

CYBERSMILE ACTIVIST KIT



Search Twitter



@laurenDee23 and @universe5 are Tweeting about this

1 **#FakeNewsFacts**
133,043 Tweets

2 **#ImACybersmiler**
@raphaelle01, @tomdalaney54 and 20 more are Tweeting about this

3 **#NationalDogDay**
33,231 Tweets

4 **Kevin Hart**
17,724 Tweets



THE CYBERSMILE FOUNDATION

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INTRODUCTION



POSITIVE ACTIVISM

The word activism has become a negative word due to global political unrest. It seems the only option to become committed to change is to be politically motivated – and we want to change that!

The internet is an amazing place but unfortunately too much of its power is being wasted on negative political activism bringing discourse, worry, negativity, and mental anguish. With your help we can address this balance of negativity by propagating and promoting positive, inspiring, happy content shared across all major social media platforms.

By becoming a Cybersmile activist, you'll be demonstrating your commitment to a diverse and inclusive internet by connecting with other Cybersmile activists around the world, making the internet a kinder, brighter place to be for everybody.

WHY BECOME A CYBERSMILE

ACTIVIST?

BE PART OF THE SOLUTION

Cybersmile activism has grown organically since 2010 with the use of the #ImACybersmiler hashtag. We have always wanted to find a way of structuring it, enabling people to find each other across all the major networks and social media platforms to provide each other with encouragement, support, inspiration and a sense of belonging.

Below you will find a list of benefits to becoming a Cybersmile activist which we hope will make you want to share the #ImACybersmiler hashtag right away!

BENEFITS

- Connect with other Cybersmile activists around the world by searching and posting the #ImACybersmiler hashtag
- Help vulnerable people feel safe as part of a global network
- Play your part in addressing the balance of negativity on the internet through positivity and inspiration
- Show the world that the internet can be a kinder, brighter place
- Be part of a powerful movement and be recognized by Cybersmile's celebrity activists, supporters and partners
- Grow your followers with new, positive social media users who want the same thing you want – a brighter and more inclusive internet!
- Win monthly prizes
- Activist newsletter with exclusive opportunities, celebrity meetups and more!
- Lead by example
- Change and save lives



GETTING STARTED

Getting started is easy! Follow the instructions below to start your journey in making the internet a truly diverse, happy place.

1 FOLLOW OUR ACCOUNTS

@CybersmileHQ



FOLLOW

@TheCybersmileFoundation



LIKE

@cybersmilefoundation



FOLLOW

@CybersmileOfficial



SUBSCRIBE

2 JOIN THE COMMUNITY

#ImACybersmiler

Search the hashtag and follow other Cybersmile activists to help build the community. Your followers will increase as you become more active in the community. (Sign up for the Activist Newsletter - [see page 11](#))

3 SHARE YOUR CONTENT

Share your content and remember to include #ImACybersmiler so the community can find you. This is when your followers will begin to increase. The more you share the hashtag, the more you will be recognized.



