



Stopbullying.gov Social Media Content Calendar

April 2023

Content Calendar Development Timeline

Month	Red Carrot Submits 1 st Draft	Ed Board Submits Feedback	Red Carrot Submits Final Draft	HRSA Approves	Content Scheduled and Toolkits Shared
October	9.1.22	-	9.16.22	9.23.22	9.21.22
November	9.22.22	10.11.22	10.20.22	10.25.22	10.27.22
December	10.20.22	11.8.22	11.17.22	11.22.22	11.24.22
January	11.17.22	12.6.22	12.15.22	12.20.22	12.22.22
February	12.22.22	1.10.23	1.19.23	1.24.23	1.26.23
March	1.19.23	2.7.23	2.16.23	2.21.23	2.23.23
April	2.16.23	3.7.23	3.16.23	3.21.23	3.23.23
May	3.23.23	4.11.23	4.20.23	4.25.23	4.27.23
June	4.20.23	5.9.23	5.18.23	5.23.23	5.25.23
July	5.18.23	6.6.23	6.15.23	6.20.23	6.22.23
August	6.22.23	7.11.23	7.20.23	7.25.23	7.27.23
September	7.20.23	8.8.23	8.17.23	8.22.23	8.24.23

Resources and Tips

- The goal of all content is to drive traffic to [StopBullying.gov](https://www.stopbullying.gov)
- We post 3 times a week on all 3 channels
- All posts and tweets should be scheduled at 3 PM
 - Tuesdays, Thursdays, and Fridays
- Never refer to a kid as a “bully” or a “victim.” Kids may experience bullying, exhibit bullying behavior, or be involved in bullying, but we don’t label them.
- At least two posts a month should feature a Stopbullying.gov YouTube video [StopBullying Gov – YouTube](https://www.youtube.com/watch?v=...)
- Include at least 2 non-iStock photo illustrated posts a month
- Use [popular hashtags](#) within the content and capitalize each word #ExampleLikeThis
- Copy for graphics should be 5 words or fewer
- Twitter posts should be 280 characters or fewer (including links) [Twitter Character Counter](#)
- Target Audiences
 - Educators
 - Coaches
 - Youth Leaders
 - Parents
 - Kids 6-18 (Focus on middle school ages)
 - Health Care Providers (Pediatricians)

Resources and Tips

- Most popular pages on Stopbullying.gov
 - [Home Page](#)
 - [What is Cyberbullying](#)
 - [Get Help Now](#)
 - [What is Bullying](#)
 - [Effects of Bullying](#)
- Most popular search terms and topics
 - Cyberbullying
 - What is bullying
 - What is cyberbullying
 - Types of bullying
 - Effects of bullying
 - How to prevent bullying
 - How to stop bullying
 - Definition of bullying
 - Videos

Hashtags

Hashtags are an important way to expand your Instagram audience and get more reach.

- Red Carrot uses <https://socialert.net/> to determine the current popularity of hashtag
- Use #StopBullying in every post (either within the copy or at the bottom)

Hashtag Bank (updated 11.16.22)

#Bullying #CyberBullying #Kids #Parents #Teens #Gamers #BacktoSchool
#BacktoSchool2021 #BFF #Friendship #ChooseKindness #AntiBullying #BeKind
#StandUptoBullying #SafeEnvironment #Teach #Educate #School #Highschool
#MiddleSchool #ElementarySchool #LGBTQI+ #Pronouns #RoleModel #SayNoToBullying
#BullyingIsWrong #Upstander#Friend

April: Ways Kids and Teens Can Address Bullying

Addressing bullying can be very difficult for kids and teens who witness the behavior but may feel powerless to productively stop the bullying and prevent future bullying. However, kids and teens can be strong resources to help stop bullying by being impactful role models for their peers while offering support for youth who are bullied. Teaching youth how they can address bullying effectively can help them recognize their unique abilities to help prevent and stop bullying. This theme will also support our blog post on creative ways kids across the country have addressed bullying in their communities to be delivered in March.

- **Social Media:** Focus on different ways kids and teens can be involved in bullying and how they can address it in their communities and schools
- **eBlast:** The eBlast will focus on the importance of teaching kids and teens how to be upstanders to bullying.

