

Blog site Tumblr launches anti-bullying support campaign

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In this May 2, 2015 photo, Elizabeth Banks poses for a portrait during press day for "Pitch Perfect 2" at The Four Seasons Hotel in Los Angeles. The movie releases in U.S. theaters on May 15, 2015. (Photo by Casey Curry/Invision/AP)

Actress Elizabeth Banks, singer Jordin Sparks and Vice President Joe Biden are among those helping Tumblr establish a safe place from bullies online.

The celebrities will appear in videos on the blogging website to launch its new #PostItForward campaign Wednesday, which organizers say is aimed at building a [virtual community](#) where it's safe to discuss [personal issues](#) such as sexuality, [mental health](#) or self-esteem.

"Bullying, coming out, being depressed: for our users, they're really intertwined," said Liba Rubenstein, Tumblr's director of outreach, causes, politics and advocacy. "We wanted to create a place that acknowledges that whole experience."

She said the story of transgender teen Leelah Alcorn, who programmed her Tumblr page to post her suicide note, is among many heartbreaking experiences shared on Tumblr. Rubenstein said the new blog will aggregate such stories and highlight users' positive experiences with social media.

"We hope to change the conversation in society about the role online communities play in some of these issues," she said.

More information: PostItForward.Tumblr.com

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