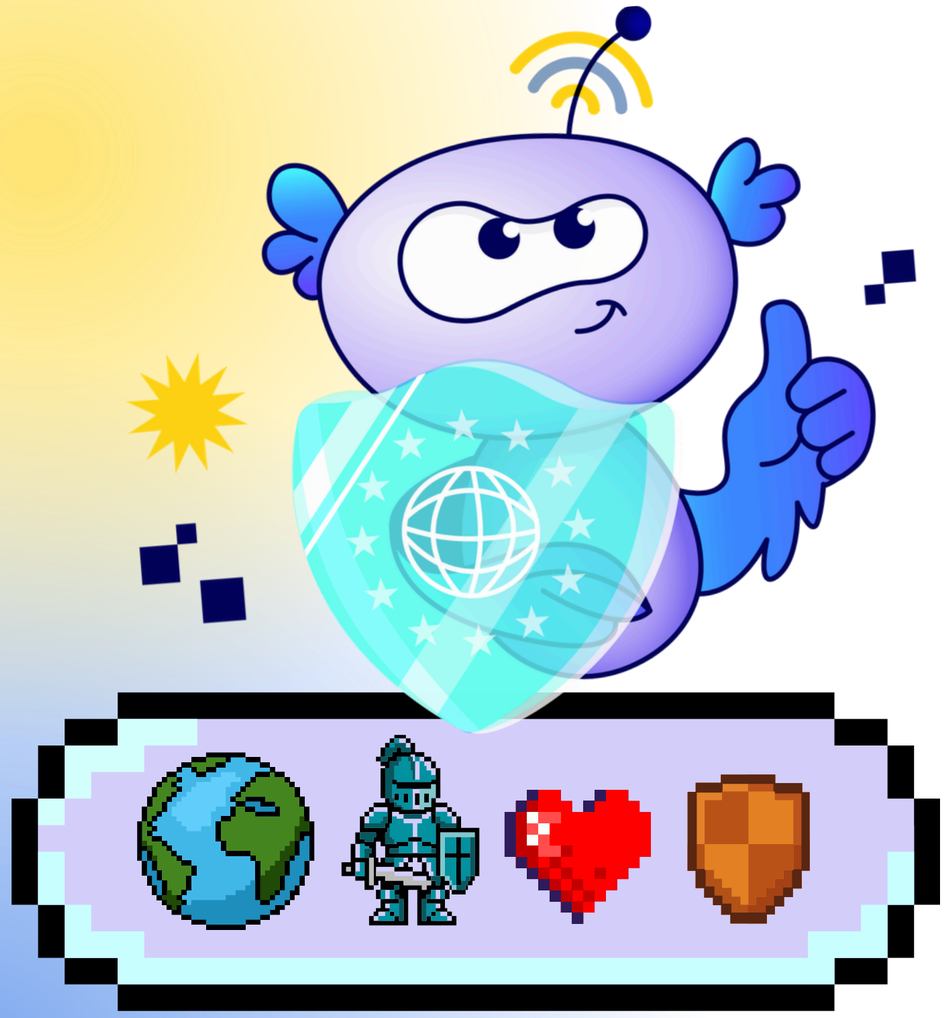


Safer Internet Day 2027

Tuesday
9 February

...and throughout February

Together for a better internet

Promo pack

What you will find inside:



- What is Safer Internet Day?
- How can you help?
- How to use these resources?
- SID branding
- Social media post templates
- Newsletter item
- Banner
- Promo video
- Ally and logos
- Contact details

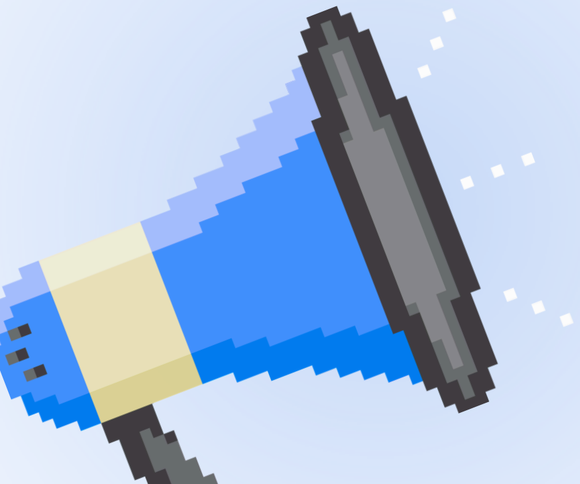
What is Safer Internet Day?

