



PROJECT  
ROCKIT

# DIGITAL AMBASSADORS

SUPPORTED BY  Meta



## 2022 Pulse Report

PROJECT ROCKIT Digital Ambassadors (powered by Meta) aims to unite school students all over Australia to **use their online power for good**.

**23,765** young people trained as PROJECT ROCKIT Digital Ambassadors in total.

### IN THEIR OWN WORDS

#### What is a Digital Ambassador?


“Being a Digital Ambassador means to be wise with social media and all digital uses, to use social media platforms responsibly, to empower others, rather than to put others down.”


“As Digital Ambassadors, we are able to change the internet for the better and return it to the way it was when first created – a safe space to be ourselves.”

“To be a Digital Ambassador is to seek knowledge and understanding of the internet. Not only the functions like technicians, but why something is created, what it does, how it affects a community. I believe it takes a lot more courage to be a Digital Ambassador than it seems.”

“A Digital Ambassador is someone who stands up for others, is a leader not a follower and is not scared to express what they believe over digital platforms. They will stand up for others when they are being bullied. And they will lead everyone through hard times. A Digital Ambassador will always go to the extra effort to be kind to everyone and be safe in the online world.”

The Digital Ambassadors program trains Year 7-9 students with the skills to challenge (cyber)bullying and lead kind, inclusive online communities. Our online adaptation has captured realtime data illustrating how young people are currently engaging with digital technology.

 **25%** reported that they want to see more diversity in online spaces.

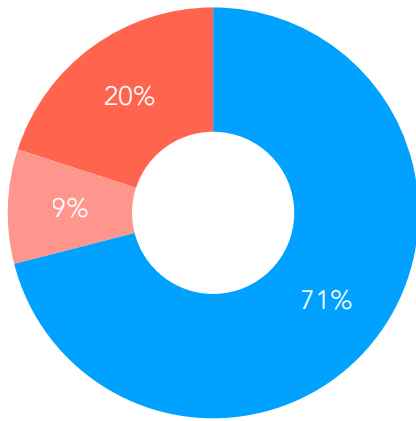
 **23%** reported that they want more trusted sources of info online.

Digital Ambassadors reported their top 5 future actions to use their online power for good as follows:

1. **Keeping a screenshot of harsh content**
2. **Supporting people experiencing online bullying**
3. **Using social media safety tools**
4. **Asking people for consent before posting**
5. **Keeping strong privacy settings**

Digital Ambassadors reported on their top 6 issues on which they want to see more positive action online:

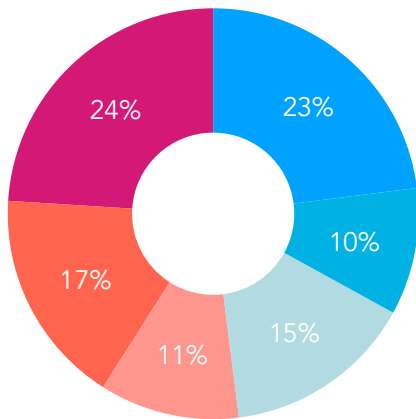
1. **Kindness (selected by 51.82% of all participants)**
2. **Mental health awareness**
3. **Body positivity**
4. **Ways to stop bullying**
5. **Challenging racism**
6. **Self-love**



## Overall, do you think being online is a positive or negative part of your life?

- It's mostly positive
- It's mostly negative
- I'm not sure

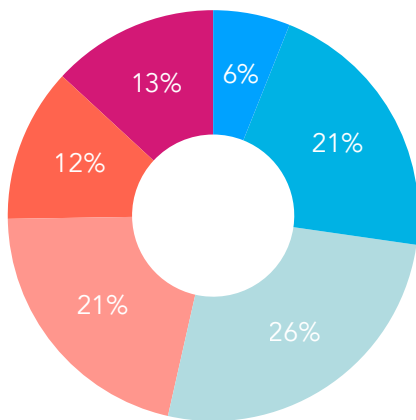
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## In what ways does social media positively influence your mental health?

- It connects me in a community that I'm part of
- It gives me a way to get support
- It helps me improve my skills and confidence
- It's how I speak out about things I care about
- It makes me feel less lonely
- It connects me with content that makes me feel good

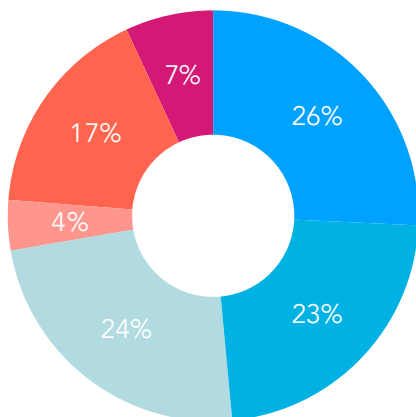
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## In what ways does social media negatively influence your mental health?

