



# Safer Internet Day 2026 campaign report

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# Copyright notice

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## The Safer Internet Day (SID) 2026 campaign report

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*The Safer Internet Day (SID) campaign (and the publication of this report) was coordinated by European Schoolnet on behalf of the European Commission (EC) in the framework of the [EC's Better Internet for Kids \(BIK\) initiative](#), with funding provided by the [Digital Europe Programme \(DIGITAL\)](#).*

# Executive summary

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Tuesday, 10 February 2026, marked a global day of celebration for Safer Internet Day, with a diverse range of events and activities. Under the overarching theme of “Together for a better internet”, the campaign called on all stakeholders to work collectively to make the internet a safer and better place for all, and especially for children and young people. Building on the successful shift introduced in 2025, celebrations once again extended across the entire month of February, enabling broader participation and more flexible engagement across different national contexts.

The campaign achieved significant global reach, with participation spanning around 180 countries and territories. SID 2026 generated over 4,700 online mentions and reached nearly 33 million people worldwide. Social media contributed engagement was equally strong, with over 192,000 social media interactions and close to 2,000 pieces of user-generated content, highlighting the active involvement of individuals and organisations alike.

At the level of the European institutions, a key milestone was the adoption of the [EU Action plan against cyberbullying](#) on 10 February, reinforcing efforts to prevent, address and respond to online harm affecting children and young people. Additional actions included the continued implementation of the [Digital Services Act \(DSA\)](#), notably through [DSA guidelines on the protection of minors online](#) including a family-friendly version explaining how online platforms should keep children and teens safe, the publication of new and updated educational resources on the Better Internet for Kids (BIK) platform, and the release of the BIK Annual Report 2025.

Across Europe, [Safer Internet Centres \(SICs\)](#) organised a wide variety of national and local activities, engaging more than 1.3 million participants, 30,000 schools and nearly 700 youth panellists, reflecting both shared priorities and country-specific needs. Key themes included online safety risks, cyberbullying, digital literacy, critical thinking, artificial intelligence (AI), and online well-being. Schools and educational institutions played a central role, delivering workshops, campaigns and learning activities that engaged thousands of children, young people, parents and educators.

→ [Explore a collection of news articles that shed light on how SICs organised Safer Internet Day.](#)

Globally, engagement through the SIC+ programme and [Safer Internet Day Committees](#) further expanded the campaign’s impact. Activities across regions such as Latin America, Africa and beyond showcased innovative approaches, including awareness campaigns on AI-related risks, school-based interventions, national conferences, and policy discussions.

→ [Explore how SID was celebrated across six continents.](#)

Political institutions, technology companies, NGOs, law enforcement bodies and media organisations contributed to amplifying SID messages, providing educational resources, and promoting safer digital practices.

→ [Explore the collection of SID stakeholder actions.](#)

Traffic to the [Safer Internet Day platform](#) registered over 28,500 visitors and more than 92,000 page views in February, peaking on the global day of celebration (10/2), with an additional 6,000 accesses to learning materials.

Overall, Safer Internet Day 2026 reaffirmed its role as a global initiative to raise awareness of online safety and promote responsible digital behaviour.

## The campaign at a glance

The following two-page infographic provides a summary of the key highlights and figures achieved during SID 2026. It is available to view and download in [PDF format](#).



# Safer Internet Day

## The campaign at a glance

Safer Internet Day is a global initiative promoting online safety, with 2026 marking its 23rd edition. It was launched in 2004 under the EU SafeBorders project and adopted in 2005 by the EU co-funded Insafe network.

### COUNTRIES



The campaign involved around **180 countries and territories** in **6 continents**.

The campaign ran for the whole month of **February**, with the global day of focus on **Tuesday, 10 February 2026**.



### HIGHLIGHTS

#### EU ACTION PLAN AGAINST CYBERBULLYING

On **10 February**, the European Commission (EC) adopted the **EU Action plan against cyberbullying**, aiming to protect children and teenagers online.

#### NEW GIF ON CYBERBULLYING



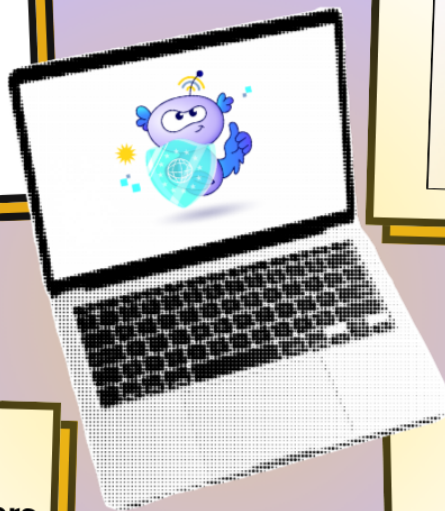
#### GLOBAL PROMOTERS



Key **stakeholders** worldwide actively promoted the campaign.

#### NEW OUTPUTS

On Safer Internet Day, the **BIK Annual Report 2025** and new interactive materials on the **Learning Corners** of the BIK platform were published.





