Better **I**nternet for **K**ids

#SaferInternet4EU campaign and Safer Internet Day 2018

Public report on campaign activities and successes

March 2018

Further information on the #SaferInternet4EU campaign can be found at
www.betterinternetforkids.eu/saferinternet4eu,
while further information on Safer Internet Day can be found at
www.saferinternetday.org.

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Better Internet for Kids

Introduction

On 6 February 2018, at an event in the European Parliament in Strasbourg, Mariya Gabriel, Commissioner for Digital Economy and Society, launched an EU-wide series of initiatives entitled #SaferInternet4EU. Running throughout 2018, the campaign will promote online safety, media literacy and cyber hygiene, making children, parents and teachers more aware of digital opportunities and challenges. In doing so, it will focus on a wide range of highly-topical issues including fake news, cyberbullying, connected toys and privacy concerns, sexting, exposure to harmful or disturbing content, and grooming. See the section of this report titled "The European Commission and Safer Internet Day" for more information on specific campaign actions.

The campaign is indicative of the commitment of the European Commission in delivering on the European Strategy for a Better Internet for Children (BIK) through a range of measures including coordination, financial support, legislation and self-regulation, involving member states, industry and civil society. The campaign is also part of the recently adopted Digital Education Action Plan which sets out a series of initiatives to support citizens, educational institutions and education systems to better adapt for life and work in an age of rapid digital change. It aims to federate efforts by different stakeholders at EU and national level involving key players in the digital and media landscape.

It was therefore no accident that the launch of the #SaferInternet4EU campaign coincided with the **15th edition of Safer Internet Day (SID)**. Organised within the framework of Better Internet for Kids (BIK) activities by the Insafe network (coordinated by European Schoolnet (EUN)) and INHOPE (the International Association of Internet Hotlines), on behalf of the European Commission[1], the day is an annual opportunity to celebrate – and raise awareness of – a safer and better internet for children and young people, and the collective responsibility we have in ensuring this happens. With a theme of "**Create, connect and share respect: A better internet starts with you**", this year's SID campaign aimed to celebrate the positive power of the internet, encouraging everyone to join the global movement, to participate, and to make the most of the internet's potential to bring people together.

This report primarily provides an overview of the Safer Internet Day 2018 campaign within the framework of the wider #SaferInternet4EU campaign. Updates on the #SaferInternet4EU campaign, as the year continues, will be provided via the Better Internet for Kids portal at www.betterinternetforkids.eu/saferinternet4eu, or follow the campaign hashtag of #SaferInternet4EU on Twitter for the latest news.

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[1] Safer Internet Day would not be possible without the support of the European Commission, with funding provided by the Connecting Europe Facility programme (CEF), which co-funds the joint Insafe-INHOPE network of Safer Internet Centres in Europe (typically comprising awareness raising, helpline, youth participation and hotline functions). Find out more about the EC's *European Strategy for a Better Internet for Children* on the European Commission website.

Safer Internet Day 2018 at a glance

Safer Internet Day 2018 was celebrated in over 140 countries, with exciting events and activities promoting the safe and positive use of digital technology taking place right across the globe.

A few highlights from the day include:

- A Thunderclap campaign helped to kick start the day by spreading a celebratory message on social media. The campaign gained the support of 798 people with a potential social reach of 2.7 million people.

- On social media, the coordination level profiles concluded the day with 17,200 fans on Facebook and 30,000 followers on Twitter. The #SID2018 and #SaferInternetDay hashtags trended worldwide several times during the day, with in excess of 102,000 tweets and a potential 1.5 billion impressions.

- The day also enjoyed the support of many influential supporters such as the European Commission, Digital Single Market, Commissioner Gabriel, Commissioner Navracsics, Andrus Ansip, INTERPOL, UNODC, Twitter, YouTube, Google, UNICEF, BBC, Android and Microsoft to name just a few.

- As in previous years, this SID 2018 campaign had also some great industry support for the day. This year, Google included a Safer Internet Day promotion on many of its market search pages while also encouraging a Google security check-up in honour of the day, Facebook provided free ad credit to help boost posts, Snapchat created a special SID geofilter for its users, while Twitter helped to raise visibility of the campaign hashtags by creating a special Safer Internet Day emoji and by providing some Ads for Good credit.

This report highlights some of the successes of the Safer Internet Day 2018 campaign, drawing upon the work of SICs in Europe, SID Committees across the globe, organisational and industry SID Supporters, the European Commission and the central Safer Internet Day Coordination Team (based at European Schoolnet in Brussels).

Further information on all things SID is available from the Safer Internet Day website at www.saferinternetday.org. There, you'll find general information about the campaign, and an archive of SID celebrations over the years.

You'll also find detailed SID profile pages for all Safer Internet Centres, SID Committees and SID Supporters who marked the day, including a statement on how each of them specifically supported the SID 2018 theme in contributing to a better internet.

In addition, the Safer Internet Day resource gallery provides access to over 840 educational resources from Europe and beyond to support online safety teaching in the classroom, not just on Safer Internet Day but all year through.

Coordination and planning of Safer Internet Day 2018

As in previous years, planning for Safer Internet Day 2018 commenced immediately as the 2017 campaign drew to a close. The Safer Internet Day Working Group (SID WG) was reconvened to lead on campaign planning, with membership drawn from across the Insafe-INHOPE network of Safer Internet Centres, and representation from the European Commission (EC) also. As always, the working group was chaired by a member of the Safer Internet Day Coordination Team from European Schoolnet.

The main tasks of the working group for the SID 2018 campaign were as follows:

- To discuss and agree on the theme for the campaign.
- To define and agree key campaign messages.
- To define and agree key campaign collateral.
- To contribute to other discussions as appropriate (for example, social media campaign planning and collaboration with other global campaigns).

Colleagues in the wider Insafe and INHOPE networks were regularly updated on planned actions and had the opportunity to input directly into discussions at face-to-face network training meetings in May and October 2017.

Wider stakeholders, including global SID Committees and SID supporters, were equally kept informed of planned actions through regular campaign mailings.

Visual identity

The standard SID smart device mascot and familiar colour palette was used across all campaign assets, and usage guidelines were provided to govern wider logo use. Various assets were made available for download from the SID website such as a series of key campaign messages, downloadable logos, animated gifs and an infographic, while a social media plan provided suggested Tweets and Facebook posts. At the close of SID 2018, assets had been downloaded over 132,000 times.

Date, theme, key messages and campaign collateral

Following the long-established formula of celebrating Safer Internet Day on the second day of the second week of the second month, the date for Safer Internet Day 2018 was set as Tuesday, 6 February 2018. "Save the date" logos were created and circulated on social media immediately following the close of the SID 2017 campaign to allow supporters to already register the next campaign date and share it with their own networks and partners.

Reflecting on the successes of previous Safer Internet Day celebrations, the SID WG decided to continue with a fairly broad theme. Anecdotal feedback over recent years has indicated that stakeholders are really able to get behind the broader-themed messaging, shaping it to fit their own circumstances and priorities. The SID WG were also keen to continue with a "call to action" within the theme, to amplify the campaign's ongoing messages that we all have a role to play in creating a safer and better internet.

After much brainstorming, including a whole-network discussion at the Insafe Training meeting in Croatia in May 2017, the theme for SID 2018 was set as "Create, connect and share respect: A better internet starts with you".

As has been used to great success in previous SID campaigns, a series of key messages were developed around the campaign theme to allow the key stakeholder groups to identify how they could get involved:

- **Children and young people** can help to create a better internet by being kind and respectful to others online, by protecting their online reputations (and those of others), and by seeking out positive opportunities to create, engage and share online.

- **Parents and carers** play a crucial role in empowering and supporting children to use technology responsibly, respectfully, critically and creatively, whether it is by ensuring an open dialogue with their children, educating them to use technology safely and positively, or by acting as digital role models.

- **Teachers, educators and social workers** can help to create a better internet by equipping their pupils and students with digital literacy skills and by developing their critical thinking skills, which will allow them to better navigate the online world. They can empower them to create their own content, make positive choices online and can set a personal example of online behaviour for their pupils and students.

- **Industry** can help to create a better internet by creating and promoting positive content and safe services online, and by empowering users to respond to any issues by providing clear safety advice, a range of easy-to-use safety tools, and quick access to support if things do go wrong.

- **Decision makers and politicians** need to provide the culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children to learn about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry are encouraged to self-regulate their content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and wellbeing of children and young people through effective child protection strategies for the online world.

- **Everyone** has a responsibility to make a positive difference online. We can all promote the positive by being kind and respectful to others and seeking out positive opportunities to create and connect. We can all respond to the negative by reporting any inappropriate or illegal content.

The key messages were subsequently used as the basis for various campaign collateral, including an infographic, social media plan, social media images, and a press release published on the day itself.

Campaign assets were shared with SICs, SID Committees and SID Supporters in regular campaign mailings, and subsequently shared with wider stakeholders and the general public via the About section of the Safer Internet Day website.

Safer Internet Day website

The SID website – www.saferinternetday.org – is promoted to stakeholders and the wider public as the "home of all things SID", acting as a focal point for all campaign activity. In addition to providing access to detailed SID in your country and SID supporter profile pages, typically listing events, activities and resources along with contact information, the website also hosts downloadable campaign assets (as mentioned above) and a permanent resource gallery to provide schools and educators with access to resources and materials for teaching online safety and associated concepts within the classroom, drawn from across the Insafe network and beyond. Resources can be searched by language or keyword.

During the key campaign activity phase (typically September – March), the site also hosts online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID. Contacts made via these forms are followed up by the Safer Internet Day Coordination Team, either putting registrants in touch with their local SIC or Safer Internet Day Committee for further information, or actively following up links with non-represented countries to try to establish a permanent Safer Internet Day Committee point of contact.

Further information on traffic to the Safer Internet Day website is provided in the section on **Measuring impact** below.

Social media

Social media continues to play an important role in the execution of the annual Safer Internet Day campaign. Thanks to the support of Safer Internet Centres (SICs), SID Committees and SID Supporters, as well as of industry partners, institutions and other organisations, the Safer Internet Day message was spread worldwide to millions of people on social media leading up to SID and on the day itself.

For this edition of Safer Internet Day, the social media campaign was launched in earnest in September 2017 alongside the traditional Insafe/Better Internet for Kids Back2School activity. In 2017, this primarily focused on the importance of positive online content, aligning well with the creativity angle of the SID 2018 theme.

Throughout the social media campaign, several assets including logos and banners, an infographic, press pack, images with online safety tips, provided added value for dissemination purposes.

Additionally, during two important events in the online safety calendar, the Safer Internet Forum (SIF) in Brussels, Belgium in November 2017 and the Internet Governance Forum (IGF) in Geneva, Switzerland in December 2017, the Safer Internet Day Coordination Team invited participants to show their support for the campaign by having their photographs taken with Safer Internet Day props. Pictures from both events were shared on social media, inspiring other users to also showcase their support for Safer Internet Day.

Participants in the European Youth Panel (YEP) promoted SID at Safer Internet Forum (SIF) 2017

Attendees at the Internet Governance Forum(IGF) 2017 showed their support for Safer Internet Day

Visitors to the IGF booth demonstrated the support for Safer Internet Day spanning the globe

Further information on the reach of the social media campaign is provided in the section on **Measuring impact** below.

Safer Internet Day – uniting stakeholders across the globe for a safer and better internet

Safer Internet Day 2018 proved to be another successful global celebration, building on efforts from previous years. In addition to the celebrations of the joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe once again helped to raise awareness of safer and better internet messages, participating with national and localised campaigns, events and activities. Each participating country maintains a detailed profile page in the SID in your country section of the Safer Internet Day website, which is updated for each edition of SID.

The table below shows the geographic spread of countries participating in Safer Internet Day 2018 by continent:

Continent	Number of countries that celebrated SID 2018
Africa	*33*
Antarctica	-
Asia	*35*
Europe	*46*
North America	*15*
South America	*12*
Oceania	*4*
Total	**145**

Additionally, more than 80 organisational and industry supporters – many with a global presence also – helped to spread the Safer Internet Day messages further still. Further information can be found in the profiles pages of registered SID supporters on the Safer Internet Day website. We are aware that even other organisations also got involved in the day also despite not having a formal profile page.

Safer Internet Day highlights from the Insafe-INHOPE network

The joint Insafe-INHOPE network of Safer Internet Centres in Europe is always very active around Safer Internet Day, with many SICs releasing new tools, resources and research, hosting high-profile events, and generally working with stakeholders – including youth – to

raise the profile of their services as a means of accessing high-quality information and support on safer and better internet issues all year round.

This year, all Safer Internet Centres provided blog articles outlining their Safer Internet Day activities - these have been published on the Better Internet For Kids (BIK) public portal and are also contained within Annex 1 of this report. In addition, as part of the #SaferInternet4EU campaign (see **The European Commission and Safer Internet Day** section below for further information), a summary of SIC SID activities has been provided along with a calendar of SIC milestones and events throughout 2018, evidencing the constant focus across Europe on creating a safer and better internet for Europe's children and youth.

Safer Internet Day Committees across the globe

Complementing the network of Safer Internet Centres in Europe, a variety of global Safer Internet Day Committees help to spread the SID message. The concept of Safer Internet Day Committees was introduced in 2009 to help take the campaign beyond its European roots, supporting the fact that the online world is itself without borders, hence awareness-raising activities to promote a safer and better internet must also be without borders.

A Safer Internet Day Committee is an organisation or consortium in third countries (that is, outside of the EU) that has obtained government support for leading on Safer Internet Day actions. It is therefore recognised as the contact point and awareness-raising body for SID within that country and is offered support in terms of access to contacts and resources for developing localised campaign activities.

Safer Internet Day Committees typically keep the Safer Internet Day Coordination Team updated on their actions and successes through regular email contact, resources, blog posts and, increasingly, social media activity. A couple of examples follow:

- In Australia, the SID committee engaged with various stakeholders through their communication channels to promote the theme and leverage their staff to share SID messaging with three contacts, and for them to also share, and so on using a multiplier model. Moreover, they also worked with local sporting clubs, collecting a series of video testimonials calling for action for a better internet.

*Safer Internet Day celebrations in Australia*

- Even though it was their first formal Safer Internet Day celebration with an established committee, the SID Committee in Malawi was keen to support the campaign in various ways at a national level. A press briefing was organised as the main SID event, while other activities included participation in radio and TV programmes, youth training events in safe internet and social media use, a children's competition and school visits.

Safer Internet Day celebrations in Malawi

- The USA SID Committee hosted a student-driven event in Austin, Texas. On 6 February 2018, students and industry leaders tackled some of today's toughest questions about technology, social media and living in a connected world. The purpose was for students to learn about why media literacy is an essential skill needed to be good citizens and successful adults. In small groups, they created their own media to help spread awareness in their own school communities. The top five student creations will be featured on the ConnectSafely website and shared even more broadly in a nationwide press release and other media.
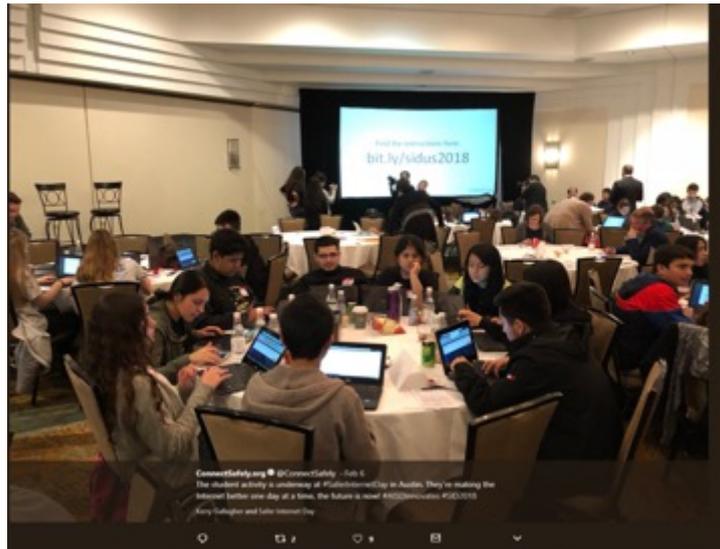
Safer Internet Day celebrations in the USA

- In Oman, the SID Committee organised a one-day event at Muscat Grand Mall consisting of a number of educational activities and workshops, targeting parents, adults and young people from 5 to 18 years old. In addition, an exhibition of supporter government agencies took place in order to link the official entities in the country with the people.

Safer Internet Day celebrations in Oman

In addition, a number of new Safer Internet Day Committees were convened for SID 2018, namely: Azerbaijan, Bangladesh, Chad, Fiji, Jordan, Malawi, Mongolia, Morocco, Serbia, Sudan, Togo and Yemen. An ongoing dialogue to establish a Safer Internet Day Committee is currently in progress with other countries such as Barbados, Botswana, El Salvador, Georgia, Guinea, Jamaica, Libya, Namibia, Nepal, Peru, Qatar, Saudi Arabia, Switzerland and Uruguay. It is hoped that these countries will actively participate in Safer Internet Day 2019 celebrations.

Additional countries supporting SID

While there is a coordinated approach to establishing contact with as many organisations as possible supporting SID, the campaign also continues to grow organically year on year. As in previous years, during the SID 2018 campaign, a number of countries were identified which took part in celebrations of the day in some shape or form, even though there is not yet a formal SID Committee in place. The Safer Internet Day Coordination Team will be making attempts to establish contacts in those countries in a bid to have formal SID Committees in place for Safer Internet Day 2019.

To give one such example, in Tunisia, the Tunisian Association of Computer Science & Technology in Education supported teachers and students with activities to raise awareness of use of the internet in a secure way. The association created a Facebook group "Safer Internet Day Tunisia" listing various actions carried out both in class and beyond on SID 2018.

