Better Internet for Kids

Safer Internet Day 2017

Public report on campaign activities and successes

March 2017

Further information on Safer Internet Day can be found at

www.saferinternetday.org

Contents

Introduction

The 14th annual edition of Safer Internet Day (SID) took place on Tuesday, 7 February 2017 with a campaign theme of "Be the change: Unite for a better internet". In championing a better internet, the theme aimed to encourage people to "be the change" and make the most of the positive opportunities offered online, while giving them the resilience, skills, knowledge and support they need to navigate any online risks they may come across.

Organised by the Insafe network (coordinated by European Schoolnet) and INHOPE (the International Association of Internet Hotlines), on behalf of the European Commission[1], Safer Internet Day 2017 was celebrated in over 130 countries, with exciting events and activities promoting the safe and positive use of digital technology right across the globe.

A few highlights from the day include:

- A Thunderclap campaign helped spread the better internet message on the morning of Safer Internet Day with a potential reach of close to two million people.

- On social media, the coordination-level profiles concluded the day with 16,000 fans on Facebook and 23,000 followers on Twitter. The #SID2017 and #SaferInternetDay hashtags trended worldwide several times during the day with in excess of 125,000 tweets and a potential 1.1 billion impressions.

- The day also benefited from the support of many influential organisations and individuals such as Twitter, INTERPOL, Europol, ITU, European Commission, Andrus Ansip, UNODC, Members of the European Parliament, UNICEF and Manchester United football club, to name just a few.

- This year's campaign was also boosted by some great industry collaborations. Google included a Safer Internet Day promotion on a few of its market search pages, promoting the #SaferInternetDay hashtag and encouraging a Google security check-up in honour of the day. Facebook provided free ad credit to help boost SID posts. Snapchat created a special SID geofilter for its users (with a custom one for SID events in the UK and the US also) along with an original animation on its Discover channel, while Twitter helped to raise visibility of the official campaign hashtags by creating a special Safer Internet Day emoji.

- The day also marked the unveiling of self-regulatory initiatives between the European Commission, tech and telecoms companies, broadcasters, NGOs and UNICEF to address harmful content, conduct and contact online in the form of an Alliance to Better Protect Minors Online.

This report highlights some of the successes of the Safer Internet Day 2017 campaign, drawing upon the work of SICs in Europe, SID Committees across the globe, organisational and

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[1] Safer Internet Day would not be possible without the support of the European Commission, with funding provided by the Connecting Europe Facility programme (CEF), which co-funds the joint Insafe-INHOPE network of Safer Internet Centres in Europe (typically comprising awareness raising, helpline, youth participation and hotline functions). Find out more about the EC's "European Strategy for a Better Internet for Children" on the European Commission website.

industry SID Supporters, the European Commission and the central Safer Internet Day Coordination Team (based at European Schoolnet in Brussels).

Further information on all things SID is available from the Safer Internet Day website at www.saferinternetday.org. There, you'll find general information about the campaign, and an archive of SID celebrations over the years. You'll also find detailed SID profile pages for all Safer Internet Centres, SID Committees and SID Supporters who marked the day, including a statement on how each of them aims to "be the change" in creating a safer and better internet in their day-to-day work programmes. In addition, the Safer Internet Day resource gallery provides access to over 600 educational resources from Europe and beyond to support online safety teaching in the classroom, not just on Safer Internet Day but all year through.

Coordination and planning of Safer Internet Day 2017

As in previous years, planning for Safer Internet Day 2017 commenced immediately as the 2016 campaign drew to a close. The Safer Internet Day Working Group (SID WG) was reconvened to lead on campaign planning, with membership drawn from across the Insafe-INHOPE network of Safer Internet Centres, and representation from the European Commission (EC) also. As always, the working group was chaired by a member of the Safer Internet Day Coordination Team from European Schoolnet.

The main tasks of the working group for the SID 2017 campaign were as follows:

- To discuss and agree on the theme for the campaign.
- To define and agree key campaign messages.
- To define and agree key campaign collateral.
- To contribute to other discussions as appropriate (for example, social media campaign planning and collaboration with other global campaigns).
- To keep colleagues in the wider Insafe and INHOPE networks informed of planned actions, both virtually and in face-to-face network training meetings.
- To keep wider stakeholders, including global SID Committees and SID supporters, informed of planned actions.

Visual identity

Following a revamp of the Safer Internet Day visual identity for the 2016 campaign, the 2017 campaign focused on really embedding the SID smart device mascot in the consciousness of campaign supporters, wider stakeholders and the general public. Hence all materials produced under the auspices of the SID 2017 campaign bore the SID logo, with clear usage guidelines developed to govern wider logo use. Various assets were made available for download from the SID website – over 118,000 items were downloaded over the SID campaign period.

Date, theme, key messages and campaign collateral

Following the long-established formula of celebrating Safer Internet Day on the second day of the second week of the second month, the date for Safer Internet Day 2017 was set as **Tuesday, 7 February 2017**. "Save the date" logos were created and circulated on social media immediately following the close of SID 2016 to allow supporters to already register the next campaign date and share it with their own networks and partners.

Following the huge success of Safer Internet Day 2016, with its theme of "Play your part for a better internet", the SID WG decided to continue with a fairly broad theme. Anecdotal feedback over recent years has indicated that stakeholders are really able to get behind this type of messaging, and shape it to fit their own circumstances and priorities. It was also felt

important to continue with a "call to action" of some sort, to amplify the campaign's ongoing messages that we must all be active participants in creating a safer and better internet.

After much brainstorming and, at times, very granular discussion over the connotations of individual words, the theme for SID 2017 was set as **"Be the change: Unite for a better internet"**.

In championing a better internet, the theme aims to encourage people to "**be the change**" and make the most of the positive opportunities offered online, while giving them the resilience, skills, knowledge and support they need to navigate any online risks they may come across. The "**unite**" aspect of the theme was included to amplify the aim that multiple stakeholders work together to achieve positive outcomes online.

As has been used to great success in previous SID campaigns, a series of key messages were developed around the campaign theme to allow the key stakeholder groups to identify how they could indeed "be the change":

- **Children and young people** can help to create a better internet by being kind and respectful to others online, by protecting their online reputations (and those of others), and by seeking out positive opportunities to create, engage and share online. They can help to respond to the negative by being 'helpful bystanders': supporting peers if they encounter issues online, taking a stand against cyberbullying, and reporting any inappropriate or illegal content they find. Above all, children and young people should be encouraged to take their stand as digital citizens of the future – participating in debates on the future of the internet, and making their voices heard.

- **Parents and carers** can help to create a better internet by maintaining an open and honest dialogue with their children about their online lives, by supporting them with their personal development online and helping them to deal with any concerns or issues, seeking out positive opportunities to engage with their children online, and helping their children to find and use good quality digital resources. They can help to respond to the negative by staying engaged with their child's online activity (as appropriate to their age), by modelling positive online behaviours themselves, and by also reporting any inappropriate or illegal content they find.

- **Educators and social care workers** can help to create a better internet by equipping children and young people with the digital literacy skills they require for today's world, and giving them opportunities to use – and create – positive content online. They can help to respond to the negative by supporting young people if they encounter problems online, and by giving them the resilience, confidence and skills that young people need to navigate the internet safely.

- **Industry** has a role to play by creating and promoting positive content and safe services online and by empowering users to respond to any issues by providing clear safety advice, a range of easy-to-use safety tools, and quick access to support if things do go wrong.

- **Decision makers and politicians** need to provide the culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children to learn and teachers to teach about online safety, ensuring that parents and carers have access to appropriate information and sources of

support, and that industry are encouraged to self-regulate their content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and wellbeing of children and young people through effective child protection strategies for the online world.

The key messages were subsequently used as the basis for various campaign collateral, including an infographic, press pack, social media plan, social media images, and a press release published on the day itself. Campaign assets were shared with SICs, SID Committees and SID Supporters in regular campaign mailings, and subsequently shared with wider stakeholders and the general public in the About section of the Safer Internet Day website.

The Safer Internet Day website

Following its relaunch as part of the Safer Internet Day 2016 campaign activity, the focus for the SID 2017 campaign was primarily on maintaining the quality and stability of the platform, and ensuring that country and supporter profile pages were fully updated.

Promoted to stakeholders and the wider public as the "home of all things SID", the website acts as a focal point for all campaign activity. In addition to providing access to detailed "SID in your country" and "SID supporter" profile pages, typically listing events, activities and resources along with contact information, the website also hosts downloadable campaign assets (as mentioned above) and a permanent resource gallery to provide schools and educators with access to resources and materials for teaching online safety and associated concepts within the classroom, drawn from across the Insafe network and beyond. Resources can be searched by language or keyword.

During the key campaign activity phase (typically September – March), the site also hosts online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID. Contacts made via these forms are vigorously followed up by the Safer Internet Day Coordination Team, either putting registrants in touch with their local SIC or Safer Internet Day Committee for further information, or actively following up links with non-represented countries to try to establish a permanent Safer Internet Day Committee point of contact.

Further information on traffic to the Safer Internet Day website is provided in the section on **Measuring impact** below.

Social media

Social media has become an integral part of the Safer Internet Day campaign. Thanks to the support of Safer Internet Centres (SICs), SID Committees and SID Supporters, as well as of industry partners, institutions and other organisations, the Safer Internet Day message was spread worldwide to millions of people on social media.

For this edition of Safer Internet Day, the social media campaign was launched in September 2016 alongside the Insafe/Better Internet for Kids Back2School campaign. Throughout the social media campaign, several assets including logos and banners, an infographic, press pack, images with online safety tips, provided added value to disseminate the campaign.

Additionally, during two important events in the online safety calendar, the Safer Internet Forum (SIF) and the Internet Governance Forum (IGF), the Safer Internet Day Coordination Team invited participants to show their support for the campaign by sharing their smile for a better internet with Safer Internet Day props. Pictures from both events were shared on social media, inspiring other users to showcase their support for Safer Internet Day.

Participants in the European Youth Panel (YEP) took selfies in the SharingBox booth at SIF 2016

IGF 2016 attendees show their support for Safer Internet Day

Further information on the reach of the social media campaign is provided in the section on **Measuring impact** below.

Safer Internet Day – uniting stakeholders across the globe for a safer and better internet

Safer Internet Day 2017 was truly a global celebration, building on trends seen in previous years. In addition to the celebrations of the joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe helped to raise awareness of safer and better internet messages, participating with national and localised campaigns, events and activities. Each participating country maintains a detailed profile page in the SID in your country section of the Safer Internet Day website.

The table below shows the geographic spread of countries participating in Safer Internet Day 2017 by continent:

Continent	Number of countries that celebrated SID 2017
Africa	27
Antarctica	-
Asia	31
Europe	46
North America	15
Oceania	3
South America	10
Total	**132**

Source: Safer Internet Day website – SID in your country section

Additionally, more than 60 organisational and industry supporters – many with a global presence also – helped to spread the Safer Internet Day messages further still. Further information can be found in the profiles pages of registered SID supporters on the Safer Internet Day website, but we know that many other organisations also got involved in the day also.

Safer Internet Day highlights from the Insafe network

The European network of Safer Internet Centres is always very active around Safer Internet Day, with many releasing new tools, resources and research, hosting high-profile events, and generally working with stakeholders – including youth – to raise the profile of their services as a

means of accessing high-quality information and support on safer and better internet issues all year round.

In addition to the Safer Internet Day best practices outlined in **Annex 1**, many SICs have shared articles outlining their SID actions and successes which have subsequently been published on the Better Internet for Kids (BIK) portal. These include:

- In a special video address at the main SID event in **Bulgaria**, Professor Sonia Livingstone of the London School of Economics (LSE), principal investigator of the "Global Kids Online" research network, highlighted several of the most interesting results of the "Bulgaria's Children Online" national representative survey, conducted at the end of 2016 by MarketLinks on behalf of the Bulgarian Safer Internet Centre.

- The **Danish** Safer Internet Centre released three video spots as part of its SID campaign activities. The spots - titled Uploaded, Movie night and Privacy - all focus on parents as digital role models, touching upon issues such as consent and respect online.

- This year for SID, the **Greek** Safer Internet Centre launched a large-scale informative campaign involving a variety of stakeholders including students, teachers, parents and other sensitive groups of society. More than 500 people attended a main event which took place in the Ministry of Infrastructure and Transport.

- At a SID event in **Hungary**, the winners of a competition for Hungarian primary and secondary school pupils and students in higher education were announced, based around submitting photos or creating posters. The competition was designed to motivate young people to use various media to produce artwork focusing on a secure internet topic, thus drawing attention to the potential of the internet's countless opportunities, and to show how to use the social and multimedia icons popular with children and young people.

- During a Safer Internet Day event in the **Netherlands**, Dutch Secretary of State Dijkhoff of the Ministry of Justice delivered a guest lecture to students at the Newman College in Breda to make them aware of the importance of online security. In doing so, the Secretary of State also gave the starting signal for the so called "Cyber Relay" of the Dutch campaign "Geef IT Door". During this Relay, several cyber security experts will give lessons at schools to pass on their knowledge and to motivate students for a career in IT as, for example, an ethical hacker or cyber security specialist. Students will also get a crash course in hacking.

- The **Polish** Safer Internet Centre launched a new social campaign for SID during a central conference held in Warsaw. With a slogan of "Protect your child on the internet. It is important. And fairly simple", the campaign aims to raise awareness among parents of pre-school and primary school age children about protecting the youngest users against contact with harmful content online.

- Celebrations in **Spain** saw the launch of a new Safer Internet Centre (SIC), Internet Segura for Kids (IS4K), which has joined the Insafe network of Safer Internet Centres across Europe.

- For Safer Internet Day 2017, the **UK** Safer Internet Centre published a report on the power of image. The findings reveal how important images and videos are in young people's digital lives, demonstrating the positive role this plays as well as the risks and pressures they may face as a result. It underlines the importance of ensuring that all children have the skills, knowledge, confidence and resilience to communicate using images and videos safely, responsibly and creatively.

See the Better Internet for Kids (BIK) portal for more Safer Internet Day success stories. Additionally, further information on the country-based actions of Safer Internet Centres is available from the SID in your country section of the Safer Internet Day website.