# Safer Internet Day

## The campaign at a glance

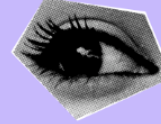
### OVERALL CAMPAIGN REACH



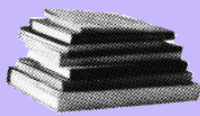
**33 million**  
people reached  
worldwide



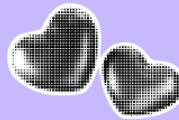
**4,700**  
online mentions



**1.7 million**  
page views on  
SID platforms  
(BIK and SICs)



**6,000**  
accesses to learning  
materials



**192,000**  
social media  
interactions



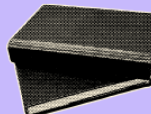
**2,000**  
pieces of  
user-generated content

The network of **Safer Internet Centres**, a European initiative co-funded by the EU, works to promote a safer online environment for children and young people.

### SID ACTIONS BY SAFER INTERNET CENTRES\*



**1.3 million**  
participants



**30,500**  
schools



**680**  
youth panellists



**4,600**  
partners (policymakers,  
industry & media)



**100**  
helplines  
involved



**70**  
hotlines  
involved

# 1. Background to Safer Internet Day 2026

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## 1.1. Origins of the campaign

Over the years, Safer Internet Day has become a landmark event in the online safety calendar. Initiated in 2004 as part of the EU-funded SafeBorders project under the European Commission's first Safer Internet Action Plan, it was subsequently taken up by the EU co-funded Insafe network of Safer Internet Centres as one of its earliest actions in 2005. The celebration grew steadily over its first few editions and, in response to growing global interest, the concept of Safer Internet Day Committees was introduced in 2009 to strengthen ties with countries outside the European network and capitalise on the harmonised promotion of the campaign worldwide. Global SID Committees (and those working towards SID Committee status) now work closely with the Safer Internet Day Coordination Team, who act on behalf of the European Commission within the framework of the [Better Internet for Kids \(BIK\) initiative](#).

The annual global day of focus for Safer Internet Day takes place on the second Tuesday of February. The 2026 edition, therefore, took place on **Tuesday, 10 February 2026**, with events and activities extended throughout the **full month**.

Alongside the work of European Safer Internet Centres and global Safer Internet Day Committees, each year, the initiative calls for action from the many players involved in providing a safer and better digital environment for young users, including:

- decision-makers at EU, national and international level;
- industry, organisations, and civil society;
- academia and the research community;
- parents, caregivers, educators, and child-focused professionals;
- young people themselves.

The campaign's overarching theme, "*Together for a better internet*", highlights the fact that we all have an important role to play.

## A month of celebrations

For Safer Internet Day (SID) 2026, activities went beyond the second Tuesday of February and spanned the entire month - a change driven by stakeholders' feedback and to the campaign's growth.

Moreover, several Safer Internet Centres had already adopted week or month-long celebrations to better fit their national events calendars. Feedback on the change has been positive, confirming its value in expanding participation, issue coverage, and audience reach.

## Thematic focus

**Safer Internet Day (SID)** theme was "*Together for a better internet*", but activities in 2026 focused heavily on **AI, online safety**, and **digital literacy** - reflecting growing concerns about digital risks. Safer Internet Centres and partners were encouraged to **add local themes** tied to national or cultural priorities.

## 2. A global, multistakeholder focus

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The 23rd Safer Internet Day united governments, industry, civil society, and young people in pursuit of a safer, more inclusive digital world. The event highlighted how **cross-sector collaboration** is essential to building a secure online environment for all.

### 2.1. European actions

At the coordination level, Safer Internet Day celebrations were packed with various resources, initiatives and activities supporting the **BIK+ strategy**, the wider **BIK initiative**, and the **fight against cyberbullying**. Activities included:

#### The EU Action plan against cyberbullying

On 10 February, the European Commission (EC) adopted the [EU Action plan against cyberbullying](#), aiming to protect children and teenagers online. The action plan is built around three pillars:

- A **coordinated EU approach to protection**, making full use of the existing policy and legal instruments, and identifying **opportunities to combat cyberbullying as part of future initiatives**.
- **Prevention through awareness and empowerment** by equipping children, young people, and adults with the skills and confidence to speak about and to recognise online risks, while addressing the underlying attitudes that can lead to harmful behaviour online.
- **Reporting and support**: the action plan aims to ensure that everyone, especially victims, bystanders, parents and carers, have clear, trusted, and accessible ways to report abuse and obtain comprehensive help. The Commission will support the implementation of an online safety app across all member states, enabling children and young people to easily report cyberbullying, store and submit evidence, and receive tailored assistance.

The European Commission will implement the Action plan against cyberbullying together with Member States, civil society, international organisations, and young people themselves. The action plan will boost the visibility and outreach of the [resources](#) available through the [network of Safer Internet Centres](#), which provide support tools for children and young people, parents, caregivers, teachers, educators and professionals on the ground at national level.

New **learning materials and interactive quizzes** were added to the [Learning corners](#) of the BIK platform:

- The [Children and young people's corner](#) has a new look and includes a [new section](#) showing how the [European Union](#) protects youth online and [supports their voices](#).
- The [Parent and caregiver's corner](#) features an [updated deep dive on cyberbullying](#) with the latest data and policy developments in the field. In addition, a [new quiz is available](#).
- The [Teacher and educator's corner](#) also includes an [updated deep dive on cyberbullying](#), along with a [new quiz](#), to help teachers and educators support their learners.

