

What is

CYBERBULLYING?

Cyberbullying is when someone uses digital devices (like phones, computer, gaming consoles or other devices) to be mean to another person.

This can happen on social media, in messages, in games, or on apps.



PEOPLE MIGHT DO THINGS LIKE:



Start rumors & lies in online spaces like social media or forums.



Share someone's private information (like secrets or personal details) without their permission.



Send threats, or messages that make children feel unsafe.



Pressure someone to do something they don't want to do online.



Share embarrassing pictures or videos of someone else.



Post polls or votes asking people to say mean things about someone.



Post mean comments about someone online.



Tag someone in embarrassing pictures or memes.



Create fake accounts to make fun of someone or trick them.

and more...

BULLYING AND CYBERBULLYING ARE CONNECTED



They are not two separate things. Often, when someone is bullied in person, it continues online, following them everywhere: at home, at school, and even in their community. It can also be the other way round.



CYBERBULLYING CAN LEAD TO OTHER SERIOUS ONLINE DANGERS

CYBER-HARASSMENT:

When someone keeps being mean or threatening online, and it doesn't stop.

Sometimes it's also called **cyber-harrasment** when it's an adult who is bullying others.

CYBERSTALKING:

When someone obsessively follows you online and won't leave you alone.

Sometimes, it happens together with things like:

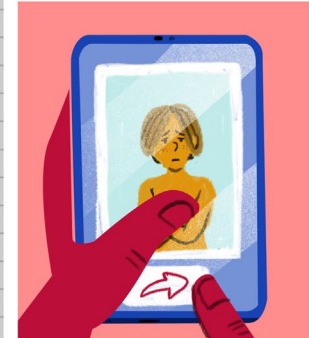
DOXXING:

When someone shares your private information to hurt or scare you.

FLAMING:

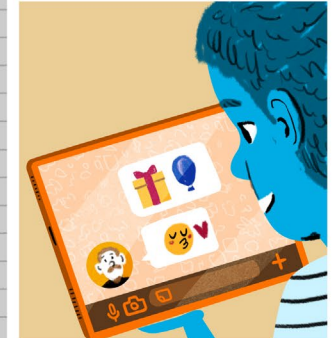
When someone posts offensive, angry or insulting messages against you in public.

CYBERBULLYING CAN LEAD TO OTHER FORMS OF VIOLENCE, SOME OF THEM CRIMES.



SEXTORTION

Tricking or forcing someone to share private pictures.



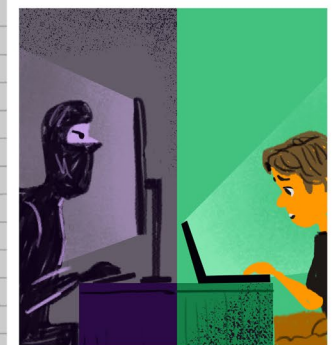
GROOMING

When an adult tries to gain a child's trust to harm them.



ENGAGEMENT IN CRIMINAL ACTIVITIES

Some dangerous groups even use cyberbullying to control children, make them hurt themselves, or do bad things on video.



ENROLMENT INTO CRIMINAL OR ARMED GROUPS

Some criminals use cyberbullying to detect children who are vulnerable, and trick them into joining violent or criminal groups.

CYBERBULLYING CAN BE HARD TO STOP

IT HAPPENS ACROSS PLATFORMS

Because it happens in social media, messaging apps, games, and more. And incidents can happen across all these platforms at the same time.



IT HAPPENS ACROSS COUNTRIES

Because the internet connects people all over the world, and someone in another country can bully someone else online. This makes it harder to stop.



WE DON'T ALWAYS KNOW WHO IS CYBERBULLYING OTHERS

Cyberbullying is tricky because people can hide behind fake names or profiles. Sometimes they can even use computer-generated pictures to pretend to be someone else.



THERE IS MORE CYBERBULLYING THAN BEFORE



Today, around **1 in 5 children say they've been cyberbullied**. We do not know the exact number. But we know that **cyberbullying is a big problem, and it's getting worse**.

In some countries, **the number of children affected has jumped by 50% or more** in just a few years.



Many children don't tell anyone when they are bullied online. They might feel scared, worried about being told off by parents or caregivers, they may feel embarrassed, or think adults won't understand.



