

# SAFER INTERNET DAY

# 06/02

SOCIAL MEDIA PLAN  
ISSUE 2. JANUARY 2018

Safer Internet Day is a unique opportunity to raise awareness of the challenges and opportunities young people face in the online world.

With less than one month to go until the big day on **Tuesday, 6 February 2018**, we would like to invite you to help us spread the word about SID 2018 and help us ensure that children and young people can explore the internet safely and take advantage of positive experiences online.

This social media plan provides a few tips and ideas on how you can amplify the campaign's key messages through your own dissemination channels. However this is non-exhaustive and please feel free to tailor them to your own needs!

## Thunderclap campaign

Support our Thunderclap campaign to help us celebrate SID 2018 with a BANG!  
Add you support to the campaign here: <http://bit.ly/SID2018support>

Please feel free to use both your **personal** and/or **corporate/organisational** accounts to support the Thunderclap, and encourage your contacts and networks to do the same!



## Social media channels

### FACEBOOK

@SaferInternetDay

We are regularly posting SID-related posts so feel free to share, like and comment! Do you have anything exciting to share about SID 2018? Tag us using **@SaferInternetDay** and we will "like" back!

### SID 2018 assets

Over the coming weeks, a variety of assets will be made available for you to support Safer Internet Day 2018 actions - just go to the **About** section on [www.saferinternetday.org](http://www.saferinternetday.org) to download logos, GIFs, a SID infographic and the key messages to share on SID 2018 - keep checking back regularly for the latest updates!

Why not customise your Facebook and Twitter profiles with Safer Internet Day themed images? Download the cover photos [here](#).

We have equally prepared a variety of images and memes for you to attach to your posts. These can help grab your audience's attention and increase engagement while at the same time carry across strong messages about online safety! Download them [here](#).

### TWITTER

@safeinternetday

Tweet using the campaign hashtags **#SID2018** and/or **#SaferInternetDay** and retweet our SID-related tweets as often as possible. Remember to tag us using **@Safeinternetday** in your tweets so that we may retweet you as well!

# Key campaign milestones

DATE	MILESTONE	CHANNELS
Starting now, until SID	<p><b>Promotion of SID Thunderclap</b></p> <p><b>Objective:</b> Encourage as many people as possible to support the Thunderclap campaign with their Twitter, Facebook and/or Tumblr accounts by granting Thunderclap permission to post on their accounts. Thunderclap uses the bare minimum of permissions to post on an account, therefore respecting privacy rules.</p> <p><b>Suggested posts:</b></p> <p><b>Generic</b> Would you like to support <a href="#">#SaferInternetDay</a>? Join the Thunderclap campaign to help celebrate <a href="#">#SID2018</a> on 6 February 2018 with a bang! <a href="http://bit.ly/SID2018support">http://bit.ly/SID2018support</a></p> <p><b>Tailored</b> I &lt;or insert name of your organisation&gt; have just supported <a href="#">#SaferInternetDay</a>, because a better internet starts with me &lt;or us&gt;! Join the Thunderclap campaign: <a href="http://bit.ly/SID2018support">http://bit.ly/SID2018support</a></p>	Facebook, Twitter
Starting now, until SID	<p><b>Promotion of the Online Safety MOOC</b></p> <p><b>Objective:</b> On 6 February, SID 2018, we're launching a new online safety MOOC. Help us promote it to get as many teachers and school ICT administrators on board as possible to ensure schools are up to speed when it comes to the latest online trends and issues!</p> <p><b>Facebook</b> Have you heard about our new online safety MOOC? Targeting primary and secondary level teachers, it aims to help participants learn more about the challenges of being online for children and young people. This 5-week course will cover topics ranging from media literacy and fake news, to cyberbullying, online relationships, radicalisation and online extremism. Participants will learn how to support students through classroom discussions, activities and resources, and discover more about sources of advice and support should problems occur. <a href="http://bit.ly/OnlineSafetyMOOC">http://bit.ly/OnlineSafetyMOOC</a></p> <p><b>Twitter</b> <a href="#">#Teachers</a>, is keeping your pupils &amp; students safe <a href="#">#online</a> among your <a href="#">#NewYearsResolutions</a>? Learn strategies and resources to keep kids safe online in the new <a href="#">#OnlineSafetyMOOC</a> starting on 06/02. Registration now open at <a href="http://bit.ly/OnlineSafetyMOOC">http://bit.ly/OnlineSafetyMOOC</a></p> <p>This year, promote <a href="#">#OnlineSafety</a> and responsible online behaviour in your class. Learn more about whole school approaches to <a href="#">#cyberbullying</a>, <a href="#">#medialiteracy</a> &amp; more. Free course starting on <a href="#">#SID2018</a> 06/02 <a href="http://bit.ly/OnlineSafetyMOOC">http://bit.ly/OnlineSafetyMOOC</a> <a href="#">#EUNacademy</a></p>	Facebook, Twitter

