Safer Internet Day 2022

Public report on campaign activities and successes
March 2022

Further information on Safer Internet Day can be found at www.saferinternetday.org.
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The Safer Internet Day (SID) campaign (and the publication of this summary report) was coordinated by European Schoolnet on behalf of the European Commission in the framework of the EC’s Better Internet for Kids (BIK) initiative, with funding provided by the Connecting Europe Facility (CEF).

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Introduction

On Tuesday, 8 February 2022, the 19th edition of Safer Internet Day (SID) took place under the continuing campaign slogan of “Together for a better internet”. This annual celebration aims to raise awareness of the importance of both a safer and a better internet, where everyone is empowered to use technology responsibly, respectfully, critically and creatively. Through a diverse array of actions, across Europe and the globe, the campaign aims to reach a wide range of benefactors and stakeholders – children and young people, parents and carers, teachers, educators and social workers, as well as industry, decision makers and politicians – with a call to action to encourage everyone to play their part in creating a better internet.

Organised within the framework of Better Internet for Kids (BIK) activities by the Insafe network (coordinated by European Schoolnet (EUN)) and INHOPE (the International Association of Internet Hotlines), on behalf of the European Commission, Safer Internet Day 2022 was celebrated in almost 190 countries and territories worldwide. Through a distributed model – including Safer Internet Centres in Europe, Safer Internet Day Committees across the globe, and many international organisational and industry supporters – a range of exciting events, activities and resources were delivered to promote the safe and positive use of digital technologies.

This year’s celebration of Safer Internet Day once again took place against a backdrop of challenges and restrictions posed by the ongoing coronavirus pandemic. Despite this, SID supporters demonstrated exceptional flexibility and creativity in marking the day, with many opting for fully digital celebrations from the outset of their planning activities or, at best, hybrid events. Additionally, many SID stakeholders took the limitations of face-to-face interaction as an opportunity to develop new types of interactive online resources, or lesson modules to be delivered at a distance when in-school visits were not possible. Equally, many SID stakeholders reported far better attendance at virtual events than could ever be achieved with a physical presence, noting particular benefits for reaching certain target groups with better internet messaging, such as parents and carers.

While this report further highlights some of the successes of the Safer Internet Day 2022 campaign, a few key features include:

- As 2022 has been declared the European Year of Youth, the European Commission marked the day with special activities on social media. Vice-President Šuica and Commissioner Breton featured in a video together with young people to discuss children’s digital rights and online safety, discussing the EU’s actions in those areas. Additionally, a series of videos were published featuring Better Internet for Kids Youth Ambassadors and youth panellists from different countries in Europe exchanging views on their priorities online, the importance of digital skills, and their perspectives on how to ensure better online experiences in the future.

1 Safer Internet Day would not be possible without the support of the European Commission (EC), which has been providing financial and logistical support for the campaign since the very first edition as part of a range of wider initiatives, currently delivered under the Better Internet for Kids (BIK) activity line. As such, the EC also co-funds the joint Insafe-INHOPE network of Safer Internet Centres in Europe (typically comprising awareness raising, helpline, youth participation and hotline functions). Currently, funding is provided by the Connecting Europe Facility programme (CEF). In the future, actions will be funded through the Digital Europe Programme. Find out more about the EC’s European Strategy for a Better Internet for Children on the European Commission website.
- A **live Twitter Spaces event** was broadcast on the morning of SID, hosted by DG HOME and DG CNECT, providing an overview of how the EU is helping young people feel safer online through legislation and awareness raising.

- As in previous years, much activity took place on social media in advance of and on the day, while the [#SID2022](#SID2022) and [#SaferInternetDay](#SaferInternetDay) hashtags trended worldwide several times during the day.

- For the first time this year, as part of a special ‘Twitter Trend Takeover’ promotion, the hashtag [#SaferInternetDay](#SaferInternetDay) was promoted as a trending topic in three countries: Belgium, Ireland and Spain, gaining over 7.9 million impressions, 2.3 million video views and over 67,000 engagements.

- The [Better Internet for Kids review of the year 2021](#) was published on Safer Internet Day outlining the ongoing commitment to keeping Europe’s children and young people safe online through long-standing programmes and funding.

News stories on how various SID stakeholders marked the day are available from the newsfeed of the Safer Internet Day website (many are also included in the Annex to this report also).

Also on the Safer Internet Day website, you’ll find detailed campaign profile pages for all [Safer Internet Centres](#), [SID Committees](#) and [SID Supporters](#) who marked the day, including a statement on how each of them supports the ongoing creation of a better internet, both through targeted SID actions and in their day-to-day work programmes, along with many country-specific resources.

In addition, the [Safer Internet Day resource gallery](#) provides access to in excess of 2,150 educational resources from Safer Internet Centres in Europe, in a range of languages and for a range of target groups.

Further information on the history and development of the Safer Internet Day campaign is available from the [campaign archive](#).
Coordination and planning of Safer Internet Day 2022

As in previous years, planning for Safer Internet Day (SID) 2022 commenced as soon as the 2021 campaign ended. Following the long-established formula of celebrating Safer Internet Day on the second day of the second week of the second month, the date for Safer Internet Day 2022 was set as Tuesday, 8 February.

Prior discussions with the EC and various SID stakeholders had already established that the previously used campaign slogan of “Together for a better internet” would continue to be used for the foreseeable future to provide familiarity and continuity in campaign planning. Accordingly, “Save the date” logos were created and circulated on social media immediately following the close of the SID 2021 campaign to allow supporters to already register the next campaign date and share it with their own networks and partners.

Onward planning for Safer Internet Day 2022 again took place in a very different context to normal due to the ongoing uncertainty caused by the coronavirus pandemic and the emergence of new strains over the typical preparatory timeframe. Many Safer Internet Centres and Safer Internet Day stakeholders took the decision fairly early on to switch to online only activities, while others cautiously planned for hybrid events composed of a mix of online and offline activities which could be adapted at short notice.

As always, a Safer Internet Day Working Group was convened to lead on campaign planning, with membership drawn from across the Insafe-INHOPE network of Safer Internet Centres, along with representation from the European Commission. Commitments for the Working Group were kept very light for this edition, however, as it was evident that the ongoing pandemic situation was making it difficult for many countries to plan much in advance or indeed to respond to additional coordination-level demands. The wider network of Safer Internet Centres was kept updated on network plans and actions through weekly communication activities.

As is typical, wider stakeholders, including global SID Committees and SID supporters, were kept updated on planned actions through regular campaign mailings. Various social media plans and assets were developed, shared through these mailings, and published on the SID website which supporters were welcome to adapt for their own purposes. Additionally, the Safer Internet Day helpdesk was widely promoted for direct campaign enquiries, with requests redirected to national SID contact points for further information and localised assets when relevant. A number of online calls took place to further facilitate direct support with some SID contacts, especially those countries who are at the very start of their safer internet journeys.

Promotion of the SID campaign to the wider public was facilitated primarily through the Better Internet for Kids (BIK) portal and Safer Internet Day website, social media channels (including new LinkedIn and TikTok profiles since the last edition of SID), and the quarterly BIK bulletin. Promotional activities for SID 2022 started in earnest in September 2021, gathering pace over the following months leading up to the day itself.
Key messages

A series of key campaign messages have been developed and refined over the course of previous editions of Safer Internet Day, and these were again used to shape all dissemination activities, targeting different stakeholder groups:

- **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.

- **Parents and carers** play a crucial role in empowering and supporting children to use technology responsibly, respectfully, critically and creatively, whether it is by ensuring an open dialogue with their children, educating them to use technology safely and positively, or by acting as digital role models.

- **Teachers, educators and social workers** can help to create a better internet by equipping their pupils and students with digital literacy skills and by developing their critical thinking skills, which will allow them to better navigate the online world. They can empower them to create their own content, make considered choices online, and can set a personal example of positive online behaviour for their pupils and students.

- **Industry** can help to create a better internet 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 a culture in which all of the above can function and thrive – for example, by ensuring that there are opportunities in the curriculum for children and young people to learn about online safety, ensuring that parents and carers have access to appropriate information and sources of support, and that industry is encouraged to self-regulate its content and services. They must also take the lead in governance and legislation, and ultimately ensure the safety and well-being of children and young people through effective child protection strategies for the digital world.

- **Everyone** has a responsibility to make a difference online. We can all promote the positive by being kind and respectful to others and by seeking out constructive opportunities to create and connect. We can all respond to the negative by reporting inappropriate or illegal content and behaviour online.

The key messages were also transformed into an infographic, along with other pertinent information, which was shared via the Safer Internet Day website and campaign social media channels.
During this edition of the Safer Internet Day campaign, we also reflected on the outcomes of the #DigitalDecade4YOUth consultation work, which took place during 2021, to hear directly from Europe’s children and young people (and those that support them) on *How to make Europe’s Digital Decade fit for children and young people?*. We need to ensure that, collectively, we promote, protect, respect and fulfil the rights of all children and young people when they go online, and SID 2022 provided a perfect focus for this ongoing work. Read more about this focus in the section *SID 2022: spotlighting youth voices*, below.

**Safer Internet Day website**

The SID website – [www.saferinternetday.org](http://www.saferinternetday.org) – is promoted to stakeholders and the wider public as “the home of all things SID”, acting as a focal point for all campaign activity. In addition to providing access to detailed [SID in your country](http://www.saferinternetday.org) and [SID supporter](http://www.saferinternetday.org) profile pages, typically listing events, activities and resources along with contact information, the Safer Internet Day website also hosts [downloadable campaign assets](http://www.saferinternetday.org) to allow others to join in the campaign activity, and a [resource gallery](http://www.saferinternetday.org) to provide schools and educators with year-round access to resources and materials for teaching online safety and associated concepts within the classroom. Importantly, given the significant focus on home-based learning since the pandemic began, it also allows parents and carers to access guidance and tips. The resource gallery can be searched by language, age range or keyword.
A map-based navigation tool allows site visitors to easily locate national Safer Internet Day contact points.

Further information on traffic to the Safer Internet Day website over the main campaign period is provided in the section on Measuring impact below.

**Social media**

Social media always plays a significant role in the planning and delivery of the annual Safer Internet Day campaign, with activities starting well in advance of the day of SID. Although a social media presence is maintained all year round, campaign activities typically ramp up from the September of the previous year onwards through to the close of campaign period (end of February/early March).

For the Safer Internet Day 2022 campaign, social media was once again crucial. While SID activities were hosted both online and offline this year, with some happening in a hybrid form, in a world still heavily impacted by the pandemic, social media continued to be a critical tool for reaching out to stakeholders and supporters before, during and after the campaign period. Thanks also to the efforts of Safer Internet Centres (SICs), SID Committees and SID Supporters, as well as of industry partners, institutions and other organisations acting as multipliers, Safer Internet Day 2022 messages were spread worldwide to millions of people via social media.
Throughout the social media campaign, several assets, including logos, banners, animations, countdowns, an infographic and a social media plan, provided added value for dissemination purposes.

Further information on the reach of the social media campaign is provided in the section on Measuring impact below.
Safer Internet Day 2022
Public report, March 2022

SID 2022: spotlighting youth voices

Children and young people are at the heart of what we do. Indeed, they are the main benefactors of the Safer Internet Day campaign – and the Better Internet for Kids (BIK) agenda more generally – as we unite across the globe to provide a safer and better internet for them, and seek to equip and empower them with the skills, knowledge and support to benefit from all of the wonderful opportunities that the online world has to offer. Youth involvement was very prevalent in the 2022 celebrations.

European Year of Youth

2022 has been designated as the European Year of Youth by the European Commission, placing a spotlight on the importance of empowering youth to build a better future – and one that is greener, more inclusive, and digital. Within the context of the year, Europe’s young people are encouraged to share their visions, meet with decision-makers, and engage in activities all over Europe, providing a post-pandemic perspective to help Europe move forward with confidence. As such, their active involvement in Safer Internet Day celebrations – at both coordination and national level – was encouraged. You will find many examples of youth involvement in the pages that follow.

Youth in conversation with Commissioners

To kick start the celebrations, on the eve of Safer Internet Day, the European Commission published a couple of video clips (in English and French) on social media in which Vice-President Šuica and Commissioner Breton discussed children’s digital rights and online safety with several BIK Youth Ambassadors, specifically focussing on the EU’s actions in those areas.

Click on the images to view the Tweets and watch the video clips
These clips are part of a longer discussion, extracts of which will be published over the coming months as part of the ongoing focus on creating a Digital Decade which is fit for Europe’s children and young people as part of the EU’s commitment to establishing digital principles and targets for all citizens by 2030, as well as the publication of an updated European Strategy for a Better Internet for Children (BIK Strategy) in the first half of 2022 which will guide ongoing work in this field. Keep an eye on the Safer Internet Day social channels (on Twitter, Facebook, LinkedIn and TikTok) for the latest updates.

Youth-led videos

Additionally, under the European Year of Youth banner, a series of youth-led videos were published featuring Better Internet for Kids Youth Ambassadors and youth panellists from different countries in Europe exchanging views on their priorities online, the importance of digital skills, and their perspectives on how to ensure better online experiences in the future.
Twitter Spaces event

Moreover, on the morning of SID itself, DG HOME (the Directorate General for Migration and Home Affairs) and DG CNECT (the Directorate General for Communications Networks, Content and Technology) of the European Commission hosted a live Twitter Spaces event, providing an overview of how the EU is helping young people feel safer online through legislation and awareness raising. Kathrin, a long-standing BIK Youth Panellist, contributed her views alongside representatives of the European Commission and representatives from the awareness and helpline strands of European Safer Internet Centres. More than 450 listeners joined the live broadcast.

A live Twitter Spaces event on the morning of SID discussed initiatives to protect children and young people online

Youth voices in industry activities

Shortly after Safer Internet Day 2022, on Thursday 10 February, Twitter held an EMEA (Europe, Middle East, and Africa) Safer Internet Day Summit with a strong focus on online safety. The event was open not only to organisations representing youth and young people themselves, but also to organisations representing underrepresented or historically marginalised groups.

The aim of the Summit was to empower all participants to speak their minds about online issues that matter most to them, and to be included in the public conversation about how to improve everyone’s digital experience. The event included a session on online safety, where new tools and policies recently implemented by Twitter were illustrated. Participants then split into smaller breakout sessions, where they could discuss online safety issues more freely, and voice concerns they were experiencing on the platform so that Twitter could listen, learn and improve their experiences.

