**Safer Internet Day**

Social media plan – Issue 1, January 2021

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|  |  |
| --- | --- |
| ****Campaign**** | ****Safer Internet Day (SID) 2021**** |
| ****Promotion period**** | **From Monday, 11 January 2021 to Saturday, 13 February 2021** |
| ****Campaign hashtags**** | [#SaferInternetDay](https://www.twitter.com/hashtag/saferinternetday) **and** [#SID2021](https://www.twitter.com/hashtag/sid2021) |
| ****Target audience**** | Children, teenagers, parents, carers, teachers, educators, civil society organisations, industry representatives, policy makers, media representatives, researchers, and more! |

# **Together for a better internet on Safer Internet Day (SID) 2021!**

Each year on **Safer Internet Day**, millions of people join forces **"Together for a better internet"** to inspire positive change online, raise awareness of online safety issues, and participate in activities across the globe.

With one month to go until the 2021 edition, taking place on **Tuesday, 9 February 2021**, we would like to invite you to join the movement and help us ensure the internet is a place of opportunities for children and young people where they can create, engage and share positively and freely.

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. Please feel free to tailor them to your own needs!

# **In this plan…**

1. **Website article (p. 3)** – A short and long version of an overview article about Safer Internet Day, which you are welcome to publish on your own website/blog, adapting as needed.
2. **Social media channels and assets (p. 5)** – An overview of the main social media channels used for the campaign, and of some assets you may use to show your support for SID on these platforms.
3. **Dissemination timeline (p. 7)** – A breakdown of the timeline for dissemination of SID campaign messages on social media.
4. **Social media messages (p. 8)** – A collection of suggested social media messages which you may post to your respective channels or adapt and translate as needed.
5. **Social media visuals (p. 11)** – A set of suggested social media visuals which you are welcome to use to accompany your posts.

# **Website article**

Please find below a short and long version of an overview article for Safer Internet Day. You are welcome to publish these or adapt them as needed, perhaps inserting some information about your own planned actions.

Please look out for additional articles and press releases closer to the day. These will be published on [www.saferinternetday.org](http://www.saferinternetday.org) and [www.betterinternetforkids.eu](http://www.betterinternetforkids.eu) and disseminated via our social media channels.

## **Short article**

**Safer Internet Day (SID) is fast approaching – on Tuesday, 9 February 2021, we will be millions around the globe, joining forces “Together for a better internet”. How do you plan to participate in the big day?**

Every February since 2004, **Safer Internet Day (SID) –** organised by the Insafe/INHOPE network of European Safer Internet Centres (SICs) with the support of the European Commission\* – has been a global, community-led observance which provides a space for all stakeholders to reflect on how together we can promote **a responsible, respectful, critical and creative use of digital technologies** with the ultimate goal of fostering a better internet for all.

While we recognise that celebrations may look a little different this time around as we adapt to COVID-19 constraints, we hope that SID 2021 will still be a vibrant and engaging celebration, allowing us all to reflect on our increased use of digital technologies as a result of the pandemic.

In the meantime, make sure to:

* visit [www.saferinternetday.org](http://www.saferinternetday.org) to get an idea of how our [SID committees](https://www.saferinternetday.org/in-your-country) and [supporters](https://www.saferinternetday.org/supporters) are celebrating SID 2021, and to find a variety of [resources](https://www.saferinternetday.org/resources) and [inspiration](https://www.saferinternetday.org/join) for your own plans.
* and keep an eye on the official Safer Internet Day [Twitter](https://www.twitter.com/SafeInternetDay/) and [Facebook](https://www.facebook.com/SaferInternetDay/) pages.

*\* 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* [*European Commission’s website*](https://ec.europa.eu/digital-single-market/en/policies/better-internet-kids)*.*

## **Long article**

Digital technologies provide us with a world of possibilities at our fingertips. **Never before have we enjoyed so many opportunities** to learn, exchange, participate and create. In 2021, this statement rings truer than ever: in the past year, we have collectively taken a digital leap, and digital means of communication have proven nothing short of vital for our societies to keep functioning in the face of a global health crisis.