Safer Internet Day Committees across the globe

Beyond the network of Safer Internet Centres in Europe, an assortment of global Safer Internet Day Committees help to spread the SID message. The concept of Safer Internet Day Committees was introduced in 2009 to help take the campaign beyond its European roots, recognising the fact that the online world is itself without borders and so awareness raising to promote a safer and better internet must be without borders also.

A Safer Internet Day Committee is an organisation or consortium in third countries (i.e. outside of the EU) that has obtained government support for leading on Safer Internet Day actions. It is therefore recognised as the contact point and awareness-raising body for SID within that country, and is offered support in terms of access to contacts and resources for developing localised campaign activities.

While there are no formal reporting commitments for Safer Internet Day Committees, many keep the Safer Internet Day Coordination Team updated on their actions and successes through regular email contact, blog posts and, increasingly, social media activity. A couple of examples follow:

- An album of more than 400 images showcases an SID 2017 event on the Facebook page of Safenet Brasil, coordinator of the Brazilian Safer Internet Day Committee.

SID 2017 celebrations in Brazil

Better **I**nternet for **K**ids

- The Kenyan Safer Internet Day Committee, convened by the Watoto Watch Network, organised a SID event at Statehouse Girls High School in Nairobi. This year, the celebration brought together children and young people, teachers and various other stakeholders. The event gathered 350 students from various schools, both public and private. The schools present had participated in an open competition where they came up with ideas on how to make the internet better for all children and young people in Kenya. The competition ran from January and school children from all levels took part, with the winners awarded during the event. Various organisations also participated in the event, including the Communications Authority of Kenya, Facebook, Terres des Hommes Netherlands, Safaricom, Childline Kenya, Cellulant, U-Tena, Lawmark Partners and TESPOK.

Safer Internet Day 2017 celebrations in Kenya

- The Nigerian Safer Internet Day Committee, coordinated by the International Centre for Leadership Development Nigeria, held a main event in Lagos on 7 February 2017. Through a combination of speeches, practical demonstrations, participant interaction, a quiz competition and a video documentary, the organisers encouraged various stakeholders to join together to make the internet a safer and more productive place for all, but especially for children, youth and young adults.

- At an event in Philadelphia coordinated by the US Safer Internet Day Committee, Microsoft released research from 14 countries in the form of its inaugural "Digital Civility Index". Linked to this, Microsoft launched a "Digital Civility Challenge" consisting of four basic principles: Living the Golden Rule; Respecting differences; Pausing before replying; and Standing up for one's self and others. Young people attending the event were asked to identify the principle that resonated with them most, as well as what they will do to help promote digital civility going forward.

In addition a number of new Safer Internet Day Committees were convened for SID 2017, namely Bolivia, Cambodia, Republic of Cameroon, Japan, Liberia, Liechtenstein and the United Arab Emirates.

At the time of writing, several additional countries have already expressed an interest in participating in next year's campaign and hence we hope to convene further SID Committees in advance of Safer Internet Day 2018.

Further information on the country-based actions of Safer Internet Day Committees is available from the SID in your country section of the Safer Internet Day website.

Additional countries supporting SID

As is evident, the Safer Internet Day campaign continues to gain traction year on year, right across the globe. As in previous years, during the SID 2017 campaign, a number of countries were identified which took part in celebrations of the day in some shape or form, even though there is not yet a formal SID Committee in place. The Safer Internet Day Coordination Team will be making attempts to establish contacts in those countries in a bid to have formal SID Committees in place for Safer Internet Day 2018.

To give one example, in the countdown to SID 2017, we heard from a resident of the island of St Helena - a volcanic tropical island in the South Atlantic Ocean with a population of less than 5,000. Although not currently in a position to convene a full Safer Internet Day Committee, our contact there promoted SID messages to fellow islanders via a local radio show with great enthusiasm and vigour, truly upholding the SID 2017 notion that we can all "be the change" and help to create a better internet through our actions, however large or small.

If there is not yet a SID Committee in your country, but you would be interested in forming one, please get in touch.

Organisational and industry supporters of SID

As outlined in the introduction to this report, Safer Internet Day 2017 benefited from some great industry collaborations.

Google included a Safer Internet Day promotion on a few of its market search pages, promoting the #SaferInternetDay hashtag and encouraging a Google security check-up in honour of the day.
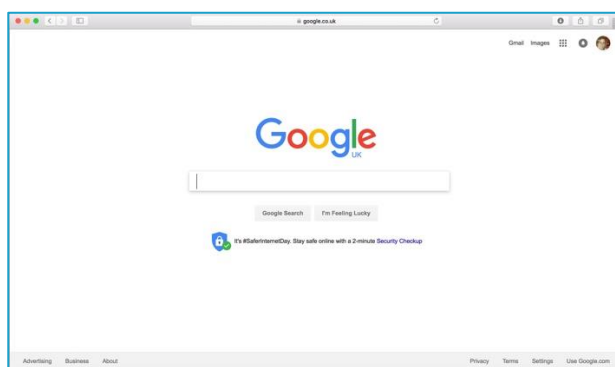
Safer Internet Day promotion on the Google search page

[Facebook](#) provided free ad credit to help boost SID posts.

A promoted post on Facebook gained much attention

[Snapchat](#) created a special SID geofilter for its users (with a custom one for SID events in the UK and the US also) along with an original animation on its Discover channel.

Snapchat provided a special SID filter

<u>Twitter</u> helped to raise visibility of the official campaign hashtags by creating a special Safer Internet Day emoji which accompanied every post.

Custom Twitter emoji for SID 2017

In addition to the SID contacts made at coordination level, many Safer Internet Centres and SID Committees utilised public-private partnerships at country level to help ensure the success of SID. Some of these are described in further detail in **Annex 1**, or see the individual county profiles on the Safer Internet Day website.

The European Commission and Safer Internet Day

Safer Internet Day would not be possible without the support of the European Commission (EC), which has been providing financial and logistical support for the campaign since the very first edition. The EC also supports through various targeted actions: for Safer Internet Day 2017, the focus was on the work of the new Alliance to Better Protect Minors Online.

As reported in an earlier article on the Better Internet for Kids (BIK) portal, the first meeting of the new Alliance took place on 27 September 2016. Building on lessons learned from the former CEO Coalition to make the internet a better place for kids (which launched in December 2011), the Commission hosted a kick-off meeting of the Alliance, bringing together representatives of social networks and online platforms, device manufacturers, telecom operators, broadcasters and media providers, and NGOs to promote children's digital wellbeing. Insafe network representatives were also in attendance.

Commenting in a blog post at the time of that meeting, Commissioner Oettinger encouraged, both industry and civil society to work together through this Alliance and prepare a common statement of purpose. Furthermore, the Commissioner reiterated his confidence that the Alliance can help to identify the risks that children can face online, while promoting the exchange of best practices, and further committing to concrete actions to protect minors in the digital world.

Regarding the timeline and milestones for the work of the Alliance, Commissioner Oettinger indicated that the stakeholders involved would elaborate, through a work plan, the earlier-mentioned common statement of purpose to be presented on the occasion of Safer Internet Day 2017.

Duly, on SID itself, the European Commission hosted a second high-level meeting of the Alliance to Better Protect Minors Online. In the Statement of Purpose unveiled at the meeting, companies agreed to curb harmful content, harmful conduct and harmful contact (such as cyberbullying, sexual extortion and exposure to violent content), through three strands of action:

- User-empowerment to promote enhanced use of parental tools, content classification and other tools for online safety. Reporting tools will be provided in a more accessible and user-friendly way. Companies will also focus on improving follow-up measures such as feedback and notifications.

- Companies commit to intensify cooperation and sharing of best practices, also by taking into account relevant input from NGOs, civil society, European, national and local authorities and international organisations.

- Members of the Alliance intend to scale up awareness raising and also promote and increase access to positive, educational and diversified content online.

Within the three months following SID, companies will announce their individual commitments to improve online safety as part of the Alliance to Better Protect Minors Online. Members of the Alliance and the EC have agreed to assess implementation of this initiative through

regular transparent and independent monitoring and evaluation. Further information is available in an article on the BIK portal and on the EC's Digital Single Market website.

Two Youth Ambassadors from the Insafe network were also in attendance at the SID event to ensure that the "voice of youth" was present in stakeholder discussions. Emilia from Germany subsequently shared her experiences of the day in an article on the BIK portal.

Measuring impact

Much of the success of Safer Internet Day can be attributed to the commitment and efforts of stakeholders in really getting behind the campaign ethos. In this section, we outline some of the key aspects that contributed to the success of the 2017 campaign.

Social media

This section analyses the social media figures achieved during the SID campaign reporting period from 11 January to 11 February 2017.

At the time of reporting, the main campaign social media accounts county the following support:

- Safer Internet Day Twitter account – 24,400 followers (up from 15,200 in at the close of SID 2016).
- Facebook account – 16,400 fans (up from 11,682at the close of 2016).

The figures continue to rise daily reflecting the year-round engagement of people regarding safer and better internet issues.

Twitter

The #SID2017 and #SaferInternetDay hashtags trended worldwide several times during the day.
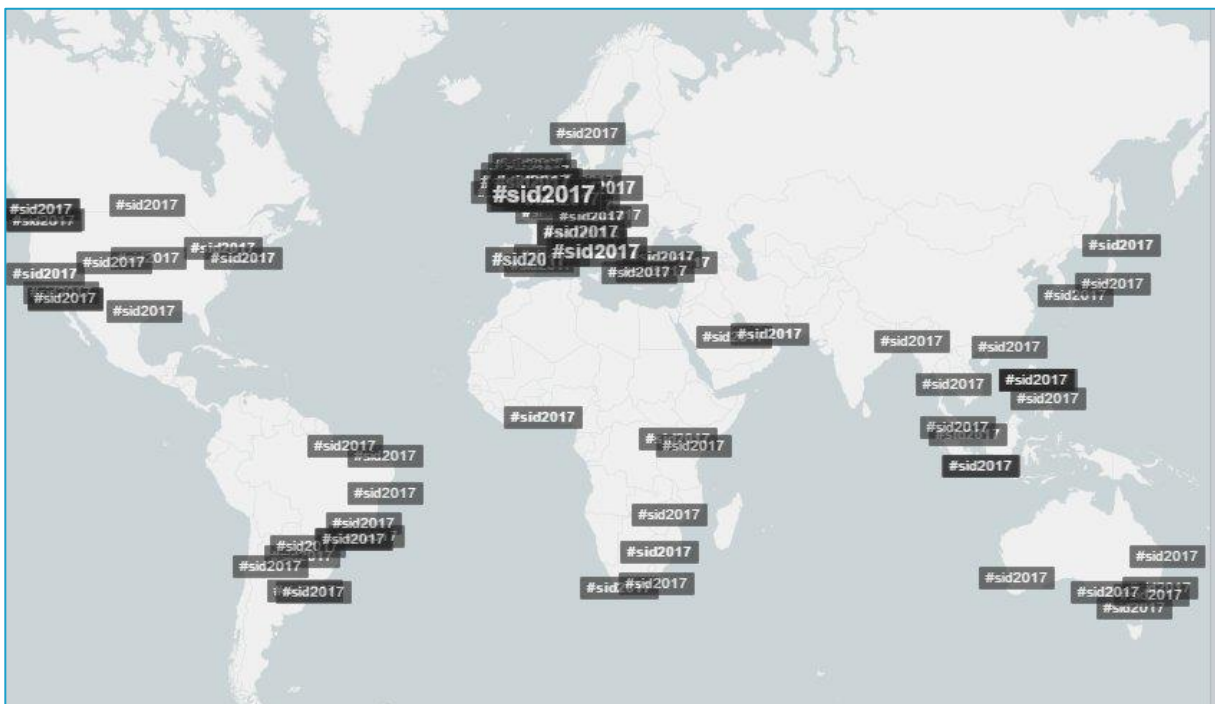

Source: Trendsmap

In order to assess the impact of Safer Internet Day, the coordination team contacted an expert reporting agency (Union Metrics) to analyse the behaviour and reach of the official SID hashtags.

