**Safer Internet Day**

Dissemination plan – January 2022

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# **In this plan…**

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# **REMINDER: Campaign overview**

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.

On **Tuesday, 8 February 2022**, we invite you to join the movement and help us ensure that the internet is a place of opportunities for children and young people where they can create, engage and share positively and freely.

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 as one of its earliest actions in 2005, Safer Internet Day has grown beyond its traditional geographic zone and is now celebrated in approximately 200 countries and territories worldwide.

For this edition, we will also be reflecting on the outcomes of the recent [#DigitalDecade4YOUth consultation work](https://www.betterinternetforkids.eu/digitaldecade) which heard directly from Europe’s children and young people (and those that support them) on [*How to make Europe’s Digital Decade fit for children and young people?*](https://www.betterinternetforkids.eu/digitaldecadereport). We need to ensure that, collectively, we promote, protect, respect and fulfil the rights of all children and young people when they go online, and SID 2022 will provide a focus for this ongoing work.

|  |  |
| --- | --- |
| Campaign | Safer Internet Day (SID) 2022 |
| Campaign timeframe | From Wednesday, 1 December 2021 to Saturday, 12 February 2022 (and beyond) |
| Campaign timeline | *Please note – the following dates are indicative. Any visibility you can give to the campaign over the wider campaign timeframe will be much appreciated:*   * 04/01-31/01 – Focus on promoting the initiatives of Safer Internet Centres, global Safer Internet Day Committees, and industry partners to celebrate SID2022. * 01/02-07/02 – Countdown to SID2022. * 08/02 – D-Day! * 09/02-12/02 (and beyond) – SID follow-up activities. |
| Primary target audiences | Children, teenagers, parents, carers, teachers, educators, civil society organisations, industry representatives, policy makers, media representatives, researchers, and more! |
| Main channels | Online – [Safer Internet Day website](https://www.saferinternetday.org/), and social media profiles on [Facebook](https://www.facebook.com/saferinternet), [Twitter](https://twitter.com/safeinternetday), [LinkedIn](https://www.linkedin.com/company/better-internet-for-kids/) and [TikTok](https://www.tiktok.com/@betterinternetforkids?lang=en). |
| Campaign hashtags | [#SaferInternetDay](https://www.twitter.com/hashtag/saferinternetday)and[#SID2022](https://twitter.com/search?q=%23SID2022&src=typed_query). |
| Main tools | Engaging social media posts, some including polls.  Various tools to encourage ongoing engagement on the topic.  Various tools to encourage user-generated content. |

# **REMINDER: How you can help**

In order to get the best possible response and involvement in celebrating Safer Internet Day around the world, we are calling on various stakeholders and supporters to share key messages and calls to action via their own platforms and networks. Ways in which you can support include:

* Sharing, liking and commenting on our social media posts (see below for our main social media profile details).
* Creating your own social media posts (see below for suggested texts).
* Using a campaign visual on your social media profile (see below for suggested visuals).
* Using an email signature to promote the survey (see below for a suggested signature template).
* [Discover how Safer Internet Day is celebrated in your country](https://www.saferinternetday.org/in-your-country) and [how you can get involved](https://www.saferinternetday.org/join).
* Discover SID2022 [key campaign messages](https://www.saferinternetday.org/documents/167278/6863300/SID+2022+-+Key+campaign+messages+-+v2+-+November+2021.pdf/92fee6aa-ce57-eb91-8d68-1549b466d5db?t=1637248119083).
* For European Safer Internet Centres, check the Insafe Weekly Update to keep up-to-date with the latest activities.
* For wider SID stakeholders, look out for the regular campaign mailings.

# **REMINDER: Social media channels and assets**

Our main social channels are as follows:

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

Please feel free to like, comment on and share the campaign-related messages we will regularly post on our Facebook page. Tag us using [@SaferInternetDay](https://www.facebook.com/saferinternetday) and we will give your post some engagement.

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

Please feel free to tweet using the campaign hashtags [#SaferInternetDay](https://www.twitter.com/hashtag/saferinternetday) and [#SID2022](https://twitter.com/hashtag/sid2022) and retweet our campaign-related tweets as often as possible. Tag us using [@SafeInternetDay](https://www.twitter.com/safeinternetday) so that we can retweet you as well!