DATE	MILESTONE	CHANNELS
Starting now, until SID	<p><b>Dissemination of SIC, SID Committee and SID Supporter activities</b></p> <p><b>Objective:</b> Year after year, the SID family has been increasing and the day is now celebrated in over 130 countries thanks to our partners worldwide. Help us spread the word about this!</p> <p><b>Facebook</b> How will you be celebrating Safer Internet Day 2018? Find out more about SID activities in your country: <a href="https://www.saferinternetday.org/web/sid/country">https://www.saferinternetday.org/web/sid/country</a></p> <p>Curious about who will be celebrating #SaferInternetDay with us on 6 February 2018? Take a look at all our industry partners, institutions and other organisations committed to supporting a better internet for everyone. Find out more about SID supporters here: <a href="https://www.saferinternetday.org/web/sid/supporters">https://www.saferinternetday.org/web/sid/supporters</a></p> <p><b>Twitter</b> Safer Internet Day is just around the corner and we'll be playing our part for a better internet! Find out what other supporters are doing in your country: <a href="https://www.saferinternetday.org/web/sid/country">https://www.saferinternetday.org/web/sid/country</a></p> <p>In case you have not done so yet, please remember to update your own profile page - contact <a href="mailto:sid-helpdesk@eun.org">sid-helpdesk@eun.org</a> for more details.</p>	Facebook, Twitter
Starting now, until SID	<p><b>Dissemination of SIC, SID Committee and Supporter messages for SID</b></p> <p><b>Objective:</b> Send us your supporting statements in order to showcase the diversity of activities and goals to achieve a better internet.</p> <p><b>Facebook</b> On #SaferInternetDay &lt;insert name of your country/organisation&gt; we will be &lt;overview of your activities&gt;. Find out more at <a href="https://www.saferinternetday.org/web/sid/country">https://www.saferinternetday.org/web/sid/country</a> or <a href="https://www.saferinternetday.org/web/sid/supporters">https://www.saferinternetday.org/web/sid/supporters</a></p>	Facebook, Twitter
22 January, until SID	<p><b>Dissemination of Safer Internet Day memes, images and other assets</b></p> <p><b>Objective:</b> Sharing tips and advice for a better internet and raising awareness about online safety and the upcoming Safer Internet Day. Visual assets will be made available here: <a href="https://www.betterinternetforkids.eu/web/sid/about">https://www.betterinternetforkids.eu/web/sid/about</a></p> <p><b>Suggested posts</b> (use the Word document provided on the About page): A better internet starts with you! This #SaferInternetDay, make sure you share respect in your interactions both online and off! #SID2018</p> <p>*please feel free to create posts based on the provided visual assets or come up with your own.</p>	Facebook, Twitter

DATE	MILESTONE	CHANNELS
<p>1-5 February</p>	<p><b>Final countdown</b></p> <p><b>Objective:</b> Raise awareness of the upcoming Safer Internet Day. To support your posts, download the 5 day countdown visuals we've prepared <a href="#">here</a>.</p> <p><b>Suggested posts:</b> Did you know? It's the final countdown to <b>#SaferInternetDay</b>! Make sure you follow <b>@safeinternetday</b> to keep up with the latest updates and show your support for <b>#SID2018</b>!</p> <p>Just 4 more days to go until <b>#SID2018</b>! Don't forget to register for the <b>#OnlineSafetyMOOC</b> launching on the day: <a href="http://bit.ly/BIKmooc">http://bit.ly/BIKmooc</a></p> <p>3 days to go until <b>#SaferInternetDay</b> 2018! Are you already among the thousands of individuals supporting <b>#SID2018</b>? If not, what are you waiting for? <a href="http://bit.ly/supportSID2018">http://bit.ly/supportSID2018</a></p> <p>2 days left until we get to celebrate <b>#SaferInternetDay</b> with the world! How will you ensure the internet becomes a better place for everyone? Last chance to support the <b>#SID2018</b> Thunderclap campaign: <a href="http://bit.ly/SID2018support">http://bit.ly/SID2018support</a></p> <p>Tailored: We're ready for <b>#SID2018</b>! &lt;insert name of your country/organisation&gt; is committing to ensure a better internet for all! <a href="http://www.saferinternetday.org">www.saferinternetday.org</a></p>	<p>Facebook, Twitter</p>
<p>5 February</p>	<p><b>One day to go</b></p> <p><b>Suggested posts:</b> Almost there: tomorrow is <b>#SaferInternetDay</b>! Stay tuned for our global <b>#SID2018</b> campaign! How will you contribute to a better internet this year? <a href="http://www.saferinternetday.org">www.saferinternetday.org</a></p> <p>Tomorrow's the big day! Share your messages &amp; hopes for a better internet on <b>#SaferInternetDay</b>! Last chance to register for the <b>#OnlineSafetyMOOC</b>: <a href="http://bit.ly/BIKmooc">http://bit.ly/BIKmooc</a></p>	<p>Facebook, Twitter</p>
<p>6 February</p>	<p><b>On the day itself:</b></p> <p>Happy <b>#SaferInternetDay</b>! On <b>#SID2018</b>, 'Create, connect &amp; share respect' and remember, 'a better internet starts with you'!</p> <p>*On 6/02 we will be posting from our social media accounts regularly throughout the day so don't forget to help us spread the message by liking, sharing, commenting and retweeting!</p>	<p>Facebook, Twitter, Thunderclap</p>