During SID itself, the #SID2017 and #SaferInternetDay hashtags were used in over 125,000 tweets and a potential 1.1 billion impressions.
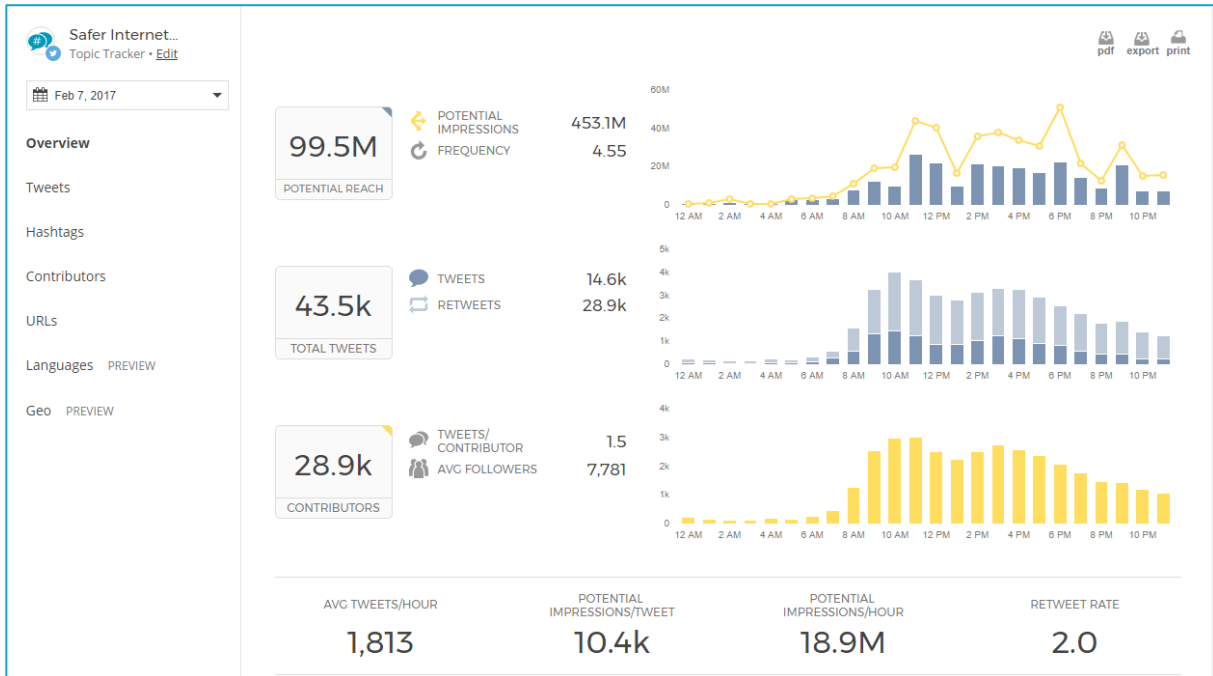
Reach of #SaferInternetDay hashtag, Source: Union Metrics
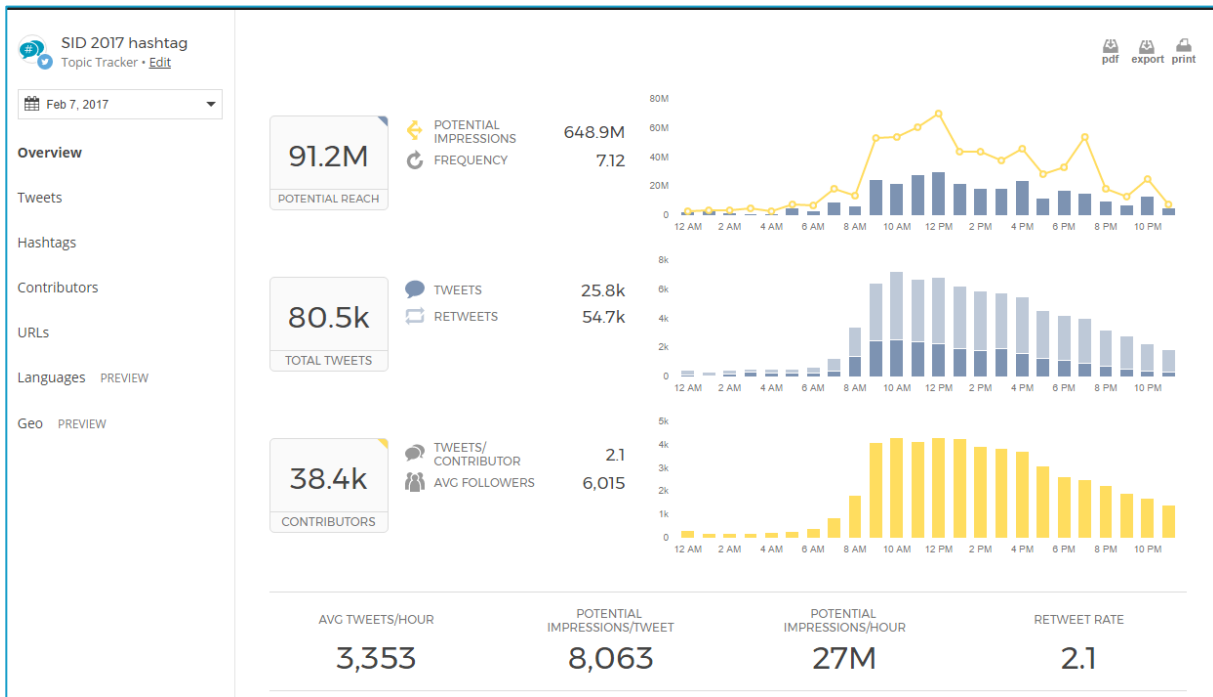
Reach of #SID2017 hashtag, Source: Union Metrics

Once again, the support of influential stakeholders helped the social media campaign to achieve impressive numbers due to their engagement in the campaign and dissemination of Safer Internet Day messages via their own communication channels. The most popular contributors during Safer Internet Day include:

1 - 25 of 53,424 contributors	CONTRIBUTION		
	FOLLOWERS	TWEETS	IMPRESSIONS ▼
UK_SIC	53.3k	1,454	53.8M
policia	2.6M	13	33.6M
Nonprofits	3.4M	7	23.7M
TwitterSafety	3.2M	7	22.6M
gobmx	1.5M	13	20.1M
TwitterLatAm	15.7M	1	15.7M
LFC	6.8M	2	13.6M
mtvitalia	918.7k	12	11M
SEGOB_mx	760.8k	14	10.6M
SkySports	4.3M	2	8.6M

Source: Union Metrics

Equally, the reach of Individual tweets from influential supporters was impressive:

The SID 2017 Twitter campaign focused on disseminating the theme, messages and activities taking place around the world, highlighting the role all users have to play in creating a better internet. As part of the campaign, Safer Internet Centres and Safer Internet Day Committees were asked about what they are doing to "be the change" for a better internet on the occasion of Safer Internet Day 2017, and "soundbites" from these were circulated on Twitter. Some example statements include:

> *"As you know, every February on Safer Internet Day, people around the world join forces to empower children and youth online and teach them how to use the online technology in a safe and responsible way. And we take this year's title very seriously, as we invite as many schools, libraries, youth and other organisations, and parents' associations as possible to organise an activity on or around Safer Internet Day themselves."* **Belgian Safer Internet Centre**

> *"Across the UK we will be uniting together to 'Be the change' and help make the internet a better place. We will be calling on everyone to do something to make a positive difference online, whether they are a young person, parent, carer, grandparent, school, police service, local authority, policymaker, tech company, regulator, health professional, social worker, youth worker, or wider - we all have a role to play. Together we can be the change."* **UK Safer Internet Centre**

> *"We are inspiring users, companies and policy makers to work together around common human rights values as the base to balance online safety with liberties and privacy, and strengthen efforts on media and citizenship education to promote a more positive behaviour online. As our lives are more and more digital, we must educate to promote, simultaneously, protection and participation providing resources to all internet users to be able to value human rights also in this amazing digital environment. That's why we believe it's so important to have a multistakeholder approach, uniting different sectors and actors to change the internet for the better as a collective, dynamic and complex construction."* **Brazilian SID Committee**

All statements are available on country and supporter profile pages on the Safer Internet Day website.

As a result of the Safer Internet Day social media strategy, the SID Twitter profile gained 4,435 followers during the reporting period, with 2,240 of these on Safer Internet Day itself.
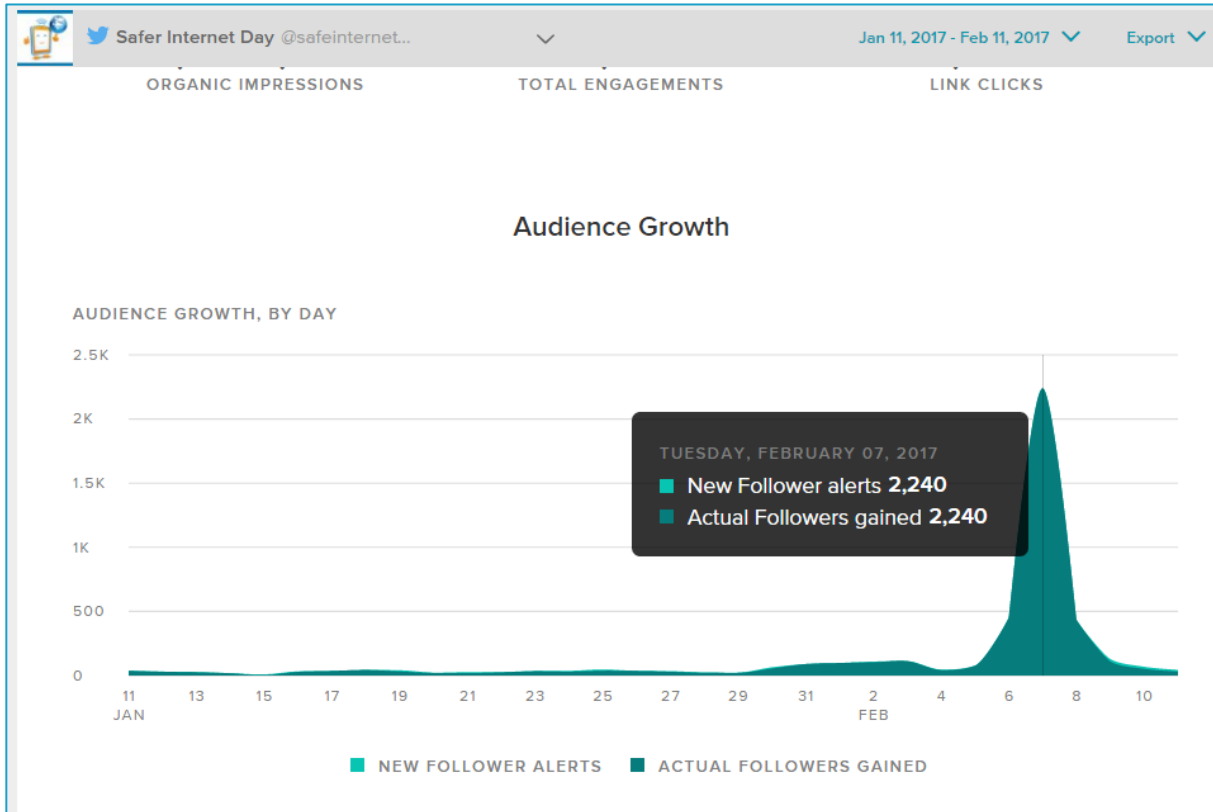
Source: SproutSocial

Facebook

The Facebook strategy aimed also to disseminate the global scope of the Safer Internet Day campaign, focusing on the activities taking place around the world, and the dissemination of the Safer Internet Day theme, visual identity, the campaign's key messages and SID assets available via the Safer Internet Day website.

We also received an ad credit from Facebook this year, which allowed us to amplify the Safer Internet Day messages to a wider audience. This had a positive impact on the reach of Facebook posts published a day before SID and on SID itself.
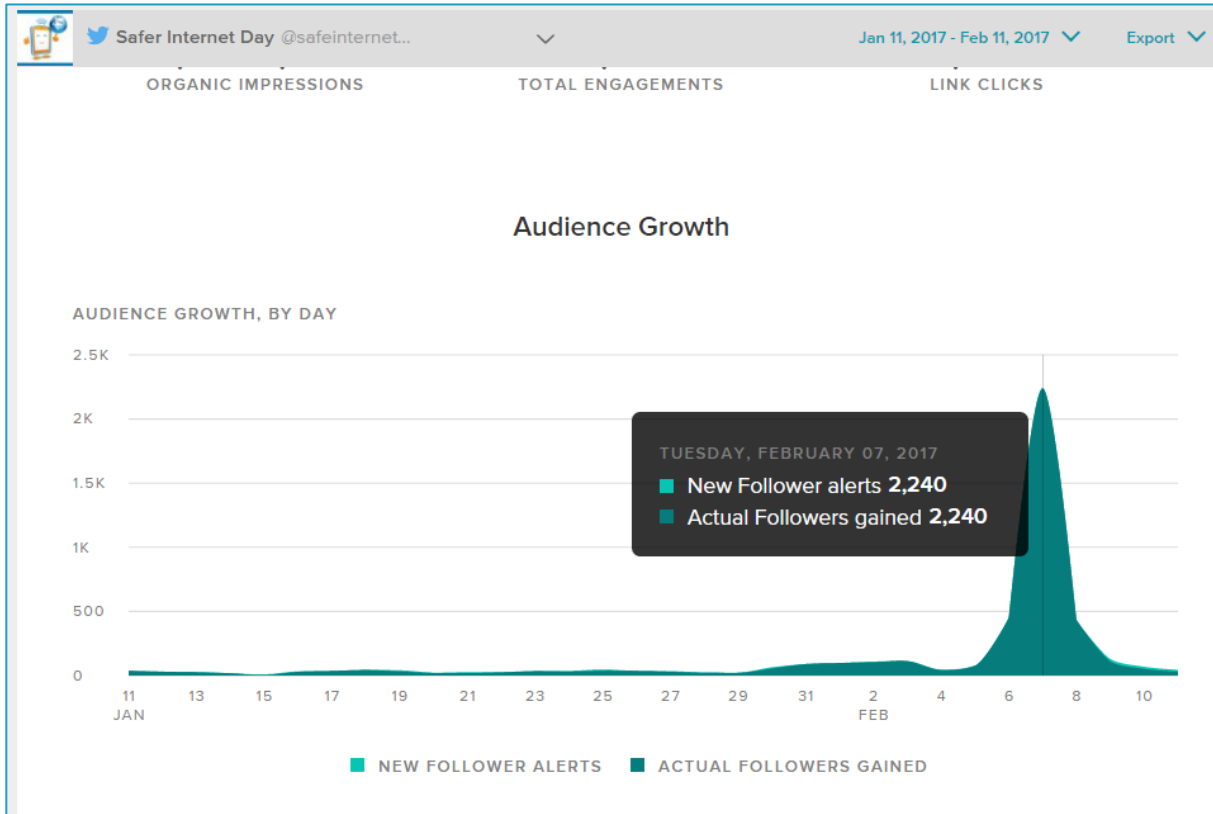
Reach of paid posts (peak on 6-7 February 3017) - Source: Union Metrics

As in previous editions of the campaign, the global reach of the campaign can be seen in the fan breakdown per country of the Safer Internet Day Facebook page.

