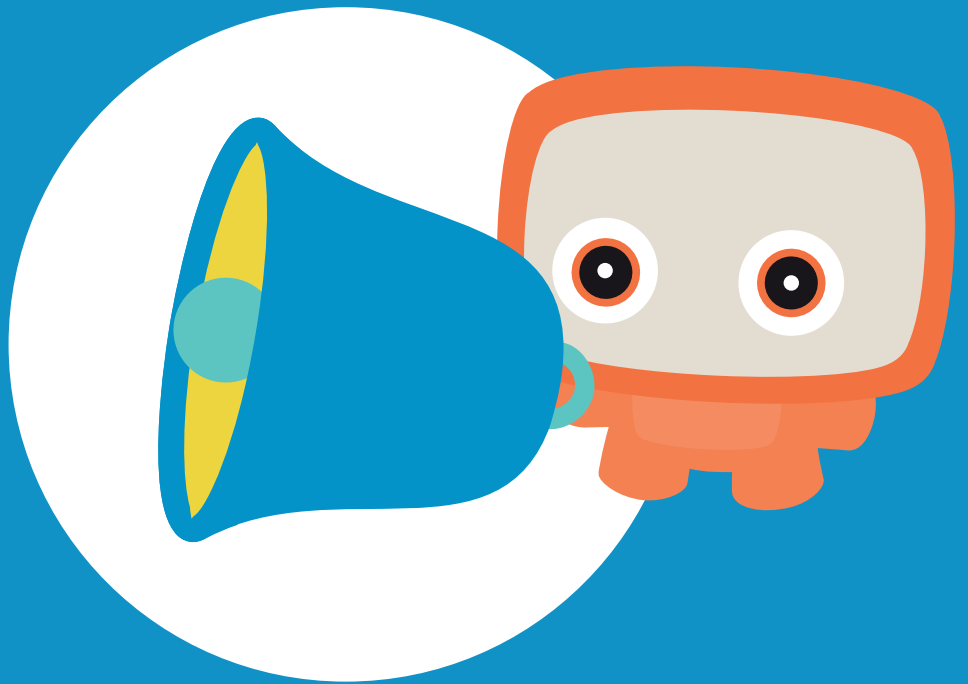


#BandTogether

Script



#BandTogether - 20mins

For Anti-Bullying Week this year, BeatBullying wants you to **band together** to make bullying unacceptable. We want young people and professionals to understand that tackling bullying is everyone's responsibility. Our series of resources have been created to help your students understand both the difference they can make as an individual and the power of taking a stand collectively.

This assembly plan is designed for Key Stage 3 and 4. However, our #BandTogether campaign can be supported by anyone and we would encourage primary schools to get their staff and students, along with the parents/carers, involved too. In order to get as many people as possible involved, you may want to make some tweaks around language for younger students and how they can get involved (e.g. "get mum to tweet it for you").

This assembly plan has been created to help you get the whole school involved in the #BandTogether campaign so that students and staff can get involved in raising awareness, and with the chance of winning a great prize!

We've provided a script in purple boxes below. Please note this is simply a guide, feel free to build upon this if you wish.

Assembly objectives:

- To know how to use social media to raise awareness for a cause you are passionate about
- To enthuse and inspire everyone in the school about banding together for Anti-Bullying Week
- To launch the #BandTogether campaign



SLIDE 1 - INTRODUCTION

Anti-Bullying Week is fast approaching and, as always, BeatBullying needs the help of young people like YOU, to help flex BeatBullying's social media muscles.

Today's assembly is about exactly that - ways in which everyone, students, teachers, parents and siblings - can get involved in the #BandTogether social media campaign to raise awareness about Anti-Bullying Week and be in with a chance to win a fantastic prize.

But before we get into the details of the competition, we need to fully understand the point. This campaign is about using your power positively against bullying. It is about making a statement, raising awareness and standing up against the unacceptable.

Think about a time when one action has changed the course of the world.

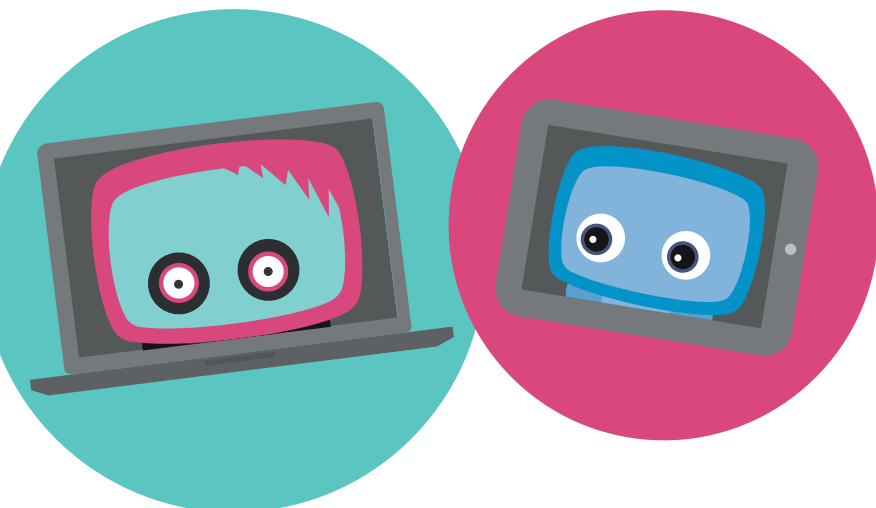
Some of you will know about really famous examples:

(Slide 2) Emily Davidson who in 1913 stepped out in front of the King's horse at the Ascot racecourse and was trampled. She did that to raise awareness for the fact women were not allowed to vote.