- It hurts because I get bullied
- It makes me compare myself too much to others
- I struggle to take time away from my device
- It interrupts my sleep and concentration
- It makes me feel lonely or bad about myself
- It encourages my unhealthy thoughts or habits

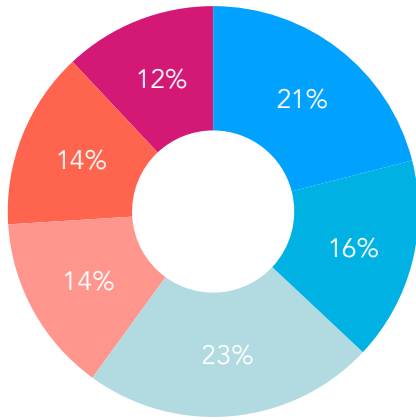
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## What's your favourite way to connect with people online?

- Through social media platforms
- Through online gaming
- Through messaging apps
- Through virtual reality
- Through video calls
- Through a specific group or community

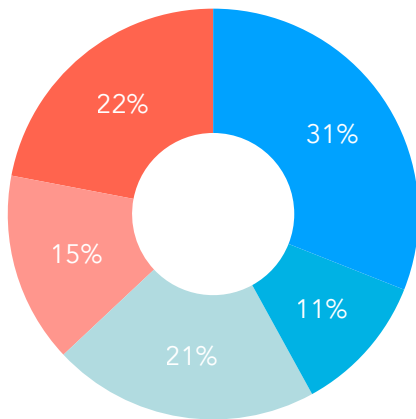
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### Who are the people whose online actions you admire the most?

- Everyday people spreading kindness
- Creators and influencers
- Friends and people I know
- People speaking out for a cause
- People who have overcome difficulties
- Celebrities who inspire me

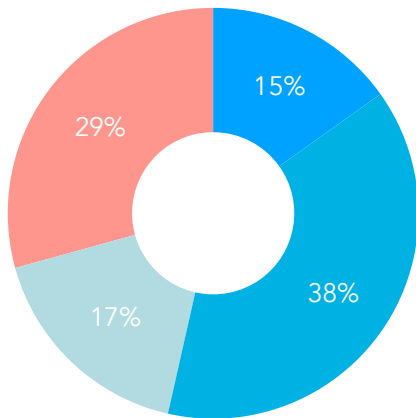
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### What action would you be most likely to take if you saw online bullying?

- I'd report it to the platform
- I'd call it out publicly
- I'd send a message to the person targeted
- I'd ignore it
- I'd talk to a trusted adult to get their advice

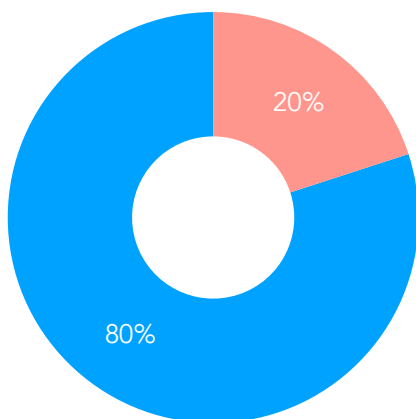
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### When an app nudges you to help manage your time or wellbeing, do you follow the advice you're given?

- Most of the time
- Some of the time
- Never
- I don't know

*n* = 5494



### Should tech companies be required to scan your private messages to look for harmful content?

- Yes, I think so
- No, that's an invasion of privacy

*n* = 2039



## In our Digital Ambassadors' words...

*"Thank you so much for this, it has really inspired me to make a positive difference."*

*"This will really help me to help others online and not just be a bystander to bullying but an upstander."*

*"It's good that we are getting educated on stuff like this - honestly things like this really do stay with you forever."*

*"I enjoyed the fact that the people there were young people like us so it's more relatable and better than having older people running workshops."*

*"It was a great experience and will come in handy in the future for me and my friends – possibly saving friendships and making new ones."*

*"Well, I loved the PROJECT ROCKIT workshop for its kindness. It's about being selfless, caring, compassionate, and unconditionally kind. I like, love that PROJECT ROCKIT makes an effort to understand us."*

*"It gave me a real glimpse into how ugly the online world can be but also how I can change that situation for the better and uplift people instead of dragging them down."*

*"I really enjoyed learning about the tips and tricks to dealing with cyberbullying and bullying in general. I've always believed cyberbullies are just cowards who are too scared and just hate on everyone else for the things they hate about themselves."*