Country	Fans
Egypt	1,947
UK	1,178
USA	1,090
Brazil	1,027
India	964
Italy	706
Turkey	490
Greece	488
Germany	455
Romania	335

Source: Facebook Insights

The campaign also attracted a younger section of the population (18-24 years old).
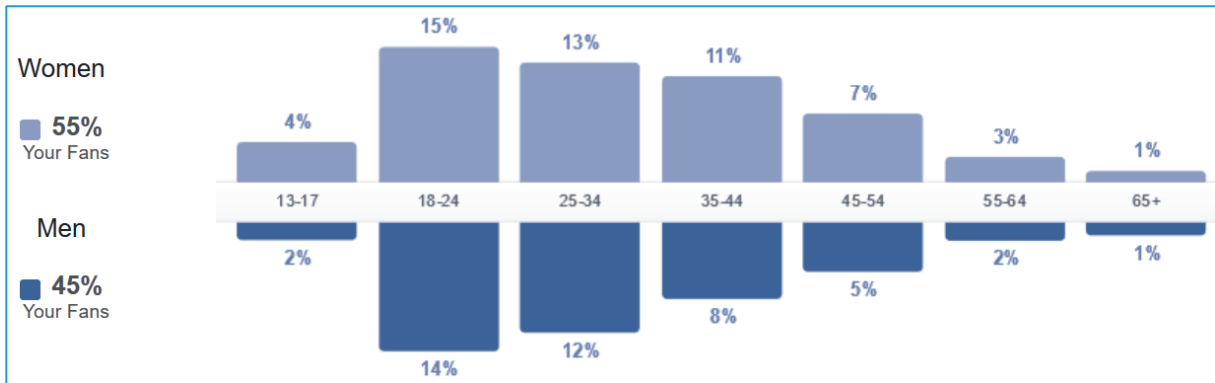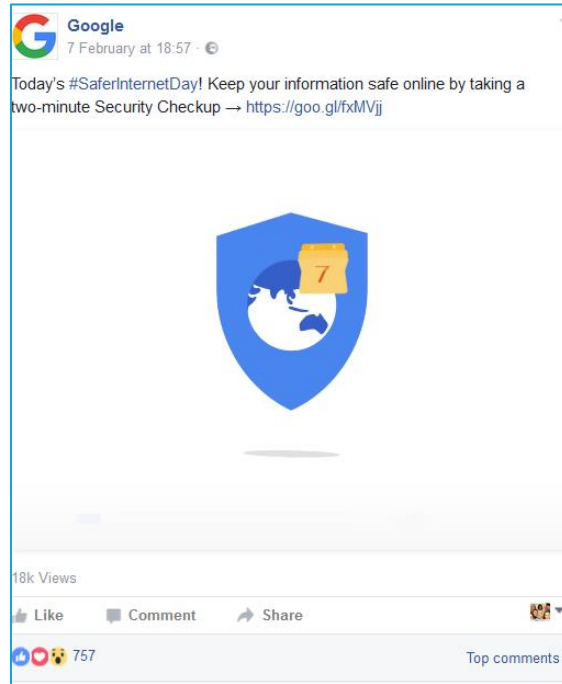

Source: Facebook Insights

As can be seen on Twitter also, influential supporters provided an extraordinary visibility to the SID campaign via Facebook activity.

BBC Family & Education News post on Facebook

Google promoted SID through a post on Facebook

Thunderclap campaign

Once again, a Thunderclap campaign was used to promote SID 2017 with great success. On the day of SID, a single, coordinated message was mass shared, flash-mob style, making a noise on social media to kick off the day's events and activities.

The aim of the campaign was to have the minimum of 100 people pledge support via their Facebook, Twitter and/or Tumblr accounts. This year, the campaign was supported to the level of 431 per cent with an impressive potential reach of close to two million users.

Source: Thunderclap

Web traffic

In this section, we analyse the performance of the Safer Internet Day website during the Safer Internet Day campaign.

From 11 January to 11 February 2017, there were over 140,800 page views, over 73,500 sessions thanks to over 61,000 users.
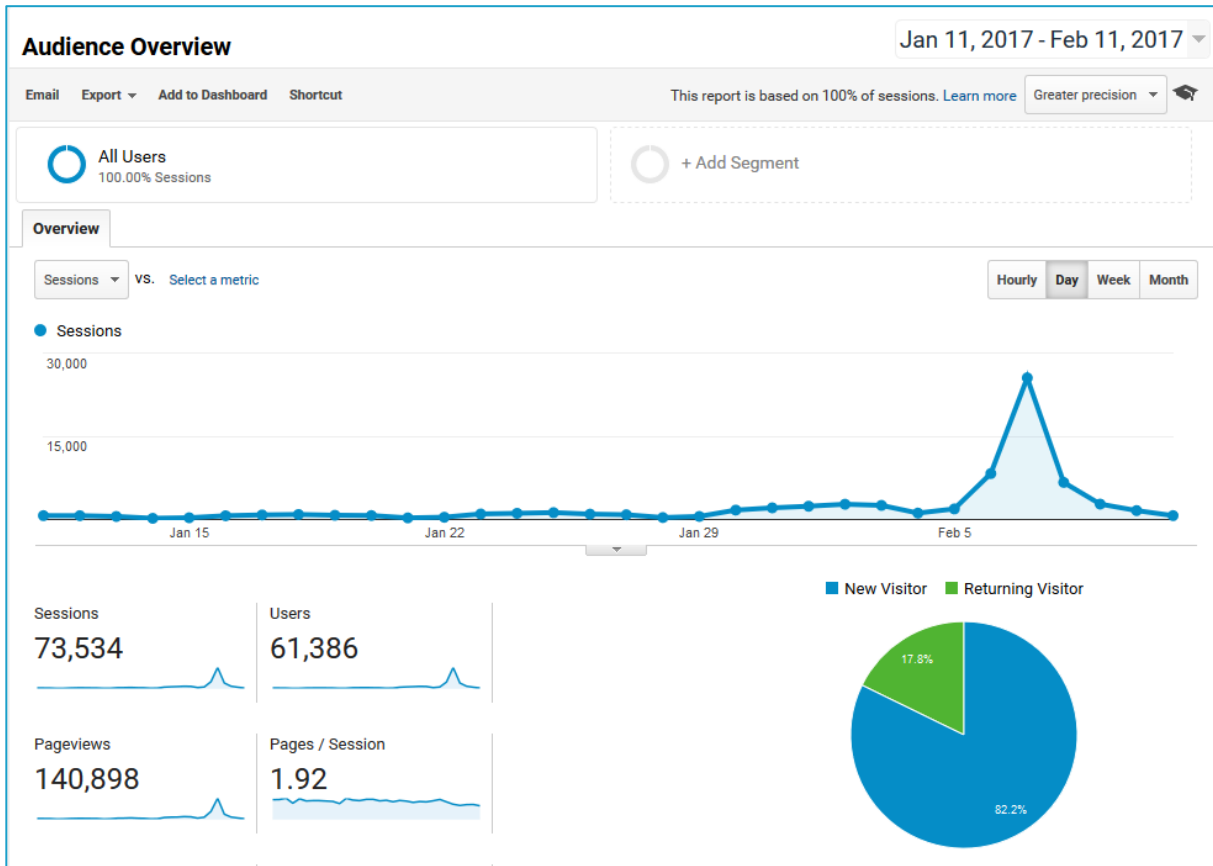
Safer Internet Day website, Source: Google Analytics

On Safer Internet Day itself, there were over 44,600 page views, over 25,500 sessions thanks to over 23,600 users:

Safer Internet Day website, Source: Google Analytics

The Better Internet for Kids (BIK) portal also saw an increase in traffic over the SID campaign period peaking on Safer Internet Day itself, indicating that SID also attracts attention to our wider work on safer and better internet issues.
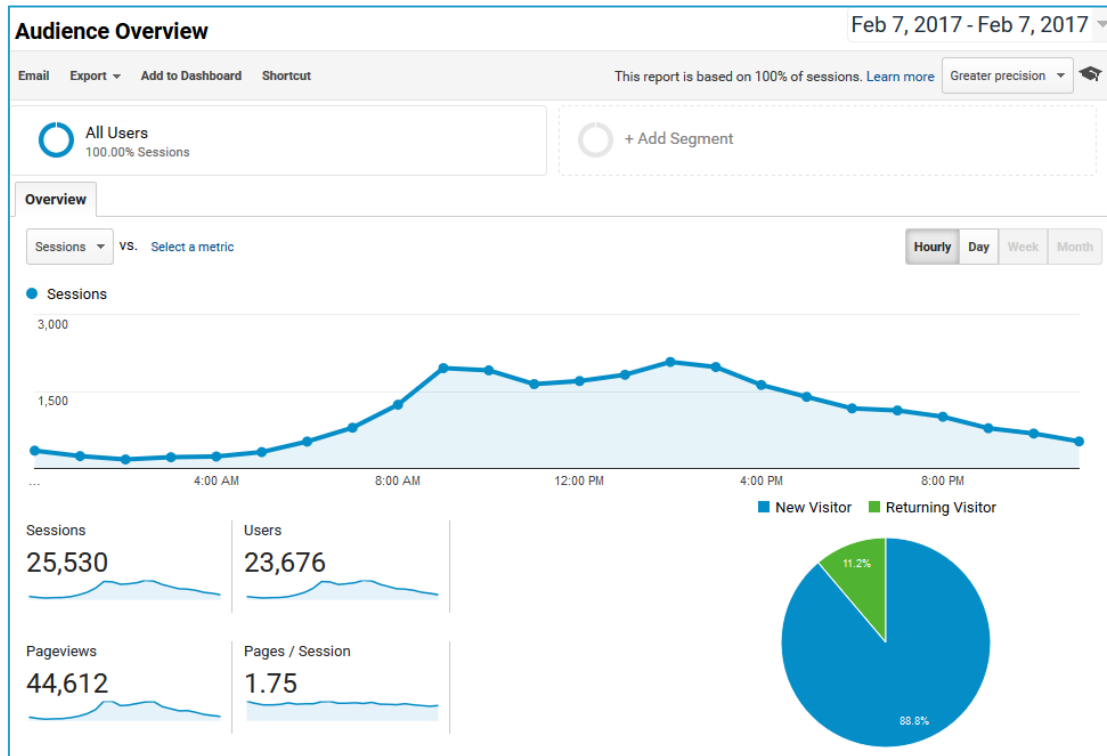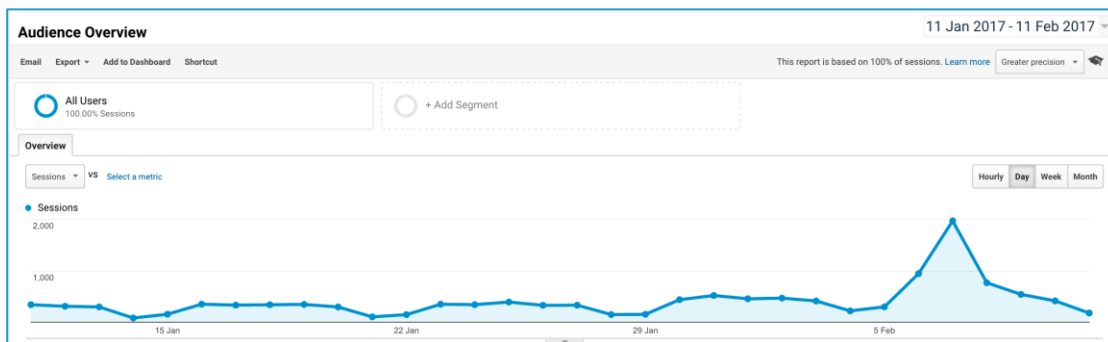

Better Internet for Kids website, Source: Google Analytics

Media activity

Numerous SID-related articles appeared in national and international media, including:

- BBC – Safer Internet Day
- Catch news – Safer Internet Day: Love going online? This should keep you safe
- Digital Single Market – Safer Internet Day 2017: European Commission welcomes alliance of industry and NGOs for a better internet for minors

- Express UK – <u>Safer Internet Day - Do you know these secret codes YOUR children are using?</u>
- Mirror (UK) – <u>Safer Internet Day 2017: Test your knowledge of online slang words and acronyms with this fiendishly tricky quiz</u>
- UNICEF – <u>Safer Internet Day: Research on child internet use must play a role</u>
- The Verge – <u>My weird emails are proof that we need a Safer Internet Day</u>

As can also be seen in **Annex 1**, several Safer Internet Centres mention national media collaborations as being an element of their localised campaign activities too.

Conclusions

Safer Internet Day was, once again, a great success. Awareness and reach grew significantly during the 2017 SID campaign as was particularly evident through the large number of participating countries and organisations. The ever-increasing importance of social media was especially apparent in this year's campaign, and its use by multiple stakeholders proved to be an extremely effective tool in disseminating SID-related messages to all sectors of society.

The many positive actions of Safer Internet Centres, Safer Internet Day Committees, industry and organisational SID supporters, as well as the European Commission, policy makers, and individuals really evidenced an embracement of this year's theme of "Be the change: Unite for a better internet". Indeed, it is a message that we hope that the many actors will continue to reflect on all year through now that the day of focus itself has passed.

And, as always, as one Safer Internet Day draws to a close so planning commences for the next! **Safer Internet Day 2018** will take place on **Tuesday, 6 February 2018**, and work has already started on defining a theme for the day. Information will be progressively made available through the Safer Internet Day website, the Better Internet for Kids portal, the BIK bulletin and our various social media channels as it becomes available, with campaign activity starting in earnest in September 2017. We look forward to your support and involvement!

Annex 1:
Best practices of Safer Internet Centres (SICs) across Europe for Safer Internet Day 2017

Austria

For Safer Internet Day 2017, the Austrian Safer Internet Centre undertook a "month of activity". This approach has been established over recent years as an effective and efficient tool to introduce safer internet concepts in schools and in extracurricular youth work. One of the main actions involved Austrian schools who developed self-designed activities throughout the month of February. Over 14,000 participants were involved in this action which launched in October 2016. In March 2017, at the end of the campaign, three participating schools and one activity from extracurricular youth work will be awarded by Saferinternet.at (the Austrian Safer Internet Centre). This year's prizes include media equipment, a video workshop for a school class, as well as two Saferinternet.at school workshops (six teaching units each).

Gruesome chain messages spread by kids was an especially relevant topic in trainings delivered for the 8-11 age group, especially since kids in primary schools now use smartphones widely. Chain messages are frequently targeted to be spread among kids: every message should be sent to at least 10 other kids, and so on. Currently in Austria, most chain messages are spread by kids via WhatsApp. In order to give adults an insight into the world of chain messages which kids are faced with, Saferinternet.at also organised a Facebook live stream on 15 February 2017, where staff read 30 of the most prevalent chain messages currently in circulation on WhatsApp. The live stream was very successful and reached more than 27,300 people, while the resulting video has been viewed more than 3,100 times.

