

CYBER BULLYING

THINK BEFORE YOU POST



2025

PSA

The Bully



FADING GRAY SCALE



HE DIDN'T GET THE RAISE

Feels unheard

NOT SEEING HIS OWN BEHAVIOR





Fellow EMPLOYEES & BOSS

EMPLOYEE OF THE MONTH
HARD WORKING
PHYSICAL DISADVANTAGE -
SHORT



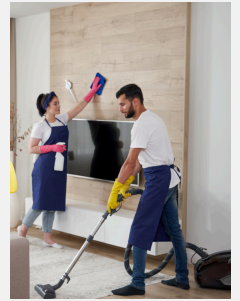
TEXTS DISRUPTS MILEAU
TEXTS ARE SEEN BY
BOSS

3 SEQUENCE
PUSH-IN &
OUT





THE SOLUTION



Boss will handle conflict in the way best way that a conflict should be handled

- Only 1% of workplace bullying victims end up confronting their perpetrators.
- 61% of workplace bullies are supervisors, and 33% are co-workers.
- A 2020 Harris poll found that 67 percent of employers use social media websites to research potential job candidates. 70 percent of managers report successful hiring through social media recruiting efforts.
- Bully is helping Ace at work.
- Now understands helping is best
- Hard work pays off

Messaging

- **Think before you post**
- **Texts can prevent you from getting jobs**
- **there are better ways to handle conflict and for your voice to be heard**



Cyberbully PSA

Bully is upset that he did not get raised, but another employee did. He begins to text insults about the fellow employee. This impacts morale, his job, future jobs, and the other employees. The Boss models what conflict resolutions looks like.



Shot 1 : Opening Shot

Wide framed shot of business.
Can hear atmosphere audio



Shot 2 : Ace employee prep

Ace employee performing food
prep activities



Shot 3: Ace emp cashier

Ace employee is working the
cash register



Shot 4 : Ace cleaning

Ace employee sweeping and
cleaning the dining area



Shot 5: lazy bully

Bully is seen sitting and on
phone around restaurant



Shot 6: bully eating

Bully eating food and doing
nothing



Cyberbully PSA

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Shot 7: Bully talking

Bully sitting and talking with guests



Shot 8: cellphone texts

Bully texting other employees



Shot 9 : Group of friends

employees/work friends receiving texts



Shot 10: Boss Sees text

Fellow employee shows text to the boss



Shot 11: Sad workplace

Employees are sad, depressed and stressed due to environment



Shot 12: Boss calls meeting

All employees talk about how to handle situation