



Safer Internet Day 2016

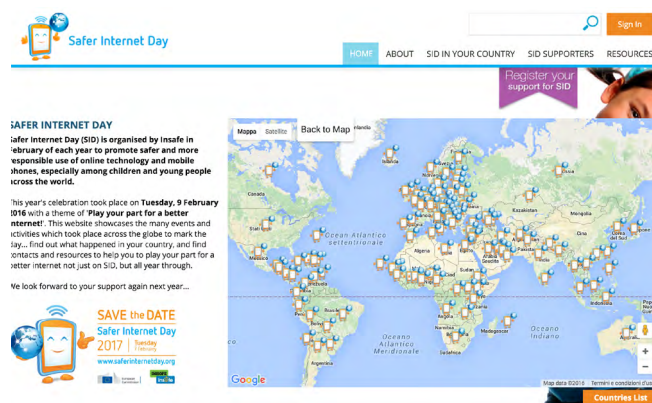
Summary Report

Over the years, Safer Internet Day (SID) has become a landmark event in the online safety calendar. Starting as an initiative of the EU SafeBorders project in 2004 and taken up by the Insafe network of European Safer Internet Centres as one of its earliest actions in 2005, Safer Internet Day is now celebrated annually across the globe.

The 13th edition of Safer Internet Day was celebrated on 9 February 2016. The theme for the day was 'Play your part for a better internet' encouraging all stakeholders – children and young people, parents and carers, teachers and educators, and industry and politicians - to celebrate the day and play a personal role in helping to create a better internet for all, but especially for children and young people.

THE CAMPAIGN

After serving the campaign for many years, the SID mouse was replaced by the SID smart device providing a fresher, modern look to the campaign's visual identity.



The Safer Internet Day website was also redesigned and relaunched as a minisite of the new [Better Internet for Kids portal](#), although retaining its unique URL of www.saferinternetday.org. The website continues to provide a focal point for all campaign

activities: events, activities and video spots were hosted on the site via country and supporter profile pages, along with other promotional materials and online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID.

Also on the site, a [Safer Internet Day gallery of resources](#) provides schools with access to resources and materials drawn from the Insafe network of Safer Internet Centres and beyond to help them to celebrate SID in the classroom.

Additionally, a [Safer Internet Day feature appeared in the European Parliament magazine](#), which was further supplemented by an [editorial piece on online safety](#) featuring quotes from Commissioners and MEPs.

TOWARDS A BETTER INTERNET...



Safer Internet Day was celebrated on Tuesday, 9 February 2016.

The theme for the day was 'Play your part for a better internet', encouraging all stakeholders to act upon their role in helping to create a safer and better internet.



Safer Internet Day was marked in more than 120 countries across the world.

At least **21,000 schools** and more than **19.5 million people** were involved in SID actions across Europe



The campaign was a huge success on social media.

On Twitter, the #SID2016 and #SaferinternetDay hashtags trended globally several times on SID itself. Over **400 million people were potentially reached worldwide with both hashtags** throughout the SID campaign period.

Over **2.5 million people were potentially reached by the SID Thunderclap campaign** – a way of 'making a noise online' on the morning of SID itself.

Over 11,300 fans supported the SID campaign on Facebook.

A WORLDWIDE CELEBRATION

A range of exciting activities took place in **Europe** including: the [development of a mobile application about safer internet use in Croatia](#), a [SID video competition in Cyprus](#), [launch of new safer internet board game in schools in Hungary](#) and the [third edition of SID TV in the UK](#).

Activities **across the globe** included a [live event for 250+ students at Universal Studios in Hollywood](#), [virtual classroom presentations in Australia](#), and a [video campaign with Unicef and Google to promote a better internet for all in Brazil](#).

MEDIA COVERAGE

The campaign is organised on behalf of the European Commission in the framework of the Connecting Europe Facility (CEF), therefore we always have the opportunity to see the spread of the campaign in the European bubble. Examples this year include an article on the [Digital Agenda](#) website and a blog post by [Günther Oettinger](#), EU Commissioner for Digital Economy and Society. Safer Internet Day was also featured in several articles by renowned international newspapers. Examples include [United Nations](#), [The Guardian](#), [Huffington Post](#) and even [Monica Lewinsky in the New York Times](#) and [Vanity Fair](#).



Google Search I'm Feeling Lucky



It's #SaferInternetDay. Stay safe online with a 2-minute Security Checkup

Google.be offered in: [Nederlands](#) [Français](#) [Deutsch](#)

SUPPORTED BY INDUSTRY PARTNERS

Of particular note this year was the Google Safer Internet Day promotion on many of its market search pages, promoting the **#SaferInternetDay** hashtag and offering 2GB of free Google Drive

space to anyone conducting a Google security check-up in honour of the day.

YOUTH

Youth, of course, are an integral part of SID celebrations, as we encourage them to help shape the internet of the future in all the work we do. Have a look at the blog articles we've published on the [Better Internet for Kids portal](#), including the perspectives of European youth about the day.



WANT TO KNOW MORE?

To find out more about the successes of the Safer Internet Day 2016 campaign – including the actions across the Insafe network of European Safer Internet Centres and the events hosted by a selection of global SID Committees and SID supporters – read the full SID 2016 report at www.saferinternetday.org.

SPREADING THE WORD...



Key resources were produced to disseminate the campaign messages to different stakeholders.

A Safer Internet Day feature in the [European Parliament magazine](#) was produced which was further supplemented by an [editorial piece on online safety](#) featuring quotes from Commissioners and MEPs. Over 400 educational resources for schools from across Europe and beyond were made available in the [Safer Internet Day gallery of resources](#).

Collaboration with institutions and industry partners is critical in our mission of raising awareness of safer and better internet issues throughout the year, and especially so as part of the Safer Internet Day campaign.

Facebook, Twitter, Google and ASKfm, to name but a few, liaised with us regularly in the run up to the campaign.



For any questions, or if you would like to find out more about supporting future editions of Safer Internet Day, please contact the **SID Helpdesk** [sid-helpdesk@eun.org].



Safer Internet Day 2017 will take place on **Tuesday, 7 February 2017**. Visit the Safer Internet Day website for the latest information on the SID 2017 campaign, or follow us on [Facebook](#) and [Twitter](#).