



**Safer Internet Day 2017** | Tuesday  
7 February  
Be the change: Unite for a better internet  
[www.saferinternetday.org](http://www.saferinternetday.org)



## Safer Internet Day Press pack

### About Safer Internet Day

Safer Internet Day (SID) is organised by the joint Insafe/INHOPE network, with the support of the European Commission\*, each February to promote the safe and positive use of digital technology, especially among children and young people. Celebrated each year in February, during Safer Internet Day thousands of people unite to raise awareness of online safety issues and participate in events and activities right across the globe.

“Informing children, but also empowering them. Helping them to get the most out of what the internet offers, do it safely and develop the digital skills and confidence they will need for the future. Involving those others who can make a difference – because creating a better internet for children depends on everyone.”

Andrus Ansip, European Commissioner for Digital Economy and Society in the European Commission



## About Safer Internet Day 2017

Safer Internet Day will be celebrated on Tuesday, 7 February 2017, under the theme: 'Be the change: Unite for a better internet!'

The online safety landscape has evolved over recent years from a focus on creating a 'safer' internet to creating a 'better' internet. Whether we are children and young people, parents and carers, educators or social care workers, or indeed industry, decision makers or politicians, we can all be the change and unite for a better internet!

In championing a better internet, the theme aims to encourage people to be the change and make the most of the positive opportunities offered online, while giving them the resilience, skills, knowledge and support they need to navigate any online risks they may come across.

### Who are the partners of the campaign?

- Safer Internet Centres are country-based organisations across Europe which are members of the [Insafe network](#).
- SID Committees are country-based organisations outside of the European network of Safer Internet Centres which typically take a lead on safer and better internet issues in that country, working with other local partners.
- Other supporters include industry partners, institutions and other organisations.

### Who are the target groups of the campaign and how can they be 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. They can help to respond to the negative by being 'helpful bystanders': supporting peers if they encounter issues online, taking a stand against cyberbullying, and reporting any inappropriate or illegal content they find. Above all, children and young people should be encouraged to take their stand as digital citizens of the future – participating in debates on the future of the internet, and making their voices heard.



**Parents and carers** can help to create a better internet by maintaining an open and honest dialogue with their children about their online lives, by supporting them with their personal development online and helping them to deal with any concerns or issues, seeking out positive opportunities to engage with their children online, and helping their children to find and use good quality digital resources. They can help to respond to the negative by staying engaged with their child's online activity (as appropriate to their age), by modelling positive online behaviours themselves, and by also reporting any inappropriate or illegal content they find.



**Educators and social care workers** can help to create a better internet by equipping children and young people with the digital literacy skills they require for today's world, and giving them opportunities to use – and create – positive content online. They can help to respond to the negative by supporting young people if they encounter problems online, and by giving them the resilience, confidence and skills that young people need to navigate the internet safely.



**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.

## Facts and figures

Safer Internet Day has been celebrated since 2004. The first edition of the campaign was celebrated in 14 countries (13 EU countries and Australia). Since then, the campaign has grown year on year.

In 2016:



Safer Internet Day was celebrated in more than 120 countries across the world.



At least 21,000 schools and 19.5 million people were involved in SID actions across Europe alone.



A Thunderclap campaign was used to spread a message on social media on the morning of SID with a potential reach of 2.5 million people.



The #SID2016 and #SaferInternetDay hashtags trended several times during the day, with in excess of over 100,000 tweets and a potential reach of over 400 million people.

## Media and quotes

As part of the day, participating countries and organisations are asked to outline how they aim to ‘be the change’ for a better internet:

“Our goal is to create an environment in which cyberbullying is truly unacceptable. To achieve this, we hope to both educate and help prevent harmful online behaviour from occurring in the first place because we believe that all kids deserve to be safe online.”

**Australian Safer Internet Centre**

“We want parents to be the change and set a positive example for their children. Therefore, SID 2017 will focus on grown ups’ online habits and understanding of their children’s online life.”

**Danish Safer Internet Centre**

“We will be calling on everyone to do something to make a positive difference online, whether they are a young person, parent, carer, grandparent, school, police service, local authority, policymaker, tech company, regulator, health professional, social worker, youth worker, or wider - we all have a role to play. Together we can ‘Be the change’.”

**UK Safer Internet Centre**

“We’re preventing children from being abused in the first place. We’re talking to children and teachers in their schools and parents in their communities. Ultimately, we help to keep people safe - which is what Safer Internet Day is about.”

**Neil Walsh, Chief of the Global Programme at the United Nations Office on Drugs and Crime (UNODC)**

Source: <https://www.unodc.org/unodc/en/frontpage/2016/February/world-day-promotes-safer-use-of-online--mobile-technologies.html?ref=fs1>

“As we develop products, policies, and programs, our Trust & Safety Council will help us tap into the expertise and input of organisations at the intersection of these issues more efficiently and quickly.”

**Patricia Cartes, Head of Global Policy Outreach, Twitter**

Source: <http://www.nydailynews.com/news/national/twitter-launches-trust-safety-council-safer-internet-da-article-1.2525929>

## How can you celebrate Safer Internet Day?

Each Safer Internet Centre, Safer Internet Day Committee and SID Supporter is responsible for organising its own Safer Internet Day activities, with many participating through a day, a week or even a month of awareness-raising activities. To find out what’s happening in your country – and how you can get involved - navigate via the map on the [homepage of the Safer Internet Day website](#) or check out the [SID in your country section](#).

Last year’s edition of the campaign saw a whole host of rich and varied events ranging from the Austrian Safer Internet Centre presenting a survey on how children and young people use pictures in social networks and other online platforms, Belgian teens testing ‘how sextortion proof’ they are, while German children dressed up as emojis. Beyond Europe, the Brazilian SID Committee used upbeat Carnival soundtracks and animations to share positive messages around digital citizenship and conscious sharing, while in the US a live event for 250+ students was hosted at Universal Studios in Hollywood.



## SID gallery of resources

On the Safer Internet Day website, you'll find the [SID gallery of resources](#) including resources from the Insafe network of Safer Internet Centres and beyond to help you celebrate SID in your school... and indeed promote a safer and better internet all year through!

## Get involved

Are you an organisation, school or individual? Register your participation on the [Safer Internet Day website](#).



Spread the word through both traditional and social media.



Host an event such as a conference on online safety in your community.



Arrange a workshop in your school about online safety and share with us how you are celebrating the day!

**Mr. Russell's Class**  
@MrRussellsClass

We are learning about how a photo can spread across the world online... Please RT this photo!  
[#SID2016](#) [#Up2Us](#)

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Don't forget to contact your [Safer Internet Centre or local SID Committee](#) to find out what else is going on in your country.

## Contact us

For general information about the campaign, contact us at [sid-helpdesk@eun.org](mailto:sid-helpdesk@eun.org).

Contact your country directly via the '[SID in your country](#)' section of the Safer Internet Day website.

## Follow us on social media

Join the Safer Internet Day debates on social media!



Facebook: <https://www.facebook.com/insafe>.



Twitter: [@safeinternetday](https://twitter.com/safeinternetday), follow the campaign using [#SID2017](#) and [#SaferInternetDay](#).



Support our [Thunderclap campaign](#) to make a 'noise online' on the morning of SID.

## More information

More information on all things SID is available at [www.saferinternetday.org](http://www.saferinternetday.org).

*\* Safer Internet Day would not be possible without the support of the European Commission. Currently the funding is provided by the Connecting Europe Facility programme (CEF). Find out more about the EC's 'European Strategy for a Better Internet for Children' on the [Digital Agenda website](#).*