

Safer Internet Day

Social media plan Issue 1, January 2020



CAMPAIGN	SAFER INTERNET DAY 2020
PROMOTION PERIOD	From Monday, 6 January to Sunday, 16 February 2020
HASHTAGS	#SaferInternetDay, #SID2020
TARGET AUDIENCE	Children, young people, parents, carers, teachers, educators, social workers, industry representatives, decision makers, politicians.

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Together for a better internet on Safer Internet Day 2020

Each year on Safer Internet Day, millions of people unite together for a better internet, inspiring positive change online, raising awareness of online safety issues, and participating in events and activities right across the globe.

With one month to go until the big day on Tuesday, 11 February 2020, we would like to invite you to help us spread the word about SID 2020 and help us ensure that the internet is a place of opportunities for children and young people, where they can create, engage and share positively and freely.

This social media plan provides a few tips and ideas on how you can amplify the campaign's key messages through your own dissemination channels. However, this is non-exhaustive – please feel free to tailor them to your own needs!

SID social media channels and assets

Facebook page

[@SaferInternetDay](#)

Please feel free to **share**, **like** and **comment** the SID-related messages we regularly post on the Safer Internet Day Facebook page. Do you have anything exciting to share about SID 2020? Tag us using [@SaferInternetDay](#) and we will aim to “like” back!

Twitter page

[@SaferInternetDay](#)

Please feel free to **tweet using the campaign hashtags #SID2020 and/or #SaferInternetDay** and **retweet** our SID-related tweets as often as possible. Remember to tag us using [@SaferInternetDay](#) in your tweets so that we can retweet you as well!

SID 2019 Assets

Plus more coming soon...

In the coming weeks we'll be releasing a range of exciting assets which you can use to support Safer Internet Day 2020 actions – simply go to the “About” section on www.saferinternetday.org to download the SID logos, a promotional video, GIFs for social media, a SID infographic and the key messages to share on SID 2020 – keep checking back regularly for the latest updates!

Support this campaign by adding to your profile picture 



 Add to Twitter

 Add to Facebook

Moreover, why not customise your Facebook and Twitter profiles with Safer Internet Day themed images? To do so, you can:

- download the cover photos in the “About” section on www.saferinternetday.org;
- [add a Twibbon to your Facebook and Twitter profile pictures](#);

- and/or use [our Safer Internet Day frame](#) for your Facebook profile picture!

Images are a great way of grabbing followers' attention and increasing engagement – for this reason, we have prepared a range of visuals to accompany your posts, which you can download at www.saferinternetday.org/web/sid/about.



SID article

Please find below a short and long version of an overview article for Safer Internet Day – you are welcome to publish these, or adapt them as needed, perhaps inserting some information on your own planned actions.

Please look out for additional articles and press releases closer to the day – these will be published on www.saferinternetday.org and www.betterinternetforkids.eu, and disseminated via our social media channels.

Short version

Get involved in Safer Internet Day 2020!

Safer Internet Day (SID) is fast approaching – on Tuesday, 11 February 2020, we will be millions around the globe, uniting “Together for a better internet”. How do you plan to participate in the big day?

Safer Internet Day aims to promote a responsible, respectful, critical and creative use of digital technologies, especially among children and young people, and to call on all stakeholders to play their part in creating a better internet. It is organised by the joint Insafe/INHOPE network with the support of the European Commission*. With a global, community-led approach, Safer Internet Day encourages people from over 150 countries to come together and play their part for a better internet.

We invite you to join the movement and play your part for a better internet, on the next edition of **Safer Internet Day on Tuesday, 11 February 2020**.

Find further information on www.saferinternetday.org, and keep an eye on the official Safer Internet Day social media channels on [Facebook](#) and [Twitter](#).

** Safer Internet Day would not be possible without the support of the European Commission. Currently the funding is 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 [European Commission’s website](#).*

Long version

Safer Internet Day (SID) is fast approaching – on Tuesday, 11 February 2020, we will be millions around the globe, uniting “Together for a better internet”. How do you plan to participate in the big day?

