

Digital Ambassador Programme

With young people, for a better digital world

Ditch the Label is a digital-first youth charity working to support young people's wellbeing.

20,000+

young people surveyed annually

300

schools in our education network

7,000+

resource downloads per year

5

major platforms we work with

THE PROBLEM

Online harm is a growing challenge for schools

- Harmful content spreads fast, with no clear route to get it taken down.
- Most staff haven't been trained in digital safety and feel underprepared.
- Schools often have no internal champion to turn to when incidents occur.
- Reporting routes are unclear, so young people don't know who to tell.

OUR SOLUTION

The Digital Ambassador Programme

We train a staff member from your school as a Digital Ambassador. They become your internal champions, providing a direct reporting route and the power to get harmful content taken down. They train a team of student Digital Ambassadors in your school.

Train the Trainer

Full-day hub training for your staff ambassador, with everything they need to deliver follow-up sessions to your whole school.

Safety Online guide

A printed resource for schools covering reporting routes, platform take-down processes and signposting to support.

Ambassador network

Your ambassador joins a national network of trained school champions - quarterly meetings, a monthly email digest and a peer community.

Content take-down

Report harmful content directly to Ditch the Label - a trusted flagger with Meta, TikTok, Snapchat, YouTube and Tumblr.

HOW IT WORKS

Your school's journey

01

Sign up

Register online. Nominate one staff member.

02

Attend training

Your school's nominated Digital Ambassador attends a full-day hub event. All materials provided.

03

Deliver in school

Digital Ambassador delivers sessions to your whole staff and student body including a team of student Digital Ambassadors.

04

Join the network

Ongoing support, resources and connections with other schools.

WHAT YOUR SCHOOL GETS

£475 + VAT

£570 per school per year

Annual subscription — renew each year to keep access to the full service.

- Full-day hub training for one staff member
- Printed Safety Online guide for your school
- Ambassador network: quarterly meetings, monthly digest, peer community
- Slide decks and facilitator guides to deliver to your whole school
- Direct content take-down route via our trusted-flagger status
- Student access to Ditch the Label's moderated online forum

Every school deserves an expert in the room.

Hub training starts autumn 2026 — places are limited. Register your school's interest now.

ditchthelabel.org