#### BIK Annual Report 2025

During SID 2026, the [BIK Annual Report 2025](#) was published, summarising the past year's work – including stakeholders' efforts to tackle harms such as cyberbullying, strengthen minors' protections under the [Digital Services Act \(DSA\)](#), and ensure children's voices influence Europe's digital future. For full details, see the [article on 2025's progress and impact on the BIK platform](#).

#### Ongoing efforts in the DSA implementation

The European Commission also continued its enforcement of the [Digital Services Act \(DSA\)](#), and investigations into online platforms are ongoing. In 2025, the European Commission published [DSA guidelines on the protection of minors online](#) including a [family-friendly version explaining how online platforms should keep children and teens safe](#).

## 2.2. Safer Internet Centres engagement

European Safer Internet Centres celebrated Safer Internet Day in a variety of ways, encompassing a range of important topics.

Click the links below to read the full articles on the Better Internet for Kids (BIK) platform, or discover more about how [Safer Internet Day was celebrated across the Insafe network of Safer Internet Centres](#).

### Albania

This year's Safer Internet Day put children and young people at the centre of the national debate on digital rights and online protection with the 11th national Forum for Online Safety, bringing together institutions, teachers, parents, caregivers, law representatives, the technology sector and young people. The theme was simple, but powerful: children are not just internet users. They are rights holders. Young people were involved in planning and delivering the event, and the key takeaway was that **protection without participation is incomplete**. In addition, the SIC conducted over 30 awareness-raising activities to protect children online during February 2026. These activities included 26 meetings held in primary and secondary schools, colleges, community centres, and health centres, reaching more than 1,000 children and parents and raising awareness about the challenges and dangers of the digital world. On 10 February, in 1,100 schools across Albania, teachers responsible for each class held an information session during the first lesson of the day, dedicated to Safer Internet Day.

### Austria

The SID 2026 conference “Safer internet – growing up in the digital world” organised by the Austrian Safer Internet Centre focused on the everyday online lives of children and young people. 220 visitors attended the event on 12 February 2026 in Vienna. Core themes discussed include artificial intelligence and AI companions, media literacy, and the much-discussed social media bans, about which it was reiterated how important it is to listen to the voices of the young people affected, and to include their opinions in the decision-making process. Several ancillary activities (digital lessons, symposiums) took place throughout the month, involving over 40 schools and engaging 1,100 pupils.

### Belgium

The hybrid high-level SID event “[DSA Inspiration Day - How the Digital Services Act can improve young people's online lives](#)” explored both the regulatory and educational dimensions of the DSA, focusing on how to make its principles visible, actionable, and beneficial for young people online and rallied over 300 participants. One of the key outputs of the day was an open letter from the youth team, including key demands and recommendations for platform providers. This open letter is the result of a workshop on social media conducted in December, and the observation by the young people directly during the winter break of age verification, content, settings, and blocking options available on platforms. The SIC was also campaigning actively on social media, with over 160,000 likes on Facebook, and 247,000 likes on Instagram during the SID campaign.

### Bulgaria

This year's Safer Internet Day event in Bulgaria was marked by meaningful conversations, peer learning, and youth engagement. Youth panellists themselves selected the topics they wanted to explore: disinformation and fake news, protection of personal data, social media exposure, and the concept of a digital footprint. By involving youth not only as participants but also as facilitators, the initiative strengthened their sense of responsibility and encouraged critical thinking about their digital behaviour.

## Croatia

The Croatian Safer Internet Centre organised a wide range of educational activities, awareness campaigns and events aimed at promoting safe and responsible internet use among children, young people, parents and professionals. Activities included a “Family contract” workshop with parents and children in preschool institutions; an ‘I am a supporter’ and “N@ica in the world of emotions and screens” activities for 1st-4th grade of elementary schools; and a Digital Self-Defense activity for 5th-8th grade of elementary schools. More than 1,600 schools and kindergartens registering to participate and deliver these activities throughout February. In addition, the high-level conference “Together for a better internet” took place in Zagreb, featuring a SID quiz as a central national activity that attracted almost 30,000 participants. In total, more than 50,000 young people, parents and professionals took part in Safer Internet Day activities in Croatia this year.

## Cyprus

In Cyprus, Safer Internet Day 2026 was marked with a wide range of activities under the theme “Together for a better internet”: a national student video production contest on the creative and safe use of the internet, involving 150 students from 27 schools; and a main SID event on 11 February 2026 configured as a series of interactive stations hosted by universities, organisations, and public bodies working in the fields of digital safety, education, and technology, allowing the 340 participants to explore different aspects of online safety through hands-on activities on topics such as safe internet navigation, protection of personal data, and responsible online behaviour.

## Czech Republic

The Czech Safer Internet Centre organised a series of events aimed at raising public awareness about the risks of children’s digital footprint with a focus on intimate content in the online space for Safer Internet Day 2026. The main SID event was attended by 71 participants and presented recent research data in collaboration with Palacký University, recommendations for parents and carers in the area of children’s digital footprints, and a panel debate with an investigative journalist took place. The event was attended by media and partners such as the Ministry of the Interior and the Police. In addition, online webinars and dedicated lessons potentially reached 6,000 schools across the country.

## Denmark

For SID 2026, the Danish Safer Internet Centre focused on video games, which continue to be an extremely popular activity for children and young people. The Centre updated and promoted its [popular guides for parents](#) with important information on relevant gaming topics, and its [popular video games guide](#).

