

Safer Internet Day 2016



Public report on campaign activities and successes

March 2016

Contents

Introduction	3
I. Coordination and planning for Safer Internet Day 2016	4
a) Visual identity	4
b) Theme, key messages and campaign collateral	4
c) The Safer Internet Day website	6
d) Social media	7
II. The growing reach of Safer Internet Day – a truly global campaign for a better internet	8
a) Safer Internet Day highlights from the Insafe network	8
b) Safer Internet Day Committees across the globe	9
c) Countries celebrating Safer Internet Day but without a formal Safer Internet Day Committee in place	11
d) Organisational and industry supporters of SID working for a better internet across the globe ..	11
III. The European Commission and Safer Internet Day – coordination and funding to provide a better internet for children	13
IV. Measuring impact.....	14
a) Social media.....	14
b) Web traffic	25
c) Media activity	26
V. Conclusions	28
Annex 1: Best practices of Safer Internet Centres (SICs) across Europe on the occasion of Safer Internet Day 2016	29

Introduction

The 13th annual edition of Safer Internet Day (SID) took place on 9 February 2016. A range of exciting events and activities helped to raise awareness of a safer and better internet, both within Europe and across the globe.

The Safer Internet Day campaign is organised by the joint Insafe/INHOPE network with the support of the European Commission¹. The theme for SID 2016 was 'Play your part for a better internet' with the aim of encouraging people to play their part in making the most of the positive opportunities offered online, while giving all technology users – but especially children and young people - the skills, knowledge, resilience and support they need to navigate any online risks they may encounter. More than 120 countries marked the day, including all 28 countries of the European Union, along with numerous organisational partners such as ASKfm, Facebook, Google, Microsoft and Twitter, to name but a few.

A few highlights of the day include:

- A [Thunderclap campaign](#) was used to spread a message on social media on the morning of SID with a potential reach of 2.5 million people.
- The #SID2016 and #SaferInternetDay hashtags trended several times during the day, with in excess of over **100,000 tweets** and potential reach of over **400 million people**.
- Activities across Europe included, for example, the [development of a mobile application about safer internet use in Croatia](#), a [SID video competition in Cyprus](#), the [launch of new safer internet board game in schools in Hungary](#) and the [third edition of SID TV in the UK](#).
- Activities further afield included a [live event for 250+ students at Universal Studios in Hollywood](#), [virtual classroom presentations in Australia](#), a [video campaign with UNICEF and Google to promote a better internet for all in Brazil](#).
- Safer Internet Day was also featured in several articles by renowned international newspapers: [United Nations](#), [The Guardian](#), [Huffington Post](#) and even [Monica Lewinsky in the New York Times](#) and [Vanity Fair](#).
- A [Safer Internet Day feature appeared in the European Parliament magazine](#), further supplemented by an [editorial piece on online safety](#) featuring quotes from Commissioners and MEPs.

This report highlights some of the many successes of SID 2016 through the work of the joint Insafe/INHOPE network of Safer Internet Centres (SICs), SID Committees across the globe, SID Supporters, the European Commission and the central Safer Internet Day Coordination Team.

You can also find out more at www.saferinternetday.org, including detailed SID profile pages for SICs, SID Committees and SID Supporters, and access to over **400 educational resources** from Europe and beyond to support eSafety teaching in the classroom in the [Safer Internet Day gallery of resources](#).

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). Find out more about the EC's 'European Strategy for a Better Internet for Children' on the [Digital Agenda website](#).

I. Coordination and planning for Safer Internet Day 2016

As in previous years, planning for Safer Internet Day 2016 commenced immediately as Safer Internet Day 2015 drew to a close with the convening of a Safer Internet Day Working Group. Membership was drawn from across the Insafe network, with additional representation from INHOPE (to provide the Hotline perspective) and the European Commission (EC). 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 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 (such as logos, banners and leaflets).
- To contribute to other discussions as appropriate.
- To keep the wider Insafe and INHOPE networks, and other stakeholders, informed of planned actions.

This year, the Working Group members also had two additional tasks:

- To refresh the SID mascot.
- To input to the redesign and relaunch of the Safer Internet Day website as part of the wider Better Internet for Kids portal.

Further detail on many of these tasks is outlined below.

a) Visual identity

After serving the campaign well for many years, the time had come to retire the SID mouse mascot in favour of something more modern – and so the SID smart device mascot was born! Still taking strong visual clues from what had gone before, the new mascot aims to embody technologies that children and young people are more familiar with today. A brief animation was created to raise awareness about the change of visual identity, and disseminated via various channels.



Animation to introduce the new Safer Internet Day mascot

b) Theme, key messages and campaign collateral

Following the now-established formula of celebrating Safer Internet Day on the second day of the second week of the second month, the date was set as Tuesday 9 February 2016. Although this day provides a focus for campaign activity, many European Safer Internet Centres – and indeed wider SID Committees – run the campaign over the course of a week or sometimes even a month. This was particularly prevalent this year as the day itself fell within school holidays or Carnival time for many.

The online safety landscape has evolved over recent years from a focus on creating a 'safer' internet to creating a 'better' internet. As such, the theme for Safer Internet Day has similarly evolved, moving from very specific themes focused on topics such as cyberbullying or connecting generations online in past years, to a broader theme allowing stakeholders to promote a range of approaches to creating a better internet. As such, the theme for Safer Internet Day 2016 was set as 'Play your part for a better internet' aiming to emphasise the fact that, 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.

In championing a better internet, the theme aims to encourage people to play their part in making 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. As usual, a set of campaign messages were developed in order to encourage key stakeholder groups to also 'Play their part' as follows:

- **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.

An infographic was created and disseminated online to share these messages as a call to action to get involved.



Safer Internet Day 2016 infographic

This, along with other campaign material , was made available to download from the [Safer Internet Day website](http://www.saferinternetday.org).

c) The Safer Internet Day website

As mentioned above, a new Safer Internet Day website was developed and launched in October 2015 as part of the wider development of a new Better Internet for Kids portal (www.betterinternetforkids.eu), but still retaining its unique URL of www.saferinternetday.org.



The new Safer Internet Day website, launched in October 2015

Promoted as the ‘home of all things SID’, the website acts as a focal point for all campaign activity. In addition to providing access to the ‘SID in your country’ and ‘SID supporter’ lists, detailing SID events, activities and contact points by country or organisation, it also hosts downloadable promotional materials (such as logos, the mascot animation and the infographic mentioned above) along with online registration forms to allow schools, organisations and other interested parties to register their interest in supporting SID. In a change to the Safer Internet Day School Involvement Kit created in previous years, the site now hosts a resource gallery all year round to provide schools with access to resources and materials for teaching eSafety and associated concepts within the classroom, drawn from across the Insafe network and beyond. Resources can be searched by language or keyword.

Further information on traffic to the Safer Internet Day website is provided in **Section IV : Measuring impact**.

d) Social media

Once again, social media played a key role in the success of Safer Internet Day. We asked all Safer Internet Centres, SID Committees and SID Supporters to support us in our actions. Multiple stakeholders answered the call and we saw an amazing reach of the campaign on social media as a result.

The SID 2016 social media campaign was launched in September 2015 alongside the Back2School campaign, focusing on the 2016 campaign theme, key messages and new visual identity. This action alone resulted in a boost in the social media numbers on Facebook and Twitter to kickstart the campaign. This positive trend continued over the ensuing months resulting in:

- over **11,500 likes on Facebook** immediately following SID 2016 (compared with over 10,389 fans after SID 2015)
- over **14,490 followers on Twitter** immediately following SID 2016 (compared with 8,194 followers after SID 2015).

The numbers for both social media channels have continued to rise in the weeks following SID 2016, as we continue to disseminate the successes of campaign with news stories from various stakeholders across the globe. Through this type of action, our aim is to build engagement in the Better Internet for Kids agenda not just on Safer Internet Day but throughout the year, driving visitors to explore the myriad of content available via the [Better Internet for Kids portal](#) and other stakeholder channels.

Further information on the reach of the social media campaign is provided in **Section IV: Measuring impact**.

II. The growing reach of Safer Internet Day – a truly global campaign for a better internet

Safer Internet Day has now become a truly worldwide celebration. In addition to the celebrations of members of the Insafe Network (the European network of Safer Internet Centres, comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe also help to spread the better internet message via local campaigns, events and activities. The table below gives an overview of the geographic spread of SID celebrations in 2016.

Continent	No. of countries that celebrated SID 2016
Africa	24
Antarctica	0
Asia	29
Europe	44
North America	11
Oceania	3
South America	11
Total	122

More than 50 industry and institutional SID supporters, many with a global presence also, helped to spread the SID messages further still.

a) Safer Internet Day highlights from the Insafe network

The European network of Safer Internet Centres (SICs) is always extremely active around Safer Internet Day, and SID 2016 was certainly no exception. Many SICs use the occasion as a launchpad for annual campaigns, new resources and competitions, and provide opportunities for youth to have their say also. We heard from many Safer Internet Centres and schools after the day, which were happy to share details of their SID celebrations in blog articles on the Better Internet for Kids portal. Some highlights include:

- Young people in **Austria** explained their digital lives – in school and in their free time – to the Minister of Education and State Secretary for Digital Affairs. [Read more...](#)
- The focus in **Germany** this year was on 'extreme online behaviour' with the main topics being 'hate speech' and 'extreme use of mobile phones and online devices'. A large-scale press conference was held in Berlin where a politician, a famous YouTuber, a media-literacy expert and an actress discussed these topics. [Read more...](#)
- In **Greece**, the Greek Awareness Centre, Saferinternet.gr, with the support of Google and with technological partner the Technological Educational Institute of the Ionian Islands,

launched the innovative platform 'Youth4Greece'. The aim of the platform is to promote Greece to the world through the eyes of children and adolescents, by allowing them to create and submit original videos regarding the sights (historic, cultural or of natural beauty), local recipes and attractions of their homeland, thus inviting their peers and other visitors of the platform to get to know their country of origin. Furthermore, the platform gives youngsters the chance to understand the very important notions of originality, copyright and collaboration. In this way, they are empowered to undertake their role as curators and not only as consumers, promoting the positive aspects of the internet. [Read more...](#)

- Across **Ireland** there were 463 Safer Internet Day events in schools and organisations involving 67,342 children. This year saw a huge range of activities, events and internet safety messages as well as the launch of some new resources for schools on the topic of sexting. [Read more...](#)
- Students in **Lithuania** participated in an unconventional lecture 'Magiška kelionė internete' (Magical journey on the internet) while parents and teachers attended a lecture about sharing pictures of children on the internet. [Read more...](#)
- In **Luxembourg**, more than a hundred young people participated in the second edition of the 'DigiRallye', a fun tour through 12 different stations combining creative, inspirational and intelligent challenges, all keeping with the motto 'Play your part for a better internet'. [Read more...](#)
- A conference in the **Netherlands** discussed what is normal for young people when it comes to online sex – i.e. is 'sexting' just the natural progression of teenage behaviour? [Read more...](#)

A more detailed overview of Safer Internet Centre's SID activities, county by country, is provided in [Annex 1](#).

