News

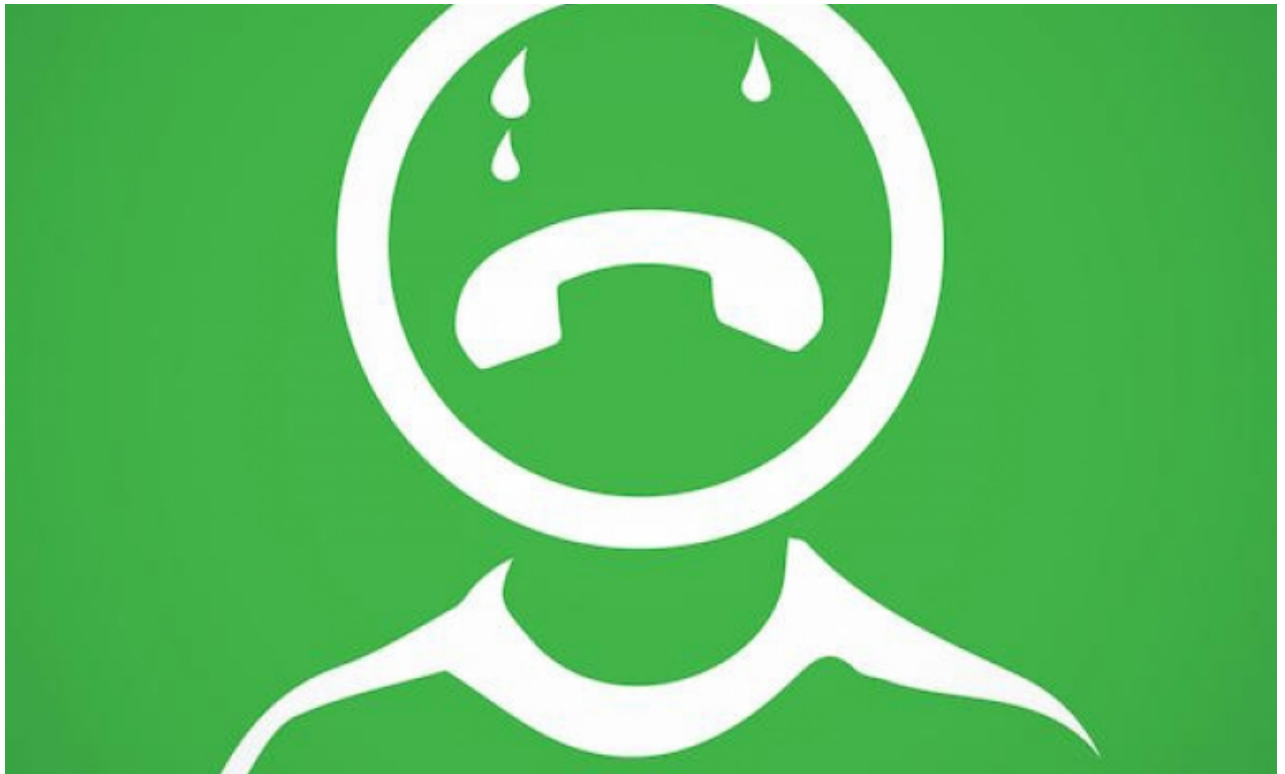# UNICEF launches a campaign to report cyberbullying on social networks

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Author: Rubén Escobar (iWith.org) / Translation from Catalan: Denis Pedro Cuevas

Redesign of Facebook's Logo. Photo: UNICEF.

Redesign of Whatsapp's Logo. Photo: UNICEF.

Redesign of Twitter's Logo. Photo: UNICEF.

In collaboration with the students of the Miami Ad School Germany, the campaign changes the logo of Facebook, Whatsapp and Twitter to raise awareness of this issue.

Few call into question the benefits of **social networks** to the modern way of life in the 21st century. Faster and more efficient communication, real-time news updates or being able to share personal stories and experiences with our friends are some of the benefits that these platforms offer today.

Nevertheless, all that glitters is not gold. Social networks also have a dark side which has been revealed primarily due to poor education regarding their correct use. In particular, **cyberbullying** is a form of bullying which often occurs in school environments and which is manifested across social networks such as Whatsapp or Facebook.

With the goal of combatting this phenomenon, Felix Ebell and Hana Ov?ina, students of Miami Ad School Germany , have created a graphics campaign with **UNICEF** to tackle cyberbullying. It basically consists of **redesigning the logos** of three of the most popular social networks around the world : **Whatsapp, Facebook and Twitter**. On these logos, you can see people crying, suffering, or even committing the most extreme act that some victims have as a result of enduring continuous episodes of harassment: suicide.

According to a report in **Save the Children** published in 2016, 7% of children in Spain have experienced cyberbullying on social networks. Among the possible solutions to this problem, the children's rights organisation has asked its publications to promote education on cyberbullying for professionals and to educate children in the prevention of violence.

In this manner, UNICEF continues to raise awareness with a new campaign introduced in May 2017 which follows on from the previous one called   #CierraUnicef (Shut down UNICEF). This campaign played with the announcement of their closure in order to emphasise their dream that some day they will no longer be needed as an organization which works to improve the lives of millions of children around the world.

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