Furthermore, the Saferinternet.at study "Internet rumors: How do teens evaluate information found on the internet?" commissioned among adolescents (14-18 years), helped to raise interest and awareness among the Austrian public. The study was announced in a press release and presented at a press conference in Vienna, followed by extensive media coverage in local and national media (TV, radio, print and online). Interviews with the Saferinternet.at team were shown on the national TV and on the most popular radio stations.
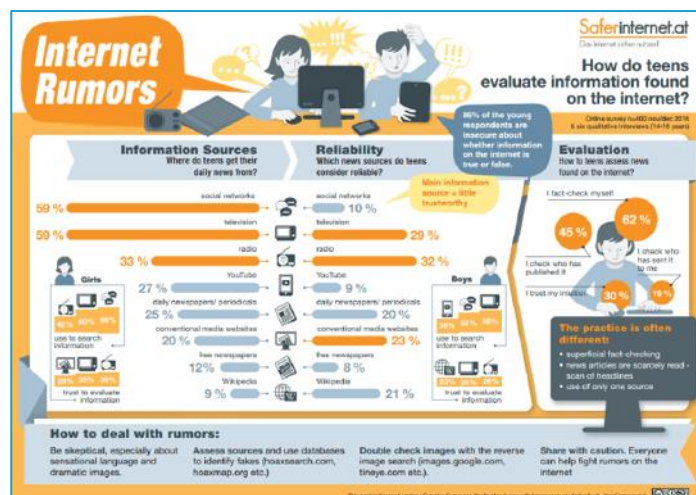
Screenshot from the Internet Rumors study

View the Safer Internet Day profile for Austria. See also the article published on the BIK portal: New study: Young people in Austria feel unsettled by fake news.

Belgium

"*Mobilising Belgium to be the change for a better internet*" was the tagline for the Belgian Safer Internet Centre (SIC) actions during the Safer Internet Day 2017 campaign. The consortium partners teamed up, providing tools and resources grouped in five pillars of a better internet:

- Have fun/be creative.
- Talk about it.
- Don't hate.
- Stay safe.
- Keep clean.

The practical tips, recommendations and resource offered under each pillar aim to inspire users to directly "be the change" for creating a better internet.

Screenshot from a Child Focus SID video campaign in Belgium

In other SID-related actions, Child Focus (as the coordinator of the Belgian SIC), worked closely with industry (Proximus, Microsoft) and government (Flemish Ministry of Education) partners to organise workshops and interactive activities in Belgian schools.

And recognising the value of multipliers in spreading SID campaign messages, a total of 35 SID events were also registered on platform provided by Child Focus. All those registering an event were also offered a set of stickers printed with the message: "A better internet…I am working on it".

Furthermore, Child Focus and its partners developed a common social media strategy for SID, with common posts issued by all partners in line with the plan. Thanks to this coordinated approach, messaging pertaining to a better internet published on SID itself reached a total of 155,815 people.

View the Safer Internet Day profile for Belgium.

Bulgaria

The Bulgarian main event for Safer Internet Day, with the slogan "Ot Teb Z@visi" ("Be the change"), took place in the Child Science Center Muzeiko in Sofia. The event was officially opened by Ofelia Kaneva, chair of the State Agency of Child's Protection and a deputy chair of the Bulgarian Safer Internet Centre's Advisory Board. She expressed her gratitude for the long-term effective cooperation between the State Agency of Child's Protection and the Bulgarian Safer Internet Centre (SIC).

In a special video address, Sonia Livingstone of the London School of Economics (LSE), principal investigator of the "Global Kids Online" research network, highlighted several of the most interesting results of the "Bulgaria's Children Online" national representative survey, conducted at the end of 2016 by MarketLinks on behalf of the Bulgarian SIC.
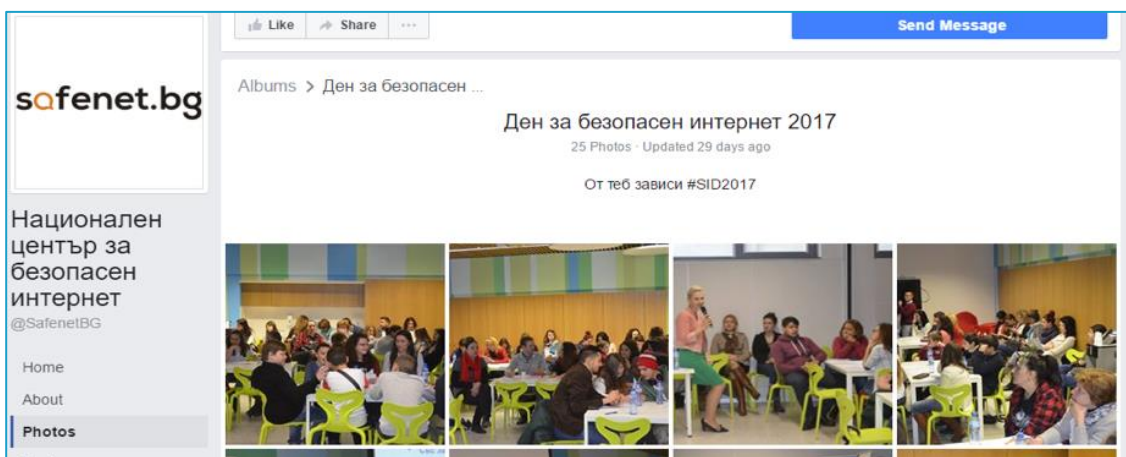
Pictures from the SID conference in Bulgaria

Also at the event, 24 students from three Cyberscout teams from Stara Zagora, Bozhurishte and Panagiurishte were awarded for winning the top three spots in a national competition for organising and implementing the most original projects aimed at raising awareness about the internet's risks and the ways for overcoming them among children. The event continued with group work and discussion between students, teachers, experts, and NGO representatives, who brainstormed on issues relating to hate speech on the internet.

View the Safer Internet Day profile for Bulgaria. See also the articles published on the BIK portal:

- Celebrating Safer Internet Day in Bulgaria
- Bulgaria: Are children empowered to benefit from the internet?

Croatia

On the occasion of Safer Internet Day 2017, the Croatian Safer Internet Centre (SIC) organised a series of activities among which was a web quiz. Available online from 09:00 until 19:00 on the day of SID itself, the quiz was taken by over 16,000 children from almost 200 schools. Organisations from Bosnia and Herzegovina and Serbia were also involved in this action.

Screenshot from the Croatian SID webpage

A particular focus of the Croatian celebrations was collaboration with various stakeholders. For example, Microsoft Croatia helped with the technical organisation aspects of the campaign, while VIP net d.o.o. (a Croatian mobile network operator) donated some prizes and worked alongside the SIC in creating a strategic plan.

The SIC also worked with schools across Croatia to organise various activities and workshops with teachers and pupils; emphasis this year was placed on helping teachers to organise their own SID activities. Some of the resulting workshops, developed in collaboration with the Croatian SIC, were broadcast on national television.

Always keen to involve the youth panel in its resource development activities, the Croatian SIC organised a workshop where youth panellists developed a quiz and a diploma for internet-savvy parents. This resulting quiz-diploma exercise was subsequently given to 500 children across Croatia to take home with the aim of involving their parents in online safety discussions and activities. If their parents did well in the quiz, the child could then award them with the diploma printed on the reverse of the quiz sheet in recognition that they are "A parent which cares about child safety online".

View the Safer Internet Day profile for Croatia.

Cyprus

Safer Internet Day 2017 celebrations in Cyprus included a conference, hosted with the support of the Ministry of Education and Culture, CYTA and MTN (with support from all CyberSafety partners in Cyprus). The conference aimed to inform children, adolescents and teachers about the potentials and the risks of using the internet technologies and social media. More than 700 pupils and 160 teachers from all over Cyprus were in attendance, and the conference was additionally transmitted live, allowing many more schools to follow the events of the day.

The conference also included a poster session where students from various schools demonstrated their actions on promoting internet safety.

The main Cypriot radio and TV broadcasting stations in Cyprus covered the conference and additionally hosted various programmes where invited experts presented and discussed safer internet topics.

As for youth participation, the Young Coaches for the Internet program (part of the Cypriot youth panel) presented their actions through a poster session and short performances on Safer Internet Day itself. In total, 31 Cypriot schools are participating in the Young Coaches for the Internet and eSafe School CPI Programmes.

Screenshot from the video of the SID event in Cyprus

A summary video of the SID 2017 conference in Cyprus can be found on the YouTube page of the Cypriot Pedagogical Institute.

View the Safer Internet Day profile for Cyprus.

Czech Republic

On 7 February 2017, Safer Internet Day was celebrated in the Czech Republic through a series of actions including a main press conference held at the European House in Prague, under the auspices of Senator JUDr. Miroslav Antl. Data protection and the General Data Protection Regulation (GDPR) were the main topics of the event, with representatives from the Ministry of Interior, Personal Data Protection Office and Facebook speaking about different aspects and issues related to data protection, cyber safety and cyber security.

Also launched at the event was the BEZIP competition. Targeting schools and public libraries as multipliers in the campaign, the competition encourages children and grandparents to create basic rules for "internet traffic" using the analogy of the "rules of the road". The competition runs until the end of March 2017, and prizes will include tablets, online games and software.

Use of the media to promote the day, including its international dimension, was a big focus of the Czech Safer Internet Centre's campaign activities. To give an example, an interview on the Czech national radio (Radiojournal) and national TV (CT24) stations had a significant impact, reaching several hundred thousand listeners and viewers with this action alone.

Screenshot from a SID news item in Czech Republic

View the Safer Internet Day profile for the Czech Republic. See also the article published on the BIK portal: Safer Internet Day 2017 in Czechia.

Denmark

For Safer Internet Day 2017, the Danish Safer Internet Centre focused on parents "being the change" and setting a positive example for their children online. As such, it re-launched an upgraded version of its parental guide "There is so much that parents don't understand..." (first published in 2015). The updated guide was launched as part of a new campaign which included new resources, three video spots and a quiz.

Screenshot from the Danish SIC video spot "Uploaded", released on Safer Internet Day 2017

The campaign took place over one month – the first spot was released on SID itself (7 February 2017) and the last one was released on 3 March 2017, which is "National Wellbeing Day" in Danish schools. The campaign consisted of the following elements:

- Three short video spots.
- Quiz for parents titled "Are you digital wise?"
- YouGov survey on parents' digital behaviour (conducted among 1,000 parents of children aged 8-15).
- Discussion group in the libraries' online community, Biblio, for children aged 7-14.
- A SID morning event with all 4th graders at a local school. The workshop included information on picture sharing and use of emojis, and also encouraged children to develop recommendations for their parents.
- A SID evening event for parents hosted by a "culture crew" (children aged 10-11).

Facebook proved to be a useful platform to share the short video spots among the target group of parents. Additionally, support from national celebrities proved to be extremely useful in disseminating the message to a broader audience: the main actress in the video spots is a well-known Danish actress, Ditte Hansen.

View the Safer Internet Day profile for Denmark. See also the articles published on the BIK portal:

- Parents as digital role models on SID 2017
- Movie night - second SID spot from the Danish Safer Internet Centre
- Privacy – Danish Safer Internet Centre releases third spot in its SID 2017 video campaign

Estonia

From kindergartens to schools and youth centres, more than 180 events were organised in Estonia for Safer Internet Day 2017, reaching more than 28,700 children and youth with awareness-raising events and activities. Compared with, for example, with SID 2015 campaign when 67 schools and 9,600 young people took part, this represents almost a three-fold increase in SID celebrations in the space of two years.

Screenshot from the Safer Internet Day 2017 events map for Estonia

During the week of Safer Internet Day 2017, a media campaign was implemented by the Estonian Safer Internet Centre. Two special videos, titled "Post smartly", were created for parents and young people, and disseminated via various channels including on social media (Facebook and Instagram), the Estonian E-School portal, outdoor screens in supermarkets and on the streets, and at various cinemas.

On SID itself, a special thematic edition of the Estonian Union for Child Welfare's web newspaper "Märka Last" (Notice a Child) was issued with articles related to smarter and safer use of digital devices, hotline and helpline activities, statistics and the latest research from the field.

Also on the day of SID, a webinar entitled "Life social media: how to share their lives close to maintaining your privacy" was hosted on the Targalt Internetis website. The webinar covered the issues of whether to share family information online, what kind of information to share, and the associated risks and consequences. A particular emphasis was given to blogging and social media during the discussions.

View the Safer Internet Day profile for Estonia.

Finland

In Finland, Safer Internet Day 2017 was celebrated as part of Media Literacy Week (MLW). The aim of the week was to advance the media literacy skills of children and young people as well as to support professional educators, guardians and other adults in their important media education roles. The week was planned and executed by the Finnish Safer Internet Centre (SIC) in collaboration with around 50 partner organisations from all sectors of society, including governmental organisations, NGOs and businesses. Together with the cooperation of other Finnish organisations, altogether 35 campaigns or materials were conducted or published for MLW.