## Estonia

The Estonian Safer Internet Centre, together with different stakeholders, organised various awareness-raising activities and thematic resources for children, parents, teachers and other professionals working with children, including the conference “*From cyberbullying to artificial intelligence awareness: risks and opportunities of the internet*”, providing an opportunity to present the preliminary results of the EU Kids Online Estonia 2025 survey and interview study. The conference gathered 80 participants on site, and 370 online. A poster competition was also launched in 700 schools and kindergartens all over Estonia: “*Smartly on the internet: What to do if...*”, with the aim of encouraging students to think, discuss and find smart solutions to situations they encounter online.

## Finland

Every year in Finland, Safer Internet Day is celebrated as part of Media Literacy Week. In 2026, the focus was on digital safety skills, digital well-being, digital media content, and everyday media literacy skills. One of the main events was an evening webinar for parents and caregivers of children between 6 and 13 years old to introduce the [new national digital recommendations](#), and to provide support for media education at home - approximately 1,500 attended the live event. More than 40 national organisations are involved in SID events, with most contributing to the [annual collection of articles](#). In addition, 2,850 received the theme week newsletters and have used or plan to use the resources in their work.

## France

In France, Safer Internet Day was coordinated by Internet Sans Crainte, which mobilised schools, public authorities, civil society organisations and private partners to promote safer and more responsible digital practices among young people. The 2026 campaign focused on young people's digital well-being and reached over 60,000 users via the Internet Sans Crainte website, 14,000 users via newsletters, and approximately 3,000 users via social media (including an influencer campaign with 15 content creators). Several workshops took place across the country, involving over 2,000 schools. Around 40 young panellists actively contributed to the organisation of a high-level SID event attended by 140 people.

## Germany

Safer Internet Day 2026 in Germany saw record participation on many levels. Together with the German Safer Internet Centre partners, klicksafe implemented the focus topic "*AI and me. In an artificial relationship.*" with a wide range of offers. The SID live school lesson on AI companions reached more than 50,000 pupils across the country, and over 330 SID events were registered in February. In addition, the webinar "*AI and me: Smart helpers or false friends? Chatbots as an opportunity and risk for children and young people*" for educational professionals, parents, caregivers gathered over 500 participants.

## Greece

Safer Internet Day 2026 was once again celebrated across Greece, bringing together the educational community, public authorities, and stakeholders in a dynamic nationwide effort to promote a safer digital environment for children and young people. More than 5,000 schools actively took part through creative actions, national student competitions, experiential workshops and educational events organised either independently or in collaboration with the cybercrime division of the Greek police and the Greek school network. Two major central events were held, bringing together over 1,200 students. Across the country, hundreds of additional schools used [Safer Internet Day educational materials developed for the occasion](#) to organise their own awareness activities.

## Hungary

The Hungarian Safer Internet Centre organised a special internet safety event at the Magyar Telekom headquarters in Budapest to mark Safer Internet Day. Sixty participating children joined interactive sessions led by IT specialists and ethical hackers, while adults attended presentations by renowned experts. In addition, more than 150 entries were submitted to the national poster competition by children aged 8-15, showcasing humorous mistakes made by artificial intelligence.

## Ireland

This year's theme in Ireland was "*AI aware: safe, smart and in control*", and invited parents, caregivers, schools, educators, young people, and other stakeholders to consider how AI technologies shape children's experiences online. The [national stakeholder event](#) saw over 20,000 participants. Parallel webinars and training for educators took place, and the SID Ambassador Programme ran for another edition, training 73 students from schools across Ireland.

## Italy

The [SID event in Italy](#) adopted a participatory format centred on the active involvement of young people, including 40 members of the Italian SIC youth panel, and featured discussions with institutional representatives and experts on key issues such as digital well-being, the impact of artificial intelligence and deepfakes, and the prevention of online grooming. The event took place in Rome at the Teatro Ambra Jovinelli, with the participation of around 500 students from schools across Italy, in addition to a live stream being available.

## Latvia

The main event in Latvia was the educational conference “*Dialogue with AI*,” organised by the Latvian Safer Internet Centre. As part of the conference, a Turing test was conducted in Latvia for the first time: the Turing test was first created in 1949 to determine whether a computer could be as intelligent as a human. Preserving the original concept, 220 conference participants - teachers and students - attempted to determine which answers were given by the invited personalities and which were generated by AI. At the conference, **40.8 per cent of participants were unable to distinguish human answers from AI-generated responses.**

## Lithuania

Lithuania marked Safer Internet Day 2026 with a month-long programme of activities bringing together schools, over 60 public libraries, policymakers and young people across the country. Through contests, educational events and community activities, the initiative itself reached over 250,000 people, while media coverage extended its message to many more. At the heart of the celebrations was the national event *Digital wave*, which connected over 132,000 participants online and onsite. A national contest inviting pupils to reflect on their experiences with social media gathered over 100 creative works from 51 schools.

## Luxembourg

On 10 February 2026, Luxembourg marked Safer Internet Day 2026 under the slogan “*Together for a better internet*” with a varied programme of events held throughout the day. A key point of reference was the “[BEE SECURE Radar 2026](#)”, which presented current findings on how young people in Luxembourg use media and digital technologies, with a special focus on AI chatbots. In the afternoon, a conference on filter bubbles and opinion formation took place in a cinema, alongside the award ceremony for an art challenge on the topic of cyberbullying among 44 submitted works by young people. The day concluded with a *Movietalk* for parents, featuring the film *TKT (T'inquiète)* followed by a discussion with [KJT](#) (KannerJugendTelefon) and the police of Luxembourg. The full day of events gathered approximately 400 participants.

