



**Safer
Internet
Day 2023** | Tuesday
7 February

Together for a better internet

www.saferinternetday.org



Safer Internet Day 2023: *Information for potential SID Committees*

Safer Internet Day (SID) is an annual awareness-raising campaign, aiming to bring together key actors from both the public and private sectors in the greatest number of countries possible to promote safe, responsible use of online and mobile technologies, particularly among children and young people.

Safer Internet Day 2023 will take place on Tuesday, 7 February 2023 with a campaign slogan of “Together for a better internet”.

This document outlines the process for convening a SID Committee to coordinate country-wide actions for running a SID campaign.



Safer Internet Day Committees

Each country wishing to participate should set up a Safer Internet Day Committee, which should be backed by the support of at least one public authority or government organisation. The committee should involve leading actors in the online safety arena (such as NGOs, industry and researchers), but there can only be one SID Committee per country. The current list of SID Committees can be found on the saferinternetday.org website (“In your country” section).

See the section below titled “Method and timeline” for further information on convening a SID Committee.



Activities proposed for Safer Internet Day

Typically, the SID Committee will lead one or more actions on Safer Internet Day (and on the days preceding and following SID), which may include but are not limited to:

- The launch of an awareness campaign in the media (for example, via video clips, radio announcements, songs, social media campaigns, and so on).
- A special television programme.
- A competition for children.

- A conference with leading figures in the sector, in particular parents, children, educators, researchers and industry.
- A press conference involving celebrities who support SID.
- The publication of results from recent research on online safety.
- The launch or promotion of resources for schools and parents.
- Undertaking visits to schools to speak to students and educators.

We particularly welcome new and innovative ideas from SID Committees for celebrating Safer Internet Day in their respective countries.



Resources and tools to support SID Committees

All SID Committees are invited to make use of a number of resources and tools to help run a successful SID campaign, as follows:

- **SID 2023 key messages** – SID Committees will be provided with a series of key campaign messages to help shape localised activities.
- **SID 2023 logo and assets** – SID Committees will be provided with a SID 2023 logo and various other assets (in a variety of file formats), along with guidelines for use.
- **Resources for schools** – each year we make a range of [eSafety resources](#) available on the Safer Internet Day website to help educators celebrate SID with their students. SID Committees are invited to submit their own resources for inclusion in this resource and/or promote this resource within their own countries.
- **Safer Internet Day portal** – the online platform at www.saferinternetday.org acts as the home for all things SID and is used to promote SID to all interested stakeholders. SID profile pages can be created at any time, to already start raising awareness for the next edition of SID.

Each SID Committee has its own page in the “[In your country](#)” [section](#). This is a space to promote events and activities for SID 2023 (along with associated resources) to a global audience.



Method and timeline

To reinforce the impact of Safer Internet Day through an integrated approach, we have set up the following:

- 1) The Insafe network, coordinated by European Schoolnet, carries out all Secretariat tasks. It responds to questions sent to the SID helpdesk [sid@betterinternetforkids.eu] and will help to connect you with other people in your country wishing to participate in a Safer Internet Day Committee and/or to celebrate SID.

2) The Secretariat brings together organisations in the same country. Participants inform the Secretariat of the organisations which make up the national committee and the activities planned, and also provide the name and email address of the person who is designated as the national contact point.

3) The Secretariat will confirm the status of all national SID Committees and publish the details of national contact points on the [Safer Internet Day website](#) (“In your country” section).

In some cases, the Secretariat will require additional information on planned actions before it can validate the Committee if, for example, the planned actions seem insufficient or if several organisations in one country have applied to become the SID Committee. Where the latter is the case, the Secretariat will seek to connect interested parties.

4) SID Committees may update their profile pages as many times as they wish in the run-up to SID 2023, and are also invited to continue updating their pages after the event with their campaign successes. The main point of contact for the SID Committee will receive information on how to update the profile page.

Please note, any country pages left unpopulated or not updated for the current campaign may be removed without further notice.

5) SID Committees will receive updates during the run-up to SID on news and resources via a regular email mailing.

6) Finally, each SID Committee is encouraged to send an article outlining the activities and impact of Safer Internet Day within their country by the end of February 2023 to be published on the [Better Internet for Kids \(BIK\) portal](#) (a companion site to the SID portal), linked to from within the SID country page and used in associated dissemination activities.



Background information

The Insafe network of Safer Internet Centres in Europe strives to empower children and young people to use the internet, as well as other online and mobile technologies, positively, safely and effectively. Every national centre implements awareness and educational campaigns, runs a helpline, and works closely with youth to ensure an evidence-based, multi-stakeholder approach to creating a better internet.

The INHOPE network, partner to Insafe, fights against child sexual abuse material (CSAM) by receiving and acting upon reports of illegal online content.

See www.betterinternetforkids.eu for further information on both organisations, and links to Safer Internet Centres by country.

Safer Internet Day (SID) takes place each February to promote safer and more responsible use of online technology and mobile devices, especially among children and young people. Typically celebrated on the second day of the second week of the second month, each year on Safer Internet Day hundreds of events are organised to raise awareness of online safety issues, right across the globe. Safer Internet Day has been celebrated every February since 2004. In 2022, over 180 countries and territories were involved in SID celebrations.

Safer Internet Day is organised by the joint Insafe/INHOPE network European Commission. Currently the funding is provided by the Connecting Europe Facility programme (CEF). In the future, actions will be funded through the [Digital Europe Programme \(DIGITAL\)](#). Find out more about the [EC's new European strategy for a better internet for kids \(BIK+\)](#) on the European Commission's website.



Contact for further information

We hope you have found this guide useful.

Should you have any further comments or questions, or would like to proceed with convening a SID Committee in your country, please contact the SID helpdesk at sid@betterinternetforkids.eu.

SID Committees are also encouraged to visit our social media profiles regularly for the latest news and updates:

- Like us on Facebook at www.facebook.com/SaferInternetDay.
- Follow us on Twitter at www.twitter.com/safeinternetday.
- Connect with us on LinkedIn at www.linkedin.com/company/better-internet-for-kids/.

To stay up to date on Better Internet for Kids (BIK) issues more generally, [subscribe to the quarterly BIK bulletin](#). Read [past editions of the bulletin](#) on the Better Internet for Kids portal.