If there is not yet a SID Committee in your country, but you would be interested in forming one, please get in touch!

Organisational and industry supporters of SID

As outlined in the introduction to this report, Safer Internet Day 2018 benefited from remarkable collaboration with industry and international organisations. To give just a few examples:

- Facebook provided free ad credit to boost Safer Internet Day posts.
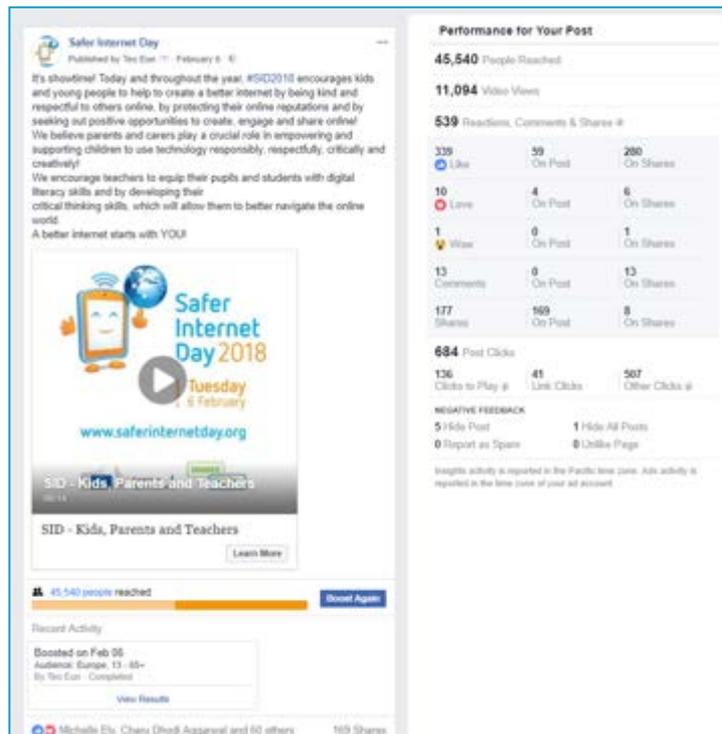
Facebook ad credit helped to post the exposure of SID messaging on the platform

- Google supported Safer Internet Day promotion by encouraging a Google security check-up in honour of the day, which was easily accessible through My (Google) Account.
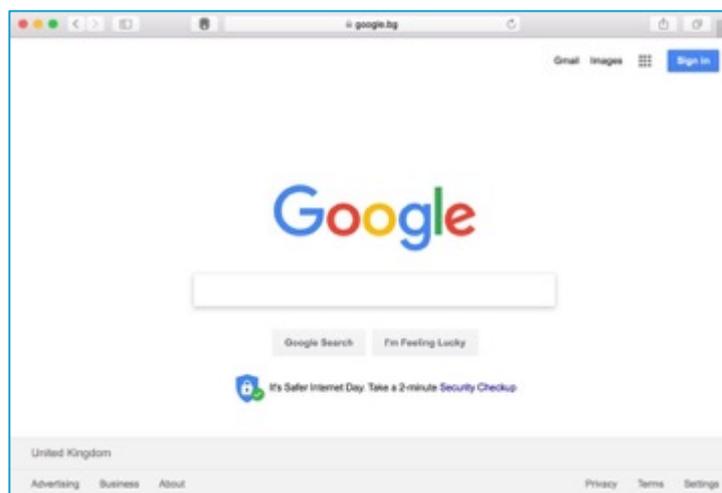
Google encouraged a security checkup on SID 2018

- Disney supported Safer Internet Day through their Club Penguin Island promoting the message that "Online safety starts with you!", alongside a range of key actions:

Club Penguin Island promoted Safer Internet Day messaging to its users

- Building on the support given for the SID 2017 campaign, Twitter again made available a customised emoji which displayed on every Twitter post using the #SID2018 and #SaferInternetDay hashtags.

Custom Twitter emoji for SID 2018

Additionally, members of the *Alliance to better protect minors online*, a self-regulatory initiative between the European Commission, tech and telecoms companies, broadcasters, NGOs and UNICEF established on the occasion of Safer Internet Day 2017, also supported the day in various ways. A summary of their actions was published on the Better Internet for Kids (BIK) portal as part of the wider #SaferInternet4EU campaign activity – see **The European Commission and Safer Internet Day** section below for further information.

Working with established networks

INHOPE – partner also in the Better Internet for Kids project – supported Safer Internet Day through special events via its global hotline network and on social media, encouraging a digital culture of empathy with the understanding that actions online affect people in their real lives as well. Specific events included:

- The French hotline, Point de Contact, organised a roundtable discussion on fake news and also hosted a cocktail reception on SID to encourage public-private partnership to make the internet a safer place for all.

- ChildWEBalert, the hotline in Malta, organised informative sessions with the Armed Forces of Malta and scouts group. These sessions focused on online risks as well as child sexual abuse material (CSAM).

Better Internet for Kids

- The <u>Film and Publication Board</u> in South Africa hosted numerous events to celebrate SID. These included plenary sessions, a focus group, a walkathon, a workshop for educators and a game for children. Topics addressed during these events included child sexual abuse material, cyberbullying, sexting and cyber safety. The aim of the activities was to raise awareness of the dangers that the online world poses, and also how to use the internet safely.

- <u>Te Protejo</u> in Colombia published a press release that highlighted the number of reports received and the number of blocked illegal websites that contained child sexual abuse material. A series of conferences were organised by Red Papaz and the Ministry of ICT, where Te Protejo also presented and spoke about online child sexual abuse material.

A brief overview of some of the activities organised by INHOPE member hotlines is given in the infographic below:

INHOPE hotline activities on SID 2018

Counting already on three Internet Society (ISOC) Chapters as SID Committees (in <u>Pakistan</u>, <u>Bangladesh</u> and <u>Uganda</u>), <u>ISOC</u> offered its organisational support with a social media campaign featuring 25 under 25 young ISOC members on Twitter, Instagram and Facebook.

With both INHOPE and ISOC, the Safer Internet Day Coordination Team is currently engaged in an ongoing dialogue in order to work on synergies between the networks and Safer Internet Day, particularly as many of their respective member organisations are carrying out online safety programmes for children and young people which match the celebration's outreach.

Moreover, 2018 was also the year when, through various offices, the United Nations also joined the Safer Internet Day campaign. <u>UNODC (United Nations Office on Drugs and Crime)</u> conducted a social media campaign on Safer Internet Day to address sextortion and non-consensual sharing of intimate images.

Also on Safer Internet Day 2018, <u>UNICEF</u> offices all around the world engaged children, youth, parents and partners to raise awareness about the importance of online safety, sharing facts, tips, videos and resources to communicate the message that a better internet starts with each and every one of us. Currently, two SID Committees include UNICEF offices in their national consortium, in <u>Namibia</u> and <u>Mongolia</u>.

In addition to the SID contacts made at coordination level, many Safer Internet Centres and SID Committees cooperated through public-private partnerships in different consortium settings at country level to help ensure the success of SID (examples include SID Committees in Mongolia or Malawi). Many European examples of collaboration are described in further detail in **Annex 1**, or see the individual county profiles on the Safer Internet Day website.

The European Commission and Safer Internet Day

Safer Internet Day would not be possible without the support of the European Commission (EC), which has been providing financial and logistical support for the campaign since the very first edition. This year's EC actions around Safer Internet Day saw the launch of a new campaign which will keep the profile of safer and better internet issues high on the agenda throughout the coming year.

As noted in the introduction to this report, on the occasion SID 2018, Mariya Gabriel, Commissioner for Digital Economy and Society, launched an EU-wide series of initiatives entitled #SaferInternet4EU at an event at the European Parliament in Strasbourg. The campaign will reach children, young people, parents, teachers, and other EU citizens to become empowered and responsible digital users, covering a wide range of topics, such as critical thinking, media literacy and digital skills necessary to identify and combat fake news and the risks brought by emerging online technologies and connected devices; and provide tips on cyber hygiene.

The #SaferInternet4EU campaign will run throughout 2018

A number of initiatives will take place as part of the campaign including a massive open online course (MOOC) on child online safety with resources and activities for online learning in particular on fake news, cyberbullying and radicalisation, a European contest to reward high quality resources and inspiring initiatives pursuing Better Internet for Kids objectives, and the establishment of a network of #SaferInternet4EU Ambassadors in which interested EU citizens can actively participate. The Ambassadors will act as multipliers of the messages of the campaign at local, national and international level.

The campaign will also promote the work of the joint Insafe-INHOPE network of Safer Internet Centres in Europe and the work of the self-regulatory *Alliance to better protect minors online*, providing a series of key focus points across the year such as the European Cyber Security Month (ECSM) in October, and culminating in Safer Internet Forum in November 2018.

Find out more at www.betterinternetforkids.eu/saferinternet4eu, read an article on the launch event on the BIK public portal, or follow the latest news and updates on Twitter using #SaferInternet4EU.

Better Internet for Kids

Measuring impact

Much of the success of Safer Internet Day can be attributed to the commitment and efforts of stakeholders in really getting behind the campaign ethos. This section outlines some of the key aspects that contributed to the success of the 2018 campaign.

Social media

This section analyses the social media figures achieved during the SID campaign reporting period from 20 January to 20 February 2018.

At the time of reporting, the main campaign social media accounts count the following support:

- Safer Internet Day Twitter account – 30,980 followers (up from 24,400 at the close of SID 2017).
- Insafe network Twitter account – 8,652 followers.
- Safer Internet Day Facebook account – 18,195 fans (up from 16,400 at the close of SID 2017).
- Insafe Facebook account – 4,151 fans.

The figures continue to rise daily reflecting the year-round engagement of people regarding safer and better internet issues.

Twitter
The #SID2018 and #SaferInternetDay hashtags trended worldwide several times during the day.
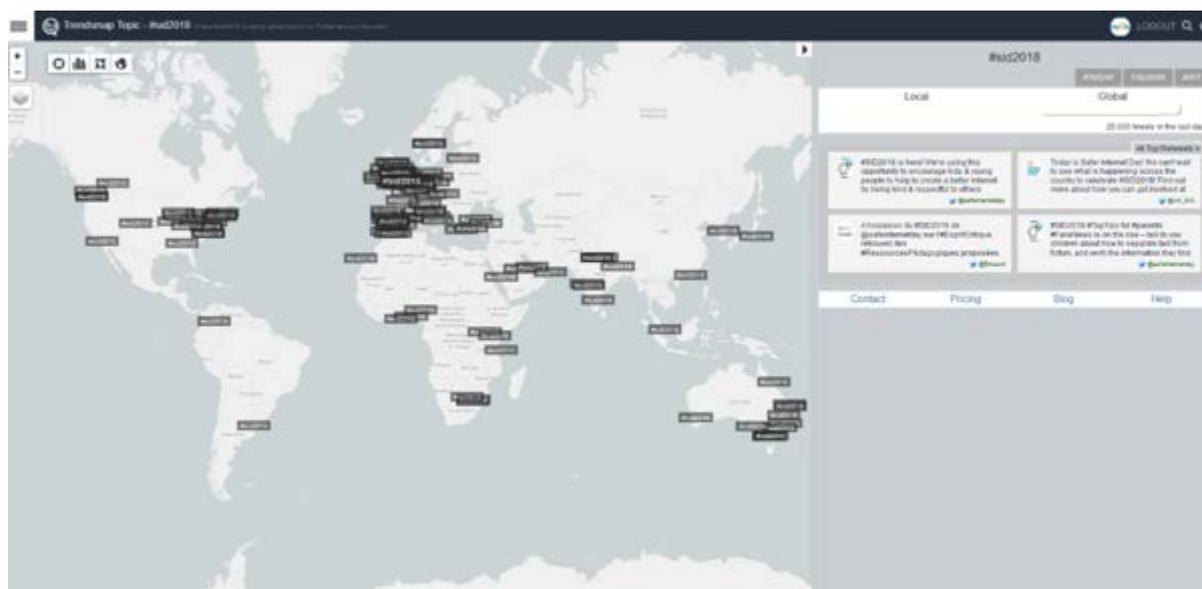
*#SID2018 hashtag coverage; Source: Trendsmap*

#SaferInternetDay hashtag coverage; Source: Trendsmap

As in previous years, in order to assess the impact of Safer Internet Day, the Coordination Team contacted an expert reporting agency (Union Metrics) to analyse the behaviour and reach of the official SID hashtags.

On SID 2018 itself, the #SID2018 and #SaferInternetDay hashtags were used in over 102,000 tweets which had a potential 1.5 billion impressions.

Reach of #SID2018 and #SaferInternetDay hashtags on 6 February 2018; Source: Union Metrics

Twitter activity through the Safer Internet Day account during the reporting period resulted in over 2.1 million organic impressions while the links shared on the channel were clicked over 3,000 times.

👁 **2,155,005** Organic Impressions	💬 **25,437** Total Engagements	🖱 **3,010** Link Clicks

Source: Sprout Social

Once again, the support of influential stakeholders helped the social media campaign to achieve some impressive numbers due to their engagement in the campaign and dissemination of Safer Internet Day messages via their own communication channels. The most popular contributors during Safer Internet Day include:

1 - 25 of 57,803 contributors	CONTRIBUTION			ENGAGEMENT		AMPLIFICATION	
	FOLLOWERS	TWEETS	POTENTIAL DIR. IMPRESSIONS	RETWEETS	RT RATE	POTENTIAL AMP. IMPRESSIONS	MULTIPLIER
@YouTube	71.1M	3	213.2M	53	17.7	213.3M	1.0
@Google	19.9M	5	99.7M	806	161.2	180.9M	1.81
@YTCreators	5.7M	2	11.4M	132	66.0	154.1M	13.52
@TwitterSafety	3.4M	1	3.4M	2,651	2,651.0	138.5M	41.32
@Twitter	62.3M	2	124.5M	0	0.0	124.5M	0.0
@UNICEF	7.1M	10	70.8M	2,508	250.8	99.7M	1.41
@safeinternetday	30.9k	103	2.8M	2,674	26.0	82.7M	29.18
@UK_SIC	61.2k	716	42.8M	2,310	3.2	62.3M	1.46
@policia	3.1M	5	15.6M	2,284	456.8	28.1M	1.81
@kemkominfo	729.9k	20	14.6M	103	5.2	25.9M	1.77
@BBCWorld	22.5M	1	22.5M	0	0.0	22.5M	0.0
@GraceFVictory	86.3k	1	86.3k	79	79.0	21M	243.02
@TwitterVideo	16.7M	1	16.7M	0	0.0	16.7M	0.0
@GDTGuardiaCivil	218.3k	65	14M	1,044	16.1	15.7M	1.13
@Arsenal	13M	1	13M	325	325.0	14M	1.08

Source: Union Metrics

Below you can see a sample of tweets from the campaign's biggest supporters which had an impressive reach:
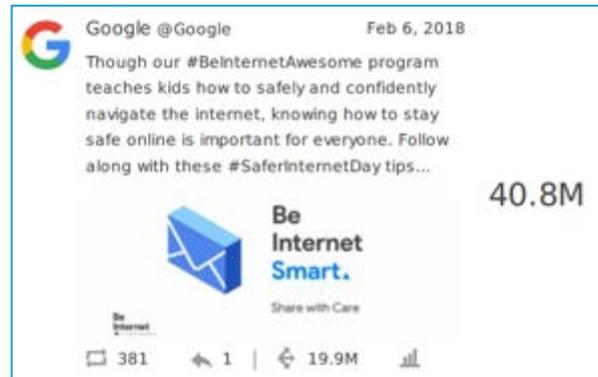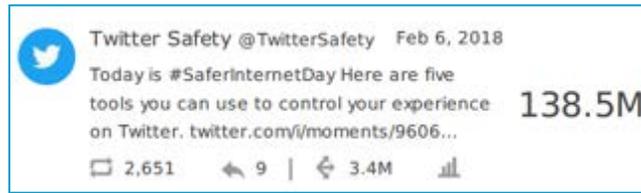
Source: Union Metrics

The top tweet contained the SID 2018 video message and top tips from campaign partners and was retweeted almost 1,000 times, while the video itself received 57,300 views.

