) offers campuses a complete Internet-based administration safety tracking system.

Consider creating a formal Response Team to implement all of your policies and procedures related to your technology policy. The Response Team should consist of counselors, SROs, administrators, and teachers. The Response Team can also handle communications with parents and document all of above steps as they are taken.

For prevention and reporting resource, consider adding an anonymous [text-a-tip program](#) for schools as an affordable student support resource. These systems also provide a number of built in tracking, reporting and documentation features to help manage the communication and follow-up process.

It’s important to remember that if a student has come forward to a teacher, counselor or a member of your administration about a cyberbullying attack that has taken place; they’re speaking up because they trust they will receive help with making the bullying stop. Click here for additional printable [prevention and intervention](#) tip sheets for administrators and educators on how to deal with cyberbullying.

In addition, below are some additional sources that may be of interest from the ADL:

- [Be An Ally: Six Simple Ways](#)
- [Take A Stand: A Student's Guide to Stopping Name-calling and Bullying](#)
- [Ten Things Students Wish Teachers Knew about Name-calling & Bullying](#)

## Up-Standers or Bystanders?

When someone is being cyberbullied, there are typically other students who witness the attack(s). These people are referred to as bystanders. Bystanders often think that they are unable to help someone who is being bullied, even though they can make a significant difference within their school environment. Bystanders have the most power to stop what’s happening, and they are an important link to reducing cyberbullying. Student education and awareness about the effects of cyberbullying can go a long way to help with empowering all students to be an up-stander, rather than a bystander.

### Hurtful Bystanders:

- ✓ Starts the bullying by encouraging the bully to begin
- ✓ Encourages the bullying by laughing, cheering, or making comments
- ✓ Joins in on the bullying once it has begun
- ✓ Accepts bullying by watching and doing nothing, which provides the bully with an audience
- ✓ Silently accept what’s happening, which allows bullies to continue their behavior



## Helpful Bystanders:

- ✓ Directly intervenes by discouraging the bully, by defending the target, or by redirecting the situation
- ✓ Gets help by rallying support from peers to stand up against what's occurring
- ✓ Work to stop the situation by reporting what's happening to an adult
- ✓ Offers words of encouragement to the target, and remains trustworthy throughout the situation

Standing up to end cyberbullying and promote digital responsibility by involving your students with the [Great American NO BULL Challenge](#) and the [NO BULL Teen Video Awards](#) is a powerful way to effect change on campus.

The Great American NO BULL Challenge is a global video contest, education conference and awards show that impacts millions of teens by spreading awareness about anti-bullying and digital responsibility in a unique and exciting way. By inspiring youth to have a voice and demonstrate leadership skills through video creation, the campaign truly inspires creative social change at the youth level.

## When Cyberbullying Strikes: How to Guide Your Child through Social Media Mayhem

Technology has made it simple for mean kids to be downright cruel. It's the reason why it's time for parents and teachers everywhere to learn about cyberbullying.

After so many cyberbullying related suicides, it's become painfully obvious that it's more important than ever before for parents to get active in managing their child's digital world, just like they do for all the other aspects of their life.

As the Founder of [the Great American NO BULL Challenge](#), a national youth-led anti-cyberbullying campaign, I'm honored to work with some of the most amazing teens from across the country. These teens are making a real difference using their leadership skills to help their peers and their communities eliminate cyberbullying. The sad truth is that most of the teens that sit on the NO BULL Youth Advisory Council have been the targets of cyberbullies who have yet to care about what they said. Kids that bully others like to use technology to attack their targets because it's easy and they think it makes them popular.

The question must be asked. What is a bully's motivation? Are these kids seeking out their peers in an effort to destroy their self-esteem with a goal of causing long-term damage?

No matter what the reason is, the goal of [the Great American NO BULL Challenge](#) provides a national platform for America's twenty-five million teens to have their voices heard. Teens everywhere are provided the opportunity to write and direct videos with an anti-cyberbullying message. We've provided teens across the country the tools and resources to help them stand up to cyberbullies, no matter how hard a bully tries to tear down their self-esteem.

Here's the bottom line: Kids are constantly connected to social media more than ever before, and it's our job to help guide them through online mayhem.

### Step 1: Be proactive, realistic and relatable

Get involved, and the sooner the better! Cyberbullying can start with children as young as 8 or 9 years old and typically continues through age 17. Be proactive and tell your child to get an adult involved that they trust as soon as any cyberbullying starts. While kids fear there will be more bullying by telling an adult, the truth is, parents and school officials can help the target of bullying decide what to do and when the authorities should be contacted.