In total, 24 BIK Youth Ambassadors from various European countries participated in the Summit. During the breakout sessions, they had the chance to share their views on what safety tools they
find have been working well for them on Twitter (for example, the mute and report tool, conversation controls, and more), and to discuss what opportunities for policy growth they see and what mechanisms should be prioritised for implementation. Among the most reported opportunities for further development was the strengthening of misinformation and hate speech detection, especially when occurring through coded language or by using regional dialects currently not covered by the platform. Other suggestions included a network of trusted fact-checkers to better verify the context of any reported content, and to better educate users of the reporting options available to them when using the social network. Read more on the Summit here.

As can also be seen throughout the many case studies in the following sections of this report, children and young people were often at the heart of country-led activities also, with youth panels shaping the preparation of activities, leading presentations on the day, delivering peer-led activities in schools, or participating in industry initiatives, among many other actions.

On Safer Internet Day and always, we thank young people for sharing their views on these important topics, and helping to shape the digital space now – alongside policy makers and industry – for the benefit of future generations.

Visit the BIK Youth website to learn more about how young people are getting involved in the Better Internet for Kids (BIK) agenda, in Europe and beyond.
Stakeholder engagement

Safer Internet Day in 2022 was, once again, celebrated in many countries across the globe, further building on efforts from previous years to engage stakeholders worldwide. In addition to the celebrations of the joint Insafe-INHOPE network of Safer Internet Centres in Europe (comprising awareness raising, helpline, hotline and youth participation functions), Safer Internet Day Committees across the globe again helped to raise awareness of safer and better internet messages, participating with national and localised campaigns, events and activities.

Each participating country has a profile page within the In your country section of the Safer Internet Day website, which is updated for each campaign. While some countries convene full Safer Internet Day Committees and have celebrated Safer Internet Day for several years now, other countries are still in the early stages of their safer and better internet journeys and so are working towards full SID Committee status. Equally, it is evident that many other countries and territories participate in very localised actions without yet having a national lead.

The table below indicates the geographic spread of Safer Internet Day celebrations, by continent:

<table>
<thead>
<tr>
<th>Continent</th>
<th>Number of countries/territories represented by SID profile pages</th>
<th>Number of additional countries/territories posting about SID picked up through press and social media monitoring during the 2022 campaign</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>40</td>
<td>1</td>
<td>41</td>
</tr>
<tr>
<td>Antarctica</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Asia</td>
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<td>3</td>
<td>9</td>
</tr>
<tr>
<td>South America</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>174</td>
<td>14</td>
<td>188</td>
</tr>
</tbody>
</table>

There is a coordinated annual approach to establishing contact with as many countries and organisations as possible in support of SID; much of this activity takes place throughout the course of each year, ramping up in the core campaign period of September to February. In addition, the campaign also continues to grow organically year on year with many email and social media approaches from interested parties. While these activities didn’t necessarily translate into an increase in profile numbers during the Safer Internet Day 2022 campaign, that is not to say that the reach of the campaign has not grown.
As always, press and social media monitoring plays a significant role in assessing the global impact of SID. As such, monitoring of the SID 2022 campaign allowed for the identification of a number of countries and territories which took part in celebrations of the day in some shape or form, even though there is not yet a formal SID Committee or contact in place. A key challenge for the coming year, therefore, is to reach out to those countries and territories identified in this way with the aim of engaging them more fully in the 2023 Safer Internet Day campaign.

If there is not yet a SID Committee in your country, but you would be interested in forming one, please get in touch via the Safer Internet Day helpdesk at sid-helpdesk@eun.org.

Safer Internet Day and the Insafe-INHOPE network

The joint Insafe-INHOPE network of Safer Internet Centres (SICs) in Europe is always very active around Safer Internet Day, with many Centres releasing new tools, resources and research, hosting events, launching new campaigns, and generally working with stakeholders – including their youth panelists – to raise awareness of their services as a means of accessing high-quality information and support on safer and better internet issues, not just on SID but all year round.

A selection of activities focusing on awareness raising, helpline and youth participation strands are highlighted below, showing the diverse range of topics which Safer Internet Centres engage with:

- In Bulgaria, the main SID event took place online and was livestreamed on the Bulgarian Safer Internet Centre’s Facebook page. The event was led by members of the Bulgarian Youth Panel, who decided to focus on three main areas of discussion: cyberbullying and online violence, disinformation online, and video gaming. Experts and representatives of state institutions and NGOs, including members of the Advisory Board, as well as young people from various youth networks and organisations, participated in the discussions.

- This year’s focus in Croatia was on presenting the results of a deSHAME survey on high-risk behaviours of a representative sample of 2,016 high school students and their exposure to harmful content and sexual harassment in the online environment.

- Cyprus hosted a conference under the title of “Together for a better internet”. Four members of the CyberSafety Youth Panel, together with the Speaker of the Parliament of Cyprus, Mrs Annita Dimitriou, the Citizen’s Commissioner, Mr Panagiotis Sentonas, and child members participated in a round table discussion. During the discussion, the students raised concerns and questions about how Europe’s Digital Decade could be shaped for children and young people. In particular, the students cited issues which had been highlighted in the recent European Commission #DigitalDecade4YOUth consultation, from national statistics from the 1480 Helpline and Hotline services, as well as from their own personal experiences. They shared their concerns about how to ensure that the State promotes, protects, respects and fulfils the rights of all children and young people on the internet. The participation in this year’s conference was unprecedented, as around 10,000 students from all levels of education and training, along with teachers and parents, attended remotely from all over Cyprus.
● The localised theme of Safer Internet Day in Denmark was the **dialogue between parents and their children about digital media**. The Media Council for Children and Young People collaborated with the Centre for Digital Youth Care and the Safer Internet Centre’s national Youth Panel, who played a crucial part in the preparation and delivery of SID 2022 actions. The Youth Panel and representatives from the Danish Safer Internet Centre decided on the theme together, and subsequently **produced videos** and an activity to be used in schools.

● Schools, kindergartens and youth centres in Estonia were invited to organise awareness-raising events for children and students to raise their digital competence and to celebrate Safer Internet Day. Altogether, more than 12,600 children and students participated in the resulting events. Many older youths delivered **Smartly on the Web school lessons for younger students** in their schools using new educational material provided by the Estonian Safer Internet Centre. Schools and kindergartens reported a wide range of activities, including delivering thematic lessons and workshops for students, carrying out online and offline quizzes and online tests, watching thematic videos, making posters, and so on.

● In Finland, Safer Internet Day is celebrated as part of Media Literacy Week (MLW). The aim of the week is to **advance the media literacy skills of children, young people and adults**, as well as to support professional educators, guardians and other adults in their important media educational tasks. The focus this year was on **equal and accessible media education**. The week was carried out with 49 partner organisations from all sectors of society resulting in more than 70 campaigns, events or materials being conducted or published as part of MLW. These included, for example, guides for children and parents to adopt online safety skills, a podcast series about equal media education, educational material in plain language, and an educational website about memes.

● The German Safer Internet Centre placed its SID 2022 focus on **how to make democracy strong and resilient**. With the aim of achieving a wide reach, the #FitForDemocracy online campaign started with a special activity in the week prior to SID when various actions were carried out including the publication of dedicated materials on the campaign landing page at **[www.klicksafe.de/sid](http://www.klicksafe.de/sid)**. The campaign also included participatory elements such as a profile picture generator and a join-in action “**What are you fighting for?**” to enable everyone to get involved.

● In Greece, five central online events were organised to mark Safer Internet Day 2022 to reach both adults (teachers and parents) and students from every educational level (primary schools, junior high schools and high schools). Older children from primary and junior high schools were invited to play an online treasure hunt game which guided them on safe navigation through quizzes, puzzles, crossword puzzles and other activities. High school students received information on hidden pitfalls online, and about the professional perspectives that cybersecurity science has to offer. Members of the Greek Youth Panel were very active in SID activities, preparing **two videos**: one on **body image** and one on **fake news**.

● The Irish Safer Internet Centre organised a campaign to help support parents and families online, including hosting a dedicated event and the development of a suite of new resources. On the day of SID, the #TalkListenLearn event included an expert guest panel discussing some of the key findings of the recent report of a national survey of children, their parents and adults regarding online safety. The report highlighted that there is a **gap** in perception between children and their parents regarding how children interact with the
online environment, the nature of their experiences, both positive and negative, and the nature and prevalence of parental mediation of children's interaction with the online environment. The purpose of the event was to explore these emerging themes, and to offer potential solutions and recommendations going forward. Additionally, as part of the #TalkListenLearn campaign, a new topic generator tool was launched to help families have conversations about online experiences in a fun, non-judgemental way. The new tool provides children and their parents with broad questions about the online world to help them to talk about the opportunities it provides, the challenges that may have to be navigated, and how to seek support. A complementary talking points resource for parents was also developed by Irish teenagers, based on their own online experiences, to help parents approach conversations in a way that will encourage their child or teen to open up about their life online.

- In Lithuania, a multistakeholder discussion focused on when it’s time to introduce children to the internet and how to do it, including exploration of how much time children usually spend online, who spends the most time online, how the pandemic and remote learning has changed the way time is spent online, and some of the challenges children might face. There was also talk of children's dependence on the internet – when it can occur, how to recognise it, and what to do next. A communication campaign on social networks and in the media was also organised, focusing on the general safety of children online.

- In Norway, as a kick-off to a campaign called “Stop the online hate”, a digital event, was organised featuring one of Norway’s most popular young YouTubers and influencers: Herman Dahl. Herman hosted an event where new research was presented, including other stakeholders also such as the police and the helpline. Young people were offered insights and advice on what online hate is, and what to do if they encounter it.

- Portugal focused on an online dating violence campaign which warns of certain harmful behaviours in online dating resulting from the use of digital platforms. The goal of this initiative is to provoke reflection and eliminate limiting and aggressive practices, opting for conscious, responsible and healthy behaviours. Dating violence exists and is an increasingly recurring phenomenon in digital media. Internet safety also includes emotional safety.

- In Sweden, Safer Internet Day activities focused on Lilla upphovsrättsfrågan (The small copyright question), a series which consists of ten short videos. It addresses current issues concerning children’s and young people’s media use with a focus on copyright. The series was produced in collaboration with The Swedish Intellectual Property Office, and is aimed at primary and middle school children, and their educators and guardians.

While many of the above actions stem from the awareness raising, helpline and youth participation strands coordinated by the Insafe network, INHOPE hotlines also joined in the celebrations of Safer Internet Day by organising several additional actions to engage with stakeholders and the public. Some examples include:

- On Safer Internet Day, Point de Contact in France, together with Génération numérique and Ecole Marianne, hosted a round table event bringing together contributors to the cause of online child protection. Secretary-General of CIPDR, Christian Gravel, Deputy Laetitia Avia, as well as representatives from Gendarmerie Nationale, Meta, Google, Yubo, TikTok, ARCOM, Aleph Networks and DILCRAH, participated in this event to discuss
how to educate and protect children from harmful content online. The first panel focused on possible political measures to protect young people from hateful messages and ideologies online. The participants of the second panel addressed the question of how to best educate minors on online behaviour. Options such as educating children on how to responsibly navigate the internet, and the role of parents, teachers and platforms were discussed. The third panel touched on the role of technology by introducing better methods of moderation. During the event, Point de Contact also launched additional functionality to the hotline’s three reporting tools: it is now possible to capture video streams, allowing the public to report live. Point de Contact also marked a month of safer internet activities by launching two new awareness-raising comics focusing on the issues of online hate and terrorism apology.

- To commemorate Safer Internet Day 2022 in Italy, Telefono Azzurro presented updated research conducted by DoxaKids, to shine a light on the new experiences and challenges for children and young people and their parents in light of the upcoming transformation of the digital world. Concerning what arose from the cases managed by 19696 helpline and 114 Emergency Childhood Service hotline during 2021, the research focused on several topics, analysed from the perspective of both children and parents: online gaming, online harms, social media, financial education, the metaverse, screentime, mental health, and the acknowledgement by young people of online harms. The findings presented in the research are astonishing, as children are becoming more and more aware of the risks in the digital environment. However, they believe that to make the internet a safer space, digital education should also be addressed to parents and teachers. Another response given by young people is that we should listen to them more carefully and let them actively participate in decision-making processes concerning their life and future. They want to be part of the making of a safer digital world.

- Latvia marked Safer Internet Day by focusing on child solicitation on the internet. This came in response to the finding that the number of reports registered by the hotline of the Latvian Safer Internet Centre is rapidly increasing, with the aim of educating society about the issue and preventing children from becoming victims of child abuse. The Latvian Safer Internet Centre, in cooperation with the State Police and the State Inspectorate for Protection of Children’s Rights, launched a social campaign called “Dangerous friendships on the internet!”. As part of the campaign, children, young people, parents and teachers were invited to fill in a self-help test. This test was developed by experts to test how safe a child’s friendship is on the internet, to understand how to recognise solicitation cases, and where to seek help. As an example, parents are asked whether they know who their child’s online friends are. The campaign aims to increase the knowledge of both children and parents by providing a guided test and practical information on how to recognise whether an offence has been committed against a child, how to talk to a child about the risk of solicitation, and the first steps to take if a child has been abused online.

- In Romania, Safer Internet Day 2022 was celebrated by Save the Children Romania with an event organised with the support of the Romanian Senate with representatives of the Romanian authorities, as well as officers from the national police specialised in combating cybercrime and international police cooperation. Save the Children presented a sociological study on how the pandemic has impacted on how minors use the internet, how socialising and leisure habits have changed in the online environment, and how children react when they encounter content or situations online that upset them or make them feel uncomfortable. Save the Children also actively contributed to the dissemination
of information on the existence and services offered by the reporting line to help increase the safety of minors in the online environment.

Read more about these actions, and those of other Safer Internet Centres in Europe, in Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2022 (below) and in the In your country section of the Safer Internet Day website.

Safer Internet Day Committees across the globe

Beyond the network of Safer Internet Centres in Europe, global Safer Internet Day Committees help to spread SID messages. The concept of Safer Internet Day Committees was introduced in 2009 to help take the campaign beyond its European roots, recognising the fact that the online world is itself without borders and hence awareness raising to promote a safer and better internet should follow the same logic.

A Safer Internet Day Committee is an organisation or consortium in third countries or territories (outside of the EU) that has obtained government support for leading on Safer Internet Day actions. It is therefore recognised 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 localised campaign activities. Safer Internet Day Committees are encouraged to work collaboratively with other stakeholders in their country, so upholding the SID ethos that we all have a role to play.