(Slide 3) Rosa Parks refused to give up her bus seat in 1955 when she was not "allowed" to sit there because of the colour of her skin.

(Slide 4) For years Tibetan monks have protested peacefully about the Chinese rule of Tibet. Some go so far as to set themselves on fire.

(Slide 5) Last year Malala Yousafzai gained international media coverage after she was shot by the Taliban for speaking out about education for girls.





SLIDE 6: WHY IT IS IMPORTANT

Speaking out doesn't have to be as extreme as setting yourself on fire. It doesn't have to be as dangerous as putting yourself in the Taliban's line of fire. Speaking out can be a day-to-day occurrence: the way in which you behave to one another, the actions you take to support each other, and what you say to the world.

And we're lucky: to gain awareness for her cause Emily Davidson had to throw herself in front of a horse! You can take a step towards changing the world just by wearing a wristband. You can increase the impact of that by hundreds just by unlocking your smartphone.

The great thing about taking a stand is that anyone can get involved on a level that suits them: activism does not discriminate against age, race or gender. So if you have something to say there is a way to say it effectively. You might write to your MP, wear a badge or wristband or get involved with a social media campaign...

SLIDE 7: WHAT'S IN A WRISTBAND?

Some of you will be wearing wristbands right now. They might be from charities, festivals or friendship bracelets. People wear wristbands for loads of reasons and the charity wristband has been around for almost 10 years! Wristbands show solidarity, they are eye-catching and they are an easy way to show you support a cause.

For Anti-Bullying Week this year, BeatBullying are asking everyone to band together by wearing their famous blue wristbands (shake your wrist-banded fist!). By doing this we are going to show that we as a collective stand up to bullying and will do whatever we can to support people who are being bullied.

During Anti-Bullying Week, which is the 18th-22nd November, we will be doing lots to raise awareness in and outside of school but we will only successfully beat bullying if we band together. And it isn't just about that week, bullying is not acceptable in this school or anywhere else, so wearing your wristband will remind everyone that we do not accept bullying.

SLIDE 8: WHAT CAN A SMARTPHONE DO TO RAISE AWARENESS?

Which leads us nicely on to thinking about how you can use social media to raise awareness. Think about your phone (don't get it out!), think about what it can do. Yes, it can text or call people, but what else can your phone DO?

(Get students to put their hands up and give ideas e.g. Twitter, Facebook, video, photograph, apps, Instagram, sign petitions, read news stories, share news stories, etc etc.)

OK, and what else about social media makes activism easier?

(Get students to put their hands up and give ideas e.g. speed, cost, confidence, access to lots of people, ability to share things, international, etc etc.)

There are a lot of things we tell you to be careful about in terms of what you do online, but we don't often get the chance to praise the ways you can be online. BeatBullying, who are organising this competition, believe - and we agree with them - that social media can be used positively. Not only can you access support from BeatBullying online if you are being bullied or need to talk to someone, you can also speak out about bullying and let everyone know that to you bullying is unacceptable.

SLIDE 9: #BANDTOGETHER - WHAT IT IS

Which leads us on to the campaign itself...

For this year's Anti-Bullying Week we want all friends of BeatBullying to #BandTogether and show their support to children and young people being bullied, by calling on them to send us pictures of their BeatBullying-banded wrist, complete with a triumphant fist, a raised index finger, "thumbs up" or hand shape of your choice.

BeatBullying is encouraging supporters to capture #BandTogether photographs in front of meaningful locations, iconic landmarks; places of special significance to the individual, blockbuster global landmarks and generally interesting locations.

The best pictures will receive prizes in the form of 'Goody bags', courtesy of Storm Model Management and World Wrestling Entertainment.

SLIDE 10: #BandTogether - HOW TO GET INVOLVED

To get involved with ABW this year and the #BandTogether for BeatBullying campaign, upload your picture to the following social media channels:

- Instagram: [instagram.com/beatbullying](https://www.instagram.com/beatbullying)
- Pinterest: www.pinterest.com/beatbullying/
- Facebook: www.facebook.com/Beatbullying?ref=hl
- Twitter: <https://twitter.com/BeatBullying>

Once you have uploaded your picture on the BeatBullying social media feeds, they'll be electronically 'stamped' with your first name, the BeatBullying logo and #BandTogether to include you in the anti-bullying movement.

If you haven't got your iconic blue wristband yet, speak to (teacher's name)

SLIDE 11: QUESTIONS

Take any questions from the audience and if there is anything you aren't sure of direct them to us on any of the social media channels.

