

QUIT FIGHTING FOR LIKES

Partner Media Pack

Supporting the QF4L week of action in
February 2025

QUIT FIGHTING FOR LIKES

Campaign Week of Action

10th-14th February

The Quit Fighting for Likes campaign was launched in September 2024 aiming to support young people to navigate social media safely and prevent violence.

During **Monday 10th - Friday 14th February 2025** we are running a campaign week of action to encourage organisations and individuals to share the campaign materials and run activities directly with young people.

This week coincides with [Safer Internet Day](#) on 11th February. Safer Internet Day is a chance to promote the safe, responsible and positive use of digital technology for children and young people.

Key Messages

- Young people told us they see violence frequently on social media.
- Young people want non-judgemental and supportive adults to talk about challenges on social media.
- There are lots of different ways young people can choose not to engage with harmful content and contacts on social media.

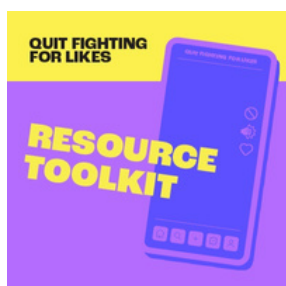
What can I do?

- Run Quit Fighting for Likes activities with young people you work with. See page 4 for an example idea
- Host a Quit Fighting for Likes [assembly](#) at your school
- Share Quit Fighting for Likes on social media
- Talk to a young person about their experiences online in a supportive and non-judgemental way

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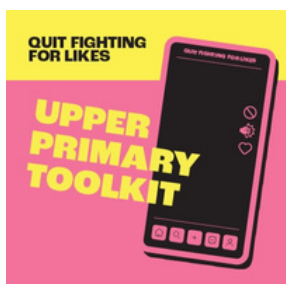
Key Resources

There are five Quit Fighting for Likes resources that can be used with young people, including an e-learning toolbox.



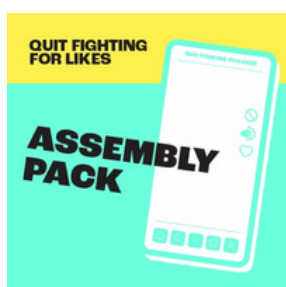
[Main toolkit](#)

This toolkit is for practitioners working with young people aged 11+. It has a large selection of activities framed using the 6C's of online risks.



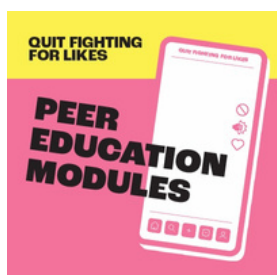
[Upper Primary toolkit](#)

This toolkit is for those working with children aged 10+ to navigate social media safely.



[Assembly Pack](#)

Activities and editable PowerPoint slides for school assemblies.



[Peer Education Module](#)

Sessions designed to be delivered to young people, by young people, on social media and violence.

QUIT FIGHTING FOR LIKES

Example Activity - Agree/Disagree

TIME REQUIRED 20 minutes

OBJECTIVE To promote reflection and to assess young people's current feelings about social media

RESOURCES REQUIRED Space to move about in.

WHAT TO DO

1. Label one end of the room 'agree' and the opposite end 'disagree'. This creates a continuum where young people can choose to stand to indicate their position.
2. Get everyone to stand in the middle of the room.
3. Read out the statements and ask the group to move to where they want to stand in relation to whether they agree or disagree.
4. After each statement, ask a few young people why they chose to stand where they did. Perhaps someone very deliberately moved to one side, or someone hovered in the middle.

AGREE/DISAGREE STATEMENTS

- My behaviour has been influenced by social media.
- My opinions have been influenced by social media.
- I am in control of the way I use social media.
- I feel safe on social media.
- I know who to ask for help with difficult situations on social media.

QUIT FIGHTING FOR LIKES

Sharing on Social Media

Use your personal, professional and organisational social media accounts to share the Quit Fighting for Likes campaign video and memes.

Use the hashtag #QuitFightingForLikes to share the action you've taken over the week, like hosting an assembly or running a session with young people.

Campaign Video and Memes

The campaign assets can be [downloaded here](#).

Example Posts



This Safer Internet Day we are sharing resources from the Quit Fighting for Likes Campaign addressing the challenge of violence being filmed and shared among young people on social media. There are five toolkits to use to support young people - [Quit Fighting for Likes - NKBL](#)



Filming violence and sharing it online adds to the harm. Find out more about ways to support young people to navigate social media safely and prevent violence. [Quit Fighting for Likes - NKBL](#) #QuitFightingForLikes



The group chat making you uncomfortable, or hurting others, and you want to walk away? Find out more at [quitfightingforlikes | violence prevention campaign](#) #QuitFightingForLikes

Queries about resources and training

nkbl@youthlink.scot

Queries about campaign

svrucomms@scotland.police.uk



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