Some examples of global SID actions follow:

- Considering the still very critical pandemic context in the country, SaferNet Brasil, the Safer Internet Day Committee in Brazil, adopted a hybrid format for its Safer Internet Day celebrations, drawing on international participation to discuss key takeaways for children, youth and educators. Brazilian activities focused on well-being, youth participation and the educator’s role in the digital age, centred on the challenges of promoting positive use of digital technologies during the COVID-19 outbreak. The key objective was to strengthen nationwide multistakeholder efforts to promote a safer and healthier digital environment in Brazil. Within the wider context of SaferNet Brasil’s work, young people from its Digital Citizen Programme also produced a range of videos for use in remote activities with schools across the country. The videos cover five themes – Privacy, Non-consensual sharing of intimate images, Bullying, Well-being, and Misinformation – using lively and fun language to invite viewers to review their digital habits. The videos, directed by SaferNet Brasil with support from Meta, are provided with English subtitles.

- On Safer Internet Day, the Fiji Safer Internet Day Committee celebrated efforts towards a safer digital environment for everyone, raising awareness of the online issues that matter most to the Fijian people. Organised by the Safer Internet Centre Fiji, an event included participants from Fiji and across the Pacific region, representing civil society groups, youth activist groups, academia, the technical community, policy and regulatory institutions, and financial and other sectors. The Pacific region accounts for quite a large number of social media users, mainly seeing active usage across a number of popular social media platforms. Recently, however, Fiji has seen a noticeable spike in the number of cyberbullying cases, online hate speech, misinformation and disinformation, and violence
against women, children and other vulnerable groups. Such issues are primarily attributed to poor cyber hygiene, unethical online behaviour, and the lack of effective digital literacy and awareness. Many of these growing cyber and online safety issues are directly linked to an increase in people’s online presence and frequency of internet use, unsupervised internet access by children, and higher data consumption (especially for social media) during the COVID-19 pandemic. In the context of Fiji’s online safety landscape, Safer Internet Centre Fiji presented and discussed the real issues faced by its citizens from a regulatory perspective and the constraining factors that limit engagement and dialogue with wider youth groups. The open discussions also reflected on best practices and the important role played by parents, educators, industry, and various stakeholders at large in promoting and strengthening a safer online environment for everyone.

- The Centre for Missing and Exploited Children in Serbia commenced its Safer Internet Day 2022 celebrations by presenting its work and accomplishments to members of the government. It was very important for the Centre to demonstrate that, as a non-government organisation, it is actively working on making the internet a safer space for children, and this was achieved through a public panel discussion about internet safety for children involving several relevant experts. As part of the celebrations, the centre also launched a new app. Freely available via the Google Play store, the app can help people learn about safer internet use. It also provides tools to anonymously report abuse, seek free advice from psychologists, and learn about harmful content online through educational video games. Furthermore, as part of Safer Internet Day activities in Serbia, some research was launched in the context of the deSHAME project, in which the Center for Missing and Exploited Children was a partner. The study aimed to determine how much time children spend online, and what they experience during that time. The research showed that 90 per cent of the surveyed high school students spend seven or more hours online each day, and that they spend that time using three main apps – Instagram, TikTok and Snapchat. Most respondents reported feeling forced to share sexual content and had experienced cyberbullying online. Due to such concerning statistics, the centre will continue to educate children, parents and other experts who work closely with children on the importance of better and safer internet use.

- The Film and Publication Board (FPB) in South Africa ramped up its annual Safer Internet Day campaign in 2022, broadening the impact of key messages to South African communities. Aligning to the global theme of “Together for a better internet”, the FPB expanded the message by including a sub-theme: “All fun and games? Exploring respect and relationships online”. In a week of activities leading up to SID itself, public education events were organised at 18 schools (including three special needs schools), while an energetic Twitter Space session with two Brand Ambassadors in the digital safety advocacy space rounded off the build-up on 7 February 2022. The main SID event brought together 200 school children from 20 schools, along with their teachers and school social workers. Reflective of these hybrid times, the reach of the event was extended through a webinar and live stream on social media. Live coverage from two community radio stations, four radio interviews, and one television interview further amplified the reach of campaign messages. Stakeholders from different segments of South African society added to the impact of the main event programme. A panel discussion with representatives from Meta, Google and TikTok provided insight into the role of internet/digital service providers in cyber safety, with curated questions from the children.
diving deep into the challenges that young people currently face online. Additionally, partners from the public and civil society sectors weighed in with presentations ranging from the positive aspects and benefits of the internet, promoting responsible online behaviour, and creating awareness of social issues that have been multiplied through digital platforms and social media.

Find out more about the actions of other global Safer Internet Day Committees in the In your country section of the Safer Internet Day website.
Organisation and industry support for Safer Internet Day

Alongside the country-based celebrations outlined above, almost 100 organisational and industry supporters – many with a global presence also – maintain SID Supporter profiles on the Safer Internet Day website.

In addition, some of the large platform providers, especially, helped to amplify SID messages through direct actions. To give a couple of examples:

- As in previous years, Twitter provided significant support for the campaign. As is now customary, Twitter activated a special customised Safer Internet Day emoji which appeared on every Twitter post using the #SID2022 and #SaferInternetDay hashtags over a two week period. Twitter also provided Ads for Good credit at coordination level and directly to a number of Safer Internet Centres so that social media activity could be amplified.

New for the 2022 campaign, Twitter also supplied some artwork support to provide engaging visual assets to use on the platform, a Twitter Trend Takeover in three key European markets (Belgium, Ireland and Spain) (read more in the Measuring impact section), and facilitated a curated conversation between @safeinternetday and @TwitterForGood.
Google included a Safer Internet Day promotion on many of its market search pages, while also encouraging a Google security check-up.

Google encouraged its users to conduct a security check-up
Source: Google

Google also posted a series of Tips and tools for Safer Internet Day 2022 and an editorial on Keeping you safe online with Google and beyond.

In addition, many more of the large platform suppliers hosted editorial content directly on their platforms to promote Safer Internet Day, and to evidence their own commitments to creating a safer and better internet:

- Instagram – How to stay safe on Instagram this Safer Internet Day 2022.
- Meta (Facebook) – Marking this year’s Safer Internet Day.
- Microsoft – Online civility improved in past year and is the best it’s been since 2016, new Microsoft research shows, European countries rank highly for online civility despite challenges and Minecraft: Education Edition Launches a New World to Teach Students About Internet Safety in Honour of Safer Internet Day.
- Snap Inc. – Safer Internet Day 2022: Your report matters!
- TikTok – Strengthening our policies to promote safety, security, and well-being on TikTok.
- YouTube – Safer Internet Day: 4 Ways to Improve Your YouTube Experience.

Hundreds more organisations liaised directly with their country-based SID contacts through Safer Internet Centres in Europe or national SID Committees across the globe. See Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2022 (below) for some examples of such
collaborations in Europe, or see the individual county profiles on the Safer Internet Day website for a global perspective.

It is worth noting also that anecdotal evidence and press and social media monitoring indicates that many more organisations across the globe actively participate in actions to support the day, even if they haven’t formally engaged with the Safer Internet Day Coordination Team or their national Safer Internet Centre or Safer Internet Day Committee. This type of organisational support is key in helping to spread Safer Internet Day messages further still, often reaching different target audiences and demographics than are possible through typical campaign channels.

If your organisation would like to be involved in future editions of Safer Internet Day, please get in touch via the Safer Internet Day helpdesk at sid-helpdesk@eun.org where we can further advise you and/or direct you to a national point of contact.
Measuring impact

Social media

This section analyses the social media figures achieved during the Safer Internet Day (SID) campaign reporting period (typically from 8 January 2022 to 12 February 2022, unless otherwise stated).

At the time of reporting, the main campaign social media accounts count the following support:

- **Safer Internet Day Twitter account** – 48,398 followers (up from 46,753 at the close of SID 2021).
- **Insafe network Twitter account** – 11,551 followers (up from 11,359 at the close of SID 2021).
- **Safer Internet Day Facebook account** – 25,171 follows (up from 21,545 at the close of SID 2021).
- **Insafe Facebook account** – 6,093 follows (up from 4,772 at the close of SID 2021).

**Twitter’s support for Safer Internet Day 2022**

As referenced in the section on Organisation and industry support for Safer Internet Day (above), Twitter provided various support to the 2022 Safer Internet Day campaign in the form of emoji-triggering hashtags (#SID2022 and #SaferInternetDay) also translated into various languages, as well as a set of Twitter Ads for Good grants for the Safer Internet Day Coordination Team and for a number of Safer Internet Centres in the Insafe network, along with artwork and a Twitter Trend Takeover. An overview of the use and impact of some of these actions follows.

**Twitter Trend Takeover**

Twitter donated 40,600 USD in Premium Inventory to @SafeInternetDay for targeted Trend Takeovers in Belgium, Ireland and Spain, earning 8.2 million paid impressions across all three campaigns. More specifically, in Ireland, there were 2 million impressions, 270,000 video views and
almost a thousand engagements on the #SaferInternetDay and #SID2022 hashtags. In Spain, there were 4.3 million impressions, 1.8 million video views and 49,600 engagements. In Belgium, there were 1.6 million impressions, 200,000 video views and 7,500 engagements. After the takeover, Twitter investigated the results and produced a performance summary including a sentiment analysis in the three targeted countries.

![Sentiment Analysis Charts](image)

**Sentiment analysis of the Twitter Trend Takeover on 8 February 2022 in Belgium, Ireland, Spain.**

Source: Twitter

**Other contributions**

- **Twitter ArtHouse visual assets.** Twitter partnered with ArtHouse to optimise videos to encourage engagement for the @safeinternetday account that were used in the pro bono advertising campaigns and the Trend Takeover.

- **Twitter conversation.** To amplify the partnership between Twitter and the SID Coordination Team, and share safety resources, a controlled conversation between @safeinternetday and @TwitterForGood was hosted on the day of SID.
- **Twitter Spaces.** A live Twitter Spaces event was broadcast on the morning of SID, hosted by DG HOME and DG CNECT, providing an overview of how the EU is helping young people feel safer online through legislation and awareness raising.

- **Twitter Safety Partners List.** To recognise public policy partners, Twitter developed a list of online safety partners and a Moment of partner Spaces.

### Multiplier effect on social media

As always, one of the main features of Safer Internet Day is the support the campaign receives from influential stakeholders. This is instrumental in multiplying the reach of the campaign. Some examples can be seen in the following pages.

10 tweets supporting the SID 2022 campaign from the most influential Twitter accounts in terms of followers:

*Click on the images to view the tweets*
WHO - 10.7M followers

World Health Organization (WHO)
@WHO

Today is #SaferInternetDay!

We are all being exposed to a huge amount of #COVID19 information on a daily basis, and NOT of it is reliable.

Follow this thread & learn how we can prevent misinformation online 👇

INC India - 8.4M followers

Congress
@INCIndia

Pegasus is not the only threat to our digital privacy. We need to be aware and educated about our privacy and safety online against threats that surface every minute. Let us pledge to make the Internet safer- "Together for a better internet".

#SaferInternetDay

UNICEF - 9M followers

UNICEF
unicef

It takes less than a minute to write a comment that can have a big impact on someone’s mental health and well-being.

A kinder internet starts with you.

#SaferInternetDay #OnMyMind

The Royal Family - 4.7M followers

British Royal Family

Today is #SaferInternetDay

Earlier this year, The Countess of Wessex, Patron of @INBHCC, wrote about the importance of tackling the abuse and exploitation of children online, and how to help young people enjoy the Internet safely.

Tap below to read HRH’s piece in full 👇

"Every one of us is invested in keeping children safe – whether online or offline.

Let 2022 be the year we prioritise this issue and make sure our children can explore this amazing online world safely.

- The Countess of Wessex"
Twitter Safety - 3.6M followers

It’s #SaferInternetDay! What’s that? A day where we come together to try to make this place a little better for all of us. Here are some ways Twitter is working on it.

#SaferInternetDay

5:03 PM - Feb 8, 2022 - Twitter Media Studio

FBI - 3.4M followers

On this #SaferInternetDay, the #FBI encourages you to create a strong, unique passphrase instead of a simple password for each online account. Practice internet safety every day to stay safe online. Visit staysafeonline.org/stay-safe-onli... for useful tips.

0:13 10.9M views

UN Women - 2.1M followers

When women are targeted online, the abuse is more likely to be sustained, sexualized & linked to offline violence than when men are targeted online.

On #SaferInternetDay, let’s speak up against cyber misogyny and abuse.

3:02 PM - Feb 8, 2022 - Hootsuite Inc.

European Commission - 2.1M followers

We are all together for a better internet.

On #SaferInternetDay, we share our commitment to discuss how to make the digital world better, especially for children and young people.

Join us and discover all online events and activities you can join in your country.
Safer Internet Day Twitter account
As usual, for the Coordination Team, the bulk of the campaigning for Safer Internet Day 2022 focused on the Twitter @SafeInternetDay account. Due to the ongoing pandemic still imposing restrictions to in-person events and requiring hybrid solutions, many uncertainties surrounded the planning, organisation and coordination of the campaign. This was felt by the Coordination Team and SID supporters alike. However, despite this situation, the Coordination Team is excited to report that, with regards to Twitter analytics, the campaign achieved once again great visibility.

The Coordination Team had foreseen a possible slump in reach and engagement due to the COVID-19 pandemic, and therefore took a range of measures back in December 2021 to mitigate this – such as increasing posting volume and frequency not only in the week leading to SID, but for the whole month preceding the day.

Some key promotional assets were disseminated on social media to raise awareness of Safer Internet Day including the customary SID infographic, animated SID countdowns over the weeks preceding SID, customised animations gifted by Twitter Arthouse as part of Twitter’s SID support, and a dedicated SID GIF again provided by Twitter, activated two weeks before SID and running until Saturday, 12 February 2022.

Safer Internet Day hashtags trending on Twitter
The #SID2022 and #SaferInternetDay hashtags trended worldwide on Twitter during the day, both organically and as a result of the Twitter Trend Takeover.

According to Twitter analytics, over the 2022 reporting period (8 January 2022 – 12 February 2022), the @SafeInternetDay account earned 15.7 million impressions, including both organic and paid impressions (compared to 12.2 million impressions over the 2021 reporting period) – with 8.2 million impressions as a direct result of the pro bono premium inventory campaign.
On the day of SID itself (8 February 2022), the SID Twitter profile page earned **289,992 organic impressions** and over **4.9 million promoted impressions**, compared to a total amount of 2.7 million impressions over the 2021 reporting period.