However, greater internet use also means **greater exposure to online risks**, especially for the youngest among us. Concerns pertaining to cybercrime, privacy, misinformation and disinformation, hate speech, cyberbullying, exposure to harmful content and predatory behaviours have grown since the advent of the coronavirus crisis.

As **internet users, we are all faced with the same dilemma**: how do we make the most of the opportunities the digital environment brings us, while at the same time mitigating any potential negative side-effect it might entail?

Every February since 2004, **Safer Internet Day (SID) –** organised by the Insafe/INHOPE network of European Safer Internet Centres (SICs) with the support of the European Commission\* – is a global, community-led observance which provides a space for all stakeholders to reflect on how together we can promote **a responsible, respectful, critical and creative use of digital technologies** with the ultimate goal of fostering a better internet for all. Having grown in scope over the years, Safer Internet Day is now celebrated by children, young people, parents and carers, teachers, educators and social workers, industry, decision makers and politicians from over 170 countries.

On **Safer Internet Day 2021** – on **Tuesday, 9 February 2021** – we will be millions across the globe, joining forces **“Together for a better internet”**. While we recognise that celebrations may look a little different this time around as we adapt to COVID-19 constraints, we hope that SID 2021 will still be a vibrant and engaging celebration, allowing us all to reflect on our increased use of digital technologies as a result of the pandemic.

In the meantime, make sure to:

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# **Social media channels and assets**

## Main SID social media channels

### *Facebook -* [*@SaferInternetDay*](https://www.facebook.com/saferinternetday)

Please feel free to share, **like** and **comment** the SID-related messages we regularly post on the Safer Internet Day Facebook page. Do you have anything exciting to share about SID 2021? Tag us using [@SaferInternetDay](https://www.facebook.com/saferinternetday) and we will aim to give your post some engagement.

### *Twitter -* [*@SafeInternetDay*](https://www.facebook.com/safeinternetday)

Please feel free to **tweet using the campaign hashtags** [**#SID2021**](https://www.twitter.com/hashtag/sid2021) **and/or** [**#SaferInternetDay**](https://www.twitter.com/hashtag/saferinternetday) **and** retweet our SID-related tweets as often as possible. Remember to tag us using [@SafeInternetDay](https://www.twitter.com/safeinternetday) in your tweets so that we can retweet you as well!

## Overview of the SID social media assets *– more coming soon*

In the coming weeks we’ll be releasing a range of exciting assets which you can use to support Safer Internet Day 2021 actions – simply go to the “Join SID” section on [**www.saferinternetday.org**](https://www.saferinternetday.org) to have access to the SID logos, the promotional video, a range of GIFs for social media, the key messages to share on SID 2021, and more – keep checking back regularly for the latest updates!

In the meantime, here is what you can do to show your support for SID on social media:

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* Opt for a SID cover for your Twitter and Facebook profiles. Download the cover illustrations at [www.saferinternetday.org/join](http://www.saferinternetday.org/join)
* Add a SID Twibbon to your Facebook and Twitter profile pictures. Set it up at <http://www.twibbon.com/support/safer-internet-day-2021>
* Use our SID frame for your Facebook profile picture. [Add it now on Facebook](http://www.facebook.com/profilepicframes/?selected_overlay_id=2590751991184055)
* Last but not least, watch the SID promotional video on YouTube and share it with your own audiences !

[Diagram

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*Click the screenshot to play the video*

# **Dissemination timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| Safer Internet Day key messages | From Monday, 11 January 2021 to Tuesday, 9 February 2021 | Help us disseminate the key messages of the Safer Internet Day campaign | These messages are featured in the present SID social media plan |
| Safer Internet Day top tips | From Monday, 25 January 2021 to Tuesday, 9 February 2021 | Help us disseminate online safety tips and advice | These messages will be featured in issue n°2 of the SID social media plan |
| Final countdown to Safer Internet Day | From Tuesday, 2 February 2021 to Monday, 8 February 2021 | Help us raise awareness of the fast-approaching Safer Internet Day | These messages will be featured in issue n°2 of the SID social media plan |
| D-Day! | On Tuesday, 9 February 2021 | Help us make some noise about Safer Internet Day, on the day itself | These messages will be featured in issue n°3 of the SID social media plan |