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.

b) Safer Internet Day Committees across the globe

Safer Internet Day would not be the global success that it is without the support of global Safer Internet Day Committees, mobilising local contacts and coordinating country-based actions.

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 (by Insafe and the Safer Internet Day Coordination Team in Brussels) 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 its 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 few success stories from 2016 include:

- **Brazil**
The Brazilian Safer Internet Day Committee organised an online campaign taking advantage of the Carnival period to promote positive messages around digital citizenship and conscious

sharing during the celebrations. With fun messages and Brazilian soundtracks, animated posts were shared by partners and national celebrities at parties and strategic events.

In addition to the online actions, more than 60 awareness-raising activities were held throughout February in schools, NGOs and partner institutions. The actions were designed to target different sectors, including internet companies, telecom companies, law enforcement and national press.



Video to promote SID 2016 during Carnival in Brazil

View the [SID profile for Brazil](#).

- **Kosovo**

Kosovo marked Safer Internet Day 2016 with various activities. A half-day conference was organised by the Kosovo Safer Internet Day Committee where representatives of relevant institutions presented their work in the field of internet safety. Additionally, government representatives and other important actors gathered together to discuss issues on the topic. Children of two primary schools were also present at the conference where they had the chance to ask questions as well as learn more on what needs to be done to stay safe online.

Throughout the day, children in 14 primary schools worked on creating posters and other activities relating to internet safety. Their work was posted online with the hashtag #SID2016.



Safer Internet Day 2016 celebrations in Kosovo

Read the full blog article on SID in Kosovo on the [Better Internet for Kids website](#).

View the [SID profile for Kosovo](#).

- **Nigeria**

The SHIFT project has been convened to celebrate Safer Internet Day in Nigeria. On SID 2016, an event was held in Surulere with 167 students from 10 public high schools in attendance. The event was anchored by a representative of the Nigeria Info radio station, and many keynote presentations were delivered emphasising the importance of young people understanding their use of the internet and also the positive benefits of its use. Sessions touched upon issues as diverse as cyber crime, social media and data protection.



Safer Internet Day 2016 celebrations in Nigeria

Read the full blog article on SID in Nigeria on the [Better Internet for Kids website](#).

View the SID profile for [Nigeria](#).

We were also particularly pleased to convene a number of new SID Committees in 2016, for example in [China](#), [Jersey](#), and [Paraguay](#) to name a few.

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.

c) Countries celebrating Safer Internet Day but without a formal Safer Internet Day Committee in place

As the SID campaign spreads across the globe, we've become aware of a number of countries which took part in Safer Internet Day celebrations in some shape or form, but without having a formal SID Committee in place. We'll be working in the coming months to reach out to these countries and try to establish contacts as we start working towards the Safer Internet Day 2017 campaign.

In the meantime, anyone interested in forming a SID Committee in a currently unrepresented country is invited to contact the Safer Internet Day Coordination Team via the Safer Internet Day Helpdesk at sid-helpdesk@eun.org.

d) Organisational and industry supporters of SID working for a better internet across the globe

As in all areas of our work under the Better Internet for Kids agenda, collaboration with institutions and industry partners is critical in terms of developing good practice and raising awareness with the wider public on safer and better internet issues.

As in previous years, many of the big global services providers supported SID, liaising with us regularly in the run up to the campaign, keeping us informed of their plans for the day and providing opportunities for cross dissemination of messages and resources. With many of them serving markets across the globe, their support greatly allowed us to increase our reach and visibility. All such contacts were also encouraged to create a [SID supporter profile on the SID website](#) as a way of further demonstrating their commitment to the cause.

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. A link to the Safer Internet Day website drove much traffic to the site.



Google on Safer Internet Day

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](#).

III. The European Commission and Safer Internet Day – coordination and funding to provide a better internet for children

Since its very first edition, the European Commission (EC) has been providing the financial and logistical support for Safer Internet Day each year. In 2016, the EC promoted Safer Internet Day through the Digital Single Market website, where a dedicated [digibyte](#) was published on 9 February, as well as mobilising its wide corporate social media networks.

In addition to replying to a [tweet from klicksafe](#) (the German Safer Internet Centre), Commissioner Oettinger wrote a [special blog for Safer Internet Day](#) to promote the [Better Internet for Kids](#) platform and to highlight how Safer Internet Day contributes to building new connections between young internet users, industry, policy makers and institutions.



Tweet from Commissioner Oettinger in support of SID

Roberto Viola, Director General of DG Connect, supported the SID [Thunderclap campaign](#) and provided a quote to the [Parliament Magazine](#), highlighting how his DG plays its part for a better Internet by continuing to make the best use of coordination and funding, and contributing to the best regulatory set up. Commissioner Navracsics contributed to the same article highlighting the importance of media literacy for young people in tackling radicalisation.



Article on online safety in the European Parliament Magazine

IV. Measuring impact

The success of Safer Internet Day can very much be attributed to the combined involvement, efforts and commitment of key stakeholders - such as Safer Internet Centres, SID Committees, public and private institutions, policymakers, industry and individuals - which helped to disseminate better internet messages across the world, leading up to and on the day of SID itself. In this section, we outline some of the key aspects that contributed to the success of the 2016 campaign.

The SID campaign keeps on growing year on year, with social media playing a more significant role than ever. The theme of SID 2016, 'Play your part for a better internet', has allowed for multiple-stakeholders to reflect and act upon their role to help create a better internet. From the launch of awareness campaigns, competitions, conferences, and support messages on Facebook and Twitter, there were several ways multiple-stakeholders spread the better internet messages, adapting them to their scope of work, using their own social media channels and national languages.

a) Social media

This section analyses the social media figures achieved during the SID campaign reporting period from 12 January to 12 February.

The Safer Internet Day figures have increased positively: the main Safer Internet Day Facebook page gained 844 fans, resulting in a total of 11,682 fans at the time of writing. In regards to Twitter, 2,967 new users started following the SID account, resulting in a total of 15,200 followers at the time of writing. The increase in numbers has reflected the growing success of the campaign and the engagement of the SID community.

Twitter

On 9 February 2016, Safer Internet Day itself, the hashtags #SID2016 and #SaferInternetDay were used worldwide, creating a buzz on social media and trending worldwide throughout the day.



#SID2016 tag used globally during the day (source: Trendsmap)

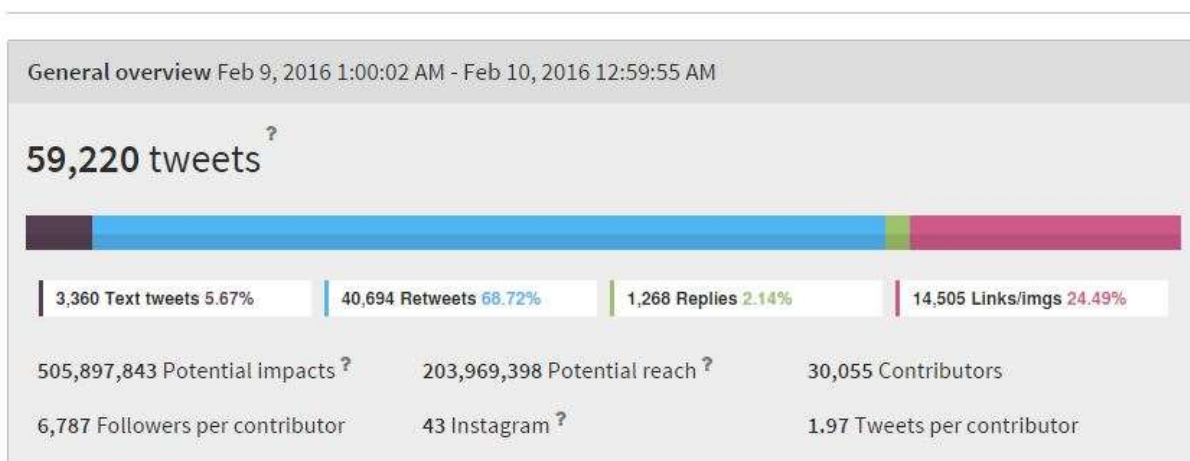
In order to assess the reach of Safer Internet Day, an expert reporting agency (Twitter Binder) was contacted to provide an overview of the behaviour of the hashtags during Safer Internet Day itself.

During Safer Internet Day, there were over **59,220 tweets with the official hashtag #SID2016 with a reach of over 200 million people**, thanks to over 30,000 contributors (as opposed to 30,400 tweets with last year's official hashtag #SID2015 and reach of 57 million people).

Tweet Binder

Collection #SID2016 9Feb.

Live infographic created by @TweetBinder



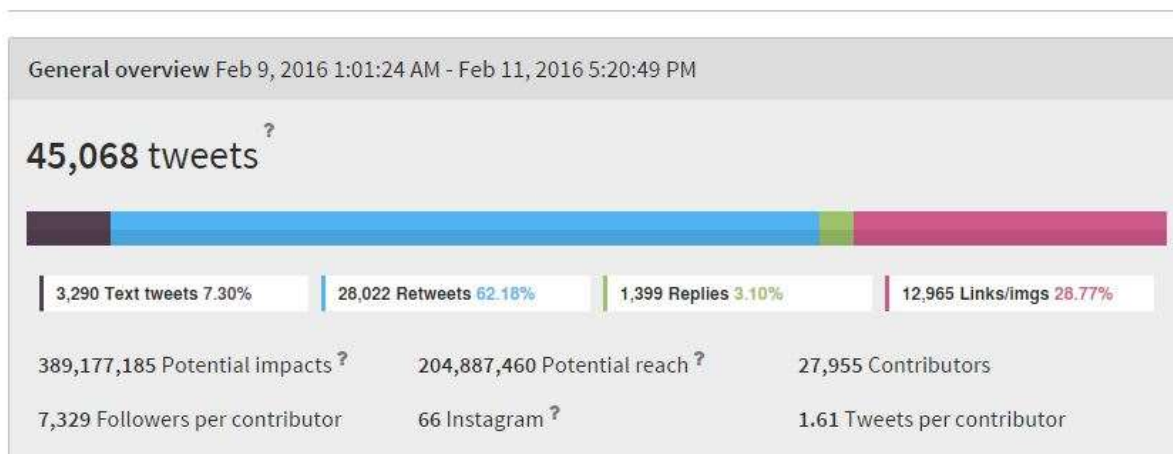
[Reach of the #SID2016 tag and number of tweets from 9 February to 10 February 2016 \(source: Tweet Binder\)](#)

A popular secondary hashtag this year was #SaferInternetDay - for this reason, we have analysed behaviour of this hashtag also. There were **over 45,000 tweets with the SaferInternetDay tag with a reach of over 204 million people**, thanks to almost 28,000 contributors.