Digital technologies provide you with a world of possibilities at your fingertips. Never before have we enjoyed so many opportunities to learn, exchange, participate and create. Yet, the internet also opens up certain risks to its users – especially the most vulnerable ones, such as children: privacy concerns, cyberbullying, disinformation, exposure to potentially harmful content and predatory behaviours, to quote but a few.

How can we ensure access to a safe and stimulating online environment for the greatest number, where they can make the most of a wealth of opportunities, while at the same time mitigating its negative side-effects? Together, we have the power to inspire positive changes online and to raise awareness of the issues that matter to us.

Safer Internet Day aims to promote a responsible, respectful, critical and creative use of digital technologies, especially among children and young people, and to call on all stakeholders to play their part in creating a better internet.

Safer Internet Day is organised by the joint Insafe/INHOPE network of European Safer Internet Centres (SICs), with the support of the European Commission*. With a global, community-led approach, Safer Internet Day encourages everyone to come together and play their part for a better internet. The campaign involves children, young people, parents and carers, teachers, educators and social workers, industry, decision makers and politicians from over 150 countries around the globe – and more!

We invite you to join the movement and play your part for a better internet, on the next edition of Safer Internet Day on Tuesday, 11 February 2020. Find further information on www.saferinternetday.org, a global online community platform where countries and international organisations showcase the events and the actions they will conduct locally, nationally and internationally for Safer Internet Day.

Additionally, keep an eye on the official Safer Internet Day social media channels on [Facebook](#) and [Twitter](#).

** Safer Internet Day would not be possible without the support of the European Commission. Currently the funding is 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 [European Commission's website](#).*

SID 2020 milestones and suggested social media messages

Facebook [@SaferInternetDay](#) - Twitter [@SaferInternetDay](#)

WHEN?	WHAT?	WHERE?
Starting now, until 11 February 2020	Promotion of SID through Twibbon and Facebook frame	Twibbon, Facebook, Twitter

Objective: Add the **Safer Internet Day Twibbon badge to your Twitter and/or Facebook accounts** to tell the world that you support SID 2020, while also raising awareness about the importance of providing a safer and better internet for children and young people. Similarly, you can also **use the Safer Internet Day Facebook frame** to show your support. This will allow you to join the discussion and meet other supporters from all over the globe.

Suggested messages:

Twitter:

- Show your support and help us spread the word about #SaferInternetDay – add a Twibbon to your profile picture now! bit.ly/SID2020_Twibbon

Facebook:

- I support #SaferInternetDay, an international celebration in which I'll be joining forces with millions of people around the globe, together for a better internet! Help spread the word; add a Twibbon to your profile picture! bit.ly/SID2020_Twibbon
- I am a proud supporter of #SaferInternetDay, an international celebration marked by millions of people in over 150 countries worldwide on 11 February 2020. Show your support too! Add the SID 2020 frame to your Facebook profile picture now. bit.ly/SID_Frame

Starting now, until SID 2020	Dissemination of SIC, SID Committee and SID Supporter activities	Facebook, Twitter
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Objective: The Safer Internet Day community keeps on getting bigger and bigger! As a result, on the day of SID, a wide variety of events and celebrations will take place in over 150 countries. **Help us spread the word about these actions and give your audiences a taste of what to expect!**

Suggested messages:

Twitter:

- #SaferInternetDay is just around the corner and we'll be playing our part for a better internet! Find out more about other supporters' exciting #SID2020 plans in your country now at saferinternetday.org/web/sid/country
 - No matter where you are, you can celebrate #SaferInternetDay in your own way. Find out what's happening on #SID2020 in your country – visit saferinternetday.org/web/sid/country
 - 😊 Curious about who'll be celebrating #SaferInternetDay with us on 11 February 2020 and how?
- 👉 Discover industry partners, institutions and other organisations committed to creating a better internet for everyone at saferinternetday.org/supporters