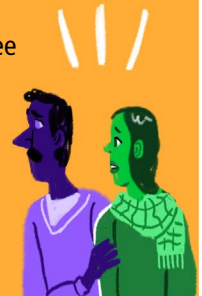
Instead of asking for help, many children just block the bully or talk to friends.



Because online spaces are private, parents and teachers often don't see what's happening, which makes it harder to help.



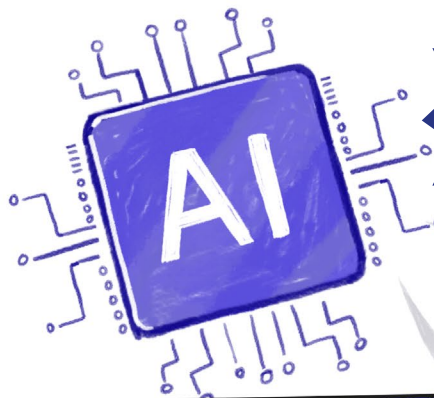
Also, sometimes they may not have all the information they need to recognize the risks and signs.



But not all children tell others, so we don't really know how many children have been cyberbullied



Even if we do not know how many children in the world have suffered cyberbullying, we know one thing: because more and more children go online, we are seeing that cyberbullying is **INCREASING EVERYWHERE**.

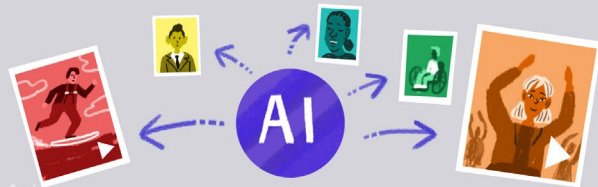


WITH ARTIFICIAL INTELLIGENCE (AI), CYBERBULLYING IS BECOMING MORE COMPLICATED

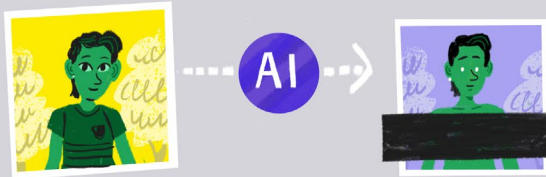
AI is rapidly changing our world, and also how cyberbullying happens. New tools can make bullying worse and harder to stop.



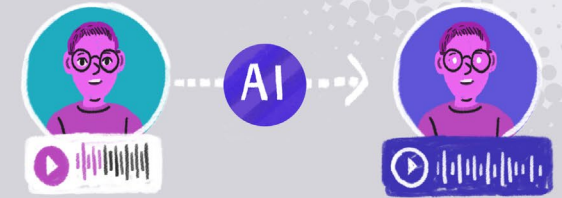
PEOPLE CAN NOW USE AI TO:



Create fake pictures or videos (called deepfakes).



Change photos to make them look inappropriate.



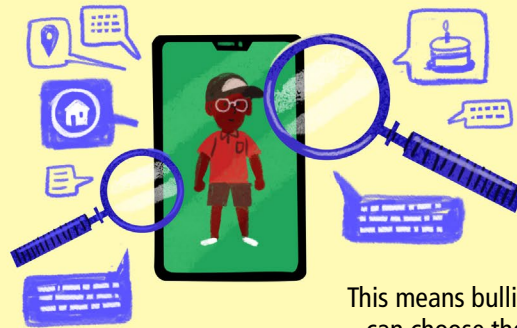
Copy someone's voice.

These tricks can be used to embarrass, threaten, or hurt children.



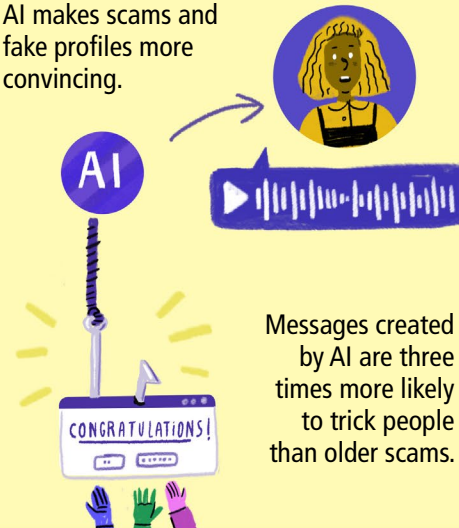
AI can also be used to find and target children.

Some systems on social media and games can study what children do online and figure out who might be easier to bully or harm.