As a result of the Safer Internet Day social media strategy, the SID Twitter profile gained 3,523 followers during the reporting period, with 1,798 of these on Safer Internet Day itself.
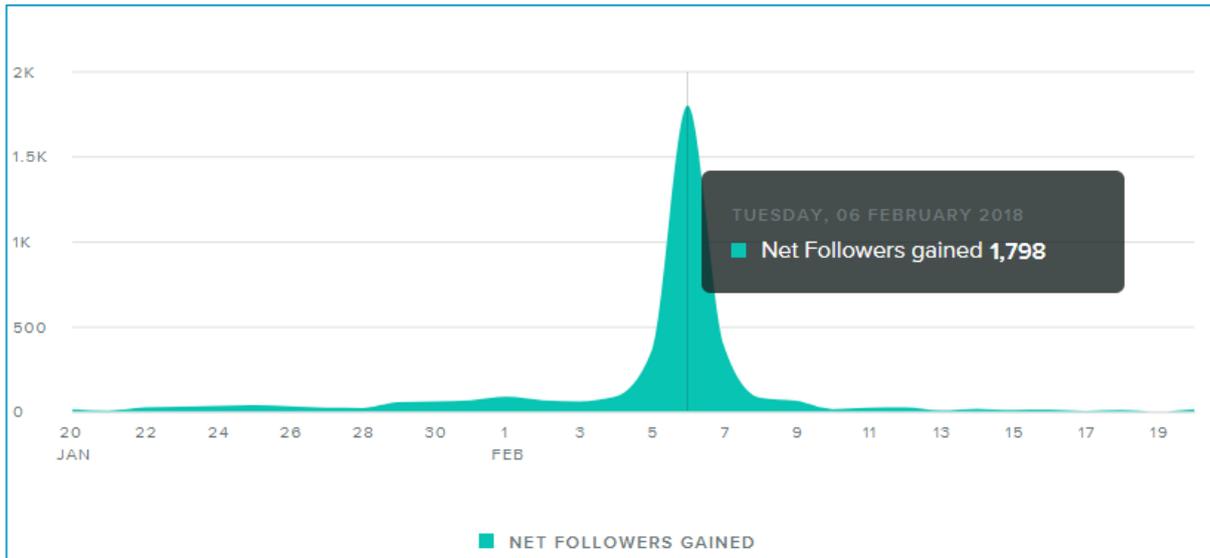
Source: Sprout Social

As every year, engagement increased massively during the reporting period, peaking on SID itself. As the graph below demonstrates, compared with previous months, the engagement rate went up by over 800 per cent.
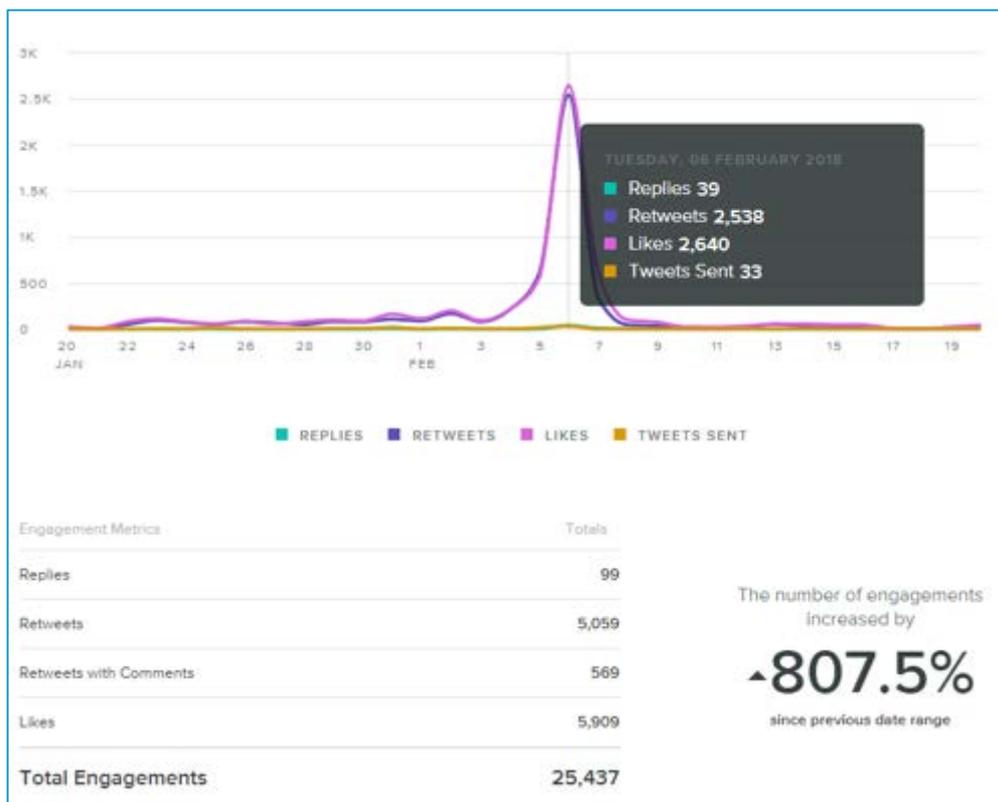
Source: Sprout Social

Facebook

The Facebook strategy aimed also to disseminate the global scope of the Safer Internet Day campaign, focusing on the activities taking place around the world and the dissemination of

the Safer Internet Day theme, visual identity, the campaign's key messages and SID assets available via the Safer Internet Day website.

Ad credit was received from Facebook this year, which allowed for the amplification of Safer Internet Day messages to a wider audience. This had a positive impact on the reach of Facebook posts published a day before SID and on SID itself.
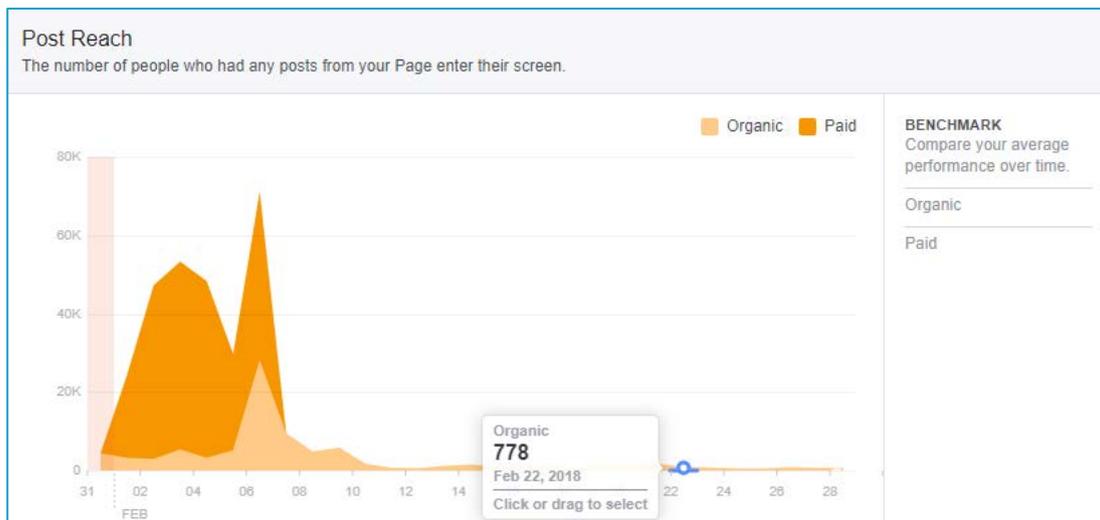
Source: Facebook Insights

As was the case in previous years, SID 2018 was an excellent opportunity to increase the pool of fans on Facebook. In total, during the reporting period, the fans base grew by 916 and on the day itself by 368.
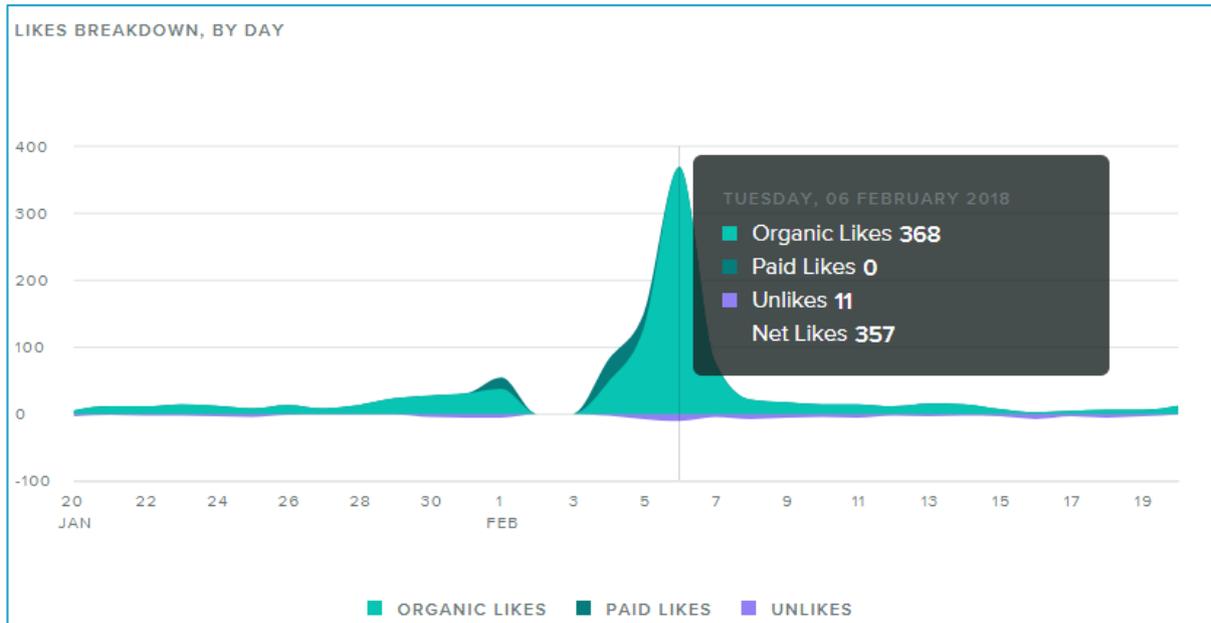
Source: Sprout Social

In terms of demographics, fans can be divided as can be seen in the graphs below. An encouraging trend is that 29 per cent of our followers are aged between 12-24 years old:
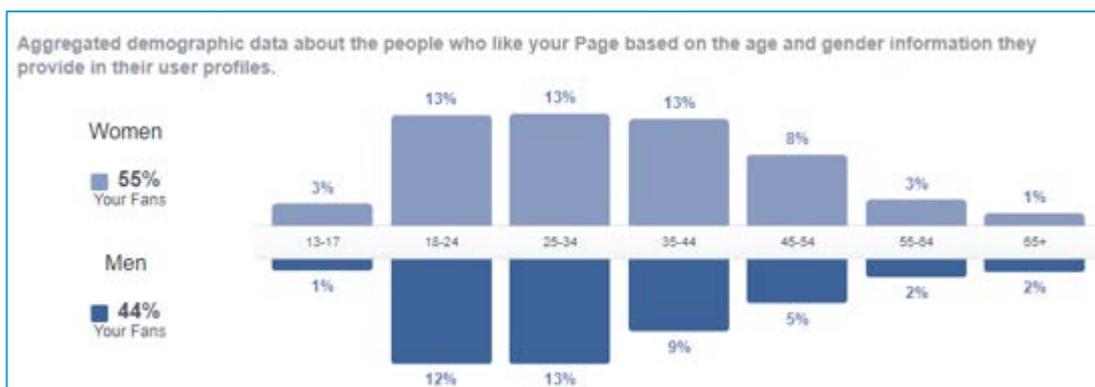
Source: Facebook Insights

In terms of impressions, during the reporting period, Facebook posts achieved over 440,000 impressions most of which were viral (see graph below) which constitutes a 675 per cent increase in impressions compared to monthly averages.

PAGE IMPRESSIONS, BY DAY

■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	31,032
Viral Impressions	275,461
Paid Impressions	135,140
Total Impressions	441,633
Average Daily Users Reached	10,195

Total Impressions increased by

▲767.5%

since previous date range
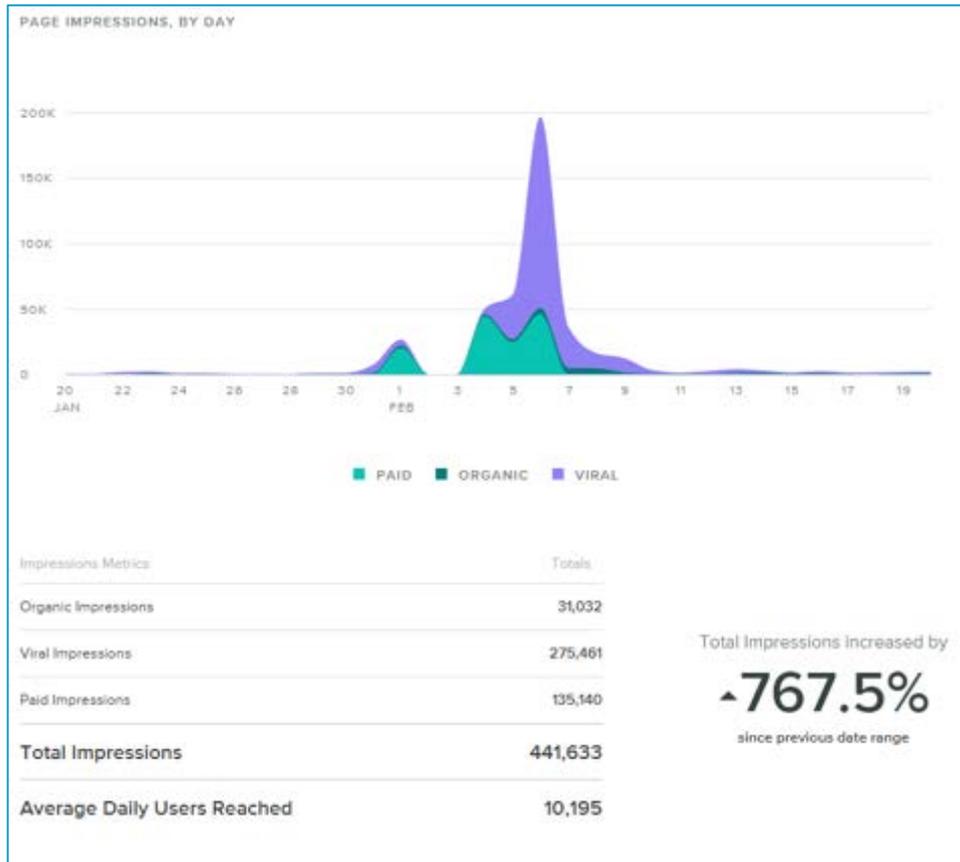
Source: Sprout Social

The most successful Facebook post equally contained the SID 2018 video messages and top tips from some of the campaign's partners. It reached over 36,100 people and the video itself was viewed over 9,000 times on the day itself.

As was the case on Twitter, influential supporters provided extra visibility to the SID campaign via Facebook activity. Several examples are shown below:

Source: Facebook

Political support behind SID

This year, SID received quite some attention from political figures across Europe. See a selection of postings below:

Tweet from Angela Merkel's spokesperson

Tweet from the official Twitter account of the UK Prime Minister

Facebook post from the Belgian Royal House's official Facebook page

Other celebrities supporting SID 2018

Will.i.am of the Black Eyed Peas on "The One Show" on the BBC, Source: UK SIC

Arsenal Football Club

Everton Football Club

Thunderclap campaign

As in previous years, Thunderclap was used to promote SID 2018 with great success. On the day of SID, a single, coordinated message was mass shared, flash-mob style, making a noise on social media to kick off the day's events and activities.

The aim of the campaign was to have a minimum of 100 people pledge support via their Facebook, Twitter and/or Tumblr accounts. This year, the campaign was supported to the level of 798 per cent with an impressive potential reach of 2.7 million users. In other words, 2.7 million people, living in 350 cities from 80 countries across the globe discovered through their Facebook, Twitter of Tumblr feeds that 6 February 2018 was Safer internet Day.

Source: Thunderclap

Web analytics

This section analyses the performance of the Safer Internet Day website during the Safer Internet Day campaign.

On 6 February 2018, the web traffic on the SID website increased considerably: out of the total 35,521 users, over 34,400 were new users and in total there were 39,669 sessions and 59,676 page views.
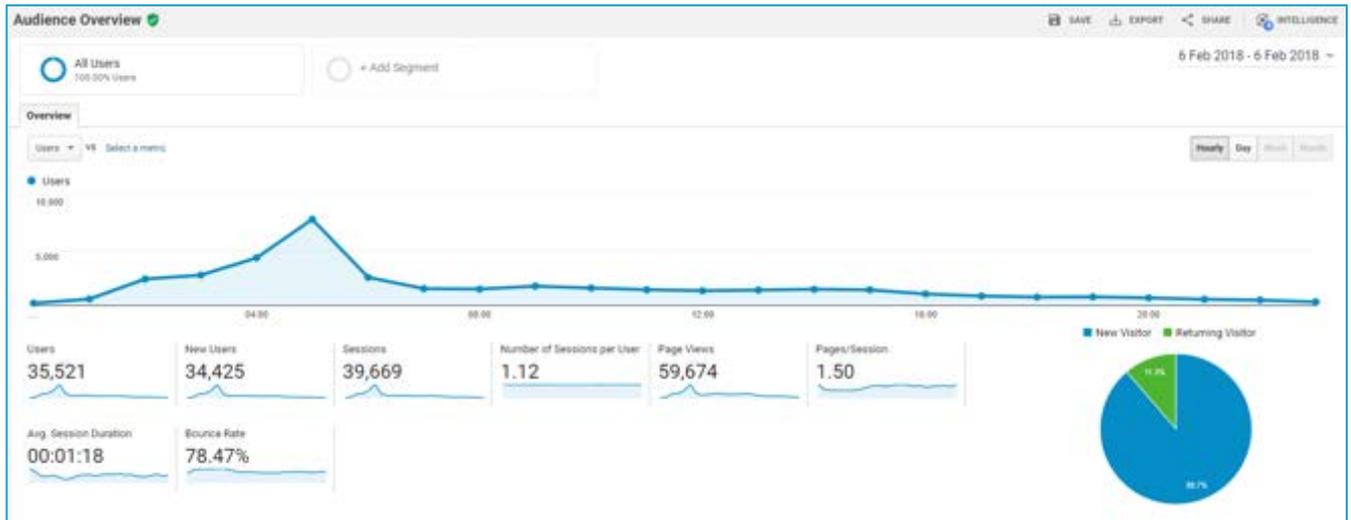
Source: Safer Internet Day website, Google Analytics

During the reporting period of 20 January – 20 February 2018, the website was consistent with this trend, namely 94,590 users visited the website producing in total 115,845 sessions and 190,366 page views.
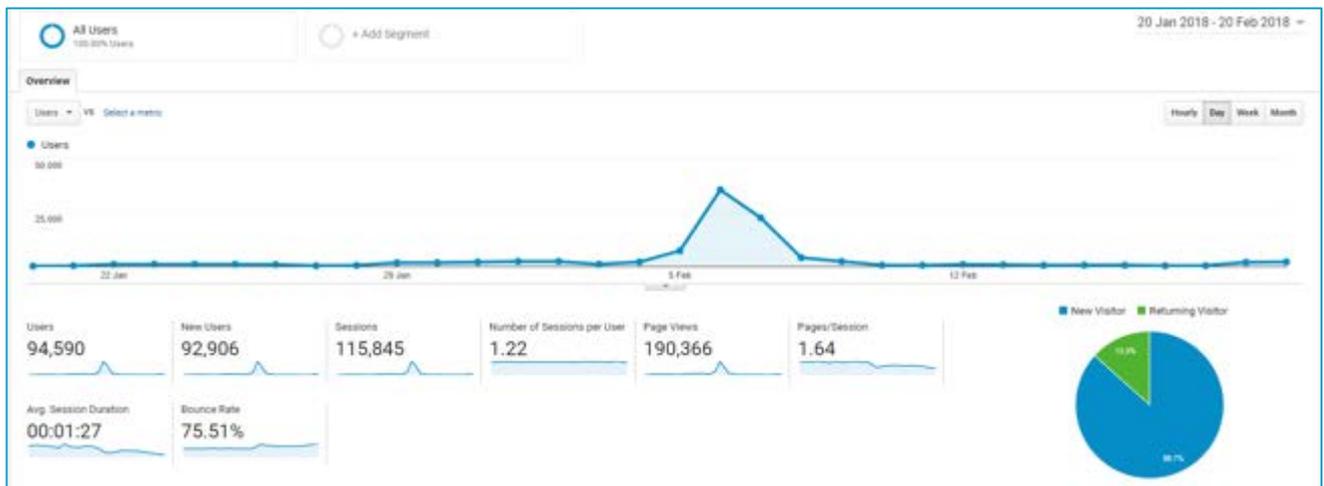
Source: Safer Internet Day website, Google Analytics

According to Google Analytics, most visitors accessed the website from the following ten countries:

	Country	Users	% Users
1.	United Kingdom	20,909	22.14%
2.	India	12,736	13.49%
3.	United States	5,572	5.90%
4.	Italy	3,721	3.94%
5.	Ukraine	3,683	3.90%
6.	Mexico	3,035	3.21%
7.	Argentina	2,820	2.99%
8.	Taiwan	1,996	2.11%
9.	Turkey	1,864	1.97%
10.	Spain	1,814	1.92%

Source: Safer Internet Day website, Google Analytics

The Better Internet for Kids (BIK) portal also saw an increase in traffic over the SID campaign period peaking on Safer Internet Day itself, indicating that SID also attracts attention to our wider work on safer and better internet issues.

