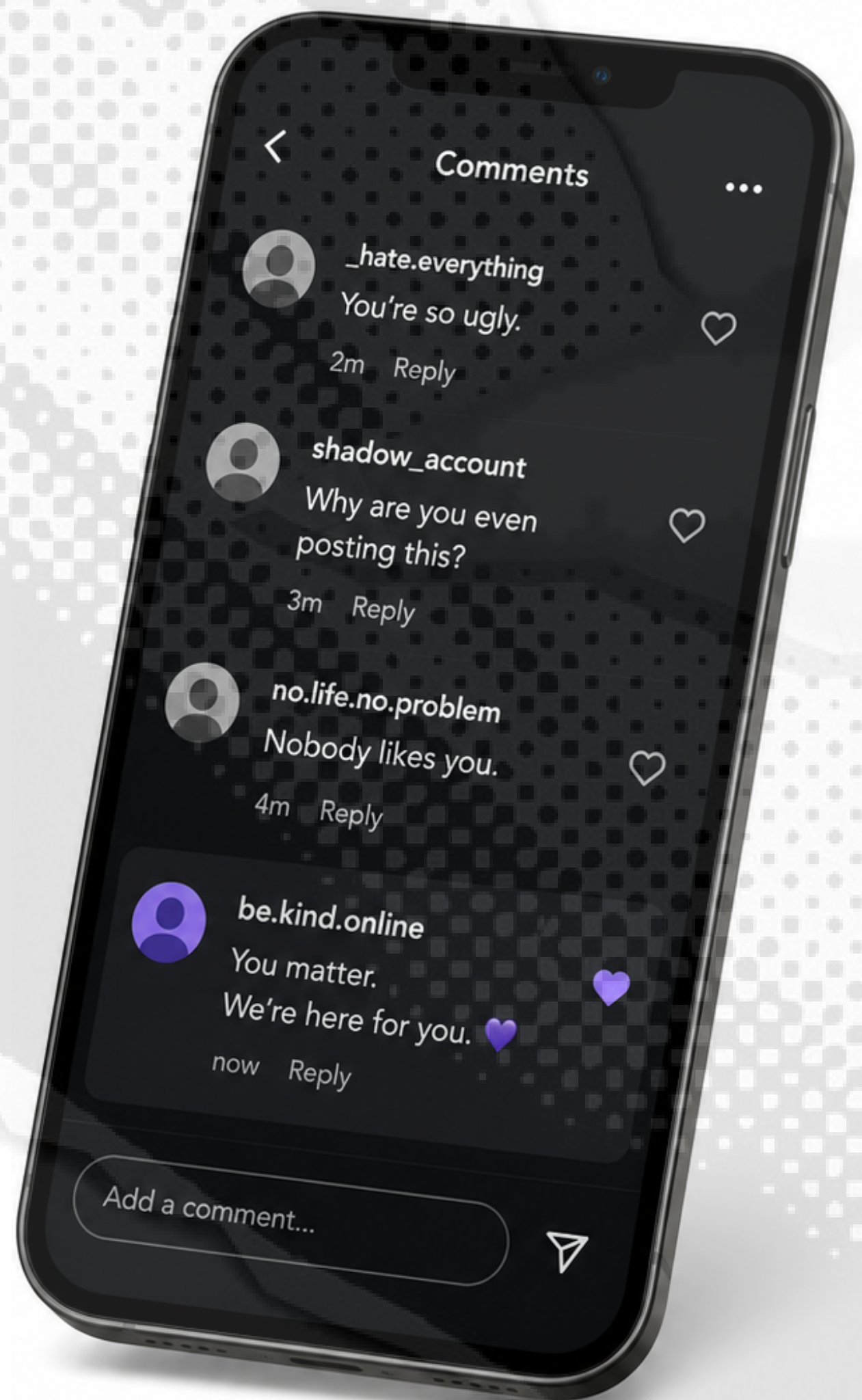


Before You Post



*Pause. Think.
Choose kindness.*



Every comment

Starts A Story.



_hate.everything
You're so ugly.