If a child comes to you for help, advice like "don't go on Facebook" isn't realistic and is definitely NOT relatable. Most children have to go to school where they will most likely see their bully many times throughout the day. Can you say *gut wrenching stress*? Additionally, what good is it to avoid helping a child build the skills they need to confidently stand up to disrespectful people? Cyberbullying attacks occur from the moment a child wakes up through the moment they close their eyes, only to have the continuous harassment and threats start all over again the next day.

Think back to when you were fourteen. Walking away in silence, hiding and avoiding a bully were considered weak, and actually invited your bully to continue his or her harassment. The same is true today, only children are exposed to hundreds of opportunities for harassment daily, thanks to technology.

Instead, when your child or student comes to you for help, say, “I’m so glad you came to me, and I’m so sorry this is happening! Together, we can figure this out.” If they feel physically threatened, see step 4. If physical threats haven’t been made, and if their up for it, you can come up with ways for the child to stand up to the bully using words and confident body language. Create a [response script](#) that works for your child and their specific situation. Let them know they shouldn’t react openly. When cyberbullying starts, unkind kids are often looking for a reaction from their targets, a solid sign that their torture is becoming effective.

Help children block cell phone numbers, e-mail and social media accounts of the cyberbullies. If necessary, you can obtain Internet monitoring from companies like [SocialShield](#), so you can track and document attacks. Be sure to have your child report the harassment to the social networking site. The good news is that Facebook, Instagram and Twitter now have the ability to block and report any post.

Your goal is to be an advocate, provide solid and relatable advice, and to successfully manage their situation head-on. This will also help avoid future situations from becoming a one-click nightmare. Remember, success for a child doesn’t include defending their point of view, becoming BFF’s with the bully, or using revenge. Success means getting the bullies to stop what they’re doing.

### **Step 2: Don’t jump in the ring**

This one is for the parents. As much as you want to put on your boxing gloves to defend your child, don’t do it. Should the thought of online retaliation come to mind, do not take action! It’s not uncommon for parents to take matters into their own hands by impersonating their child on their social network or by circulating vilifying e-mails around the “parent network” about the cyberbully(s). This will only make matters worse in the long run. Instead, take off the gloves and help guide them through the strategic plan you just developed together in step one.

### **Step 3: Standing by isn’t acceptable—snitching vs. reporting**

Witnessing cyberbullies attack their prey on social networks is a daily occurrence for most of today’s teens. The bad news is that most bystanders don’t report what they see because they don’t think it’s a big deal, don’t take the attack seriously, or don’t want to “snitch” for fear of becoming the new target of a cyberbully. Counsel your child about the difference between snitching (telling to get someone in trouble) and reporting (telling to solve a problem, or protect the innocent). In order to eliminate cyberbullying from destroying our children, it’s imperative that the bystanders become up-standers, and start protecting one another. It’s great if both educators and parents can work together to drive this message home.

### **Step 4: After a child has tried to resolve the problem, and the cyberbullying doesn’t stop, it’s time to get more help**

For bullying situations that occur or continue to occur at school, set up a meeting with your child’s school counselor, administrator, or teacher for both you and your child. Let your child lead the meeting and only step in when necessary. Your goal is to get the bullying to stop, not to worry about what the school is going to do to punish the bully. Put together an action plan and “next steps plan” should the bullying continue. Be sure to *insist* on confidentiality for your child, otherwise your meeting will backfire and add fuel to the fire.

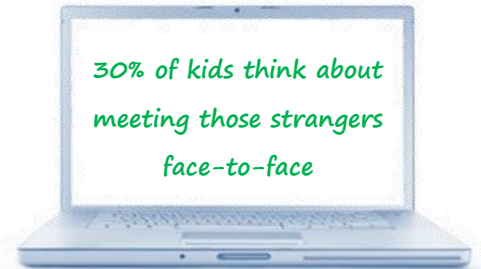
If your child is being physically threatened online, by text, or in person, strongly consider contacting your local police department. I know you’re probably shaking your head at this one, but you’ve got to take physical threats and stalking situations that occur via social media as serious as those that occur in person. The police certainly do, so why shouldn’t you? Print all posts, pictures and information that are relative to your child’s assaults and save as evidence. A child is never going to volunteer to go to the police, no matter how desperate they feel. This is when an adult needs to take control and get help immediately.