## Malta

On 10 February 2026, an awareness event was organised in Valletta, where members of the public engaged in direct conversations about online safety, well-being, balanced screen use, and critical thinking. It was attended by 12,000 visitors. Over 38 schools and 65,000 students across Malta were actively involved with classroom workshops and assemblies, while educators were supported through structured lesson plans and [toolkit resources](#). The BeSmartOnline! youth panel produced a series of short videos sharing their perspectives and experiences of digital life.

## The Netherlands

The SID conference in the Netherlands focused on the theme “*Harmful but lawful content*”, as the Dutch SIC increasingly sees how content and behaviour that sit in the grey area - not necessarily illegal, but harmful - go unaddressed, despite posing real risks to children and young people. The conference also tackled the risks of social media, algorithms and harmful trends (such as the manosphere), and AI. The conference was attended by more than 200 experts from policymaking, academia, civil society, industry and more. At the end of the day, the main takeaway was “**the future of the internet requires not only rules and technology, but joint responsibility and taking the voice of young people seriously**”.

## North Macedonia

The North Macedonian Safer Internet Centre MKSafeNet carried out a promotional event in Prilep on 11 February 2026, attended by approximately 1,200 participants. The event was organised with the aim of raising public awareness about the dangers on the internet that children may encounter through various activities: distribution of promotional materials, mascot interactions, and performers for the younger participants.

## Norway

The Norwegian Safer Internet Centre celebrated Safer Internet Day 2026 by focusing on screen time and how social media are designed to increase the time spent using those apps, and developed a [guide for young people](#) and a [guide for parents and caregivers](#) to learn how apps keep users hooked, how technology is deliberately designed to capture and hold attention, and how to take back control of one's own screen time. In addition, the SIC was actively campaigning on social media on the same topics, and reached over 140,000 users on TikTok (with over a million impressions), and 70,000 users on Snapchat (with 1,9 million impressions).

## Poland

On 10 February 2026, the Polish Safer Internet Centre joined the global celebrations with the Safer Internet Day conference. The event was addressed to representatives of the educational sector, non-governmental organisations, and practitioners working with children. The event gathered over 12,000 participants. In addition, over 3,500 SID activities have been registered to take part in a creative contest, with more than a million declared participants.

## Portugal

On 10 February 2026, the Portuguese Safer Internet Centre celebrated Safer Internet Day with a special event followed by transversal initiatives targeting all the CIS Cybersecurity Laboratory communities. This year's theme was "*Human rights and cyberbullying*". The main hybrid event was attended by 285 people onsite, and 919 online. Young people presented a [youth manifesto](#), bringing forward their ideas and perspectives on tackling cyberbullying and protecting human rights online. In addition, the SIC Portugal started a roadshow, which uses non-formal learning methodologies. In three days, the team reached over 500 students. To at the end the month, more than 350 young people were invited to the theatre play '*Vidas em Scroll*', which encourages reflection on responsible internet use, promotes digital literacy, and inspires a safer, more conscious and authentic online presence.

## Romania

Under the "*Month of Internet Safety*" umbrella, the Romanian Safer Internet Centre organised a high-level debate in Bucharest on 10 February 2026. This event brought together key decision-makers and featured the presentation of a study on the dangerous online behaviours of children and adolescents, and the award ceremony for the national creative contest on personal data protection, for students of all grades of education across the country. The event was attended by 88 participants.

## Slovakia

The Slovak Safer Internet Centre celebrated SID 2026 by involving students across the country with a call for creative assets (drawings, podcasts, video, cartoons,...) providing their thoughts on the online world, which gathered approximately 6,000 participants. In addition, the SIC organised a conference for experts "*Child safety in the digital environment*", one for children and parents "*digiSapiens*", and a contest "*digiPeers*". The conferences cumulatively saw the participation of approximately 1,000 people.

## Slovenia

The main theme of Safer Internet Day in Slovenia was "*Young consumers on the internet*". More than 20,000 children and teenagers participated in the main activity, "*Internet safety month for schools*," carrying out various activities throughout February. In addition, the SIC organised a webinar for parents and caregivers on safe online shopping (100 participants) and produced an online shopping checklist with interactive quizzes.

## Spain

Safer Internet Day 2026 was celebrated in Spain with the interactive workshop “*Sure! Here’s a suggestion. What would you do?*” on artificial intelligence. More than 10,000 pupils from all over Spain watched the workshop live, alongside their teachers and educators. This workshop is part of a wider [AI campaign](#) organised by the SIC targeting young people, their families and their educators.

## Sweden

The Swedish Safer Internet Centre carried out three main activities for SID: an online national activity hub with a [new dedicated website](#) (tracking 16 activities taking place across the country); a [roundtable discussion](#) with the SIC youth panel about the internet and democracy and how online hate, threats, and hostile online environments can limit young people’s willingness to engage; and a [livestreamed webinar](#) (with more than 700 registered participants and 1,200 views) presenting new knowledge about young people’s digital strategies.