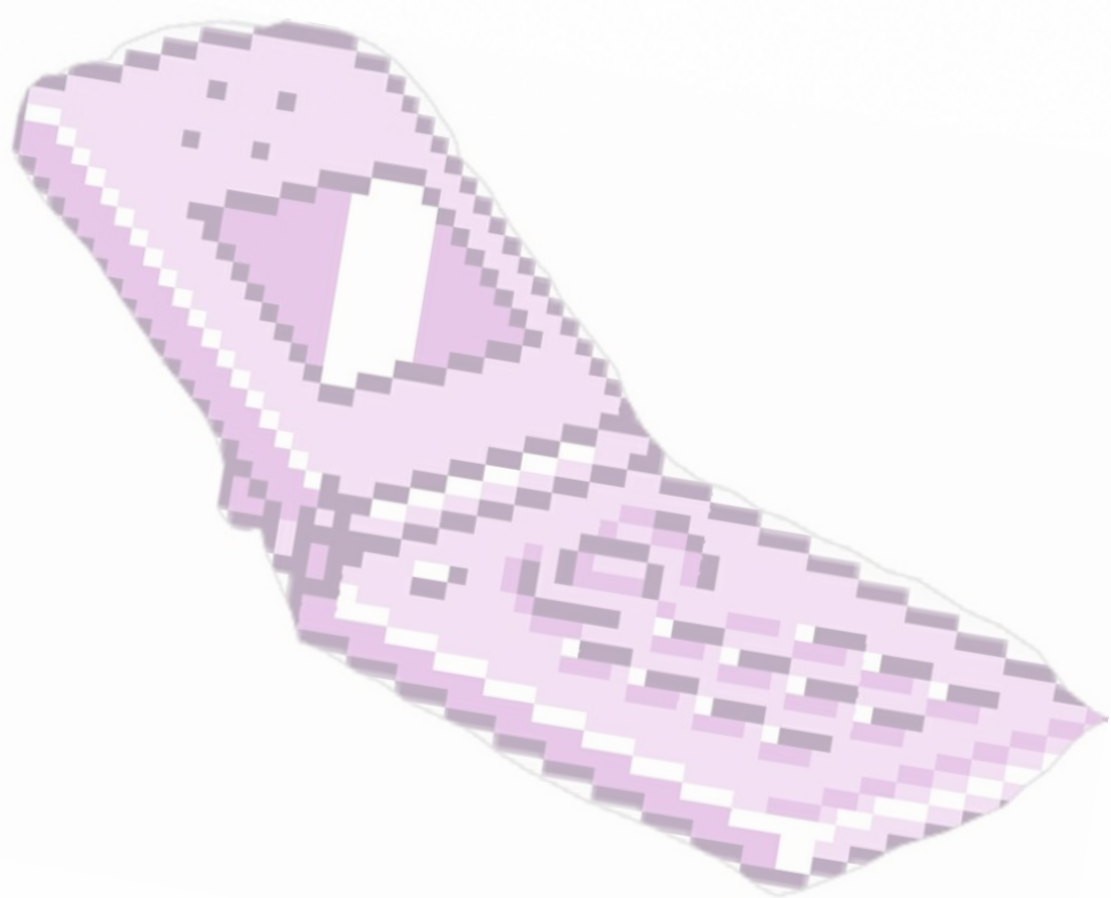
shadow_account
Nobody likes you.



no.life.no.problem
Just delete
your account.



be.kind.online
You matter.
We're here for you. 💜



Behind every username
is a **real person**

Which comment will they
remember?



You are

Not just

A Scroll.

EVERY LIKE.
EVERY COMMENT.
EVERY SHARE.
EVERY SILENCE.
... IS A CHOICE



SCROLL PAST

Don't engage.
Don't amplify.



REPORT

Help keep our
community safe.



SUPPORT

Kind words
make a difference.



CHECK IN PRIVATELY

A message can
change everything.

What Would You Do ?

IF YOU SAW THIS COMMENT ON SOMEONE'S POST ...



_hate.everything

You're so ugly.



What would you actually do?



KEEP SCROLLING

Ignore it.



REPLY

Stand up respectfully.