The SID campaign’s **top tweet** was posted as part of the pro-bono Twitter Trend Takeover campaign, specifically targeting Ireland, Spain and Belgium on Safer Internet Day. Over the entire reporting period, this post collected **1,886,477 impressions** and **21,630 engagements**, as well as **33 new followers** alone, according to Twitter.

Other top-performing tweets include a "Today is #SaferInternetDay!" post (which, at the time of reporting, has earned 1,869,388 impressions), and a SID general promotional post (1,873,411 impressions at the time of reporting). All three featured Twitter Arthouse visual contributions (gifted as part of Twitter’s support), and the first two posts were included in the Twitter Trend Takeover campaign.

As a result of the Safer Internet Day social media strategy, the SID Twitter profile gained over **850 followers** on Safer Internet Day alone, and currently counts over **48,300 followers**.

According to analytics provided by Twitter, engagement rates, link clicks and likes on posted content performed well over the reporting period.

In total, there were **4.6 million clicks on links** during the reporting period. Most clicks were during the week leading up to Safer Internet Day, with the peak being **almost 1 million clicks** on 5 February 2022.
The total number of retweets without comments was 4,100 with the highest number of retweets on Safer Internet Day (1.5k). During the reporting period, the @SaferInternetDay account received 29,400 likes from users. The most likes were received on 28 January (4.2k), 29 January (3.6k) and on Safer Internet Day itself (3.3k).

It is also to be noted that the allocation of a generous Ads for Good grant by Twitter allowed the SID Coordination Team to take the campaign even further by reaching and engaging with an even broader audience.

**Facebook**

Globally, the Facebook strategy was broadly aligned with the approach taken on Twitter. Over the 2022 reporting period, the @SaferInternetDay Facebook page organically reached 138,297 accounts.

![@SaferInternetDay Facebook page reach during the 2022 reporting period](source: Meta)

The volume of SID fans also increased steadily during the reporting period, with the page gaining 589 new page likes over the timeframe. At the time of reporting, the SID Facebook page has a total of 22,216 fans, compared to 21,447 at the time of reporting in 2021.

![Audience growth on the @SaferInternetDay Facebook page over the 2022 reporting period](source: Meta)

According to Meta, the most successful posts over the entire reporting period were all posted on the day of SID – a "Happy Safer Internet Day!" post (reaching 39,214 users, collecting 272 reactions, 154 shares and 634 link clicks), a generic SID promotion post (reaching 22,303 users, collecting 324 reactions, 157 shares and 627 link clicks) and a "Happy Safer Internet Day!" animation (reaching 21,538 users, collecting 135 reactions, 93 shares and 184 link clicks).
Other platforms where Safer Internet Day was celebrated

**Instagram**

Although the SID Coordination Team does not currently host a dedicated Safer Internet Day Instagram account, the campaign already has a presence on the platform thanks to SID supporters that are active there. At the time of reporting (March 2022):

- The #SaferInternetDay hashtag has been used in a total of 41,346 posts, compared to 28,200 posts in 2021.
- The #SaferInternetDay2022 hashtag has been used in 2,598 posts, compared to 1,000 posts in 2021 (with the #SaferInternetDay2021 hashtag).
- The #SID2022 hashtag has been used in 5,706 posts, compared to 5,000 posts in 2021 (with the #SID2021 hashtag).

**TikTok**

The SID Coordination Team has recently created a TikTok account to experiment with the platform. Still operating at a very low level, the account currently has 46 followers, 192 likes and 11 videos. However, Safer Internet Day still enjoys significant visibility on this platform thanks to the support of a wider global SID community. At the time of reporting (March 2022):

- The #SaferInternetDay hashtag has been viewed 67.7 million times in total. It is worth noting, however, that it is not possible to determine which of these views specifically relate to the SID 2022 campaign.
- The #SaferInternetDay2022 hashtag been viewed over 12,800 times.
- The #SID2022 hashtag has been viewed 526,600 times.
Support on social media for Safer Internet Day 2022
On social media, Safer Internet Day enjoyed widespread support from the EU institutions, with posts including (in alphabetical order for ease of reference):

- BetterNet4EU
- Caterina Chinnici, Member of the European Parliament
- Child Rights Intergroup in the European Parliament
- DG Migration and Home Affairs
- Digital EU
- Dubravka Suica, Vice-President of the European Commission
- ENISA (EU Agency for Cybersecurity)
- EU Justice
- Eurojust
- European Commission
- Europol
- Greens/EFA in the EU Parliament
- Hilde Vautmans, Member of the European Parliament
- Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education, Youth and Sport
- Roberta Metsola, President of the European Parliament
- Roberto Viola, Director General of DG CONNECT (Directorate General of Communication, Networks, Content and Technology) at the European Commission
- Thierry Breton, European Commissioner for the Internal Market
- Ylva Johansson, European Commissioner for Home Affairs

Many other influential and international supporters also helped spread the word about SID across a range of social platforms, a selection of which follow (in alphabetical order for ease of reference):

- 5Rights Foundation
- Anti-Bullying Pro
- António Guterres
- Apple
- BBC Teach
- Belgian Federal Police
- BigBrotherWatch
- Binance
- Bosch
- ChildFund
- Children’s Society
- CO:RE
- COFACE Europe
- Common Sense Education
- Council of Europe
- Dutch Ministry for Justice and Safety
- Google
- Indian Minister of Entrepreneurship
- INTERPOL HQ
- INTERPOL HTCE
- Irish Department of Education
- Irish Ombudsman
- ITU (International Telecommunication Union)
- ITU Secretary General
- Kahoot
- Lego
- Make.org
- Microsoft
- Mind
- Namle
- OECD
- Telenor Pakistan
- Thorn
- Tor Project
- Twitter
- UK Government Department for Digital, Culture, Media and Sport
- UN Cyber
- UN Department of Peace Operations
- UN Women
- UN Youth Envoy
- UNESCO
- UNICEF
- United Nations (UN)
- University of Oxford
- UNWRA
- Urban Decay
As can be seen by the variety of stakeholders, the different sectors represented, and the diverse range of focus topics in their respective messaging, Safer Internet Day is truly a multi-stakeholder campaign with various actors uniting under the common theme of Together for a better internet.

Web analytics

During the 2022 reporting period, the levels of activity on the Safer Internet Day website are overall higher if compared with the figures of SID 2021 – interestingly however, certain indicators increased compared to 2021, while some others decreased.

Over the reporting period, the number of users has significantly increased compared to the 2021 reporting period – with **246,929 users** visiting the SID website in 2022, a **68.45 per cent increase** from 2021 (146,593 users) (Source: Google Analytics). This metric reflects the social media strategy implemented over an extended period of time, with the objective of driving traffic to, and encouraging users to engage with, the SID website over the course of the month leading up to SID. Other indicators have similarly increased compared to the previous reporting period.

Such indicators include:

- **321,423 sessions**, a **63 per cent increase** from the 2021 reporting period (197,072 sessions).
- **535,182 page views**, a **28.69 per cent increase** from the 2021 reporting period (415,858 page views).
- **240,808 new users**, a **66.66 per cent increase** from the 2021 reporting period (144,489 new users).

However, on the day of SID itself, the SID website received **34,373 users**, a 11.69 per cent decrease from SID 2021 (38,924 users); **37,633 sessions**, a 12.69 per cent decrease from SID 2021 (43,054); **71,458 page views**, an 18.98 per cent decrease from SID 2021 (88,200). Rather than being a negative, however, this perhaps reflects the aim of the Safer Internet Day campaign that, armed with prior information, Safer Internet Day supporters and stakeholders are engaging in their own awareness-raising activities on the day itself.
Media activity

Several SID-related articles appeared in both national and international media during the reporting period, right across the globe. Additionally, many Safer Internet Centres mention national media collaborations as being an element of their localised campaign activities. For more information, see Annex 1: Overview of Safer Internet Centre Actions for Safer Internet Day 2022 (below).

In addition to this extensive coverage across Europe, Safer Internet Day was referenced in the press in many countries including, to list just a few:

- Egypt – Akhbar Al Youm
- Ghana – African Eye Report
- India – The Indian Express, The Times of India-Gadgets Now
- Israel – Israel Defense
- Japan – K-tai.watch
- Nigeria – TechCabal
- Oman – Times of Oman
- Philippines – DSWD leads Safer Internet Day for Children 2022
- Rwanda – The New Times
- Saudi Arabia – Al Medina
- UAE – Campaign Middle East

Moreover, many stakeholders also published SID-related press releases or articles on their corporate websites. Some examples include:

- Council of Europe – Council of Europe celebrates Safer Internet Day 2022
- EU Digital Strategy – Policies | Safer Internet Day
- European Commission – Safer Internet Day 2022: together for a better internet
- Facebook – Marking this year’s Safer Internet Day
- Google – Tips and tools for Safer Internet Day 2022 and Keeping you safe online with Google and beyond
- Instagram – How to stay safe on Instagram this Safer Internet Day 2022
- Microsoft – Online civility improved in past year and is the best it’s been since 2016, new Microsoft research shows. European countries rank highly for online civility despite challenges and Minecraft: Education Edition Launches a New World to Teach Students About Internet Safety in Honour of Safer Internet Day
- Snap Inc. – Safer Internet Day 2022: Your report matters!
- TikTok – Strengthening our policies to promote safety, security, and well-being on TikTok
- YouTube – Safer Internet Day: 4 Ways to Improve Your YouTube Experience
Conclusions

In summary, despite the ongoing challenges posed by the coronavirus pandemic, the 2022 edition of Safer Internet Day can still be considered a great success. While we have seen some minor changes to trends within the typical campaign metrics these have largely been positive, while many campaign supporters have reported enhanced engagement across various stakeholder groups, such as parents, as a result of online event formats.

As always, awareness raising of Safer Internet Day, its outcomes and successes, and its wider messaging of protecting and empowering children and young people online continues beyond the day. Many stakeholders and supporters continue to promote initiatives launched on the occasion of SID, or will roll out programmes and resources in the coming months. This supports the ethos of Safer Internet Day that, while the day itself provides an annual global focus, online safety and digital literacy should be a year-round priority.

And indeed, in the coming months, we will see an update to the strategic framework in which Safer Internet Day is delivered, with a new European Strategy for a Better Internet for Kids (BIK Strategy) due imminently. This will guide us in our continuing work of collaborating with all stakeholders to ensure that the online world is safe and effective for all children and young people, and respects and upholds their digital rights.

As one Safer Internet Day draws to a close, so planning commences for the next. The 2023 edition of Safer Internet Day will take place on Tuesday, 7 February 2023, when multiple stakeholders will again join forces across the globe to raise awareness of safer and better internet issues.

Safer Internet Day 2023 will also mark the 20th anniversary of the campaign, so stay tuned for special celebrations.

Campaign activity will start in earnest in September 2022 when we hope that you will again join us in our ongoing call to action to strive “Together for a better internet”.

Visit the Safer Internet Day website, the Better Internet for Kids portal, the BIK bulletin and our various social media channels (on Facebook, Twitter, LinkedIn and TikTok) all year round to stay up to date on the latest news, plans and developments in the field.
Annex 1: Overview of Safer Internet Centre actions for Safer Internet Day 2022
Austria

Cyberbullying is, unfortunately, part of young people’s lives, but equally they know where to get help if they find themselves in such a situation. This is one of the encouraging results of a new study on cyberbullying among Austrian youth.

Four hundred young people aged 11 and 17 participated in an online survey as part of Safer Internet Day (SID) 2022 activities in Austria. From the responses, it was found that 17 per cent had been victims of cyberbullying, 10 per cent had participated in a cyberbullying incident in some way, and 42 per cent were bystanders. The older the young people were, the more experience they had with cases of cyberbullying.

Aside from cyberbullying, many young people had also experienced unpleasant situations online: 48 per cent reported feeling insulted or offended in an online interaction, 46 per cent reported being ghosted, and 41 per cent had experienced lies and false rumours about themselves. Girls reported experiencing these unpleasant situations more than boys.

Austria’s young people have the impression that instances of cyberbullying have increased during the pandemic, and reported seeing various examples of this in distance learning situations. For example, they reported being deliberately distracted from classroom activities (30 per cent), being excluded from relevant school-related information (23 per cent), and being mocked in online classes (22 per cent).

From the responses to the survey, it was evident that cases of cyberbullying among young people are not anonymous. The affected person either knows – or has a reasonable suspicion – who is behind such attacks, and this is typically someone known in the school context.

While school is reported as the setting where most cyberbullying occurs, it is also the area where it can best be tackled. Young people reported “getting help from friends, teachers, parents” and see this as a much more helpful response in such situations than “doing nothing” or “bullying back”.

Competent teachers and parents are crucial for fulfilling these expectations. It is up to adults to be helpful and react to disclosures of cyberbullying in a skilled and reliable way. If this is not the case, young people become frustrated by adults’ wrong reactions. In brief, everyone is responsible for fighting cyberbullying; it is in our hands.

See a summary of the survey results in the infographic below or [download the infographic here](#).
About the study
The study on the topic of cyberbullying was carried out by the Institute for Youth Culture Research and Cultural Mediation on behalf of Saferinternet.at and ISPA - Internet Service Providers Austria. For the online survey, 400 young people aged 11 to 17 were interviewed in a representative manner according to age, gender and educational background. The study was supplemented with practical experiences from workshops conducted by the Austrian Safer Internet Centre. The study (in German) can be downloaded at www.saferinternet.at/presse-detaill/studie-cyber-mobbing.

Find out more about Safer Internet Day in Austria. Find out more about the work of the Austrian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Belgium

Child Focus and its partners encouraged schools and organisations working with children and young people to use Safer Internet Day as an opportunity to work with their pupils to create a safe and enjoyable online environment at school.

In Belgium, Safer Internet Day is organised by the B-Bico (Belgian Better Internet) consortium. B-Bico brings together the key digital media literacy actors from the two main language communities and defines the foundations for a playful, educational and positive use of online technologies in everyday life. Child Focus, Mediawijs, the non-profit organisation Média Animation, and CSEM (High Council for Media Education) suggest playful and efficient tools for media professionals to encourage dialogue between children and their parents, educators or teachers on the good use of online technologies.

According to the latest Génération2020 survey conducted by Média Animation, which analyses the use of the internet by young people in the Wallonia-Brussels Federation, 87 per cent of Year 6 primary school pupils have a smartphone. From this age onwards, their online activity grows rapidly, and the COVID-19 pandemic and distance learning have further accelerated this trend. However, the more time young people spend online, the more they are exposed to risks such as privacy violations, cyberbullying, non-consensual sexting, grooming, sextortion, online advertising, and fake news.