## 2.3. SIC+ engagement

The [Safer Internet Centre+ \(SIC+\)](#) programme, a collaboration between Insafe, INHOPE, and global partners, extends the European Safer Internet Centre model to support children’s online safety worldwide. It provides a framework for selected organisations from neighbouring/third countries to engage in safer internet activities, reinforced by webinars and meetings to build capacity and share expertise. Many joined SIC+ after participating in previous Safer Internet Day (SID) celebrations.

In 2026, 18 organisations across 16 countries in the SIC+ network took part in SID actions. Examples include:

- In **Colombia**, [RedPaPaz](#) expanded SID into a month-long campaign, capitalising on strong **national interest in digital safety**. Their efforts combined extensive media outreach and robust social media activity. A major focus was public communication around the **ban on AI-nudging applications**, which accounted for 47 media appearances. The country also hosted a widely attended **virtual conference** for parents and caregivers focused on re-establishing digital agreements after the school holidays.
- [Child Online Africa](#) in **Ghana** delivered a multilayered programme that included an **Africa-wide Leadership Forum**, a session in Lesotho, extensive **school sensitisation activities**, and a parents’ workshop. A key success factor was the interactive nature of the activities, which generated positive participant feedback and requests for similar formats moving forward. **Young people were actively engaged** in Ghana, and contributed various insights, especially concerning age verification processes.
- In **South Africa**, SID efforts carried out by the African Society for Cyber Security Awareness (ASCSA) centred primarily on schools, where multiple **workshops** were held to address online safety concerns relevant to children. A central issue highlighted by local representatives was the **increasing misuse of AI tools by children to manipulate images**, contributing to bullying and the circulation of harmful content. As a result, SID 2026 activities placed particular emphasis on educating young people about the risks, ethics, and consequences of AI-driven image manipulation, ensuring that the national response addressed both emerging and locally relevant digital threats.
- [BTK – Türkiye](#) ran a comprehensive programme featuring multiple **seminars and workshops**. A highlight was a workshop for middle school students that involved industry and allowed direct engagement with platform stakeholders. The country also hosted two educator-focused seminars on **digital health and AI in the context of digital transformation**, aligning closely with contemporary concerns about technology use.
- In **Ukraine**, [Magnolia](#) organised an ambitious and structured SID 2026 programme, with efforts spanning national celebrations, the development of **interactive educational materials on fraud and deepfakes**, the release of a documentary, and the creation of videos aimed at parents and teachers. A significant initiative was an **expert roundtable** involving ministries and police authorities that addressed trends in online risks, new protective approaches, and progress toward a national strategy for child online safety.

SIC+ members’ engagement with SID 2026 showcased strong innovation, adaptability, and thematic



coherence across countries. With nearly all participants engaging with issues related to AI and online risks, this global SID community demonstrated responsiveness to emerging digital threats. Notably, several countries have adopted long-term approaches extending beyond the SID date, emphasising structural awareness-building and national collaboration. The most significant cross-country opportunity for future editions of SID lies in strengthening co-creation with young people, transitioning from youth-focused to youth-driven approaches. Hence, for SID 2027, there will be a dedicated International Youth Panel activity in collaboration with SIC+ members. Strengthening relationships with social media platforms and improving outreach to underserved communities represent further strategic areas for growth going forward.

Discover more about the [SID celebrations of SIC+ countries via the interactive map](#), or discover more about [SIC+ programme participants](#).

## 2.4. Global engagement by Safer Internet Day Committees and others

In total, Safer Internet Day 2026 was celebrated in 174 countries and territories across the globe, further building on efforts from previous years to engage stakeholders worldwide.

Adopting the role of a Safer Internet Day Committee after establishing contact with the campaign coordination team at European Schoolnet (EUN), many countries carried out campaigns to raise awareness on a safer and better internet, organising localised and national events and activities, targeting a range of stakeholders. Those countries which are formally designated as a Safer Internet Day Committee are invited to create a [profile page within the Safer Internet Day website](#), which they subsequently update for each edition of the campaign.

Many other countries are still in the early stages of their safer and better internet journeys, and so are working towards full SID Committee status, again after establishing contact with the coordination team. Equally, it is evident that numerous other countries and territories participate in localised actions without a national lead. As such, several countries hold small-scale, localised celebrations with no accompanying country profile, such as when local businesses or schools observe the day.

Each year, a coordinated approach is taken to **mapping activities across the globe** and **establishing contact** with as many countries and organisations as possible in support of SID. While much of this activity occurs throughout the year, it typically ramps up during the core campaign period from September to February. In addition, the **campaign continues to grow organically year-on-year** with many email and social media approaches from interested parties. While these activities didn't necessarily translate into an increase in profile numbers for each campaign, the campaign's reach continues to grow with each edition.

Discover more about the [SID celebrations of global Safer Internet Day Committees via the interactive map](#).

If your country participated in SID 2026 actions but is not shown on the map, please [get in touch](#) so we can work together to build a profile page for SID 2027.

Likewise, if your country is not yet active around Safer Internet Day, but would like to work towards celebrating future editions, please [contact us for further information](#).

