

Cyberbullying Prevention

Cyberbullying is a growing concern for social, gaming, and dating platforms looking to create a safe space for their users. But cyberbullying identification and prevention is complex, as it often involves rapidly-changing tactics and contextual clues. If you are interested in cyberbullying prevention, consider these strategies.



5 Steps to Prevent Cyberbullying

- 1 Review Guidelines**
Check your existing policies to ensure that they cover platform-identified violations, user complaints, and appeals processes.
- 2 Communicate Policy**
An effective policy must be clearly communicated to all users - both at signup and on an ongoing basis.
- 3 Test Enforcement**
Policy enforcement should be tested regularly to ensure that it is applied consistently and without disparate impact.
- 4 Identify New Tactics**
Cyberbullying is constantly evolving: take note of new tactics, and verify that your solution accurately recognizes and responds to them.
- 5 Adapt Strategy**
Build a cyberbullying prevention strategy that employs proactive, adaptive solutions to address the problem both short and long-term.

Why Platforms Must Address Cyberbullying

90% of teens believe cyberbullying is a problem

64% of students say cyberbullying has impacted their ability to learn

83% of young people state that platforms should do more to prevent cyberbullying