Ellie Harding

@ellsharding23

Follow



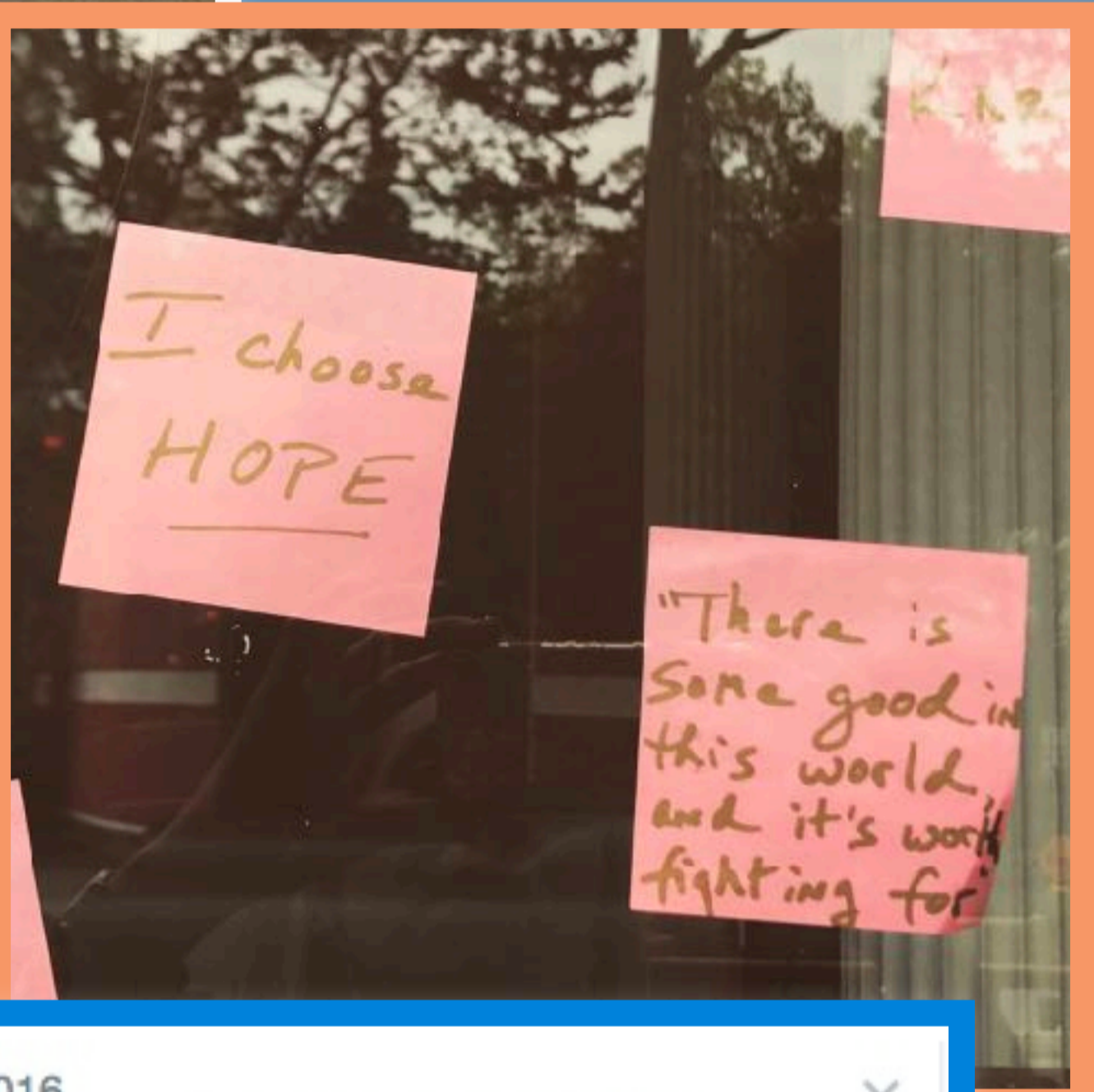
Love wins and you are loved 😊❤️

#ImACybersmiler

09:01 AM - 26 Aug 2017

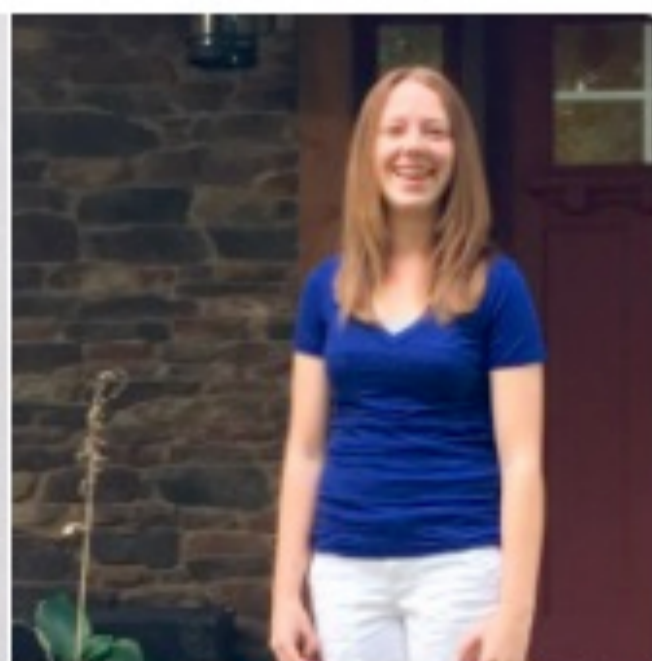
CONTENT IDEAS

You can share anything! Take photos, write poems, selfies, create graphics, artwork, search for positive memes on the internet or share text only posts – the possibilities are endless!