Source: Better Internet for Kids portal, Google Analytics

Media activity

Several SID-related articles appeared in both national and international media during the reporting period. Some examples follow:

- Huffington Post (UK) - Safer Internet Day 2018: How To Ensure Social Media Has A Positive Effect On Your Child's Mental Health
- The Sun (UK) - Safer Internet Day 2018 is TODAY! How can you make sure your personal information stays secure online?
- La Repubblica (IT) - Safer Internet Day, navigare senza rischi. Fedeli: "Consapevolezza, informazione, regole, educazione"
- Digital Single Market blog - Launch of the #SaferInternet4EU initiatives on Safer Internet Day
- United Nations - 'Protect children and their digital footprint,' urges UNICEF on Safer Internet Day
- Council of Europe - Council of Europe joins forces with Safer Internet Day 2018
- Europol – Safer Internet Day
- Twitter blog - Twitter celebrates #SaferInternetDay 2018

Additionally, several Safer Internet Centres mention national media collaborations as being an element of their localised campaign activities. For more information, see Annex 1.

Conclusions

Once again, the celebration of Safer Internet Day was a great success, with awareness and reach growing significantly over previous years, especially evident through the number of new countries participating in campaign activities. The many positive actions of Safer Internet Centres, Safer Internet Day Committees, industry and organisational SID supporters, as well as the European Commission, policy makers, and individuals helped to amplify this year's theme of "Create, connect and share respect: A better internet starts with you". It is hoped that the focus will remain high throughout the coming months through partner's continuing actions, and the #SaferInternet4EU campaign in Europe.

Social media continues to play a very important role in the promotion and delivery of the campaign and, combined with its use by multiple stakeholders, proved to be an extremely effective tool in disseminating SID-related messages to all sectors of society. The use of social media will continue beyond the day of SID to bring forward SID success stories and to disseminate resources created under the auspices of the campaign.

As always, as one Safer Internet Day draws to a close so planning commences for the next! Safer Internet Day 2018 will take place on Tuesday, 5 February 2019, and work has already started on defining a theme for the day. Information will be progressively made available through the Safer Internet Day website, the Better Internet for Kids portal, the BIK bulletin and our various social media channels as it becomes available, with campaign activity starting in earnest in September 2018. We look forward to your support and involvement!

Annex 1:
Best practices of Safer Internet Centres (SICs) across Europe for Safer Internet Day 2018

Austria

On the occasion of Safer Internet Day 2018, Saferinternet.at presented the results of its recent study on the topic of "Digital media use by children from primary school– perspectives from children and their parents". The challenges for families are great; therefore, parents are often insecure, worried and overburdened.

In Austria, children in primary school use smartphones daily; not only do they extensively use their parents' devices, but more than half of nine-year-old children have their own device. The recent study by Saferinternet.at and the Internet Service Providers Austria (ISPA), carried out by the Institute for Sociology of the University of Vienna, explored what children do, what annoys them and what worries their parents, as well as how they react to these new challenges. The qualitative study interviewed 12 children aged 6 to 9 and their parents on their usage of digital media.

The results show that technical literacy is common among children, but they have difficulties related to recognising in-app purchases, judging content online and identifying product placement. The spectrum of approaches to these challenges within families varies from doing nothing to cooperative approaches, but also involves parents who monitor and control the digital media usage of their children. Parents are on the one hand worried about a range of topics, but also children show their annoyance related to the habits their parents have with digital media.
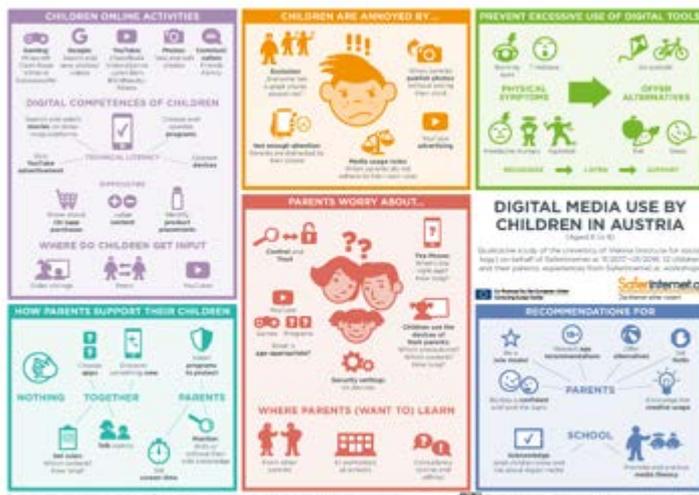
The Saferinternet.at study generated a lot of public interest. It was announced by a press release and presented at a press conference in Vienna. Extensive media coverage followed in local and national media (TV, radio, print and online), while interviews with the Saferinternet.at team were shown on national TV and popular radio stations. In total, SID-related interviews took place 33 times on radio and 18 times on TV. Additionally, all relevant Austrian print and online media reported about SID, with approximately 250 media clippings recorded by the Saferinternet.at team.

See the Austrian Safer Internet Day profile page for further information.

Find out more about the work of the Austrian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Belgium

This year in Belgium, cyberbullying was in the spotlight on Safer Internet Day. Many activities on this issue took place on SID and will continue throughout the year. Some examples follow.

First, the Belgian Safer Internet Centre developed a ready-to-use activity on cyberbullying especially for Safer Internet Day. Targeted at teachers and classes of the first degree of secondary schools, the activity begins with a video showcasing a simple case of what seems to be an innocent joke. After watching this video, students complete three activities which question them on issues like: Who would they share this video with? What media would they use? It also covers topics such as privacy settings on their profiles and how to deal with hate speech. Once they have completed the three small activities, a second video is shown which depicts a situation of cyberbullying through the repetition of this "joke" towards the same victim. Students are then requested to rethink the answers they previously gave now that they have a broader context of what is happening. For each issue, specific pedagogical resources are proposed to allow teachers to deepen the subject and understanding.

Secondly, Her Majesty the Queen of the Belgians wanted to address cyberbullying on the occasion of Safer Internet Day. As she is the Honorary President of the Belgian SIC, she requested its expertise to meet with eight children and youngsters who had been victims of cyberbullying in order to present a video on this issue on the day of SID, 6 February 2018. This clearly is a recognition of the good work and expertise of the Belgian Safer Internet Centre, while the video gained a huge reach and significant media coverage on this subject in Belgium which will extend way beyond SID. Read more on Queen Mathilde's blog.

Finally, industry was also involved in the campaign. Each year, volunteers from Microsoft and Proximus, acting as ambassadors of the Safer Internet Centre, reach more or less 15,000 primary school pupils with a workshop that addresses cyberbullying and other online safety issues. This workshop, called "Internet Safe & Fun" aims to teach the pupils how to behave in order to keep the internet both safe and fun!

See the Belgian Safer Internet Day profile page for further information.

Find out more about the work of the Belgian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Bulgaria

For SID 2018, the Bulgarian Safer Internet Centre (SIC) coordinated a number of campaigns starting on SID (6 February 2018) and continuing through until 17 March 2018 under the general heading of "Digital and Media Literacy Days". This initiative was made possible due to the founding of a "Coalition for Media Literacy in Schools" in October 2017 involving 14 partner NGOs working in the field of digital skills and media literacy of children and education. All campaigns were announced and launched on Safer Internet Day 2018.

The largest campaign of all targeted schools. The SIC developed lesson plans, presentations and guidelines for teachers to help them organise special interactive lessons with pupils from 1st to 12th grade. Schools were also provided with a plan and guidelines for a parents' meeting to involve them in the development of their children's digital skills and media literacy.

Together with the telecom Telenor, the SIC prepared an online campaign against hateful speech online. Titled "It depends on you", the campaign involved a number of online influencers who posted short videos in a specially developed website sharing their good and bad moments online deriving from comments from users. Their message was not to tolerate hateful online speech, but not to respond with hate neither.

The "Children Voice" Foundation launched a competition for teenagers on the theme "And the truth is…" challenging them to produce their own text, audio or video media content describing their feelings about the phenomenon of fake news.

The State Agency for Child Protection joined the national campaign by organising open discussions with teenagers and parents in 15 regions of the country on the topic of online risks for children.

The "Digital and Media Literacy Days" campaign will close on 17 March 2018 with a parents' forum with the participation of over 250 parents. Ten renowned experts will present on various aspects of the digital lives of children and will answer questions from the public. In addition, a dozen or so companies and organisations will be present in a special exhibition space, where new tools and resources aimed at protecting, entertaining and teaching children digital and media skills and competences will be on display.

The formation of a coalition of organisations proved a successful means to organise and coordinate various interconnected campaigns in Bulgaria, thus increasing the outreach both of SID and SIC activities.

See the Bulgarian Safer Internet Day profile page for further information.

Find out more about the work of the Bulgarian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Croatia

On the occasion of SID 2018, there was a public press conference and signing of the Internet Safety Charter which the Croatia Safer Internet Centre (SIC), along with partners, has initiated with help from HAKOM (the Croatian Regulatory Authority for Network Industries) and all three mobile communications operators (Croatian Telecom, Tele2 and VIPnet), in cooperation with the Centre for Missing and Exploited Children. This joint effort aims to raise parent's awareness of this important topic and, at the same time, show determination and readiness to participate in creating a better and safer environment for children on the internet and to promote the protection of children and young people. Although the charter was written by adults for adults to comply with, young Pavle aged 10 read the entire charter for the media and representatives of all three mobile communications operators. Details of the SID celebration were presented during the conference, which included Facebook support messages as well as brochures for children and parents in the 2017/2018 school year, which were printed and delivered to all elementary schools for fifth grade students (45,000 brochures). On behalf of the Faculty of Educational Sciences, doc. dr. sc. Tena Velki presented the results of research involving more than 3,000 high school students from all over Croatia. The results indicate worrying behaviour and knowledge of young information system users: over 31 per cent of students voluntarily wrote their private email account password in the questionnaire. In the overall national sample, the average risk behaviour of students as computer users is estimated to be highly risky (4 out of 5), while knowledge is estimated to be only average (3 out of 5).

More than 390 organisations, schools and institutions from across Croatia participated in the celebration of SID this year. Among other things, an innovative and diverse education package was provided to help participants plan celebrations, which included lectures, workshops, online video lectures for teachers, literary and creative works and promotional and educational materials. In line with marking SID among various target groups, the Parliamentary Committee on Health and Social Policy held a thematic session "Child safety on the internet" in the Croatian parliament which was initiated by the Croatian SIC. It attracted a high attendance rate and received lots of interest in both the media and among participants. In addition, the traditional internet quiz was hosted on the www.dansigurnijeginterneta.org website where children and young people could receive valuable prizes by participating in the largest online quiz. This year, 17,489 children and youth from Bosnia and Herzegovina and Croatia participated in the quiz, with over 44,645 quiz-solving sessions recorded.

SID 2018 was a great success in Croatia with involvement from influencers on Instagram and Facebook, good involvement and interest from schools and organisations, and a fantastic response from the media, the general public, policy makers and industry.

See the Croatian Safer Internet Day profile page for further information.

Find out more about the work of the Croatian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Cyprus

On Tuesday, 6 February 2018, in the context of Safer Internet Day (SID), an event was held in Cyprus with the theme "Create, connect and share respect. A better Internet starts with you". The event, organised by the Ministry of Education and Culture in association with CYTA and MTN, and with the support of the rest of the CyberSafety project partners of the European programme "Safer Internet – Better Internet for Kids", was hosted successfully at Filoxenia Conference Centre.

Designed to promote responsibility, respect, ethos and empathy, the event served as a reminder of everyone's responsibility - the state's, teachers', internet providers', parents' and children's - to turn the internet into a better and safer place for communication, entertainment and learning.

The honourable Minister of Education and Culture, Dr Costas Kadis, welcomed attendees to the event. More than 700 students of primary, secondary general, secondary technical and vocational education from schools all over Cyprus, accompanied by their parents and teachers, participated. During the event, through contributions from internet safety specialists, the participants were informed of the internet's opportunities, on how to deal with potential dangers, and also about prospects for its creative use.

At the same time, students had the chance to share their own messages about opportunities and challenges online. That was done through a screening of the winning videos from the short video competition for students with the motto of SID 2018. Moreover, students that participate in internet safety related programmes in their schools presented their activities via a poster exhibition. Additionally, a group of students presented a theatrical performance on online dangers of the internet and how to deal with them.

Lastly, during the event, cycling champion, Mrs Antria Christoforou, promoted the 1480 helpline and hotline services by premiering the TV spot "Enjoy your online routes safely".

The event was streamed live. The presentations, videos, photos, and other material from the event can be found at https://internetsafety.pi.ac.cy/SID2018.

See the Cyprus Safer Internet Day profile page for further information.

Find out more about the work of the Cyprus Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Czech Republic

In the Czech Republic, the 15th edition of Safer Internet Day debuted with a press conference held in the European House in Prague. On the occasion, the Czech Safer Internet Centre (SIC) launched two competitions:

- the traditional competition focusing on promoting SID 2018 in schools, public libraries and information centres for young people which ends on 31 March 2018 with winners being awarded valuable prizes.
- a competition called "What's Your Story?": a youth contest launched by TrendMicro for the first time in the Czech Republic.

Prof. David Smahel, member of the EU Kids Online team, published interesting figures from his research of the behaviour of Czech children on the internet. His research showed that 26 per cent of children complain that their parents had published online information about them without asking for their permission and 13 per cent of children have already asked their parents to delete some information published without their authorisation.

The conference also addressed the approaching deadline for implementing the General Data Protection Regulation (GDPR) and the issues related to the age limit for parental consent raised a lot of attention among journalists and the media. During the workshop, among the most discussed aspects pertaining to the GDPR there was the obligation of governments to discuss with children the legislation that affects them.

Children from Czechia, Croatia, Cyprus, the Netherlands and Slovakia discussed GDPR-related issues as well as the best ways to become involved in the preparation of the next Safer Internet Day, SID4EU and SID4Kids initiatives.

An important outcome of the discussion was the *Call of the children of the Czech SIC Youth Panel* addressing the Czech government, Czech Parliament and also other child organisations to keep the age limit at 13 years, to speed up the process of adoption of the new legislation for personal data protection, and to establish a system to inform, stimulate and enable children to have their say about the legislation affecting them before it is adopted and mandatory. The call is accessible on the Saferinternetday.cz website.

See the Czech Safer Internet Day profile page for further information.

Find out more about the work of the Czech Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Denmark

On the occasion of Safer Internet Day (SID) 2018, the Danish Safer Internet Centre (SIC) launched a campaign targeting young male gamers. In a collaboration between the Centre for Digital Youth Care and The Media Council for Children and Young People, a campaign has been created consisting of a video, a landing page and 5,000 webcam sliders. With a double interpretation of the campaign name Sikkerspiller (translating to secure player in English), the initiative seeks to catch the attention of primarily young boys aged 12-18; boys who sometimes engage in activities in front of their computers and cameras which is best kept private!

Although the campaign targets young boys, the advice provided is relevant to wider audiences also and hence is being introduced in a broader context.

The overall scope of the campaign is to empower youth in regard to online protection, underlining the fact that webcams sometimes get hacked and you need to take precautions in order to keep your devices and privacy private. The cooperation between the Centre for Digital Youth Care and The Media Council for Children and Young People was a good way to complement the knowledge and competences of the two organisations for the total benefit of the campaign.