Therefore, this year they focused on activities that children can carry out with their class or school. Belgian schools can find ready-to-use activity materials on www.saferinternetday.be, but they can also create an activity themselves. The idea is that everyone can register their activities on the website to increase the scope of Safer Internet Day initiatives.

“The ever-increasing growth of digitalisation entails benefits, but also risks. A nine-year-old child who receives their first smartphone obviously needs to be supervised. It’s like learning to ride a bike: you don’t send them out onto the busy streets alone from day one. Schools, educators and parents therefore need many tools to inform and support children,” indicates Heidi De Pauw, CEO of Child Focus.

For this edition of Safer Internet Day, Child Focus chose to make its ‘Internet Safe & Fun Quiz’ available as a ready-to-use tool. With this online quiz, teachers can address different online safety topics with their students: respect, privacy, online friendships, critical thinking, anonymity, mutual help, transparency and trusting people online. The quiz is suitable for teenagers and children from the age of nine and is available for free at www.internetsafeandfun.be/quiz in both French and Dutch. On the same website, teachers and educators can also download an infographic illustrating the different themes.

Also highlighted as part of the activities was the (Mega)mediawijs Werkboek, a tool developed by Mediawijs that allows teachers and educators to address media education topics in the classroom at their own pace. It is a playful and creative workbook covering topics such as how to safely use social networks, safe online browsing, cyberbullying, online advertising and fake news.

Find out more about Safer Internet Day in Belgium. Alternatively, find more information about the work of the Belgian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Bulgaria

For Safer Internet Day 2022, the Bulgarian Safer Internet Centre (SIC) organised an online event which was livestreamed on the Centre’s Facebook page. The main part of the event had a focus on youth participation, as it was hosted by members of the Bulgarian Youth Panel. The Youth Panellists chose three topics for discussion – cyberbullying and online violence, disinformation, and video gaming. Experts, representatives of state institutions and NGOs, including the members of the Public Council for a Safer Internet Use, as well as young people from various youth networks and organisations, participated in the discussion.

The online event was opened by the President of the State Agency for Child Protection Dr. Elena Lilova and Commissioner Vladimir Dimitrov, Head of the Cybercrime Unit of the General Directorate Combating Organised Crime. The aim of the discussions was to provide specific recommendations to institutions, parents and carers, young people, and professionals working with children on how to prevent cyberbullying and online violence, the spreading of disinformation and misinformation online, and how to counteract the negative aspects of video gaming while benefiting from the positives.

The first discussion panel was hosted by Vanesa, a member of the Bulgarian SIC’s Youth Panel and was dedicated to cyberbullying and other forms of online violence – why they happen and how to prevent them from happening. Lyubomir Krilchev, representative of UNICEF Bulgaria, Mladen Vladimirov, known psychologist, Plamena Nikolova, representative of the National Network for Children, Alek Yordanov, coordinator of the Youth Club “Let’s be friends” of the PULSE Foundation, popular Bulgarian vlogger Megsun, and young people from the Children’s Council of the State Agency for Child Protection participated in this session.

The second discussion panel was hosted by Simona Todorova, also a member of the Bulgarian SIC’s Youth Panel. It was dedicated to the topic of disinformation and misinformation – how it can influence us, and how to recognise and counteract fake news and media manipulation. Iglika Ivanova, representative of the Coalition for Media Literacy, Katya and Kristian, representatives of FactCheck Bulgaria, Adi and Alex, young members of the “Megaphone” Youth Network, and Yana from the Teen Station youth media platform participated in this session.

Video gaming was the topic of the third discussion panel hosted by Milena, member of the Bulgarian SIC’s Youth Panel and a representative of Bulgaria in the Eurochild Children’s Council, and Anton, also a Youth Panel member. Donika Borimechkova, psychologist in Association Roditeli (parents), Martin Kadinov, former professional gamer and initiator of the #goodgame initiative, and young people Konstantin and Darin from the Thomas Jefferson Second English High School participated in this session.

Along with the main panellists, other professionals, experts, and young people participated in the discussions too.

The Media Literacy Days campaign, provided by the Coalition for Media Literacy (of which the Bulgarian SIC is among the co-founders) was launched at the main Safer Internet Day event in Bulgaria. The Pink Shirt Day campaign for the prevention of bullying and cyberbullying at school was also announced. A number of local schools and libraries organised their own parallel SID activities in Ruse, Dobrich, Kozloduy, Varna, Svishtov, Plovdiv, Burgas, and other towns and cities all over the country.
Find out more about Safer Internet Day in Bulgaria. Alternatively, find out more about the work of the Bulgarian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Croatia

For the past twelve years, the Centre for Missing and Exploited Children (the Croatian Safer Internet Centre (SIC)) has been continuously celebrating Safer Internet Day in Croatia to raise awareness of safer and better use of the internet by children and young people. On Safer Internet Day 2022, the Croatian SIC organised various activities for experts, parents and children regarding safe internet use.

This year’s focus was on the presentation of the results of project deSHAME in Croatia – the first systematic international research on high-risk behaviours of high school students and on the exposure to harmful content and sexual harassment in the online environment. The findings were illustrated during the online event “The role of experts in the field of risky behaviours of children and youth on the internet”. From September to December 2021, the research was conducted on a sample of 2,016 high school students by the Croatian SIC and partners.

In addition, the Croatian SIC filmed six short webinars for media experts addressing topics such as sexting, hate speech, screen addiction prevention, sharenting, fake news, and privacy protection. A podcast for parents was produced in which the SIC President and a young volunteer participated. Some of the topics they discussed were how to recognise that a child could be in danger online, when to start using social networks, how to protect children and young people online, and how to play games responsibly. Additionally, an online quiz was designed for children and young people. Ten lucky contestants – who solved the quiz with 80 per cent or more correct answers – were rewarded.

The panel discussion “Be in control behind the keyboard and console” was organised with local influencers and the Influencer Academy was presented. The participants talked about what would be important for an influencer or aspiring influencer to be educated about, such as the responsibility they have towards young people who follow them online, and how to deal with hate speech.

Moreover, the Croatian Safer Internet Centre prepared an educational package for parents and educators and collected workshops material that will become a knowledge hub.

Find out more about Safer Internet Day in Croatia. Alternatively, find out more about the work of the Croatian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Cyprus

On Tuesday, 8 February 2022, in the context of Safer Internet Day celebrations in Cyprus, a conference was held with the motto "Together for a better internet". The Ministry of Education, Culture, Sports and Youth and Cyta telecommunications provider organised the conference with the support of Cyprus Safer Internet Centre (SIC) partners CyberSafety, and the national strategy for a Better Internet for Kids in Cyprus. This year, the conference was held in a hybrid format due to the special conditions arising from the COVID-19 pandemic.

The number of participants in the conference was unprecedented, as more than 10,000 students attended from primary education, secondary general and secondary technical and vocational education and training, as well as teachers and educators, and parents and carers from all over Cyprus.

With the aim to cultivate responsibility, respect, but also the need for a critical and creative use of the internet in our lives, the conference served as a reminder of everyone’s responsibility – the state, teachers and educators, decision makers, parents and carers, young people themselves – to make the internet a better and safer place for communication, entertainment and learning purposes.

The General Director of the Ministry of Education, Culture, Sports and Youth, Dr Neophytos Papadopoulos, and the Director of Sales & Consumer Marketing of Cyta, Mr Christos Limnatitis, provided the opening address.

Interesting presentations, discussions and other activities promoting a safe and responsible use of the internet followed, providing more information on its creative use, but also on possible online challenges and risks. More specifically, Dr George Giannakakis, Professor and Director of the Institute of Digital Games of the University of Malta (UM), explored the contribution of digital play and artificial intelligence to learning.

Mr Geert Reynders from Denmark, founder of Tegen Internet Misstanden - Against Internet Abuses, shared the story of his son Tim, who lost his life due to an online challenge. Through his own personal experience, he tried to inform children and youth and to raise awareness regarding internet challenges and the need to seek for proper information and help when faced with such online risks.

In addition, the thousands of students from schools all over Cyprus who attended the conference online had the opportunity to enjoy the theatre play on internet bullying “George’s room”, performed by the theatre group Intra portas. The purpose of the show was to make students realise that the internet cannot be used as a means of revenge to harm other people, highlighting the importance of showing courtesy and respect to all when online.

Afterwards, participants attended an interesting round table discussion, during which the Speaker of Parliament Mrs Annita Dimitriou, the Citizen’s Commissioner Mr Panagiots Sentionas and members of the CyberSafety Youth Panel had the opportunity to share their opinions and exchange views.
During the discussion, the students raised concerns and questions about how Europe’s Digital Decade could be shaped for children and young people. In particular, the students addressed issues arising from the recent #DigitalDecade4YOUth consultation work of the European Commission, statistics from the 1480 helpline and hotline in Cyprus, as well as their personal experiences, and shared their concerns about how to ensure that the state promotes, protects, respects and fulfills the rights of all children and young people on the internet. The Speaker of Parliament and the Citizen’s Commissioner highlighted the importance of intensifying the efforts to make the online world a safe, critical and creative tool for children and youth, focusing on the need to include the voices of the younger generations when formulating relevant policies.

Lastly, Natassa Bofiliou, one of the most important representatives of contemporary Greek music and performer of her generation, who is also an ambassador of the Greek Safer Internet Centre, explained the importance of using the internet as a valuable tool in our lives; however, without the cyberbullying, racism and other harmful behaviours for children and young people.

Further information about the Safer Internet Day conference can be found on the Cyprus Safer Internet Centre website at internetsafety.pi.ac.cy/SID2022 or you can rewatch the conference on YouTube.

Find out more about Safer Internet Day in Cyprus. Alternatively, find out more about the work of the Cyprus Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Czech Republic

Research exploring the online safety habits and behaviours at home of children and young people was presented as part of the Safer Internet Day celebrations in the Czech Republic. In recent years, this observance has gained a lot of attention in the country, not only from state institutions, commercial entities, and organisations dedicated to the safety of children on the internet, but also from schools and individuals. CZ.NIC Association coordinates the activities to celebrate SID through the Czech Safer Internet Centre, which it also manages.

Mapping the online experiences from home of young people

Due to the ongoing pandemic, SID activities were once again moved to the online space in Czechia. Despite this limitation, several hundred entities took part in the celebrations, and many organisations illustrated their existing security initiatives and their innovations on the day. The Czech Safer Internet Centre, in cooperation with Palacký University in Olomouc and its eSafety project, presented the research *Online world in children’s homes*.

The aim of the research was to map the environment of children's homes with regards to the risky means of communication that young people experience in the digital world. The research mapped risky situations from the experience of young people themselves, what preventive measures are implemented at home, what issues they need to deal with, how internet usage is regulated at home (such as time limits and content restrictions), and more. The results of the research were not promising, so the Czech Safer Internet Centre decided to increase the capacity of educational events and initiatives aimed at promoting online safety at home. The findings from the Stoponline.cz hotline, which is dedicated to reporting harmful content on the internet, and especially child pornography, were also presented in the research. Last year, the line gathered 3,944 reports.

Other initiatives to celebrate Safer Internet Day in the Czech Republic

The state administration has traditionally been involved in Safer Internet Day. For this edition, the Czech Safer Internet Centre organised a press conference in cooperation with the Czech Ministry of the Interior. The Deputy Prime Minister of the Czech Republic and Minister for Regional Development Ivan Bartoš and the First Deputy Minister of the Interior Lukáš Kolářík attended the conference. The Vice President of the European Parliament Dita Charanzová also sent a greeting. The event was personally supported by representatives of the National Office for Cyber and Information Security, the Police of the Czech Republic, and others. As part of the celebrations, a conference illustrating selected projects and activities in the field of online security was organised.

Commercial institutions were also heavily involved in the SID celebrations. Apart from the traditional supporters, additional support came from internet company and media house Seznam.cz, O2 and T-mobile, several banks, antivirus companies and others. Non-commercial institutions involved included, among others, the Czech Safety Line, Digi-Coalition, One World in Schools and Regions for a Safe Internet.

Additionally, the number of schools and universities participating in the celebrations is constantly growing. One highlight is the Dyjákovice Elementary School, which worked on the theme of a safer internet quite creatively in class. Awareness-raising campaigns on Ámos Vision touch screens involved more than 250 schools.

You can access the full report with the research findings, as well as an infographic summarising the main points, on the website of the Czech Safer Internet Centre (available in Czech).
Find out more about [Safer Internet Day in the Czech Republic](#). Alternatively, find out more about the work of the [Czech Safer Internet Centre](#), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](#).
Danmark

The Danish Safer Internet Centre (SIC) launched a special activity on Safer Internet Day 2022 to encourage a conversation between parents and carers and young people about their digital habits.

Safer Internet Day (SID) 2022 was organised in Denmark by the Media Council for Children and Young People in collaboration with the Danish SIC partner Centre for Digital Youth Care. The main goal of the SID activities was to create a mutual understanding between young people and adults about digital habits and online communities. Children and young people should not be left alone to deal with the ups and downs of online interactions. And most young people do want to talk to their parents and carers about their online experiences. Therefore, the Danish SIC encourages parents and carers to show genuine interest in their children’s digital habits. You can watch the campaign video on Vimeo.

In the campaign video for SID 2022, members of the Danish SIC Youth Panel present a series of questions that they imagine parents and carers might ask their children. During previous workshops, the panellists noted how sometimes having conversations about digital habits could feel like an interrogation. The video was published on social media platforms and primarily targeted parents and carers who may want to reconsider how they, as adults, talk to young people about digital communities and social media.

‘Drop the interrogation – but ask away!’

The SID campaign ‘Drop the interrogation – but ask away!’ consisted of two short videos and a classroom activity. The materials were produced in close collaboration with the Youth Panel. The classroom activity lets the students collaborate on a list of wishes for their parents on how to have an open dialogue about digital habits. Afterwards, the parents get the opportunity to give feedback to the students’ wishes, and the feedback is then presented to the students. The aim of the activity is to inspire both parents and carers and their children to have a continuous dialogue about digital habits, where both parties show mutual respect and understanding. You can watch the short video on Vimeo.

Youth participation in Safer Internet Day in Denmark

The Youth Panel played a crucial part in the process of planning Safer Internet Day. It consists of 28 students from an eighth-grade class of a local school. When planning SID activities, the youth panellists voiced their opinions on how parents and carers try to discuss online habits with teenagers. Some panellists noted how it could feel as if parents were prying or interrogating them when asking about social media or video games. At the same time, the panellists were aware that they could also become better at communicating with their parents and carers about their life in the digital communities.

