

Safer Internet Day

Social media plan Issue 2, February 2020



Safer Internet Day 2020 | Tuesday 11 February
Together for a better internet
www.saferinternetday.org



CAMPAIGN	SAFER INTERNET DAY 2020
PROMOTION PERIOD	From Monday, 3 February 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 almost one week 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!

Please note that the present document replaces the first issue of the Safer Internet Day social media plan.

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...

We have been 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, GIFs for social media, a SID infographic and the key messages to share on SID 2020 – keep checking back regularly for the latest updates!

Furthermore, we have released a SID promotional video which you can [watch on and share from YouTube](#). We also invite you to like and retweet it on [Twitter](#) and like and repost it on [Facebook](#).

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.](#)

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.



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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

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/Facebook:

- No matter where you are, no matter what you do; there are so many ways for you to celebrate #SaferInternetDay! Discover what's taking place near you on the big day – Tuesday, 11 February – at saferinternetday.org/web/sid/country

- #SaferInternetDay is celebrated by millions of people in over 150 countries worldwide – discover the wealth of events and activities planned for the big day – Tuesday, 11 February – at saferinternetday.org/supporters

Starting now, until SID
2020

Dissemination of Safer
Internet Day video

Facebook, Twitter

Objective: Make sure as many people as possible watch the SID promotional video which you can [watch on and share from YouTube](#). We also invite you to like and retweet it on [Twitter](#) and like and repost it on [Facebook](#).

Suggested posts:

Twitter/Facebook:

- This Tuesday, 11 February 2020, for #SaferInternetDay, we'll be millions, joining forces all around the globe, "Together for a better internet"! Will you be one of us? Find out how you can get involved at www.saferinternetday.org
- Hurray! The '#SaferInternetDay: Together for a better internet' video is now available with <Danish, Dutch, French, German, Greek, Hungarian, Icelandic, Italian, Latvian, Lithuanian, Luxembourgish, Maltese, Norwegian, Portuguese, Romanian, Russian> subtitles! Go watch it now at youtu.be/M03BJFjBM3w
- Good news! The "#SaferInternetDay: Together for a better internet" is now available with subtitles in 20+ European languages – go watch it now at youtu.be/M03BJFjBM3w

**** Please note that more languages are likely to be added during the week, so keep an eye on [YouTube](#).**

Starting now, until SID
2020

Dissemination of Safer
Internet Day infographic

Facebook, Twitter

Objective: Raise the profile of Safer Internet Day among the wider public by provide them with a better understanding of what SID consists in, how they can get involved, and how they can help us promote it on social media. The SID infographic can be downloaded [in the "About" section of the SID minisite](#).

Suggested posts:

Twitter/Facebook:

- Always wondered what #SaferInternetDay consists of, more precisely? Have a look at our infographic below to see how we can all work "Together for a better internet" – including you! www.saferinternetday.org
- What is #SaferInternetDay? When, where and how is it celebrated? How can we all play our part in creating a better internet? How can you join us? All you need to know is in the #SID2020 infographic below! www.saferinternetday.org

- What is #SaferInternetDay? How can you get involved? Have a look at our infographic below for all the information you need to prepare for the big day and support #SID2020. Find further information at www.saferinternetday.org

Starting now, until SID
2020

Final countdown to Safer
Internet Day

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? You can get involved in so many ways; find out how by visiting saferinternetday.org/about
- 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, and millions of people join forces "Together for a better internet" in over 150 countries worldwide – find out the thousands of events/activities that will take place at www.saferinternetday.org
- 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! Join the global movement now; visit www.saferinternetday.org

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
- Today is #SaferInternetDay! Together, we can promote the positive change we want to see online and create a better internet for everyone. Learn more at www.saferinternetday.org

****On 11/02 we will be posting from our social media accounts regularly throughout the day – in particular, we will be revealing 4 SID social media animations calling on different stakeholder groups to play their part in creating a better internet – so don't forget to help us spread the message by liking, sharing, commenting and retweeting!**

From 12 February onwards

Post-Safer Internet Day
promotion

Facebook, Twitter

Objective: Help us prolong the Safer Internet Day momentum in the days following it, by sharing how your events and activities went, and by promoting a “save the date” for SID 2021 (to be released shortly [in the About section of the SID minisite](#)).

Suggested posts:

Twitter/Facebook:

- #SaferInternetDay is over but we must strive “Together for a better internet” everyday of the year! Discover what happened on #SID2020 around the globe at saferinternetday.org

- On #SaferInternetDay <insert name of your country/organisation> we <overview of your activities>, and what a great success it was! Find out more #SID2020 debriefs at saferinternetday.org
- When you're committed to creating a better internet, everyday is #SaferInternetDay! Discover the activities that took place all around the world at saferinternetday.org
- #SID2020 is over, but we join forces "Together for a better internet" all year long. Learn more about how #SaferInternetDay went all around the globe at saferinternetday.org
- Sad that #SID2020 is over? The next edition will be there before you know it! On Tuesday, 9 February 2021, we will once again join forces "Together for a better internet" – so save the date! saferinternetday.org