Bailey @BaileySnyder18 · 21 Sep 2016

@CybersmileHQ #ImACyberSmiler I Am A Senior In High school I've been singing since 2nd grade. I get bullied for it. I'm still smiling. 😊❤️



TWITTER EXAMPLES

Include pictures, photos, memes or text in your tweets to inspire your followers and connect with other Cybersmile activists. Remember to use #ImACybersmiler so the community can find you.

 **Jenny T. Ellis**
@jtellis231 Follow

Let's make social media a positive and fun place to support each other. 😊👼
[#ImACybersmiler](#)

11:01 AM - 25 Aug 2017

 **Luke Johnson**
@ljohnson277 Follow

Be proud of who you are and don't let the negative comments get to you! 💪
[#ImACybersmiler](#)



18:54 PM - 15 Jul 2017

FACEBOOK EXAMPLES

Upload photos, memes, videos or text to your Facebook profile or page and use the hashtag #ImACybersmiler so others in the community can follow you and see your positive messages.



Samuel Madison

21 August at 15:22

We've got to find our voice and inspire others!
#ImACybersmiler



Ming-Na Chen

07 July at 19:09

No one can tell you it's not possible, only you
can be in control of your destiny! 🌍❤️
#ImACybersmiler

you can.

A large, handwritten-style text "you can." is centered on a light pink rectangular background. The word "you" is written in a cursive, lowercase font, and "can." is written in a simpler, lowercase font.

INSTAGRAM EXAMPLES

Share your photos, memes or videos on Instagram with a description and the hashtag #ImACybersmiler inspiring others and enabling the community to find you and your content.



ChetMadison9

Following

ChetMadison9 We have to have respect for each other to make the internet a safer place, and work together so that all of us can help one another when times are difficult. Let's make it happen!
#ImACybersmiler

Danielstar44 Absolutely Chet!

LiFenghuan Always good to hear your wisdom. So right! 🙌

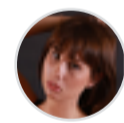
Laurenofficial We need to catch up!



980 likes

4 DAYS AGO

Add a comment...



CarlaJovanic23

Following

CarlaJovanic23 I baked cakes with my friends and wanted to share this positivity with you! 🙌🙌
#ImACybersmiler #positivevibes #cool #photooftheday

Kaisa32 OMG these look delicious! 🙌🍿
TomilsonSmith Thanks for sharing Carla!