Image credit: Danish Safer Internet Centre
On 8 February 2022, the Youth Panel visited four classes at school and performed the activity with the students. The day was coordinated with the help of social workers and teachers from the school. In the four classes, the students had to consider what they wanted from their parents and carers when it comes to having honest conversations about digital habits. The activity led to many different discussions among classmates, and by the end of the day they had prepared lists of wishes, which were later shared with their parents.

On the lists of wishes for the parents, the students had noted such things as:

- “Have you ever considered trying to play online games with us?”
- “Please consider that there will always be things we want to keep private.”

**The continued impact of SID activities**

Both the videos and the classroom activity have had a wide reach on social media, and the Danish SIC will continue to promote the campaign materials after SID. The Danish SIC partners are interested in hearing what young people and children would want from their parents and carers when it comes to conversations on digital habits. Therefore, the Danish SIC encourages anyone who uses the activity material to send in their results, so that they can be used to inspire others.

Furthermore, some teachers and educators have already used the two videos during parent-teacher conferences. In future promotion, the Danish SIC will encourage the use of the videos for other parent-teacher meetings.

Find out more about Safer Internet Day in Denmark. Alternatively, find out more about the work of the Danish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Estonia

Each year, the Estonian Safer Internet Centre (SIC) focuses on one topical issue to celebrate Safer Internet Day. This year, the chosen focus was to raise children’s digital competence and disseminate information about how to protect yourself and others online. The Estonian Safer Internet Centre also published new educational resources and organised several events.

Educational resources

Do you know that you can make the online world a better place? If you notice something on social media that hurts you or someone else, let it be known:

- With a few clicks, you can notify the platform that this is inappropriate content.
- With a few clicks, you can tell the distributor that this is inappropriate content.
- With a few clicks, you can notify a friend or parent.
- With a few clicks, you can notify the helpline or the police who can help you.

No one should be left alone with their worries.

This is a message from the new educational material for schools How to protect yourself and others online which was created by the Estonian SIC together with experts and students. It contains slides with tips and guidelines, an educational video, and an online test. The material can be used by teachers, and by older students also, when hosting awareness raising events for younger students. On 25 January 2022, webinars in Estonian and Russian were organised by the Estonian SIC for teachers and pupils to introduce new educational resources and to provide guidance about how to use them when organising awareness raising events in schools.

For kindergartens, the Estonian SIC created an educational online resource on how to develop digital competences among children. It contains educational games on the topic, worksheets, points for discussion, and more. On 28 January 2022, the Estonian SIC organised the webinar “Digital competence development activities for kindergarten – games, worksheets, discussions” aimed at kindergarten teachers and educators to introduce the new educational material and to invite them to use it in their classrooms when celebrating Safer Internet Day 2022.

Safer Internet Day celebrations across Estonia

As in recent years, the Estonian SIC encouraged schools and kindergartens to organise thematic events for and with children and young people to celebrate Safer Internet Day. All activities were registered on the Estonian SIC website and located on the Estonian map of Safer Internet Day events.

Altogether, more than 12,600 children and pupils participated in the Safer Internet Day 2022 events and activities. Many older students autonomously held Smarly on the Web school lessons for the younger students in their schools using the materials provided by the Estonian Safer Internet Centre. Schools and kindergartens organised thematic lessons and workshops for students, carried...
out online and offline quizzes and online tests, watched thematic videos, made posters, and participated in other activities.

**Safer Internet Day webinar**
On Safer Internet Day itself, the Estonian SIC organised the webinar “Problematic situations faced by children and young people online. How to help and support” for parents and carers, and teachers and educators. During the webinar, representatives from the Estonian Police and Border Guard Board, the Estonian Helpline 116111, the Estonian Hotline and other online safety bodies introduced their work and provided useful information on how to support and assist children and young people. You can [rewatch the webinar (in Estonian)](https://www.youtube.com/watch?v=1234567890) on YouTube.

The organisation coordinating the Estonian Safer Internet Centre, the [Estonian Union for Child Welfare](https://www.childwelfare.ee), regularly publishes the web journal [Notice a child (Märka last)](https://www.childwelfare.ee/note-a-child) with the aim of raising awareness of children’s rights in society and the online world. As part of the Safer Internet Day campaign, a [special edition of the magazine named Smartly on the Web](https://www.childwelfare.ee/note-a-child) (Targalt internetis) was published. The main topics covered in the issue were the datafication of childhood, how to protect yourself and others online, the importance of being a good role model for children and young people online, the new educational resources, and more information about the work of the Estonian helplines and hotlines.

In addition, the articles were disseminated via the Estonian Safer Internet Centre’s social media channels, and some were replicated on national news portals to reach an even wider audience aiming to provide knowledge and tools for a better understanding of the online risks and challenges, and to support children’s positive use of digital technologies.

Find out more about [Safer Internet Day in Estonia](https://www.saferinternetday.ee). Alternatively, find out more about the work of the [Estonian Safer Internet Centre](https://www.saferinternet.ee), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](https://www.saferinternetcentre.eu).
Finland

For the tenth time, Media Literacy Week (MLW) was celebrated in Finland as part of the Safer Internet Day (SID) campaign. This year’s celebration emphasised the equal involvement of everyone in media education. It is important to consider the different needs of people of all ages when implementing media education.

In Finland, safer internet issues fall under the concept of media literacy. MLW is organised by the National Audiovisual Institute (KAVI) and it is part of the awareness-raising work it does as the Finnish Safer Internet Centre. MLW aims to advance the media literacy skills of children, young people and adults, as well as to support professional educators, guardians and other educators in their important media educational tasks.

In 2022, the week was carried out in collaboration with 49 partner organisations from all sectors of society. Together with these partner organisations, a total of 70 campaigns, events and materials were conducted or published for the MLW. Additionally, 1,800 professionals registered for the week, most of them representing teachers from early childhood education, basic education for children under 15 years, and librarians. However, thousands of children, young people and adults were reached before and during the campaign week, and numerous communication and dissemination activities took place during the week, for example, via social media channels.

Equal and accessible media education

The emphasis of the theme week was reflected in the campaigns, events and materials published together with the partner organisations. Linguistic and cultural minorities were considered, for example, by providing media education materials for adult people who are learning the Finnish language. In addition, the Sámi knowledge was promoted through film education. The Sámi are indigenous people of Finland, Norway, Sweden, and Russia. Furthermore, partner organisations and KAVI published plain language and pictorial educational material to support media education of those who need special support in learning.

Each year, as part of MLW, a Media Literacy Magazine is published and distributed to professionals. In the magazine, partner organisations can publish articles related to their current work with media literacy, media education and media skills. In addition, the magazine includes more general articles from the editorial team. In previous years the magazine was published in print and as a PDF. As a new output this year, the magazine was published with an accessible online magazine replacing the PDF version.
The new magazine was designed to be more accessible in accordance with the EU Accessibility Directive. In addition, the online magazine allows readers to target their social media posts to a specific article. Statistics show that the online magazine reached more people compared to the PDF version, achieving 3,600 downloads by the end of February. In comparison, in the previous two years, the PDF file achieved 1,600 downloads per year.

**Media Literacy Week is developed with feedback**

After the active campaign period, both participating professionals and organising partners were asked for feedback. Feedback plays an important role in the development of future Media Literacy Weeks. This year, 139 participating professionals and 12 partner organisations provided feedback. Feedback was particularly requested on the online magazine and registration process.

Almost half of the responding professionals (n=63, 47 per cent) had read the online magazine. The expectation of professionals for the next annual edition of the magazine varied: 81 professionals expressed a preference for the magazine to be published both in print and online, 22 professionals thought that an online version is fine and that a print version is no longer needed, while 30 respondents commented that they prefer the print version.

Comments from the feedback survey related to the magazine included:

- “You can return to the online magazine anywhere, and it’s not tied to one physical copy of the workplace.”
- “[The online magazine is] a good solution due to its accessibility; it is easily available.”
- “I like the printed version more because I’m used to reading print magazines more, and because a computer isn’t always available.”

Respondents were also asked about the importance of registering to MLW and views on the newsletter. Participating professionals expressed that they find it useful to register for MLW. Only six respondents did not find it useful. Professionals emphasised the importance of the newsletters that are sent to each registered professional via email. The newsletters include age-curated tips for MLW. Suggestions from the professionals relating to registration activities included:

- More useful information for professionals outside of school settings is needed.
- The materials should be published earlier.
- There is no need for registration because the same information as provided in newsletters and in the printed magazine is available on the MLW website.


Find out more about [Safer Internet Day in Finland](https://www.saferinternetday.fi). Alternatively, find out more about the work of the [Finnish Safer Internet Centre](https://www.saferinternetcentre.fi), including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](https://www.saferinternetcentre.eu).
France

Safer Internet Day 2022 in France aimed to raise awareness among families, teachers, educators and professionals working with young people, with a special focus on targeting parents for the very first time. Indeed, in addition to the unprecedented recent context which has significantly increased the screen time of children and the teenagers, today’s parents and carers generally find themselves in a unique situation: they are the first generation to have to educate their children in a digital world, without having been trained about it themselves.

The three partners of the French Safer Internet Centre Consortium, the awareness centre Internet Sans Crainte, the Helpline 3018 and the hotline Point de Contact, built the Safer Internet Day 2022 campaign around digital parenting. This engaging and positive campaign was based on practical and free tools to support parents and carers and reassure them by sending them the clear and positive message that they can "Trust yourselves! You can do it!". Each partner therefore organised actions to disseminate the key messages of the joint campaign widely throughout its networks and communication channels.

The French hotline Point de Contact, together with Génération numérique and Ecole Marianne, hosted a round table event bringing together contributors to the cause of child protection in France. Secretary-General of the Comité Interministériel de Prévention de la Délinquance et de la Radicalisation (CIPDR) Christian Gravel, Deputy Laetitia Avia, as well as representatives from Gendarmerie Nationale, Meta, Google, Yubo, TikTok, ARCOM, Aleph Networks, DILCRAH participated in this event. The opening speech was given by Marlène Schiappa, French Minister Delegate in charge of citizenship, attached to the Minister of the Interior.

The first panel focused on the possible political measures to be taken to protect youth from hateful messages and ideologies online. The participants of the second panel addressed the question of how to best educate minors on online behaviours. The third panel touched on the role of technology by introducing better ways of online moderation. During this event, Point de Contact launched an additional functionality to the hotline’s three reporting tools: it is now possible to capture video streams, allowing the public to report live content.

Point de Contact also launched two new awareness-raising comic strips focusing on the issues of online hate speech and apology for terrorism. Jean-Christophe Le Toquin, President of INHOPE and President of Point de Contact, was a speaker at the event A “safer internet” environment: enacting a more holistic and global response to protect children from online harms, hosted by Telefono Azzurro. Lastly, Nikoleta Lydaki Simantiri, legal adviser and content analyst at Point de Contact, participated in the live Twitter Spaces discussion co-hosted by DG CNECT and DG HOME, on initiatives to protect children and young people online.

On the occasion of Safer Internet Day, the NGO Association e-Enfance launched the 3018 app (app.3018.fr) for young victims of cyberbullying, with the support of the French government. This app was developed in a very short time (barely two months) in partnership with Orange, the French telecommunication company. This app is a first within the European helplines network.

The 3018 application is part of a wider national cause in France. It was announced by the French President Emmanuel Macron in November 2021, on the occasion of the national day of fight against harassment in schools, “so that the shame can change side”.  

France

Safer Internet Day 2022 in France aimed to raise awareness among families, teachers, educators and professionals working with young people, with a special focus on targeting parents for the very first time. Indeed, in addition to the unprecedented recent context which has significantly increased the screen time of children and the teenagers, today’s parents and carers generally find themselves in a unique situation: they are the first generation to have to educate their children in a digital world, without having been trained about it themselves.

The three partners of the French Safer Internet Centre Consortium, the awareness centre Internet Sans Crainte, the Helpline 3018 and the hotline Point de Contact, built the Safer Internet Day 2022 campaign around digital parenting. This engaging and positive campaign was based on practical and free tools to support parents and carers and reassure them by sending them the clear and positive message that they can "Trust yourselves! You can do it!". Each partner therefore organised actions to disseminate the key messages of the joint campaign widely throughout its networks and communication channels.

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The 3018 application was launched alongside high school students in the presence of Jean-Michel Blanquer, Minister of National Education, Youth and Sports, Adrien Taquet, Secretary of State in charge of children and families, Brigitte Macron, and Stéphane Richard, Chairman and CEO of Orange.

The 3018 app is the first and only completely free, secure and confidential application helping victims of harassment and cyberbullying. It offers four main features:

- Direct contact by chat or telephone with a 3018 professional for rapid and customised support.
- Storage of evidence of harassment (screenshots, photos, URL links, etc.) in a digital and secure safety box, as well as the possibility of transferring them to the 3018 team.
- Self-assessment of one’s situation using a dedicated quiz, to encourage the victim to seek help.
- Quick access to practical information on cyberbullying to get advice, learn about your rights and how to react.

Internet Sans Crainte has set up a 360-degrees campaign targeting parents and carers on the one hand, and teachers and educators on the other. The campaign for parents consisted of several main actions and was supported by the dissemination of new content.

With the help of a marketing agency, Internet Sans Crainte launched its Instagram account targeted at parents shortly before SID, reaching over 3,000 followers by offering easy-to-implement advice on a daily basis without making the users feel guilty. In addition, a live conference was organised with 1,200 participants on 7 February 2022. Open to all parents, the French SIC gathered experts from an educational background (sociologists and researchers), representatives of the industry (Meta, Samsung) and the French Ministry for Family Affairs Adrien Taquet. You can rewatch the SID conference here.

Designed to help families create their digital chart to establish good digital behaviours in the family, the platform FamiNum.com has been updated with the support of the French institution MILDECA. A series of five stop motion videos were added to the platform. Two-minute-long videos were created with the support of AXA Prévention to answer practical questions about the use of screens and social networks. These actions targeted at parents and carers were supplemented by digital and activities to be used by families.

By offering tools, advice and tips through multiple channels, and with the support of a complementary PR campaign, Internet Sans Crainte reached out to hundreds of thousands of parents and carers during SID 2022.
Find out more about Safer Internet Day in France. Alternatively, find out more about the work of the French Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Germany

Although once again fewer offline events were possible due to the pandemic, more than 250 decentralised events took place across Germany for Safer Internet Day (SID) 2022. For its own SID activities, the German awareness centre, klicksafe, decided to focus on a digital strategy and move all activities online.