Tweet Binder















Collection #SaferInternetDay

Live infographic created by @TweetBinder



[Reach of the #SaferInternetDay tag and number of tweets from 9 February to 10 February 2016 \(source: Tweet Binder\)](#)

Once again, the support of influential stakeholders has allowed us to achieve these impressive numbers due to their engagement in the campaign and dissemination of Safer Internet Day via their own communication channels. The list of most popular contributors during Safer Internet Day includes: Google, BBC News, United Nations, MTV News, Dropbox, UK Prime Minister, David Cameron, Sky Sports and Twitter eSafety.

Most popular [?]			Highest impact [?]		
Contributor		Followers	Contributor		Impacts
	Google @google	13,865,924		Google @google	41,595,370
	BBC News (World) @BBCWorld	13,159,637		BBC News (World) @BBCWorld	13,159,637
	United Nations @UN	6,372,751		The Miz @mikethemiz	12,580,882
	BBC News (UK) @BBCNews	5,947,428		BBC News (UK) @BBCNews	11,891,415
	Google Chrome @googlechrome	5,788,348		Safety @safety	8,970,764
	MTV News @MTVNews	4,440,878		UK Safer Internet @UK_SIC	8,380,754
	Dropbox @Dropbox	4,304,651		NTN24 @NTN24	8,192,860
	UK Prime Minister @Number10gov	4,188,619		Corriere della Sera @Corriereit	7,272,020
	Sky Sports @SkySports	3,783,502		ESET @ESET	6,846,362
	Safety @safety	2,990,809		United Nations @UN	6,372,751

Most popular contributors and contributors with highest impact on 9 February 2016
(source: Tweet Binder)

The SID 2016 Twitter campaign focused on disseminating the theme, messages and the activities which took place around the world highlighting the role of different all users have to play for a better internet across the world. As part of the Twitter campaign, Safer Internet Centres and Safer Internet Day Committees were asked about what they would do to create a better internet on the occasion of Safer Internet Day 2016, and these were circulated on Twitter A few of the statements were:

“With kids not being born with innate digital competencies – or so we believe - since 2007 we, at the French Safer Internet Awareness Centre, do our best to empower young people and their carers with the knowledge and know-how they need to make their digital life richer and safer.

Critical and creative education within a positive approach is what we try and contribute to the rise of a better internet in France, with a special predilection for the production and massive dissemination of creative resources.”

Internet Sans Crainte, French Safer Internet Centre

“By promoting the power of education and smart and cautious internet use, the Serbian SIC helps youth and children avoid the risks of ICT use and protect them from inappropriate, illicit and harmful online content and behaviour.”

Klikni Bezbedno, Serbian Safer Internet Centre

"We encourage our youth to seek out positive opportunities to create, engage and share online. They can help to respond to the negative by supporting peers to tell a parent or trusted adult if they encounter issues online, taking a stand against cyberbullying, and reporting any inappropriate or illegal content they find."

Disc Foundation, Indian Safer Internet Day Committee

All such statements were also included on profile pages on the [Safer Internet Day website](#).

We also promoted a Twitter Challenge asking online users to let us know how they are playing their part for a better internet and then challenging their friends to do the same. We were able to trigger a chain of responses to help raise awareness of the different ways we can all contribute to creating a safer and better internet. The Twitter challenge encouraged use of two additional hashtags:

#Iplaymypart and **#playyourpart**.

We specifically asked Safer Internet Centres to share a tweet with the Safer Internet Day community detailing their plans to help create a better internet.



Screenshot of tweet to the Swedish Safer Internet Centre

Several Safer Internet Centres then tweeted back:



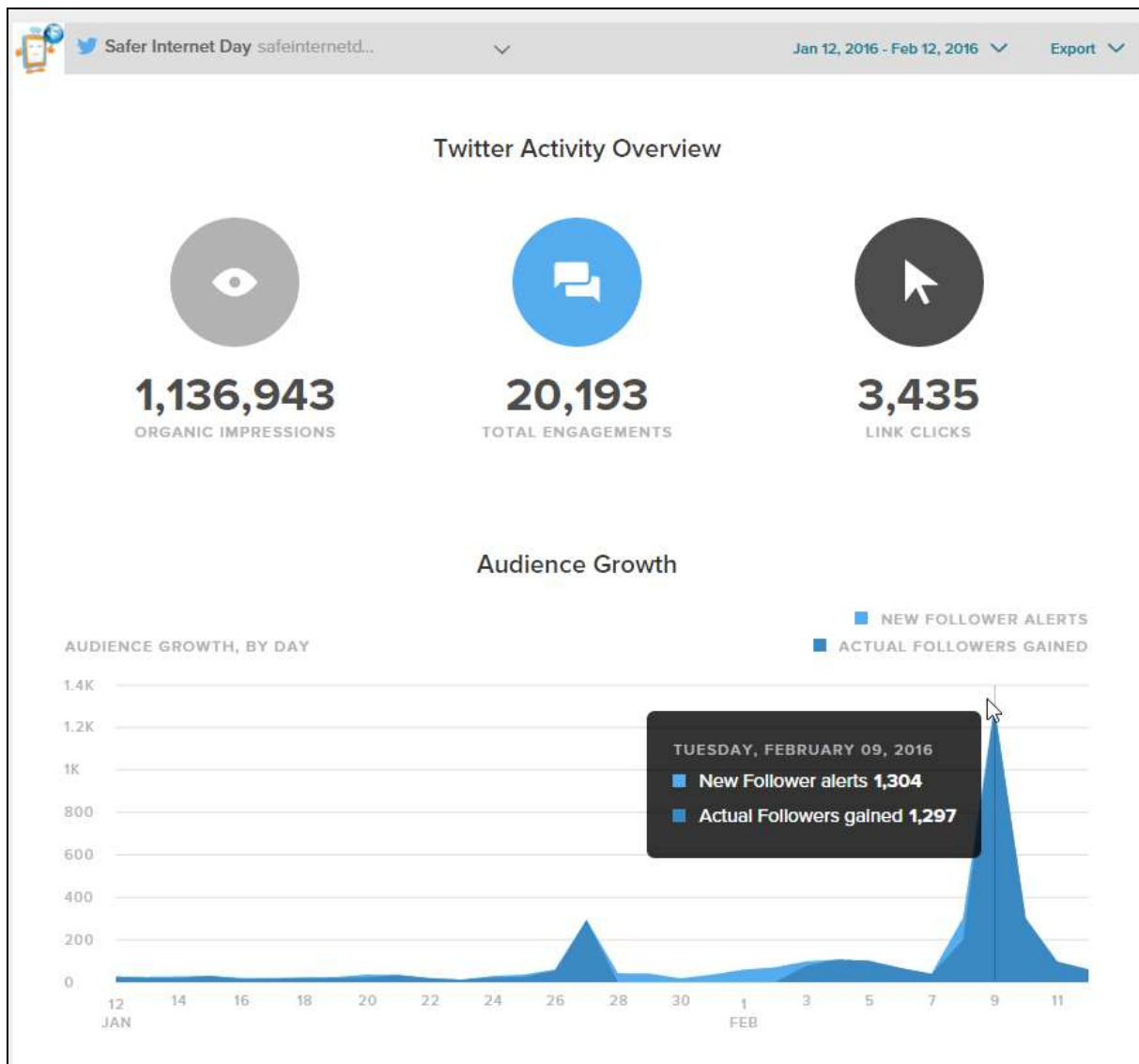
Screenshot of reply on Twitter from the Swedish Safer Internet Centre

We were glad to see the reach of the Twitter campaign among Safer Internet Day Committees and other thunders supporters allowing the engagement of Twitter users in the SID 2016 campaign.



Screenshot of tweet from ITU Secretary General on Safer Internet Day

The SID 2016 Twitter strategy had a direct impact on increasing the number of Twitter account followers. During the reporting period, the Safer Internet Day Twitter profile gained 2,967 followers (1,297 followers just on SID 2016 itself) counting a total of 14,490 followers at the time of writing.



Audience overview of SID Twitter account (source: SproutSocial)

Facebook

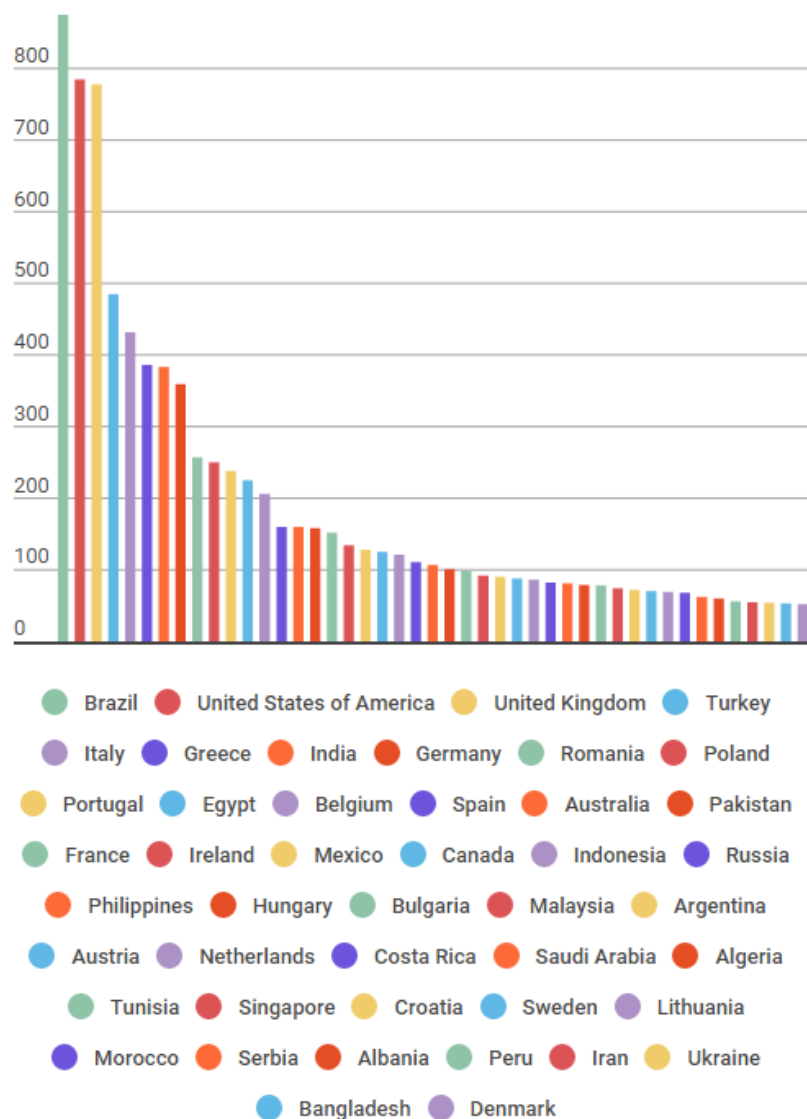
The Safer Internet Day Facebook page gained 844 fans over the reporting period counting a total of 11,516 fans at the time of writing (11,489 fans at the close of SID 2016).