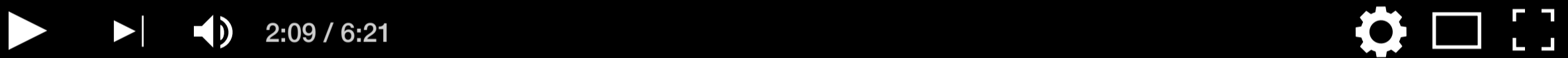
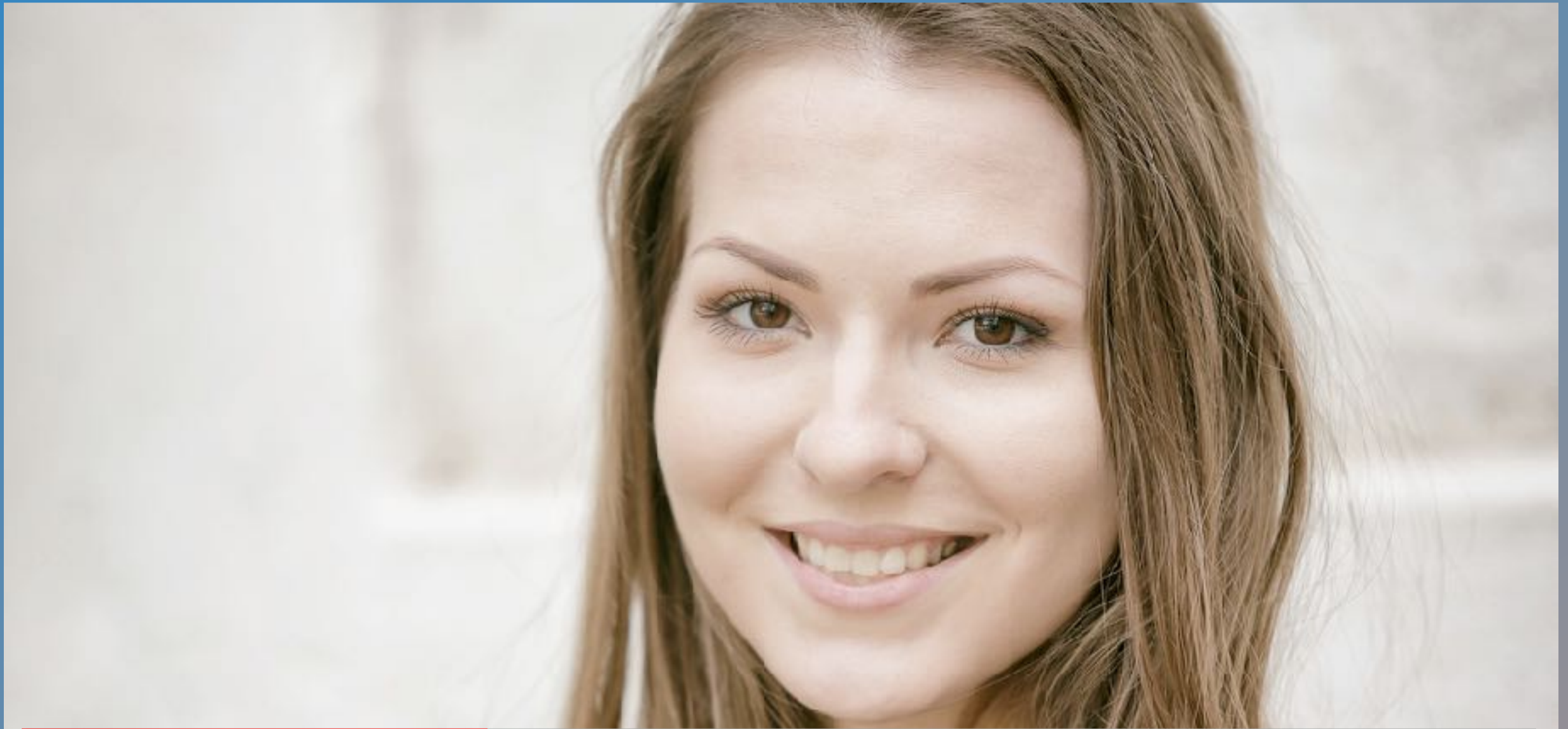
223 likes

2 DAYS AGO

Add a comment...

YOUTUBE EXAMPLE

Upload your video(s) to YouTube and empower your viewers to support each other and make the internet a brighter place. Use #ImACybersmiler in your description and optionally as tags so other people can find and follow you.



My experience with online abuse and how I overcame it #ImACybersmiler

35,831 views

👍 2K 👎 12 ➦ SHARE ⚙️ ⋮



Camillashapiro1

Published on Jul 12, 2017

SUBSCRIBE 144K

I was cyberbullied relentlessly for two years by people who went to my high school. When I graduated, they started creating fake accounts and spreading false rumors about me and were trying to make me feel bad. They even took old photos from prom and constantly criticized me about the way I looked and how I was ugly and that I should die. I got really depressed and was suffering a lot from anxiety the summer before I went to college. I couldn't take it but I managed to get through with the help and support of friends and family. I wanted to make this video to tell you about my experience and show you what you can do to overcome harassment. I just want to be surrounded by positive people and if you've experienced this, just know you're not alone! #ImACybersmiler

675 Comments ≡ SORT BY



Add a public comment...



Teresa Yarbrough 3 weeks ago

Thank you Camilla for being so brave and sharing this! I struggled so much with trolls back in high school and this just made me realize how many people are going through the same difficulties. 😊

REPLY 132 👍 👎

EXCLUSIVE ACCESS

By signing up for the Activist Newsletter you will automatically hear first about celebrity giveaways, meet ups and have exclusive opportunities for life changing VIP experiences. You can also get featured as a top Cybersmile activist and much more! [Sign up to the Activist Newsletter](#) below.



CELEBRITY MEETUPS



VIP EXPERIENCES



ONLINE CONTESTS



TOP ACTIVIST FEATURES

SIGN UP

MONTHLY GIVEAWAYS

WIN PRIZES MONTHLY

Each month get entered automatically into our giveaways and win #POSITIVITY merch, games, gadgets and our special mystery prizes! Make sure you use #ImACybersmiler with your social posts to qualify and remember the more you use the hashtag, the more likely you are to win!



FREQUENT QUESTIONS

WHAT DO I DO FIRST?