As in the previous year, a Safer Internet Day multimedia landing page was created to show the wide range of activities and offers happening around the day, as well as to bring together different target groups in one central place.

As attacks on democracy are increasingly taking place in social network platforms, instant messaging groups and online forums, the main focus of this year’s SID campaign was on the topic of democracy and how to make it strong and resilient: “Fit for Democracy – Strong for Society”.

In klicksafe’s new teaching material, young people are able to “get fit” at various training stations – in analogy to a real gym – where different topics and situations that they encounter in real and digital life are addressed in fun and creative ways. The title of the new teaching material #fitfordemocracy also served as the main national topic hashtag for this year’s edition of the observance.

The corresponding online campaign #fitfordemocracy started with a special campaign design already one week before SID. In the days leading up to 8 February 2022, various activities were carried out and materials were published on the landing page. The campaign also included participatory elements – for example, a profile picture generator and a join-in action “What are you fighting for?” - so that everyone could get involved.

As in the previous year, klicksafe additionally setup a social wall displaying all activities related to Safer Internet Day on the various social networks in one place. klicksafe and many other participants shared their messages, allowing for the hashtag #SaferInternetDay to enter the top 10 trending hashtags on Twitter in Germany on the day itself and rank #1 for six hours.

Supporters of the day included politicians, scientists, journalists, representatives of media or tech companies. The Federal Minister for Family Affairs, Anne Spiegel, shared a video message on the importance of this year’s Safer Internet Day focus topic.

klicksafe’s activities and educational materials for SID included:

- The new teaching material “#FitForDemocracy”.
- Two campaign videos: “Your democr@cy” and “Is the Internet threatening our democracy?” with two popular German influencers @gardinia_ and @jokahtulu.
- An online quiz for young people on democracy.
- Youth-Talk videos.
- An expert talk on the klicksafe podcast.
● An Instagram live discussion with the Minister President of Rhineland Palatinate Malu Dreyer and campaign Ambassador Jokah Tululu.

● A representative online survey among young people aged 14-24.

All resources are still available on klicksafe’s website.

The evaluation of the SID media coverage showed that this year’s edition and theme were very well received and disseminated and brought democracy values to the attention of many. Despite the circumstances created by the still ongoing COVID-19 pandemic, this year’s SID was very successful for the German Safer Internet Centre in creating awareness for offering different ways to engage with the very topical subject of democracy.

Find out more about Safer Internet Day in Germany. Alternatively, find out more about the work of the German Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Greece

More than 1,000 schools – including primary schools, junior high schools and high schools - participated in the events organised by the Greek Safer Internet Centre to celebrate Safer Internet Day 2022. The focus was on developing knowledge on a safer use of the internet through children's favourite activities such as reading fairy tales (for younger children) and playing games (for older ones).

Educational fairy tales
Athena and Diki, the protagonists of the educational fairy tales produced by the Safer Internet Centres (SICs) of Greece and Cyprus, explained to young primary school pupils from both countries what they should be aware of on the internet in order to navigate it safely. The children had fun reading the educational tales and made two new friends: Athena, who is an expert about online privacy and the importance of telling an adult if something upsets or concerns us online, and Diki, who spoke to them about misinformation, establishing contacts with strangers and cyberbullying.

The online treasure hunt
Older primary school students and junior high school students got excited playing an online treasure hunt. Through quizzes, puzzles, crossword puzzles and other activities, the young people learned about navigating online safely by playing.

The final puzzle led to “the treasure”: a creative video explaining to children that the real treasure and the real prize of the whole treasure hunt was none other than gaining the knowledge for a positive and safe online experience.

You can watch the online treasure hunt video here. English subtitles are available.

Informational sessions for high school students
To celebrate Safer Internet Day 2022, high school students attended an informational session organised by members of the Greek SIC and by the Cyber Security Authority of the Ministry of Digital Government about the hidden pitfalls on the internet, but also about the professional perspectives that cybersecurity science has to offer to young people.

Online events for adults
More than 2,000 educators and parents attended the main online event organised by the Greek Safer Internet Centre of FORTH in collaboration with the Panhellenic School Network to celebrate Safer Internet Day 2022. The event revolved around the use of European initiatives to ensure a safer internet, the benefits of the E-twinning programme, the actions of the Cyber Security Authority of the Ministry of Digital Communication to educate and inform the citizens, the initiatives of the Greek Safer Internet Centre, and the symbolic importance of Safer Internet Day as an occurrence. The event also presented the results of the panhellenic research conducted by the Greek SIC on 5,000 students about their online habits, analysed the educational material to be used as a learning tool both in the classroom and at home, gave clarifications on the
protection of sensitive personal data at school, illustrated how to support educators and parents through the Greek helpline Help-line.gr, and lastly presented the Be Internet Awesome programme which helps teachers and educators educating children on the basic principles of cyber security.

You can rewatch the event here.

**Panhellenic student contest**

Once again this year, more than 400 schools from all over Greece participated in the panhellenic student competition organised under the auspices of the Ministry of Education and Religious Affairs. This year, the theme of the competition was Reporting and blocking is courageous, and the youth works were so interesting for the jury that it was very difficult for the jury to select the winners.

Another highlight of the day was the message of popular actress Vasso Laskaraki, the ambassador of the Greek Safer Internet Centre, who encouraged children and young people – in her own special way – to be safe online. Watch her message here.

Find out more about Safer Internet Day in Greece. Alternatively, find more information about the work of the Greek Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Iceland

As part of the celebrations of this edition of Safer Internet Day on Tuesday, the Icelandic Safer Internet Centre (SIC) launched a media campaign focused on hate speech, involving its Youth Panel who promoted and disseminated several key campaign messages on TikTok. The whole population of Iceland was targeted by the campaign, and the whole Safer Internet Centre consortium and Steering Committee was involved with the planning, including the coordination team of the Icelandic hotline and helpline.

Other activities to celebrate SID
On the day, the Icelandic SIC also organised an online conference around the topic of digital citizenship. The estimated number of participants was 300 people. As with the online hate speech campaign, the whole consortium and Steering Committee were involved in organising this event as well, including the Ministry of Education.

New educational resources were sent to all elementary schools in Iceland and schools were encouraged to participate in Safer Internet Day 2022 celebrations by either organising activities at a local level, at their school or class, or by making use of some of the new material provided to join the celebrations of the day. The Youth Panel was involved in the development and review of the material sent, and the strategic approach to adopt.

Throughout the day, the Icelandic SIC also premiered five new short video educational modules, all made available via its YouTube channel.

SID 2022 takeaways
In the experience of the Icelandic SIC, media campaigns alone are not always the best way to reach their main target groups. Reaching out directly to parents and carers, students, and teachers and educators has proven to be an efficient way to achieve a good impact with the SIC’s awareness material, by sending new material and resources, and organising conferences that are also streamed online. However, media campaigns involving the Icelandic hotline and helpline seem to work better.

Find out more about Safer Internet Day in Iceland. Alternatively, find out more about the work of the Icelandic Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Ireland

Safer Internet Day is celebrated around the world every February and has become a landmark event in the online safety calendar. In Ireland, an impressive range of activities took place across the country to celebrate the occurrence. Safer Internet Day worked as an opportunity to address topics such as cyberbullying, sharing images online, online privacy, misinformation, online well-being and digital resilience, and inspired a national conversation about empowering people to use the internet and digital technologies in a safe, responsible and positive way.

Safer Internet Day initiatives in Ireland included lessons, webinars, workshops, making movies and podcasts, writing and performing songs, creating posters, coding, quizzes, presentations and much more, uniting thousands of people across Ireland to help create a safer and better internet.

The #TalkListenLearn campaign

For Safer Internet Day 2022, Webwise and the National Parents Council Primary launched the #TalkListenLearn campaign to support children and parents and carers in their online experiences. The campaign raises awareness of the importance for families to have regular open conversations about the online world, to help ensure that children and teenagers have a safe and positive experience.

A special Safer Internet Day event from PDST Technology in Education included an expert panel discussion to explore and unpack emerging themes from recent research from the National Advisory Council for Online Safety, which highlighted a gap in perception between children and their carers regarding how young people interact with the online environment, the nature of their experiences (both positive and negative), and the nature and prevalence of parental mediation of children’s interaction with the online environment.

Moderated by Gavan Reilly (Virgin Media news political correspondent), the event included contributions from the CEO of the National Parents Council Primary Aíne Lynch, researcher and deputy chair of the National Advisory Council for Online Safety Professor Brian O’Neill, child and adolescent psychoanalytical psychotherapist Dr Colman Noctor, and members of the Webwise youth advisory panel. The discussion also offered potential solutions and recommendations for further exploration. You can rewatch the event here.

The #TalkListenLearn topic generator

The #TalkListenLearn campaign is also supported by a range of resources including the #TalkListenLearn topic generator. The generator has been developed to help families have conversations about their online experiences in a fun, non-judgemental way. The new tool provides children and their parents and carers with broad questions about the online world to help them discuss the opportunities it provides, the challenges they may have encountered, and how to seek for support.

#TalkListenLearn Talking Points handbook for parents
Nobody has a better understanding of the online world of children and teenagers than young people themselves. For this reason, 35 members of the youth panel have created a handbook of talking points for parents and carers, based on their own online experiences and in consultation with over 140 students from across Ireland. The handbook is aimed to help parents and carers approach the conversation in a way that will encourage their child to open up about their life online.

Additionally, more resources and toolkits designed for parents and carers such as the updated online safety booklet “A parents’ guide to a better internet” including information on emerging topics such as the influence of online algorithms, misinformation, and developing critical thinking skills are available on the #TalkListenLearn campaign page.

Online safety webinar for parents and carers
As part of the #TalkListenLearn campaign, an online safety webinar featured Dr Colman Noctor (child and adolescent psychoanalytical psychotherapist), who discussed online opportunities and risks for teenagers, offered practical advice to support parents and carers, and answers some frequently asked questions. In addition, the TikTok safety team also provided a short explainer on how TikTok works and some key safety features. Lastly, Webwise provided an overview of the free resources and support available for parents and carers.

The #TalkListenLearn campaign on TikTok
High profile TikTokers Boni Odoemene, Mammy Banter, and TeachwithTadgh made TikTok videos to raise awareness of the #TalkListenLearn key messages, and to highlight the resources available. Check out all #TalkListenLearn-related content, and the Webwise TikTok account.

Safer Internet Day (SID) Ambassador programme
140 students from schools across Ireland took part in this year’s Webwise SID Ambassador programme. This year, the training programme took place online once again, and over the course of five training sessions the peer-led programme equipped students with the skills and knowledge necessary to lead their own online safety campaigns in their schools and local communities. The students got involved in the programme because they wanted to address online safety topics and issues among their peers, and to take positive actions to make a difference.

The young people led an incredible range of inventive online safety and digital literacy initiatives to address topics such as cyberbullying, big data, false information, sharing images and online consent and privacy to raise awareness and support their peers, as well as parents or carers, and the wider community.

The Webwise Youth Panel and the SID Ambassadors also participated in several other initiatives. The Our Digital Lives guest panel discussion, for example, was an event organised by young people, for young people. They hosted and guided the discussions at the Safer Internet Day event, which looked at the positive and the negative aspects of the digital world, with high-profile guests including TikTok celebrity Miriam Mullins, Dublin GAA player Shane Carthy, and psychology researcher and consent, sexual health educator Dr Elaine Byrnes. Our Digital Lives was made available for post-primary schools to view as part of their Safer Internet Day activities.
Safer Internet Day events around Ireland
This year marked the largest Safer Internet Day celebration ever in Ireland, with schools, clubs and organisations from all over the country registering events and activities for SID and with the participation of over 180,000 people. The initiatives addressed important online safety topics such as cyberbullying and respectful communication, online privacy, online reputation and digital footprints, online well-being and digital resilience, image-sharing and consent, and involved a great amount of effort and creativity in the planning and hosting of hundreds of events around the country. Visit the Webwise website for more pictures of events organised all over Ireland for Safer Internet Day 2022.

Safer Internet Day supporters
This year, more organisations than ever supported Safer Internet Day and played a role in creating a better and safer internet for all users, and especially for children and young people. Media Literacy Ireland, Broadcasting Authority of Ireland, National Adult Literacy Agency (NALA), Learning Waves Skillnet, National Youth Council of Ireland, Gaelic Players Association, Pieta House, Microsoft Education Ireland and TikTok were among the many organisations who supported Safer Internet Day in Ireland and encouraged people to join in the celebrations.

Find out more about Safer Internet Day in Ireland. Alternatively, find more information about the work of the Irish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for other Safer Internet Centres throughout Europe.
Italy

In Italy, the Safer Internet Day (SID) 2022 event was hosted completely online and made available via live streaming. A debate took place between students, parents and teachers – the whole school community – on how to help younger generations through a learning process for a positive use of the web, the technological instruments that are available, and everyone’s role in the good and appropriate use of the platforms.

Experts discussed the potential of the internet and the risks to which we must always pay attention with young people and students. Italian Minister of Education Patrizio Bianchi intervened in the event as well. Rewatch the online stream on YouTube.

All schools were invited to post their projects to share best practices on the website of the Italian Safer Internet Centre (SIC). During the day, two thematic webinars were also organised. The webinars were also live streamed from the dedicated section. You can rewatch them on YouTube.

As every year on Safer Internet Day, the Italian SIC illustrated the results of research carried out at the national level on the use of technologies and the attention of young people regarding online risks.

During the whole month of February, the Italian SIC celebrated the 6th edition of the campaign “Il mese della sicurezza online” (Safer Internet Month). The objective of the campaign was to make children and young people, teachers and educators, parents and carers reflect not only on the conscious use of the internet, but also on everyone’s active and responsible role in making the internet a more positive and safer place. The official hashtag of SID 2022 in Italy was, in fact, #laretesiamonoi (#wearethenet). Discover more about the Safer Internet Month celebrations in Italy on the website of the Italian Safer Internet Centre.

Find out more about Safer Internet Day in Italy. Alternatively, find out more about the work of the Italian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Latvia

On the occasion of Safer Internet Day, the Latvian Safer Internet Centre (SIC) launched the campaign “Dangerous friendship on the internet!” and held an online press conference together with campaign partners the State Police and the State Inspectorate for Protection of Children’s Rights.