Sikkerspiller.dk illustrates the importance of using webcam sliders for your webcam and provides five points of good advice to protect yourself online in a broader context:

1. Use a webcam slider, so no one watches you.
2. Keep a secret: never share your password.
3. Activate and update antivirus software, operating systems and apps.
4. Privacy is private: never share private information online.
5. Think: Use your common sense when you are online.

As a supplement to the campaign, 5,000 webcam sliders have been produced. These have been handed out free of charge for teachers and other professionals for them to pass on to students. There has been a great interest in the webcam sliders, with only a fifth of the stock left after one month. 80 schools have requested and received sliders. Due to the high cost of producing these, there is a limited batch. This should however in no way conflict with the success of the initiative, since there are countless ways to block and protect you webcam.

The website remains online since the core message of the site and film remains relevant beyond the celebration of SID. With its humour, it will remain fresh and relevant for the target group for a long time to come. Visit the website sikkerspiller.dk for further details (in Danish).

See the Danish Safer Internet Day profile page for further information.

Find out more about the work of the Danish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Estonia

In Estonia, the Safer Internet Day 2018 kick-off event took place on 18 January 2018 when an invitation to celebrate Safer Internet Day during the period 6-10 February 2018 was sent to all schools, kindergartens and youth centres. In the invitation, all recipients were asked to describe and give information about their activities for Safer Internet Day. Together with the invitation, recipients were also sent a set of thematic educational materials (lesson plans, videos, information materials, and so on) as inspiration for organising different activities.
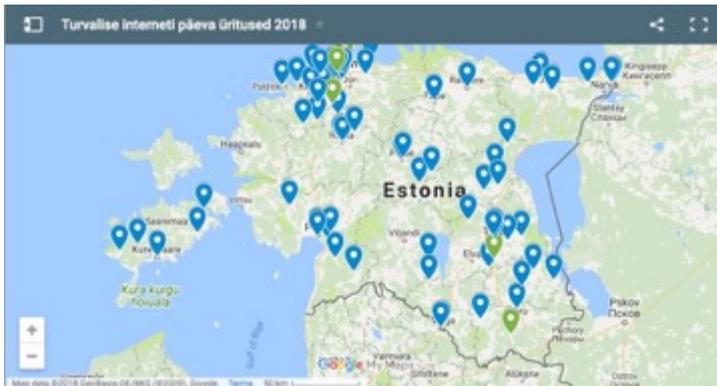
Every school, kindergarten and youth centre who informed the Estonian SIC about their SID celebration activities were placed on an interactive map.

Most activities were carried out on 6 February, Safer Internet Day itself, but some schools celebrated the occasion across the whole week. Activities included the organisation of thematic lessons, lectures, interactive workshops, online and offline games, and quizzes. In some schools, thematic offline and online posters were created, and thematic discussions were carried out using the forum theatre method, for example on cyberbullying issues. One school initiated a workshop on fake news in order to test students' critical thinking ability. Altogether, about 15,000 children and young people from all over Estonia participated in activities and events organised by their school, kindergarten or youth centre.

Also on 6 February 2018, the Estonian SIC published a special edition of the Estonian Union for Child Welfare's online magazine dedicated to SID 2018. The online magazine included thematic articles which were written by different specialists working in the area of IT, education and youth work, and also in public authorities. The magazine was disseminated via the Estonian SIC website and also via the online channels of different stakeholders.

In addition, an international conference was organised on the day of SID in cooperation with the Estonian Union for Child Welfare, Telia Estonia and the Association of Estonian Informatic Teachers. Titled "A better internet starts with you", the conference focused on online communication culture. During the conference a discussion panel took place where, among the various speakers, Estonian SIC Youth Panel representatives also participated. The main target groups of the conference were school and kindergarten teachers, youth workers and other specialists working with young people, but also representatives of public and governmental authorities.

The theme of Safer Internet Day 2018 – A better internet starts with you – received lots of attention from media channels and the public. For example, the radio channel Kuku Radio initiated a public phone-in discussion giving people the opportunity to express their views about the quality of online communication culture.

See the Estonian Safer Internet Day profile page for further information.

Find out more about the work of the Estonian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Finland

The theme of SID 2018 illustrates aptly the variety of different aspects in which the internet is related to our daily lives. This is an important notion when considering the ways in which we can support and develop the skills and competences, such as media literacy, that are necessary for full participation in the digital era. To support people's rights for equal possibilities in developing the citizen skills of today, it is important to work together.

In the digital era, media literacy is not important just for some, but for all
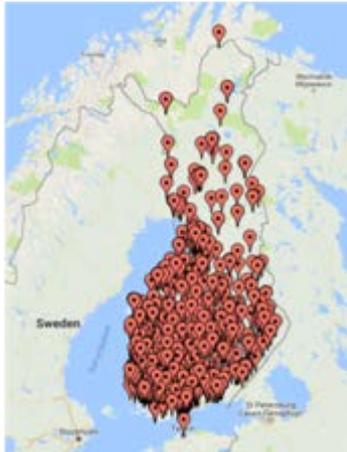
In Finland, Media Literacy Week (MLW) was celebrated in place of the SID campaign. The aim of the week is to advance the media literacy skills of children and young people, as well as to support professional educators, guardians and other adults in their important media educational tasks. The week is planned and carried out in co-operation with over 50 partner organisations from all sectors of society, from governmental organisations to NGOs and businesses.

Media literacy is important for all. Through the broad-based cooperation it is possible to reach educators and experts from different fields. This year, MLW was celebrated in over 2,000 local institutions (such as schools, kindergartens, libraries, youth work centres and museums) across the country.

Working together helps to discover broad variety of perspectives
Media literacy is a broad concept that covers a variety of different topics. Cross-sectoral cooperation enables us to take into account various aspects that are important in developing media literacy. Together with MLW partner organisations, 36 campaigns were carried out during this year's Media Literacy Week. The topics varied, for example, from fake news and information literacy to digital rights, and from the countering hate speech to wellbeing, safe and wise use of the web and building positive encounters and empathy online.

As one of the campaigns, a new educational resource "Hunting for reliable information (Luotettavan tiedon metsästäjät)" was published. The material helps to discuss the significance of media in information transfer and practice assessing the reliability of information. The material consists of two linked sections concerning media and science. To take into account the variety of perspectives related to these topics, the material was planned and conducted in cooperation with several expert organisations.

Media education is not just a one-week event
Even though this successful campaign takes place only for a one week, it's important to remember that media literacy is too important a topic to be forgotten for the rest of the year. This is why Media Literacy School, the web portal to support educators, is open 24/7 with access to information and resources.

See the Finnish Safer Internet Day profile page for further information.

Find out more about the work of the Finnish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

France

Intox, hoaxes and fake news have always existed in most western countries, but events of 2017 widely highlighted the emergence of fake news specifically produced and spread in order to influence the result of political decisions or highly important elections. As part of the French Safer Internet Centre (SIC), Internet Sans Crainte decided to tackle the complex question of the production of fake news and its diffusion on the web. The result? A Safer Internet Day 2018 campaign dedicated to this theme and four ways of spreading the word.

Launch of a new awareness resource

Firstly, Internet Sans Crainte launched the production of a pedagogical resource aimed at primary and secondary schools addressing the issue of fake news in a ready-to-play pattern. The resource, Info Hunter, has been created in cooperation with online media Spicee, whose CEO - Jean-Bernard Schmidt - and journalists are mainly engaged in awareness campaigns and talks. Supported by the Ministry of Education, the educational material was launched online on 6 February 2018, the day of SID, and will be promoted in schools until mid-March when the French Media Literacy Week takes place. During the week, dedicated workshops will be led by hundreds of teachers and educators all over the country.

Go public!

Supporting and surrounding the kick off of the Info Hunter resource, the French Awareness Centre, led by Tralalere, gathered 80 members of the ecosystem for a special event that took place in Paris on 5 February 2018. The main round table, hosted by Tralalere with speakers from the hotline and helpline, journalists from Europe 1 and Spicee, National Federation of Telecommunication, Ministry of Education, French browser Qwant Junior, innovative teachers' and parents' association, CNIL, was followed by informal talks involving the stakeholders and the journalists.

Be visible in the mass media

Together with its consortium partners e-Enfance and Point-de-Contact, Internet Sans Crainte also published a column in the Huffington Post online newspaper. Addressing French government and administrations in particular, the statement asks for the establishment of a strong media literacy and digital culture education curriculum for both pupils and teachers, from primary school age. In parallel, a global PR campaign helped to reach most of the main French media and highlight the key messages of Safer Internet Day.

Get your partners involved!

As always, main partners were asked to support the campaign and to share SID content on their own communication channels. A call to action was issued to each organisation and famous companies, such as Snapchat and Orange, answered the call by delivering special online and offline campaigns.

See the French Safer Internet Day profile page for further information.

Find out more about the work of the French Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Germany

The German Safer Internet Centre, klicksafe, proudly looks back on a very successful Safer Internet Day. This year, more than 220 SID events were registered across the whole of Germany focusing on, among others, topics such as cyber grooming, sexting, fake news, online privacy, hate speech and artificial intelligence. As a result of SID, there was also an enormous boost in material orders: in January 2018, an unbelievable number of 100,000 materials were sent out.

Speaking of materials, on Safer Internet Day itself, a new educational resource entitled "Selfies, Sexting, Selbstdarstellung" (Selfies, Sexting, Self-portrayal) was published, which can be downloaded for free from www.klicksafe.de and www.handysektor.de. Moreover, on 6 February 2018, a press event was organised at the Berlin Cosmopolitan School where high school students talked with prominent guests about the topic "Everything under control?! How confident and self-determined are we online?". The day kicked off with a workshop during which pupils brainstormed about data privacy and control on the internet. Afterwards, they got the chance to discuss the topic with YouTuber Christina Ann Zalamea ("Hello Chrissy", "Wishlist"), popstar Lukas Rieger, actor Tom Beck ("Einstein"), and Dr. Ralf Kleindiek, State Secretary at the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth. Thanks to the press event, much national media awareness on the topic of internet safety was generated.

During the press event, a new video series was launched, titled "#deineKontrolle" (#your control). In this video series, the popular YouTubers "HelloChrissy", "FräuleinChaos" and "Tomatolix" share their experiences of situations in which they lost control online. Moreover, the three YouTubers encourage viewers to inform themselves about online data collection practices (for example, by reading terms and conditions of digital products) and they give advice on how to regain control over personal data.

Also on Safer Internet Day, the results of a forsa-survey were published. The survey was conducted among 1,010 private internet users (age 14+) a week before Safer Internet Day. In short, the results of the study showed that about half of the surveyed participants feel insecure about whether or not their personal data is safe online. In addition, the study demonstrated that many of the surveyed parents are worried about their children's media use: a majority (55 per cent) are worried that their child might be contacted by strangers online, and 48 per cent of the parents surveyed are concerned that their child spends too much time online.

See the German Safer Internet Day profile page for further information.

Find out more about the work of the German Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Greece

The message "Create, connect and share respect: a better internet starts with you" was spread all over Greece during SID 2018. The main event of Greek Safer Internet Centre - under the auspices of the Greek Ministry of Education - was a great success, and included the announcement of Mrs Fereniki Pnagopoulou, Legal Auditor of the Hellenic Data Protection Authority, that the proposal of the law drafting committee for the age of digital consent in Greece is 15 years of age. The presentation of the first results from research by the Greek Safer Internet Centre on the impact of social media on children, the participation of the Greek Cybercrime's unit Director, Mr George Papaprodromou, and the big response of people and authorities to the event contributed to its success. At the same time, ambassadors organised events in schools all over the country.

In his speech, the President of the Central Union of Municipalities and Communities of Greece, Mr George Patoulis, pointed out that the proper use of the internet is a matter of education, which all the institutions and especially the state have to provide to younger generations. He also expressed his full support for the work of the Greek Safer Internet Centre of FORTH in tackling digital illiteracy for the young and the elderly, which he described as one of the worst forms of exclusion.

The Director of the Electronic Networks and Communication Directorate, Mr Giorgos Pantos, gave an address stressing that engaging with the digital world requires the cultivation of critical thinking and new skills so that we can navigate safely. The new GDPR helps in this direction, provided of course that in-depth information is provided by all stakeholders for citizens. The Youth Panel of the Greek Safer Internet Centre pointed out that the changes brought by the new GDPR are in the interest of children as they have not yet acquired the critical capacity required and sufficient training on privacy issues.

The event ended with the awarding of prizes to the winners of the Pan-Hellenic student competitions which were organised by the Greek Safer Internet Centre on the occasion of SID 2018. More than 300 schools at all educational levels across the country participated, with the children's creations surpassing expectations making the selection of winners a very difficult process.

See the Greek Safer Internet Day profile page for more information.

Find out more about the work of the Greek Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Hungary

The Hungarian Safer Internet Day event was held in Graphisoft Park, at Microsoft Hungary's headquarters. After a welcome speech by the Programme Coordinator and Microsoft Hungary's Marketing and Operations lead, the event kicked off with an awards ceremony for the digital storytelling and literary competition. With a title of "Digital future with a child's eye", the competition's aim was to encourage students to create and write their thoughts about the digital future.

More than 70 stories were submitted during December and January, and prizes, including money and tablets, were awarded across two categories (ages 6-10 and ages 10-15). Competition supporters were the HPe Hungary and the Balabit IT Company. After the ceremony, a teacher, who also organised an interactive training session in Szeged, joined the event over Skype to share thoughts on the Safer Internet Day celebrations with the gathered audience.

Another interesting aspect of the event was the Live Library, where numerous experts from different fields, such as social media, helplines, hackers, police and the media, presented their aims, their work, and their opinions. Participants had the opportunity to ask questions and discuss issues with them in small groups.

One of the most interesting live books was the "Youth on the net" one, hosted by two youth panellists:

"*After the awards ceremony, the audience had the opportunity to visit our 'Live Library'. It was an interactive discussion centre. Everybody could look around the tables and ask questions of experts from different fields such as cybercrime, psychology, media and communications. In addition, students could talk with hackers and with the youth panel too. Márton Sós and I represented the youth panel and, after they'd heard some game cheats from the previous stop, we were waiting for the kid's questions with an open mind. They were very curious about the always-changing world. They wanted to know everything about the latest applications, the dangers and the risks of the internet, and the secrets of maintaining a safe account. The most popular theme was making new friends and keeping in touch with them. Furthermore, we talked about computer games and tried to figure out what the future will hold for us.*"

Fanni Borbás, Youth Panellist

For those who were unable to attend the event in person, a live stream was provided via Facebook.

During the whole event, trainers from the Hungarian Safer Internet Centre played the giant Likehunter board game with the participating young people.

See the Hungarian Safer Internet Day profile page for further information.

Find out more about the work of the Hungarian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Iceland

For the celebration of Safer Internet Day 2018, the Icelandic Safer Internet Centre (SIC) planned multiple activities, all with focus on this year's slogan: "Create, connect and share respect: A better internet starts with you". All activities were organised by the SIC consortium (Home and school – National parental organisation, Red Cross Iceland, Safe the Children Iceland and the National Police) in collaboration with the Ministry of Education, Ministry of Welfare, Ministry of Interior and the University of Iceland.

A conference was organised in collaboration with the University of Reykjavik and the City of Reykjavik. On the agenda were issues ranging from the psychology of social media and smart devices, to screen time of our youngest users. Discussions involved a range of experts and a range of users, with youth panellists also forming part of the audience. In total, over 200 people attended the conference and over 400 participated online, making it by far the biggest Safer Internet Day conference in Iceland to date.

Prior to Safer Internet Day, the SIC had developed over 20 new teaching modules, for all age groups, on a variety of topics such as fake news, hate speech, sexting, digital citizenship, online bullying and streaming. Several new posters, along with parental and school guidelines, were also published as part of the Safer Internet Day campaign. A notification was sent to all schools and all parental organisations in Iceland to announce the availability of the new materials.

Also on Safer Internet Day, the SIC launched a new web page (saft.is), published several papers for the printed media, and were interviewed by all the major radio and TV stations on this year's SID activities.

See the Icelandic Safer Internet Day profile page for further information.

Find out more about the work of the Icelandic Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Ireland

On Safer Internet Day 2018, Webwise Ireland launched a new educational resource called "Be In Ctrl". This new post-primary resource was created in partnership with the Irish Police, An Garda Síochána and was developed to support teachers as they address the topic of online sexual coercion and extortion.

The launch consisted of a series of talks from PDST, members of An Garda Síochána and a Youth Panel discussion with MC for the event, Jess Kelly from Newstalk. Read youth panellist Siofra's account of the day.

As part of this campaign, Safer Internet Day Ambassadors and youth panellists were asked to get involved. Together with Webwise, a campaign video was created giving advice of how young people could #BeInCtrl of their online lives. This positive message campaign was really successful and was shown at the launch of the resource, along with a youth panel discussion.

Across Ireland, there were over 475 Safer Internet Day events in schools and organisations involving more than 102,000 people. This year saw a wide range of activities taking place from hosting workshops to cart-wheels, topics being addressed across the country include image sharing, screen time, social media use, fake news, net neutrality, cyberbullying and much more. Young people have come up with some wonderful ideas for Safer Internet Day 2018. A video gives a small taster of how schools, youth groups and organisations across Ireland marked Safer Internet Day.

Lots of partners, organisations, and companies got on board for Safer Internet Day too! The Better Internet for Kids (BIK) project, delivered in partnership with the Insafe network of Safer Internet Centres, released their new and updated Online Safety MOOC (Massive Open Online Course) on Safer Internet Day 2018. The funding was provided by the European Commission's Connecting Europe Facility (CEF). Cybersafe Ireland launched a new leaflet for parents on how to talk to children about technology. They also released the results of their annual survey on children's use of the internet. GoogleForEducation showcased their new resources at the NAPD Online Safety Symposium in the run-up to Safer Internet Day: a primary-level game called Interland and a Digital Citizenship and Safety course for teachers.