The Facebook strategy was 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, new visual identity, the campaign's key messages and SID assets available via the Safer Internet Day website.

The global reach of the campaign can be seen in the fan breakdown per country of the Safer Internet Day Facebook page. As you can see in the table and graphic below, Brazil, United States and Turkey are among the top five countries for the number of SID Facebook fans.

Country	Number of fans
USA	968
UK	966
Brazil	911
Italy	531
Turkey	448
Greece	418
India	410
Germany	386
Poland	293
Romania	284
Portugal	253
Egypt	238
Belgium	230
Ireland	211
Spain	207
Australia	207
France	193
Pakistan	170
Canada	156
Philippines	143
Mexico	134

Indonesia	124
Hungary	122
Russia	116
Netherlands	109
Bulgaria	105
Malaysia	99
Austria	99
Algeria	96
Saudi Arabia	95
Argentina	94
Sweden	82
Croatia	81
Tunisia	81
Singapore	77
Morocco	76
Costa Rica	76
Serbia	70
Lithuania	70
Albania	69
Peru	69
Denmark	59
Ukraine	57
Bangladesh	55
Iran	53



Fan breakdown per country of the Safer Internet Day Facebook page (source: Infogr.am)

As we have seen on Twitter also, influential supporters provided an extraordinary visibility to the SID campaign.



Screenshots from Facebook: Facebook posts on Safer Internet Day 2016 (source: BBC News and Facebook)

Thunderclap campaign

Building upon the success of the SID 2015 Thunderclap campaign, a Safer Internet Day 2016 campaign was created on Thunderclap. Once again, through the Thunderclap campaign, on the day of SID itself, a single, coordinated message was mass-shared, flash mob-style, making a noise on social media.

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 **453 per cent with an impressive potential reach of more than 2.5 million users** (as opposed to 357 per cent with a potential reach of 481,125 people on SID 2015).

CAUSE

PLAY YOUR PART FOR A BETTER INTERNET!
Safer Internet Day on 9 February 2016

Support Safer Internet Day

I play my part for a better internet by supporting Safer Internet Day!
#SID2016 #Iplaymypart #playyourpart

GOAL
100 supporters on Feb 9th at 9:00am

 **Safer Internet Day Team**
@safeinternetday

Join this Thunderclap

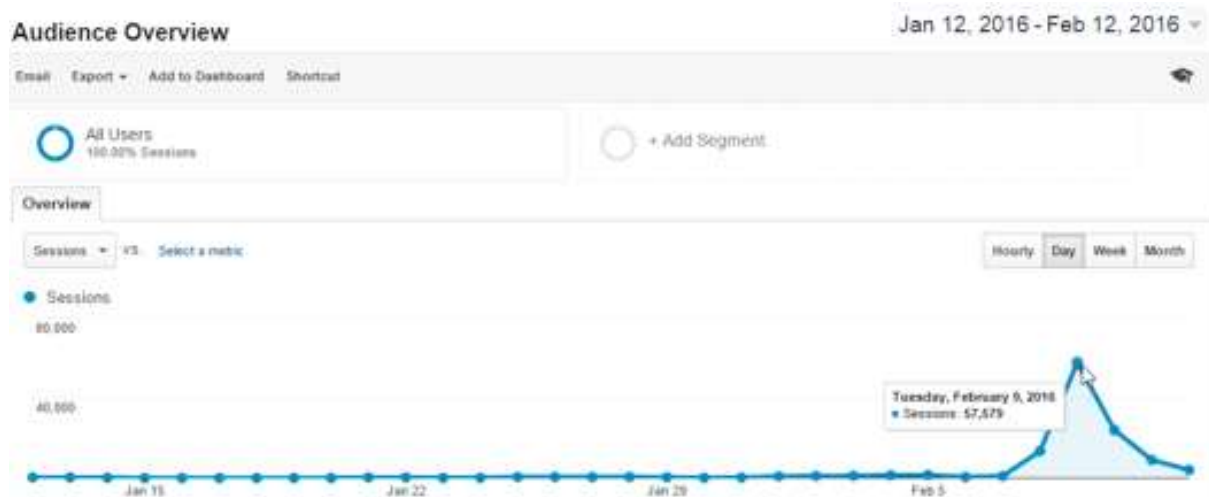
453%	2,508,240	31
COMPLETED	REACH	DAYS LEFT

Screenshot of Thunderclap campaign for SID 2016 (source: Thunderclap)

b) Web traffic

In this section, we analyse the performance of the Safer Internet Day website during the Safer Internet Day campaign. The former Safer Internet Day website was discontinued and migrated to be a minisite in the Better Internet for Kids website. However, the link of the website remained the same – www.saferinternetday.org.

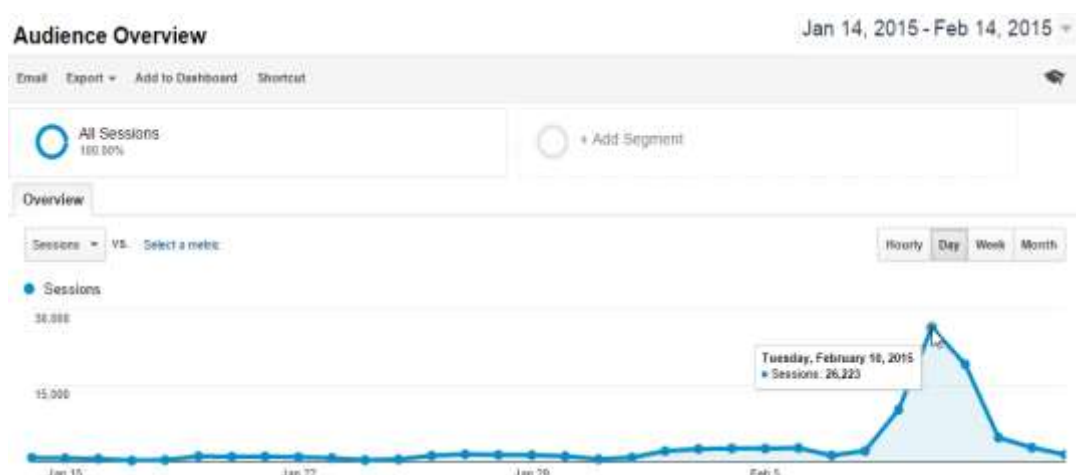
From 12 January to 12 February 2016, there were over 179,035 page views on the Safer Internet Day website and **120,648 sessions by 112,268 users**. On Safer Internet Day itself, the website received **57,579 visits**.



Traffic to the SID website during the main campaign period in 2016

These statistics represent an increase in comparison with the web traffic on Safer Internet Day 2015.

From 14 January to 14 February 2015 (the reporting period for the SID 2015 campaign) there were over 181,240 page views on the Safer Internet Day website and 95,984 sessions by 84,644 users. On Safer Internet Day itself, the website received 26,223 visits.



Traffic to the SID website during the main campaign period in 2015

The new Better Internet for Kids portal (www.betterinternetforkids.eu) also saw an increase over the SID campaign period, indicating that SID also attracts attention to the wider work on better internet issues.

c) Media activity

European Schoolnet coordinates Safer Internet Day 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:

- [Digital Agenda article](#)
- [EU Commissioner for Digital Economy and Society Günther Oettinger blog post](#)

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

In addition, Safer Internet Day was featured in several articles by renowned international newspapers: [United Nations](#), [The Guardian](#), [Huffington Post](#) and even [Monica Lewinsky in the New York Times](#) and [Vanity Fair](#).



Article on United National Office on Drugs and Crime website about SID 2016



Monica Lewinsky develops new way to combat cyberbullying

BY WITW STAFF 02.09.16



(ADRIAN SANCHEZ-GONZALEZ/AFP/GETTY IMAGES)

With Safer Internet Day upon us, Monica Lewinsky is rolling out a new strategy to help people cope with the excruciating experience of being bullied and shamed online. Lewinsky knows all too well the tribulations of falling under the dizzying and corrosive spell of public shaming. Though

[Article in the New York Times featuring Monica Lewinsky about SID 2016](#)

V. Conclusions

In conclusion, Safer Internet Day 2016 was a great success, with awareness and reach growing – once again – over previous editions of the day. Supporters from across the globe – including the European network of Safer Internet Centres, Safer Internet Day Committees, industry and organisational SID supporters, as well as the European Commission, policy makers, and individuals – all ‘played their part’ in contributing to the great achievements of the day.

The theme for the day – Play your part for a better internet – seemed to work especially well in disseminating the key message that we all have a responsibility to create a safe, positive, empowering online environment for children and young people, and indeed all users in today’s digital world.

The refresh of the SID mascot was a particular success, leading to the use of engaging visual prompts for campaign activity, while the relaunched SID website received lots of traffic over the main campaign period and beyond. As in previous years, social media was a key enabler in allowing us to reach so many people with the SID message, and this is a trend which is set to grow further still in the coming years.

Planning has already started for the next edition of the campaign. The date has been set as Tuesday 7 February 2017, and the Safer Internet Day Working Group has been reconvened with the first task being to decide upon a thought provoking and engaging theme for the campaign. As always, 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 2016 to coincide with Back2school activities.



We look forward to your support!