- Safer Internet Day is an annual **global event** that promotes **safe and responsible use of the internet**.
- It began in 2004 in Europe and is now celebrated in **over 170 countries worldwide**. It takes place every February, with a global focus on the second Tuesday.
- Each year, it **raises awareness about online issues** such as cyberbullying, social media safety, and protecting personal data.
- Safer Internet Centres, schools, and organisations create **events, activities and resources** to educate young people, families, and teachers **on how to make positive choices when using technology**.

How can you help?

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

Feel free to **use** the following **material on your social channels and websites anytime up until 28 February 2027.**



How to use these resources?

We've created ready-to-use materials for Safer Internet Day 2027. Use them as-is or customise them for your organisation.



Important: each resource includes a Canva link.
Clicking the link will automatically create a new template that you can edit.

Feel free to add your branding, translate, or adapt the content to fit your community.



All use of SID logos and assets must follow strict terms and conditions, align with the campaign's aims, and avoid any implication of endorsement.

SID branding

SID PALETTE:

- #C7B9FC
- #3D8AFF
- #D2FFFC
- #00005B
- #FFD617

SID FONTS:

Open Sans

Lilita One



Social media post template

#1 SAVE THE DATE

Long form

📅 Save the date: Safer Internet Day 2027

Safer Internet Day is back on Tuesday, 9 February 2027, and as always, activities will carry on throughout February.

It's now marked in more than 170 countries and territories, by schools, families, organisations and policymakers who want a better internet for children and young people.

Mark the date in your calendar 👇
https://better-internet-for-kids.europa.eu/en/saferinternetday

#SaferInternetDay #SID2027 #BIK

Short form

📅 Mark it in your calendar: #SaferInternetDay2027 is on Tuesday, 9 February, with activities running all month 🌐

https://better-internet-for-kids.europa.eu/en/saferinternetday

#SID2027 #BIK



Download the visual here

Social media post template

#2 SAFER INTERNET DAY

Long form

📅 Safer Internet Day is back!

It takes place on Tuesday, 9 February 2027, so there's still plenty of time to plan.

💡 You don't need a big audience. A conversation about privacy in class, or an evening with parents and caregivers about what their children do online, can really make a difference.

Everything you need to get going is here:
https://better-internet-for-kids.europa.eu/en/saferinternetday

#SaferInternetDay #SID2027 #GetInvolved #BIK

Short form

💡 Want to mark #SaferInternetDay on Tuesday, 9 February 2027? A class discussion or a session with parents is a good start, and there's still time to plan.

https://better-internet-for-kids.europa.eu/en/saferinternetday

#SID2027 #GetInvolved #BIK



Download the visual here

Social media post template

#3 EU KIDS ACT

Long form

⚖️ The EU KIDS Act: what's being proposed

In September 2026, the European Commission put forward the EU Keeping Internet Digital Spaces Accountable and Trustworthy Act, or EU KIDS Act. The starting point is that online services should prove they are safe and age-appropriate for children, rather than leaving parents and caregivers to deal with the risks.

Its proposals include:

- children under 13 wouldn't be allowed on social media
- 13- and 14 - year - olds could only use accounts managed by a parent or caregiver, with fewer features
- young people could open their own account from the age of 15
- platforms would need to rein in features like infinite scrolling and autoplay, and make minors' accounts private by default

For now, it's still a proposal. The European Parliament and the Council have to agree on the final text, so some details may change.

💬 Young people will have their own views on this. Safer Internet Day, on Tuesday, 9 February 2027, is a good opportunity to ask them.

Read the Commission's overview of the proposal:
https://digital-strategy.ec.europa.eu/en/news/eu-kids-act-restrict-social-media-platforms-access-children-eu

#SaferInternetDay #SID2027 #SafetyByDesign #BIK



Short form

⚖️ Under the proposed EU KIDS Act, children under 13 wouldn’t be to use social media and 15 would be the age for an account of their own. 💬 What do young people think? #SaferInternetDay is a good time to ask.

https://digital-strategy.ec.europa.eu/en/news/eu-kids-act-restrict-social-media-platforms-access-children-eu

#SID2027 #SafetyByDesign #BIK

Download the visual here

Social media post template

#4 FIND WHAT'S ON IN YOUR COUNTRY

Long form

🌍 What's happening in your country for Safer Internet Day?