- Content will primarily come from the [Get Help Now | StopBullying.gov](#) page (what kids can do, what teens can do).
- Additional content will come from:
 - The new blog post about ways kids have addressed bullying in their communities
 - [The Roles Kids Play in Bullying | StopBullying.gov](#)
 - [Bystanders to Bullying | StopBullying.gov](#)

Post on 4/4/2023



Copy for Graphic

Kids are Powerful!

iStock link: [Here](#)

Content



When kids stand up against the bullying they see, they can make a big impact! Parents and caregivers, let your kids know how powerful they are and help them see that they can #StopBullying for them and their peers.

Share the resources made to empower kids to #SayNoToBullying by visiting _____.



Students, you have the power to #StopBullying! When you stand up against the bullying you see, you can make change happen.

👁️ Click the link in our bio for resources made specifically for you to help prevent and stop bullying in your schools and communities.



When kids stand up against the bullying they see, they can make a big impact! Share the resources made to empower kids to help #StopBullying by visiting <https://www.stopbullying.gov/kids>.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/kids>

UTM Tracking Parameters:



Post on 4/6/2023







Copy for Graphic

Your voice can #StopBullying

iStock link: [Here](#)

Content

	<p>Kids have the power to use their voice to become an #Upstander to bullying. Upstanders speak out against the bullying they see to #StopBullying on the spot!</p> <p>Visit _____ for resources to help the kids in your life speak up against bullying.</p>
	<p>#Students, you can use your voice to become an #Upstander to bullying! Upstanders speak out against the bullying they see. You can be an upstander by:</p> <ul style="list-style-type: none">• Asking the student who is bullying why they are acting that way• Making a joke to change the subject of the conversation• Speaking out in a group – there’s strength in numbers!• Talking to the student who is being bullied to show your support <p> Click the link in our bio for more resources to help you #StopBullying on the spot!</p>
	<p>Kids have the power to use their voice to become an #Upstander to bullying. Upstanders speak out against the bullying they see to #StopBullying on the spot!</p> <p>Visit https://www.stopbullying.gov/prevention/bystanders-to-bullying for resources to help the kids in your life speak out against bullying.</p>
<p>Link for Facebook and Twitter</p>	<p>https://www.stopbullying.gov/prevention/bystanders-to-bullying</p> <p>UTM Tracking Parameters:</p>



Post on 4/7/2023



Copy for Graphic

It's okay to make mistakes

iStock Link: [Here](#)

Content



Everyone says or does things when they're upset or angry that they regret later on. The important part is admitting to your mistakes and trying to make things right. #Parents and caregivers, talk with your children to share ways to communicate with peers in difficult situations. Remember, communication is key to preventing bullying behavior.

For more resources for students to #StopBullying, visit _____.



Mistakes happen. Everyone says or does things when they're upset or angry that they regret later on. The important part is admitting to your mistakes and trying to make things right. If you said or did something that upset a peer, or they upset you, try to talk with them privately to understand how they're feeling and make amends. Remember, communication is key to preventing bullying.

For more ideas on how to talk to peers in difficult situations, visit [StopBullying.gov](https://www.stopbullying.gov).

#StopBullying



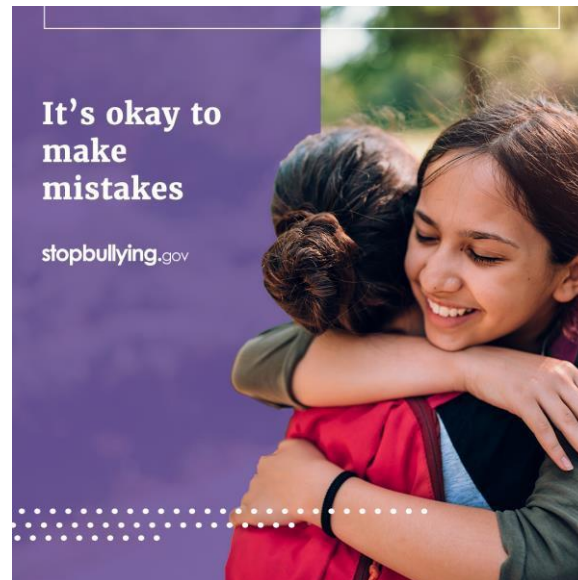
Everyone says or does things when they're upset or angry that they regret later on. The important part is finding ways to make amends by communicating with peers. Remember, communication is key to help #StopBullying.

For resources to help teens start difficult conversations, visit <https://www.stopbullying.gov/resources/teens>.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/resources/teens>

UTM Tracking Parameters:



Post on 4/11/2023



Copy for Graphic

Illustrated graphic:

Choose Kindness

Content



When kids #ChooseKindness, they can help #StopBullying!