See the Irish Safer Internet Day profile page for Ireland for further information.

Find out more about the work of the Irish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Italy

Using the web consciously, and also the active and responsible role that everyone can play to in surfing the internet positively and safely, was the goal of the 2018 Safer Internet Day campaign in Italy, promoted by Generazioni Connesse, the Italian Safer Internet Centre.

This year, an event involving adolescents and children was organised for SID 2018 at the Brancaccio Theatre in Rome, while many schools also watched remotely via a live stream from the event. During the morning, which opened with a live broadcast from a Commissioner-led event at the European Parliament in Strasbourg, the new video from the national series of cartoons, "Super Errori", was launched.

To coincide with SID 2018, the second national day against bullying and cyberbullying in schools was celebrated, entitled "Blue Knot - schools against bullying". Students, schools and partners joined in and shared the "Blue Knot" through their communications channels, a symbol of a national stance against bullying by Italian schools.

Many other initiatives were presented on the occasion of Safer Internet Day 2018, such as "Be Aware. Be Digital", promoted by the Security Information Department of the Council Presidency. The aim of the campaign is to promote an aware use of the internet and technologies, with particular attention to the issue of data protection on the web. Likewise, "Campioni di Fair Play" is a campaign dedicated to cyberbullying: a value path for spreading the educational values of sport, fair play and the fight against bullying. This campaign is realised by CONI and MIUR in collaboration with the National Sports Federations.

Playful moments were alternated with a more "institutional" approach during SID celebrations, with study steps including answers and recommendations from experts. Approximately 900 students were present in the theatre where they participated in games to test their knowledge of web risks. At the end of the event, students of the Largo Oriani school gave a rap performance on the theme of bullying.

Also on the occasion of SID 2018, one of seven seminars for youth professionals (an activity coordinated by Save the Children within the Safer Internet Centre), took place in Florence at "Brunelleschi Hall" of the Innocenti's Institute. The seminar, organised in collaboration with the University of Florence with the patronage of the Florence's Municipality, involved approximately 150 youth professionals. See the Generazioni Connesse website for more on the event.

See the Italian Safer Internet Day profile page for further information.

Find out more about the work of the Italian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Latvia

A focus of Safer Internet Day 2018 in Latvia was on making parents and pedagogues aware of the importance of encouraging children and adolescents to spend time online meaningfully: for example, by using targeted and high-quality content to improve and strengthen their knowledge and critical thinking skills.

The Latvian Safer Internet Centre (SIC), together with the Ministry of Culture, hosted a SID press conference during which a recent study on children's and adolescent's media literacy skills and their usage of modern technologies was presented, revealing that watching online videos is the most popular way of spending time on the internet among children and young people in Latvia. About half (46 per cent) of children aged 9 to 12, and 41 per cent of teenagers aged 13 to16, watch video blogs or video bloggers and celebrities on YouTube for several hours each day. Moreover, 40 per cent of children and teenagers spend time online without any particular intention, mainly watching random videos or browsing pictures. Experts from the SIC and the Ministry commented that key findings from this comprehensive study drew the conclusion that children's skills on media literacy and digital competence should be further strengthened, and that these topics should be more thoroughly integrated into the school curriculum through compulsory studies.

To encourage youngsters to use media responsibly and get engaged in making the internet a better place, the Latvian SIC organised a Youth Forum titled "I'm on the internet! I participate!" for youngsters aged 15 to 18. The Youth Forum was focused on how to develop a fundamental sense of media literacy skills among youngsters – that is, improving their ability to critically evaluate online content and activities on the internet such as spotting fake news, checking the facts before sharing posts, and so on. Speakers included a media policy expert from the Ministry of Culture, head of the E-service Department from the Ministry of Environmental Protection and Regional Development, the social media editor from Latvia's most popular news portal Delfi.lv, and a founder of TechHub Riga.

Experts encouraged youngsters to use social media responsibly, demonstrating real examples of fake news being disseminated online in the Latvian media and emphasising the consequences it can have for the nation and Latvian media in general. Youngsters were also encouraged to engage in making the internet a better place by creating media content themselves, rather than just consuming the content created by others.

Alongside the Youth Forum, participants attended workshops with media experts. Teachers participated in workshops sharing best practices for setting rules for mobile phone use in schools, while youngsters participated in workshops with experts who inspired them to think, evaluate and participate in different important social processes online. The participating experts included a multimedia artist, and representatives from the NATO Strategic Communications Centre of Excellence and the Ministry of Culture.

Youngsters and others who were interested in the event but were unable to attend in person had the opportunity to watch it live on the Latvian SIC's website at Drossinternets.lv and on Facebook, reaching in total 1,253 unique views.

As part of SID 2018 activities, schools were also invited to participate in a "Photo detective" contest where children and youngsters had to find the differences in pictures and text messages. The activity was a way of finding out if they understood how easy it is to manipulate people's minds with seemingly innocent pictures. The contest was organised as an online quiz available for the whole month of February, with more than 10,500 children and young people participating.

In order to find out the role of opinion leaders – such as celebrities – and understand if young people are involved in the discussions and activities of these leaders, the Latvian SIC teamed up with lifestyle blogger Maija Armaneva (23,000 followers) and multimedia artist Kasher (15,000 followers) to conduct a social experiment on Instagram. Both bloggers encouraged their followers to be active and express their views on specific issues or small tasks. The experiment showed that the more time and energy they requested from their followers – for example, to help, to advise and to recommend – the less participation and responsiveness they got. Watch a video of the experiment here.

The Latvian Safer Internet Centre also invited Latvian schools and libraries to take part in Safer Internet Day celebrations by organising internet safety events in their parish, city, region/village schools, libraries and youth centres. As a result, Safer Internet Day was celebrated with more than 65 events across Latvia, involving more than 5,000 participants.

View the Latvian SID photo gallery here and see the Latvian Safer Internet Day profile page for further information.

Find out more about the work of the Latvian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Lithuania

On 6 February 2018, the Lithuanian national Safer Internet Day event took place at the national conference centre LITEXPO. The event focused on 5th and 7th grade pupils, their teachers and their parents. All activities of the event were presented by Audrius Bružas, an actor known for Lithuanian improvisational theatre, cinema and television work. Audrius is well known among children and youth and is able to communicate with younger and older audiences equally.

The theme of SID 2018 was "Create, connect and share respect: A better internet starts with you". During the event, it was stressed that we all are creating a better internet in which not only content is important, but also respect for each other. It was therefore decided that it's very important to say that a better internet starts with us… this is one of the main reasons why the title of the event was chosen to be "Everything starts with us!".

The event kicked off with the showing of a video for teachers, parents and pupils: "Tips for parents on how to help kids online" and "Tips for curbing online bullying". Later, a lecture on the topic "How to properly use social networks?!" was given. The lecture was broadcast live and translated with sign language. A video of the lecture can be seen here.

Students participated in six different activities with a focus on safer internet issues. All of them tried:

- to build robots together with a team of the Robotics Academy.
- to pose for a Safer Internet magazine cover in a photography studio.
- to try out programming skills by playing the game "Scottie go".
- to test knowledge in solving various tasks on the topic of internet security. The tasks were performed using interactive floors, walls and tables.
- to be a movie star when they were interviewed by "journalists" (youth panel members).
- to share the photos taken at the event using the hashtag #TogetherForRespect.

The activities aimed to show the participating children the opportunities which the virtual world offers and to help them learn more about its possibilities, while also showing them the importance of teamwork.

In Lithuania, youth panel members are always involved in SID activities. During the main SID 2018 event, youth panellists took on the role of reporters, accompanied by the Youth Panel Coordinator. Youth panellists supported the participants, performed interactive activities, filmed video reports, and awarded the winners of the creative competition run by the Lithuanian SIC in December 2017. The youth panel's SID 2018 video reports will be published at a later date on the project website at www.draugiskasinternetas.lt.

Another target group of this event was adults (teachers and parents). Adults had the opportunity to participate in practical activities designed specifically for them. Various specialists, such as children's psychologists, representatives of the Ministry of National Defense, representatives from the Education Development Centre (EDC) and others, shared their experience on the topic of online safety. Safer Internet Ambassadors also shared their experiences and moderated the whole adult part.

In parallel, a roundtable discussion of policy makers, industry, SIC representatives, Advisory Board and Steering Committee members, and youth panellists took place. Participants discussed policy issues relating to the protection of children on the internet, shared their experiences and knowledge of who and in which areas it is formed, and considered the role of non-governmental and public organisations and business in the development of a safer and better internet. Participants also discussed possibilities for collaboration alongside supporting youth panel and awareness-raising activities, taking into consideration recommendations from OECD experts:

- Strengthen initiatives to educate and empower children and parents to evaluate and minimise risks online.
- Encourage further opportunities for cooperation and dialogue between key governmental and non-governmental institutions.
- Improve the regular monitoring and measurement of the evolution of children's digital literacy and further the growth of a robust empirical and analytical basis for evidence-based policy development and implementation.

The event culminated with an awards ceremony for various competitions conducted in the framework of Safer Internet Day. To encourage the participants to take part in this event again and again, the coordinators of the event honoured every winner and gave them a chance to personally present their work. All event participants received yellow hats with the emblem of the project. More photos from the event can be found here, while video material related to Safer Internet Day 2018 can be found here.

In addition to the main event, the word about SID 2018 and the Lithuanian Safer Internet Programme was spread during an entire Safer Internet Week (5-9 February 2018). Activities included:

- Safer Internet Centre representatives participated in national TV and radio shows.
- Schools were invited to join the eSafety label community, to fill in the assessment form and get the eSafety label for their school.
- Schools were invited to join events taking place in libraries.
- The "Safer Internet Week in my school" campaign encouraged educators to arrange various events in Lithuanian schools, either as competitions for students, or as creative or educational activities.
- The activities of the eTwinning programme were promoted in Lithuanian schools.
- The activities of the project's Consortium members were shared.
- A "Workshop of the Youth Forum of Safer Internet Day 2018" was held.
- All Lithuanian schools were invited to share their activities via the project website.

The support of Lithuanian national radio and television greatly increased the visibility of Safer Internet Day 2018 due to its high ratings, with one example being a quiz on internet safety on the national television morning show "Labas rytas, Lietuva". For the entire Safer Internet Week, the host of the show held a quiz about internet safety each morning and TV viewers called the studio to answer questions. The winners were awarded with thermos cups with Safer Internet Centre logos.

See the Lithuanian Safer Internet Day profile page for further information.

Find out more about the work of the Lithuanian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Luxembourg

As the Safer Internet Centre of Luxembourg, BEE SECURE participated in Safer Internet Day 2018 with numerous activities and events before, during and after SID. A complete list of all activities in Luxembourg organised as part of Safer Internet Day 2018 can be seen on the BEE SECURE website.

Overall, there was a huge press and media coverage on Safer Internet Day. One media highlight was a short TV report on Big Data "A data day" in collaboration with RTL Luxembourg. Also, the SID press conference was shown on RTL TV and numerous interviews in journals and radio stations promoted the concept of SID to the public. Furthermore, an event at cinema "Kinepolis" with school classes and a "Privacy Salon" for best practice in cyber privacy took place, several publications were published and, last but not least, BEE SECURE also took up an invitation to visit Strasbourg to meet Digital Economy and Society Commissioner Mariya Gabriel at the European Parliament.

TV report: "A data day"
As part of the BIG DATA campaign: "Who is doing what with my data?", RTL Luxembourg accompanied two people for a day: one who was particularly interested in the protection of personal data and the other who wanted to see how our data is collected and processed daily.

Fun awareness raising at cinema "Kinepolis"
Students and their teachers from around the country were invited to come watch the film "The Circle" at the Kinepolis Kirchberg, which addresses the theme of online chatting and social media. After the viewing, the audience was invited to participate in an open discussion with BEE SECURE.

BEE SECURE's delegation to Strasbourg
By invitation of Commissioner Mariya Gabriel, BEE SECURE was present in Strasbourg with three Luxembourgish delegates for an official meeting together with other members of the Insafe network. As part of SID, the Commissioner launched the #SaferInternet4EU campaign to promote digital literacy among children and youngsters. BEE SECURE would like to thank the Insafe network, European Schoolnet and Mariya Gabriel for this extraordinary experience and for supporting of the mission of creating a better internet for kids, youngsters and parents. Read more on the campaign on the BIK portal.

Privacy Salon

Privacy Salons are skill and knowledge sharing sessions which aim to teach people the basic ways of protecting themselves and their data from intrusive surveillance. On SID 2018, a special edition of the Privacy Salon took place in Luxemburg city at level2, where over 20 people shared their online experiences and learned about best practice and tools for ensuring more privacy from experts.

Important publications

The 2017 annual report was published in the frame of Safer Internet Day 2018, providing insight into the work, impact and experience of BEE SECURE at both national and international level.

A guide for teachers and educators, titled "Setting an example through my use of social media", was also published in the French language. The guide (also available in German) offers a brief summary of the various problems that teachers and educators may encounter on social media platforms (online reputation, photo sharing/publication, third-party distribution) in order to provide a clear and quick overview of best practice tips.

Facebook also published, in collaboration with KannerJugendTelefon (KJT) and BEE SECURE, a guide on online safety and responsible sharing localised for Luxembourg.

You'll find reactions, videos and photos from Luxembourg's celebration of Safer Internet Day 2018 on our social network profiles at Facebook BEE SECURE and Twitter BEE SECURE.

See the Luxembourgish Safer Internet Day profile page for further information.

Find out more about the work of the Luxembourgish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Malta

Tuesday, 6 February 2018 marked Safer Internet Day and this year's theme was "Create, connect and share respect: A better internet starts with you". In Malta, in an official statement, the Office of the Commissioner for Children commented that it is a call for action for every stakeholder to play their part in creating not only a safer internet but a better internet; an internet where everyone is empowered to use technology responsibly, respectfully, critically and creatively. The Office also stated that it is committed to creating a better internet and forms part of the BeSmartOnline! campaign which brings together the Malta Communications Authority, Agenzija Appogg and the Directorate for Learning and Assessment Programmes within the Ministry for Education and Employment. This initiative strives to safeguard children online and to ensure that they have positive online experiences.

In order to commemorate the day in Malta, several initiatives were undertaken. Schools were encouraged to organise activities for children; over 30 schools committed to celebrating this day by organising special assemblies, talks by professionals, lessons dedicated to online safety, crafts and storytelling. A poster highlighting children's digital rights was also disseminated among all year 5 and 6 students in state, church and independent schools across the country.

Internet service providers (ISPs) in Malta are key stakeholders in the creation of a better internet and they offer continuous support. In order to mark Safer Internet Day, ISPs joined forces with the BeSmartOline! team to distribute a leaflet dealing with the growing number of toys connected to the internet – commonly known as the internet of toys. The leaflet aims to help parents cope with the challenges of this new environment. It also provides parents with a checklist of what to consider when it comes to the safety of their children when playing with such toys.

Various efforts were made in order to reach parents, carers, relatives and other significant people in the lives of children and young people. To this end, a stand was set up at The Point Shopping Mall on 12 February 2018 in order to disseminate information and create awareness.

According to a research study carried out by Nominet, entitled "Share with care", the average parent shares nearly 1,500 photos of their children before their fifth birthday. With this in mind, the BeSmartOnline! initiative disseminated a flyer to numerous households in Malta and Gozo with the aim of encouraging parents and guardians to think before sharing certain photos of their children online since, once something is shared online, it is permanent.

In summary, the internet offers many opportunities for children and we all should take an active role in encouraging them to explore these opportunities and to use the new technologies to develop their interests and their talents. Initiatives such as Safer Internet Day help to raise awareness.

See the Maltese Safer Internet Day profile page for further information.

Find out more about the work of the Maltese Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Netherlands

In the Netherlands, the Dutch Safer Internet Centre (SIC) placed a focus on youth and cybercrime as part of a range of activities and initiatives to mark Safer Internet Day (SID).

Youth and cybercrime
1 in 6 Dutch youngsters have committed a cybercrime, whether intentional or not. For youth aged 16-17, this percentage is 33 per cent. This applies to activities such as hacking, pretending to be someone else to gain confidential information, threatening people online or downloading films without paying for them. Of the group of 16-17 year olds, nearly 14 per cent has hacked or would consider it if the opportunity presented itself. This new study was presented on Safer Internet Day 2018 and formed the starting point for a week full of attention to this, and other subjects, focusing on creating a better internet for kids.

Young hackers
"*Hacking usually starts as experimental for young people, often just for the thrill of it*", says Marjolijn Bonthuis of the Safer Internet Centre in the Netherlands. "*The study shows that the majority of young people know that hacking is punishable, but the sense of challenge wins in that moment. What are the odds of being caught anyway? You often remain unnoticed until something eventually goes wrong. The consequences can be severe. We want to show young hackers that they have a lot to offer our society with their unique talents, such as with cybercrime prevention.*"

Not the right help
18-year-old Zawadi Done, application developer and ethical hacker, says that he wouldn't have made a positive switch without the right help. "*I noticed about a year ago that my online skills were much more developed than anyone else I knew, and I kept taking things a step further. I knew that what I was doing was wrong, but at the same time I didn't know where to turn with my questions or information about a security leak, for example.*"

Keep them on the good side
On 13 February 2018 – at the close of Safer Internet Day celebrations in the Netherlands – a discussion, or so called "Hack Talk", was held with ethical hackers (both young and old), the Police Force and the Public Prosecutions Department regarding how young hackers can be kept on the "good side" and which consequences juvenile offenders should face. Young people who have hacked can turn to the website www.meldknop.nl for tips and guidance, for example about responsible disclosure.

In a workshop prior to the Hack Talk, different experts – "old" hackers, the Police Force and so on – decided to combine forces to educate youth, parents and teachers about hack talent and how to use this talent wisely. Safer Internet Centre Netherlands will initiate and help with the practical follow up.

