

**Better Internet for Kids**

**#MediaSmartOnline**

**Awareness-raising  
campaign on media  
literacy**

**Full roll-out campaign plan**

August 2024

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# 1. Context

The general background and context of the campaign is available on the [MediaSmartOnline landing page on the BIK portal](#). A first pilot phase of the campaign took place in March-April 2024, and involved three SICs: Czech Republic, Ireland, and Poland. The [report of the pilot campaign is available here](#).

The campaign's preliminary results and next steps were additionally discussed during the latest Insafe Steering Committee meeting in April 2024. An agreement was reached to set up a short-term Media Literacy Campaign Working Group (MLC-WG) to contribute to the concept, creation, planning, and delivery of the full roll-out of the campaign over the coming months.

This present campaign plan results from the brainstorming activities and discussions of the **Media Literacy Campaign Working Group (MLC-WG)**, comprised of representatives of the following SICs: Austria, Bulgaria, Croatia, Czechia (pilot country), France, Greece, Ireland (pilot country), Italy, Malta, Poland (pilot country). The objective of the MLC-WG is to brainstorm, advise on how to improve the materials and strategy, and co-create campaigning materials in sight of the EU-wide campaign to be run annually, progressively building on its previous editions and expanding over time. The group met several times online during June and July 2024.

The agenda and discussion topics for the MLC-WG meetings were decided beforehand. For every discussion point, WG members were provided with a list of possible options/scenarios (at least two/three for every action point) ahead of each meeting to allow for preliminary reflection on each agenda item. The meetings then served as an opportunity to discuss each agenda item in detail and reach an agreement among all WG members, taking into consideration each SIC's national priorities, calendar, and needs.

Finally, the campaign has also been consulted with the media literacy experts from the European Digital Media Observatory (EDMO) to draw on the media literacy best practices identified by EDMO and ensure complementarity with its activities.

## 2. Campaign overview

### 2.1 Objective

The main **objective** of this campaign is to build on the networking resources available in the SICs and, at the same time, maximise the efforts and activities of other stakeholders involved in supporting practices, developing policy, and carrying out research on media literacy, including NGOs, government agencies, and industry.

**This new campaign does not aim to replace or compete against any existing media literacy campaigns per se but instead to position itself as a BIK+ media literacy campaign in collaboration with the Insafe network. It aims to show a good understanding of the broader landscape and existing initiatives, building synergies and opportunities for collaboration whenever possible.**

### 2.2 Target audience

In terms of the **target audience**, the need to target **children and young people** as the main recipients has already been made explicit. In addition, there is the need to equally target **parents/caregivers** and **teachers/educators**, as these two categories have been shown to play a crucial role in delivering media literacy initiatives or are the first point of reference young people turn to when in need of guidance and advice on the topic.

### 2.3 Style

Through the campaign, we aim to shed light and raise awareness of existing media literacy actions, initiatives, programmes, and campaigns across the Insafe network. We also aim to disseminate clear, easy-to-access information to the various target audience groups.

The material will be mostly visual (e.g., infographics and short animations), with the only text-heavy material being the original mapping of the existing EU media literacy initiatives, from which a user-friendly booklet will be derived.

## 2.4 Main channels

On the BIK side, social media profiles (X, Facebook, LinkedIn), newsletters (the Insafe Weekly Update, the BIK bulletin, the European Schoolnet newsletter), and the new BIK portal will be used.

SICs will be encouraged to use any available dissemination channels. Please note that this might include additional newsletters and websites. Several SICs also have a social media presence on other platforms, including Instagram and TikTok.

## 3. Indicative timeline/sequencing of actions

### 3.1 Timeline

The proposed timeline for the campaign is the following: it will start on **24 October (the first day of the Global Media and Information Literacy Week)** each year, to run for approximately **one month** and end on **Safer Internet Forum** (for 2024, on 21 November). For future editions of the campaign, we note that Safer Internet Forum dates may change significantly from year to year – if that is the case, the campaign will typically run for one calendar month.

The rationale behind this decision taken by the WG members is:

- The possibility to already lock the campaign into respective calendars with a fixed recurrence, and thus be able to progressively build around it each year, as it is generally a busy time of the year regarding campaigning activities. In addition, if this campaign could be gradually built into each SIC's Grant Agreement, this would allow centres to allocate more resources to this campaign.
- As the campaign will run simultaneously in all countries, the possibility of cross-posting and creating more engagements and opportunities for exchanges across networking platforms is increased.