Safer Internet Day 2027 runs all through February, with a day of focus on Tuesday, 9 February 2027. Plans are already taking shape, from school activities to national campaigns, and you can follow them on the SID map.

📍 Explore the map:
https://better-internet-for-kids.europa.eu/en/saferinternetday/map

#SaferInternetDay #SID2027 #BetterInternetForKids



Short form

🌍 What's your country planning for #SaferInternetDay? Find events near you on the global map, or help start SID where you live.

📍 https://better-internet-for-kids.europa.eu/en/saferinternetday/map

#SID2027 #GetInvolved

Download the visual here

Newsletter item

Get involved in Safer Internet Day 2027 🌐

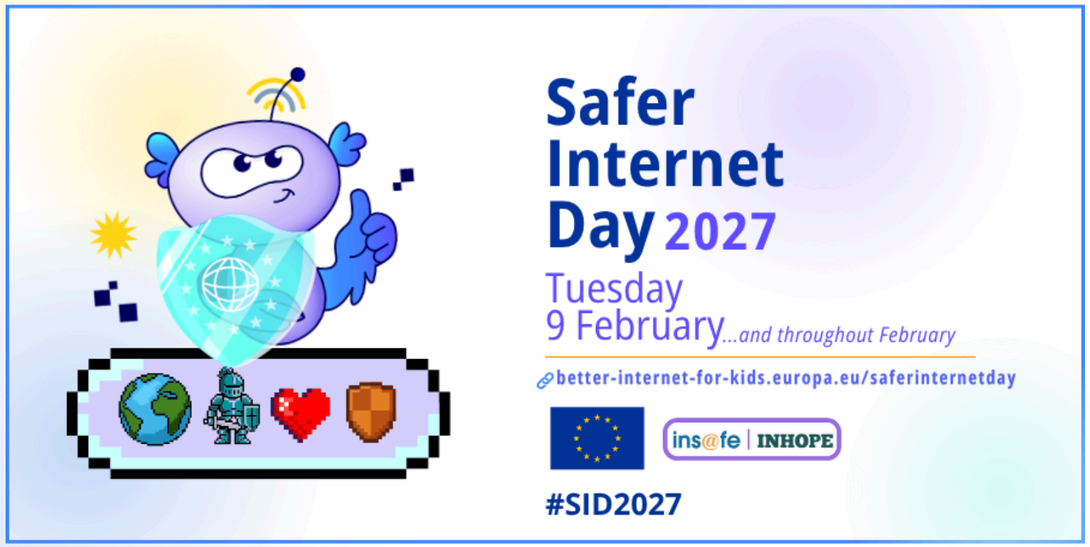
Safer Internet Day (SID) takes place on Tuesday, 9 February 2027, with activities continuing throughout February. The global campaign promotes a safer and more positive use of the internet, especially for children and young people.

Each year, schools, families and organisations mark the day with workshops, webinars, youth activities and resource launches. Topics include cyberbullying, digital well-being and digital identity.
Find events in your country and resources to organise your own activity: better-internet-for-kids.europa.eu/saferinternetday

Follow SID on the Better Internet for Kids channels on LinkedIn, Facebook and X.

#SID #SID2027 #SaferInternet #BetterInternetForKids #Insafe

Banner



[Download the banner here]

Promo video



[Download the promotional video here]

Ally, the SID mascot



Have you met Ally?

Ally is the mascot of Safer Internet Day, launched in 2025 to champion kindness, safety, and confidence online.

What makes Ally extra special? They were imagined and designed by young people, from the initial idea to choosing the graphic style and overall look.

Ally, the SID mascot & SID logos





Safer Internet Day

Canva template with Ally poses

Email signature



[Download the email signature here]

Contacts

For requests/questions relating to the campaign, please contact:
Inna Agadzhanova, Sarah Willoughby, or use the generic SID mailbox (sid@betterinternetforkids.eu).