Facebook:

- There are so many possible ways for you to celebrate #SaferInternetDay! Find out what's happening near you on 11 February 2020 by visiting saferinternetday.org/web/sid/country
- Would you like to know more about who will be celebrating #SaferInternetDay with us on 11 February 2020? Discover the industry partners, the institutions and the other organisations that are committed to creating a better internet for everyone – simply visit saferinternetday.org/supporters
- #SaferInternetDay is right around the corner and we will be playing our part for a better internet! Find out more about other supporters' exciting SID 2020 plans in your country – and how you can get involved – at saferinternetday.org/web/sid/country

Starting now, until SID 2020	Dissemination of SIC, SID Committee and Supporter messages for SID	Facebook, Twitter
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Objective: Send us your supporting statements in order to **showcase the diversity of activities and goals to achieve a better internet.**

Suggested messages:

Twitter/Facebook:

- On #SaferInternetDay <insert name of your country/organisation> we will <overview of your activities>. Find out more at www.saferinternetday.org/country or www.saferinternetday.org/supporters

Starting now, until SID 2020	Dissemination of Safer Internet Day key messages	Facebook, Twitter
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Objective: Help us **disseminate the key messages of the Safer Internet Day campaign.**


Suggested posts – Call to action:**Twitter/Facebook:**

- Together for a better internet! This #SaferInternetDay, make sure you do everything you can to make the internet a better place! Show your support for #SID2020 at bit.ly/SID2020_Twibbon

Suggested posts – Key messages:**Twitter/Facebook:**

- Everyone can and should make a positive difference online! For #SaferInternetDay, let's be kind and respectful to each other online – join us in celebrating #SID2020, together for a better internet! saferinternetday.org/about
- Children and young people have the power to make the internet a place of opportunities, where they can create, engage and share positively. For #SaferInternetDay, discover ways of helping them at saferinternetday.org/web/sid/resources/gallery
- How can parents and carers help foster a better internet for children?
 - ✓ ensure an open dialogue with them,
 - ✓ educate them to use technology safely and positively,
 - ✓ and be an awesome digital role model!

Support #SaferInternetDay now: saferinternetday.org/about

- #Teachers, are you looking for ways to develop your pupils' digital & media literacy? This #SaferInternetDay, why not empower them to make the right choices online, or to create their own content - discover #SID2020 educational resources at saferinternetday.org/web/sid/resources/gallery
- For #SaferInternetDay, we call on tech companies to provide clear safety advice and easy-to-use tools for users of all ages, as well as quick access to support if things go wrong – find out which companies support #SID2020 at saferinternetday.org/supporters
- For #SaferInternetDay, politicians play a  role in creating a better internet: providing a culture in which everyone can thrive online; leading in governance/legislation; and guaranteeing effective child protection strategies online. More information at saferinternetday.org/about

From 27 January until SID
2020

Dissemination of Safer
Internet Day top tips

Facebook, Twitter

Objective: Help us disseminate online safety tips and advice from SICs.

