We hope that you will join with us, and SID supporters across the globe, on Tuesday 10 February 2015 – and beyond - so that we **can all** create a better internet together!
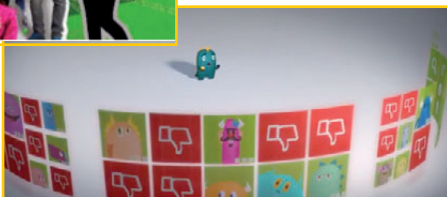

Safer Internet Day is celebrated across the globe

Find out more about Safer Internet Day at: www.saferinternetday.org, including links to campaign activities in your own country.

**What will you do to help create a better internet?
Tell us at #SID2015 and #Up2Us.**

Each year, a SID video spot is developed to promote the campaign

Want to know how to take part in SID?
You can spread the word by attending or organising an event!

↗ Start by registering for Safer Internet Day at *www.saferinternetday.org* and complete the online form.

↗ Insafe will then contact you; if you reside in one of our network countries, this contact will be from your National Awareness Centre.

↗ No national contact point? Then why not set up a SID Committee in your country! Contact the SID helpdesk at *SID-helpdesk@eun.org* to create your own.

↗ Now organise your event.

Looking for ideas?

↗ Post our banner / publish our press release on your website.

↗ Follow our Facebook and Twitter pages *twitter.com/safeinternetday* and *www.facebook.com/SaferInternetDay*.

↗ Read the SID 2014 campaign report summary *www.saferinternetday.org/archive*

↗ View the SID Kit for schools available at *www.saferinternetday.org/sidkit*

↗ View all the SID campaign videos on our playlist *www.youtube.com/playlist?list=PLCC14CFE92F2960FC &feature=plcp*

↗ View the SID generic video which showcases actions from across the Insafe network *www.youtube.com/watch?v=kvyVZfxVri4*

Don't forget to keep your National Awareness Centre or SID Committee informed so that they can valorise your actions.

For a list of your national contact points, please visit: *www.saferinternetday.org/sidnearyou*

SAFER INTERNET DAY 2015

Let's create a better internet together
10 FEBRUARY 2015

SAFERINTERNETDAY.ORG

Let's create a better internet together

Safer Internet Day (SID) is organised by the joint Insafe/INHOPE network, with the support of the European Commission* each February to promote safer and more responsible use of online technology and mobile devices, especially among children and young people. Celebrated on the second day of the second week of the second month, each year on Safer Internet Day hundreds of events are organised to raise awareness of online safety issues, right across the globe.

The online safety landscape has evolved over recent years from a focus on creating a 'safer' internet to creating a 'better' internet. Following the success of the 2014 campaign in raising awareness at a global level, this year's Safer Internet Day theme again looks at the responsibility that we must all take in making the internet a better place. Whether we are children and young people, parents and carers, educators or social care workers, or indeed industry, decision makers or politicians, we all have a role to play. Ultimately a better internet is up to us! [#Up2Us]

* Safer Internet Day would not be possible without the support of the European Commission. Find out more about the EC's 'European Strategy for a Better Internet for Children' on the Digital Agenda website - http://ec.europa.eu/digital-agenda/en/creating-better-internet-kids

Youth around the globe take an active role in SID

Better internet can mean many things to many people, but our main aim is to **foster the positive** and **eliminate the negative** online. We can contribute to these aims in many ways, regardless of who we are. For example:

Children and young people can help to foster the positive 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 eliminate 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 internet governance and legislation, and making their voices heard.

Parents and carers can help to foster the positive 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 share with their children online, and helping their children to find and use good quality digital resources. They can help to eliminate the negative by monitoring and supporting their child's online activity (as appropriate to their age), by modeling positive online behaviours themselves, and by also reporting any inappropriate or illegal content they find.

Educators and social care workers can help to foster the positive 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 eliminate the negative by supporting youngsters if they encounter problems online, and by giving them the confidence and skills to seek help from others.

Industry has a role to play by creating - and promoting - positive content and services online, developing ethical and transparent policies, and protecting our data. They can help to eliminate the negative by making systems and services more secure by design, by being more responsive to user concerns, and by providing quick and easy 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.

Many new resources are produced for SID, often through public-private partnerships