Annex 1: Best practices of Safer Internet Centres (SICs) across Europe on the occasion of Safer Internet Day 2016

Austria

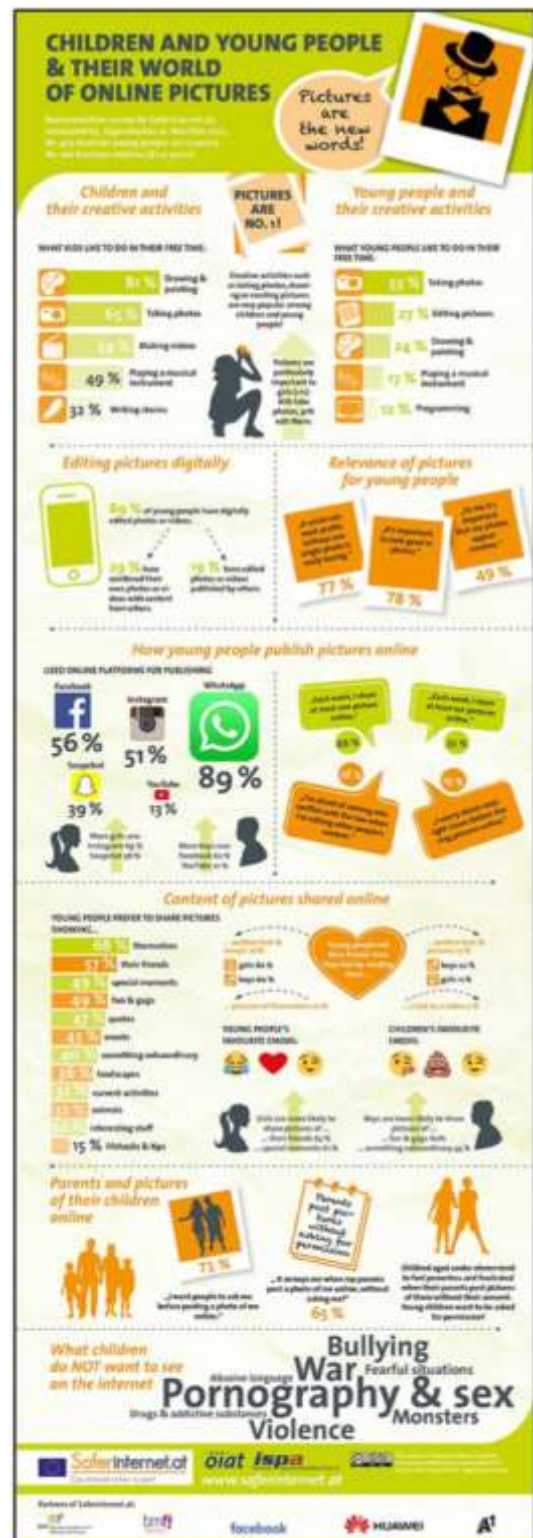
Pictures, videos and emojis are becoming increasingly important for online communication. In particular, children and young people tend to use pictures instead of written text when communicating via messenger apps or social networks. On the occasion of the 13th Safer Internet Day, the Austrian Safer Internet Centre (SIC), Saferinternet.at, presented a recent survey on how children and young people in Austria use pictures in social networks and other online platforms.

The representative survey was conducted by the Institute for Youth Culture Research from November to December 2015 (n= 407 Austrian young people, 11-17 years, n= 100 Austrian children, 8-10 years). The results of the study show that the internet has become a vital part of children's creative activities, especially when pictures are concerned. Already nine out of ten young people (88 per cent) publish at least one picture or video per week online. A third (35 per cent) share more than ten pictures or videos per week in social networks.

WhatsApp is the network most commonly used (89 per cent) for sharing pictures or videos with family, friends and acquaintances, followed by Facebook (56 per cent). Runners-up are Instagram (51 per cent), Snapchat (39 per cent) and YouTube (13 per cent). A remarkable fact is that girls use Instagram twice as often as boys. This gender difference is even bigger with Snapchat (58 per cent versus 22 per cent).

For more details, see the [full study on the Saferinternet.at website](#) or see the article in the March 2016 edition of the [BIK bulletin](#).

Alternatively, view the [SID profile for Austria](#) or see the [SID blog article on the Better Internet for Kids portal](#).



Austrian survey for SID 2016

Belgium

This year's Safer Internet Day in Belgium focused on the new phenomenon of 'sextortion', an upcoming issue where teens meet a new 'hot' contact online and are quickly asked to get undressed in front of their webcam if they want to see more of their new friend. Unfortunately, once the video has been made, the teenager is asked to pay a large amount of money or the video will be shared among his or her friends and family and, sadly, the blackmailing does not stop even if the payment is made.

As a rather new and unknown phenomenon, Child Focus (the Belgian Safer Internet Centre (SIC)) wanted to inform the public and raise awareness on this issue. Through a short yet light-hearted video, they raise awareness of the motives and criminal aspects of the matter.

Furthermore, teens could test 'how sextortion proof' they are through two online tests that Child Focus developed on chatting with strangers (Qui est-ce?/Wie is het?) and on sexuality (Webslet).

In other actions, over 1,000 schools and youth organisations received an email from Child Focus raising awareness among teachers/social workers to motivate them to take part in Safer Internet Day. Furthermore, more than 135 schools actively took part in SID by organising or taking part in other initiatives such as the eSafety lessons delivered by Microsoft and Proximus, or by setting up their own activity.

View the [SID profile for Belgium](#).

Bulgaria

In Bulgaria, over 60 children, adolescents and adults took part in the conference 'Dos and don'ts. For a few likes more', which was held on the 9 February 2016 to mark the International Safer Internet Day. The goal of the conference was to create a shared vision of the desired internet space from the point of view of different stakeholders, coming from different ages and experiences.

A special focus was given to the need of young internet users to seek approval through social media, the ways in which the understanding of what is acceptable and unacceptable when seeking approval online has changed over the course of the last five years, what determines how far are we willing to go today in the name of a few likes more and what do we want to change in order to make the internet a better place.

During the conference, the new campaign of the Bulgarian Safer Internet Centre (SIC) called #облечисе (dressup) was also launched.

The results from the conference will serve as the basis of future initiatives and trainings of the Bulgarian SIC, which will support young internet users in their search of a positive online identity in a way which does not put them in the ways of risks, such as sexual exploitation, cyberbullying, gender-based violence and other forms of child exploitation online.

Other SID actions included a press conference to launch the Bulgarian report 'Children from 0 to 8 and digital technologies'. The press conference was organised together with the Faculty for Preschool and Primary school pedagogy and three lines of research findings concerning young children and digital technologies were presented, together with recommendations for parents, teachers and institutions.

A contest was also launched for teachers to identify good practices for encouraging digital literacy.

View the [SID profile for Bulgaria](#).

Croatia

On the occasion of Safer Internet Day 2016, the Croatian Safer Internet Centre (SIC) found that good preparation brings great results. The SIC prepared over 15 activities in broad areas, targeting various stakeholder groups ranging from children and youth, to police officers and the general media. The SIC estimates that it reached over 1 million unique people thus concluding that SID 2016 was a great success in Croatia. An overview of the key activities follows:

- #dajsvojdoprinos (#playyourpart in English) was used as the official hashtag for the campaign both on Twitter and on Facebook.
- 'Donate you cover photo! – the Croatian SIC designed eight Facebook cover photos with different sentences to emphasise safer internet use which people could use as their own cover photos. Following this action, the Croatian SIC will be developing a flash Facebook campaign also.
- A [Thunderclap campaign](#) was created with a resulting social reach of more than 618,000 people.
- A national press conference was organised in Zagreb on 4 February 2016 in collaboration with Microsoft Croatia and VIPnet Croatia (the second largest telecom provider in the country). During the conference, results were presented from national research surveying 7,000 children in Croatia based on their internet habits, online bullying, internet use and other general factors (it is the largest national research on this subject ever to be conducted in Croatia). Further information was given on the work of the SIC during the conference.
- A 60-minute online presentation was delivered on the day of SID itself, viewed in 46 schools across Croatia. Workshops and other diverse activities also took place in schools across Croatia as part of the campaign.
- Education sessions were delivered to police officers in Croatia about social networks and safer internet use (this involved police officers from all prevention units in Croatia).
- Five checklists on the most used social networks in Croatia (Twitter, Facebook, ASKfm, Snapchat and Instagram) were distributed, along with dissemination of various different promotional materials flyers, posters etc.
- An awareness video was created, titled #lijepariječ (#niceword in English). The video features music from a popular band in Croatia where different children present the consequences of hate speech online and via social media. The video is available on [YouTube](#).
- A web quiz was developed and hosted at www.dansigurnijeginterneta.org offering a possible prize of a mobile phone to children who answered the quiz correctly.
- Awareness-raising materials were included in web portals dedicated to subjects aimed at high school aged kids, such as www.srednja.hr.
- A panel discussion about safety by design in the software community was held by IT firms at Osijek Software City on 9 February 2016.

View the [SID profile for Croatia](#).

Cyprus

On 9 February 2016, the Cyprus Safer Internet Centre (SIC) (CyberEthics) organised a national conference in Nicosia to celebrate Safer Internet Day (SID). The event was promoted by the majority of the online and offline local media, and broadcast live through the MTN website who was the main organiser of the event. This year, the organising committee decided to make the conference more interactive and fun for the children, focusing on teenagers. The event started with short welcome speeches by MTN followed by a live musical performance by the Drumble Beats, a team of four young people from Cyprus. The main event involved six small presentations from invited guest speakers.

The first presentation was delivered by Springers, a youth team awarded with the first prize in the category for Company of the Year at the Junior Achievement Young Enterprise Contest. They elaborated on the positive side of the internet while they informed the audience how they managed to gain internet success.

The second presentation involved the launch of the mobile application called iWhiz, developed under the CyberEthics GV project, presented by the host of the event Sotiris Kalivatsis, a well-known and loved Greek actor.

The third session involved a pre-recorded presentation delivered by Emmanouel Sfakianakis, Director of the Cyber Crime Center of the Hellenic Police, who emphasised the dangers associated with non-responsible use of the internet.

The fourth presentation was delivered by the high school teacher Stelios Ktoras, who shared true stories of children and parents who faced online risks in the past. Additionally, Dr. Antonis Hadjantonis, an IT engineer, focused on coding and digital skills. Finally, Dr. Georgios Floros, a Greek professor of psychology gave valuable advice to the participants regarding internet browsing.

In addition, a series of parallel activities were setup in the outside area of the main conference hall which students flooded to witness some very interesting and interactive technological exhibits such as 3D printing, VR glasses, robotics, and so on.

The day closed with the participation of the CyberEthics team on various TV shows.

View the [SID profile for Cyprus](#).

Czech Republic

In cooperation with Microsoft CZ, Association of the Czech Regions, Ministry of Interior, Ministry of Labour and Social Affairs and Ministry of Education, Youth and Sports, the Czech Safer Internet Centre (SIC) organised an expert conference on the occasion of Safer Internet Day (SID) 2016 for relevant authorities, state representatives and representatives of the business sector. Just before the actual conference, a press conference was held with the presence of Mrs Michaela Marksová-Tominová, the Czech Minister of Labour and Social Affairs.

The main topics of the press conference and expert conference were the social groups that are most at risk on the internet, children and seniors, and along with an overview of the Online Safety project in Czech Regions (KPBI).



SID 2016 Conference in the Czech Republic

Discussions focused on the dangers which juniors and seniors might come across in the online world such as cyberbullying, sexting, and sharing personal data on the one hand, or becoming victims of so called cyber-thieves that exploit the elderly in particular on the other.

During the conference, the SIC also promoted the two competitions which were organised in connection with SID 2016 – the iSejf competition with a topic of ‘Shakespeare Online’, and a competition for schools and public libraries which organised events dedicated to internet safety issues on the occasion of SID.



View the [SID profile for the Czech Republic](#) or see the article in the March 2016 edition of the [BIK bulletin](#).

Denmark

In Denmark, the whole month of February was dedicated to Safer Internet Day (SID). The purpose was to engage adolescents, aged 13-18, in the debate on how to make the internet a better and safer place for children and youth. The SID campaign, which took place in the helpline universe www.cyberhus.dk, contained several online elements such as blogging, articles and a weekly group chat on different topics related to the overall theme.

