

Safer Internet Day

11th February 2020

Social Media Guide for Supporters

#SaferInternetDay

#freetobe



Official organisers of #SaferInternetDay

About Safer Internet Day

Safer Internet Day 2020 is on the 11th of February, and will be celebrated with the theme 'Free to be' – looking at identity online.

Safer Internet Day aims to inspire a national conversation about using technology responsibly, respectfully, critically, and creatively.

Coordinated in the UK by the UK Safer Internet Centre the celebration sees hundreds of organisations get involved to promote the safe, responsible and positive use of digital technology for children and young people.

In 2019, we reached [46% of young people](#) aged 8-17 and [26% of parents](#). We invite everyone to join us, and Safer Internet Day supporters across the globe, to help create a better internet on Tuesday [11th February 2020](#) and throughout the whole year.

#Freetobe - Safer Internet Day 2020

Each year in the UK, we use Safer Internet Day to explore a new area or theme that is important to the young people we work with every day. This year we are exploring whether young people feel free to be themselves online. We will explore how young people manage their online identity, and how the internet shapes how they think of themselves and others. We will look at whether the internet allows young people to experiment and express themselves, or if they feel limited in who they can be online.

By opening up conversations around online identity, we aim to inspire young people to support each other in being who they want to be. We want Safer Internet Day 2020 to celebrate difference and help us work towards creating a truly inclusive internet.

Connect with us on social media

We want to share all of the great things that organisations like yours are doing to celebrate Safer Internet Day, and the best way to do that is by sharing what you are doing on social media!



@UK_SIC



UK Safer
Internet Centre



@UK_SIC



UKSIC

Use the hashtag #SaferInternetDay and tag the UK Safer Internet Centre social media account in all of your Safer Internet Day social media posts to ensure that we can re-share them and to help you to take part in the global conversation!

Help us to start the day with a bang!

[Schedule this Tweet for 8am on the 11th February](#)

Today is Safer Internet Day! Join us and @UK_SIC this #SaferInternetDay to create a better internet – RT to show your support saferinternetday.org.uk

What you can do...

This Safer Internet Day we are focussing on the theme of identity online, opening up conversations with young people on whether the internet allows them to experiment and express themselves.

With your support on social media we can make Safer Internet Day 2020 the biggest one ever!

In this pack there are a range of posts that you can share both now, and on Safer Internet Day. We have also created a range of graphics that you can share with any of your posts.

Suggested social media posts

Things you can share before 11th February:

Click on any of the below to Tweet.

ORGANISATION NAME are celebrating #SaferInternetDay on 11th February! Find out how you can also get involved at www.saferinternetday.org.uk @UK_SIC

Make online safety a priority in your school and be part of the UK's biggest celebration of online safety. #SaferInternetDay is on 11th February, the @UK_SIC have a range of free resources to help you and the young people you work with explore identity online. www.saferinternetday.org.uk

#SaferInternetDay is on 11th February 2020! Want to know more about the day and how you can get involved? Why not check out the brand new films and resources from @UK_SIC! <http://bit.ly/32vlqsi>

How do you share different aspects of your personality online? Are you the same offline as you are online? Safer Internet Day is on 11th February 2020 and @UK_SIC have plenty of ways to engage young people in discussions around identity online. Find out more about #SaferInternetDay at www.saferinternetday.org.uk

What makes you... YOU? From their favourite things to do online to what they can do if something worries them online why not explore online safety with your children this #SaferInternetDay. <https://www.saferinternet.org.uk/safer-internet-day/safer-internet-day-2020/i-am-parent-or-carer>

Empower your child with safe choices they can make online instead of overwhelming them with restrictions. Let's create an internet where you are #freetobe involved in your children's online lives. Top tips this #SaferInternetDay. www.saferinternet.org.uk/sid-tips @UK_SIC

What does identity mean to you online? For #SaferInternetDay @UK_SIC have created free resources on identity online, exploring whether young people are #freetobe themselves online. www.saferinternetday.org.uk

Let's create an internet where we are free to be different this #SaferInternetDay. @UK_SIC have created a range of top tips for all ages. Find out more at www.saferinternet.org.uk/safer-internet-day/safer-internet-day-2020/safer-internet-day-2020-top-tips

Being free to be yourself online means lots of different things to different people. What do you wish you were #freetobe online? Let's discuss online identity this #SaferInternetDay www.saferinternetday.org.uk @UK_SIC

Things to share on 11th February 2020

Click on any of the below to Tweet.

Today is Safer Internet Day and we are working with organisations across the UK to make an internet where everyone is #freetobe themselves. Join us and find out more at www.saferinternetday.org.uk #SaferInternetDay @UK_SIC

ORGANISATION NAME are celebrating #SaferInternetDay today! Find out how you can join us at www.saferinternetday.org.uk @UK_SIC www.saferinternetday.org.uk

“What could you do if someone was unkind to you online about the things you’ve shared?” This #SaferInternetDay continue the conversations about online safety by using these resources for parents and carers www.saferinternet.org.uk/safer-internet-day/safer-internet-day-2020/i-am-parent-or-carer @UK_SIC

Top tips for parents this #SaferInternetDay - Listening to your child will give you the best possible idea of how you can support them. Not sure where to begin? Have a look at @UK_SIC’s suggested 'Conversation Starters' for parents and carers www.saferinternet.org.uk/safer-internet-day/safer-internet-day-2020/i-am-parent-or-carer #freetobe

Your friend posts a photo taken straight after a sports match. They look amazing but you know it’s been heavily edited. What do you do? Test your online safety knowledge with this #SaferInternetDay quiz from @UK_SIC www.saferinternet.org.uk/SID-quiz

How can you support those in need online? Outweigh the negative comments and posts by showing your support in celebration of others in what you share online this #SaferInternetDay. If you see a negative or offensive comment online make sure you report it. www.saferinternetday.org.uk

Graphics you can share

We have created a range of graphics you can share on social media to accompany any of your posts on or before the 11th February.

