



Promo pack



what you'll find inside

1. Introduction to the campaign
2. Campaign outputs
3. Social media messages and visuals
4. Newsletter item
5. Email signature
6. Logos
7. Contact details

Introduction to the #NotOnOurFeed campaign:

A new Better Internet for Kids (BIK) campaign will run from 24 August to 25 September 2026. #NotOnOurFeed brings young people, parents, caregivers, teachers and educators together to take a stand against cyberbullying - with the back-to-school period as a key moment to start the conversation.

Inspired by the three pillars of the EU action plan against cyberbullying - protection, prevention, and reporting and support - the campaign shines a light on emerging threats, including AI-related abuse, while highlighting the vital role of Safer Internet Centres (SICs), helplines, and trusted flaggers in helping people prevent, report and respond to online harm.



How can you help

You are warmly invited to support the campaign by sharing its messages with your own audiences!

Feel free to use the following ready-made social media visuals and suggested texts on your social channels or in a newsletter item anytime up until 25 September.

You will find the link to download all visuals at the end of this promo pack.

Read this: EU action plan ag...

I want to know more! 🤖

Follow #NotOnOurFeed

On it! 😎

The campaign outputs:

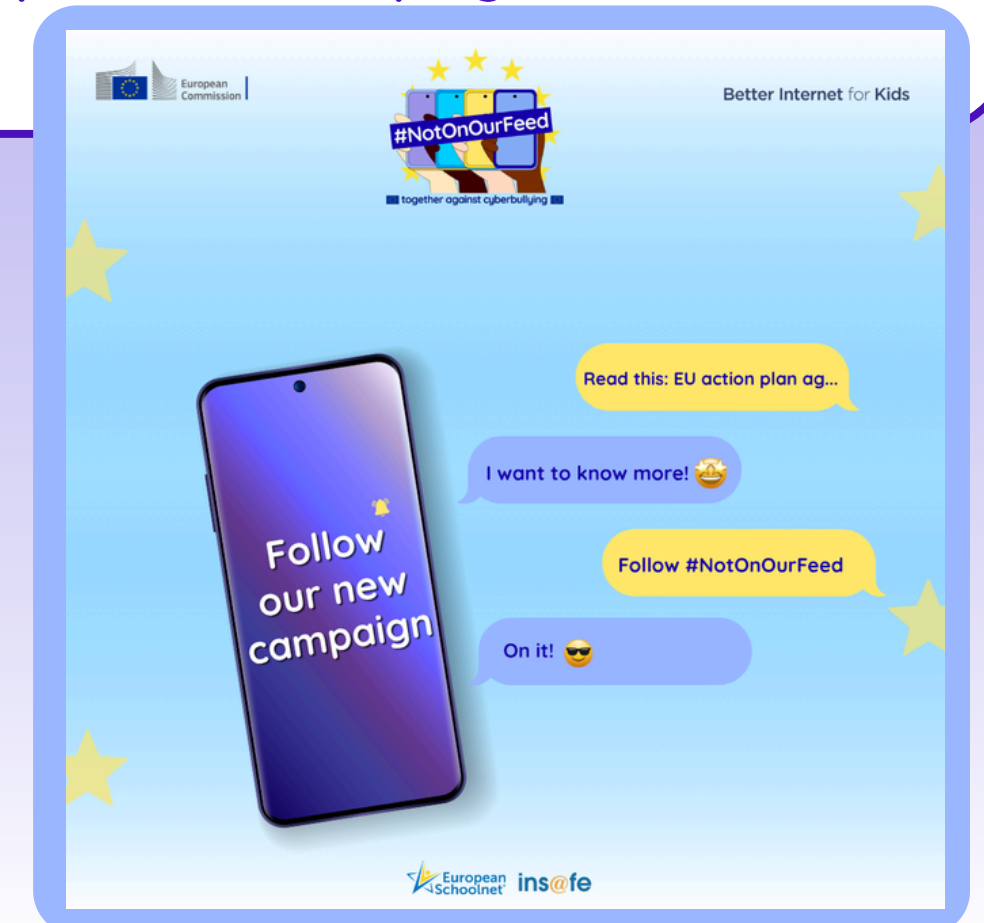
1. A toolkit of useful resources from the Insafe network of Safer Internet Centres
2. A family-friendly factsheet on the EU action plan against cyberbullying
3. A video exploring real-life cyberbullying scenarios and showing how helplines support young people and adults when online harm occurs
4. Youth voices and creative submissions on cyberbullying
5. Webinars for parents and teachers