The group chat itself played an important part of the campaign, as it allowed the Danish Safer Internet Centre (SIC) to communicate directly with the target audience. It was open for three hours every Thursday during the campaign period, focusing on a different topic each week related to promoting a safer internet experience.

The four topics were (in order): digital welfare, gaming, privacy and security, and finally marketing, blogging, user rights and cookies. Four different Danish experts with specific knowledge about the four topics were invited to participate in the group chat each week.

View the [SID profile for Denmark](#) or see the article in the March 2016 edition of the [BIK bulletin](#).

Estonia

On Safer Internet Day, the Estonian Safer Internet Centre (SIC) organised a conference titled 'Smartly online – protect yourself and your friend' at the Meriton Hotel, Tallinn. The main organisers of the conference were the police and Border Guard Board, and target groups were teachers and students. Altogether, 222 people participated in the conference. The conference was also broadcast via the Postimees news portal (one of the biggest news portals in Estonia) and on the website of the Information Technology Foundation for Education.

Presentations were about communication strategies online, hate speech, how to react to different situations online, sexuality, social engineering, and so on. The [presentations have been made available online](#).

The conference was attended by different media channels, and received good feedback from participants.

In other actions, all Estonian schools received a [package of thematic educational materials](#) compiled by the Estonian SIC Awareness Centre along with an invitation to celebrate Safer Internet Day in their schools. The package included educational videos, games, tests, lesson plans and useful websites. It received very good feedback from teachers and was downloaded more than 3,000 times. It received 77 likes on Facebook and reached more than 28,000 people.

View the [SID profile for Estonia](#).

Finland

The main campaign for Media Literacy Week (MLW) in Finland was called Poikkeustila, meaning State of Emergency. The campaign posed the question: “What if the internet did not work?”. The idea of the campaign is to view the meaning of technology and the internet in our daily lives. By understanding how connected and dependent on the internet we actually are, it is hoped that the value of media literacy and media education will be emphasised.

To tackle these issues, different approaches were taken for different target groups: for teachers and other educational professionals, survival kits were designed so that together with students they can prepare for such an ‘emergency’ situation – basically meaning that children will learn, through tasks and exercises, what it was like to communicate and find information before the internet and how they could use this information today.

Secondly, especially for adults, was a challenge or human experiment where participants were asked to switch off all their data connections and see how long they can carry on with normal routines without the internet.

Finally, if the human experiment appeared too taxing, a quiz was offered where participants can easily test what kind of challenges they would face without the internet.

The quiz has been taken by more than 1,500 people and the survival kits have been downloaded more than 1,340 times during the campaign.

Further information (in Finnish) is available at www.poikkeustila.fi.

View the [SID profile for Finland](#).

Read the [SID blog article on the Better Internet for Kids portal](#).

France

On Safer Internet Day in France, in order to stimulate schools and non-formal education structures to organise awareness workshops, Internet Sans Crainte promoted existing material and released and disseminated two new educational resources. In a joint effort with the national Data Protection Agency (CNIL) and Qwant (developers of European ethical search engines), over 1,280 classes in secondary schools received a [booklet on tracking and data protection](#) and set up awareness sessions on this theme.

The French National Awareness Centre also released coding for kids resources which included a strong e-citizenship component. [GameCode](#) allows 7-14 year olds to code their own video game while gaining an understanding of mechanisms used by game designers (use of violence, frustration).



GameCode resource

[DataDecode](#), aims to get young people aged 7-14 to understand what data is about, how it is collected, classified and tagged, and how it is used by search engines or for tracking. The application allows kids to experiment with data and create augmented pieces of literature.



DataDecode resource

In order to promote these innovative awareness activities, a Code Community was created. More than 100 'innovative teachers' joined the initiative and will keep testing and promoting it. Within this framework, more than 100 workshops were organised on the day of SID.

The French hotline Point de Contact also created a [new cartoon on 'sextortion'](#) for Safer Internet Day. The aim of this cartoon is to make teenagers aware of behaviours that could be a danger for them on the internet. If it's too late and a sexual video of them is already online, they can report this content to the French hotline, which will take any action to obtain the prompt removal of content.

View the [SID profile for France](#).

Germany

In Germany, klicksafe organised press conferences in both Berlin and Hamburg with representatives from politics, industry and media. Workshops around safer internet subjects contributed to a better understanding of risks on the internet.

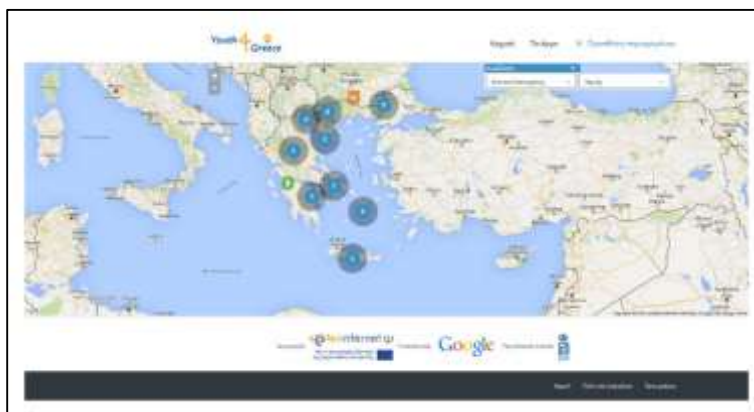
This year, the motto used by the German Safer Internet Centre (SIC) was 'Extreme online'. Generally, we have the impression that almost everything on the internet must be either extremely good or extremely bad to get attention at all. Through this motto, the German SIC aimed to discuss extreme experiences on the internet with participants. Furthermore a multimedia website, including videos, provides information on internet extremes. The conference was also streamed online on YouNow.

In other actions, the developers of the Cyberbullying First Aid App (participants of the youth panel) were very active in promoting their new peer-to-peer app. They gave several interviews in newspapers, radio stations and on national television. They also produced posters and flyers to promote the app in schools. There were more than 1,000 downloads of the app and it received very positive reviews.

View the [SID profile for Germany](#).

Greece

On Safer Internet Day 2016, the Greek Awareness Centre organised, with the support the European Parliament Office in Greece and Google, a closed event attended by 90 educators. At the event, Saferinternet.gr launched its 'Youth4Greece' (Y4G) platform (a platform promoting Greece through the eyes of kids and adolescents), as well as other initiatives involving youth, in the framework of this year's theme of 'Play your part for a better internet!'.



Youth4Greece platform

Members of the Greek Youth Panel moderated part of the session presenting the Y4G platform as well as the digital anthology against cyberbullying and online hate speech. To this purpose, they read indicative poems created by kindergartens, primary schools, high schools and lyceums.

The youth representatives also closed the event by delivering speeches on how to make the internet a better place for all. The European Parliament provided live streaming of the event at <http://www.ustream.tv/channel/europarlgr>. Some 33 schools connected and followed the event remotely.

In a call running for the seventh year, 482 institutions - schools of all levels of education (from kindergarten to lyceum), libraries, municipalities, universities, volunteer organisations, scouts, as well as companies - acted as Greek 'SID 2016 ambassadors'. These ambassadors multiplied the theme of SID 2016 with large numbers of activities and events throughout the country. All ambassadors cooperated brilliantly with the Awareness Centre and followed all of its instructions for implementing SID activities.

View the [SID profile for Greece](#).

Read the [SID blog article on the Better Internet for Kids portal](#).

Hungary

In Hungary, the main action for Safer Internet Day 2016 was to send out the newly-developed awareness-raising tool 'Likehunter' board game to as many schools as possible. In total, 50 schools participated in playing the game on the day of SID itself, with a further 100 schools from across the country requesting a copy of the game throughout the rest of February.

The board game is a very entertaining way to grab attention and teach adolescents. The graphics are really close to young people and the goal of the game – getting more likes – is very familiar for them. They can learn by playing : although it's not a very serious game, the underlying messages of it are serious.

In other actions, the Hungarian Safer Internet Centre (SIC) organised a video competition for groups of students on three topics: generations and the internet, online gaming and online identity. The SIC received 17 videos and invited 9 participant teams to a prize-giving ceremony which was connected to the central event on SID in Hungary, held in a conference room in Budapest.

At the central event the Likehunter resource was introduced, as was the Web We Want teachers' handbook and newly-adapted brochures. Partners were invited and a roundtable with professionals took place.

View the [SID profile for Hungary](#).

Iceland

A conference on this year's SID topic was organised in Iceland, with participation from the Minister of Education, youth panel and experts from different stakeholders. The conference was based at the Department of Education and Sciences, University of Iceland, and was streamed online enabling participation from across the country.

Each presentation was subsequently uploaded to YouTube:

1. Digital citizenship
<https://www.youtube.com/watch?v=jKSxiGk5D7A>
2. Young people to responsibility
<https://www.youtube.com/watch?v=e7W7bvmXY5g>
3. Monitor what is going on but never demand an answer
<https://www.youtube.com/watch?v=Ube8CscXvmU>
4. Learning online in Vallarskoli
<https://www.youtube.com/watch?v=YNxLr2aKpFc>
5. Minister of Education addressing the conference
<https://www.youtube.com/watch?v=S4RprWFnASl>
6. Dynamic thinking on the internet
<https://www.youtube.com/watch?v=InuukQsHQfs>

View the [SID profile for Iceland](#).

Ireland

The Irish Safer Internet Centre (SIC) ran a public awareness campaign to mitigate the risks to young people in Ireland from the practice of sharing self-generated sexually suggestive nude or nearly nude photos and videos. The campaign was launched on Safer Internet Day 2016 and included the following elements:

1. Education resource and guidance for school leaders

Lockers is a new information and education resource that assists schools in coping with and preventing the sharing of explicit self-generated images of minors. Intended for use with 13-16 year olds, Lockers is supported by a newly-developed animation and six lesson plans. Also included in Lockers is an information section for school leaders. This 25-page section informs principals on the context for sexting among young people, the laws that can come into effect when underage sexting occurs and the implications for school policy. Already 1,218 copies of the resource have been ordered by teachers and there have been 848 downloads of the resource. More than a third of post-primary schools in Ireland have ordered the resource.

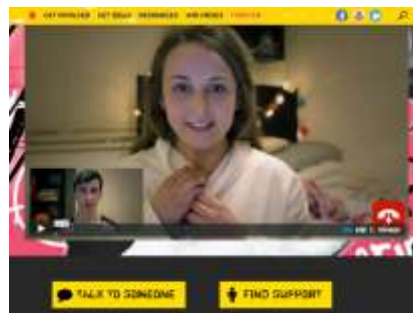


www.webwise.ie/lockers

2. Social campaign

Forever is a social media campaign for teenagers. The focal point for the campaign is a video which shows the effects of sharing intimate content without permission. This video has been shared with teenagers through various social channels and has already been viewed more than a million times in a week.