Visit _____ for resources made for kids and teens to help them prevent and respond to bullying when it happens.



When in doubt, #ChooseKindness! Showing kindness to your peers helps support students who have been bullied and sends the message that bullying is not okay.



When kids #ChooseKindness, they can help #StopBullying! Visit <https://www.stopbullying.gov/resources/get-help-now> for resources made for kids and teens to help them prevent and respond to bullying when it happens.

**Link for
Facebook
and Twitter**

<https://www.stopbullying.gov/resources/get-help-now>

UTM Tracking Parameters:



Choose kindness

stopbullying.gov

Choose kindness

stopbullying.gov

Choose kindness

stopbullying.gov

Post on 4/13/2023



Copy for Graphic

Lean on your friends

iStock link: [HERE](#)

Content



Can you remember a time when a #Friend supported you in a difficult situation? Even one friend's support can make a huge difference for students experiencing bullying.

Help the kids in your life learn more ways to #StopBullying by visiting _____.



If you experience bullying, don't go through it alone. #Friends are there to support each other. Talking about how you feel to even one friend can make a huge difference in helping you and your friends #StandUpToBullying.

Learn how to start the conversation about bullying by visiting StopBullying.gov

#StopBullying



#Friends are there to support one another. Even one friend's support can make a huge difference for students experiencing bullying.

Help the kids in your life learn more ways to #StopBullying by visiting <https://www.stopbullying.gov/kids/what-you-can-do>.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/kids/what-you-can-do>

UTM Tracking Parameters:



Lean on your friends

stopbullying.gov

Lean on your friends

stopbullying.gov

Lean on your friends

stopbullying.gov

Post on 4/14/2023



VIDEO

VIDEO:

<https://www.youtube.com/watch?v=u1eRddpE1kM>

Content



Sometimes bullying can happen when adults aren't around to intervene. That means it's up to the kids to stand up against the bullying they see. Share this video _____ to help kids learn how to #StopBullying when no adult is around.



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Sometimes bullying can happen when adults aren't around to intervene. That means it's up to the kids to stand up against the bullying they see. Share this video <https://www.youtube.com/watch?v=u1eRddpE1kM> to help kids learn how to #StopBullying when no adult is around.

**Link for
Facebook
and Twitter**

<https://www.youtube.com/watch?v=u1eRddpE1kM>

UTM Tracking Parameters:

Post on 4/18/2023



Copy for Graphic

Get involved to #StopBullying

iStock link: [Here](#)

Content



#Parents, caregivers, and #Teachers, help students join other youth leaders across the country and get involved to #StopBullying! Students can talk with friends and trusted adults to make a plan to #StandUpToBullying when it happens, organize an event or committee for school safety, or even create artwork like posters to spread kindness.

Learn how student involvement can make a big impact in bullying prevention by visiting _____.



Be a leader in preventing bullying in your communities! You can get involved to #StopBullying by talking with friends and trusted adults to make a plan to #StandUpToBullying when it happens, organizing an event or committee for school safety, or even creating artwork like posters to spread kindness.

For more ideas, visit [StopBullying.gov](https://www.stopbullying.gov).



#Students, join other youth leaders across the country and get involved to stop bullying! Visit <https://www.stopbullying.gov/resources/teens> for resources and ideas to get you started to #StopBullying for good.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/resources/teens>

UTM Tracking Parameters:



Post on 4/20/2023



Copy for Graphic

Stand up for your peers

iStock link: [Here](#)

Content



There is strength in numbers! When even one student stands up for a peer experiencing bullying, it can make a big difference in helping students feel supported and showing that #BullyingsWrong. Help students learn how to be more than a bystander and #StandUpToBullying by sharing the resources at _____.



Students, you have the power to #StandUpToBullying! Showing your support for students experiencing bullying doesn't have to mean being involved in the bullying situation yourself. You can stand up for your peers by talking to a trusted adult about the bullying you saw or even just being kind and hanging out with the student experiencing bullying.

Click the link in our bio to learn how to be more than a bystander and #StopBullying for you and your peers.



When even one student stands up for a peer experiencing bullying, it can make a big difference in helping students feel supported and showing that #BullyingsWrong. Help students learn how to #StandUpToBullying by sharing the resources at _____.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/prevention/bystanders-to-bullying>

UTM Tracking Parameters:



Post on 4/21/2023



Copy for Graphic

You have the power to stop bullying

iStock link: [Here](#)

Content



When kids make it clear they want to #StopBullying, it sends the message to their peers that bullying is not okay.