Social media messages and visuals

General

Back-to-school season brings a timely reminder: cyberbullying doesn't stop when the summer holidays end and it keeps evolving, with new risks like AI-generated abusive content adding fresh challenges for schools and families.

📌 From today, the new campaign **#NotOnOurFeed** - Together against cyberbullying, is working to strengthen protection, promote prevention and improve access to support, in line with the EU action plan against cyberbullying. Keep following this campaign; the journey has just started! <https://better-internet-for-kids.europa.eu/en/campaigns/notonourfeed>
#NotOnOurFeed #EUactionplan #Cyberbullying #Backtoschool #togetheragainstcyberbullying



Social media messages and visuals

General

🌐 What's coming up?

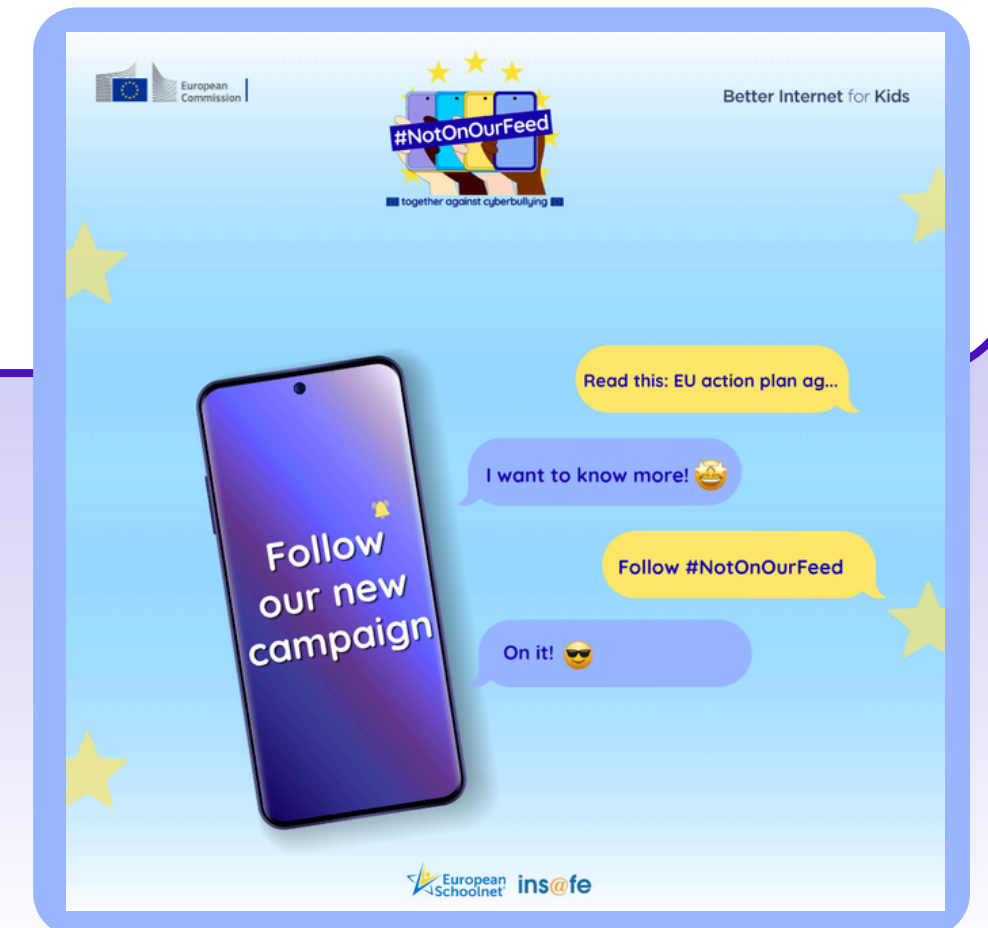
The #NotOnOurFeed – Together against cyberbullying campaign is here to make the EU action plan against cyberbullying accessible to everyone. Between August and September, alongside the back-to-school period, we'll be rolling out:

