



MARCH 2020

CYBERBULLYING CHECKLIST

TheSocialDVM
CONNECTING VETS TO THEIR CLIENTS AND PETS

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CYBERBULLYING ACTION STEPS: PROTECTING YOUR TEAM

- Contact authorities if physical harm is threatened
- Advise the entire team of the situation
- Seek professional crisis management support if necessary

CYBERBULLYING ACTION STEPS: PROTECTING YOUR PRACTICE

- Identify a point person
- Identify an email address to refer further communication to
- Contact Bernstein/DVM Guard (AVMA members) or other crisis management company
- Contact PLIT or other liability defense
- Contact legal team



CYBERBULLYING ACTION STEPS: FACEBOOK

In Settings → General

- Visitor Posts: Disable
- Messages: Disable
- Tagging Ability: Disable
- Others Tagging This Page: Disable
- Country Restriction: If cyberattacks are coming from users in another country, hide the page from those countries.
- Update Page Moderation words to fit the current scenario
- Profanity filter: set to strong
- Page updates: disable
- Download Page: get a copy of your page, its photos and videos.

In Settings → Templates & Tabs → Reviews

- Show Reviews: Turn off

Note: this is optional and should only be used with serious consideration. If the cyberbullying attack is occurring ONLY on Facebook, this may be a viable option. However, it comes with the caveat that negative reviewers may then turn to other platforms to leave a review (Google, Yelp, etc.)



CYBERBULLYING ACTION STEPS: FACEBOOK

In Settings → People and Other Pages

- Find the names of the reviewers who are harassing the Page, select the box next to their name, click the cog wheel in the top right corner of the page and select "Ban From Page."

On The Review Itself

- Flag/Report any reviews that violate Facebook Community Standards (threaten violence, hate speech, profanity, etc).
- Screenshot reviews, posts and comments



CYBERBULLYING ACTION STEPS: INSTAGRAM

In Settings → Notifications

- Direct Messages: turn off message requests, group requests, messages and video chats

In Settings → Privacy

- Comments
 - Allow Comments From: change to "People You Follow" to minimize outsider comments
 - Block Comments: consider blocking commenters (they will not be notified, and any new comments they make won't be visible to anyone but them).
 - Filters:
 - Hide Offensive Comments: Enable
 - Manual Filter: add any relevant words
 - Filter Most Reported Words: Enable
- Tags
 - Manually approve tags: Enable
- Story
 - Allow Message Replies: Disable
 - Allow Resharing to Stories: Disable
 - Allow Sharing as Message: Disable



CYBERBULLYING ACTION STEPS: INSTAGRAM

Restricted Accounts

Consider adding cyberbullies and/or new

- followers in order to be able to still see their content and what they are posting on their own channels (instead of blocking)

In Settings → Security

- Login activity: review if you are concerned the account may have been inappropriately accessed
- Two-factor authentication: Enable
- Download Data: if you are concerned your account may have been hacked or to preserve photos and comments

General

- Update Instagram password if team issue or concern for inappropriate access

CYBERBULLYING ACTION STEPS: GOOGLE

- Flag/report any reviews that violate Google's prohibited and restricted content (threaten violence, hate speech, profanity, etc).
- Screenshot negative reviews and comments

CYBERBULLYING ACTION STEPS: YELP

- Flag/report any reviews that violate Yelp's prohibited and restricted content (threaten violence, hate speech, profanity, etc).
- Screenshot negative reviews and comments



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My Business

Yelp



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ADDITIONAL RESOURCES

- [AVMA Cyberbullying Resources](#)
- [Bernstein Crisis Management DVM Cyberbullying Program hotline](#)
- [Not One More Vet \(NOMV\) Support Resources](#)
- [1 Hour RACE/CVPM Approved Cyberbullying lecture \(Free!\)](#)
- [Snout School Online review response toolkit: <https://snoutschool.com/buy-toolkit/>](#)
- [DVM360 Cyberbullying Resources](#)
- <https://www.stopbullying.gov/>