In addition, other local institutions (such as schools, libraries, youth work centres, museums and kindergartens) are encouraged to arrange local educational events during the campaign week. This year, a record number of local institutions registered an event: almost 2,700 organisations from all over Finland.
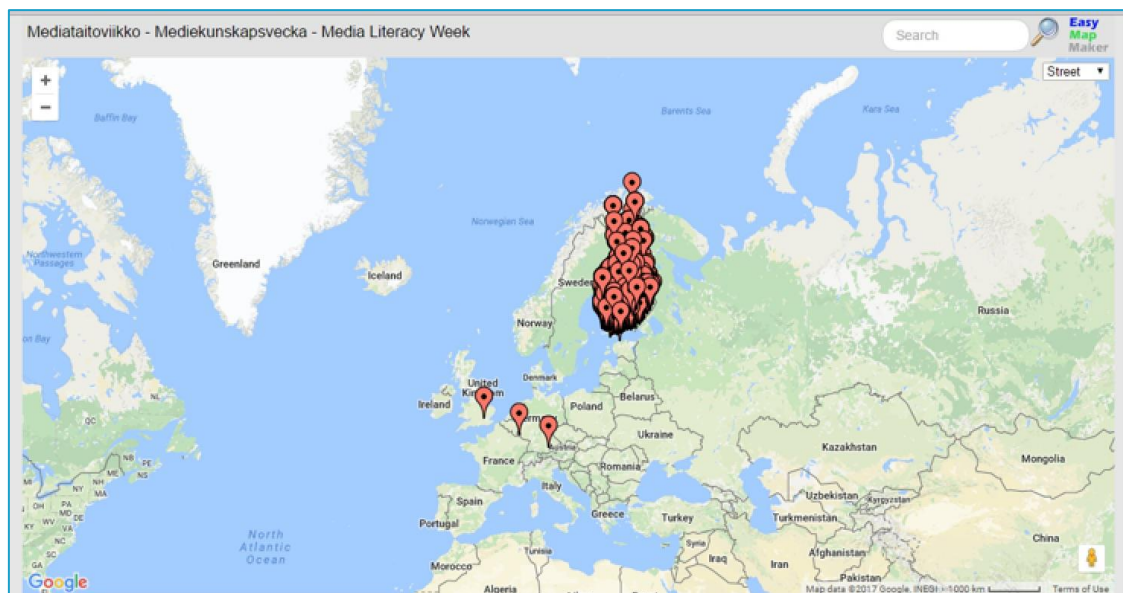
Screenshot from the SID events map for Finland

The Finnish youth panel was involved in MLW actions by making guidance videos for adults about social media (such as Instagram, Snapchat, YouTube and WhatsApp). Videos were planned and created by youth panellists, and subsequently published on the MLL website (Mannerheim League for Child Welfare, a partner in the Finnish SIC), and on its Facebook and Instagram accounts. The youth panellists also answered questions posed by adults about media via the MLL website for parents. The questions posed covered the topics of online gaming, revealing pictures in social media, whether online social interaction is replacing face-to-face interaction, and so on.

Furthermore, for SID and Media Literacy Week 2017, the Finnish SIC completely renewed its popular guide "Children and media". The guide aims to support parents, guardians and other adults in questions related to media and children.

View the Safer Internet Day profile for Finland. See also the article published on the BIK portal: New resources from the Finnish Hotline for SID.
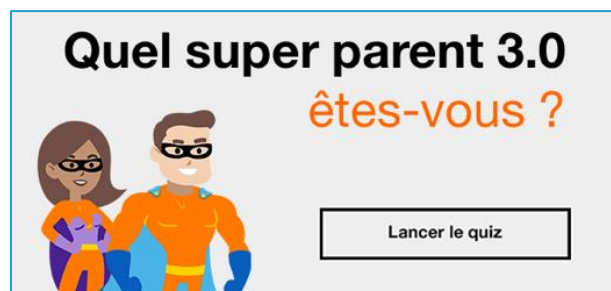
France

Safer Internet Day 2017 in France was celebrated through a range of actions, organised by the French Safer Internet Centre (SIC), representatives of the French Government and also civil society.

On 7 February 2017, a national event took place. The proceedings were opened by the French Minister of Education, Najat Vallaud-Belkacem, and continued with a workshop for young people focusing on the popular online safety resource of the French SIC: "Vinz et Lou".

Screenshot from the national SID conference in France with the Minister of Education, Najat Vallaud-Belkacem

In parallel to the national political event, teachers and trainers organised 385 awareness workshops all around the country based on online citizenship and cyberbullying, with training sessions for children and teenagers also. In addition, awareness-raising resources for parents were also shared, specifically working together with Orange in a designated platform where parents could find a special online campaign and quiz entitled "What kind of super parent are you?" ("Quel super parent 3.0 êtes-vous?").

A special parent's quiz was developed for Safer Internet Day, in collaboration with Orange

A full list of Safer Internet Day partners in France can be found on the Internet Sans Crainte website.

View the Safer Internet Day profile for France.

Germany

Cyberbullying was the focus of Safer Internet Day 2017 actions in Germany. A press conference organised by the German Safer Internet Centre (SIC) involved high-ranking politicians, neuroscientists, project partners, well-known actors and YouTube stars to raise awareness of this widespread phenomenon. The press conference took part at a school in Berlin (Französisches Gymnasium) with various side-activities including workshops for students, a town hall discussion, a campaign photoshoot, and a meet and greet session with "The Simple Club" and actress Felicitas Woll. klicksafe (the national awareness centre within the SIC) also used the occasion to publish its new resource which takes a completely revised approach to tackling the issue of (cyber)bullying.

The German SIC raised awareness of cyberbullying through various (social) media activities:

- The German awareness centre, klicksafe, collaborated with the helpline and hotline on a Thunderclap campaign called "Mobbern den Ton abdrehn" (Mute bullying). The campaign achieved a social reach almost 328,000 impressions before SID.
- A collaboration with well-known German YouTube stars resulted in a video series titled "Ich war's" (I did it) featuring confessions of bullies, victims and bystanders.
- Building on lessons learned from previous editions of SID, the German SIC decided to extend its social media activities into an "Anti-bullying Week" immediately following Safer Internet Day, with daily posts raising awareness of different aspects of (cyber)bullying, and promoting partner activities, resources and competitions.
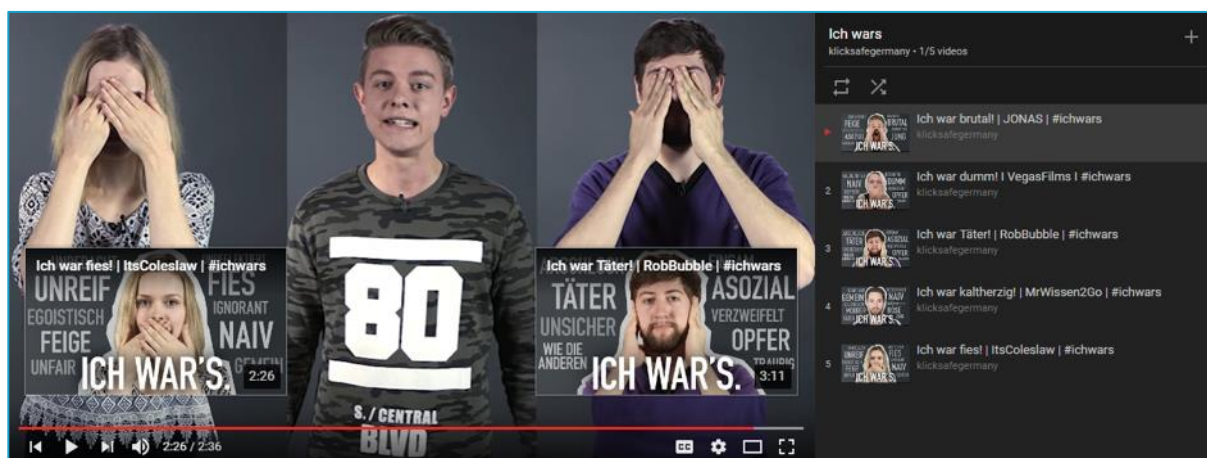
Screenshot from "Ich war's" (I did it) video series produced by klicksafe with German YouTube stars

The comprehensive list of events that took place in Germany for Safer Internet Day 2017 can be found on the klicksafe.de website.

In other actions, one representative of the German Youth Panel attended also the high-level meeting of the Alliance to Better Protect Minors Online in Brussels, sharing her experiences from the day in an article on the Better Internet for Kids (BIK) portal.

View the Safer Internet Day profile for Germany. See also the article published on the BIK portal: Germany celebrates Safer Internet Day.

Greece

Safer Internet Day 2017 was celebrated in Greece with a main event at the amphitheatre of the Ministry of Infrastructure and Transport, with the support of various state representatives also. During the event, key political figures such as the Minister of Infrastructure and Transport, C. Spirtzis, highlighted the need to confront digital illiteracy, while the Minister of Education, K. Gavroglou, underlined that schools must take a leading role in the development of a creative internet. The Head of Digital Policy Telecommunications and Information Department of the opposition party and member of the Greek Parliament, Anna Michel Asimakopoulou, stated that we all have to work together to create a safe digital environment for children. The Coordinator of the Greek Safer Internet Centre (SIC), Professor P. Fragopoulou, presented the main activities of the centre, and its efforts to provide a point of reference for users through its awareness raising, helpline, hotline and youth panel functions.

Photos from the main SID event in Greece

Responding to the SID 2017 theme of "Be the change: unite for a better internet", one of the main highlights of the event was the fact that it was translated in its entirety to sign language, while an informative video was presented by the president of the Greek Institute of sign language "Communication Bridges", N. Isaris. Numerous deaf people were present at the event therefore making increased awareness of accessibility a positive outcome of the day.

The Greek youth panel also contributed to the event with a presentation on the impact of sexting and how this affects the younger generation in particular.

Greek youth panellists deliver a session on sexting at the SID 2017 event

View the Safer Internet Day profile for Greece. See also the article published on the BIK portal: Safer Internet Day festivities in Greece.

Hungary

"Te magad légy a változás: Együtt egy job internetért" is the Hungarian translation of "Be the change: Unite for a better internet", and this provided the tagline for an awareness-raising day on the occasion of Safer Internet Day 2017.

Hungarian promotional message for SID 2017

A main conference was held in Budapest on 7 February 2017, opened by Dr. Peter Edvi, President of the International Children's Safety Service (ICSS, the awareness centre of the Hungarian Safer Internet Centre (SIC) consortium). He outlined how the day aimed to raise awareness of the importance of the proper use of the internet, stressing how parents have a great responsibility to their children to acquire this knowledge, and stating that it was important that participants take the opportunity to discuss their experiences with each other.

At the event, the winners of a competition for Hungarian primary and secondary school pupils and students in higher education were announced, based around submitting photos or creating posters. The competition was designed to motivate young people to use various media to produce artwork focusing on a secure internet topic, thus drawing attention to the potential of the internet's countless opportunities, and to show how to use the social and multimedia icons popular with children and young people. More than 60 posters and photos were submitted, across 14 entries, from all areas of the country, with the primary school age group being the most active. Also during the event, students could play the Hungarian SIC's board game, "Likehunter", and could also escape from the "escape room" to save Gordon.

Hungarian poster competition for SID 2017

View the Safer Internet Day profile for Hungary. See also the article published on the BIK portal: Safer Internet Day celebrations in Hungary.

Iceland

Safer Internet Day 2017 was celebrated in Iceland through three main action lines:

- A conference on this year's theme of "Be the change: Unite for a better internet".
- Launch of new educational packages which were sent to all schools in Iceland.
- A media campaign.

The main audience for the conference was teachers. The Icelandic SIC was able to easily target this group due to its strong engagement on the SIC's Facebook page.

With regards to the educational package, two of the resources contained within it (one lesson plan on social media and one poster on "Think before you post!") were developed through a collaboration between one school and the Icelandic youth panel. Once finished, the Icelandic Safer Internet Centre (SIC) oversaw the final design and dissemination of the resources.

Two press releases were issued as part of the campaign: one promoting the main SID theme and the other promoting the conference and educational resources. While it was proved quite difficult to engage the traditional print and TV media in Iceland this year, schools and ministries acted as good multipliers for Safer Internet Day messaging.

View the Safer Internet Day profile for Iceland.

Better **I**nternet for **K**ids

Safer Internet Day 2017
Public report, March 2017

Ireland

On Safer Internet Day 2017, the Irish Safer Internet Centre (SIC), Webwise, launched a new online Parenting Hub during an event at the Facebook headquarters in Dublin. Webwise Parents provides parents with easy access to practical advice and information to help address their concerns about the various issues facing their children online. The new hub features expert advice from professionals and offers useful conversation starters and tips on managing internet safety in the home.

A panel discussion at the SID 2017 event in Ireland

Also at the event, results from the Webwise 2017 Parenting Survey were presented. The survey was a collaboration between Webwise and the National Parents Council Primary (NPC), with parents on the NPC mailing list surveyed regarding their attitudes to online risks and safety. A total of 1,274 responses were received, covering digital parenting issues for children and young people aged 0-18. A comparison with findings from the 2012 Survey of Parental Attitudes was used to highlight relevant trends in parental attitudes.

Always keen to involve the youth panel in its actions, Webwise selected one youth panellist to act as a media representative for the day. This involved TV, press and radio interviews on the views of young people with regards to online safety

To encourage participation in Safer Internet Day, Webwise offered free internet safety packs to everyone who signed up via the saferinternetday.ie website. This proved to extremely successful this year with approximately 75,000 young people signing up from over 400 schools across Ireland.

Irish youth panellist at SID 2017 event

View the Safer Internet Day profile for Ireland. See also the article published on the BIK portal: Safer Internet Day celebrations in Ireland.

Page **45** of **61**

Italy

Safer Internet Day 2017 celebrations in Italy consisted of a series of events organised in Rome by the various organisations forming part of the Italian Safer Internet Centre (SIC) consortium.

On 6 February 2017, the eve of SID, Telefono Azzurro (the Italian helpline) organised an event at the Italian Chamber of Deputies. Present at the event were Italian policy makers, industry representatives, and pupils from middle and high schools in Rome, who came together to discuss topical online safety issues such as data protection and gaming. For more information on this event, see also the article on the BIK portal: Event in the Italian Parliament marks Safer Internet Day 2017.

On 7 February 2017, the consortium organised a fair for schools where 1,300 students were involved in different awareness-raising activities and workshops. In parallel, a conference with several round tables took place with the participation of the Minister of Education. During the event, Generazioni Connesse (the Italian SIC) launched an interactive awareness-raising game, developed as a quiz in four parts with questions on online behaviours (sexting, cyberbullying, addiction, privacy, sextortion, vamping, and so on). The event was live streamed on the project and ministry websites allowing many more schools to get involved.

In terms of youth participation, a group of 15 young people, members of the Italian SIC youth panel, were involved in the SID main event. They were divided into four groups: one group drafted articles regarding the round tables that had taken place in the conference space; one group was involved in interviewing the adolescents and teachers who were present at the event; another group was engaged in social media activity and live tweeting from the event; while the final group was involved in dedicated awareness-raising workshops for students.

In addition, 7 February was also designated as the first "National day against cyberbullying", in line with previous discussions at the legislative level in Italy. This aspect of the celebration was promoted on social media with a dedicated hashtag of #UnNodoBlu.

SID celebrations were used as the backdrop to launch the first Italian "National day against cyberbullying"

View the Safer Internet Day profile for Italy.