### **Step 5: Don’t be naïve and promote inappropriate use of social media**

After several of the cyber-related teen suicides that have been all over the news, it’s no longer acceptable to be naïve when it comes to how teens use technology. If you’re a parent or guardian, it’s up to you to get up to speed and start parenting around technology. Protecting children from the negative and long-lasting effects that cyberbullying causes should be a top priority.

Being the target of cyberbullying can be traumatic and humiliating for children and teenagers. As a society, we need to find better ways to help our children through their most difficult years, which is what the [Great American NO BULL Challenge](#) is all about. The sooner children realize that bullies do not define who they are, the sooner they will realize their true potential for greatness.

**TIP:** View the [state-by-state cyberbullying laws](#) that have been enacted over the last few years; our legal system and the police now take cyberbullying much more seriously.



### Attention Parents: Self-Confidence is Critical

As a parent, it can be difficult to watch your child go through the struggles of adolescence. While you might not always have the ability to protect your teen, staying involved will help. Keeping the few below points in mind can help both of you make it to graduation without being the target of a cyberbully. Several of the reasons children are cyberbullied directly relate back to self-confidence and self-esteem. If you can help your child improve these areas, your child will be more likely to avoid becoming a target and proactively, they will be able to defend against an attack by a cyberbully.

1. Keep on top of your teen's homework and grades. Set aside a time and place for completing assignments every night. If your teen has difficulties or needs help working up to their potential, look into tutoring programs or learning centers. They may fight it, but they will eventually appreciate the success they will achieve.
2. Being involved in extracurricular activities is a surefire way to build self-confidence. While the possibilities vary from school to school, there's an option for everyone. The musically-talented will want to try out for marching band or choir while your family's "king debater" may want to join the debate team. Clubs and teams give teens an instant peer group to belong to, give them the satisfaction of working with others towards a common goal, and often helps them develop leadership skills, all of which leads to increased self-confidence.
3. If your teen has yet to gain interest in any of the clubs or sports offered at school, look for activities in the community, or if they are old enough, a part-time job. Weekly dance classes, riding lessons, martial arts training, or working with the public will help your teen gain confidence. Learning to have a good work ethic, having dedication to complete a commitment made, and cooperating with others are all skills that will stay with your child long after their teenage years. Whatever choice is made, the experience will add to their level of self-confidence.
4. Volunteering is another extracurricular option. Some high school clubs, such as National Honor Society, focus on community service, but it's also possible to approach an organization like the Humane Society or a senior center and ask if they need any help. Encourage your teen to find an organization or cause in which they are interested, but don't force it. Requiring that your child volunteer in something that they are not interested in isn't truly volunteering. It becomes a *chore* and many of the "feel good" benefits can be diminished.
5. Relationships are key to self-confidence during the teen years. While we often think of romantic relationships as causing the most difficulty, relationships with friends can be just as much trouble. Make sure that your teen is developing positive friendships, and ask to meet their friends and their friends' parents. If you feel that your teen is heading in the wrong direction, steer him or her towards more positive activities and friendships. Make sure that your teen is choosing friends for the right reasons because they enjoy each other's company or have shared interests, not because someone is "cool" or "popular."

6. Popularity is the magic word during the teen years. Feeling *unpopular* may lead to self-doubt. If you feel that your teen is having trouble fitting in, have an honest talk with him or her about how they view themselves and what they want out of their friends, school and life in general. If your child seems to be having trouble making friends, help them get involved in a new activity that will introduce them to other young people with the same interests. It's so important to *emphasize* all of their great qualities and let him or her know that they don't have to be the homecoming king or queen to be an amazing person.

Teens are notorious for wanting to hold back important information from their parents. If you ask how school was today, you'll get a shrug and a mumbled answer. It's easy to give up in the face of this reticence. Instead, do everything you can to keep the lines of communication open. If they know they will find support at home, teens can feel confident in even the most difficult situations, like being bullied.

As much as some teens don't want to admit it, family relationships are a very important part of their lives. Strong parental relationships are key to helping teens weather the cyberbullies, peer pressure, stress, and other problems of adolescence.

### By Teens for Teens: 10 Rules for Staying Safe Using Social Media

The below rules for staying safe using social media were written by the [NO BULL Youth Advisory Council](#), which consists of 9 teens who deal with cyberbullying every day. They are now standing up for all teens by saying NO BULL!