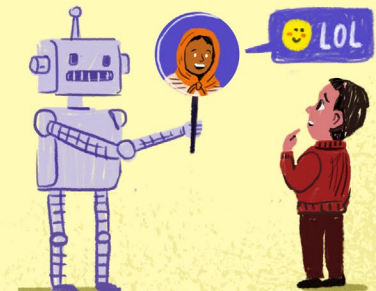
This means bullies can choose their targets more easily.

AI makes scams and fake profiles more convincing.



Messages created by AI are three times more likely to trick people than older scams.

Some chatbots even pretend to act like real people, which can make children feel confused or pressured.



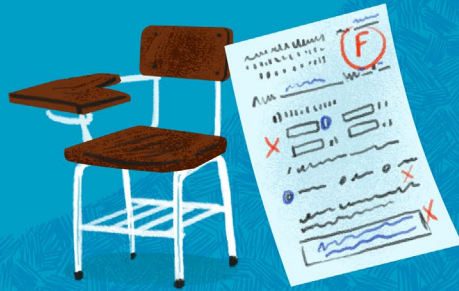
A chatbot is a computer program that you talk or text with, that helps you answer your questions.

These tricks can cause emotional harm and, in some cases, lead to dangerous situations.

CYBERBULLYING CAN HAVE SERIOUS EFFECTS ON CHILDREN

It can make learning harder.

Children who are bullied often skip school or find it difficult to concentrate, which can lead to lower grades.



Being bullied online can affect sleep and cause unhealthy habits with technology.



Cyberbullying can harm the brain and emotions.

When bullying happens for a long time, it can cause stress that makes it harder to manage feelings or make good decisions.



This is especially serious while children are growing and learning, as it can affect their development.

Children who are bullied online are more likely to feel sad, feel anxious, or have low self-esteem.



Some may hurt themselves.

Younger children and teens are at higher risk because they are still learning how to handle emotions.



Many children who ask for help say they feel scared, lonely, and want to avoid friends after being bullied online.





WE CAN PREVENT AND STOP CYBERBULLYING!

Like all forms of violence against children, cyberbullying can be prevented. Let's review what **YOU** can do to prevent cyberbullying, but also how to act if you witness bullying online.



BEFORE CYBERBULLYING HAPPENS: How to help prevent it



Be kind online

Treat others with respect in messages, posts, and comments.



Think before you share

Ask yourself: "Would I say this face-to-face?"



Protect your privacy.

Keep personal details, passwords, and private photos safe.



Set strong privacy settings

Make profiles private and only connect with people you know in real life.



Learn about online safety

Understand what cyberbullying looks like and how to report it.

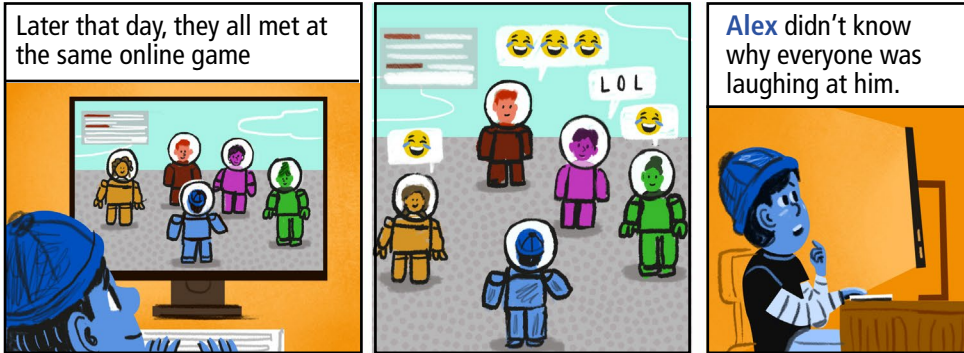
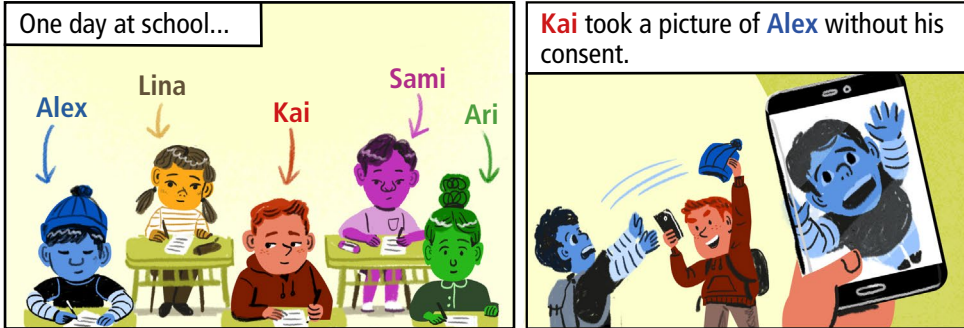


Talk about it early

Have conversations with friends and family about being respectful online.