Suggested posts:**Twitter/Facebook:**

- #SID2020 #TopTips – #Teachers, have you already been confronted with issues involving #cyberbullying in your #school? Why not discuss the topic with your pupils using a serious game, such as bit.ly/StopLaViolence
- #SID2020 #TopTips – #Parents & #teachers, be sure to check out the bit.ly/MediaDiamond for tips on how to have meaningful and fun conversations on online media with your children & pupils!
- #SID2020 #TopTips – We can't repeat it enough: do not believe everything you see on the internet! Why should you care about online lies and disinformation? How can you easily spot it? Check out bit.ly/OnlineLies now!
- #SID2020 #TopTips – When it comes to children's screentime, there are a few things that all #parents should know. Discover some concrete tips on how to mitigate the risks & make the most of your child's time spent online at bit.ly/ScreenTimeAdvice
- #SID2020 #TopTips – The best way for you to put an end to #cyberbullying is to talk about it! More and more, high-profile YouTubers and influencers are speaking out about it – and you should too! Check out bit.ly/WorldWithoutFear
- #SID2020 #TopTips – How can we possibly discuss something as complicated as smart objects with children as young as 3? You got it: through illustrations & story books! For a great example, check out bit.ly/SmartTeddyBear
- #SID2020 #TopTips – #Teachers, have your students encountered problems online? You're not alone! Your local Safer Internet Centre can help with information, support and resources bit.ly/SIDcommittees
- #SID2020 #TopTips – #Teachers, are you looking for safe and engaging online content for your youngest pupils? Why not get some inspiration from the #PositiveContent repository on bit.ly/PositiveOnlineContent
- #SID2020 #TopTips – It's not easy keeping up with all the latest apps and online platforms out there, right? #Parents & #teachers, check out the Guide to Online Services at bit.ly/BIKGtoS

From 4 February until SID
2020

Final countdown

Facebook, Twitter

Objective: Raise awareness of the fast-approaching Safer Internet Day. The posts below can be accompanied by the SID 2020 countdown visuals which are available on at giphy.com/channel/saferinternetday

Suggested posts – 1 week prior:

Twitter:

- Can you believe it? Only one week to go until #SaferInternetDay! To stay up to date with all the latest updates about the exciting activities about to take place across the globe, be sure to follow @safeinternetday!

Facebook:

Can you believe it? Only one week to go until #SaferInternetDay! To stay up to date regarding the latest updates about the exciting activities about to take place across the globe, be sure to follow @Safer Internet Day!

Suggested posts – Countdown:

Twitter/Facebook:

- 6 days to go until #SaferInternetDay! How will you contribute to a better internet? Show your support for #SID2020 – add a Twibbon to your profile bit.ly/SID2020_Twibbon
- 5 days left before millions of individuals from over 150 countries across the globe join together for a better internet on the occasion of #SaferInternetDay – will you be one of us? Show your support; add a Twibbon to your profile picture! bit.ly/SID2020_Twibbon
- 4 more days before the big day! Next week, we'll be millions across the globe, joining forces together for a better internet and marking #SaferInternetDay through thousands of events and activities. And you, what's your contribution to a better internet? saferinternetday.org/about
- 3 days before the #SaferInternetDay celebrations begin! It's not too late to share your plans with us! Let us know how you'll be marking the day in your school, at your company/organisation, and register your support by adding a Twibbon to your profile bit.ly/SID2020_Twibbon
- We cannot believe we're only 2 days away from #SaferInternetDay, when millions of people all over the world will unite to effect positive change online! Show your support for #SID2020 with a #Twibbon bit.ly/SID2020_Twibbon

Suggested posts – Tailored:

Twitter/Facebook:

- We're ready for #SID2020! <insert name of your country/organisation> is committed to ensuring a better internet for all! www.saferinternetday.org

Suggested posts – One day prior:

Twitter/Facebook:

- The big day's tomorrow! Keep an eye on the hashtags #SaferInternetDay and #SID2020 to catch a glimpse of all the exciting activities taking place around the world! And you, how will you contribute to a better internet this year? www.saferinternetday.org
- #SaferInternetDay is upon us already! Tomorrow, we'll be millions of individuals, from all backgrounds, uniting across over 150 countries – together for a better internet for all. Will you join us? www.saferinternetday.org

On 11 February

On the day itself

Facebook, Twitter

Objective: Raise awareness of Safer Internet Day 2020.

Suggested posts:

Twitter/Facebook:

- Happy #SaferInternetDay! On #SID2020, join us! Together, we can effect the change we want to see for a better internet for everyone. Visit www.saferinternetday.org

***On 11/02 we will be posting from our social media accounts regularly throughout the day so don't forget to help us spread the message by liking, sharing, commenting and retweeting!*