### *LinkedIn -* [*@betterinternetforkids*](https://www.linkedin.com/company/better-internet-for-kids/)

Please feel free to share, like and comment on the SID-related messages we regularly post on the Better Internet for Kids LinkedIn page. Tag us using [@BetterInternetforKids](https://www.linkedin.com/company/better-internet-for-kids/) and we will aim to give your post some engagement.

### *TikTok -* [*@betterinternetforkids*](https://www.tiktok.com/@betterinternetforkids)

Feel free to share and like the SID-related videos on the Better Internet for Kids TikTok account. If you also use a TikTok account, feel free to tag us using [@Betterinternetforkids](https://www.tiktok.com/@betterinternetforkids).

# **UPDATED: Dissemination timeline and content breakdown**

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| --- | --- | --- | --- |
| *Campaign topic* | *Timeline* | *Details* | *Dissemination* |
| *What are SICs and SID Committees doing for SID2022?*  *What is industry doing for SID2022?* | From now until Monday, 31 January 2022 | Focus on initiatives of SICs, SID Committees and industry partners to celebrate SID2022. | Evergreen messages and visual assets are included in this dissemination plan. |
| *Countdown to SID2022* | From Tuesday, 1 February 2022 to Monday, 7 February 2022 | General SID promotion. Dissemination of SID key messages. | Evergreen messages and visual assets are included in this dissemination plan. |
| *D-Day!* | **On Tuesday, 8 February 2021** | **Help us make some noise about Safer Internet Day 2022.** | **Social media messages and assets are included in this dissemination plan for partners.** |
| *SID follow-up* | From Wednesday, 9 February 2021 onwards… | Follow-up activities, sharing results, recap of events. | Articles and posts from SICs and wider SID stakeholders will be reshared. |

## Campaign content breakdown

1. **What are Safer Internet Centres and Safer Internet Day Committees doing for SID2022?** **What is industry doing for SID2022?** During January, the focus will be on promoting initiatives and other events organised by the various Safer Internet Centres, global Safer Internet Day Committees, and industry partners to celebrate SID2022, typically drawn from updated SID profile pages. Partners and other stakeholders can refer to this dissemination plan for evergreen content.
2. **Countdown to SID2022.** This final segment of the campaign will focus on disseminating SID key messages and will generally promote the day and national initiatives as it is approaching.
3. **D-Day!** On Tuesday, 8 February 2022, social media activity will be focused on making some noise about Safer Internet Day 2022 celebrations happening around the world.
4. **SID follow-up.** In the days and weeks following SID2022, results about the impact of the campaign will be shared, as well as a recap of the different events and initiatives undertaken at a local level. Short articles and posts from Safer Internet Centres, global Safer Internet Day Committees, and industry partners are welcome, and will be given visibility and reshared.

# **NEW: SID GIFs and SID emoji**

Twitter has prepared two GIFs to go with the SID hashtags: one with the #SaferInternetDay and #SID2022 hashtags in English only, and one with the two hashtags and corresponding translations in Spanish, Arabic and Chinese. It would be great if you could integrate these GIFs in your communication plan on Twitter, as they are a great way to draw attention to the campaign and encourage people to join the conversation on safer and better internet issues.

You will find the GIFs in a separate zip file together with other media assets.

Please note that the emoji associated with the two SID hashtags that you see in the GIFs (a globe being held by two hands) will go live on **Tuesday, 25 January 2022**.

# **UPDATED: Social media messages**

## **Twitter**

Just a few weeks until #SaferInternetDay 2022! On Tuesday, 8 February 2022, we'll be millions, joining forces around the globe, "Together for a better internet"! And you, how will you celebrate #SID2022? Get inspired at [www.saferinternetday.org](https://www.saferinternetday.org)

🌍 Last year, #SaferInternetDay was celebrated in about 200 countries and territories! Let’s smash that record for #SID2022 on Tuesday, 8 February 2022. 🙋‍♂️🙋‍♀️ Get involved now! [www.saferinternetday.org](https://www.saferinternetday.org)

🤔 Curious about who'll be celebrating @safeinternetday with us on 8 February 2022 and how? 👉 Discover how to get involved and create a better internet for everyone at [www.saferinternetday.org](http://www.saferinternetday.org)

✅ What is #SaferInternetDay?

✅ What does it stand for?

✅ How can we all play our part for a better internet?