Better Internet for Kids

Latvia

For Safer Internet Day 2017, the Latvian Safer Internet Centre (SIC) focused on youth, organising a Youth Forum entitled "Me in the digital media environment". The event targeted young people, aged 15-18, and focused on different aspects of digital media usage with the aim of helping attendees to explore and develop new digital skills and competencies. Topics covered included making positive digital footprints, creating positive media content, being self aware online, and improving critical thinking skills. Speakers gave many examples of why young people should think very carefully about creating or updating online profiles or accounts that portray a successful and target-oriented individual: online personas can play an important role in future career prospects and broader opportunities. The forum was also live streamed for the benefit of those young people who could not attend in person.

In line with raising awareness about a safer and better internet, the Latvian SIC also organised a series of other activities for Safer Internet Day 2017:

- "Fake casting agency advertisement": A fake casting agency page and Facebook advertisement was created and parents were asked to send information, photos and videos of their children with a view to them taking part in a commercial. In a three-day period, 379 parents viewed advertisement.

- "How much private information can a stranger find out about a child online?": in this social experiment, the social media accounts and online presence of three children, aged 12-13, was analysed, to find out just how much information could be gleaned from them. Then, with their parent's permission, the children attended a meeting where the "stranger" revealed all that they had discovered. The children were most shocked by the findings.

Screenshot from the video footage of the Latvian social experiment

- A competition for pupils was organised to develop and improve skills of media literacy and digital competence.

In addition, a number of other events were organised in Latvia throughout the whole month of February with an interactive map providing further information on each.

View the Safer Internet Day profile for Latvia.

Better Internet for Kids

Lithuania

For Safer Internet Day 2017 in Lithuania, various activities were organised, bringing together children, students, teachers and parents.

A national conference took place, engaging 5th and 6th grade students in four different activities:

- To build robots together with a team from the Robotics Academy.
- To work together with actors from "Kitas kampas" on an improvisational theatre piece.
- To test their knowledge of online safety issues by participating in the "Safer internet brain battle".
- To experience virtual reality using smart glasses.

While students participated in different activities, teachers and other guests listened to good practice reports about safer and better internet use, and heard about the ideas and activities of the Safer Internet Youth Forum. In parallel, a round table discussion took place bringing together policy makers, industry, and representatives and youth panellists from the Lithuanian Safer Internet Centre (SIC). Participants discussed the protection of children on the internet and related policy issues, shared their experience and knowledge of who and in which areas it is formed, what is the role of non-governmental, public organisations and business in the safer and better internet development, what laws are working and effective in protecting children on the Internet in Lithuania.

The culmination of the event was an awards ceremony for the various competitions which had taken place within the framework of the SID celebrations. To encourage participants to take part again in the future, the coordinators of the event honoured every winner and gave them a chance to personally present their work.

Youth panel members were extremely active throughout the event – they conducted interviews with event participants, filmed video reports of the day (see here and here), and handed out the awards to the competition winners.

Screenshot from the Lithuanian youth panel video reports from the SID 2017 event

View the Safer Internet Day profile for Lithuania.

Luxembourg

In Luxembourg, Safer Internet Day 2017 was celebrated within three main events.

Firstly, a press conference was organised by the Luxembourgish Safer Internet Centre (SIC) the day before SID to promote the activities taking place and gain good press coverage for the day itself.

Besides the publication of the BEE SECURE Annual Report 2016 and the launch of the First Aid Cybermobbing App (adapted from klicksafe.de, and developed in four languages for Luxembourg), the SIC announced its special action for SID itself: a Twitter day of "Panda on tour".

The Panda is the mascot of the BEE SECURE campaign "SHARE RESPECT – Stop Online Hate Speech". On SID, the Panda visited public places and BEE SECURE partners right across the country, tweeting and posting all day long on Twitter, Facebook and Instagram using the hashtags of #SID2017 and #bslux.

Pictures from "Panda on tour" in Luxembourg

The SID activities concluded with a "BEE SECURE DigiRallye" on 22 February 2017 at Forum Geesseknäppchen. The DigiRallye is a pedagogical concept in the form of a one-day event, where young participants learn about safety-oriented behaviour on the internet in playful ways. More than120 children, aged 8-12, from day care facilities from all over the country participated in the activities provided by 10 stations. BEE SECURE was supported by partner initiatives and institutions who were actively engaged in animating the Rallye stations.

View the Safer Internet Day profile for Luxembourg. See also the article published on the BIK portal: SID press conference in Luxembourg.

Malta

An "Information day in Valletta" was the main focus for Safer Internet Day 2017 celebrations in Malta. An information point was set up in the main entrance to the capital city with the aim of disseminating information to the general public, and especially parents, young children and youth. Entertainment was also provided for children in the form an interactive puppet show which included various online safety messages for children and accompanying parents. The President of Malta briefly attended the event and subsequently shared SID messages via social media, while representatives of the Maltese Safer Internet Centre (SIC) youth panel were also present to help with the dissemination of resources and to talk to passing parents and youth about the work their work.

In other SID-related actions, a general tip sheet was disseminated to all schools accompanied by a circular to head teachers encouraging them to participate in SID by delivering online safety sessions in the classroom, and describing ways in which they could do so. Information sessions were delivered in some school and an educational board game was distributed to students in which they need to successfully navigate a number of online safety situations in order to progress in the game. Similar sessions took place in the informal setting of the Naxxar Youth Hub.

A youth event during SID 2017 celebrations in Malta

Finally, a competition was launched in all schools in Malta and Gozo to design a mascot for the BeSmartOnline! project. The winning design will be adapted into a life-size mascot costume for use in future promotional events and activities.

View the Safer Internet Day profile for Malta.

Netherlands

Safer Internet Day 2017 activities in the Netherlands focused on disseminating the findings from a recent complex research project on sexting. The Dutch Safer Internet Centre (SIC) conducted research among 1,000 youngsters aged 12 to 17 and 1,000 parents on the topic of sexting. The main partners in research were the University of Amsterdam, Kliksafe BV and Bureau Jeugd en Media.

The study found that as many as 76.1 per cent of nude photos or photos with underwear are sent via Snapchat, but WhatsApp is popular as well (48 per cent). That such images are most often posted on Snapchat is not entirely surprising. Young people see Snapchat as the most personal social network. Photos are not automatically stored online, making the medium seem safe for sexting. More girls (7 per cent) than boys (5.5 per cent) sext.

"*Sexting can cause major problems among young people*," says Marjolijn Bonthuis from the Dutch SIC. "*The popularity of Snapchat is partly because users think that their photo or message is gone in no time. But it is forgotten that a screenshot is easily made and quickly spread. A racy photo made for your boyfriend can haunt you for years, or longer.*"
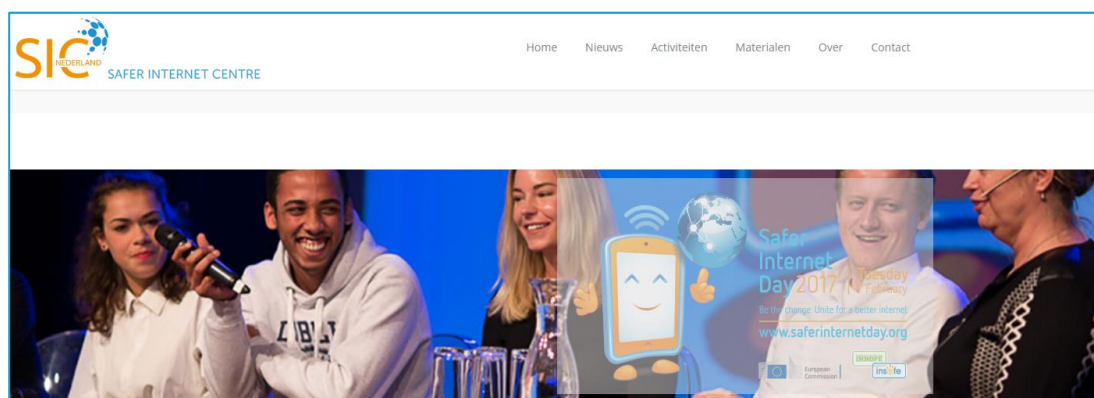
Screenshot from the Dutch Safer Internet Centre website for SID 2017

Also on Safer Internet Day, Secretary of State Dijkhoff of the Ministry of Justice delivered a guest lecture to students at the Newman College in Breda to make them aware of the importance of online security. And, in doing so, the Secretary of State gave the starting signal for the so called "Cyber Relay" of the Dutch campaign "Geef IT Door". During this Relay, several cyber security experts will give lessons at schools to pass on their knowledge and to motivate students for a career in IT as, for example, an ethical hacker or cyber security specialist. Students will also get a crash course in hacking.

Additionally, a set of educational materials on digital resilience was also launched on SID and disseminated to secondary schools. The resources were created in partnership with Vodafone and adapted from materials originally created by the UK Safer Internet Centre,

View the Safer Internet Day profile for the Netherlands. See also the articles published on the BIK portal:

- New free educational material on digital empowerment for secondary schools
- Snapchat most used sexting medium in the Netherlands
- Dutch Secretary of State Dijkhoff gives students lesson on cybersecurity

Norway

The Norwegian Safer Internet Centre's (SIC) SID campaign built upon the theme of "Be the change: Unite for a better internet", asking the Norwegian audience "Be the change – what can YOU do for a better internet?".

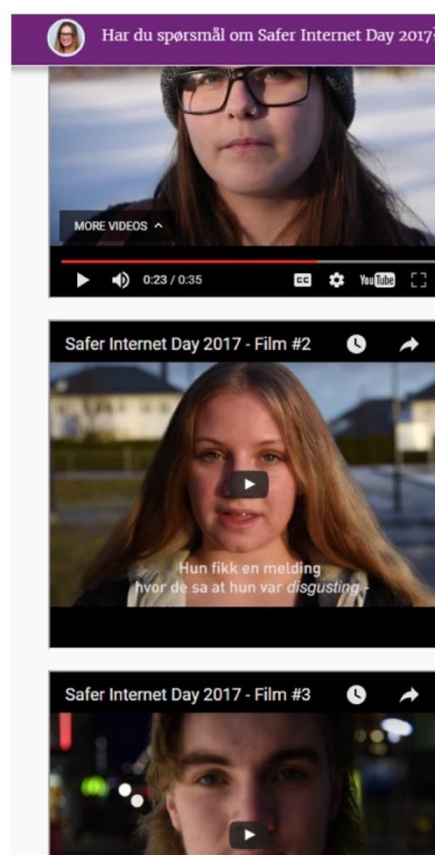*Screenshot of the Norwegian Safer Internet Centre website for SID 2017*

By contacting all primary and secondary schools, the SIC aimed to especially involve young people, aged 6-18, asking them to share tips, advice and good practices on how they think they can contribute to a better internet. The action was accompanied by a social media campaign also, using the hashtags #SIDNorway17 and #BethechangeNorway.

In terms of youth participation, the Norwegian SIC engaged with youth representatives from the Norwegian helpline "Cross my heart" to ensure credibility and authenticity for its campaign. As a result, eight youth representatives created short films with messages about their own experiences online, which were subsequently shared with young audiences to raise awareness about online safety.

Other SID actions included a breakfast seminar for teachers, trainers, social workers and policy makers on the topic of images of children online. The seminar aimed to tackle the issue of the appropriateness of sharing images of children on the internet, as well as launching new resources and films. A library-based seminar for students

Screenshot of films created by Norwegian youth for SID

aimed to tackle stereotypical attitudes towards coding and programming.

In addition, on the morning of SID, a national broadcaster invited the SIC on to its morning talk show "God morgen, Norge" to speak about children's media use and to explain the concept of Safer Internet Day. This achieved a reach of SID messages to between 80,000 and 100,000 viewers.

View the Safer Internet Day profile for Norway.

Poland

On the occasion of the Safer Internet Day 2017, the Polish Safer Internet Centre (SIC) organised a main event on 7 February. The conference proved to be a great method of reaching teachers, psychologists, law enforcement agencies, industry, policy makers and professionals working with children, and updating them with the latest issues and challenges related to internet safety.

The event featured a panel discussion entitled "How to teach about safety on the internet", involving professionals and young people in a debate focusing on the positive and safe use online technologies. The conference agenda included also a presentation about SID celebrations in Poland and abroad, as well as presentations from a range of partners showcasing positive uses of new technologies by children and youth.

Screenshot of SID promotional video at the Polish event

During the conference, a new social campaign of the Polish SIC was launched, entitled "Protect your child on the internet". This awareness-raising campaign focuses on parents with children of pre-school and primary age, raising awareness about how to protect their children from harmful online content. The main material is a song by a young girl telling about her encounters online with pornography, violence and offensive language. There is an animated cartoon clip as well as short TV versions, while a website, dzieckowsieci.pl, and brochure have also been created. The campaign is accompanied by special step-by-step video tutorials for parents that explain how to set up parental control features in the popular operating systems of Windows, Android and Apple iOS.

In other SID-related actions, educational and promotional packages were sent to all organisations that had registered an interest in celebrating Safer Internet Day via the Polish SID website – 1,946 organisations in total.

View the Safer Internet Day profile for Poland. See also the article published on the BIK portal: Poland launches new harmful content campaign on SID 2017.

Portugal

For Safer Internet Day 2017, the Portuguese Safer Internet Centre (SIC) hosted two main events, distributed across two sessions; one in the morning and one in the afternoon.

The morning session focused on the SID 2017 theme of "Marca a Diferença: Unidos por uma Internet Melhor" (Portuguese for "Be the change: Unite for a better internet"). For this session, the SIC invited various speakers such as YouTubers, gamers, bloggers, athletes and journalists to contribute with their personal and professional perspectives on how the internet can transform our lives in a positive way. Also in this session, the Portuguese Safer Internet Centre delivered an awareness-raising session about "Cyber Hygiene", with the session concluding with a new theatre play, "Identidade Digital 2.0". Participation in the morning session was free and open to the public, but advance registration was required.

Images from the morning session of the Portuguese SID celebrations

The afternoon session had a clear focus on youth, targeting the Digital Leaders Community (Portuguese youth panel) using an online platform. A total of 3,301 young people participated, distributed across 42 school communities. Students with special needs (deaf, deaf-mute and blind students) were a particular focus group for this action: specific resources were used to efficiently reach this audience, namely the Portuguese SIC's web series "Net com Consciência" which includes sign language and audio description. A braille version of the presentation used in this session was also produced and sent to schools in advance of the day.