1. Avoid people who seem like trouble, online or in person!
2. Remember that kids who cyberbully are probably insecure. Try being nice to him or her! It may surprise them.
3. If confronted online or even in person, stay confident. People can only intimidate you as much as you let them!
4. Make a comeback if you can! For example, if someone is teasing you on a social network about a medical condition, tell him/her a fact about the medical condition that may make them eat their words, or feel guilty. After all, most of their insults are rooted in ignorance.
5. If you're bullied online, you will most likely have to confront them face-to-face while you're at school. Often, body language speaks louder than words. Make sure that your facial features and body lines are confident. This will discourage people who like to bully others.
6. If you've been cyberbullied or bullied in person, speak privately with a parent, teacher or school counselor; their job is to make school safe and enjoyable!
7. Ask for help from your friends! Be honest with people close to you and who you can trust.
8. Be willing to delete your Facebook account before things go viral and become uncontrollable. You can always create a new one once the dust settles.
9. Think before you post or text. Sometimes, continuing the conversation with people who bully leads to more bullying. Be strategic with your words!
10. Be friendly, even if that's not necessarily your personality. Developing more friends is a natural safety net against bullying.

**TIP:** *Most people who cyberbully others do what they do in order to increase their popularity. They think their behavior makes them popular, and is wanted by their peers. They also know that if bystanders stay quiet, they can continue their abuse and attacks, and become even more powerful.*

For more student focused information and tools about cyberbullying, have your student or child read the Cyberbullying 411 Toolkit for Students, located on the [www.nobullchallenge.org](http://www.nobullchallenge.org) website.

### Online Branding and Image Protection

Teach children about personal branding before they turn 13-years-old *and* before their first social networking account is opened. Image protection is typically not taught in our schools, nor is it mentioned in any Facebook literature. Yet, it's one of the most important things children need to know about living in today's digital world. It's up to parents and educators to teach children about online branding, and that their reputations are at stake with each keystroke and post they make. It's now critical for teens to build their reputations in a positive way—both online and off.

Teach your children that it's okay to un-tag themselves from notes, pictures, videos or essentially anything that they don't agree with, or makes them look bad. Help children understand that it's okay to request anyone to remove their picture from any social network, especially if it belittles their image in any way.

Even as adults, we may feel uncomfortable doing this, so just think how much harder it is for children to make those types of requests from their online friends. More often than not, you'll find that teens end up leaving the comments or photos posted in order to avoid the risk of losing friends.

College admission counselors, coaches, teachers, school administration, other parents, camp counselors, and prospective employers are all looking at Facebook to check references and to see what kind of person a child is. It's important to explain to children that their status updates, photos, and videos are not for their friends' eyes only.

## **Attention Parents: There Must be Consequences for Cyberbullies**

All children and teens need to be disciplined if they have participated in malicious or hurtful behavior. This includes cyberbullying. Here are some tips for disciplining a teen who has cyberbullied another child. Consider taking the following actions as part of the consequence process:

### **Remove Internet and cell phone privileges:**

Since he or she probably used the Internet and cell phone as the source for ill-intended purposes, he or she should lose access to their technology. The length of time is up to you.

If he or she needs the Internet for school research, it should be used only with a parent over his or her shoulder or sitting next to them. I know it's going to be inconvenient, but if we don't keep control, they will just be back online again. They should lose all access to Facebook, MySpace, online games, and anything else they use to network online.

If your teen already spends a lot of time texting and on the Internet, this would be a great time for him or her to get involved with a new school activity gets a part-time job, learn a new hobby, or start reading.

When online and cell phone access is regained, it should only be done after the *Rules of Engagement* are revisited, with emphasis placed on the consequences for another misstep. It's extremely important that you always have complete access to your teen's online and text message activity. Measures should be taken to prevent your teen from ever cyberbullying again.

### **Write an essay on the dangers of cyberbullying:**

In addition to losing Internet privileges, you can have him or her write a research essay on the subject. Your son or daughter should write about the consequences of cyberbullying, why it is inappropriate, and what it must feel like to be the target of a cyberbully.

### **Assign him or her to read a book about cyberbullying:**

Another great education tool and consequence you could require is to have them read a book about cyberbullying. One to consider is [\*Cyberbullying: Activities to Help Children and Teens to Stay Safe in a Texting, Twittering, Social Networking World\*](#) by Vanessa Rogers, or the entire chapter on Cyberbullying from [\*The Parent's Guide to Texting, Facebook and Social Media\*](#). Both will cost around \$10.00.