Find answers to all your questions about #SID2022 at [www.saferinternetday.org](http://www.saferinternetday.org)

#SaferInternetDay is an annual celebration observed in around 200 countries and territories. We come together for a better internet, raising awareness of the online issues that matter to us. Learn more about #SID2022 and get ready to celebrate on Tuesday, 8 February at [www.saferinternetday.org](http://www.saferinternetday.org)

Together for a better internet! The past year or two have shown how important it is for children to grow up in a digital environment where they can communicate, learn, create and share positively. This @safeinternetday, let’s make it a reality for them. Visit [www.saferinternetday.org](http://www.saferinternetday.org)

✅ I support @safeinternetday 2022! Do you? Discover how you can get involved and how to celebrate the day in your country at [www.saferinternetday.org/in-your-country](http://www.saferinternetday.org/in-your-country)

For #SIF2021, we explored how to make Europe's Digital Decade fit for children and youth. We want to continue working "Together for a better internet" and celebrate our efforts towards a safer digital environment during #SaferInternetDay 2022! 👉 [www.saferinternetday.org](http://www.saferinternetday.org)

The #DigitalDecade4YOUth consultation has collected views on what can be done to ensure that the digital world is fit for the future of children and youth. ✅💻 Let's continue working “Together for a better internet” and celebrate #SaferInternetDay 2022! [www.saferinternetday.org](http://www.saferinternetday.org)

Let’s celebrate our efforts for a safer digital environment for children and youth on Tuesday, 8 February 2022! "Together for a better internet", to ensure that the voices of children and young people are heard on #SaferInternetDay and all year through! [www.saferinternetday.org](http://www.saferinternetday.org)

## ***On Monday 07/02***

📆Are you ready for tomorrow? 🥳

On #SaferInternetDay, we’ll be millions of change-makers, joining forces together for a better internet across over 200 countries and territories!

👉 Discover all online events and activities you can join at [www.saferinternetday.org](http://www.saferinternetday.org) in-your-country

## ***On the day itself***

✨Happy #SaferInternetDay! ✨

Today, we are millions joining forces “Together for a better internet”!

Are you one of us? Find out how you can join the celebrations at [www.saferinternetday.org](http://www.saferinternetday.org)

✨Happy #SaferInternetDay! ✨

Together, we have the power to promote the positive changes we want to see in the digital environment and ultimately create a better internet for everyone.

Learn more at [www.saferinternetday.org](http://www.saferinternetday.org)

✨Happy #SaferInternetDay! ✨

Let’s ensure that the voices of children and young people are heard on #SID2022 and all year through! We have the power to promote positive changes “Together for a better internet”.

Learn more at [www.saferinternetday.org](http://www.saferinternetday.org)

## **Facebook**

Save the date for the next edition of @SaferInternetDay, which will be on Tuesday, 8 February 2022, and in the meantime, learn more about this annual observance at [www.saferinternetday.org](http://www.saferinternetday.org/?fbclid=IwAR31JYL_o6wlyf4ly6PE-oKcJrQyvK_rQQvMGBsJp9j9ZXXptpQm7ED40Jw). Get involved and celebrate #SID2022!

Every February, on @SaferInternetDay, we are millions, joining forces all around the globe, “Together for a better internet”! Next edition will be on Tuesday, 8 February 2022! Will you be one of us? Find out how you can join the movement at [www.saferinternetday.org](http://www.saferinternetday.org)

@SaferInternetDay 2022, taking place on Tuesday, 8 February 2022, will be here in just a few weeks! How are you going to celebrate #SID2022? Keep an eye on [www.saferinternetday.org](http://www.saferinternetday.org) for updates on SID 2022 actions around the world!

@SaferInternetDay is an annual celebration observed around the globe in over 200 countries and territories. Every February, we come together for a better internet, raising awareness of the online issues that matter to us. Keep an eye on [www.saferinternetday.org](http://www.saferinternetday.org) to see how #SID2022 is going to be celebrated around the world on Tuesday, 8 February 2022!

✅ I support @SaferInternetDay 2022! Do you? Discover how you can get involved and how to celebrate the day in your country at [www.saferinternetday.org/in-your-country](http://www.saferinternetday.org/in-your-country). It is currently celebrated in about 200 countries and territories. Get ready for Tuesday, 8 February 2022!

✅ What is #SaferInternetDay?

