

## Safer Internet Day 2015: Summary report



Over the years, Safer Internet Day (SID) has become a landmark event in the online safety calendar. Starting as an initiative of the EU SafeBorders project in 2004 and taken up by the Insafe network of European Safer Internet Centres as one of its earliest actions in 2005,

Safer Internet Day is now celebrated annually across the globe.

### For a better internet for children and young people

The 12<sup>th</sup> edition of Safer Internet Day was celebrated on 10 February 2015. The theme for the day was once again “Let’s create a better internet together” when the joint Insafe-INHOPE networks encouraged all stakeholders – children and young people, parents and carers, teachers and educators, and industry and politicians – to mark the day and work cooperatively to build a better internet for all, but particularly for children and young people.

### The campaign

As always, the Safer Internet Day website provided a focal point for all campaign activity. SID events, activities and SID video spots were hosted on the site, along with other promotional materials and online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID.



Screenshot from ‘Celebrate Safer Internet Day 2015’ video

A [Safer Internet Day School Involvement Kit](#) was created and made available on the SID website during February 2015, providing schools with access to resources and materials drawn from across the Insafe network to help them celebrate Safer Internet Day within the classroom.

### A worldwide celebration

Lots of **exciting activities took place across Europe** including, for example, an exclusive [screening of the movie “Disconnect” for youth in Belgium](#) followed by a debate on the issues raised, the launch of [new resources tackling cyberbullying in France](#), a [focus on creativity in a week of media literacy activity in Finland](#), a whole host of [local community activities organised by 350 SID Ambassadors in Greece](#), and [SID TV in the UK](#).

## TOWARDS A BETTER INTERNET...



Safer Internet Day was celebrated on 10 February 2015.

The theme for the day was “Let’s create a better internet together”, encouraging all stakeholders to work together in order to build a safer and better internet.



Safer Internet Day was celebrated in more than **110 countries across the world**.

At least **19,000 schools and 28 million people** were involved in SID actions across Europe.



The campaign was a huge success on social media....

On Twitter, the #SID2015 hashtag trended globally several times on SID itself. Over **60 million people** were reached worldwide with the #SID2015 hashtag throughout the SID campaign period.

Over **480,000 people** were reached by the SID Thunderclap campaign – a way of ‘making some online noise’ on the morning of SID itself.

Over **10,000 fans** supported the SID campaign on Facebook.

The [SID video spot](#) has been viewed more than **24,000 times** to date via YouTube.



Screenshot of SID TV in the UK with national teen celebrities Molly and Harvey

Activities **further afield** included [virtual classrooms in Australia](#), a [live multi-stakeholder debate in Brazil](#), launch of a new [awareness-raising programme called Shift in Nigeria](#), and an industry panel discussion at a [high-level event in the US](#).



Photo of classroom in Nigeria celebrating SID

### International coverage

There were **numerous mentions of SID in the international media** such as the [United Nations](#), [Guardian](#), [Tech Crunch](#), [Digital Agenda for Europe](#), [Twitter for Good Blog](#), [Forbes](#), [Irish Independent](#) and the [BBC](#).

### Supported by industry partners

Sheryl Sandberg, Chief Operating Officer at **Facebook**, [released a video supporting Safer Internet Day](#), subtitled in various languages.



Screenshot of Facebook video celebrating SID

### Want to know more?

To find out more about the successes of the SID 2015 campaign – including the actions of each of the 31 Safer Internet Centres which form the Insafe network (27 EU countries plus Iceland, Norway, Russia and Serbia), and the events hosted by a selection of global Safer Internet Day Committees – read the full SID 2015 report available at [www.saferinternetday.org](http://www.saferinternetday.org).

## SPREADING THE WORD...



Key resources were produced to disseminate the campaign messages to different stakeholders.

A [Safer Internet Day Involvement Kit](#) was created on the Safer Internet Day website. Safer Internet Centres and SID Committees around the globe were encouraged to contribute to the resource, with the aim of making it a vibrant tool for eSafety teaching and learning all year round.

Collaboration with institutions and industry partners is critical in our mission of raising awareness of safer and better internet issues throughout the year, and especially so as part of the Safer Internet Day campaign.

Facebook, Twitter, Google and Ask.fm, to name but a few, liaised with us regularly in the run up to the campaign.



A more extensive report on SID 2015 successes is available from the Safer Internet Day website.

For any questions, or if you would like to find out more about supporting future editions of Safer Internet Day, please contact the **SID Helpdesk** [[SID-Helpdesk@eun.org](mailto:SID-Helpdesk@eun.org)].



**Safer Internet Day 2016** will take place on **9 February 2016**. Visit the Safer Internet Day website for the latest information on the SID 2016 campaign, or follow us on [Facebook](#) and [Twitter](#).