### **Assign him or her to participate in community service:**

This isn't directly related to cyberbullying, but can help in the disciplinary process. There are many social service agencies that desperately need volunteers. Check with your child's counselor for recommendations in your community.

### **Apologize and take responsibility.**

You will also need your child to take responsibility for their actions by:

- Requiring that your child apologize in person to the child that he or she has bullied.
- Requiring that your child write an apology letter to both the child and his or her parents.
- If your child has gotten into trouble with his or her teacher or the school administration as a result of being a bully, he or she needs to apologize to them as well.

If your child is a cyberbully, you have the personal responsibility to teach him or her that the bad behavior will not be tolerated for any reason. Children need to understand that other people are hurt by their actions, and that it is *wrong* to hurt other people's feelings in an attempt to feel better about his or herself. It's important to try to figure out why your child has turned to cyberbullying. Here are the facts about cyberbullies. Statistically:

- More than 65% of cyberbullies also bully in person.
- More than half of those have bullied the same person virtually and in person.
- Cyberbullies are rarely the target of being cyberbullied.
- Size doesn't matter - cyberbullies don't have to be "tough" or "big."
- Most cyberbullies have little regard or respect for others.

If you have discovered that your child is a cyberbully, ask your child why and listen to their explanation. While your child is in the wrong, you are still his or her number one supporter, and you must listen to what your child has to say in defense of their actions.

### **The top seven reasons why children cyberbully others:**

1. Peer acceptance
2. Peer jealousy
3. Revenge
4. Rejection
5. Entertainment—just for the "fun" of it
6. Need for power and attention
7. Because they hate them

Listening leads to communication and understanding, this can lead to positive change. Sometimes, a child will use cyberbullying as a defense. Your child may have felt that in order to keep from being made fun of, it was better to cyberbully someone else instead. It may be as simple as just not liking that person. Try hard to get to the bottom of your child's anger, do your research, and don't hesitate to seek professional advice.

**Bottom Line:** The only way to stop a child's negative behavior is for them to understand that there will be *consequences* for their actions. You will need to take control and require that your child disable all of their social media sites and limit their cell phone options so all they can do is call their parent(s) or guardian. This includes disabling texting and any access to the Internet from their phone. You'll also need to require they apologize in person *and* in writing. Of course, choose whatever additional consequences you feel are appropriate for your child's behavior.

## **Cyberbullying Prevention Activities**

### **First Step: Understand Bullying Can Be Prevented By Your Students and Children!**

It's up to you to help your students and children start an anti-cyberbullying movement! Cyberbullying is often preventable, and in order to affect real change, teens need to take the lead in insuring that cyberbullying becomes an "un-cool" thing to do.

### **Peer-to-Peer Education Spreads the Best Awareness!**

When students get together with their friends and spread awareness about the dangers and harmful effects of cyberbullying, *real* change can occur. Students in your school and in your community need to hear their voice in order to help them know that they're not alone, that cyberbullying is not OK, and that there is someone willing to stick up for them. Lend a hand by working to educate your student's just say NO BULL.

*You can adapt any of these activities to help provide cyberbullying awareness and prevention. The ultimate goal with these activities is to spread the word about cyberbullying prevention and to have fun while you're doing it!*

**Set up a NO BULL School Survey!** This is easy, free and fun to do! Go to [www.surveymonkey.com](http://www.surveymonkey.com) and set up a free survey for your school. Decide what questions you want to ask, consider how the answers will add value to your student body and then submit results to your district. Keep it short and simple to achieve the best results. For an already completed NO BULL survey that was put together by teens for teens, click [here](#).

**Compete in the NO BULL Challenge!** The Great American NO BULL Challenge and NO BULL Teen Video Awards is the largest youth-led campaign to promote digital responsibility, and your students can be a part of it. The annual campaign inspires millions of teens to stand up to eliminate all forms of bullying from their lives. Students from around the world will write and direct their own short films or PSA's with a digital responsibility message, and get the chance to win over \$25k in prizes.

Fifteen nominees and their videos will be selected by a panel of expert judges to attend the National NO BULL Conference and Teen Video Awards. At the Teen Video Awards, students will watch amazing artists perform live and meet celebrities on the red carpet. The spotlight will shine on the talented students and their films around the world.

[Watch the NO BULL Campaign Reel Now](#)

**The campaign's strategic partners include:** Dr. Mehmet Oz, iSafe, National Organizations for Youth Safety, FCCLA, teenDailyStrength, 4-H, Students Against Destructive Decisions, HealthCorps, The Cyber Safety Academy, The Anti-Defamation League, Business Professionals of America, Project Change, The Megan Meier Foundation, Communities in Schools, The California Endowment, among others.

