

SAFER INTERNET DAY 2025



SAFER INTERNET DAY 2025 IN NUMBERS

Safer Internet Day 2025 saw a record number of children, young people, schools and organisations take part.

Supported by Coimisiún na Meán

Take a look at some highlights here:
webwise.ie/safer-internet-day



207,142
PARTICIPANTS



2,200,000
CAMPAIGN REACH



12,000+
RESOURCE
DOWNLOADS



200,000+
VIDEO VIEWS



An Roinn Oideachais
Department of Education



Co-funded by
the European Union



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PREPARE / PROTECT / THRIVE: NAVIGATING ALGORITHMS AND INFLUENCERS

The Safer Internet Day 2025: Prepare / Protect / Thrive: Navigating Algorithms and Influencers event hosted in **#MSDreamSpace** brought together key stakeholders to discuss and reflect on the opportunities and challenges facing children and young people online. With access to so much information online this Safer Internet Day we explored how to protect and empower them to navigate the opportunities and challenges of these powerful influences.

Hosted by Gavan Reilly (Virgin Media) the event was opened by Minister for Education and Youth Helen McEntee, which is the 22nd anniversary of Safer Internet Day, a landmark global event in the online safety calendar and celebrated in over 180 countries.

ANNUAL SAFER INTERNET DAY EVENT



Members of the Webwise Youth Advisory Panel began the days discussions, and encouraged the stakeholders present to consider the youth perspective on what needs to be done to create a safer better internet, especially for children and young people.



PREPARE / PROTECT / THRIVE: NAVIGATING ALGORITHMS AND INFLUENCERS

KEYNOTE SPEAKERS

Reflecting on the Safer Internet Day 2025 theme, the event featured keynote addresses that highlighted Irish and European research and the key themes of how to prepare, protect and help children and young people thrive online. The keynote addresses are available to watch at the links below.

Keynote: ***From compliance to innovation for children: Next steps for Safety by Design.***

Manon Baert, EU Advocacy & Policy Officer, 5Rights Foundation

Watch back here:

vimeo.com/1065634679



Keynote: ***Unboxing Influencer Culture: Risks Challenges and Opportunities.***

Professor Debbie Ging, Dublin City University

Watch back here:

vimeo.com/1062728722

Keynote: ***The impact of AI and algorithms on everyday life.***

Yves Punie, European Centre for Algorithmic Transparency

Watch back here:

vimeo.com/1063131323



PREPARE / PROTECT / THRIVE: NAVIGATING ALGORITHMS AND INFLUENCERS

The Safer Internet Day 2025 event also featured a number of key panel discussions. First, a panel discussion to consider influencer culture heard from Fiona Jennings (Policy ISPCC), Mark Walsh, CCPC (Competition and Consumer Protection Commission), and Sarah from the Webwise Youth Panel. This explored the rules and guidelines, the impact of influencer culture, the challenge and opportunities, and how to encourage young people to take a more critical approach to the influencers they follow.

ANNUAL SAFER INTERNET DAY EVENT

The importance of fostering digital media literacy was addressed during a panel discussion featuring Martina Chapman, National Coordinator Media Literacy Ireland; Catherine Cross, Deputy CEO, National Parents Council; Kevin Doherty – Primary Educator and Professional Learning Leader – Oide Digital Technologies; Amanda Jolliffe, DreamSpace Lead at Microsoft Ireland; and Stephen Prior, Webwise Youth Advisory Panel.

Niamh Hodnett, Online Safety Commissioner, Coimisiún na Meán closed the event by reflecting on the changes that have come into effect over the past year, and looked forward to the developments.