Other Safer Internet Day activities in the Netherlands included:

- **#AVGHaveyoursay**
213 Dutch children, aged 11-16 years old, could have their say about the imminent General Data Protection Regulation (GDPR) and the risks this new legislation may bring. The results were also presented during a meeting in Prague.

- **Study on children's digital competence (Digitale vaardigheden van kinderen)**
The need to integrate digital competence into education has been voiced by

government, educators and the business community, among others. SIDN presented new study results to parents and educators regarding children's digital competence.

- **Bendoo Arduino Box for primary schools**
  Thanks to a collaboration between Reshift Digital, Creative Kids Concepts (CKC) and SIDN, 2,700 primary schools will receive the new Bendoo Arduino Box technical lessons package.

- **Online-Masters.nl**
  With the support of organisations such as veiliginternetten.nl, VodafoneZiggo developed the free lesson programme Online-Masters.nl. VodafoneZiggo employees will visit various schools in the Netherlands to present the educational programme.

- **Launch of new online file "Je kind online" (Your child online)**
  This new resource (in Dutch) has been made available on the Dutch Consumers' Association (Consumentenbond) website with practical information for parents looking to "child proof" their family's online experience. It includes guides for improved privacy settings, blocking in-app purchases and limiting screen time.

- **Performance for youth**
  During the week of Safer Internet Day celebrations, various schools hosted performances for youth addressing experiences coupled with friendships, peer pressure, exclusion, bullying and how these experiences are influenced by social media.

- **MediaMasters Club: Safe internet**
  As part of Safer Internet Day 2018, a MediaMasters Club with the theme "Safe Internet" launched for year groups 7 and 8 at primary schools. Participation is free after registration. MediaMasters is an initiative from Mediawijzer.net, the Dutch network for digital literacy. For more information and registration, visit www.mediamasters.nl/club/.

- **Interactive workshop for teachers**
  Teachers were given the opportunity to learn about the current state of affairs surrounding internet security and cyber security, complemented by practical exercises for participants through a workshop provided by IBM and Kivi.

See the Dutch Safer Internet Day profile page for further information.

Find out more about the work of the Dutch Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Norway

On the occasion of Safer Internet Day, the Norwegian Safer Internet Centre (SIC) shared new research on the topic of children and media. Many children and youngsters have unfortunate or uncomfortable experiences online. Yet, according to the new Children and Media survey from the Norwegian Media Authority, only half of 9-18 year olds tells someone about it. Children and youngsters also feel that their parents show little interest in their online lives. Interest and dedication from parents is essential when creating openness and dialogue in the family regarding being online.

Most kids and youngsters spend a big part of their lives online. Their social lives have been partially digitised, for better or worse. They communicate, play, listen, read and learn online. But for some, the web is also a place where they experience bullying, threats, exclusion or pressure to do something they don't want to.

More boys are being bullied online
For the last 15 years, the Norwegian Media Authority has conducted a survey on children's and youngster's use of digital media, and unpleasant experiences is one of the areas covered. New findings from the 2018 survey shows that a total of 28 per cent of kids between 9 and 18 have experienced someone bullying them, or being unpleasant or mean to them, online. Eight per cent have experienced this on a weekly or monthly basis.

Unsurprisingly, a larger number of the older kids surveyed experience negativity online. 4 out of 10 boys between 15 and 16 say that they have been bullied online. Among girls the same age, the number is somewhat lower; 3 out of 10. More boys than girls report about unpleasant experiences more frequently: out of boys ages 15 to 18, 16-19 per cent say someone is mean to them online on a monthly basis or more often. For girls the same age, only two to nine per cent answer yes to the same question.

A higher number of boys say they have unpleasant experiences online now than two years ago. The most obvious tendency is among boys from the age of 15 and up; in 2016, ten per cent said they experienced others being mean or bullying them online on a monthly basis. In 2018, this number has increased to 15 per cent.

Boys are most prone to bullying and threats in all the age groups between 9 and 18. Girls, on the other hand, are most prone to being excluded online. This indicates gender differences in behaviour, and it appears that more boys experience direct bullying, while girls experience a more subtle form of negativity through being excluded from chats, groups or other online activities.

Half of those who have negative experiences don't tell anyone about it
Everyone who experiences unpleasant or negative things online should have someone to talk to or report to, but close to half of those who have such experiences report that they never tell someone about it. Among boys the numbers are even higher. Those who did talk to someone, mostly do so to parents and friends. Other professional adults, such as school nurses, teachers or others, are hardly ever approached. It is of course natural for children to be closest to, and approach, their parents first and foremost when wanting to share something difficult or unpleasant - and in the parent survey the parents also reflect the same numbers; 92 per cent of the parents asked say that "parents have the biggest responsibility when it comes to protecting children and youngsters in their media use".

Parents need to care

If parents are going to take on this task, it is important that parents pay attention to children's digital activities and have the ability to be good role models and active advisors for their kids. It should be just as natural to ask your kids about how their online day was, as it is to ask about soccer practice. But, this is not the case in many homes, and certainly not according to kids and youngsters themselves. In the survey, 71 per cent of 9 to 18 year olds report that their parents are more interested in other types of leisure activities, and only 26 per cent said that their parents are interested in their online and social media activities. Parents' interest also declines as their children get older. Especially after 13, a lot of youngsters say they feel that their parents are not paying attention or showing interest. This is a critical age where young people need their parents and other adults to be approachable and available.

Talk to your children!

Many parents might find it difficult to keep up with their kids' online lives. But this is absolutely vital - both for parents to be able to talk to their children, and for them to be able to give advice when they need it. Who wants to talk to mom or dad if they are not updated or interested?

Our advice to parents is to get yourselves an overview of what's most popular at the time and talk to your own children; ask questions! What games and social media do you use? What age limits apply? Who do you talk to online? Do you change your password often? Do you ask your friends before sharing pictures of them? What's ok to say to others online - and how do you react if someone treats you bad?

Creating an environment where kids find it safe and comfortable to talk to their parents is crucial, both to prevent problems - and to increase trust between children and parents.

Professional adults need to step up

In addition to parents getting more involved, we need teachers, school nurses, police and other helplines and organisations to become more involved and available to kids and youngsters. They need to discuss their own role and presence in their work with children and media. Why is it that so few kids use and approach professional adults and services? Are these services not known among kids? Do they not trust them to be helpful? Is it a question of knowledge or trust - or both?

The Norwegian Media Authority wants adults to take the responsibility that is theirs. Children are not supposed to be alone or without council when they face challenges online. We need to be more involved, both in preventative work and in situations where something negative has happened. Interest, presence, awareness and knowledge are vital components to be able to be the helpers and responsible adults that kids need us to be in a complex and demanding media-driven society.

An abstract from the full report is available on the Norwegian Media Authority website (in Norwegian); the full report will be published later in the year.

See the Norwegian Safer Internet Day profile page for further information on SID activities.

 Find out more about the work of the Norwegian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Poland

Tuesday, 6 February 2018 was a very special day for Poland. It was the 14th time that the country joined the annual Safer Internet Day celebration that brings together more than 140 countries across the globe. SID is organised nationwide by the Polish Safer Internet Centre (SIC) comprising NASK and the Empowering Children Foundation.

Over 3,650 local education initiatives, hundreds of thousands of children and youth, as well as teachers and educators involved in promoting responsible use of the internet was how the day was celebrated in Poland. For each edition of SID, the organisers try to highlight an important aspect of using the internet by young people, and thus this year's motto was "Create, connect and share respect: A better internet starts with you".

"*Respect is a notion that involves a number of issues. It is an indispensable value for building a culture of understanding, trust and tolerance. Lack of respect for other people, their privacy or different views is a cause of disturbing phenomena on the internet, including cyberbullying, hate speech, sexting or xenophobia*," said NASK's Anna Rywczyńska, coordinator of the Polish SIC.

Research conducted by NASK ("Teenagers 3.0") shows that youth often see the internet environment as threatening and aggressive. Nearly 60 per cent of respondents aged 13-17 have seen their friends being called names, humiliated and laughed at online. Almost one-third (32.2 per cent) admit they have been insulted and one-fifth (20 per cent) have been ridiculed on the internet. It is alarming that only 22 per cent of young people inform adults of these unpleasant and emotionally stressful situations.

Decentralised model of local SID celebrations
In Poland, the idea is to involve as many educational and cultural centres as possible in SID, including schools, libraries, culture centres and non-governmental organisations from all over the country. Initiatives may be submitted via an online form at www.dbi.pl. This year, valuable prizes were awarded to the most innovative local action, funded by SID partners.

"*It is particularly important that organisations from all over Poland get involved in Safer Internet Day on their own initiative. Children and youth are often directly involved in the preparations. This year, over one million children took part in local initiatives, and their numbers grow year by year. We have prepared packages of educational and promotional materials on online safety for all local organisers*," stated Empowering Children Foundation's Szymon Wójcik.

The conference for multiple stakeholders

This year's edition of SID was inaugurated with a conference that took place in Warsaw's Atlantic cinema. The conference was the focal point of the Polish SID campaign, and was attended by almost 300 teachers, media representatives, professionals working with children as well as youth from the Polish Youth Panel. The programme of the conference included a presentation of national and international SID celebrations, presentation of the Polish SIC's educational offer, an inaugural

lecture outlining the problems of hate speech, aggressive language and communication on the internet, and a panel discussion devoted to building an online culture of respect. The panel discussion was accompanied by an online poll that gave all conference participants the opportunity to express their opinions and experiences regarding hate and online respect. Youth actively participated in the debate – almost 40 young people expressed their voices on the issue of online aggression and respect on the internet. The conference was recorded and a live stream was provided direct from the event and followed by 11,000 viewers. All video recordings are available at www.dbi.pl and on the Polish SIC's YouTube channel at www.youtube.com/saferinternetpolska.

Polish SID celebration supporters

Nationwide, SID was celebrated with the support of the Orange Foundation as the main partner, and Facebook and Multimediawszkole.pl as partners. The Orange Foundation and Multimediawszkole.pl provided attractive awards for the best local SID initiatives, including interactive whiteboards and laptops.

"*The safety of children and youth on the internet is important for all of us. We have been promoting SID by encouraging the cooperating schools to submit their ideas. This year, we're additionally launching "MagaMisja z Psotnikiem", a free app that offers the youngest ones' basic knowledge on the subject,*" said Ewa Krupa, Chairperson of the Orange Foundation, a partner of the Polish SIC.

Thanks to the partnership with Facebook, a wide promotion of SID on the Polish Safer Internet Centre's Facebook page resulted in an increase in the number of profile likes by around 500. Facebook's representative, Jakub Turowski, said: "*Over 2 billion people around the world use Facebook today, with youth making up a large part of them. It is a huge responsibility, therefore we prioritise safety as we develop our platform. During the SID inauguration, we summed up the biggest information campaign to date that was devoted to teenagers' safety on Facebook. We ran it together with the Empowering Children Foundation under the patronage of Poland's First Lady. By the end of the year we will open a space in Warsaw that will let us implement broad training projects related to online safety, among other topics.*"

The event also received honorary patronages from the Ministry of Digital Affairs, the Ministry of National Education, the Children's Ombudsman, the Office of Electronic Communications and the National Police Headquarters. The cooperation with the National Police Headquarters is also worth highlighting. The police were very active in media, emphasising the role of multisector cooperation in child protection online as well as the importance of events such as SID in achieving this goal. The police promoted the event also via its websites and on social media. Moreover, on 6 February 2018, police officers from each Provincial Police Headquarters wore a promotional SID sticker on their uniforms to make the event even more visible.

See the Polish Safer Internet Day profile page for further information or visit www.dbi.pl.

Find out more about the work of the Polish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Portugal

Safer Internet Day (SID) was celebrated on Tuesday, 6 February 2018 right across the globe. In Portugal, the day marked a double celebration as the Portuguese Safer Internet Centre (PT SIC) also used the event to mark the project's first 10 years of activity.

In the lead up to the day, the Portuguese SIC launched several articles across mass media (press, TV, radio and the web) during January and February regarding topics such as:

- SID 2018 | History of the initiative
- SID 2018 | Seminar programme
- SID 2018 | Seminar speakers
- 10 years of PT SIC | History of the project
- 10 years of PT SIC | Strategic objectives
- 10 years of PT SIC | Operational objectives;
- 10 years of PT SIC | PT SIC partners
- 10 years of PT SIC | Main actions conducted by FCT
- 10 years of PT SIC | Hotline – objectives, history and data
- 10 years of PT SIC | Helpline – objectives, history and caller's profile
- 10 top tips from PT SIC

These topics were also covered in a press kit developed by the Portuguese SIC specifically for the SID 2018 campaign. Also, following a more inclusive strategy, the PT SIC consortium decided to have its main event (a SID seminar) outside of Lisbon – for this reason, this year's seminars were held in Braga with the cooperation of the Education Institute of Minho University (UMinho), North Regional Coordination of Youth and Sports Institute (IPDJ) and DNS.pt Association.

This event was delivered over two half-day sessions, targeting project stakeholders and young people separately. Both sessions brought together different experts, social actors and other PT SIC partners as outlined below:

Morning seminar, targeting project stakeholders and the generic public

- *Mobile apps: from gaming to dating*
  In this panel, five experts were invited to give their input on the impact of different apps in our daily life and how to manage these technologies so that they can contribute for healthier relationships in a familiar context/environment.

  Invited speakers were João Faria (PIN – Progresso Infantil), Luís Saldanha (National Campaign – No Hate Speech Movement), Maria João Andrade (Grinding Mind Association), Marta Mendes (Portuguese Association for Victim Support), and Teresa Sofia Castro (Universidade Nova de Lisboa).

- *Where is my data?*
  In this panel, five specialists were invited to talk about Big Data and what our concerns should be regarding the collection and treatment of data from devices and platforms which are already part of our daily lives. This panel also focused on specific topics regarding the EU General Data Protection Regulation (GDPR), more specifically

on the impact of Article 8 which sets the minimum age allowed for the use of Information Society Services.

Invited speakers were André Mestre (MSFT Portugal), João Nuno Ferreira (FCT), Luís Filipe Antunes (C3P of UPorto), Pedro Gonçalves (FPT), and Tito Morais (Project "Miúdos Seguros na Net").

After both panels, PT SIC consortium representatives were invited to speak about the last 10 years of activity, while a special commemoration video was also shown.

Afternoon seminar, targeting children, adolescents and the school community

- *Breaking the ice with Guilherme Geirinhas*
  Comedian and YouTuber, Guilherme Geirinhas was invited to give a small introduction to this seminar. Guilherme used an intelligent and funny monologue as a way of highlighting both the benefits and risks of using the internet to promote his work.

- *Let's chat about the web!*
  For the main panel of the afternoon seminar, PT SIC invited two YouTubers, a gamer, a representative for the Portuguese Consumer Rights Association and a representative of the national "No Hate Speech Movement" campaign. This session focused on young people not just as consumers of online content, but also as producers, contributing to the SID 2018 message "Create, connect and share respect: A better internet starts with you".

  Also, during this panel, the 115 photos of the "Accept the Challenge" contest, were exhibited in loop mode.

The seminar ended with a showing of the Portuguese SIC theatre play "Identidade Digital 2.0", starring the famous Portuguese actors Alexandre da Silva, Pedro Górgia and Tiago Aldeia. The three actors also participated in a photo booth and autograph session at the event.

See the Portuguese Safer Internet Day profile page for further information.

Find out more about the work of the Portuguese Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Romania

Save the Children Romania, the national coordinator of the Safer Internet Centre, celebrated Safer Internet Day 2018 by organising a public event named: "Challenges in using the internet by children: Images of child sexual abuse and unprotected personal data". The event took place on 6 February 2018 in Bucharest and brought together representatives of institutions that aim to protect children both on the internet and offline.

Organised as a press conference, the event addressed the topics of child sexual abuse images and personal data in the context of the new General Data Protection Regulation (GDPR), which binds children's access to websites to their parents' consent. It was attended by representatives of the General Inspectorate of the Romanian Police, the Ministry of Communications and Information Society, the National Authority for the Protection of Child's Rights and Adoption, the Embassy of Great Britain in Romania, the International Center for Missing and Exploited Children, Grigorescu Ştefănică Law Office and the National Center for Response to Cyber Security Incidents. Representatives of the authorities provided procedural details and statistics on how to work and intervene in cases of child sexual abuse, and specialised lawyers gave a presentation on the legal implications that the new European Personal Data Regulation will have on children from May 2018. The legislation will allow access for children under the age of 16 to websites only after obtaining parental consent.

During the conference, the 2017 results of the Safer Internet programme in Romania were also presented. During the previous year, educational activities consisted of child consultation and information sessions, school competitions and community actions, and involved 70,400 children. Actions were supported by 2,700 volunteers, teachers and specialists, in over 1,500 educational units in 700 cities. At ctrl_AJUTOR, the project's counselling line, operators provided guidance and advice to 1,067 callers.

The overall attendance and impact of the event was great. Many media channels covered the subject also with 6 national televised reports, 1 local radio report, 17 online articles and 1 television show broadcast nationally.

Besides the press conference, the Romanian Safer Internet Centre also launched an educational initiative dedicated to celebrating Safer Internet Day. The national competition "Digital citizenship. Rights and responsibilities online regarding personal data" is addressed to

children and young people under the coordination of an adult, teacher or leader of an initiative group. The contest will take place between 12 February and 30 March 2018, and participants can be classes of students coordinated by teachers from primary and secondary education. There are three categories: Category I is composed of pupils of classes 0 to IV, Category II grades V – VIII, and Category III grades IX – XII, while initiative groups from child and youth organisations can enter in the Special Category.

In short, the steps to participate in the contest are:

- Organise a debate within the classroom where children are invited to discuss issues related to personal data, how to interact online from the perspective of children's rights, and the commercial implications of online users.