Go to [www.nobullchallenge.org](http://www.nobullchallenge.org) to find out about the important dates and contest rules.

**Students Share their Story!** We are currently compiling anonymous stories from students around the country, who have all dealt with bullying in many different ways. Chosen stories will go into the founder of the NO BULL Challenge and bestselling author, Shawn Marie Edgington's newest book, "NO BULL." The book will be filled with anonymous stories that will provide hope for other teens, compassion, understanding, and a way out of being the target of bullies and cyberbullies. [Students can share their bullying story here.](#)

**Hold a NO BULL T-Shirt Drive!** As a fundraiser for your school, pick a week to obtain t-shirt orders from all of the students in your class or school. You'll contact the NO BULL Challenge team with your bulk order, sizes, colors (blue or pink) and shipping instructions. NO BULL Shirts are \$15.00 each. We sell them to you for \$10, and your school earns \$5 a shirt. There are additional NO BULL items such as NO BULL wristbands and lanyards available to use as a fundraiser too, so check out what's available at [www.teamnobull.org](http://www.teamnobull.org).

**Start Your Own NO BULL Awareness Day!** Ask students to take a stand against cyberbullying. Coordinate with school officials to name a NO BULL day for all students to support cyberbullying prevention. Wear either the same color shirt or the NO BULL shirt. Consider holding a school-wide assembly that day to talk about issues surrounding bullying in your school and its effects on students. You could include your schools survey results and ask everyone to take the [NO BULL Pledge](#). Add any activities from these pages to engage your student body. Remember to make sure you spread the word beyond your own school—take a picture and create a video of the students who participated out on the school lawn and send it to your local paper!

**Help your Students Start a NO BULL Club!** Starting a NO BULL Club is fun and can be very rewarding. Often clubs serve as a strong student voice that can be heard by members of the PTA, school personnel and community leaders, which is another great way to spread the word about the importance of cyberbullying prevention. Bullying can ruin lives, and it's time to eliminate all types and forms of bullying from our schools once and for all!

**Hold a School Assembly!** A great way to get the school to gather around one cause is with a school assembly! Talk to your school administrators about the importance of this cause and your ideas for what could go into this activity. You may want to consider having a speaker talk about bullying prevention or have the cheerleaders do a bullying prevention cheer. Get creative, use music, dance—the more engaging your assembly, the more success you'll have in spreading the word about bullying prevention!

**Acts of Kindness Award or Citizen of the Month Award!** Active bystanders are one key element in preventing all types of bullying. Start a "NO BULL" award. Ask students to nominate their fellow classmates who they believe have played an effective role in bullying prevention. This award should be designed to highlight the day-to-day actions of students who may often go unrecognized. The purpose of the award would help remind students that even the smallest gesture, like standing up for someone who is being bullied or being there for a friend in need, is vitally important for all of today's teens. A single gesture could even save a life!

**Create a Graffiti Mural!** The goal is to get the word out about bullying prevention at your school. All it takes is a long roll of paper and colored markers to make graffiti mural—it's that simple. Have your students work with an art teacher at your school, community center or local business and ask if you can cover a wall with poster paper. You may want to see if your city or a business will donate an actual wall for this cause. Try to get a wall that people frequently walk by so that many can see your mural. Describe ideas about what sorts of things you'd like people to write on the wall. Stories about when bullying hurt their feelings? How they have helped someone who has been bullied? Make sure you keep a close watch on the wall to make sure everything written on it is appropriate. Lastly, consider taking pictures and videos of students as they are writing on the wall and of the whole mural once it's finished.

**Chalk it Up!** Have your students write bullying prevention messages on sidewalks with chalk. (Be sure to get permission first and use the kind of chalk that washes off!) Think of public spaces such as local parks or in front of your school. You may want to consider coordinating with other schools in your district so that this activity happens at each school in your area simultaneously.

**Hold a 5K Run!** Use your track at school to have your students host a glow-in-the-dark 5k run. Shed light on the darkness of bullying with glow sticks or make painted glow in the dark t-shirts with your student's NO BULL slogan. Play loud music to get the crowd inspired, and have students take pledges from friends and family to raise money for their school or organization. Get local businesses to donate prizes for your top 3 fastest runners.