REPORT

Help keep the community safe.



SUPPORT PRIVATELY

Check in with them.



THERE'S NO PERFECT CHOICE.
BUT THERE IS A KIND ONE

You Voted

Here's what

You said

Poll 1

DO YOU THINK ONE KIND
COMMENT CAN CHANGE
SOMEONE'S DAY?

❤️ Absolutely 100%

🤔 I'm not sure 0%

❤️ Absolutely (11 votes)

100%

🤔 I'm not sure (0 votes)

0%

Share Results

You Voted

Here's what You said

Poll 2

HAVE YOU EVER WITNESSED
CYBERBULLYING ONLINE?

Yes

100%

No

0%

Yes

100%

No (0 votes)

0%

Share Results

What helping Actually looks like.

SMALL ACTIONS CAN MAKE A
BIG DIFFERENCE.

HERE ARE REAL WAYS YOU CAN
HELP:

1



CHECK IN PRIVATELY

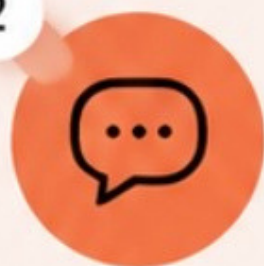
A kind message
can remind
someone they're
not alone.

example

Hey, I saw that comment.
I just wanted to say
you're not alone.
I'm here if you want to talk.



2



SPEAK UP KINDLY

A supportive comment
can drown out
negativity.

example

This isn't okay.
Everyone deserves
respect.



3



REPORT HARMFUL CONTENT

Reporting helps keep
our community safe
for everyone.

example

⚠ Report

It only takes a few seconds,
but it can stop the harm.

4



BUILD A BETTER CULTURE

Share positivity.
Celebrate others.
Be the reason someone
feels safe online.

example

You inspire people
every single day.
Keep being you!



Words Don't Disappear.

2x

Young people who experience cyberbullying
are **more than twice as likely** to report
suicidal thoughts or attempts.

