Safer Internet Day
Dissemination plan – December 2023

In this plan...

1. **Campaign overview (p.2)** – A general short overview of the key campaign facts.
2. **How you can help (p.3)** – How you can get involved and support Safer Internet Day 2024.
3. **Social media channels and assets (p. 3)** – 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.
4. **Dissemination timeline and content breakdown (p. 4)** – A breakdown of the timeline for dissemination of SID campaign messages on social media.
5. **Social media messages (p. 5)** – A collection of suggested social media messages which you may post to your respective channels or adapt and translate as needed.
6. **Social media visuals and countdowns (p. 7)** – A set of suggested social media visuals which you are welcome to use to accompany your posts.
7. **Infographic and festive card (p. 10)** – A visual displaying general information about SID, and a festive GIF card for the holiday season.
8. **Email signature (p.11)** – a template signature to add to your email account, linking through to further information and our social media profiles.
9. **Contact information (p.11)**
### 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, 6 February 2024**, 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. This year, we will be celebrating the **21st edition** of the observance.

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 180 countries and territories worldwide.

For this edition, we will again be reflecting on the European strategy for a **better internet for kids (BİK+)**. Adopted in May 2022, the vision of the strategy is for age-appropriate digital services, where every child in Europe is **protected, empowered, and respected online**, and no one is left behind.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Safer Internet Day (SID) 2024</th>
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<tbody>
<tr>
<td>Campaign timeframe</td>
<td>From Wednesday, 6 December 2023 to Sunday, 11 February 2024 and beyond.</td>
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| 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:  
• 06/12/2023 - 01/01/2024 – Christmas and New Year’s activities, with general messages and a focus on existing resources.  
• 02/01 - 31/01/2024 – Focus on promoting the initiatives of Safer Internet Centres, global Safer Internet Day Committees, and industry partners to celebrate SID2024.  
• 01/02 - 05/02/2024 – Countdown to SID2024.  
• 06/02/2024 – D-Day!  
• 06/02 - 12/02/2024 – SID follow-up activities. |
| Primary target audiences | Children, teenagers, parents, carers, teachers, educators, civil society organisations, industry representatives, policymakers, media representatives, researchers, and more! |
| Main channels | • Online – [Safer Internet Day website](#), and social media profiles on [Facebook](#), [X (formerly Twitter)](#) and [LinkedIn](#). |
| Campaign hashtags | #SaferInternetDay and #SID2024. |
| Main tools | Engaging social media posts.  
Various tools to encourage ongoing engagement on the topic.  
Various tools to encourage user-generated content. |
How you can help
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 and how you can get involved.
- Discover SID2024 key campaign messages.
- 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 regular campaign mailings over the coming months.

Social media channels and assets
Our main social channels are as follows:

- Facebook – @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 and we will give your post some engagement.

- X (formerly Twitter) – @SafeInternetDay
  Please feel free to post using the campaign hashtags #SaferInternetDay and #SID2024 and repost our campaign-related posts as often as possible. Tag us using @SafeInternetDay so that we can repost you as well!

- LinkedIn – @betterinternetforkids
  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 and we will aim to give your post some engagement.
Dissemination timeline and content breakdown

<table>
<thead>
<tr>
<th>Topic</th>
<th>Timeline</th>
<th>Details</th>
<th>Dissemination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas and New Year’s activities</td>
<td>From Wednesday, 6 December 2023 to Monday, 1 January 2024.</td>
<td>Disseminate online safety tips and resources.</td>
<td>Evergreen messages and visual assets are included in this dissemination plan. Additionally, a winter holiday GIF card will be promoted on our channels.</td>
</tr>
<tr>
<td>What are SICs and SID Committees doing for SID2024? What is industry doing for SID2024?</td>
<td>From Tuesday, 2 January 2024 to Wednesday, 31 January 2024.</td>
<td>Focus on initiatives of SICs, SID Committees and industry partners to celebrate SID2024.</td>
<td>Evergreen messages and visual assets are included in this dissemination plan.</td>
</tr>
<tr>
<td>Countdown to SID2024</td>
<td>From Thursday, 1 February 2024 to Monday, 5 February 2024.</td>
<td>General SID promotion. Dissemination of SID key messages.</td>
<td>Evergreen messages and visual assets are included in this dissemination plan.</td>
</tr>
<tr>
<td>D-Day!</td>
<td>On Tuesday, 6 February 2024.</td>
<td>Help us make some noise about Safer Internet Day 2024.</td>
<td>Social media messages and assets are included in this dissemination plan for partners.</td>
</tr>
<tr>
<td>SID follow-up</td>
<td>From Wednesday, 7 February 2024 to Sunday, 11 February 2024.</td>
<td>Follow-up activities, sharing results, recap of events.</td>
<td>Articles and posts from SICs and wider SID stakeholders will be resharred.</td>
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Campaign content breakdown

1. **Christmas and New Year’s activities.** This part of the campaign will focus on disseminating online safety tips and resources as well as general key messages in preparation for Safer Internet Day. Evergreen social media messages and visuals are included in this plan.

