



## Tackle Bullying Website Collaborations

- Tackle Bullying is a national website for young people, parents and teachers who are concerned about bullying and cyberbullying. We are funded by the Department of Education under the Action Plan in Bullying (2013) and the website provides a single point of contact for those who are affected or concerned about Bullying and Cyberbullying-related incidents.
- Tacklebullying.ie is a national website to prevent, intervene and resolve bullying for everyone. If you have been affected by bullying and you are not sure what to do, our website can help you to find out. Can you add benefit to this goal.

### 1. Criteria for featuring on the Tackle Bullying Website homepage.

- Must be a government funded organisation with content that is of a research basis.
- The feature is about raising awareness and knowledge around an area and not around commercial promoting.
- You will not be advertising your services or business but rather an issue or topic, highlighting an issue, educating and providing insight. The focus should be to highlight an aspect of your programme to tackle bullying.

### 2. Benefits to featuring/collaborating on TB homepage.

- Synergy. The sum of the whole is bigger than the sum of each part. Working together collaboratively can result in greater accomplishments as compared to each organisation working on its own separately.
- Increased community awareness. By getting involved and by being a part of this your organisation's message is better relayed to the community.
- Stability and information. As one of the benefits of collaboration between organisations, collaboration between team members also results in the transfer of knowledge and since this information is being practiced, there is a strong possibility of retention.
- It helps us problem-solve (Tackling a wide range of issues and raising awareness through different organisations).

- Collaboration brings people (and organisations) closer together
- Collaboration helps people learn from each other.
- It opens up new channels for communication.
- It will build your network.
- It will highlight your organisation's work in this area.
- Helping to fight an issue TackleBullying.

### 3. Resources/Information that you can promote

- You must be supporting the objective of TackleBullying which is to be the central point for bullying and cyberbullying resources in Ireland, for parents, schools and children adding value.
- The resources section is a free open access which will be useful information for parents, teachers and young people on what to do if they are being bullied(in your area of work); or if you know that someone else is being bullied(in your area of work) and some tips on staying safe online. This section you can also add lots of information on bullying(in your area of work), such as research reports, newspaper articles and up-to-date information on the subject, which might be useful for school projects.
- Provide informative information for educators, schools, parents, teens and children.
- Tips on when dealing with certain situations from all perspectives (this will be done in a blog format)
- Resources for your topic so we can add to the website with reference to your organisation.
- Days that celebrate your organisations work e.g. Pride, Safer Internet Day, World Anti-Bullying Day etc raise awareness of this.
- Educational videos, statistics, infographics etc.

### 4. TackleBullying website stats three month period

- 6,541 individual users collectively visited the website in its previous three month period.
- 7,360 individual sessions by these users, viewing 12,968 pages.
- 64.33% (4,208) of users were acquired by direct search for the website users.
- Organic searchers (e.g. bullying) accounted for 29.21% (1911 users)

### 5. Process once an organisation has been selected to feature

- You will be directly in contact with an Education Coordinator from the National Anti-Bullying Centre the individual responsible for the website.
- You will provide all material you would like featured on the website for review e.g. banner on the homepage, blog posts, infographics, statistics, videos etc. This will be reviewed, confirmed and then made active on the website.
- Depending on the volume of information being supplied for upload this may play a factor in how long it may take for upload so please be mindful of this. We request to the point information that can be helpful to all parties.

- Depending on what you are promoting will play a factor in the length of time you will feature on the page e.g. if it is a week long event you will feature a couple of days prior which we will promote on our social channels, then a couple of days after the event is over it will be removed. The information you provided for education will stay on the site if relevant.