*Choose kindness.
IT COULD BE THE REASON SOMEONE STAYS.*

Be the reason Someone smiles today

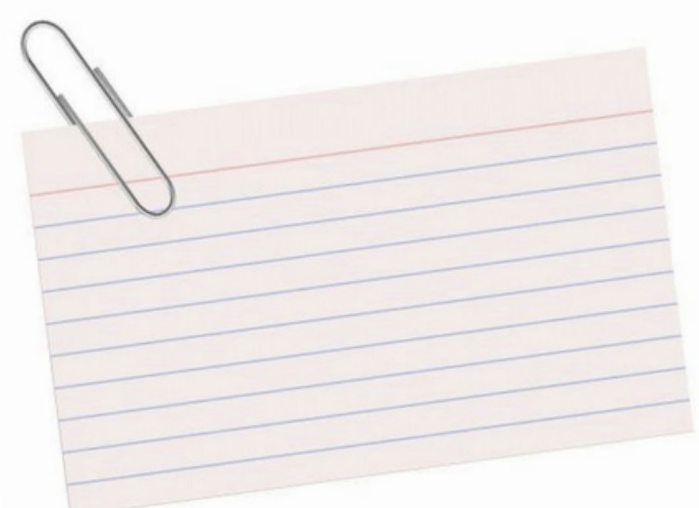
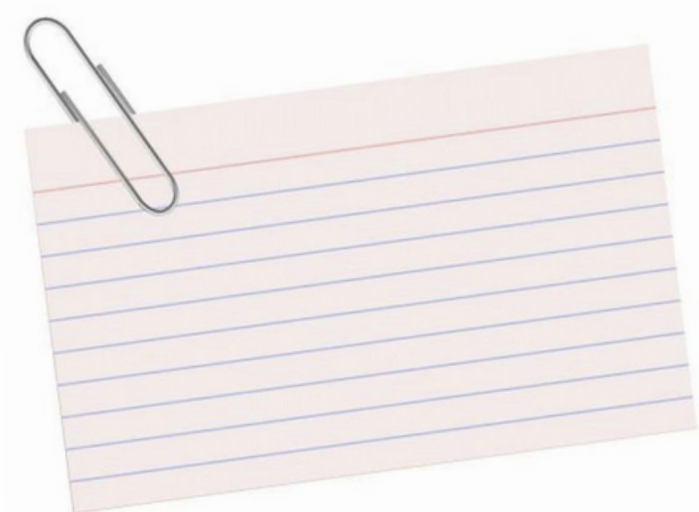
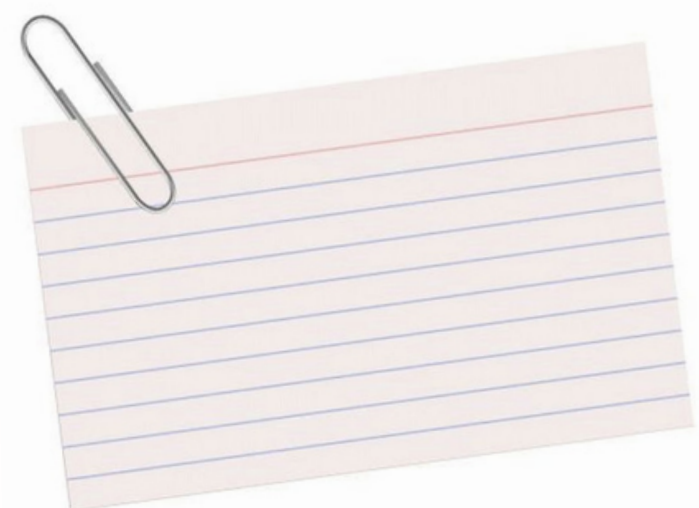
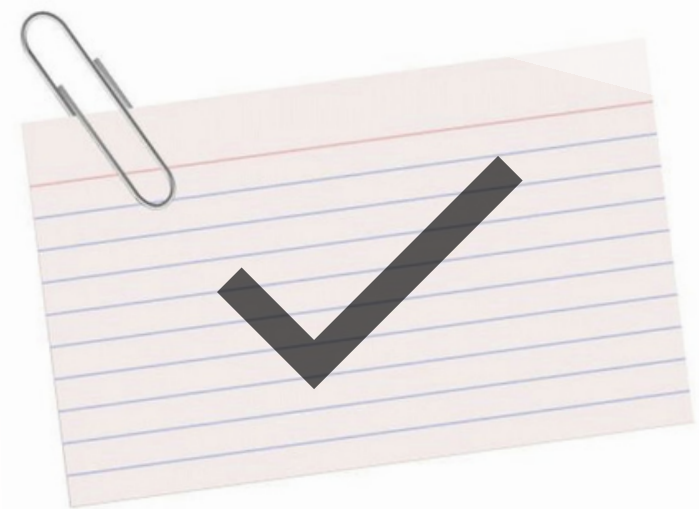


LEAVE ONE
GENUINE COMPLIMENT

Report
Harmful content

Support someone
Being bullied

Share kindness
Instead of hate



Kindness Starts with us.

**Accept the challenge.
Make a difference.**

TAKE ACTION

Complete one challenge today

SHARE IT

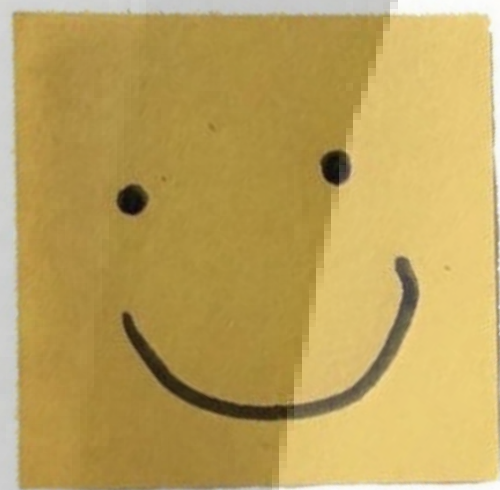
Post it on your story and tag someone.

INSPIRE OTHERS

**Your story could be the reason someone
chooses kindness.**

Before You Post ...

*Remember the person
behind the screen.*



*Choose kindness.
Every time.*