The WG members also proposed for this campaign to have a similar structure to the Safer Internet Day campaign: a long-term campaign that is **progressive** and involves **continued effort** which builds on its foundations and expands its scope each year, ensuring that its brand and visual identity become more established over time. This also implies that the support and involvement of SICs can vary over time, depending on national priorities, resources available to be allocated for this line of work, and other external factors. For example, some of the pilot countries have already invested quite heavily this year and might take a lighter approach for the full roll-out, before contributing more fully again in 2025.

### 3.2 Detailed breakdown

The full rollout of the MediaSmartOnline campaign will be organised as follows:

Phase	Indicative timeline
<p><b>Validation phase</b> Validating the campaign plan (this document) with the EC.</p>	<i>By 6 September 2024</i>
<p><b>Share validated campaign plan with WG</b> Sharing the validated campaign plan (this document) with the MLC-WG members.</p>	<i>By 9 September 2024</i>
<p><b>Announcement to the network</b> Inform the whole network at the earliest opportunity (i.e. via the Weekly Update and dedicated communication) to ensure everyone is aware that this campaign is coming.</p>	<i>w/c 9 September 2024</i>
<p><b>Pre-campaign phase</b> Developing dissemination plans and other campaign materials in preparation for the campaign launch.</p> <p>Please note that we aim to send the SICs the final dissemination plans by 4 October 2024 at the latest to allow sufficient time for them to plan and schedule internally.</p>	<i>August – 4 October 2024</i>
<p><b>Pre-launch phase</b> Teasing the campaign start, finalising any outstanding campaign materials, and making sure</p>	<i>7 October – 23 October 2024</i>

<p>all SICs that are involved are provided with all resources and support needed.</p>	
<p><b>Full campaign roll-out</b></p> <p>This is the active phase of the campaign. While the start date will remain the same throughout the years, we acknowledge that Safer Internet Forum dates may change over time. If this is the case, the campaign will typically run for one calendar month (i.e. until 24 November).</p>	<p><i>24 October – 21 November 2024 (SIF)</i></p>
<p><b>Continued promotion, final report and evaluation phase</b></p> <p>The campaign materials will continue to be spotlighted as part of Safer Internet Day 2025 and in the December 2024 and March 2025 editions of the BIK bulletin.</p> <p>Evaluation and reporting activities will take place in parallel and will be finalised by the end of BIK Phase 5 in April 2025.</p>	<p><i>December 2024 – April 2025</i></p>

*Table 1 – High-level campaign phases/timeline*



## 4. Communications actions and tools

To achieve the campaign’s objectives and effectively convey the key messages, the following communication actions and tools will be employed.

	Activity	Actions	Outputs
Web communications	<b>Landing page</b> (see more in <a href="#">section 5.1</a> )	A user-friendly, accessible campaign landing page will be replicated on the new BIK platform. New sub-sections will be created on resources and tools for the various target audiences.	A hub page linking to various resources, information, and materials on the BIK portal.
	<b>Mapping of media literacy actions</b> (see more in <a href="#">section 5.2</a> )	A mapping exercise and database of media literacy actions, building on the initial exercise conducted in year 1 (campaign pilot).	A user-friendly guide complemented by a map. Resources will be tagged by type of initiative, country, and target audience.
	<b>Articles</b>	Write, edit and publish informative articles on the BIK platform, including multimedia	Regularly updated articles covering campaign updates and practical advice for

		integration where appropriate.	improved media literacy skills.
<i>Social media campaigns</i>	<b>Awareness-raising actions</b> (see more in <a href="#">section 5.3</a> , <a href="#">section 5.5</a> , and <a href="#">section 5.6</a> )	Targeted social media campaigns will take place across various platforms. Animations, visuals and infographics will be used to disseminate the key messages of the campaign, with the aim of engaging the target audiences and spotlighting existing media literacy actions and initiatives.	
<i>Educational products and events</i>	<b>Conversation with stakeholder group (young people)</b> (see more in <a href="#">section 5.4</a> )	The conversation would aim to spotlight the campaign as a whole and address specific topics identified by young people. Conversation scripts will be co-created with young people and executed live at a previously agreed time during the campaigning period (note: we may also have to consider a pre-recorded conversation as best fits the dissemination platform/availability of youth, etc.).	
	<b>Spotlight of the campaign during a Parent corner webinar</b>	In November, a webinar will be organised to introduce the new BIK parent corner on the new BIK portal. As it serves as hub collecting resources, guide, help for parents and caregivers, we aim to equally spotlight any campaigns which include this group in their target audience.	