The Portuguese SIC also engaged in numerous other actions for SID, including a SeguraNet school campaign, SeguraNet Challenges school competition, awareness raising sessions in schools in collaboration with regional ICT Competence Centres, awareness sessions delivered by volunteers from organisations such as Portugal Telecom and Microsoft, and a TV ad campaign to name just a few.

View the Safer Internet Day profile for Portugal. See also the article published on the BIK portal from a Portuguese Youth Ambassador on the occasion of SID: Raising awareness with Portuguese youth on SID.

Better **I**nternet for **K**ids

Romania

For Safer Internet Day 2017, the Romanian Safer Internet Centre (SIC) launched a national campaign against hate speech, entitled "No hate, with tolerance". The campaign, with an integrated competition aspect, runs until 24 March 2017, involving schools, teachers, children and adolescents. Given the fact that the campaign has also been adopted by the Ministry of Education in its official calendar, the Romanian SIC hopes that all schools are aware and that a significant number of entries will be received from across all 42 counties of the country.

This competition aspect of the campaign is targeted at classes of students who, with the help of one teacher, are asked to create an activity to raise awareness about issues such as bullying, cyberbullying, hate speech and tolerance online. They must then organise a public event with members of the community (parents, other teachers, school representatives, local authorities) to present the activity. Finally, they must create a video with messages combating online hate speech and cyberbullying, and submit this to the Romanian SIC along with a description of their activities. Prizes will be awarded for the most effective entries.


Facebook post promoting the Romanian campaign against hate speech

Also in the framework of Safer Internet Day, a press event was held in Bucharest on 15 February 2017, tackling the impact of child sexual abuse material (CSAM) online. The event gathered representatives from the General Inspectorate of the Romanian Police, the National Authority for Protecting Children's Rights and Adoption, Department of investigating Organized Crime and Terrorism, Europol, Interpol, representatives of companies (Bitdefender, ECDL), psychologists, teachers, school counsellors and other specialists. During the event, the Romanian SIC presented hotline statistics and findings, and also outlined procedural details, workflow and intervention measures in cases of child sexual abuse images.

View the Safer Internet Day profile for Romania.

Better Internet for Kids

Russia

Safer Internet Day is celebrated in Russia within the traditional framework of Safe Runet Week – a set of events on child and youth digital safety, covering over 60 regions of Russia and coordinated by the Russian Safer Internet Centre. This year, Safe Runet Week took place from 31 January to 7 February 2017 and marked the 10th anniversary of the event, attracting special media attention.
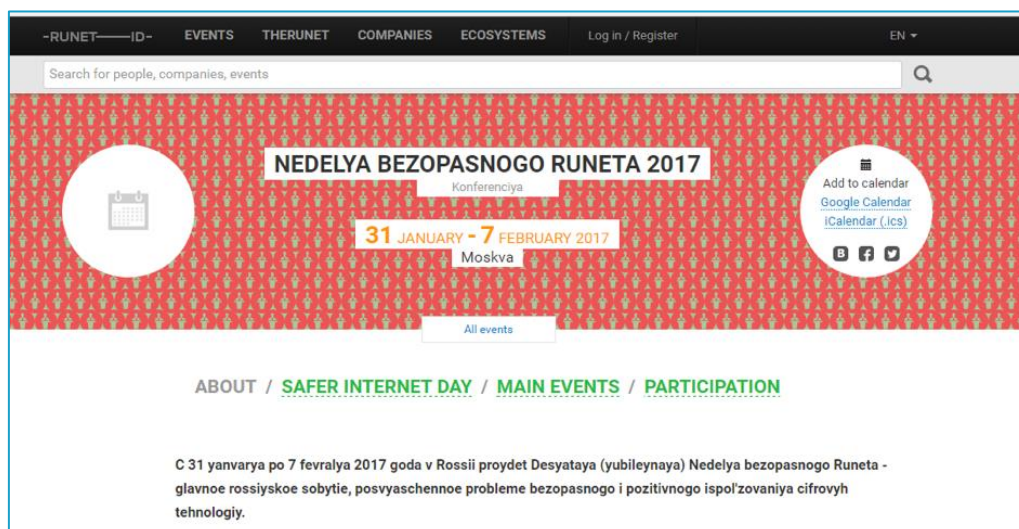
Screenshot from the Safe Runet Week 2017 website, coordinated by the Russian Safer Internet Centre

The CyberSecurityForum is always a key event during Safe Runet Week: this year it was help on the day of SID and hence included the participation of a high number of stakeholders active in the online safety field.

Various other events took place across the course of the week, including:

- An opening press conference - conducted online, the press conference addressed questions which had been submitted online from a general audience. The responses were published online also.
- "Safety of digital childhood: New risks and new culture" - this was a scientific conference for researchers, psychologists, consultants and specialists. The conference attracted more than 150 participants.
- Youth lectures on internet safety - a special set of lectures was delivered to children and youth aged 5-12.
- Closing press conference – this event was used to highlight the many successes of the week.

In addition, a number of regional events were held in different formats targeting children, youth, educators, decision makers, civil activists and industry.

View the Safer Internet Day profile for Russia.

Slovenia

In Slovenia, the main Safer Internet Day event was held on the eve of SID on 6 February 2017. The National Awareness Centre (NAC), SAFE.SI, organised an online live debate show for Slovenian schools entitled "Cool manners online". The main idea was to promote polite behaviour online, netiquette and responsible use of social networks, mobile devices and other apps. During January, the NAC collected questions from pupils across the country on these topics, which were then answered live on the show by a comical fictional character "Hipster Bedanc" and internet safety expert and trainer, Benjamin Lesjak.

The show was intended for elementary school pupils aged 12-15 years. The main concept was to promote the idea that being polite and well-mannered online can be cool. This topic was chosen because Safer Internet Day 2017 was one day before Prešeren's Day, a public holiday that celebrates Slovenian culture.

The show was very successful and attracted a lot of viewers. More than 100 schools registered to watch the live stream in classrooms, school halls, and so on. Furthermore, the recording of the debate was watched more than 5,500 times between 7 - 24 February 2017. The show was supported also by the Ministry of Education, Science and Sport. The Ministry fully promoted it by making an invitation clip for schools and spreading it through its channels. What's more, the Minister, Maja Makovec Brenčič, greeted all of the participating pupils at the beginning of the debate.


Screenshot from Slovenian SID 2017 campaign

The core of the show was answering some of the more than 100 questions previously collected from pupils. Hipster Bedanc answered in funny way, making improper comments and talking out of his experience. Benjamin commented on Hipster's actions and words and gave proper advice and answers. There was a visible chemistry between the two and the debate was very interesting to watch. Live Tweeting took place during the stream and additional questions were accepted through this channel. The action received lots of positive feedback, including some photos from classrooms watching live through Twitter and email.

View the Safer Internet Day profile for Slovenia. See also the article published on the BIK portal: SID 2017 in Slovenia: Live video show "Cool manners online".

Slovakia

During Safer Internet Day 2017 in Slovakia, the Centre for Internet Addiction Prevention was launched following a series of debates regarding internet addiction and prevention. The launch took place as part of an event introducing a pilot version of the mobile application "eAddiction", available for Android devices based in the Czech and Slovak republics. Along with the launch of the application, there was an official presentation of the Centre for Internet Addiction Prevention as an informal platform offering space for experts from various fields, clinicians, therapists, social workers, academics and others to discuss the common phenomenon of excessive usage of internet. Communication towards the wider public was ensured through discussions aired on the main TV and radio channels reaching up to 3.5 million Slovak citizens. The event, promoted as an "expert conference" was attended by 70 active participants from all over Slovakia. Twenty of these were journalists, evidencing the interest in this topic.
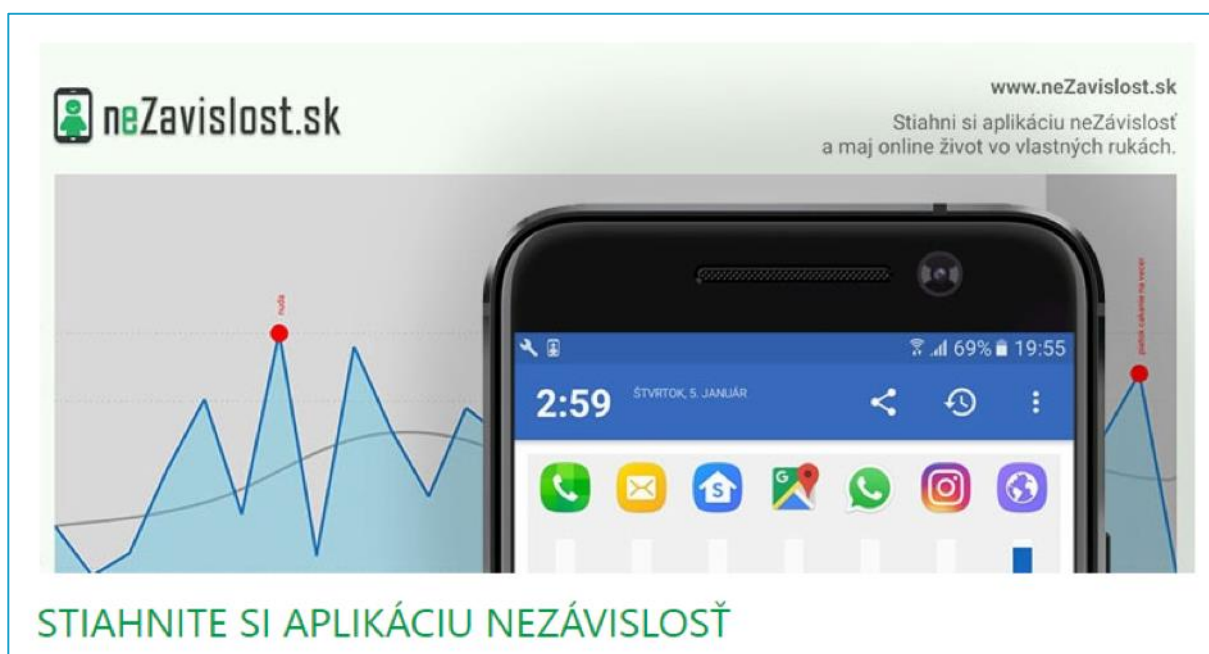
Promotional material for the Slovak eAddiction app

Representatives of the Slovakian youth panel were also present at the launch and actively participated at the event through discussions with other attendees. Youth panellist will further disseminate the information they learned at the event to primary and secondary pupils from schools across the country.

The main target group in the SID 2017 event was the one working with children and youth, i.e. the layer of professionals who work with the youth, provide consultancy and/or therapy and can offer expert help in case of the youth problems with online addiction. One of the best strategies to actively engage this group, seems to be offering them a space of networking and exchanging experience and professional knowledge.

View the Safer Internet Day profile for Slovakia. See also the article published on the BIK portal from a Slovakian Youth Ambassador on the occasion of SID: Let us unite for a more tolerant internet!

Spain

On the occasion of Safer Internet Day 2017, Spain celebrated with the launch of is4K – the new Spanish Safer Internet Centre (SIC). The Minister of Energy, Tourism and Digital Agenda led the institutional event and outlined the next steps in the deployment of the Spanish Government's strategy in this area, in which the creation of the Safer Internet Centre is included. Public representatives presented the action lines, projects or initiatives that are being carried out or have repercussions nowadays, which exemplify the commitment in the Spanish public sector to face the risks that arise in the relationship of children with the internet and ICT (information and communication technology), and to improve this experience.

Furthermore, representatives of various groups - young people themselves, families, educators, health professionals, workers from pro-child organisations and the professionals who provide digital services and tools for children - took part in a roundtable entitled "The voice of the groups involved". The roundtable had the objective of deepening the vision of each one on the challenges that society faces in the construction of a safer internet for Spanish children and young people, and its role to materialise the change proposed by the theme of Safer Internet Day 2017 – "Be the change: Unite for a better internet".

A roundtable discussion at the Spanish SID event

The event ended with the awarding of SID 2017 prizes in three categories:

- Cybersecurity Mannequin Challenge contest.
- CyberCooperator of the Year 2016 Award.
- Honor CyberCooperator Distinction.

SID in Spain was actively promoted on social media using both the global hashtag of #SID2017 and #MeUnoAlCambio (a Spanish translation of the SID theme).

View the Safer Internet Day profile for Spain. See also the article published on the BIK portal: Spain celebrates SID 2017 with the launch of is4K – the new Spanish Safer Internet Centre.

United Kingdom

Safer Internet Day 2017 was celebrated in the UK with a focus on the "Power of image". Across the UK, young people took part in a youth photo campaign coordinated by the UK Safer Internet Centre (SIC), focusing on the power of images and videos in their digital lives, with images showcased in an online gallery and at youth events in England, Wales and Scotland.

The London event for SID 2017 involved an interactive photo exhibition with 100+ policymakers and industry experts in attendance. The participants heard from 44 young people about the images they had created, and the meaning behind them. The Prime Minister's Special Representative on Internet Crime and Harms and the Minister for Online Safety also attended the event, hearing views directly from children on being safe online and the power of images. Seven schools were involved in the event, while a total of 12 schools submitted images to the youth photo exhibition.

The exhibition was followed by a youth panel with audience participation and discussion on the themes of the Safer Internet Day report on the role of images and videos and how to 'be the change' for a better and safer internet. The youth event gave the young people the opportunity to share their experiences and showcase their knowledge to key policymakers and industry experts on the role of images and videos in their lives.

Young people explained their images to the Minister for Online Safety at the London SID event

In terms of promotional materials distributed for SID 2017, half a million educational resources (translated also into Welsh) were downloaded. The resources targeted at 5-7s, 7-11s, 11-14s, 14-18 year olds and parents/carers aimed at developing critical thinking and instigating discussion on the role of images and videos in young people's lives.

View the Safer Internet Day profile for the United Kingdom. See also the articles published on the BIK portal:

- UK SID celebrations focus on the power of image
- Report it, don't ignore it. Together we can end child sexual abuse imagery online
- Football and smiles for Safer Internet Day 2017
- UK showcases the power of image on SID 2017