Follow our social media accounts and use #ImACybersmiler with your posts to start promoting a positive internet.

WILL I GET MORE FOLLOWERS?

By sharing positive, inspiring messages with your followers and the activist community, you'll see your numbers grow!

WILL THE CELEBRITIES NOTICE ME?

By using the #ImACybersmiler hashtag, you'll have more visibility with our community and celebrity Ambassadors!

HOW OLD DO I NEED TO BE A CYBERSMILE ACTIVIST?

You can be any age as long as you have parental consent to use social media.

CAN MY FRIENDS JOIN?

Yes of course. Send them a link to this pack!

DO I HAVE TO LIVE IN THE U.S. TO BECOME A CYBERSMILE ACTIVIST?

No. You can become a Cybersmile activist from anywhere in the world.

CAN I WORK WITH OTHER ORGANIZATIONS AND BRANDS IF I'M A CYBERSMILE ACTIVIST?

Yes. Being a Cybersmile activist is completely free and non-exclusive.

DO I NEED TO DO A MINIMUM AMOUNT OF POSTS?

No, but the more you do, the more positive people you'll connect with.

DO YOU ACCEPT FANDOM ACCOUNTS?

Yes. If you own a fandom account and want to mobilize your fans with ours, let's make it happen!

FREQUENT QUESTIONS

DO I NEED A MINIMUM NUMBER OF FOLLOWERS ON SOCIAL MEDIA?

There is no minimum amount needed whatsoever.

DOES IT COST ANYTHING?

No it's free. You can start straight away by using #ImACybersmiler to become part of the community.

DOES IT NEED TO BE IN A SPECIFIC FORMAT OR LENGTH?

Take a look at our Twitter, Facebook, Instagram and YouTube examples in this pack to give you an idea of format. There are no restrictions so you can choose to share whatever you feel like!

WHERE DO I GO TO JOIN?

Simply use the #ImACybersmiler hashtag and start encouraging and celebrating positivity online!

WHAT IS THE ADVANTAGE OF BECOMING A CYBERSMILE ACTIVIST?

Connect with likeminded people like you, find friends, gain followers and help make the internet a brighter place to be!

CAN I APPLY TO BECOME A CYBERSMILE AMBASSADOR?

This is currently by invitation only but we regularly review Cybersmile activist contributions for possible inclusion in our Ambassador Program.

DOES POSITIVITY REALLY WORK?

Sure it does, have you ever heard of the Science of Happiness?

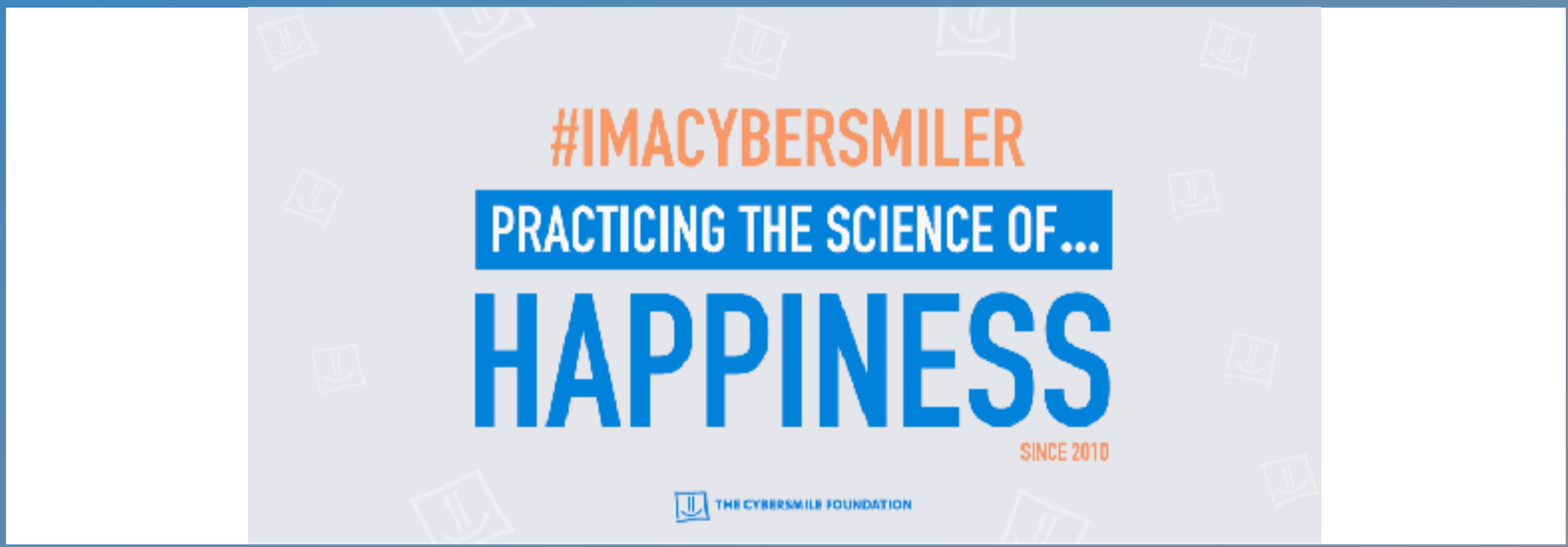
CAN I USE CYBERSMILE BADGES OR BANNERS?

