

National Bullying Prevention Month 2020 HIGHLIGHTS



During October 1 to 31, 2020:

MERCHANDISE SOLD

4.5K T-shirts
300 Yard signs
534 Create a World Without Bullying Resource Kits

MEDIA COVERAGE

813M Potential viewers
 (150% increase from 2019)

PLEDGE SIGNATURES

12K Individuals
 (160% increase from 2019)

WEB ANALYTICS

335K Number of visits to PACER.org/Bullying
 (18% increase from 2019)

SEARCHES

16M Google results for National Bullying Prevention Month
1.4M Google results for PACER's National Bullying Prevention Month

SOCIAL MEDIA REACH

720K Facebook impressions
75K Twitter impressions
9K Instagram reach

UNITY DAY

5.7K Unity Day posters ordered
3.6K Instagram posts to #UnityDay2020
11.3K Queries for Unity Day and #UnityDay2020 directed to Unity Day module

INTERVIEWS

Staff responded to interview requests for TV, radio, magazines, and newspapers; including Huffington Post, Minnesota Public News Service, Seattle Times, and Autism Parenting Magazine

PRESENTATIONS

Twelve presentations were given including Children's Hospital Los Angeles, Cyberbullying: What Everyone Needs to Know, and viewing of the film *The Upstanders*

CAMPAIGN

"Include Someone" was the #1 most visited section on website
 (371% increase from 2019)



INCLUDE SOMEONE KIT