AND WHEN IT HAPPENS?

Here's an example



When bullying happens, whether in person or online, there are always at least 3 people involved:



The child or person who IS BULLYING OTHERS (who is probably reacting to other problems and also needs help).



The child or person who is BEING BULLIED (who is never to blame and who probably will need help in knowing how to respond to these situations).



THE BYSTANDERS are those who witness a situation of bullying or cyberbullying (who may not always know it, but they could change and stop a situation of bullying).

When bystanders ACT positively, they can change a situation of bullying.

Bystanders can show the child who is bullying others that their behavior is not right, or they can also defend or support who is being bullied.

WHEN YOU SEE SOMEONE BEING BULLIED ONLINE

Don't join in
Never like, share, or comment on hurtful posts.



Speak up safely
Report the bullying on the app or game. Use the "block" feature.


Support the person being bullied
Send a kind message or let them know they're not alone.

Tell a trusted adult
A parent, teacher, a counselor, or an adult you trust can help stop it.




Use reporting tools
Most platforms have easy ways to report harmful content.

Don't respond to bullies
Ignoring them can stop things from getting worse.




WHAT TO DO IF YOU EXPERIENCE CYBERBULLYING



Don't blame yourself
Being bullied is never your fault.



Save evidence
Take screenshots of messages or posts before deleting them.



Take a break
Spend time offline doing things you enjoy.

Talk to someone you trust
Share what happened and how you feel.




Use child helplines if needed
Many countries have free, confidential helplines for children.




Check privacy settings again.
Make sure your accounts are secure. It's always important to update your passwords every now and then.

HOW ARE COUNTRIES AND DECISION MAKERS ADDRESSING CYBERBULLYING



Laws and Policies

Countries are creating laws to keep children safe online. These laws require platforms to remove harmful content quickly, protect privacy, and provide easy ways to report bullying.



Raising Awareness

Campaigns teach children, parents, and communities what cyberbullying is, why it's harmful, and how to get help. Talking about it helps everyone understand it's serious.



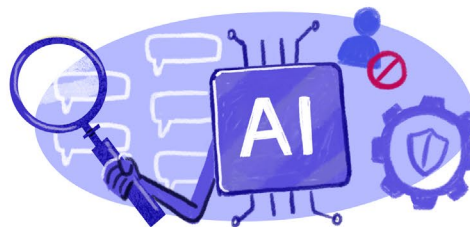
In School

Schools teach kindness, respect, and safe online behavior. They also offer counseling and programs that involve teachers, parents, and students to create a safe environment.



Law Enforcement and Justice

Police are trained to handle online abuse and support victims. Many countries focus on helping both the bullied child and the one who bullied, and share information across borders.



How Technology Helps

Technology platforms (like social media and gaming companies) provide tools to block bullies, report harmful content, and use AI to detect cyberbullying, abuse, and to remove harmful content. Filters and privacy settings help keep children safe online.



Reporting and Support

Children can use helplines and online services to report cyberbullying and get confidential help. Adults need to make sure these systems exist, are accessible and work safely.

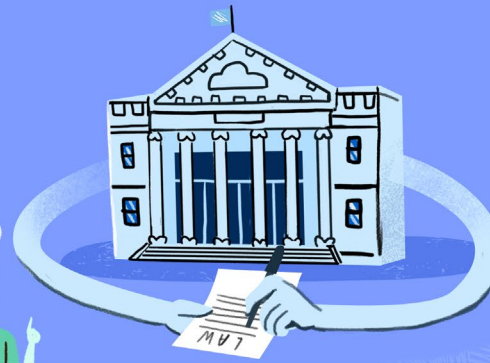
CHILDREN ARE MAKING A BIG DIFFERENCE TO STOP **CYBERBULLYING**



They are speaking up, sharing ideas, and creating solutions that help everyone stay safe online.