Yes (they are optional but you don't need to download them to become a Cybersmile activist). Follow the links on [the next page](#) where you can upload banners for your social media accounts.

DOWNLOADS

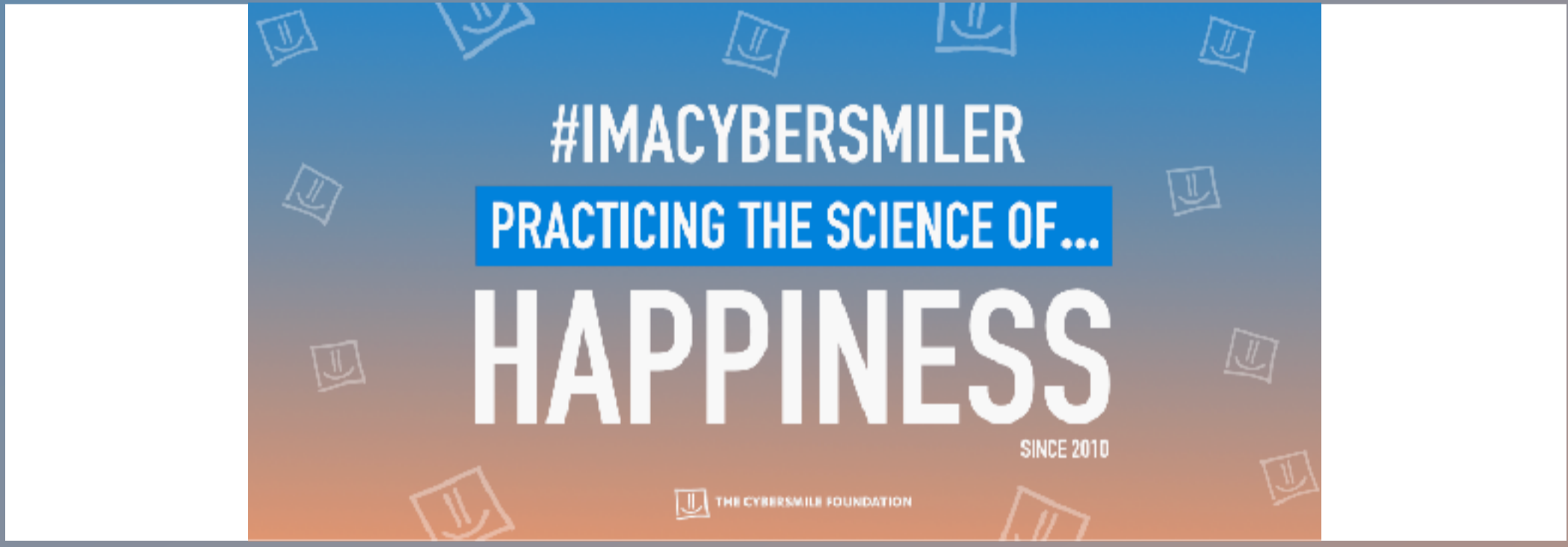
Download these banners to show your support for a more positive and inclusive internet (you don't need to include a banner to become a Cybersmile activist. This is just an option!).

