



Safer Internet Day 2023: Key campaign messages¹

Safer Internet Day (SID) is organised by the joint Insafe/INHOPE network of Safer Internet Centres in Europe, with the support of the European Commission², each February to promote the safe and positive use of digital technology, 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 millions of people unite to inspire positive changes online, to raise awareness of online safety issues, and participate in events and activities right across the globe.

As always, Safer Internet Day aims to create both a *safer* and a *better internet*, where everyone is empowered to use technology responsibly, respectfully, critically and creatively. The campaign aims to reach out to children and young people, parents and carers, teachers, educators and social workers, as well as industry, decision makers and politicians, to encourage everyone to play their part in creating a better internet. By celebrating the positive power of the internet, the Safer Internet Day slogan of “**Together for a better internet**” encourages everyone to join the movement, to participate, and to make the most of the internet’s potential to bring people together.

For this edition, we will be reflecting on the new [European strategy for a better internet for kids \(BIK+\)](#). Adopted in May 2022, this new strategy aims to ensure that children are protected, respected and empowered online in the new Digital Decade, in line with the [European Digital Principles](#). The vision is for age-appropriate digital services, with every child in Europe **protected, empowered** and **respected** online, and no one left behind. Conversations around Safer Internet Day 2023 will consider how, collectively, we can achieve this.

¹ **Notes on use:** Safer Internet Centres, SID Committees and SID Supporters may wish to use this document as the basis for a press release or similar. If doing so, you may wish to use the alternative version of the above logo with space for a partner logo to be added. We request, however, that no other changes are made to the SID logo – please see the [guidelines for use of the Safer Internet Day logo and related campaign assets](#) or contact us at sid@betterinternetforkids.eu for further information.

² 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). 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.

With a global, community-led approach, Safer Internet Day encourages everyone to come together and play their part. There are many ways to do this:

- **Children and young people** can help to create a better internet by being kind and respectful to others online, by protecting their online reputations (and those of others), and by seeking out positive opportunities to create, engage and share online.
- **Parents and carers** play a crucial role in empowering and supporting children to use technology responsibly, respectfully, critically and creatively, whether it is by ensuring an open dialogue with their children, educating them to use technology safely and positively, or by acting as digital role models.
- **Teachers, educators and social workers** can help to create a better internet by equipping their pupils and students with digital literacy skills and by developing their critical thinking skills, which will allow them to better navigate the online world. They can empower them to create their own content, make considered choices online, and can set a personal example of positive online behaviour for their pupils and students.
- **Industry** can help to create a better internet by creating and promoting positive content and safe services online, and by empowering users to respond to any issues by providing clear safety advice, a range of easy-to-use safety tools, and quick access to support if things do go wrong.
- **Decision makers and politicians** need to provide a culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children and young people to learn about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry is encouraged to self-regulate its content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and wellbeing of children and young people through effective child protection strategies for the digital world.
- **Everyone** has a responsibility to make a difference online. We can all promote the positive by being kind and respectful to others and by seeking out constructive opportunities to create and connect. We can all respond to the negative by reporting inappropriate or illegal content and behaviour online.

We invite you all to join **Together for a better internet** on the next edition of **Safer Internet Day on Tuesday, 7 February 2023**. Find out more about Safer Internet Day at www.saferinternetday.org, including links to campaign activities in your own country, or stay up to date via the SID social media profiles on [Facebook](#), [Twitter](#) and [LinkedIn](#).

<Safer Internet Centres, SID Committees and SID Supporters may wish to add a statement at the bottom of this document, outlining country-specific plans and links for their SID campaign activities.>