

is it

BULLYING?

When someone says or does something
unintentionally hurtful
and they do it once, that's

RUDE.

When someone says or does something
intentionally hurtful
and they do it once, that's

MEAN.

When someone says or does something
intentionally hurtful and they *keep doing it*—
even when you tell them to stop or show
them that you're upset—that's

BULLYING.