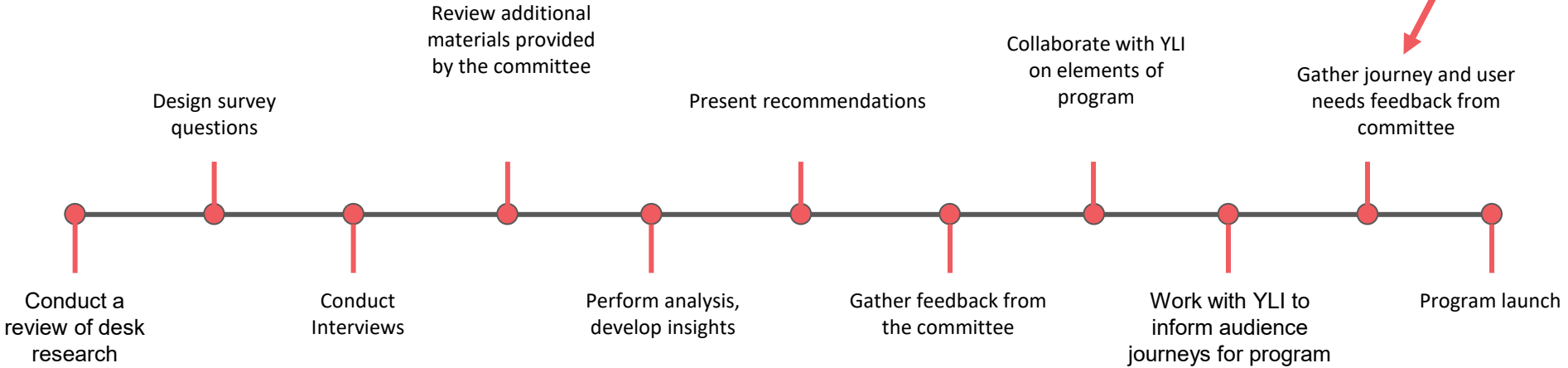


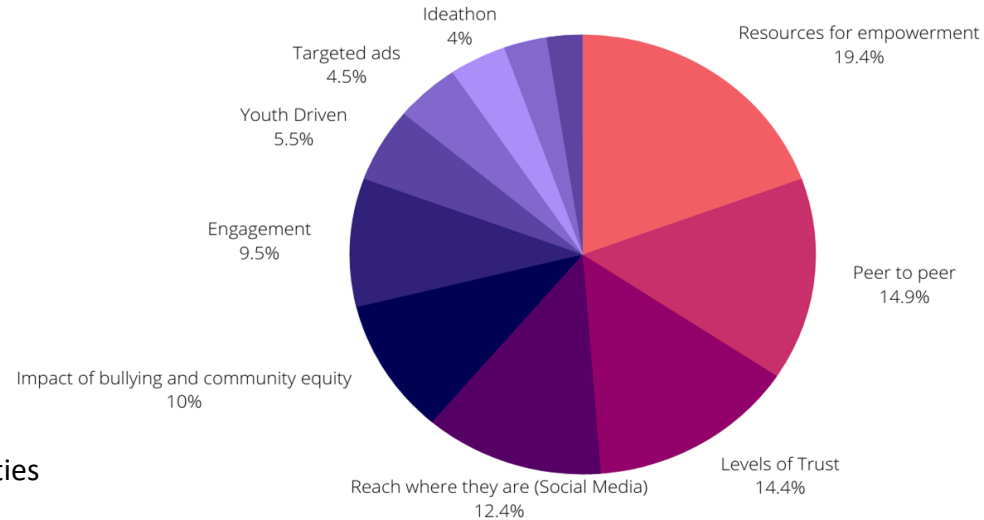
Project Overview

(we're here)



Emerging Themes

- 1 Enable peer support
- 2 Empower the youth to create the solutions
- 3 Create video content/testimonials
- 4 Make resources readily available
- 5 Let the youth drive this when it launches
- 6 Reach our audiences where they are
- 7 Recognize bullying is different for different communities
- 8 Recognize differing levels of trust
- 9 Consider underserved youth with barriers to technology access
- 10 Tailor outreach in and for various markets



Core Elements of a Program

1. Infrastructure development and management
1. Resource and support curation and creation
1. Social ecosystem creation, management, measurement, and amplification

PROJECT VISUAL



THE PROJECT

Children and youth are experiencing bullying, or are at the risk of bullying, based on race, ethnicity, language, or country of origin or perceived race, ethnicity, or country of origin

STEP 1



USERS

We start with the users - young people who have experienced bullying and the adult allies who support them

STEP 2



SOCIAL MEDIA

The next step for users in this position will be looking to social media for information (either passively or actively) and messages of support

STEP 3



OTHERS

A smaller percentage will also seek support through Google, Schools, CBOs, & Local Ads

STEP 4



THE HUB

We will address the user's needs - the information, messaging, and support they're looking for - with our online hub

The hub will offer support, positive messages, stories of change, and direct resources

It will also house the content that is being developed and shared out on social media

STEP 5



NEXT STEPS

In order to create the hub we need 3 key things...

1. Infrastructure
2. Support & Resources
3. Social Media

This is where **contractors** will come in

INFRASTRUCTURE

Online Hub Design and Architecture: folks who are helping to update, develop, design, and support the work of the hub

SUPPORT & RESOURCES

Local resources, experts, youth voices, nonprofits, clinicians to provide direct support to youth experiences or at risk of experiencing bullying, direct services, etc.

SOCIAL MEDIA

Content Developers, Cultural Ambassadors and Connectors, Paid Amplification, and Curators (people who can create content to support youth being bullied or at risk of being bullied)

CONTRACTORS

- **Cultural Ambassadors & Connectors** - Youth leaders and nonprofits local expertise, lived experiences, and vision for change.
- **Social Media Content Developers** - Youth, Researchers, and Clinicians to develop content to demystify bullying, provide resources, and link to resources.
- **Online Hub Design and Architecture** - Youth and young leaders to design, produce and implement online resource hub.
- **Local Link to Resources** - Peer to peer, nonprofits, clinicians to provide direct support to youth experiences or at risk of experiencing bullying.
- **Social Media Management** - Youth, social media teams to post and manage content daily.
- **Paid Amplification** - Online paid amplification to disseminate social media messages.