

CYBERBULLISM

FIGHTING A GROWING
PHENOMENON



The Project

This special project is based on the creation of editorial content with **high SEO value**, made to address the issue of **Cyberbullying** and to **rank high** in selected SERPs.

3Labs offers its partners the opportunity to present themselves as **ambassadors** and **promoters** of the **activities**.



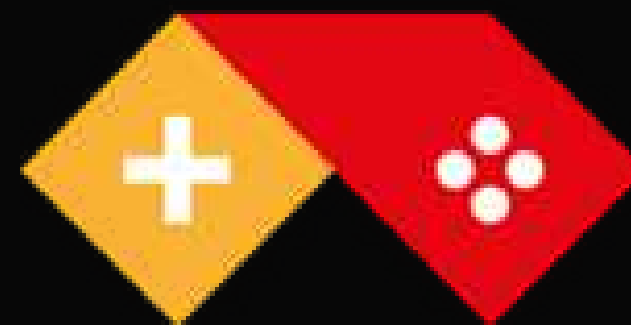
Editorial goals

- Educating users on the issue of Cyberbullying
- Promoting greater awareness
- Taking part in solving the problem

OUR SITES

INVOLVED IN THE PROJECT

tom's HARDWARE
THE AUTHORITY ON TECH



**SPAZIO
GAMES**

Cyberbullying

Cyberbullying **offends** and **hurts** through public and personal messages on **social networks** and in networked **videogames**: these are actions designed to humiliate someone in front of a network audience, repeatedly over time.



Cyberbullying

Typologies

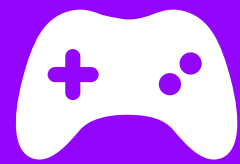
- **Flaming:** online fights that occur via DM, in messaging apps, or in video games during online matches often involving vulgar behavior to provoke the other person.
- **Harassment:** sending repeated offensive messages that may include verbal abuse and unsolicited sexual content.
- **Denigration:** spreading false or derogatory information about a person to damage his or her reputation.
- **Cyberstalking:** repeated sending of threats for the purpose of intimidating the victim. In some cases, this behavior may constitute a crime.
- **Identity theft:** creating a fake account by posing as another person, sometimes stealing their login credentials to platforms and uploading embarrassing or harmful content.



Topics

of the editorial proposal

- **SEO articles***
- **In-depth videos**
- **Speech by experts, psychologists and law enforcement officers**



Online bullying and video games: why it's an important issue

Introductory content that summarizes the problem, warns and anticipates that it will be analyzed from different perspectives, explaining how to deal with it or how to protect yourself.



What online bullying entails: psychologist's answers

The impact of online bullying and how it can affect the experience in video games (and in social media where this passion is shared), explained by a professional.



Bullying and online communities: what does the Law say?

What does Italian law stipulate about online bullying attitudes and what protections are available to those who are victims?



Online bullying and video games: what to do to defend yourself

Given the psychological consequences and what the law says, the Italian State Police expert's advice on how to move to protect yourself-or your children-both to prevent the phenomenon and once you are a victim of it.



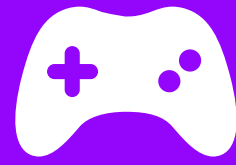
Polizia di Stato

**Titles and topics make up a non-final editorial proposal that can be agreed with the business partner*

Topics

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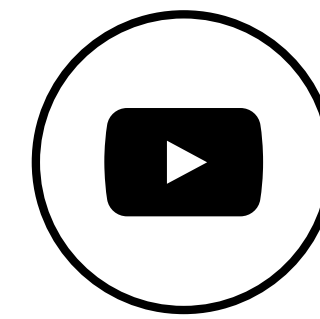
Bullying and video games: which ones are safe and why?

What are the safest online video games for those who want to protect themselves from online bullying? Which ones are recommended for minors, and what countermeasures do publishers usually take to keep users safe from this phenomenon?



How to protect yourself from bullying and enjoy video games

Summary article where we touch on some of the topics discussed with guests and provide concluding advice on the topic.