<p><i>Multipliers and partnerships</i></p>	<p><b>Partnership with SICs</b></p>	<p>A key campaign component is leveraging the Insafe network to distribute campaign materials. This will include shared resources, cross-promotional activities, and coordinated outreach.</p>	<p>Cross-network promotion of dissemination materials to exploit the multiplier effect across the network, and on social media.</p>
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As already indicated in the table above, further details about the respective campaign materials are provided in [Section 5](#). In addition, [Section 7](#) contains mock-ups of the core visual identity for campaign materials.

## 5. Campaign materials

### 5.1 Landing page on the new Better Internet for Kids portal

A landing page will be created on the new BIK platform (scheduled to launch in October 2024). Similar to its current version on the BIK portal, the landing page will serve as a hub for collecting all relevant information about the campaign's context and objectives, resources, materials, and contact information.

The landing page will also collect all text-based materials for the campaign: topical articles, the mapping of the media literacy initiatives, landscape and industry in the context of Better Internet for Kids (see below), and the user-friendly guide to media literacy actions (see below).

### 5.2 Mapping exercise of the current EU landscape of media literacy initiatives

Between September and December 2023, Better Internet for Kids conducted a mapping exercise with the aim of identifying as many media literacy initiatives, resources or tools as possible, all around Europe and beyond. The Insafe network of Safer Internet Centres (SIC) was also consulted to help map the current EU media literacy landscape, with the main aim of bridging the gaps of a rather diverse and somewhat fragmented media literacy landscape in Europe, with a wide variety of different players involved, ranging from supra-national agencies to national and regional policymakers, NGOs, educational providers, and media and industry players.

The [mapping of the media literacy initiatives, landscape and industry in the context of Better Internet for Kids](#), first published in February 2024, is still a pertinent campaign material that will continue being disseminated as part of the full roll-out of the MediaSmartOnline campaign. However, we are planning an interim update of this material, which will be used to inform the following resource at [5.3](#).

## 5.3 User-friendly guide to media literacy actions

Based on the extensive and resourceful materials collected in the mapping exercise of the EU media literacy landscape, we propose that the content specifically from *Section 2* and *Section 6* be repurposed for a wider audience as an interactive handbook (PDF or HTML format) collecting together the many media literacy programmes, actions, trainings, campaigns and other initiatives currently available across Europe.

To complement this piece of work – and given that the mapping was conducted almost a year ago, and there might have been important developments in the meantime – SICs have already been contacted (via the Insafe Weekly Update) to update the database of media literacy actions for inclusion in the guide.

Users will be able to sort the initiatives by:

- **Country** (cross-country initiatives will be labelled as “Multiple” and will include all involved countries whenever possible)
- **Language**
- **Type of media literacy action** (programme, project, campaign, event, resource, etc.)
- **Target audience.**

In parallel, users will also be able to access a map highlighting initiatives by country, as an additional tool to refer to.

Moving forward, the aim will be to periodically upgrade the guide once a year, to reflect any significant changes and make any relevant additions.

## 5.4 Conversations with young people

The wish to involve young people in this activity has emerged several times during the WG meetings, and indeed it aligns with the campaign objectives and would help to reach young people with a peer-to-peer approach. There are several ways in which we can involve young people through BIK Youth (see more in [Section 6](#)), but a simple yet effective activity we can involve them in for this first roll-out – keeping

in mind the tight timeline and the commitments young people already have around the same time period (e.g. Safer Internet Forum) is a social media guided conversation.

The conversation would aim to spotlight the campaign as a whole, and address specific topics as identified by the young person. The script of the conversation will be co-created with the young person, and executed live at a previously agreed time during the campaigning period (note: we may also have to consider a pre-recorded conversation as best fits the dissemination platform/availability of youth, etc.). An [example of a previous X conversation with a young person is available here](#), from a past campaign.

While BIK has traditionally hosted these conversations on X (Twitter at the time) because it's where it has its biggest reach and engagement, discussions among the WG members suggest a strong preference for other social media platforms whose audience base is, on average, much younger – if we want to reach young people online effectively. The suggested platforms are Instagram and Snapchat . While we recognise there are a few sensitivities around these platforms in lieu of the DSA, GDPR and other regulations, the WG members propose to create an ad-hoc Instagram account for MediaSmartOnline only, and for the purposes of this campaign only, which could then both produce original content (by BIK) and interact with existing SICs' Instagram accounts, some of which are already actively featuring young people. We would like to take this opportunity to consider **running an Instagram account as an experiment** for this edition. This would also provide a useful test case to see if we might want to consider using Instagram in the future for other campaigns, or for BIK activities more generally.