# Social media posts

## On Twitter

* On Tuesday, 9 February 2021, for **#SaferInternetDay**, we'll be millions, joining forces around the globe, "Together for a better internet"! And you, how will you get involved in **#SID2021**? Get inspired at **www.saferinternetday.org**
* This **#SaferInternetDay**, let's reaffirm that decision makers are in a prime position to create a safer and better internet by providing a culture in which everyone - especially children and young people - can thrive online while remaining safe. **www.saferinternetday.org**
* Children and young people deserve to grow up in a digital environment where they can create, engage, access opportunities and share freely and positively. For **#SaferInternetDay**, find ways of supporting them at **saferinternetday.org/resources**
* **#SaferInternetDay** is just around the corner and we’ll be playing our part for a better internet! Find out more about other supporters’ exciting **#SID2021** plans in your country now at **saferinternetday.org/in-your-country**
* 👨‍👩‍👧 Parental influence, guidance and education have the potential to empower children to use technology responsibly, respectfully, critically and creatively.

➡️ Parents and carers, visit **www.saferinternetday.org** to find out how you can play your part in **#SaferInternetDay**!

* No matter where you are, you can celebrate **#SaferInternetDay** in your own way. Find out what's happening on **#SID2021** in our country – visit **saferinternetday.org/in-your-country**
* **#Teachers**, in these times of remote learning, how are you supporting your pupils' digital and media literacy? This **#SaferInternetDay**, why not empower them to make the right choices online? To do so, discover some **#SID2021** educational resources at **saferinternetday.org/resources**
* Tech companies are in direct position to shape the online services which we interact with on a daily basis. In doing so, they have the power to make a better and safer internet a concrete reality. Find out which company supports **#SaferInternetDay** at **saferinternetday.org/supporters**
* Show your support and help us spread the word about **#SaferInternetDay** – add a Twibbon to your profile picture now! **bit.ly/SID2021\_Twibbon**
* 🤔 Curious about who'll be celebrating **#SaferInternetDay** with us on 9 February 2021 and how?

👉 Discover industry partners, institutions and other organisations committed to creating a better internet for everyone at **saferinternetday.org/supporters**

## On Facebook

* On Tuesday, 9 February 2021, for **@SaferInternetDay**, we'll be millions, joining forces around the globe, "Together for a better internet"! And you, how will you get involved in SID 2021? Get inspired at **www.saferinternetday.org**
* This **@SaferInternetDay**, let's reaffirm that decision makers are in a prime position to create a safer and better internet by providing a culture in which everyone - especially children and young people - can thrive online while remaining safe. **www.saferinternetday.org**
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* Tech companies are in direct position to shape the online services which we interact with on a daily basis. In doing so, they have the power to make a better and safer internet a concrete reality. Find out which company supports **@SaferInternetDay** at **saferinternetday.org/supporters**
* I am a proud supporter of **@SaferInternetDay**, an international celebration marked by millions of people in over 170 countries worldwide on 9 February 2021. Show your support too! Add the SID 2021 frame to your profile picture: **bit.ly/SID2021\_Frame**
* 🤔 Curious about who'll be celebrating **@SaferInternetDay** with us on 9 February 2021 and how?

👉 Discover industry partners, institutions and other organisations committed to creating a better internet for everyone at **saferinternetday.org/supporters**

# **Social media visuals**

Images are a great way of grabbing followers’ attention and increasing engagement – for this reason, we have prepared a range of visuals to accompany your posts, which you can download at [www.saferinternetday.org/join](http://www.saferinternetday.org/join).

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**A group of people looking at a computer

Description automatically generated A picture containing text, wall, indoor, person

Description automatically generatedA picture containing text, person, indoor, young

Description automatically generated A person handing a person a book

Description automatically generated with medium confidence A picture containing text, person, indoor, working

Description automatically generated A picture containing text, indoor, person

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# **What’s next?**

Keep an eye on [www.saferinternetday.org](https://www.saferinternetday.org) for more SID 2021 promotional assets to use on your own channels, as well as issues 2 and 3 of the SID 2021 social media plan, to be released respectively on **Monday, 25 January 2021** and **Monday, 8 February 2021**.

Many thanks from the SID Coordination Team for spreading the word about Safer Internet Day 2021. We are very much looking forward to seeing your plans unfold. Together for a better internet!