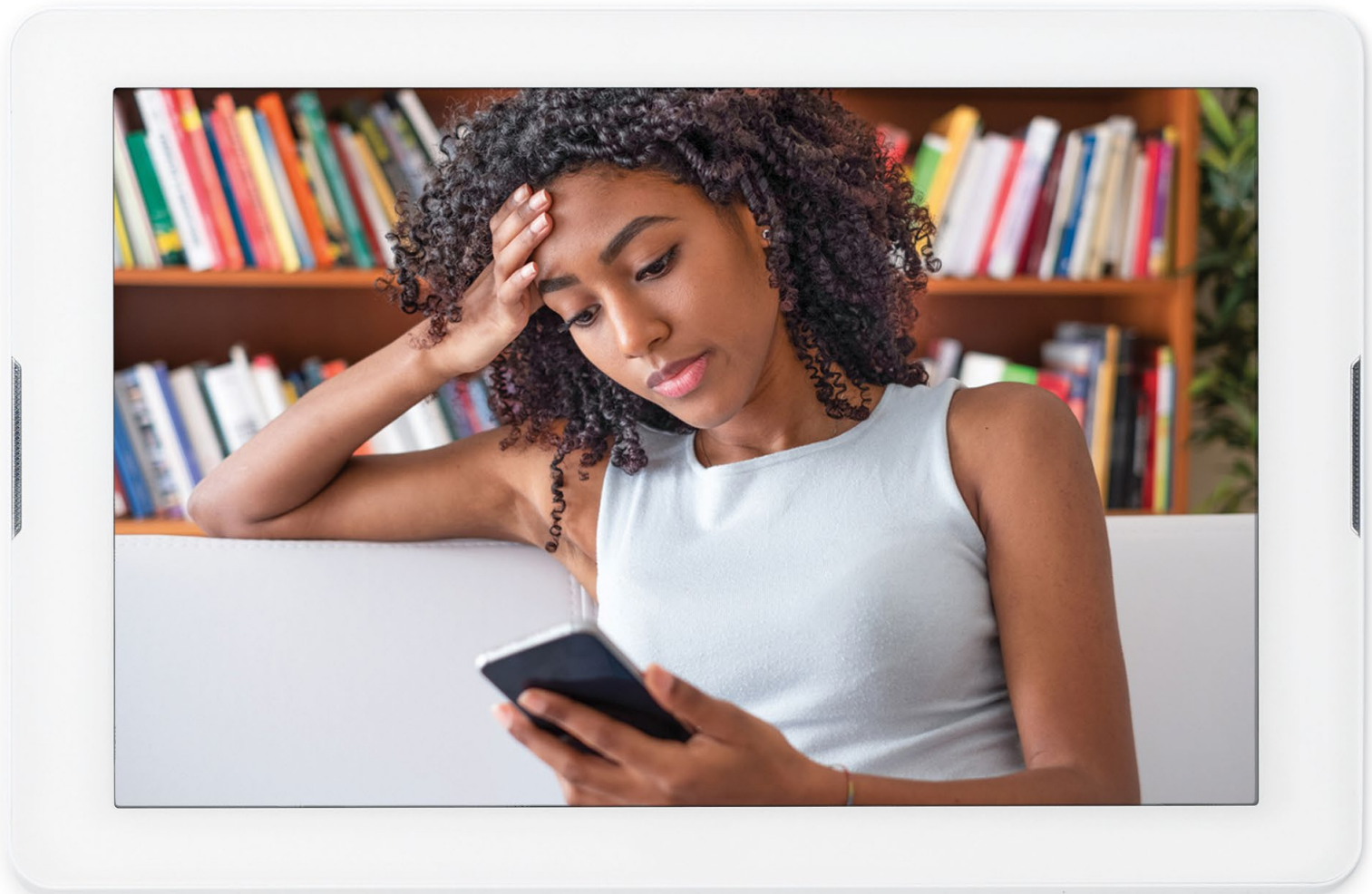


# #EndBullying



Cyberbullying isn't just sending mean messages – it's being cruel, intentionally embarrassing or excluding someone, spreading rumours, sharing or liking humiliating photos, and more. It's up to all of us to help create a safer, friendlier digital space for everyone.

**Did you know?** 42% of Canadian youth have experienced cyberbullying at least once in the past 4 weeks.\* Let's work together to **#EndBullying** and make it socially unacceptable.

This poster is a part of the Smart Social campaign developed by TELUS Wise in partnership with the Canadian Association of Chiefs of Police. Smart Social encourages Canadian youth to be smart on social media, stay safe online and use technology responsibly.

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\*Source: MediaSmarts, PREVNet, TELUS research.  
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