## 2.5. Stakeholder engagement

Key contributions from industry stakeholders, civil society organisations, law enforcement agencies, and media outlets included:

Stakeholder category	Key examples	Action
<b>Political and intergovernmental institutions</b>	<a href="#">European Commission</a> , <a href="#">Council of Europe Children</a> , <a href="#">European Committee of the Regions</a> , <a href="#">European Economic and Social Committee</a> , <a href="#">European Parliament</a> , <a href="#">UNESCO</a> , <a href="#">UNICEF</a> , <a href="#">UN Volunteers</a> , <a href="#">UN Global Programme on Cybercrime</a>	Led campaigns, provided educational resources, and promoted cross-border collaboration for online safety.
<b>Technology sector</b>	<a href="#">Google</a> , <a href="#">Microsoft</a> , <a href="#">Microsoft Education</a> , <a href="#">YouTube</a> , <a href="#">Discord</a> , <a href="#">Snap</a> , <a href="#">Orange FR</a> , <a href="#">MacPaw</a>	Shared initiatives, tools, and resources for safer digital experiences.
<b>Gaming and cybersecurity</b>	<a href="#">Video Games Europe</a> , <a href="#">Surfshark</a> , <a href="#">Sony Interactive</a> , <a href="#">Xbox &amp; Minecraft</a>	Offered educational materials, tools, and campaigns for safe online gaming and privacy protection.
<b>NGO and advocacy</b>	<a href="#">5Rights Foundation</a> , <a href="#">Action Innocence Monaco</a> , <a href="#">COFACE Families Europe</a> , <a href="#">EUKidsOnline</a> , <a href="#">Eurochild</a> , <a href="#">London School of Economics and Political Science</a> , <a href="#">Mental Health Europe</a> , <a href="#">Missing Children Europe</a> , <a href="#">ECPAT</a> , <a href="#">INHOPE</a> , the <a href="#">International Telecommunication Union</a> , the <a href="#">Pontifical Academy for Life</a> , <a href="#">We Protect Global Alliance</a> , <a href="#">Save the Children</a>	Conducted research, awareness campaigns, and educational initiatives to promote child online protection.
<b>Law enforcement and regulatory bodies</b>	<a href="#">FBI</a> , <a href="#">Interpol Vulnerable Communities sub-directorate</a> , <a href="#">Italian Police</a> , the Australian <a href="#">eSafety Commissioner</a> , <a href="#">German Federal Centre for Child and Youth Media Protection</a> , <a href="#">Catalan Authority on Data Protection</a> , <a href="#">French Ministry of Education</a>	Focused on combating online risks, enforcing digital safety regulations, and providing guidance for safer online environments.
<b>Media outlets and social media</b>	<a href="#">BBC</a> , <a href="#">Euronews</a> , <a href="#">Corriere della Sera</a> , <a href="#">Il Sole 24 Ore</a> , <a href="#">The Economic Times</a> , <a href="#">RTE.ie</a> , <a href="#">Discord blog</a> , <a href="#">Google blog</a> , <a href="#">Xbox Wire</a> , <a href="#">YouTube blog</a> , <a href="#">Belgian Postal Services and Telecommunication Institute</a>  Social media: <a href="#">BetterNet4EU</a> , <a href="#">Champions for the Digital Decade</a> , <a href="#">DG Consumer Affairs</a> , <a href="#">Digital Skills EU</a> , <a href="#">EU Code Week</a> , <a href="#">EU Digital &amp; Tech</a> , <a href="#">EU Rights</a> , <a href="#">eu-LISA</a> , <a href="#">European Youth Portal</a> , <a href="#">Eurostat</a> , <a href="#">HaDEA</a> , <a href="#">IMCO Committee Press</a>	Amplified SID messages through articles, blogs, and social media posts, raising public awareness and engagement.



In addition, a range of stakeholders host [promoter profiles on the Safer Internet Day website](#).

If your organisation participated in SID 2026 actions but is not listed, please [get in touch](#). We can explore creating a promoter profile or connect you with others celebrating SID in your country.

Likewise, if your organisation would like to work towards celebrating future editions of Safer Internet Day, [contact us for further information](#).

# 3. Impact and reach

The [infographic](#) provides a summary of the impact and reach during SID 2026. It is available to view and download in [PDF format](#).

Safer Internet Day 2026 generated **global attention and engagement** and amplified conversations about online safety, reaching millions of people across social media, news outlets, and community platforms.

The SID campaign generated more than **4,700 online mentions**<sup>1</sup> and reached nearly **33 million people worldwide**<sup>2</sup>. Social media accounted for **16.2 million in reach**<sup>3</sup>, while non-social sources such as news websites and blogs contributed **16.7 million**<sup>4</sup>, showing that the conversation extended well beyond social platforms into mainstream media and institutional communication.

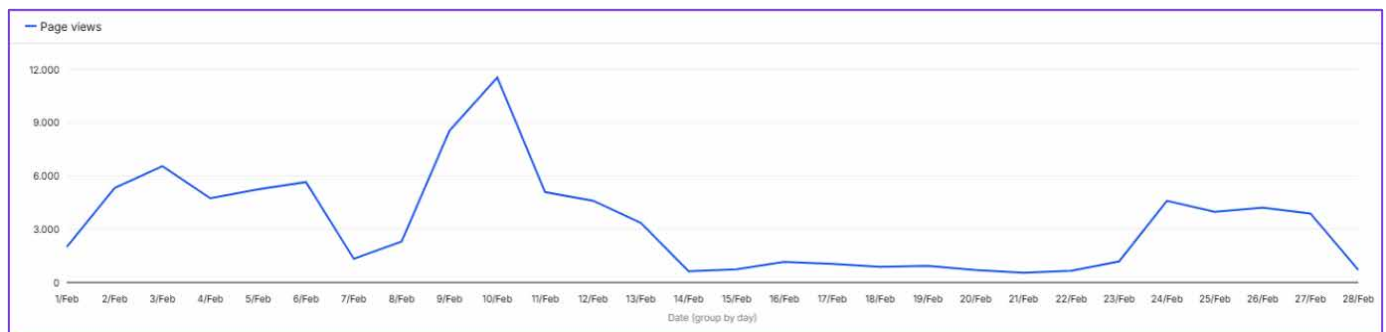
## 3.1. Traffic and engagement on the SID platform

The campaign generated significant interest in the official Safer Internet Day section hosted on the Better Internet for Kids platform.