2. **What are Safer Internet Centres and Safer Internet Day Committees doing for SID2024? What is industry doing for SID2024?** 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 SID2024. Partners and other stakeholders can refer to this dissemination plan for evergreen content.

3. **Countdown to SID2024.** This final segment of the campaign will focus on disseminating SID key messages and will generally promote the day and national initiatives as it approaches.

4. **D-Day!** On Tuesday, 6 February 2024, social media activity will be focused on making some noise about Safer Internet Day 2024 celebrations happening around the world.

5. **SID follow-up.** In the days following SID2024, 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.

Social media messages

🌟 🌐 Less than two months until #SaferInternetDay 2024! 🌐 🌟

📊 On Tuesday, 6 February 2024, millions of us will come together worldwide for a better internet! How will you celebrate #SID2024?

Get inspired 👉 www.saferinternetday.org

🌐 🎮 Envision the future of the internet with us!
On this @saferinternetday and every day our mission is to create an online space where users feel protected, empowered, and respected online.

📸 Explore more at www.saferinternetday.org

📅 Save the date!

The 21st edition of #SaferInternetDay is approaching. Join us on Tuesday, 6 February 2024, as we unite globally 🎈 “Together for a better internet”!

Visit www.saferinternetday.org to find out how to get involved.

_last year, #SaferInternetDay was celebrated in about 180 countries and territories. Let us smash that record on Tuesday, 6 February 2024 for the 21st edition of @saferinternetday! Get involved now! www.saferinternetday.org

🤔 Curious about who will join us to celebrate @saferinternetday on Tuesday, 6 February 2024 and how?

📸 🔄 Explore ways to get involved and contribute to creating a better internet for everyone at www.saferinternetday.org
Parental influence and guidance is pivotal in empowering children to use technology responsibly, respectfully, critically, and creatively.

Parents and carers, visit www.saferinternetday.org to discover your role in this and contribute to fostering a safer online environment.

Tech companies play a key role in shaping our online experiences. 😊
🎉 Their role is crucial in making a safer internet a reality.
펌 Find out which companies support #SaferInternetDay at www.saferinternetday.org/supporters.

🌞 Together for a better internet! ☀️ 🌙

𝑃𝑜𝑙𝑖𝑐𝑦𝑚𝑎𝑘𝑒𝑟𝑠 can encourage the emergence of a culture in which we all play our part for a better internet. @safeinternetday 2024 is the perfect opportunity to reflect on how we can achieve this! www.saferinternetday.org

The first #SaferInternetDay was celebrated 21 years ago.

Time has flown, and our commitment to ensure a safer, better internet experience for everyone continues!

Join the celebration this Tuesday, 6 February 2024 at www.saferinternetday.org

Dive into the world of #SaferInternetDay! 🌐

Discover its essence, your role in creating a better internet, and get answers to all your questions about #SID2024 at www.saferinternetday.org

Are you ready for @safeinternetday 2024?

The Insafe network of Safer Internet Centres has prepared a gallery of resources to help you celebrate #SID2024 in your country... and indeed promote a safer and better internet all year round!

Visit www.saferinternetday.org/resources

Get ready for the #SaferInternetDay! 🌐 🌬️
Observed on Tuesday, 6 February 2024 in around 180 countries and territories, on this day we come together for a better internet, raising awareness of the online issues that matter to us.

Find out more about #SID2024 🌍 www.saferinternetday.org

✔️ I support @safeinternetday 2024! Do you?

💬 🌍 Discover how you can get involved and celebrate the 21st edition #SaferInternetDay in your country at www.saferinternetday.org/in-your-country

Social media visuals

All visual assets (in English), including social media covers, will be shared with you in a separate zip file. If you wish to edit or translate the items, and further download them in PNG please use this Canva link.

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.
Countdowns

Safer Internet Day 2024
Tuesday, 6 February

5 weeks remaining
www.saferinternetday.org
Better Internet for Kids

4 weeks remaining
www.saferinternetday.org
Better Internet for Kids

3 weeks remaining
www.saferinternetday.org
Better Internet for Kids

2 weeks remaining
www.saferinternetday.org
Better Internet for Kids

1 week remaining
www.saferinternetday.org
Better Internet for Kids
For further information and assistance with visuals or other social media content, please contact saferinternetday@betterinternetforkids.eu.
Infographic

An editable version of this infographic is available at this Canva link if you wish to translate the key messages.

Festive season GIF cards
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.

Safer Internet Day 2024
Tuesday, 6 February
Together for a better internet

Get involved!
Visit www.saferinternetday.org

#SID2024 | #SaferInternetDay

Contact information
For all enquiries or assistance regarding Safer Internet Day campaign activities, please contact saferinternetday@betterinternetforkids.eu.