**Safer Internet Day 2025 supported
by Coimisiún na Meán.**

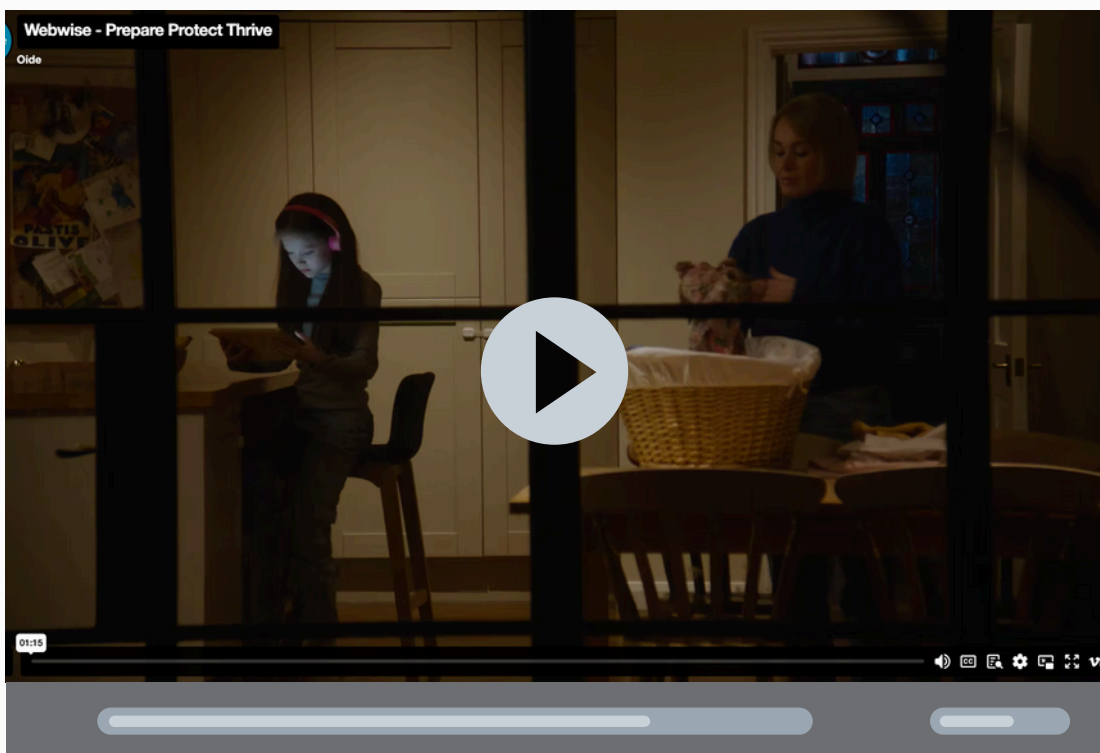


**Coimisiún
na Meán**

PREPARE / PROTECT / THRIVE

AWARENESS CAMPAIGN AND WEBINAR SERIES

What we see online can have a BIG impact... This Safer Internet Day, Webwise encouraged parents, schools, educators, young people and stakeholders to reflect on role of influencers and algorithms in children and young people's lives. With access so much information online we explore how to protect and empower them to navigate the opportunities and challenges of these powerful influences. Watch our campaign film below.



Get advice on understanding algorithms, rights online, reporting, digital media literacy tips and more at: webwise.ie/prepareprotectthrive/

Throughout February and March 2025 **Webwise hosted a series of parent webinars** exploring topics including online bullying, rights online, mis/disinformation, creating family agreements and online influencers . For more info or to watch back go to: webwise.ie/news/parent-webinars/

HOW ONE-THIRD OF YOUNG PEOPLE* MAY BE ADDICTED TO SOCIAL MEDIA

New research shows that one in three young respondents neglects work, family or school several times a week or more because of social media use

On Safer Internet Day (11.02.25), experts from Ireland and Europe will discuss research revealing concerns over the exposure of young people to harmful content online, powerful algorithms and the need for effective digital media literacy

February 11th marks the 22nd anniversary of Safer Internet Day, a landmark global event in the online safety calendar and celebrated in over 180 countries. New research from the first ever EU-wide survey on loneliness** indicates that one-third of young respondents exhibit patterns of social-media addiction. They have neglected work, family or school several times a week or more because of their social-media habits. The detrimental impact of this will be discussed today among experts from Ireland and Europe as part of Safer Internet Day.

In the European Commission's Joint Research Centre study, intensive users are defined as respondents who report that they spend more than two hours a day on social media sites or instant messaging tools. Spending this length of time on social media is associated with a substantial increase in the prevalence of loneliness among young people. However, researchers also point out that how social media is used matters more than how often it is used.

The Irish Safer Internet Centre knows through engagement with children and young people that they are concerned about navigating the ever-evolving digital landscape, and they freely discuss that they feel they spend too much time online. However, more research is crucial to truly understand the challenges they face. Consequently, the Irish Safer Internet Centre will be devoting additional resources to embarking on continuous research in this area in the coming year.

The theme for Safer Internet Day 2025 is "Prepare / Protect / Thrive: Navigating Algorithms and Influencers." This theme encouraged parents, schools, educators, young people and all stakeholders to consider how algorithms and influencers shape young people's lives. The key issues discussed during Safer Internet Day 2025 included harmful online content, safety by design, regulation and children's rights, among many others.