**Create a Cyber Safety Awareness Day Banner!** Making a banner is easy and fun for students! Follow these simple steps and you'll have no problem. Have students design the banner around your NO BULL tag line, pick a color scheme, and sketch your design onto your banner so changes can easily be made. Students will want to grab the attention of the world to show them how vibrant their movement is! Talk to your city officials (show them the picture of your banner) and ask if it can be hung on Cyber Safety Awareness Day in your Downtown. You'll need to give your city planners a lot of notice, so plan ahead. **Cyber Safety Awareness Day is May 17<sup>th</sup>!** Remember to post your banner across all your school's social networking sites!

**Make an Awareness Quilt!** To see an example of an awareness quilt, check out the [New York Fire 911 Fire Departments quilt](#). Provide participants with permanent fabric markers and squares of colorful fabric on which they can draw or write anti-bullying messages. Allow flexibility in the assignment: the more diverse the pictures, sayings and stories told on the patches of fabric, the more beautiful the quilt. Once you've collected all of the squares, find someone who is willing to help sew the quilt. Involve a parent or the home economics teacher to see if it can be a project for a home economics class. When the quilt is done, find a prominent wall in your school to hang the quilt. This is a GREAT community service project to bring into any school.

## NO BULL Community Outreach Ideas

**Hold a Town Hall Meeting:** Arrange a meeting during school hours or in the evening to bring together school administrators, staff, students, parents and community leaders to discuss bullying and cyberbullying prevention. This is a great opportunity to contact the media and let them know about your school's bullying prevention efforts. A Town Hall meeting is also an excellent forum for showcasing the NO BULL Challenge videos your students created for the Great American NO BULL Challenge. Civic leaders can be invited to recognize students, and schools and businesses could be contacted to donate prizes. Video the entire event and you're got next year's NO BULL entry ready to go.

**School Newsletters, Newspapers, Websites & Yearbooks:** Have your students work with the school's newsletter committee, newspaper staff or Webmaster and see if they'd be willing to reserve some space for content related to cyberbullying prevention. This could take the form of a small "tip sheet," a "question and answer sheet" about bullying prevention, or an "ask the expert column." Check the NO BULL website [www.nobullchallenge.org](http://www.nobullchallenge.org) for ideas on potential content. In addition, if you hold any school-wide activities around bullying prevention, such as a pledge wall or poster contest, be sure to get an article or report about it included in your school newsletter, newspaper, website or a page devoted to it inside of the yearbook.



**Morning Announcements:** Have your students ask a school administrator for permission to incorporate bullying prevention messages or tips either daily or weekly. Offer to provide them with the bullying prevention messages. Ask if they will play the PSA that the student's created for the NO BULL Challenge.

**Have Students Talk to Their PTA or PTO:** Local PTAs and PTOs are great resources and can help you spread the word to many parents and families. Perhaps they'd be willing to send materials to their mailing lists, or pass out materials at their local events. Ask them if they would include a statement about bullying prevention in their next newsletter or on their website. Many PTAs and PTOs send packages home to parents at the beginning of summer or at Back to School time and are always looking for more information to add. Draft up a quick tip sheet using the NO BULL Campaign website [www.nobullchallenge.org](http://www.nobullchallenge.org) and see if they'll include it.

**Create a Public Service Announcement for Local Radio Programs:** Most radio stations dedicate a certain amount of "airtime" to public service messages—you probably have heard them on your favorite news or talk radio station. How do you go about creating a message about bullying prevention for your radio station? Have your students work with your local radio station to create a Public Service Announcement about the work your school is doing in your community!

- Students should define the goal of the PSA and who their target audience is. Is the goal of the PSA something that you believe would be more appealing to youth, parents or teachers?
- As students consider their target audience, decide upon a radio station that is popular among that audience. Let the radio station know about the cause. E-mail a one-sheet describing what your students are doing and what you want them to do. Radio stations love working with youth, so the more they get involved in the process the better.
- Have your students outline the PSA and have them start writing the script. It's very important that the PSA stay under 30 seconds in length. And lastly, have your students get creative! The more creative and catchy their PSA is, the more likely the station will want to play it. Need some ideas? Visit [www.nobullchallenge.org](http://www.nobullchallenge.org).

Throughout this toolkit, it's been our goal to help you avoid a *one-click nightmare* from occurring in your home or on your campus, by showing you how to take pro-active, preventative and defensive measures against the perils of bullying, cyberbullying and the importance of promoting digital responsibility.