Between 1 and 28 February, the SID pages recorded:

- **28,545 visitors**
- **92,156 page views**
- **51,078 unique page views**
- **37,750 entries**
- **168 countries and territories**

The highest level of traffic to the SID platform occurred on the global day of focus, attracting more than **4,600 visitors** and generating over **11,500 page views** on the dedicated SID pages. In addition, more than **6,000 accesses** by more than 3,600 visitors were recorded for BIK learning materials developed and promoted through the SID campaign.



**Figure 1 - The page views curve for the SID section, showing the peak moment on the global day of focus (10 February)**  
Source: Europa Analytics

Users spent an average of 1 minute and 34 seconds on SID pages, indicating that visitors were actively reading the information provided.

In addition to the main SID platform, Safer Internet Centres created their own websites or webpages to share local information and resources on SID 2026, reaching a total of over **637,600 users** and **1.6 million page views** during the campaign.

1 Online mentions sum is a count of keyword appearances: Safer Internet Day 2026, SID 2026.

2 Total reach calculates audience across all sources estimated via follower counts, site traffic and visibility.

3 Social media reach calculated audience on social platforms through views, interactions, follower stats, visibility.

4 Non-social media reach calculates audience on blogs/news/forums though daily unique domain traffic and visibility ratio.

## 3.2. Social media traffic

Social media engagement was particularly strong, with more than **16.2 million reach** along with:

- **167,800 reactions** (likes and similar interactions)
- **5,900 comments**
- **19,100 shares**

One of the most notable aspects of the campaign was the high level of public participation. The monitoring recorded over **1,900 pieces of user-generated content**, demonstrating that people did not just read about Safer Internet Day - they actively took part in the conversation.

Together, these contributed to over **192,000 social media interactions**<sup>5</sup>, showing that audiences were not only seeing the campaign but also engaging with and spreading its message.

Some examples on the Safer Internet Day posts across the most engaging platforms include:

- [TikTok](#)
- [Instagram](#)
- [Facebook](#)
- [YouTube](#)
- [LinkedIn](#)
- [X](#)

Many posts highlighted personal experiences with online safety, shared educational resources, or promoted initiatives aimed at helping children, young people and families navigate the digital world more safely.

## 3.3. Non-social media reach

The campaign also achieved significant visibility across non-social media channels, reaching more than **16.7 million people** through news websites, blogs, podcasts and other online publications.

In total, **3,277 mentions** were recorded across non-social sources, with news outlets accounting for the majority of coverage (over 2,300 mentions). Additional visibility was generated through blogs (406 mentions), websites (430 mentions), podcasts (18 mentions) and online videos (132 mentions). These channels played an important role in amplifying the campaign's message and extending its reach to wider audiences beyond social media, and the engagement of journalists, organisations, educational institutions, and public authorities in promoting safer, more responsible internet use.

## 3.4. Key topics and themes

Trending hashtags such as *#SaferInternetDay*, *#SID2026*, *#OnlineSafety*, *#DigitalSafety*, and *#Cybersecurity* show that discussions focused not only on the day itself but also on broader issues such as **digital well-being**, **cyberbullying**, and **responsible technology use**.

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<sup>5</sup> Social media interactions calculate engagement actions on social posts through the sum of likes, comments, shares, reposts.



## 4. Conclusions and next steps

As always, awareness-raising about Safer Internet Day, its outcomes and successes, and its wider messaging on protecting and empowering children and young people online continues beyond the campaign. Many stakeholders continue to promote initiatives launched as part of the celebrations or will roll out programmes and resources in the coming months.

And, while Safer Internet Day 2026 might be just behind us, we are already looking forward to Safer Internet Day 2027! Building on the success of this year's month-long edition, #SID2027 will have a global day of focus on **Tuesday, 9 February 2027**, with events and activities taking place across Europe and beyond throughout the whole month.



**Safer Internet Day 2027** save the date  
Tuesday  
9 February  
**Together for a better internet**  
[better-internet-for-kids.europa.eu/saferinternetday](https://better-internet-for-kids.europa.eu/saferinternetday)



#SID2027



Campaign activity will start in earnest in September 2026 when we hope that you will again join us in our ongoing call to action to strive “**Together for a better internet**”.

In the meantime, visit the [Safer Internet Day website](#), the [Better Internet for Kids portal](#), the [quarterly BIK bulletin](#) and our various social media channels (on [Facebook](#), [LinkedIn](#) and [X](#)) to stay up to date on the latest news, plans and developments in the field.



[better-internet-for-kids.europa.eu](https://better-internet-for-kids.europa.eu)



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