Better Internet for Kids (BIK): Content contribution guidelines

This document outlines guidance for contributing article content to the Better Internet for Kids (BIK) public portal and BIK bulletin.

Background

Under the Connecting Europe Facility (CEF), European Schoolnet and INHOPE are deploying, on behalf of the European Commission, a comprehensive range of digital tools and services that help make the internet a trusted environment for children through actions that empower and protect them online. The objective is to build a Better Internet for Kids core service platform to share resources, services and practices from key stakeholders – national Safer Internet Centres (SICs), global Safer Internet Day (SID) committees and supporters, policy makers, NGOs, industry and the research community, and those with an interest in creating a better internet for children and young people generally.

The public aspect of the core service platform – better known as the Better Internet for Kids (BIK) portal – is available at www.betterinternetforkids.eu, while other initiatives, such as the Better Internet for Kids (BIK) bulletin, the Safer Internet Day campaign, the Positive Online Content campaign and BIK Youth initiatives contribute to the wider body of work in this area. The audience for these services are many and varied – basically any individual or organisation with an interest in creating better and safer online experiences for children and young people, be they parents and carers, teachers, educators and social care workers, industry, decision makers or politicians, or indeed the many civil society organisations working in this field.

At the core of the BIK portal is a series of articles, featured on the site homepage but also feeding all of the key content areas on the site. Themes covered include topical issues, emerging trends, awareness-raising features, research and statistics, youth perspectives, industry perspectives, internet governance issues and so on. The site also hosts a Resource gallery (educational resources and videos, primarily created by the European network of Safer Internet Centres) and a Guide to apps (providing key information about some of the most popular apps, social networking sites and other platforms which are commonly being used by children and young people (and adults) today).

The quarterly BIK bulletin aims to keep readers informed of safer and better internet issues and opportunities across Europe and beyond. It is published at the end of each March, June, September and December, and is emailed direct to around 2,500 subscribers and published and archived on the BIK portal. In each edition, we feature a mix of news, research and resources from many of the key stakeholders in keeping children and young people safe online, be they European Safer Internet Centres, research organisations, industry partners, policy makers or experts in the field. Each edition has a focus topic, alongside general interest news items. You can subscribe to receive the BIK bulletin direct to your mailbox here.

Articles for the Better Internet for Kids (BIK) portal or BIK bulletin

- Articles should ideally be between 300-800 words (although longer focus articles are fine too – we suggest a maximum of 1,300 words in such cases), provided in Word or a similar text-based format.

- Articles should be light in tone for a wide general readership. Where content is aimed at a particular stakeholder group (i.e. parents, teachers, industry), please reference this in the introductory paragraph.

- All articles should be written in English, using British English variants in spelling (i.e. –ise in preference to –ize).

- Please use accessible language and avoid using jargon. Where acronyms are used, please spell them out in full at the first point of use.

- Please use short paragraphs, subheadings and bullets where appropriate to break up text.

- Please supply copyright-cleared images/photographs/logos to accompany your article if appropriate, also indicating any credits which should appear alongside visual material, if relevant. Please note, where images are supplied, we will assume that you have permission to grant their use on our platforms with no further checks. If no visuals are supplied, we will use a stock image from our library to accompany the article.

- Please include clear referencing/attribution to any sources used or cited.

- Where relevant, please also include hyperlinks to any sources cited or additional relevant information. Where possible, please point to a secure URL (https:// rather than http://).

- Please feel free to include an overview paragraph on the individual or organisational author, detailing their professional interests or experience in the better internet field. Please include a URL and/or email address also if you are happy for readers to contact you direct for further information. We aim to signpost to stakeholder's own content/services as much as possible.

- Please do not include any explicit commercial references or links within the content.

- Please note, we may add a disclaimer to articles stating that the views are the authors own and accepted and published in good faith as regards to the accuracy and validity of the content.

- All content published on the BIK portal and via its associated channels is done so under a Creative Commons License (CC BY-NC-ND 3.0) unless otherwise specified. As such, other websites/sources may use such content with attribution. By providing your content for publication on the BIK public portal and its associated channels, you agree to this possible further use.

General

- The BIK editorial team will review all content prior to publication, and reserve the right to edit contributions for house style etc., but we try to keep this to a minimum.

- Please note, any content contributed to the portal may be disseminated via our other communication channels also (social media, etc.) without prior notification.

Contact for further information

- Any editorial queries and content submissions should be directed to bik-content@eun.org.
- Any support queries related to the Better Internet for Kids platform should be directed to support@betterinternetforkids.eu.