I sincerely hope that our experiences, both personal and professional, have helped you gain a better understanding about the benefits and dangers of parenting and educating in a digital world.

## Shawn Marie Edgington

**Founder, The Great American NO BULL Challenge, a 501c3 Organization**

**Bestselling Author, The Parent's Guide to Texting, Facebook and Social Media: Understanding the Benefits and Dangers of Parenting in a Digital World**

**CEO, Granite Insurance Brokers and E-COMP**

### Sites Used for Resources/Toolkit Content:

<http://www.dhs.gov/files/events/stop-think-connect-campaign-materials.shtm> (good resources)

<http://cybersafetyacademy.com>

<http://safekidzone.com>

<http://www.isafe.org>

<http://www.doctoroz.com>

<http://www.shawnedgington.com>

<http://www.noys.org>

<http://www.iKeepSafe.org>

<http://www.common sense media.org>

<https://www.nobullchallenge.org>

<http://www.stopbullying.gov> (great information)

<http://www.stopcyberbullying.org/index2.html> (lots of information)

<http://www.coolcarl.com/page/page/5268769.htm> (role of the bystander)

<http://www.schoolbullyingcouncil.com/bullying-statistics>

[http://www.glisten-youth.com/Cyber\\_Safety.html](http://www.glisten-youth.com/Cyber_Safety.html)

<http://www.bullyingstatistics.org>

<http://www.olweus.org/public/bullying.page>

[http://www.makebeatsnotbeatdowns.org/facts\\_new.html](http://www.makebeatsnotbeatdowns.org/facts_new.html)

<http://www.evesonbullying.org/bystander.html>

## Cyberbullying Prevention resources

In addition to the resources found in the [Great American NO BULL Challenge toolkits](#), many other organizations are offering important tools and resources about cyber-safety. We encourage you to take advantage of the information and support what these websites offer:

### [National Conference of State Legislatures](#)

State-by-state information on cyberbullying laws.

### [Pew Internet and American Life](#)

Sources of credible cyberbullying research

### [National Organizations for Youth Safety](#)

Works to prevent teen drug abuse, teen obesity, school bullying, and teen driver distractions across America. NOYS is a coalition of non-profit organizations specializing in teen education and safety.

➤ [Bullying Toolkit for Students and Parents](#)

### [iSafe](#)

A non-profit organization for Internet safety education.

### [Anti-Defamation League](#)

The nation's premier civil rights/human relations agency, ADL fights anti-Semitism and all forms of bigotry, defends democratic ideals and protects civil rights for all.

### [The Parent's Guide to Texting, Facebook and Social Media: Understanding the Benefits and Dangers of Parenting in a Digital World](#)

This bestselling book provides awareness, solutions and preventative resources to help keep children safe and secure while they're online.

### [Facebook Safety Center](#)

Tools and resources for staying safe on Facebook.

### [The Cyber Safety Academy](#)

A fundraising vehicle for schools and organizations that offers a line of cyber-safety products for sale.

### [Students Against Destructive Decisions](#)

Please visit to find answers to SADD's commonly-asked questions, the latest research, action steps and practical guidance.

### [iKeepSafe.org](#)

iKeepSafe tracks global trends and issues surrounding digitally connected products and their effect on children.

### <http://www.glsen.org>

The Gay, Lesbian, and Straight Education Network that seeks to ensure safe schools for all students.

### [MTV's A Thin Line](#)

Interactive tools engage older kids in defining what it means to "cross the line."

### [Angels and Doves](#)

Angels and Doves is a nationwide anti-bullying nonprofit organization.

### [Pacer](#)

The National Center for Bullying Prevention is helping to promote awareness and teaches effective ways to respond to bullying.

### [The Trevor Project](#)

The Trevor Project is a 24-hour national help line for gay and questioning teens. The hotline is 866.4U.TREVOR.

### [Nickelodeon's Digital Citizen Hub](#)

A quiz asks: "Are You Cyberbully Savvy?"

### [GuestAssist Campus](#)

Offers students a way to anonymously obtain support from school administrators by text message.

### [StopBullying.Gov](#)

Provides information from various government agencies on how [kids](#), [teens](#), [young adults](#), [parents](#), [educators](#) and others in the [community](#) can prevent or stop bullying and cyberbullying.

### [Sprigeo](#)

Secure online reporting system for schools.

### [Awareity](#)

A student safety and campus security reporting system.

### [READY, SET, RESPECT!](#)

GLSEN's Elementary School Toolkit