✅ What does it stand for?

✅ How can we all play our part for a better internet?

Find answers to all your questions about #SID2022 at [www.saferinternetday.org](http://www.saferinternetday.org)

📅 On Tuesday, 8 February 2022 we’ll join together for a better internet on @SaferInternetDay!

🔗 Find out how our supporters around the world are planning to celebrate #SID2022 and learn more about how you can get involved at [www.saferinternetday.org](http://www.saferinternetday.org)

No matter where you are, you can celebrate #SaferInternetDay on Tuesday, 8 February 2022 in your own way. Find out what's happening on #SID2022 in your country – visit [www.saferinternetday.org/in-your-country](http://www.saferinternetday.org/in-your-country)

The #DigitalDecade4YOUth helped us amplify the voices of children, carers, educators and others to deliver a vision for the internet of the future. Let’s celebrate our work “Together for a better internet” on #SID2022 on Tuesday, 8 February 2022! Visit [www.saferinternetday.org](http://www.saferinternetday.org)

The #DigitalDecade4YOUth consultation work ended last October. You can still consult the report at [www.betterinternetforkids.eu/digitaldecadereport](http://www.betterinternetforkids.eu/digitaldecadereport). Want to continue working for a better internet for children and youth? Get involved in #SID2022 👉 [www.saferinternetday.org/join](http://www.saferinternetday.org/join)

## ***On Monday 07/02***

📆Are you ready for tomorrow? 🥳

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## ***On the day itself***

✨Happy #SaferInternetDay! ✨

Today, we are millions joining forces “Together for a better internet”!

Are you one of us? Find out how you can join the celebrations at [www.saferinternetday.org](http://www.saferinternetday.org)

✨Happy #SaferInternetDay! ✨

Together, we have the power to promote the positive changes we want to see in the digital environment and ultimately create a better internet for everyone.

Learn more at [www.saferinternetday.org](http://www.saferinternetday.org)

✨Happy #SaferInternetDay! ✨

Our goal is to ensure that the voices of children and young people are heard on Safer Internet Day and all year through! We have the power to promote positive changes “Together for a better internet”.

Learn more about #SID2022 at [www.saferinternetday.org](http://www.saferinternetday.org)

# **UPDATED: Social media visuals**

All visual assets (in English) will be shared with you in a separate zip file. If you wish to edit or translate the items, and further download either in PNG or MP4 (animation format) please use the following link:

<https://www.canva.com/design/DAExaKO7OKE/9-TDvLDIf38vxFq0mg0dQg/view?utm_content=DAExaKO7OKE&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview>

Diagram

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Please note, although we are only able to provide the dissemination plan and related assets in the English language, you are welcome to translate and localise the resources for your national campaign activities, and some editable visuals are provided for this purpose.

For further information and assistance with visuals or other social media content, please contact [sid-helpdesk@eun.org](mailto:sid-helpdesk@eun.org).

**REMINDER: Infographic**

The SID2022 infographic in PDF format will be shared with you in a separate zip file together with other visual assets. Timeline

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# **REMINDER: Email signature**

Please feel free to use this email signature promoting the campaign. Follow the instructions in your email client for adding a new signature.

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| Icon  Description automatically generated with low confidence | |  |  | | --- | --- | | **Safer Internet Day 2022**  Tuesday, 8 February  Together for a better internet  **Get involved!**  Visit [www.saferinternetday.org](http://www.saferinternetday.org/) | | | [**#SID2022**](https://twitter.com/search?q=%23SID2022&src=typed_query) **|** [**#SaferInternetDay**](https://twitter.com/search?q=%23SaferInternetDay&src=typed_query&f=top) | | |  |  | | [Icon  Description automatically generated](https://twitter.com/safeinternetday)  [A white cross on a blue background  Description automatically generated with medium confidence](https://www.facebook.com/SaferInternetDay)  [Icon  Description automatically generated](https://www.linkedin.com/company/better-internet-for-kids/)  [A picture containing text  Description automatically generated](https://www.tiktok.com/@betterinternetforkids)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  A picture containing text, electronics, computer  Description automatically generated A picture containing text  Description automatically generated | | |

# **Contact information**

For all enquiries or assistanceregarding Safer Internet Day campaign activities, please contact [sid-helpdesk@eun.org](mailto:sid-helpdesk@eun.org).