- Organise a public action/event involving adults (teachers, parents, local authorities, and so on) that aims to bring together more than 50 local representatives to promote rights and responsibilities on the internet for personal data, thus facilitating an increased awareness regarding best ways of preventing and combating abuse in the online environment.

- Create a video clip of up to three minutes to capture the most important conclusions of discussions and recommendations of how children and young people propose to respect personal data rights in the online environment.

Based on the experience of previous years, and the collaboration which Save the Children has with schools all over Romania, a high number of participants are expected. This will subsequently have an important impact through the activities that will be organised in local communities all over the country.

See the Romanian Safer Internet Day profile page for further information.

Find out more about the work of the Romanian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Russia

In Russia, Safer Internet Day events were held in the framework of the traditional Safe Runet Week. Dating back to 2008, Safe Runet Week has now become a key online safety event in the country's calendar.

In 2018, Safe Runet Week covered over 60 regions, with main events held in Moscow where each audience had its own specific event. Such events were held for children and youth, parents, educators, and industry. And, as is tradition, on the day of SID, this year taking place on 6 February 2018, the Safe Runet Forum/CyberSecurityForum 2018 was held, which is the key event of the week.

One of the main topics discussed during this year's Safe Runet Week was cyber-humiliation in its different forms. The key problem with this set of threats is lack of actual protection for victims, particularly in terms of takedown of such content. As many of us know, exercising any rights should not infringe the rights of others, and this is the relevant basis for the protection of victims of cyber-humiliation. Takedown of cyber-humiliating content should be done primarily by content providers, including social networks – for that purpose, they should have reporting channels which are clearly visible, assessment of reports should be made with the interests of the victim as priority, and content should be taken down within 48 hours, as is the case in instances of child sexual abuse material (CSAM). These policies are present in the self-regulation Charter project which was presented during Safe Runet Week and has much in common with European Code of Conduct on Countering Illegal Online Hate Speech.

Another problem is quality rehabilitation of online threat victims. While helplines serve as an "ambulance", long-term support and rehabilitation is needed close to the victim and so the project of a network of "trusted centres" was discussed. One of the issues of this project is the need to understand the quality of psychologists which will deal with victims all over Russia, and possible training of rehabilitation staff.

Many speakers at the Forum looked towards the near future, discussing safety issues in "connected homes" and with robots. Besides protection from financial threats (research shows that children and youth are very vulnerable to them) and breach of privacy, the issue with "smart sex dolls" was raised with the perspective of possible CSAM with robots in form-factor of children. While no actual child is being abused, this content may serve as promotion and incitement for child sexual abuse, and it might be used by sexual predators in the grooming process.

Another notable part of the Week was discussion of the Positive Content Criteria, developed for the "Decade of Childhood" Presidential Strategy and first presented in December 2017. While these criteria are universal, they have many special provisions for online content and include requirements for text, design, appearance and content in general. These criteria were already taken into use for regional contests of safe and positive content for children and youth.

See the Russian Safer Internet Day profile page for further information.

Find out more about the work of the Russian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Better Internet for Kids

Slovakia

In Slovakia, the Safer Internet Day (SID) 2018 event was organised by eSlovensko and Child safety line (LDI) with a localised theme of "Sexual abuse of minors - Who's next?". The main partner of the event was the Ministry of Interior of the Slovak Republic. The event included the presentation of a four-year-long research project on "Forensic psychological aspects of child sexual abuse" by RNDr. Mgr. Dušan Kešicky, PhD. Besides other findings, the study analysed and followed the case of a man chased for keeping and disseminating computer-based child sexual abuse material (CSAM) - this man managed to acquire 1,661 Slovak social network profiles within 16 months. PaedDr. Katarína Hollá, PhD. surprised the audience with facts regarding sexting. Almost 30 per cent of Slovak adolescents aged between 11 and 18 have received a request to send a naked photo of themselves. Furthermore, 16 per cent of Slovak minors have participated in active self sexting in the form of sending photographs exposing full or part nudity. A total of 1,619 students from secondary and primary schools participated in the research. Mgr. Tatiana Ivanic Rybanská delivered a presentation outlining her experiences of working with the Child Safety Line, Pomoc.sk. Over the past three years, one child daily has contacted the line with an issue of sexual violence.

An overview of Stopline.sk reports of online illegal content, including child sexual abuse of children, was presented by JUDr. Marek Kmec, who pointed out that the number of reports rose from 4,104 to 6,609 in 2017. The highest number of reports related to child sexual abuse material. Stopline.sk has existed since 2010 and became part of the INHOPE international network of hotlines in 2012. The lines work closely with the Computer Crime Department of the Criminal Police Office of the Presidium of the Police Corps and the Academy of Police Corps.

According to the project manager of eSlovensko Bratislava, PhDr. Nataša Slavíková, sexual abuse of children in the virtual space has many forms. According to official data, from a total of 3.2 billion internet users, minors represent one quarter. Experts estimate that one in five minors is sexually abused, while insufficient information favours offenders. She further added: "*Minors face a real threat in the online environment and we should respond adequately, through comprehensive regulation of legal, technical and educational means, including clear media education in the context of lifelong learning.*"

Also at the SID event, the upcoming Slovak movie "Who's next?" was previewed inspired by real stories from the virtual world of youth, including sexual extortion. Celeste Buckingham, Slovakian SID Ambassador, commented: "*I saw the first cut of the movie and I am overwhelmed by the story of the girl. Compassionate with her, not just because it's true, but because I've also experienced a sense of helplessness as a teenager. I was not able to reconcile myself with my personal experience in this area. That's why I'm glad that such a movie is going to be available in Slovakia so kids like me will not be afraid to talk about it.*" The successful singer was also involved in the preparation of the movie itself, bringing her own feelings into focus through a movie theme song. The event also included a workshop on online sexual abuse, along with dissemination of professional texts.

See the Slovakian Safer Internet Day profile page for further information.

Find out more about the work of the Slovakian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Slovenia

In Slovenia, the central SID event was held on 6 February 2018 at the premises of the Chamber of Commerce and Industry of Slovenia in Ljubljana. The National Awareness Centre, Safe.si, organised an educational seminar for teachers, principals and other school workers titled "What's new in the field of (safe) use of technology, harmful online content and risky behaviour online" with the aim of providing information about innovations in the safe use of modern technologies in schools, harmful online content, and risky behaviour online. The agenda and the prominent speakers immediately gained a lot of attention, and the seminar was fully booked just a few days after registration opened.

The central SID event was supported by the Ministry of Education, Science and Sport, with the Minister welcoming attendees via a video clip filmed prior to the event. A range of topics were covered by presentations, including the influence of media on children's health, an overview of the most popular social networking sites among Slovenian youth, the influence of media on self-harm and suicidal behaviour of youth, an overview of current online safety incidents in schools among pupils and students and how schools deal with them, current online frauds and incidents targeting school employees, new developments in the field of school policies and legislation, and so on. The speakers were Andrej Kovačič, PhD (Faculty of Media), Marko Puschner (NAC Slovenia), Tina Podlogar (University of Primorska | UP Slovene Center for Suicide Research), Maja Vreča (Zavod ARNES), Borut Čampelj, Secretary (Ministry of Education, Science and Sport), Nataša Klenovšek Arh (SI-CERT) and Benjamin Lesjak, PhD (NAC Slovenia).

The Chamber of Commerce and Industry of Slovenia was the main sponsor of the central SID event providing the premises for free. The Director of the Association of Informatics and Telecommunications within GZS also gave an opening speech at the event.

Based on the high demand for places at the seminar, it was decided to livestream the whole event. The high quality of the speakers and the range of interesting topics covered contributed to the success of the event. In a post event evaluation survey, many attendees commented on their satisfaction with the high quality of the event and expressed the wish to participate in a similar event next year.

All event presentations were recorded and have been made available as video lectures on the Safe.si website. The videos can also be used as an e-learning resource for schools on topics connected with online safety.

See the Slovenian Safer Internet Day profile page for further information.

Find out more about the work of the Slovenian Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

Spain

On Safer Internet Day 2018 in Spain, numerous educational centres, professionals, organisations and, of course, private individuals contributed with their messages and initiatives to further spread the conversation regarding #CreateConnectShare and #SaferInternetDay on social media, as well as contributing to the world dialogue with the hashtag #SID2018.

At Internet Segura for Kids (IS4K), the day was marked in more than 40 educational centres in which awareness raising and educational talks took place on the topic of safe and secure internet use, thanks to the School Conferences and Cybercooperators.

Furthermore, participants learnt to create, connect and share on the internet thanks to the young people, professionals and organisations that participated in online actions on Safer Internet Day: Juan and Damián from El Hormiguero (a Spanish TV programme), Pablo Navarro, Paloma Blanc from Empantallados, Natalia Basterrechea from Facebook, Ana Riveiro from the Spanish National Police, Maialen Garmendia from EU Kids Online, María Zabala from iWomanish, David García as a Cybercooperator, Daniel Davó a Cyberjournalist, Yaiza Rubio from ElevenPaths, CiberAlisal, David Hellín, Carlos Lagarón, Pedro García Aguado… and, of course Jesús Calleja and Elsa Punset with their messages of support.

Some of the messages that they transmitted to us during the event include

"*Respect on the internet. Tweet others as you would like to be tweeted*" - Juan and Damián, El Hormiguero

"*Children can change the world through social media and the internet. We have to encourage them to develop their talent and share this by means of technology*" - Paloma Blanc, Empantallados

"*Children have obligations, but they also have lots of rights. Through this platform they've been given a voice*" - Natalia Basterrechea, Facebook

"*We have to put limits for ourselves and decide where we want to get to; we can ask adults for help*" - Ana Riveiro, Spanish National Police

Better Internet for Kids

"*As parents we are extremely prepared to learn new things and to educate our children in values and positivity, bearing in mind the childhood they've been dealt is digital*" - María Zabala, Iwomanish

"*If you need help, ask you parents and teachers for support*" - Daniel García (Cybercooperator) and David Davó (Cyberjournalist)

"*Use two-factor authentication and check information that comes from the internet*" - Yaiza Rubio, ElevenPaths

"*Pay particular attention to where you surf, who you add and what you upload*" - CiberAlisal

"*If it's something you wouldn't do in real-life, don't do it on the internet either*" - David Hellín, Cybercooperator of the year 2017

"*Use common sense on the internet*" - Carlos Lagarón, Cybercooperator of the year 2016

"*We must help parents to get involved in the digital environment of new technology*" - Pedro García Aguado

"*Use the internet to make friends, get connected and exchange information. Don't use it badly, the internet's cool*" - Jesús Calleja, INCIBE's Honour Cybercooperator

"*Enjoy the capacity to create, connect and share that social media gives to us*" - Elsa Punset

The complete Safer Internet Day 2018 video is now available.

The Spanish SIC also shared 10 basic rules to create, connect and share respect on the internet:

1. **Create:** as a citizen in this digital world, use technology to create and make your voice heard. But do so without paying a toll for it in the future: look after your privacy, digital identity and reputation.

2. **Connect:** Keep informed and connected, share interests and find people that are similar to you. But also be cautious when making contacts online: not everyone on the internet is who they say they are. Don't send photos or reveal personal information to contacts you don't know.

3. **Share respect:** Be respectful with other users. The golden rule = treat others how you'd like to be treated. Respect the privacy of third parties. Show your rejection of cyberbullying, and don't be an accomplice.

4. **Don't take advantage of being anonymous:** On the internet it's easy to pick on someone that you don't like or to criticise people you don't know. The main victim of hate speech is the person delivering it, and they're the ones who lose out in the end. Don't write negative comments that may harm other people.

5. **Don't believe everything:** Not everything on the internet is true. In fact, hoaxes are constantly going around the web. Before you believe any information, check the source, find out where it comes from and, if it seems suspicious, don't believe it or spread it.

6. **Think before publishing:** Before you upload a message or photo, consider the possible interpretations and the implications for you and for others. Think about whether it could give way to misunderstandings or conflicts, and make sure that it helps you to have a better image and relations on the internet.

7. **Take care of your security:** You close the front door of your house with a key, so why would you leave your mobile without a screen lock? At the very minimum use a pattern lock, although it's better to use a password or digital fingerprint. Your security and privacy are at stake. If you need greater knowledge, the OSI (Internet Security Office) has everything you need to know.

8. **Protect:** Viruses are everywhere on the internet and they can attack you at any moment. Install an antivirus program, keep your apps updated, don't surf on suspicious sites and, above all, use your common sense!

9. **Follow users that are worth it:** Keep away from all the posing on social media and follow accounts that provide you with something: accounts about travelling, music, photography... and of course, don't forget to follow IS4K on Twitter and Facebook!

10. **Report:** Use the security and privacy tools on social media to report annoying behaviour and bullying. Block those users that you don't think are considerate with others. And have the Helpline for children on the internet at hand. Phone 900 116 117 for free, confidential help!

See the Spanish Safer Internet Day profile page for further information.

Find out more about the work of the Spanish Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.

United Kingdom

The UK marked Safer Internet Day 2018 by mobilising people across the country to "Create, connect and share respect" and explore how a better internet starts with each and every one of us. The message at the heart of this year's UK campaign was about promoting healthy relationships online by developing children's digital empathy and inspiring kindness and respect. The campaign saw many stakeholders come together to help inspire a national conversation. Over 1,700 organisations across the UK delivered activities for the day, including schools, police forces, government, companies, football clubs, charities and others – more than ever before.

Youth events across the UK
Young people played a central role in the day, with youth-led events across the UK in London, Cardiff, Edinburgh and Antrim.

In London, over 50 young people attended a special youth-led interactive event at the BT Centre, welcoming 100 policymakers from across a range of sectors to discuss the question "How can we support young people to show respect and digital empathy online?". In the morning the pupils hosted Margot James, Minister for Digital and the Creative Industries, and BT's CEO Gavin Patterson.

In Cardiff, pupils from St Mary the Virgin Church in Wales Primary School opened a special event at the Pierhead, where Kirsty Williams, Cabinet Secretary for Education, announced the winners of a special Safer Internet Day competition run throughout Wales.

In Edinburgh, Minister for Childcare and Early Years, Maree Todd and the UK Safer Internet Centre visited Holy Rood RC High School.

In Antrim, the UK Safer Internet Centre joined the Education Authority's livestreamed event featuring winning entries and finalists from their online safety video competition.

Resources and films for educators
To help teachers and educators to celebrate Safer Internet Day with children and young people, a range of Education Packs were created. These packs were tailored for 3-7s, 7-11s, 11-14s, and 14-18 year olds, and included lesson plans, assembly presentations, quick activities and more to help engage young people in SID activities. A pack for parents and carers was also created to help them talk to their children about online safety which

included activities, talking points and pledges for families to use together. The Safer Internet Day educational resources were downloaded 815,205 times.

To complement the Safer Internet Day Education Packs, a series of SID TV films were also created, again aimed at 3-7s, 7-11s, 11-14s, 14-18 year olds, and parents and carers. The video content included puppets, advice from young people and discussions with parents. In total, the videos were viewed over half a million times across YouTube, Vimeo, Facebook, Twitter and Instagram.

#SID2018 on social media
In the UK, the #SID2018 hashtag was used 49,623 times – including by high profile supporters such as the Prime Minister – and trended throughout the day on social media. To kick start the day of trending, a mass social media post went out via Thunderclap at 8.30am on the 6 February, with 953 supporters having a social reach of over 9.1 million people. The #ItStartsWithUs social media campaign encouraged people to make a pledge to make the internet a better place. Supporters were provided with a template jigsaw piece where they could write messages, tips or create a design to show how everyone can work together to make the internet a better place. The hashtag was used 3,429 times, with a reach of 29,669,298 people.

SID in the media
Safer Internet Day had 762 mentions in the UK media (mainstream and alternative), with coverage in national broadcasts and media such as BBC, Huffington Post (UK) as well as across a variety of regional TV and radio broadcasts and newspapers.

New research was released by the UK Safer Internet Centre on the day, Digital Friendships: the role of technology in young people's lives, which surveyed 2,000 young people aged 8-17 across the UK. The findings highlighted both the positive and negative role that technology can play in young people's relationships and that while they are proactively helping to build a better internet, they also want support from the adults in their lives to do so.

Impact of the day
As a result of this collective day of action, 45 per cent of UK children aged 8-17 years and 30 per cent of UK parents were reached.

> *Children and young people*
> Out of the 45 per cent of 8-17 year olds who had heard of Safer Internet Day, 58 per cent talked to their parent or carer about using the internet safely. Just over 8 in 10 (81 per cent) of 8-17s who had heard about the day said they felt more confident about what to do if they were worried about something online, with 80 per cent saying they learnt about safety features online such as reporting and privacy. Almost 1 in 5 (18 per cent) of 8-17s spoke to someone about something that had been worrying them online.
>
> *Parents*
> Of those parents and carers that had heard of Safer Internet Day, 74 per cent talked to their child about using the internet safely (up from 63 per cent last year) and 30 per cent spoke to someone about concerns they had about their child.

Better Internet for Kids

Teachers

A survey of 182 teachers who participated in Safer Internet Day across the UK revealed that more than 2 in 5 (41 per cent) of teachers said that their involvement in Safer Internet Day led to disclosures about potential safeguarding issues online. More than 3 in 5 (61 per cent) said it helped encourage conversations about the safe use of the internet between the school and parents, and over three-quarters (76 per cent) said it helped staff feel more confident with dealing with online issues.

Safer Internet Day clearly had a huge impact across the UK and was an inspirational moment in the year, showcasing the positive power of technology and how we can all come together to make the internet a better place for all.

See the UK Safer Internet Day profile page for further information.

Find out more about the work of the UK Safer Internet Centre (SIC), including its awareness raising, helpline, hotline and youth participation services.