- 📁 A toolkit packed with useful resources from the Insafe network of #SaferInternetCentres
- 📄 A family-friendly factsheet on the EU action plan against cyberbullying
- 🎥 A video spotlighting real-life cyberbullying scenarios and how helplines support young people and adults in tackling the harm
- 📢 Youth contest: creative submissions on cyberbullying
- 👩 A series of webinars for parents and teachers

Plenty to explore, plenty to discuss — follow along so you don't miss a thing! 🖱️

<https://better-internet-for-kids.europa.eu/en/campaigns/notonourfeed>

#NotOnOurFeed #EUactionplan #Cyberbullying #Backtoschool #togetheragainstcyberbullying



Social media messages and visuals

General

Combating cyberbullying is a top priority for the Commission.

Read the action plan against cyberbullying to discover what the EU is doing to combat cyberbullying and help create a safer, more positive online environment for everyone. 🌐💙 <https://digital-strategy.ec.europa.eu/en/policies/cyberbullying>

#NotOnOurFeed #EUactionplan #Cyberbullying #togetheragainstcyberbullying



Social media messages and visuals

General

New toolkit alert! Check out the new #NotOnOurFeed toolkit for practical resources to help tackle cyberbullying for young people, parents and educators alike. Take a look 🖱️ <https://better-internet-for-kids.europa.eu/en/resources/cyberbullying-toolkit>

#NotOnOurFeed #EUactionplan #Cyberbullying #togetheragainstcyberbullying



Newsletter item

#NotOnOurFeed - Together against cyberbullying is now live!

A new Better Internet for Kids campaign runs from 24 August to 25 September 2026.

#NotOnOurFeed brings young people, parents, caregivers, teachers and educators together to take a stand against cyberbullying - with the back-to-school period as a key moment to start the conversation.

Inspired by the three pillars of the EU action plan against cyberbullying: protection, prevention, and reporting and support, the campaign shines a light on emerging threats, including AI-related abuse, while highlighting the vital role of Safer Internet Centres (SICs), helplines, and trusted flaggers in helping people prevent, report and respond to online harm.

Follow **#NotOnOurFeed** on BIK's social media channels and visit the campaign hub on the BIK platform to discover the resources, find support and join the campaign efforts: together against cyberbullying:

<https://better-internet-for-kids.europa.eu/en/campaigns/notonourfeed>.

Newsletter image



Template links clicking on the images

Email signature



The banner features the European Commission logo in the top left and 'Better Internet for Kids' in the top right. On the left, four hands hold up smartphones with a blue banner across them reading '#NotOnOurFeed'. The background is light blue with yellow stars. The main text reads 'Join the #NotOnOurFeed campaign!' and 'Together against cyberbullying'. A QR code is on the right. At the bottom left is a link: better-internet-for-kids.europa.eu/en/campaigns/notonourfeed. At the bottom right are the 'European Schoolnet' and 'ins@fe' logos.

European Commission

Better Internet for Kids

Join the #NotOnOurFeed campaign!

Together against cyberbullying

better-internet-for-kids.europa.eu/en/campaigns/notonourfeed

European Schoolnet ins@fe

Official logo



Contact details

For requests/questions relating to the campaign, please contact:
Inna Agadzhanova or use the generic BLK mailbox
(notonourfeed@betterinternetforkids.eu).

Visuals links access

- [Social media visuals](#)
- [Logos](#)
- [Newsletter image horizontal](#)
- [Newsletter image square](#)
- [Email signature](#)