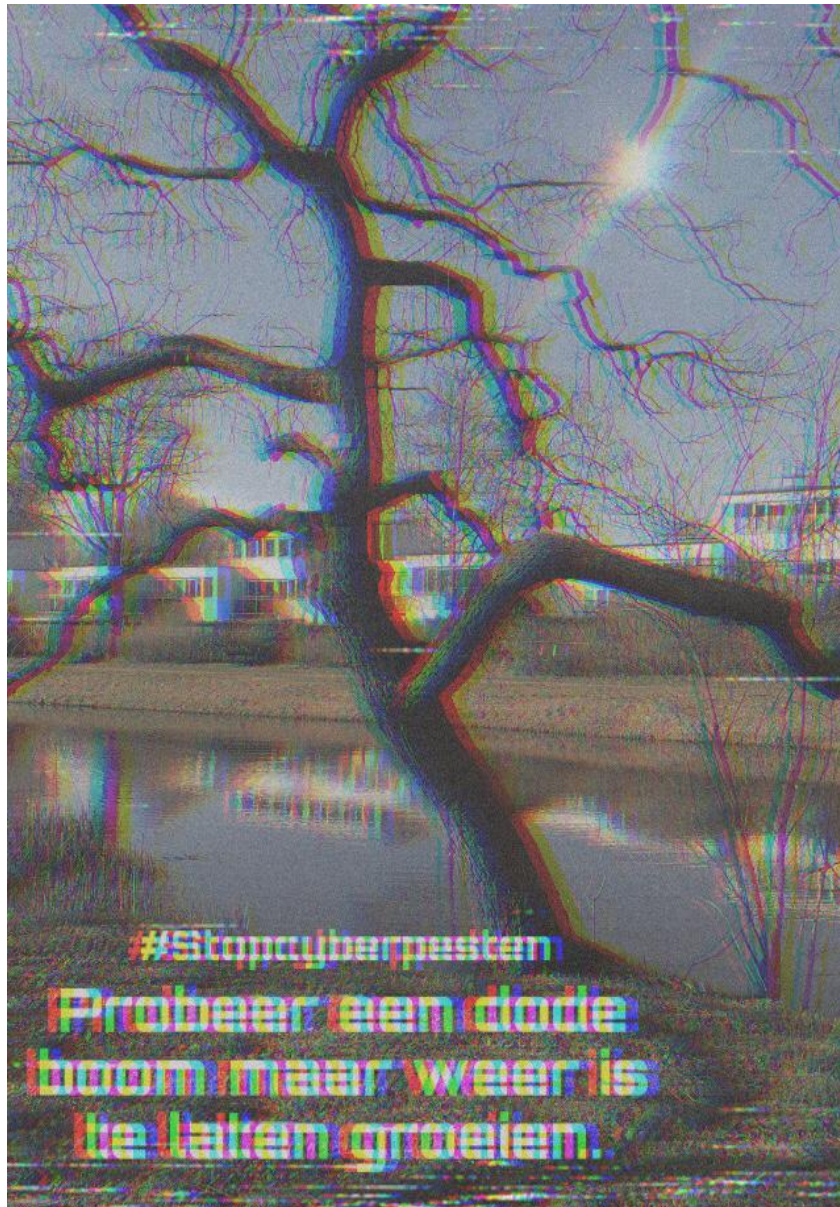


Hashtag for Social Networking Site Providers

Team: FOYO

Explanation team name: A letter from the first name of each team member is chosen to form a team name.

The intervention:



Notes on usage and process

Usage: FOYO has come up with a hashtag that should be used on social media. The hashtag #Stopcyberpesten (#Stopcyberbullying) should be used to announce cyberbullying incidents. The hashtag could be used by influential popular people among teens, such as vloggers/influences. The slogan below the hashtag is: 'Try to make a dead tree grow again'