Download the graphics now.

Help make Safer Internet Day 2020 bigger than ever

Sign your organisation, school or company up as a supporter register.saferinternetday.org.uk

#SaferInternetDay saferinternetday.org.uk

2 weeks until Safer Internet Day 2020

#SaferInternetDay saferinternetday.org.uk

1 week until Safer Internet Day 2020

#SaferInternetDay saferinternetday.org.uk

1 day until Safer Internet Day 2020

#SaferInternetDay saferinternetday.org.uk

Get involved! #freetobe

Safer Internet Day 11 Feb 2020

Free Resources, Films, Top tips, Quick activities and more!

#SaferInternetDay saferinternetday.org.uk

Take the Safer Internet Day 2020 QUIZ!

#SaferInternetDay saferinternetday.org.uk

Safer Internet Day 2020 Tuesday 11 February

#SaferInternetDay saferinternetday.org.uk

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#SaferInternetDay saferinternetday.org.uk

Free to be creative



Remember to have fun and use the internet to release your inner creativity!

#SaferInternetDay saferinternetday.org.uk

Free to be different



The internet can be a great place to express the things that make you special or unique.

#SaferInternetDay saferinternetday.org.uk

Free to expect respect

Remember to support your friends, and show others how to be respectful and kind online.



#SaferInternetDay saferinternetday.org.uk

Free to feel safe



Check with an adult if you are ever unsure about what to share, or who you are chatting to online.

#SaferInternetDay saferinternetday.org.uk

Free to ask for help



If you are ever unsure or worried about something online, ask an adult that you trust for some help and advice.

#SaferInternetDay saferinternetday.org.uk

Free to embrace difference

Broaden your feeds by making sure you follow a range of people who inspire, excite or interest you.



#SaferInternetDay saferinternetday.org.uk

Free to make the internet work for your family

Find out how you can make the most out of parental controls and other safety features by checking out @UK_SIC's free Parents' Guide to Technology.



#SaferInternetDay saferinternetday.org.uk

Free to explore and investigate



Use your critical thinking skills to figure out what is reliable, helpful and good for your mental health online.

#SaferInternetDay saferinternetday.org.uk

Free to get involved



Empower your child with safe choices they can make online - instead of overwhelming them with restrictions.

#SaferInternetDay saferinternetday.org.uk

Free to talk

Listening to your child will give you the best possible idea of how you can support them.



#SaferInternetDay saferinternetday.org.uk

Other helpful resources

These resources encourage young people to explore how they manage their identity online, and to think about how the internet shapes their view of others as well as themselves.

To help us to reach more young people than ever before why not share some of the #SaferInternetDay resources such as:

- **Educational Resources**

Free to download and view, the resources are written by educational experts to be engaging and adaptable for different age groups between 3 and 18. There is also guidance for educators, as well as resources for parents and carers.

- **Safer Internet Day Films**

To accompany the resources, there is also a range of short films for **5-11s**, **11-14s**, **parents and carers**, as well as a **campaign film outlining the theme of the Day**.

- **Top Tips for all ages**

These pages include top tips about staying safe online as well as the ways young people can express their identity online. The advice pages for young people are split into age appropriate sections for ages 3-18, with specific tips for parents and carers.

- **The Safer Internet Day Quiz**

'There's a new app that loads of your friends are using. To create an account you need to set your age as older than you actually are. Your friends keep asking you when you're joining - what do you do?' Young people can test their online safety knowledge using the Safer Internet Day Quiz for ages 7-13.

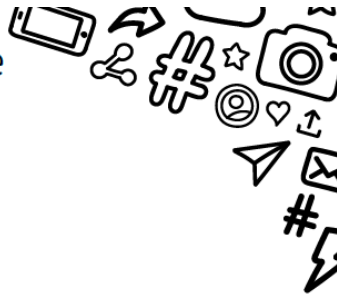
Let's create an internet where we are #freetobe

This Safer Internet Day we want to make the internet an inclusive place. Everyone has a part to play in this happening - whether by being an upstander, an ally, a champion for difference, or just by being themselves.

This year the Safer Internet Day campaign will be using the hashtag #freetobe – exploring all of the things that young people should be free to be, when they are online.

Let's create an internet where we are

#Free to be...



You can download the #freetobe template in both [English](#) and [Welsh](#).

How to use the template

1. Decorate the template in any way which suits you. Why not fill the page with...
 - Words that express who or what someone should be #freetobe online (e.g. themselves, creative, supportive).
 - Illustrations of what they want their online identity to look like.
 - Pledges of what they will do to help create an inclusive internet, such as: 'I will post things that I am proud of online' or 'I will not share comments or jokes which are harmful or offensive to others online'.
2. Take a photo of the templates and share them on your organisation's or school's social media accounts with the hashtags #freetobe and #SaferInternetDay.
3. Get your friends, family, and colleagues involved! Any photos shared on Twitter using the #SaferInternetDay or #freetobe hashtags and tagging @UK_SIC may be retweeted by the UK Safer Internet Centre.

Example pledges:

