



European  
Commission

Better Internet for Kids

**DSA for YOUTH**

Protecting minors by design

Promo pack



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## What you will find inside:

1. Introduction to the campaign
2. Social media messages & visuals
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## Introduction to the DSA for YOUTH campaign:

The DSA for YOUTH campaign by Better Internet for Kids aims to **break down the content and the implications of the DSA** for children, young people, families, and educators **in simple terms**.

From stronger protections for minors to clearer rules on ads, algorithms, and illegal content, we'll explain the changes in simple language and show what practical steps users can take.



## Introduction to the DSA for YOUTH campaign:

The campaign is running from **15 September to 7 November 2025**, with two phases:

- **Phase 1** (15 September – 9 October): a **teaser phase** focused on raising awareness of existing resources and the broader topic.
- **Phase 2** (10 October – 7 November): the **active campaign phase**, during which dedicated resources will be released and widely disseminated.



**This promo pack is focused on the first phase.**

The promo pack for the second phase will soon follow.



## How can you help?

You're warmly invited to support the campaign by sharing its messages with your own audiences!

Feel free to use the following **ready-made social media visuals and suggested texts** on your social channels or in a **newsletter item** anytime **up to 9 October**.



You will find the **link to download all visuals** at the end of this promo pack.



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## Social media messages and visuals:



🚀 Better Internet for Kids launches the DSA for YOUTH - Protecting minors by design campaign!  
The Digital Services Act (DSA) is the EU's set of rules for a safer, fairer, and more transparent digital world. With the "DSA for YOUTH" campaign, BIK is translating the guidelines into clear, practical resources to make the DSA's protections accessible and relatable for everyone.

Read more about the DSA <https://better-internet-for-kids.europa.eu/en/digital-services-act>

#DSAforYOUTH #DSA

## X (formerly Twitter) shorter version:

🚀 BIK launches #DSAforYOUTH!  
The EU Digital Services Act makes the internet safer and more transparent. BIK's campaign will roll out more resources soon...stay tuned!

For now, read more👉 <https://better-internet-for-kids.europa.eu/en/digital-services-act>

#DSAforYOUTH #DSA



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## Social media messages and visuals:

🌐 The Digital Services Act (#DSA) is more than technical rules - it impacts your daily online experience. When you scroll through your feed, play an online game, or post content, the rules of the #DSA are already working behind the scenes. With the guidelines on the protection of minors under the DSA, platforms have a legal duty to, among others:

- 🔒 Respect children's privacy.
- 🛡️ Reduce exposure to harmful or inappropriate content.
- ⚙️ Make safety features easy to find and use.

That's what Better Internet for Kids's campaign, DSA for YOUTH - Protecting minors by design, is for: to explain how these protections are built into the platforms young people use every day, and how families and educators can make the most of them. Read more about the DSA <https://better-internet-for-kids.europa.eu/en/digital-services-act> #DSAforYOUTH #DSA

## X (formerly Twitter) shorter version:

🌐 The #DSA shapes your online life — from scrolling feeds to gaming. With the new guidelines, platforms must protect minors' privacy, safety and well-being.  
👉 That's what the BIK's campaign #DSAforYOUTH is about. Learn more about the #DSA: <https://better-internet-for-kids.europa.eu/en/digital-services-act>



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## Social media messages and visuals:

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“We want to give parents, not algorithms, control over what their children see online.” – Ursula von der Leyen, State of the Union 2025.  
This idea is guiding the EU work on safer digital spaces.  
The Digital Services Act and the DSA for YOUTH campaign help families and young people put that vision into practice by:

- Offering clear, family-friendly resources about online protections
  - Sharing young people’s own perspectives on what safety means to them
  - Providing practical tools, videos, webinars, and quizzes, to help parents and educators make informed choices.
- Find out how these EU priorities are reflected in the DSA: <https://better-internet-for-kids.europa.eu/en/digital-services-act>  
#DSAforYOUTH #DigitalRights

## X (formerly Twitter) shorter version:

“We want to give parents, not algorithms, control over what their children see online.” – Ursula von der Leyen  
The #DSA and BIK’s #DSAforYOUTH campaign help bring this vision closer, with resources, tools and youth voices.  
<https://better-internet-for-kids.europa.eu/en/digital-services-act>  
#DigitalRights



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## Newsletter item

### Introducing DSA for YOUTH – Protecting minors by design

The Digital Services Act (DSA) is the EU's set of rules for safer, fairer, and more transparent digital spaces. It sets clear obligations for online platforms — from tackling illegal content to increasing transparency around ads and algorithms, and strengthening protections for minors.

To help families, educators, and young people understand what this means in practice, Better Internet for Kids (BIK) has launched the campaign DSA for YOUTH – Protecting minors by design.

The campaign aims to:

- Explain the DSA and Article 28 in clear, accessible language
- Share practical tools and resources for parents, teachers, and young users
- Highlight youth perspectives on safety and digital rights
- Showcase best practices from across the Safer Internet Centre network

👉 Find out more about the DSA here:

<https://better-internet-for-kids.europa.eu/en/digital-services-act>

#DSAforYOUTH #DSA



## Newsletter image/banner





Official full logo with EC branding and the slogan



## What to look forward to in the second phase:

- Family-friendly booklet – simple pointers to the guidelines on the protection of minors.
- Online toolkit to explain the DSA guidelines.
- An interactive quiz – test your knowledge of the DSA.
- Webinars and live events for experts, teachers, and parents.
- Youth video interviews.
- Insights from Safer Internet Centres – best practices from across Europe.
- Influencer collaborations.



**DSA for YOUTH**

**Better Internet for Kids**

## Contact details

For requests/questions relating to the campaign, please contact:

[Inna Agadzhanova](#), [Sarah Willoughby](#), or use the generic BIK mailbox ([content@betterinternetforkids.eu](mailto:content@betterinternetforkids.eu)).

## Visuals links access

- [Social media and logos](#)
- [Newsletter images/banners](#)

Please use the visuals in their original form, without edits or modifications.



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