

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've created a bullying prevention superhero—Captain Compassion—that we hope will engage parents and kids alike. 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. You can copy, paste, and send them to your network.



Watch and share this message from our campaign spokesperson, Disney Channel's Skai Jackson.

Sample Social Post

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

Sample Media Images

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



Instagram



Facebook, Twitter, LinkedIn

Sample Email

I thought you'd be interested in this new resource from Committee for Children.

October is National Bullying Prevention Month, and every year, Committee for Children launches a campaign to help inform people about the issue and how to help prevent bullying. This year, they've come up with something pretty clever: a bullying prevention superhero called Captain Compassion who's focused on teaching parents and kids how to use their bystander power to help stop bullying.

Their new site is really fun and informative. They've created a PSA featuring Disney Channel star Skai Jackson and research-based content, such as infographics about bullying prevention, helpful videos for parents and kids, and lots more. They've even got Captain Compassion comic strips and swag! Check out the site and be sure to share it with friends and colleagues: CaptainCompassion.org



Captain Compassion Poster

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

Got Questions?

Contact us at press@cfchildren.org

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CaptainCompassion.org | #BystanderPower