<http://www.watchyourspace.ie/forever>



3. Symposium and launch event

To mark the launch of Safer Internet Day 2016, Webwise hosted a symposium on 'Sexting and the consequences for schools'. The aim of this event was to support schools dealing with the complex issues around explicit self-generated images of minors. There were inputs from curriculum, policy, legal, and law enforcement experts. Safer Internet Day 2016 and the Lockers education resource were formally launched at this event. The event was livestreamed and all talks are now available at: www.webwise.ie/teachers/live-symposium-on-sexting.

View the [SID profile for Ireland](#), or view the [blog article](#) or [infographic](#) on SID successes in Ireland.

Italy

The main event organised by the Italian Safer Internet Centre (SIC) took place on 9 February 2016 in Rome at the theatre 'Palladium'. It involved children and young people, teachers, and the most relevant Italian stakeholders and ICT industries (Samsung, Facebook, Google, and so on). The event also included the participation of the Italian Ministry of Education, and was made available on streaming for all schools interested in participating.

The second main event took place in the Piccolo Strehler Theatre in Milan in the framework of the creative competition 'SCELGOIO!'. The competition was organised by Cuore e Parole inside the communication campaign 'The Super-Mistakes'.

On the occasion of Safer Internet Day 2016, the Italian SIC produced a video that has been distributed on the main Italian TV channel (Rai) and has been promoted on the media channels and social networks of the Advisory Board's members. The video has also been made available on the homepage of the SIC website at <http://generazioniconnesse.it/>.

A press release was launched jointly by all consortium partners and outlined the results of a research realised by the SIC on the occasion of Safer Internet Day. This research analysed the social behaviours of the 'Z generation' - the digital generation composed of youngsters aged 18 and 19. An infographic with the survey's result has been realised by Skuola.net and disseminated by all consortium members.

Furthermore, during the week of SID, [awareness and information materials](#) on the communication campaign 'The Super-Mistakes' (including a leaflet/poster for children, adolescents, parents and for the general public, and a manifesto for children and adolescents) were sent to 85 per cent of Italian schools with the help of Advisory Board member Poste Italiane.

The Italian SIC has also worked in cooperation with other national and EU organisation (Habbo and eNACSO, for example) which have referred to other SIC initiatives.

Other events have taken place to support and celebrate Safer Internet Day, in particular, the institutional event organised by Telefono Azzurro and the 100 workshops organised by the Postal and Communication Police for the Campaign 'Una Vita da Social'. These events were promoted by the Safer Internet Centre and mentioned in the joint press release launched by all the consortium partners on 8 February 2016.

View the [SID profile for Italy](#).

Latvia

On 9 February 2016, the Latvian Safer Internet Centre (SIC) together with a TV channel [RigaTV24](#) which is popular among youngsters, organised a special edition TV broadcast/show. Its aim was to promote SID and to invite society (TV audience/viewers) to spread good vibes to help create a better and kinder internet. Three experts actively participated in the live show, along with three local celebrities and more than 50 young people, among them Latvian youth panel members.

During the show, experts and local celebrities discussed the commenting culture in Latvia and how we treat each other online. The local celebrities, in particular, shared their negative experiences in receiving rude, harmful and abusive comments and the consequences they and their families have had to deal with as a result. Meanwhile youngsters were engaged in practical tasks – they created profiles for one of celebrities based on information they could find on the internet, and later presented it.

Short extracts from street interviews were also shown on the issue of receiving negative comments online. At the end of show, participating celebrities tried to guess the meaning of abbreviations youngsters use when texting each other.

Questions were asked on Twitter by viewers while watching the show, and these were forwarded to experts to answer.



Twitter chat in Latvia

A promotional video for Safer Internet Day is [available here](#) while a short informative report with photos is available on the [Drossinternets.lv website](#).

View the [SID profile for Latvia](#).

Lithuania

On the 9 February 2016, a national Safer Internet Day event took place at the national Conference Centre, LITEXPO in Lithuania. The event focused on 5th and 6th grade pupils and their teachers and parents. It was hosted by a Lithuanian illusionist who, with the help of magic tricks, presented the main internet safety tricks and ways to avoid issues online.

Another target group of this event were adults. While the pupils played a popular Lithuanian quiz 'Children of the millennium', representatives of the Helpline and a telecommunication company hosted a parallel seminar for adults about publishing children's images online.

This year, Safer Internet Day received a [video greeting from the President of the Republic of Lithuania, Dalia Grybauskaitė](#). The main SID conference was attended by the Vice Minister of Education and Science and other main policy makers in the education and IT sectors, who participated in a round-table discussion on IT education.

Pupils were both excited and surprised by all the souvenirs they got from the day, and the magic way of teaching them internet safety, not forgetting also a concert by the stars of the X-Factor Lithuania.

The 'Magic journey' and webinars for adults were broadcast online for anyone with an interest.

Youth panel members were the reporters of the event, accompanied by the Youth Panel Coordinator and were mentored by a journalist from National Radio and Television, Vytenis Radžiūnas. Youth panellists also conducted interviews with event participants, filmed [video reports](#), and awarded competition winners.

Lithuania has a wide network of public libraries in cities and remote areas. The majority of libraries are equipped with computers and continually provide consultations and trainings to local communities on various ICT issues. Cooperating with Martynas Mažvydas National Library of Lithuania, public libraries were invited to support Safer Internet Day 2016 and the 'Safer Internet Week at the Library' initiative was announced, taking place 8-13 February. Libraries were provided with supporting materials in the form of promotional information (logos, posters), as well as suggestions for activities for presenting the internet safety subject. The materials were also [made available online](#).

Key results of the initiative include:

- More than 300 public libraries in cities and rural areas were involved in organising educational internet safety activities.
- Nearly 5,000 participants were involved in the activities: children and adolescents, parents and teachers.
- Libraries organised various actions: safer internet lessons and consultations, educational tests, videos, discussions, competitions, and so on.
- The strong cooperation among libraries and schools/teachers resulted in a wide reach to target groups.

View the [SID profile for Lithuania](#).

Read the [SID blog article on the Better Internet for Kids portal](#).

Luxembourg

Safer Internet Day was celebrated in Luxembourg with a big event at the Forum Geesseknäppchen. More than a hundred kids participated in the 'DigiRallye', a fun tour through 12 different stations combining creative, inspirational and intelligent challenges, all keeping with the motto of 'Play your part for a better internet'. The young people, aged 8 to 12 years, spent the whole day at the Forum accompanied by their educators from after-school daycare centres*. With the support of partners (police, NGOs, administrations, companies, and so on), the different stations offered diverse activities to experience internet safety from different perspectives in a playful way. At the police station, for example, the kids had to drive a go-kart while texting on a mobile. The message was clear: by focusing on a screen, essential concentration will be lost.



Texting while driving at the DigiRallye

The day ended with an illusionist show to gather all groups again and to make the day a real exciting experience. The press was also invited to the Forum in the morning for a conference on the latest awareness resources: Guidelines for primary schools, new posters for the BEE SECURE Helpline and BEE SECURE Stopline, and the publication of the annual report 2015, as well as providing information on the SID activities in Luxembourg more generally. Press also visited the DigiRallye. All relevant media people were present which led to a [broad media coverage including press, radio and TV](#).



New resources were launched at the DigiRallye

View the [SID profile for Luxembourg](#) or the [SID blog article on the Better Internet for Kids portal](#).

* SID 2016 took place during the school holidays in Luxembourg. For this reason, the Luxembourgish Safer Internet Centre (SIC) decided to focus actions on the after-school daycare institutions (Maison Relais) as these are the main non-formal institutions for children that are open during school holidays. The Maison Relais received a mailing two weeks before SID with Bibi-booklets and guidelines for activities on SID.

Malta

The main Safer Internet Day action in Malta focused on the question 'Do your children make use of technology?'. A leaflet was distributed to all Year 4, 5, 6 and Form 1 and 2 students (children between the ages of 8 and 13). The scope of this leaflet was to give digital parenting tips and to encourage parents to communicate with their children and together establish a set of rules for the use of online technologies. Within public schools, this resource was accompanied by a session during Personal, Social and Career Development lessons.

Other activities included the launch of a video on the topic of sexting. The Office of the Commissioner for Children engages in various youth participation projects on behalf of the BeSmartOnline! project. As a member of the European Network of Ombudspersons for Children, the Office participated in a project which aimed to create awareness about combating violence against children. The aim of this project was for young people to work together in order to create a video about an issue with regards to violence that they wanted to address. The Maltese young advisors, who are advocates for children's rights, discussed the issue of violence and decided to address the issue of sexting which they felt is becoming very popular among their peers.

The young people met with the members of the Maltese Safer Internet Centre (SIC), namely members of the awareness centre and the helpline, in order to inform themselves about this issue. The young people then worked together to produce a five-minute video which was then disseminated on a local as well as European level. The video is available via the [Commissioner for Children's Facebook page](#).

A SID event was also organised for vulnerable groups. In this action, a number of children from various residential homes were invited to a full day of fun events and activities held with the aim of reinforcing their knowledge of online risks.

View the [SID profile for Malta](#).

Netherlands

The Dutch Safer Internet Centre (SIC) organised a symposium for Safer Internet Day (SID) focusing on 'Youth, sex and the internet' and posing questions such as: What is the sexual behaviour of youngsters online? What do they do, what do they find normal, and what not?

In one day, youth workers, staff of youth centres, municipal health services, care coordinators, mentors, media coaches and other teachers gained practical information, advice and best practices from different perspectives about topics such as the influence of social media on the self image of youngsters, (shame) sexting, talking to youngsters with a mild mental disability about online sex, talking about paedophile feelings among youngsters, boys and online sex.



SID symposium in the Netherlands

A panel talk with six youngsters who were very open about their (online) sexual experiences set the day, followed by a speech from Facebook, different workshops, an interactive theatre, and launch of short animated videos about nude selfies originally made by CEOP (Child Exploitation and Online Protection Centre) in the UK and translated into Dutch.

View the [SID profile for the Netherlands](#).

Read the [SID blog article on the Better Internet for Kids portal](#).

Norway

In Norway, Safer Internet Day 2016 was celebrated on 9 and 10 February. The event, in the form of a festival, took place in Oslo and focused on #hvagjørdu [#whatcanyoudo] – what each and every one of us does, and can do, in order for the internet to be a better and safer place to be for children and teenagers.

The participants joined the main events in addition to various workshops and activities in connection with the arrangement. Netiquette, digital judgement, gaming, digital bullying, personal security and growing up in a digital world – were all topics addressed by speakers and members of the Norwegian Media Authority's safer internet network.

The Norwegian 'Use your head' campaign was presented to students and parents at the festival.

Additionally, new findings from research about children, cyberbullying and media was launched at the festival, and a high-profile celebrity, in the form of his Royal Highness the Crown Prince of Norway, fronted the event, meaning that it achieved a major impact in many types of media.

View the [SID profile for Norway](#).