They are raising awareness and helping improve laws

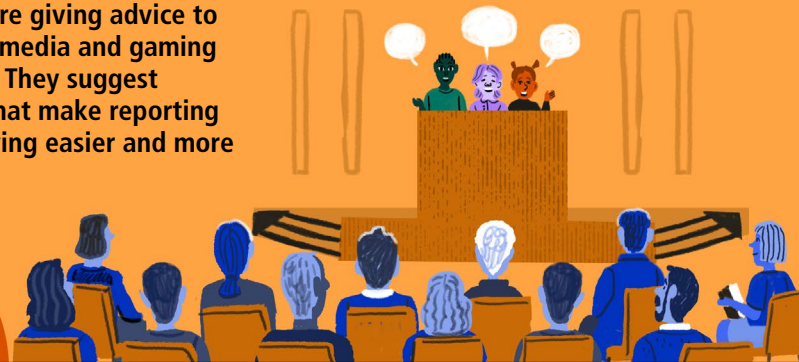
In some countries, children have asked leaders to make schools teach online safety and to create easier ways to report cyberbullying.



They have helped governments listen to children's voices and design and implement appropriate help, reporting and support mechanisms.

They are designing safer technologies

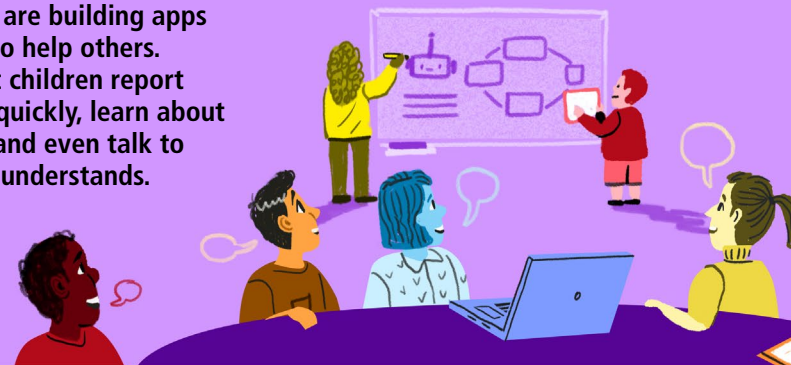
Children are giving advice to big social media and gaming platforms. They suggest changes that make reporting cyberbullying easier and more private.



For example, one child suggested changing the word "Report" to "I have a problem with this post," so it feels less scary, and more children started reporting cyberbullying.

They are creating solutions for their peers

Some children are building apps and chatbots to help others. These tools let children report cyberbullying quickly, learn about online safety, and even talk to someone who understands.



For example, a teenager created a chatbot that gives advice and support to children who are bullied online.

WE NEED TO DO MORE TO STOP CYBERBULLYING

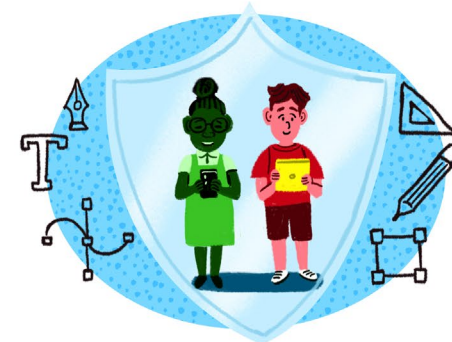
Cyberbullying is growing fast and harming many children.

We cannot wait to act. Everyone—governments, schools, technology companies, communities, and children—must work together to stop it before it happens and respond quickly when it does.



STRONGER ACTION AND CLEAR GLOBAL RULES

Countries should agree on simple, strong rules to protect children everywhere.



CHILD SAFETY AND PRIVACY FIRST

Apps, games, and Artificial Intelligence must be designed to keep children safe from harm.



TEACH AND EMPOWER

Children, parents, and teachers should learn how to stay safe online and what to do if cyberbullying happens.



STRONGER LAWS AND MORE HELP

Countries need to make clear laws to protect children online and give police, schools, and others the right tools to keep children safe.



LISTEN TO CHILDREN

Children's ideas matter. They should help create solutions and share what works best for them.

We need to act quickly to stop cyberbullying and keep up with new technologies like Artificial Intelligence that can make cyberbullying worse.





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THE SECRETARY-GENERAL ON

VIOLENCE AGAINST CHILDREN

Check
out other
child-friendly
reports and
resources
[here](#)

Let's
continue the
conversation

 violenceagainstchildren.un.org

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