HOW ONE-THIRD OF YOUNG PEOPLE* MAY BE ADDICTED TO SOCIAL MEDIA

Safer Internet Day 2025 was celebrated with an event in Microsoft's Dream Space. It will feature keynote addresses from Professor Debbie Ging (DCU), 5Rights Foundation and the European Centre for Algorithmic Transparency, which is part of the Joint Research Centre at the European Commission. In addition, the event will include contributions from the Online Safety Commissioner Niamh Hodnett; Webwise Youth Advisory Panel; the Competition and Consumer Protection Commission; ISPCC; Media Literacy Ireland; Microsoft, Hotline.ie; and National Parents Council.

Minister for Education Helen McEntee TD said: "As Minister for Education and Youth, it is a key priority of mine to work to safeguard and support the wellbeing of our pupils, students and school communities across Ireland. I am very pleased therefore to join Webwise and the Irish Safer Internet Centre, as well as experts from across Ireland and Europe, in marking Safer Internet Day today and highlighting the key themes of prepare, protect and thrive.

While technology brings many exciting benefits and opportunities, it can also expose pupils and students to negative impacts. It is imperative that we use every lever available to us to help ensure they can stay safe and have the very best opportunity to thrive.

I look forward to prioritising this area and to working collaboratively with our pupils, students, parents, teachers, school communities and wider education stakeholders over the months and years ahead to make sure our pupils and students are digitally literate, can safely harness the best of what technology presents and can get a mental break from technology too, to empower them to make friends and enjoy their time at school."

Jane McGarrigle, National Co-ordinator, Webwise, said: "Technology is everywhere and it isn't something that should be feared. We believe in encouraging children to engage with new technologies, however we are also cognisant of the importance of preparing them for the dangers they may encounter online. We want to empower them with the coping skills and resilience they need to thrive in the digital world. We also want to assure them that there is always support available if they need it and if they feel that their use of technology has become problematic."

HOW ONE-THIRD OF YOUNG PEOPLE* MAY BE ADDICTED TO SOCIAL MEDIA

Online Safety Commissioner Niamh Hodnett said: “Coimisiún na Meán is focused on shaping a media landscape that safeguards the rights, wellbeing and development of children, and their safe engagement online. We are delighted to be supporting Webwise and their Safer Internet Day campaign this which this year is Prepare / Protect / Thrive: Navigating Algorithms and Influencers. Following the launch of our Online Safety Code in October of last year, Coimisiún na Meán’s Online Safety Framework is now in place, and we are continuing to prioritise a safer internet for children and young people.”

Safer Internet Day in Ireland is coordinated by the Irish Safer Internet Centre, a partnership between Hotline, ISPCC, National Parents Council and Webwise, providing a range of complementary online safety services, including an education and awareness centre, child and parent helplines and a hotline. The Centre is coordinated by the Department of Justice and co-funded by the European Union.

*In the EU study, young people are categorised as aged between 16 and 30 years

**The EU-wide study on loneliness (EU-LS) was conducted by the Joint Research Centre as part of a European Parliament pilot project in partnership with the Directorate General for Employment, Social Affairs & Inclusion. More about the paper on Loneliness and Social Media Use in the European Union, is available here: <https://publications.jrc.ec.europa.eu/repository/handle/JRC135806>



**Safer
Internet
Day 2025** | Tuesday
11 February

Together for a better internet

better-internet-for-kids.europa.eu/saferinternetday

#SID2025



EDUCATION RESOURCES



To help schools, youth groups, police services, libraries and wider organisations to celebrate Safer Internet Day, Webwise created a range of free resources for educators – including lesson plans, presentations and free Safer Internet Day wristbands. These education resources were downloaded over: 9,000 times.

More than 70 students from schools across Ireland took part in this year's Webwise SID Ambassador Programme. The blended training programme, supported by 30 members of the Webwise Youth Advisory Panel who act as peer mentors to the Ambassadors, comprised two online training sessions, and an in-person training day which took place in Google HQ in Dublin. The training day also featured a youth-led discussion about this year's #SID2025 theme "Prepare / Protect / Thrive: Navigating Algorithms and Influencers", with special guests Content Creator Jim Flano, Professor Aphra Kerr, and Webwise Youth Panelist Mae.

Over the course of the training sessions the peer-led programme equipped students with the skills and knowledge to lead their own online safety campaigns in their schools and communities. The young people led a wide range of initiatives to raise awareness of online safety in their schools for Safer Internet Day 2025.