Poland

On the occasion of the Safer Internet Day (SID) 2016, the Polish Safer Internet Centre (PSIC) organised a conference for media, professionals working with children and key stakeholders.

The welcome speech was given by i.a. Minister Witold Kolodziejski, the Secretary of State at the Ministry of Digital Affairs. The event featured a panel discussion entitled 'Play your part for a better internet!', so building on the theme for the day. The panel discussion took place between young people who aim to create a better internet through their innovations, creativity and social activities.

The conference agenda also included a presentation on wider SID 2016 celebrations in Poland and abroad, as well as presentations from the organisers and partners dedicated to activities showing positive use of new technologies for youth and children.

The conference was closed with a screening of the film 'In Real Life' by Beeban Kidron (UK 2013).

The conference was a great success and attracted a large media presence. Many participants contacted the SIC following the event to thank them for the opportunity to participate. The panel discussion, in particular, brought about some very interesting outcomes, mostly because of the young's people input to the debate.

Also on the occasion of SID, 1,707 local initiatives were organised with the number of participants ranging from a few to several hundred for each. It is thought that these local initiatives reached more than 400,000 participants, mostly children and adolescents. All local organisers were sent an educational and promotional package in advance of the day containing a DVD with a set of educational tools, a SID poster, and a poster with safety tips. There was also a contest for the best and most innovative local action.

View the [SID profile for Poland](#).

Portugal

In Portugal, a Safer Internet Day Seminar was held on 4 February 2016. This action gathered all of the Portuguese Safer Internet Centre (PT SIC) consortium members in the Portugal Telecom Headquarters, during one day resulting in two different sessions.

The morning session was developed for teachers, trainers, policy makers, industry and social workers, and the afternoon session was developed just for adolescents.

The morning session focused on different topics such as digital identity, privacy and personal data protection, and online addiction. The afternoon session gathered youth panellists to debate if “There is life beyond like” moderated by Pedro Fernandes, a well-known television presenter.

After the panel, PT SIC presented its new resources, and recalled the Helpline and Hotline services for all the population. To finish this session, Portugal Telecom, Comunicar em Segurança Project, presented its theatre play ‘Identidade Digital’, that has been made available in Portuguese schools.

The seminar was [streamed and recorded and can be seen online](#).

During the main event, PT SIC also used its Facebook page to share what was happening in each session and to invite Facebook followers to watch the live streaming.

The event had simultaneous translation in Portuguese Sign Language, so making it accessible to all deaf people (not just in the Portugal Telecom Headquarters, but also users who were watching via streaming).

View the [SID profile for Portugal](#).

Romania

The main Safer Internet Day (SID) event in Romania was a press event that gathered experts in the field of preventing and combating hate speech, pupils, teachers, authority representatives (Ministry of Education, Authority for Child Protection, Council for Combating Discrimination), psychologists and members of the industry (UPC – Liberty Global, Bitdefender, Google, ECDL, Telekom).

The topic of hate speech has been an issue in Romania because many groups are discriminated against on the basis of race, gender or sexual orientation (for example, Roma people, LGBT community). This has proliferated even more with the current situation in Europe with refugees. All this illegal and harmful content appears online, it can be easily distributed and shared and can be seen by children. This is why it was felt important to debate on how to educate adolescents about discrimination, the repercussions of hate speech, and how to protect children against this type of content.

Relevant state representatives opened the event, speaking about the importance of child protection online. Following that, the main speakers presented topics such as:

- Safer internet project results in Romania.
- Studies regarding hate speech and hate speech online in Romania.
- Studies related to children's use of the internet and the efforts that are being made by the state and other NGOs in this field.

After the panel discussion finished, attendees were invited to participate in an open debate regarding hate speech online and the protection of children. The results and conclusions of this debate will be used by Save the Children in lobbying activities.

In other SID actions, a national contest was launched for schools and this proved to be a great way of engaging teachers and school representatives in general. Schools were encouraged to use the eSafety Label platform to create an action plan. The teachers were then advised to have a staff meeting, involving children and parents also, and, based on their action plan, to establish which concrete steps will be taken within the school to improve the eSafety position. Afterwards, they were supposed to document the changes and provide a short video by which the jury would judge three winners. In total, 270 schools enrolled on the eSafety Label platform, 80 schools sent videos and over 800 children and teachers were involved.

View the [SID profile for Romania](#).

Russia

In Russia, the i-SAFETY/CyberSecurityForum 2016 event was held as the culmination of Safe Runet Week – a traditional set of events devoted to Safer Internet Day in Russia, this year celebrated from 2-9 February.

The forum also included a training event for educators (about 120 participants), while nine schools participated in a youth championship for the game ‘Learn the internet – control it!’.

Regional events of Safe Runet Week were held in 56 regions, in various different formats, targeting youth, children, parents, industry, educators, civil volunteers and decision makers.

Commenting on the success of the 2016 campaign, the Russian Safer Internet Centre (SIC) said:
“Traditionally, regional participation is the most important part of SID, covering schools and the educational sphere. Active media involvement helps to promote the SID (Safe Runet Week) brand. Involvement of international industry associations helps in bringing speakers from international enterprises, creating a strong ground for international promotion of safe and positive approaches to digital technologies”.

View the [SID profile for Russia](#).

Serbia

Safer Internet Day 2016 activity in Serbia focused on the promotion of the newly developed Net Patrol mobile app.



The Net Patrol app was promoted during SID celebrations in Serbia

The mobile application was developed within the programme 'Capacity system development to combat violence, abuse and exploitation of children on the internet', and is implemented by Fund B92 Foundation (the founder of the Serbian Safer Internet Centre (SIC)), Net Patrol (Serbian Hotline) and UNICEF Serbia, with the financial support of the Government of the United Kingdom.

The Net Patrol mobile app helps internet users to quickly and easily report links containing illegal and harmful content from their Android mobile phones or tablets, without interrupting surfing or using other applications. A digital campaign was developed to promote the mobile app, aimed at the general population and segmented across different target groups and their preferred platforms/methods of usage. The campaign launched on SID 2016 and will run until the end of May 2016.

View the [SID profile for Serbia](#).

Slovakia

In Slovakia, the key focus topic for Safer Internet Day (SID) 2016 was internet hate behaviour. An event was organised in one of the modern cinema halls with a capacity of 465 seats. A range of children and youth were invited to attend, with a particular focus on those young people who are socially excluded for a variety of reasons (health issues, those from re-education centres, orphanages, and so on). Media representatives were also in attendance.

The event included motivational presentations focusing on hate speech online and the projection of the movie 'RYTMUS - A DREAM FROM THE BLOCK' with rapper Rytmus present. The movie itself tells the story of this, now famous, roma (gypsy) Slovak rapper. The movie follows the last seven years of the rapper's life as he has become a sort of 'hero from zero'. The key issues included are hate speech, racism and anti-roma offense (ethnic/national minorities). The purpose of the movie was to highlight and contribute to the fight against online hate speech generally including roma-racism and xenophobia. A [website accompanies the movie](#).

View the [SID profile for Slovakia](#).

Slovenia

In Slovenia this year, special attention was given to headteachers of Slovenian schools to equip them with knowledge and information about managing all aspects of ICT use in schools.

Headteachers are very important decision makers in Slovenian schools and can make a big difference in creating a better internet for pupils and teachers in the school environment. As such, an educational seminar was organised on 11 February 2016, where many interesting and important lectures, projects and best practice examples were presented. The event was attended by more than 80 participants, mostly headteachers and assistant headteachers of Slovenian primary schools.

Also on SID, a new handbook for schools was launched. It is particularly suitable for school administration with practical tips how to manage IT in schools, how to handle incidents, set appropriate acceptable use policies, and so on. This handbook, written by a legal expert, is a result of increased specific requests from schools asking how to deal with specific online incidents (cyberbullying, sexting, etc.). In most cases the school leadership is not properly equipped with the knowledge of how to react. It is available in both online and offline versions. The resource includes an adaptation of the #UP2US Anti-bullying teachers' handbook and a poster for adolescents focusing on the topic of sexting.

View the [SID profile for Slovenia](#).

Sweden

On 9 February 2016, the Swedish Media Council and Bris celebrated Safer Internet Day with a campaign for the children's most important resource: their parents.

The campaign included information about young people and the internet, online bullying and hate speech, and a guide with five practical tips on how parents can support their children in their digital lives. It also included a podcast for parents, and a short film.

Everything was made available on a new webpage that was launched on SID: <http://nohate.se/foraldrar>. To make it available offline it was also collected in a booklet that could be printed and handed out, as well as a poster to display in the workplace.

The Swedish Safer Internet Centre (SIC) collaborated with the biggest media companies in Sweden targeting parents: Modern Women Media. They also produce a podcast targeting dads, called 'Pappapodden' (Dads' podcast) and have a very well visited website/a forum for parents, called Familjeliv (Family life).

Through those two channels, the information available on nohate.se/foraldrar was promoted. A webpage was also created on [Familjeliv.se](http://familjeliv.se) and advertised on both the website and its Facebook page. The goal for the campaign was to create publicity for the webpage nohate.se/foraldrar and the booklet, as well as for the information on there.

View the [SID profile for Sweden](#).

United Kingdom

The United Kingdom Safer Internet Centre (UK SIC) hosted a national youth event on London on 9 February. The aim was to provide a national focus for the 2016 Safer Internet Day (SID) campaign to inspire people to play their part to create a kinder and more inclusive internet, and combat online hate.

The SIC held a youth discussion event, attended by 100+ policymakers and 42 young people, which showcased the positive role of the internet in facilitating rights and empowering people, while also exploring the UK SIC's new research into children's exposure to online hate, with a panel discussion involving youth, police, industry and educators to find solutions to these issues.

Before this main event, 16 of the youth panel members visited Number 10 Downing Street to meet with the Prime Minister's Special Advisor and share their perspectives.

The UK Safer Internet Centre also held an InstaMeet where nine celebrity Instagrammers met with the youth panel to take photos with hearts specially designed by a London artist, to contribute to the #shareaheart social media campaign to inspire kindness and respect online.

In other actions, this year's educational resources and SID TV films were particularly effective at engaging 3-11s year olds. With resources specifically targeted at 3-7 year olds, including puppet shows and poems, and more advanced lesson plans and advice films for older primary school children, the educational messages of kindness and respect online were delivered very effectively. In total, the educational resources for this age group were downloaded 218,742 times and the films for this age group were viewed 135,355 times, potentially reaching 675,000 3-11 year olds.

Key partners also provided engaging content for this age group. CBBC created new episodes of its online drama Dixi and curated advice and other content online, involving key characters like Hacker the Dog in social media promotion. Disney and Nickelodeon promoted the campaign through their TV channels and involved young talent to communicate key messages in an engaging way. Popjam, an app for children, promoted the #shareaheart campaign and encouraged thousands of young people to decorate the heart and watch SID TV films.

View the [SID profile for the UK](#).