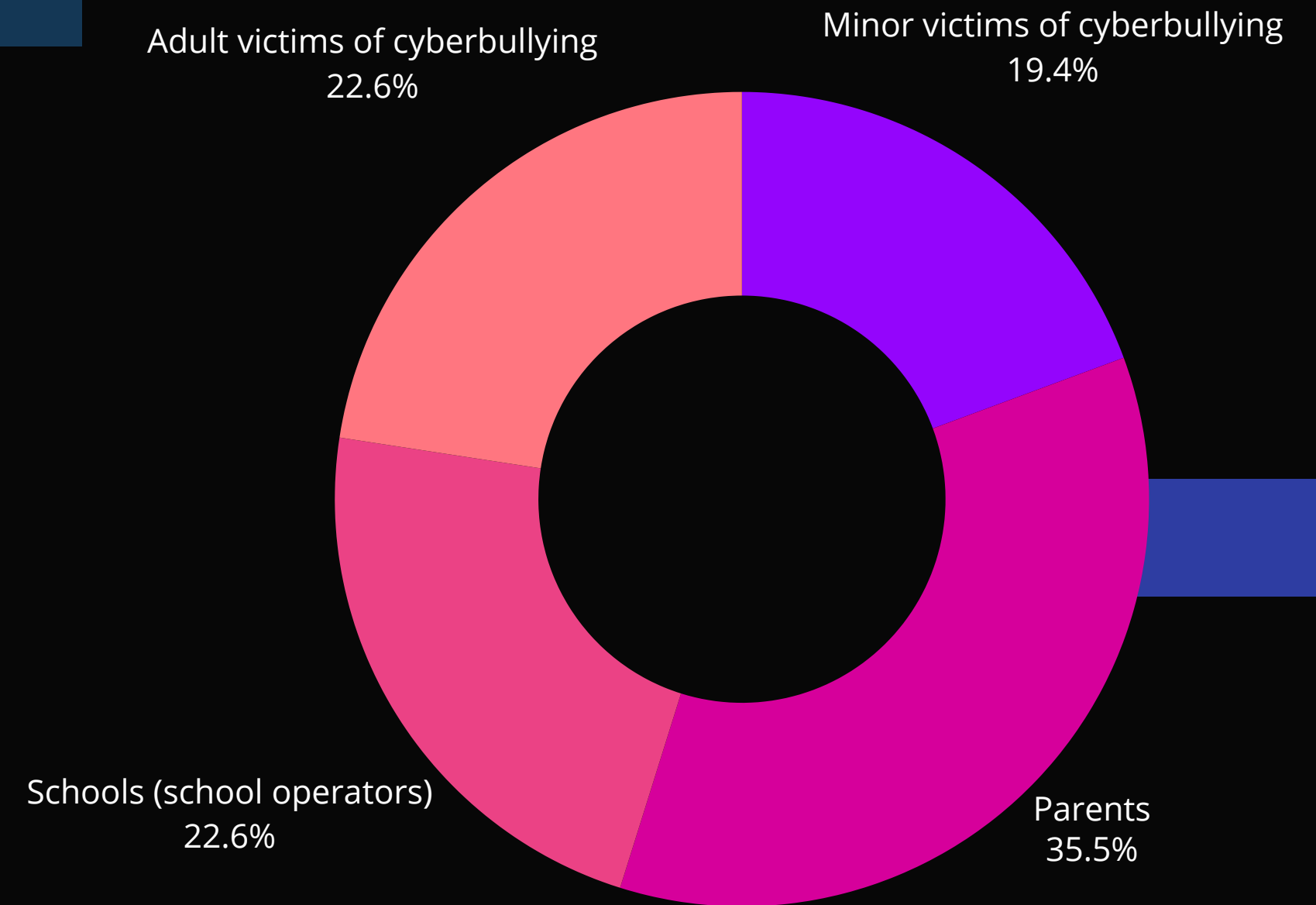


- **What is online bullying**
- **How to move to defend yourself**
- **3 important tips to protect yourself**

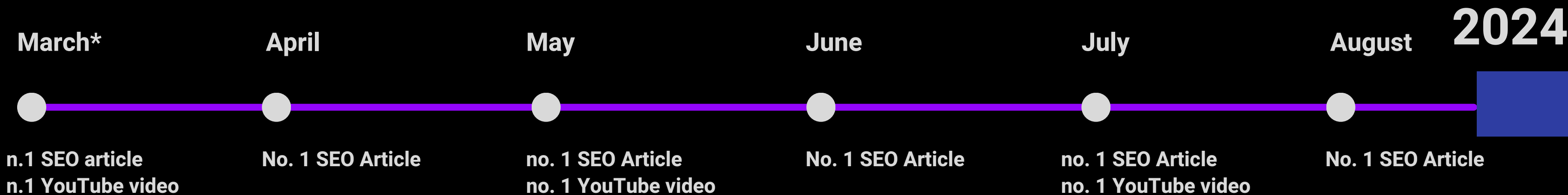
Target Persona

Target users with our project are surveyed through research conducted by Ipsos international, the latest ISTAT data of 2023, and recent surveys by the Ministry of Health. The increase of the phenomenon in Italy is 91%, with a target person affected by the phenomenon by accusation, complaint and supervision of the following categories::

- **Child victims of cyberbullying**
- **Adult victims of cyberbullying**
- **Parents**
- **Workers in educational institutions**



Schedule



06 Dedicated SEO articles intended for Tom's Hardware and Spaziogames.it

03 Video on Tom's Hardware and/or Spaziogames.it YouTube channels.



Relaunch of all content on our social channels (Facebook, Instagram and TikTok)



Advertising campaigns (no.9) of retargeting to expand the user base



36 thousand minimum expected users involved in the editorial part

30 thousand minimum expected users involved in the video part

**Project start date subject to change depending on partner availability*



+100

Areas of expertise



+100 million

Annual unique visitors



10 million€

Induced turnover
generated with Affiliates



+200k€

Annual turnover
generated with events

Some brands we have worked with