#Parents, caregivers, and #Teachers can help students find ways to stand up against the bullying they see by visiting _____



When you make it clear that you want to #StopBullying, you can send the message to your peers that bullying is not okay. To protect you and your peers from bullying, you can:

- Treat other with respect
- Stand up for others who experience bullying
- Report the bullying or cyberbullying you see to trusted adults
- Get involved in #AntiBullying programs at school and in your communities

Click the link in our bio for more resources to help you prevent bullying.



When kids make it clear they want to #StopBullying, it sends the message to their peers that bullying is not okay.

#Parents, caregivers, and #Teachers can help students find ways to stand up against the bullying they see by visiting <https://www.stopbullying.gov/kids/what-you-can-do>.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/kids/what-you-can-do>

UTM Tracking Parameters:



Post on 4/25/2023



Copy for Graphic

Illustrated Graphic:

Stay safe online

Content



Did you know that about 16% of high school students report being #Cyberbullied in a single year based on data from the @CDC? #Parents and caregivers, talk to the students in your life about being online and what is and isn't okay to do. Try to friend or follow them if you can, to stay in the loop and help keep kids safe.

For more tips to help kids #StopBullying online and in person, visit _____.



Cyberbullying can take all the fun and positivity out of being online. To keep you and your friends safe online:

- Always think about what you post. Be kind online and don't share anything that could hurt or embarrass anyone.
- Keep your password a secret.
- Change your privacy settings so only the people you want to see your posts can see them.
- Talk to trusted adults about being online and listen to what they have to say about what is and isn't okay.

If you experience cyberbullying, always report the behavior and share screenshots with trusted adults.

For more resources to help #StopBullying online and in person, click the link in our bio.



About 16% of high school students report being #Cyberbullied in a single year based on data from the @CDC. Visit <https://www.stopbullying.gov/kids/what-you-can-do> to help students stay safe online and #StopBullying.

Link for
Facebook
and Twitter

<https://www.stopbullying.gov/kids/what-you-can-do>

UTM Tracking Parameters:




Stay safe online

stopbullying.gov



Stay safe online

stopbullying.gov



Stay safe online

stopbullying.gov

Post on 4/27/2023



VIDEO

VIDEO:

<https://www.youtube.com/watch?v=xU0Xdv1GEjs>

Content



Kids can be involved in bullying for reasons we might not understand at first. It's important to teach students how to make amends to prevent bullying in the future. Share this video with the kids in your life to help them find ways to #StopBullying after it's already happened. _____



Kids can be involved in bullying for reasons we might not understand at first. It's important to teach students how to make amends to prevent bullying in the future. Share this video with the kids in your life to help them find ways to #StopBullying after it's already happened.



When kids are involved in bullying, it's important to teach them how to make amends to prevent bullying in the future. Share this video with the kids in your life to help them find ways to #StopBullying after it's already happened.

<https://www.youtube.com/watch?v=xU0Xdv1GEjs>

**Link for
Facebook
and Twitter**

<https://www.youtube.com/watch?v=xU0Xdv1GEjs>

UTM Tracking Parameters:

Post on 4/28/2023



Copy for Graphic

Get creative to #StopBullying

iStock Link: [Here](#)

Content



All over the country, students are finding creative ways to stand up against bullying in their schools and communities. Some kids are painting murals to spread kindness, planning events like marches to send the message that bullying is not okay, or even speaking with local representatives and asking them to take action against bullying. What creative ways can you think of to help #StopBullying for good?

We can get you started with some ideas at _____.



All over the country, students just like you are finding creative ways to stand up against bullying in their schools and communities. Some kids are painting murals to spread kindness, planning events like marches to send the message that bullying is not okay, or even speaking with local government to take action against bullying in schools.

Learn how you can join them in their mission to #StopBullying by visiting [Stopbullying.gov](https://www.stopbullying.gov).



Across the US, kids are finding creative ways to #StandUpToBullying. From painting murals to speaking with local representatives, they are spreading the message that #BullyingIsWrong. Visit <https://www.stopbullying.gov/resources/teens> for ideas on how to help them #StopBullying.

**Link for
Facebook
and Twitter**

Potentially blog post/ <https://www.stopbullying.gov/resources/teens>

UTM Tracking Parameters:



Appendix