SAFER INTERNET DAY AMBASSADORS



RESEARCH: HOW YOUNG PEOPLE NAVIGATE THE EVOLVING ONLINE WORLD

Decode and Discern: Understanding How Young People Navigate AI, Misinformation, and Their Online World

A new report from Dublin City University's Anti-Bullying Centre, in partnership with Webwise, explores how young people engage with online spaces in an era shaped by artificial intelligence and misinformation.

The study, which surveyed 109 adolescents aged 11 to 15 across Ireland, found that 60% of participants received their first smartphone between the ages of 10 and 13, with 43% using their mobile devices multiple times a day. YouTube emerged as the most popular social media platform, favoured by 61.5% of respondents. The report also highlighted that filters (photo or video) were the most commonly used digital tools, with 61.5% of participants incorporating them into their online activity. Many adolescents also reported that being online enhances their self-expression.

When asked about their ability to navigate online platforms safely, most participants expressed confidence in managing their privacy, securing passwords, and recognising when not to share personal information. However, the study identified gaps in adolescents' ability to detect advanced forms of misinformation, including deepfake content, highlighting a need for stronger digital literacy skills.

The report also examined the impact of influencer content on self-image and emotions. While many adolescents engage with influencer content, they generally perceived its influence on their self-identity as minimal. Instead, their primary motivation for consuming influencer content was entertainment rather than emotional connection or self-reflection.

A full copy of the report is available here: webwise.ie/news/new-report-exploring-how-young-people-navigate-the-evolving-online-world



Ionad Frithbhulaíochta
Anti-Bullying Centre

SAFER INTERNET DAY ACROSS IRELAND

Hundreds of events in schools, clubs and organisations took place right across the country for Safer Internet Day. Here are just some of the highlights!

- “Treating everyone with kindness and respect online” – Loreto Secondary School Kilkenny: Kahoots, Informational talks for first years, Canva posters on internet safety •speaking to our local radio station, Tips and facts on bookmarks, Irish Influencer Cameos, Competitions between base classes (artwork & slogans), Case studies (situational games), Spot the AI generated images.
- “Safer Internet Day” – Holy Trinity NS: Garda to visit classes and talk about safety, kindness and respect online. Poster competitions. Debates. Outreach to parents with information to raise awareness.
- “Empower your Clicks” – Enniscorthy Youthreach: Poster competition, peer to peer learning, and external speakers
- “Be safe, stay safe.” – St Molaga’s SNS: Each class will do a Webwise lesson. Discussion to back up class lessons. Key messages delivered at assembly.



SID AWARDS 2025

Inspired by the efforts in schools across Ireland for Safer Internet Day, the SID Awards recognise the wide range of events and positive actions that promote internet safety. These awards celebrate the work of students, teachers, and schools in raising awareness about online safety issues while also encouraging healthy and creative uses of technology.

Ardscoil Mhuire, Limerick won the **Best Overall Campaign (Post-Primary)** with their impressive Safer Internet Day activities which included lessons, workshops, a play, and a 'Tech in Our World' Expo for students.

Aisling and Anna, Laurel Hill Secondary School, Limerick, won the **SID Ambassador Leadership Award**. This award recognises the commitment, and leadership, shown by students who have participated in the SID Ambassador Programme. Through their SID campaign, Aisling and Anna demonstrated that they had embraced the SID Ambassador Leadership values of respect, leadership, commitment, inclusion and teamwork

The **Best Overall Campaign (Primary)** Award was won by St. Patrick's Loreto Primary School, Bray, Co. Wicklow. For SID 2024, they ran an extensive campaign that involved the whole school community in innovative and wide ranging online safety activities.

Hundreds of students took part in the **HTML Heroes Colouring Competition**, with winning entries from Balla NS in Co. Mayo, Rusheen NS in Co. Cork, Ardee Educate Together National School in Co. Louth, and Scoil Naomh ERC in Co. Kerry.



SAFER INTERNET DAY 2025 IN PICTURES



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THANK YOU FOR HELPING MAKE SAFER INTERNET DAY 2025 THE BIGGEST YET!



ABOUT US

IRISH SAFER INTERNET CENTRE

The Irish Safer Internet Centre partner organisations work towards a shared mission of making the internet a safer and more inclusive place for children and young people. A partnership of Hotline.ie, ISPCC, National Parents Council and Webwise coordinated by the Department of Justice and co-funded by the European Union.



An Roinn Dlí agus Cirt
Department of Justice