TWITTER PROFILE BANNER



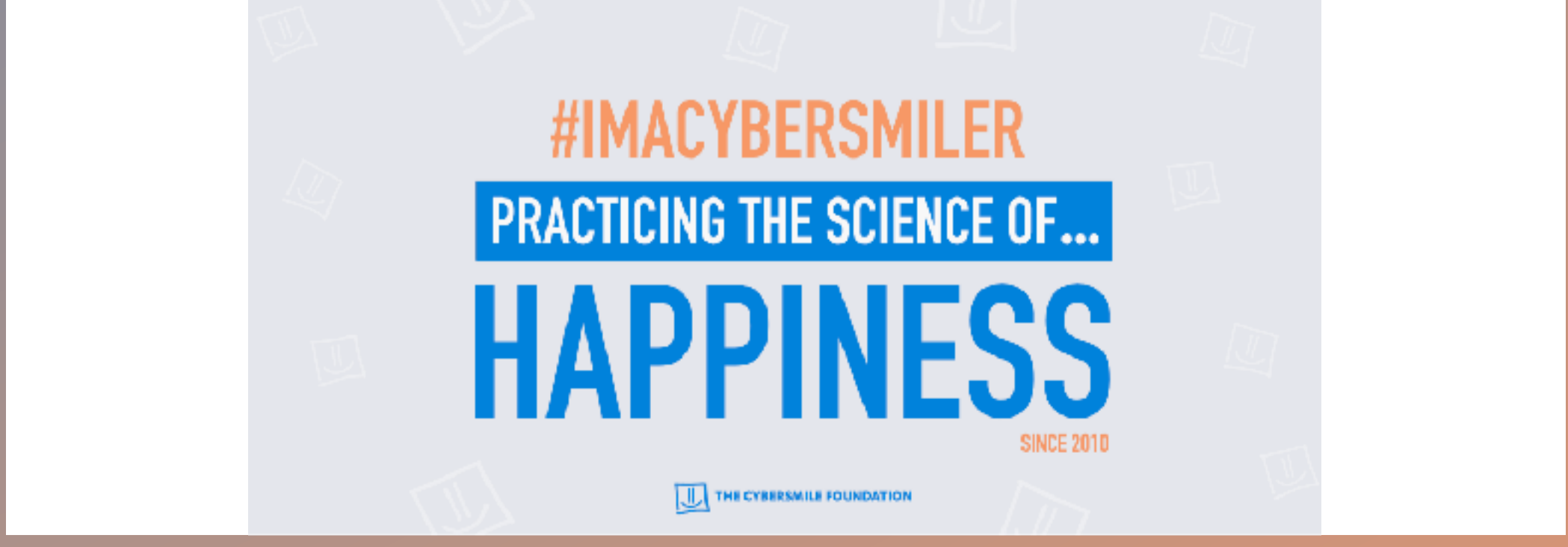
DOWNLOAD

TWITTER PROFILE BANNER 2



DOWNLOAD

FACEBOOK PROFILE/ PAGE BANNER



DOWNLOAD

ABOUT CYBERSMILE

THE CYBERSMILE FOUNDATION IS A MULTI AWARD WINNING ANTI CYBERBULLYING NON-PROFIT ORGANIZATION. COMMITTED TO TACKLING ALL FORMS OF DIGITAL ABUSE AND BULLYING ONLINE. WE WORK TO PROMOTE DIVERSITY AND INCLUSION BY BUILDING A SAFER, MORE POSITIVE DIGITAL COMMUNITY.

Through education and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services, we enable victims and their families to regain control of their lives.

Founded in 2010, Cybersmile has grown to become the world's leading anti cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

Our mission is a simple one; we believe that everyone should be able to enjoy being part of the new connected online world. Regular and productive use of the Internet has become essential to a healthy social and personal development.

Unfortunately, cyberbullying and digital abuse is increasing, holding many back from enjoying the benefits that this connected community can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behavior and relationships in the communities where we live, play and work – the physical world.

Policing, monitoring and internet restrictions can only go so far, although useful additions to any internet safety policy, they are not adequate substitutes for a thorough understanding of cyberbullying and its related issues such as netiquette, personal security and emotional intelligence.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied online, changing the behavior of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

TESTIMONIAL



“Exciting, innovative, trail blazing; these are just a few words I’d use to sum up Cybersmile and their incredible work. We are delighted to have invested in this organisation; such an incredible impact from our donations felt positively across the internet.”

- Lisa Jackson, Chief Executive



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THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is an international non profit organization registered as a 501(c)3 not-for-profit organization in the U.S and as a registered charity in the U.K (No.1147576)