

Highlights from Safer Internet Day 2024 ✨



On **Tuesday, 6 February 2024**, the **21st edition of Safer Internet Day** took place under the continuing campaign slogan of **Together for a better internet**.

This annual celebration aims to raise awareness of the importance of both a safer and a better internet, where everyone is empowered to use technology responsibly, respectfully, critically and creatively.

Through a diverse array of actions, across **Europe and the globe**, the campaign reached a wide range of benefactors and stakeholders – children and young people, parents and caregivers, teachers, educators and social workers, as well as industry, decision-makers and politicians – with a call to action to encourage everyone to play their part in creating a better internet. Approximately **190 countries and territories** marked the day.

Safer Internet Day: a global celebration



Within Europe, **Safer Internet Centres** led the celebrations of the day. Further afield, **SIC+ programme participants** and Safer Internet Day Committees across the globe helped to raise awareness of safer and better internet messages. All participated with national and localised campaigns, events and activities, covering a range of topical issues like **disinformation**, **safe gaming practices**, and **cyberbullying**.

Find out more from the **country profile pages on the Safer Internet Day website**, or check out **various articles summarising the reach and impact of their actions**.

Alongside the country-based celebrations, organisational and industry supporters – many with a global presence – also joined the day. Read more about **supporter actions on the Safer Internet Day website**.

* **Insafe** and **INHOPE** work together through a network of Safer Internet Centres across Europe, typically comprising an awareness centre, helpline, hotline and youth participation actions. Many Safer Internet Centres are co-funded by the European Union within the framework of the **European Commission's Better Internet for Kids (BIK+)** strategy.

Safer Internet Day impact

Safer Internet Day in the media

Articles appeared in both **national and international media**, right across the globe.

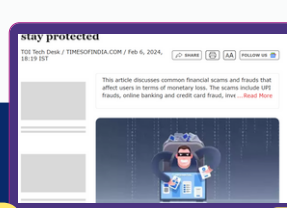
- In **Europe**, many **key institutions and organisations** marked the day with press releases and media announcements, including the **European Commission**, the **Council of Europe**, **ENISA** (the European Union Agency for Cybersecurity), **ERC** (the European Research Council) and **Europol**, to name just a few.
- In **Oceania**, **Australia** saw coverage from **Mirage News**, **IT Wire**, and **Security Brief Australia** featured discussions on the topic.
- Moving to **Africa**, **Egypt's Daily News Egypt** and **Ghana's Modern Ghana**, contributed to the discourse alongside Kenya's **CIO Africa** and **South Africa's ITWeb** and **The Citizen**.
- In **Asia**, significant coverage was observed in **India** through **The Times of India**, **Times Now**, **News9**, and **Deccan Herald**, as well as in Korea via **Business Korea**.



- The **Middle East region** featured discussions from the **UAE** with **Tahawul Tech** and **Zawya**.
- In **South America**, **Brazil** was represented by **dpl News**.
- Meanwhile, across the Atlantic, the **USA** saw attention from platforms such as **Spiceworks**, **Trend Micro**, **Technical.ly**, and **WRAL TechWire**.



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Safer Internet Day online

- Throughout the campaign period, the **Safer Internet Day website** attracted approximately **3,500 daily visits**, totalling around **111,500 visits** and **283,500 page views**. On the day of Safer Internet Day, the website experienced a significant surge in traffic, with nearly **39,000 unique visitors** and over **55,000 page views**.
- The campaign's **hashtag, #SaferInternetDay**, resonated widely across various online platforms including X (formerly Twitter), Facebook, YouTube, Instagram, and numerous websites, serving as a rallying point for promoting online safety.
- Posts, articles, and other media containing the hashtag gathered over **5,000 mentions** and reached an **impressive audience of more than 14 million profiles** across multiple social media channels and the web on Safer Internet Day alone.
- One of the main features of Safer Internet Day is the **support the campaign receives from influential stakeholders** online, driving a multiplier effect on social media and significantly expanding its reach – see just a few examples below.



Next year

Safer Internet Day 2025 will be marked by a global day of focus on **Tuesday, 11 February 2025**. Events and activities will take place across Europe and beyond **throughout the whole month of February**.

Also, look out for a **new SID mascot** and a **new campaign website** coming later this year.

Follow our social media channels (**X (formerly Twitter)**, **Facebook**, and **LinkedIn**) to stay up to date on the latest Safer Internet Day news.