

SOCIAL MEDIA TOOLKIT

#BYSTANDERPOWER



Committee for Children has been advocating for bullying prevention since the mid-1980s. Our research-based bullying prevention curriculum is taught to millions of students each year, and we continue to provide resources for parents and teachers to help inform and inspire them to take action.

In support of National Bullying Prevention Month this October, we welcome the return of bullying prevention superhero Captain Compassion®, who aims to empower kids and adults to help stop bullying. By sharing this information, you can help your family, friends, and colleagues activate their bystander power and understand just how much good they can do in this world by recognizing, reporting, and refusing bullying.

Below is a sample social media post and an email that you can copy, paste, and send to your network.



Watch and share the Captain Compassion video

Share on Social

Imagine a world without #bullying. Now, discover how you can help make it a reality. Go to @cfchildren's CaptainCompassion.org to find tips, tools, and resources to help the kids in your life activate their #BystanderPower. #NationalBullyingPreventionMonth

Shareable Images

Click on the images below to download and share in your social media post.



Instagram



Facebook, Twitter, LinkedIn

Email

Did you know up to 70 percent of students say they witness bullying regularly at school? October is National Bullying Prevention Month, and I wanted to introduce you to Committee for Children's bullying prevention campaign, Captain Compassion: a bullying prevention superhero who helps families and educators communicate with kids about how to recognize, report, and refuse bullying.

The Captain Compassion campaign website is home to approachable, research-based tips and tactics drawn from Committee for Children's decades of work in the field of bullying prevention. It includes engaging comics, videos, and family resources focused on providing kids and adults with the tools they need to address a range of bullying scenarios and to feel empowered to activate their bystander power to help stop bullying.

Join me in support of bullying prevention by checking out the campaign site and sharing it with your friends and colleagues: CaptainCompassion.org

Got Questions?

Contact us at press@cfchildren.org

Follow us    

CaptainCompassion.org | #BystanderPower



Captain Compassion Poster

Display your Captain Compassion poster at home, in your classroom, or at your community center! (Psst ... you can download as many as you like.)