## 5.5 Animations

As the WG members agreed on the need for more intuitive, easy-to-access visual materials, they proposed to create – in collaboration with an external design agency a series of short videos/animations (20 secs long maximum) on the following topics:

- Campaign motto, objective and general key messages

- AI
- Virtual worlds
- Fake news
- Social media

This option was preferred over a single, generic campaign video on media literacy more broadly. The set of short videos will be originally produced in English with English subtitles, with the possibility of later translating and disseminating them into various national languages. This cannot be foreseen for the 2024 edition of the campaign as the timeline wouldn't allow for it, but it is an activity line that could be explored for future editions.

## 5.6 Set of infographics with key tips

A series of short infographics in English will be developed to complement the user-friendly guide. These will be designed to be brief and straight-to-the-point, and will include practical tips for each target audience. They will be created in English in the first instance and shared with SICs as an editable file, to potentially translate into other languages for future editions.

## 5.7 Follow-up online meeting for the network

After the campaigning period is over, we would like to host a dedicated session for the network in collaboration with the Media & Learning Association (MLA). The purpose would be to gather final feedback after this first year of MediaSmartOnline campaigning activities and reflect on how to further improve communications, brainstorming, planning, and general organisations for the following years. Hopefully, this will be helpful for the network members as it provides an opportunity for broader exchange and reflection on the campaign. It will also be beneficial for BIK and MLA to collect views and feedback to inform the final campaign report.

## 5.8 Translations

As mentioned for resources 5.5 and 5.6, the general approach we aim to have for this campaign regarding translation is to **prioritise the localisation of resources**, initially produced in English. As far as possible, we will provide SICs with editable files for text-based and visual content. We will also reflect on the translation effort needed for future editions of the campaign – for example, whether we can coordinate directly with SICs or plan for professional translations. Once the new BIK platform has officially launched, we will also investigate eTranslation tools for future editions.

## 5.9 General note on working with SICs in this campaign activity

Please note that the MCL-WG suggested that, in a similar way to how the Safer Internet Day campaign is organised and rolled out, there shouldn't be a too-detailed/directed content breakdown for the Safer Internet Centres involved, and that **localisation** should be encouraged as much as possible. While there is an overarching theme and objective to the campaign, each SIC might have a different sensitivity when it comes to the following factors:

- As media literacy is a very broad term, **narrowing the term down** to identify key areas of focus. During the pilot campaign, we identified four main focus topics: AI, virtual worlds and immersive realities, mis- and disinformation, and online hate speech.
- **Identifying key issues and concerns that are relevant at the national level** based on national agenda, priorities and concerns. For example, while AI might be a relevant topic for all centres across Europe, virtual worlds might not rally an equally strong reaction at the current time.
- Lastly, as our aim is not to overlap or compete against ongoing campaigning activities but rather to give visibility to current actions, we believe it is important to factor in that a number of **media literacy campaigns/events/weeks of focused activities might be running**



**across the network simultaneously**, and some kind of overlap is probably inevitable.

## 6. Looking forward: additional materials for future editions of the campaign

Already looking ahead at the next iterations of the campaign, new campaigning materials could be progressively introduced as a way to expand the core materials and resources already available. A few proposals are presented below.

### 6.1 Podcast – conversations with young people

BIK Youth panellists have expressed interest in being involved in this campaign. One way could be through the production of podcasts, consisting of a series of episodes tackling different media literacy concerns or priorities.

As it's a rapidly saturated environment, the angle devised by the WG members includes a peer-to-peer approach with young people taking centre stage and discussing what youth can do to empower youth to improve their media literacy skills – good practices, tips and tricks, identifying key concerns, and what kind of support they would like to get from various stakeholders.

### 6.2 Short online quiz

For a future edition of the campaign, a MediaSmartOnline-branded short online quiz could be designed covering the most common media literacy concerns/priorities, drawing inspiration from the wide range of similar materials already developed by the SICs. It would also provide a good mechanism to continue spotlighting resources – for example, for each question, the correct answer is provided together with a few lines pointing to useful information/resources regarding that particular topic.

## 7. Visual identity

Please note that the visual identity remains unchanged from the pilot campaign, as it was positively received during the pilot and by WG members. Some slight adaptations might be made, for example, based on the outputs produced/if an external design agency is consulted on any aspects.





## 7.1 Email signature



### MediaSmartOnline

Spotlighting media literacy actions in Europe

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