The speakers of the press conference were Maija Katkovska, Head of the Latvian Safer Internet Centre, Oļegs Lavčinovskis, Head of the Sexual Crime Combating Unit of the State Police, and Gunita Kovaļevska, Deputy Head of the State Inspectorate for Protection of Children’s Rights. The campaign focused on the issue of grooming on the internet, as the number of reports registered and the circulation of content displaying child exploitation on the internet is growing rapidly. More specifically, there has been a significant increase in the volume of such inappropriate content stored on Latvian servers. The aim of the social campaign was thus to raise awareness about the issue, to educate children and young people so as to prevent them from becoming victims of child abuse, and to increase the knowledge of both children and parents and carers by providing a guided test and practical information on how to recognise whether a child might be a victim of grooming, how to talk to a child about the risks of online grooming, and the first steps to take if online grooming is witnessed.

Self-help test for children and parents
A self-help test is available at sos.drossinternets.lv to help recognise grooming on the internet. Children and young people, as well as parents and educators are invited to fill out the self-help test developed by experts from the Latvian Safer Internet Centre and the State Police to test how safe the online friendships developed by the young person are, to learn how to recognise grooming cases, and where to seek help.

In the video promoting the campaign, parents and carers are asked Do you know who your child’s online friends are? and children and young people are encouraged to Test your online friendships.

Campaign materials in Latvia focused on dangerous online friendships

Image credits: Latvian Safer Internet Centre

Safer Internet Day 2022 lesson plan
The Latvian SIC developed a Safer Internet Day lesson plan – three presentations for primary school students to strengthen pupils’ media literacy skills, and promote a safe and meaningful use of the internet. The presentations included practical examples and tasks to be used in the classroom, including with quizzes to test knowledge and skills. Each presentation was
accompanied by recommendations for the teachers and educators, and links to useful additional materials.

The presentations covered the following topics:

1. Who and is communicating to you and why are they? Being aware of different types of online communication.
2. Analysis of news headlines (to avoid clickbait).
3. Improvement of critical thinking and fact-checking skills.

**Safer Internet Day celebrated across the country**

In addition, more than 70 events for children and teenagers were organised in schools, libraries and youth centres across Latvia to celebrate Safer Internet Day, involving 6,068 participants including children, parents and carers, teachers and educators. The [mapping of the SID2022 activities across Latvia](#) provides an overview of all the planned initiatives.

**Youth Panel online meeting dedicated to SID**

Also as a part of the Safer Internet Day activities, the Latvian Safer Internet Centre hosted a Youth Panel online meeting (JAP). In the meeting, young people shared their thoughts about SID celebrations, and worked on the creation of a TikTok account for the Safer Internet Centre to reach more young people and raise awareness of a safe and responsible use of the internet among adolescents. They brainstormed and generated ideas for content to be posted there.

Find out more about [Safer Internet Day in Latvia](#). Alternatively, find out more about the work of the Latvian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for [Safer Internet Centres throughout Europe](#).
Lithuania

Lithuania celebrated Safer Internet Day by running various campaigns to draw attention to online safety. The Communications Regulatory Authority of the Republic of Lithuania (RRT), together with partners, organised the discussion “Children and the internet: when is the right time, and how?” on a popular media portal.

As a result of the global pandemic, we surf the internet on a daily basis for learning, working, entertainment and communication purposes. However, the digital world is full of online risks too: harmful content, cyberbullying, hate speech, personal data breaches among others.

The online event
To celebrate the 19th edition of Safer Internet Day, representatives of RRT, Child Line and a public figure, popular on social networks and in society, discussed the appropriate time to introduce children to the online world and how to best do it, how much time young people usually spend online, and how the pandemic and remote learning have irreversibly changed the way time is spent in cyberspace, with an increase in the risk of being exposed to online dangers. In addition, they discussed the risks connected to an excessive use of the internet (IAD – Internet Addiction Disorder)- when it occurs, how to recognise it and what to do next.

The broadcast reached around 13,000 people. This number of viewers shows that the chosen topics of discussion are especially relevant to parents and carers, teachers and educators, and the advice and recommendations provided by experts can help understand how to treat children by increasing their safety online. The recording of the live event is available here.

Social media campaign and educational videos
A communication campaign on social networks and in the local media also ran on Safer Internet Day 2022, focusing on the safety of children and young people online. The campaign aimed to raise awareness not only of online safety issues, but also of where to ask for help –by illustrating the work of the internet hotlines Clean Internet, Child Line and others.

An advertising video was created on behalf of the National Agency for Education and broadcast by the Lithuanian national radio and television throughout the week.

An educational video showed that children and young people are sensitive to online harmful content, and provided tips to help them avoid threats and enjoy all the benefits of the digital world. The video was viewed by 675,400 Lithuanians. You can watch it here.

Other initiatives to celebrate Safer Internet Day
Also on 8 February 2022, the team of the Safer Internet project implemented by the National Education Agency visited Lithuanian schools whose students participated in the creative comics competition “Creating a safer internet together”. Winners were awarded tablets. Read more about the competition and see the winners on the Lithuanian Safer Internet Centre website.

For the whole of Safer Internet Week, in every branch of Lithuanian public libraries’ (more than 1,200 branches) the internet browser homepage of library computers was dedicated to Safer Internet Day (SID) 2022 and was viewed 45,000 times. Thanks to this initiative, every internet user in public libraries was informed about SID and was invited to visit the Lithuanian Safer Internet website or participate in SID activities. This initiative was arranged in cooperation with the Martynas Mažvydas National Library of Lithuania.
The Kaunas faculty of Vilnius University, considering the increasing need for cybersecurity competences and IT literacy in Lithuania, hosted the international cyber security competition VU Cyberthon on 17-18 February 2022. During the competition, IT professionals and amateurs applied their knowledge to overcome cybersecurity challenges in information systems, computer networks, cryptography, intelligence, and other domains.

The Klaipėda City Municipality I. Kant public library organised the online safety trainings Stay safe online. The engaging trainings consisted of six hours of educational, high-quality and personalised material for participants. During the Safer Internet Day week, Lithuanian schools were invited to participate in the event by organising local SID initiatives in their schools between 7-11 February 2022. Moreover, 24 schools participated in a school competition for the most creative idea, and more than 3,000 pupils participated in these events.

Find out more about Safer Internet Day in Lithuania. Alternatively, find out more about the work of the Lithuanian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Luxembourg

In Luxembourg, numerous events took place to mark Safer Internet Day 2022.

Presentation of new reports
The National Youth Service (SNJ), coordinator of the BEE SECURE government initiative and Luxembourgish Safer Internet Centre (SIC), published its first report on current trends in the use of information and communication technologies by young people in Luxembourg. Named BEE SECURE Radar 2022, it was launched as part of a morning exchange on Safer Internet Day with a number of stakeholders from Luxembourg’s public and private sector.

The 2021 annual report was also published on SID, providing an overview of BEE SECURE’s work and scope both in Luxembourg and on the international stage.

To raise parents’ awareness and encourage a more conscious and positive approach to their children’s use of the internet, the Discover together video series was released in full on the YouTube channel of the Luxembourg Safer Internet Centre.

To further mark Safer Internet Day, ECPAT Luxembourg also published the comic strip “Tell me who you are…” to raise awareness among children and young people of sexual violence on the internet.

Other events
On Tuesday, 8 February 2022, a special edition of the Smartphone Café dedicated to the LuxTrust mobile app took place at Bonnevoie Casino. In cooperation with BEE SECURE and the Luxembourg Consumer Association (ULC), GoldenMe asbl invited senior citizens to bring along their smartphones, tablets or computers and get help setting up the LuxTrust app, using internet banking or carrying out MyGuichet transactions.

Providing support together
The nationwide mobilisation was huge thanks to the active participation of various institutions, including the European Commission Representation in Luxembourg, the Ministry of Education, Children and Youth, the Ministry of Digitalisation, the Ministry of Economic Affairs, the KJT advisory service, the Luxembourg Independent Media Authority (ALIA), the police force, the Equal Treatment Centre (CET), the National Commission for Data Protection (CNPD), Securitymadein.lux, the National Agency for Youth Information (ANJ), ASTI asbl, the Chamber of Crafts, POST Luxembourg, Planning Familial, Anonym Glécksspiller a.s.b.l. and the national media. You can find more information on the Safer Internet Day 2022 activities on the BEE SECURE’s website.

Find out more about Safer Internet Day in Luxembourg. Alternatively, find out more about the work of the Luxembourg Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Malta

On 8 February 2022, the BeSmartOnline! (the Maltese Safer Internet Centre (SIC)) team within the Foundation for Social Welfare Services (FSWS) celebrated Safer Internet Day. This year’s theme was “Together for a better internet”.

To celebrate the day, a number of awareness sessions were organised with children and young people on the smart use of technology and on parenting in this digital age. The aim was to raise awareness on how to safeguard children’s well-being online by teaching them the risks and dangers they might be exposed to online, to draw attention to the way they behave online, and the consequences of such behaviour relating to sexting and cyberbullying. Due to COVID-19 restrictions still being in place, a high level of planning and coordination was needed to be able to give talks to separate classes of the same grade in line with social distancing and bubbles.

Parents and carers were also targeted in schools by holding informational sessions on parenting in this digital age, to empower them with the right tools to assist their children in this day and age, when their children’s digital lives might feel overwhelming for them to remain in control of, especially with the added pressure that COVID-19 restrictions created when trying to maintain a healthy online-offline balance for their children.

Together with members on the Maltese Youth Panel, the BeSmartOnline! (BSO) team worked on a two-minute video which was then uploaded on social media platforms and shared with all the state, independent and church schools to help celebrate the day with all young people residing in Malta.

Schools also received a link to the BeSmartOnline! Safer Internet Day toolkit with resources for teachers and educators to use in any of their activities highlighting one or many of the different skills children need to stay safe online. The BeSmartOnline! team, led by the Directorate for Learning and Assessment program member of the project’s consortium, created the book The Angry Wolf that was disseminated on the occasion of Safer Internet Day and sent to all schools to keep in their libraries for all Year 2 classes.

The Office for the Commissioner of Children, also part of the BeSmartOnline! consortium, disseminated Kiko and the Manymes to all primary students residing in Malta. In total, approximately 5,000 students were reached. Apart from the many radio and TV appearances, the BeSmartOnline! team held a session with the Msida St. Joseph football club nursery to celebrate Safer Internet Day with young and aspiring footballers. The BeSmartOnline! Facebook page was also buzzing with activity from the audience.

Find out more about Safer Internet Day in Malta. Alternatively, find out more about the work of the Maltese Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Netherlands

On Safer Internet Day 2022, the Dutch Safer Internet Centre joined forces with its partners to draw attention to a better internet for children and young people with a new DigiDuck story and other resources.

This year, another DigiDuck story was released together with S-Unit and with input from Veiliginternetten.nl and Alert Online. DigiDuck is special Donald Duck resource with focused knowledge in digital security and digital skills. It is a perfect way to raise awareness among children about cybercrime in a playful way, and to give them tips to encourage safer use of the internet and social media platforms. 280,000 copies of the story were sent to all subscribers and distributed to as many children and young people as possible through partners of the Safer Internet Centre and Dutch libraries.

Netwerk Mediawijsheid organised a network session in collaboration with Helpwanted and Bureau Jeugd & Media tackling online shaming and hurtful comments. Online shaming is common among children and young people; there are countless ways in which they can hurt each other online. The session discussed what role media literacy can play in preventing online shaming and how to inspire children and young people to respect each other’s privacy online.

The educational game Mediamasters can be played all year round. Through its interactive assignments, young people can learn about the opportunities and dangers of digital media. Safer Internet Day was the perfect time to reflect on online dangers with the Cybercrime Theme Mission.

Telecommunications provider VodafoneZiggo launched an extra lesson on SID in its Online Masters curriculum in which young people learn how to verify whether a message is real or fake. Online Masters is a free curriculum with 14 lessons about being safe, skilled and aware online.

The InternetHelden, in collaboration with LINDA, launched a three-part podcast series about online safety. From 8 February onwards, a new episode was released every week on one of three different topics: Don’t fall for falsehood, Share wisely and Cyberbullying.

The Dutch police has developed re_B00TCMP, a resource for young people with a special interest in IT skills. The aim of the project is to inform these young people about the opportunities and challenges of the internet. On SID, young people learn more about online boundaries and the impact of cybercrime. Prior to the launch of re_B00TCMP, guest lectures were given at schools.

A safe online world for children and young people starts with discussing what is happening in the digital environment. Whether it is about discussing online bullying, threats, scams, the negative consequences of sexting or privacy-related issues, it is important that young people feel they can share their questions or experience. At the Dutch hotline De Kindertelefoon this is possible every day, free of charge and anonymously. During SID, De Kindertelefoon paid extra attention to these topics on social media.

Also for this year’s Safer Internet Day, HackShield had its Junior Cyber Agents sharing tips for safer use of the internet, because Junior Cyber Agents can protect themselves and others against online danger like no other. The online tips were also shared on HackShield’s social media channels and website.
During the Wanna Media symposium, the lectorate of Windesheim presented the results of the media research conducted last year together with students, clients and employees of several practical organisations.

Lastly, international children’s rights movement Defence for Children and digital learning organisation Kennisnet focused on digital literacy with special activities throughout the day.

Find out more about Safer Internet Day in the Netherlands. Alternatively, find out more about the work of the Dutch Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Norway

One in four 16 to 20-year-olds has experienced hate speech online in the past year, while only four per cent of the general population have experienced the same. Additionally, 12 per cent of young people state that they have been exposed to hate speech aimed at skin colour, ethnicity, religion, sexual orientation, or disability. These are statements that are prohibited under the Penal Code. These findings inspired Norway’s theme for Safer Internet Day (SID) 2022.

A survey was conducted with a smaller group of teenagers sharing their thoughts and experiences on online hate, and used both quantitative and qualitative methods.

“If anyone in the world can come up with a way to stop online hate, I’ll be surprised. People will always find a way to hate.”

16-year-old boy

The goal for SID 2022 was to involve young people in a campaign to raise awareness and “Stop the online hate” (#stoppnetthatet). The Norwegian Safer Internet Centre reached out to one of Norway’s most popular young influencers and YouTubers, Herman Dahl. The collaboration provided content on a campaign platform and a voice that youth respond to. The aim was to inspire young people to not comment in a hateful way, but to instead to respond to hateful online comments with a facepalm emoji to symbolise a way to dissociate from hate; that is, to take a stand without themselves being hateful.

The digital event on SID 2022 was an “online class”, again led by Herman Dahl, and produced by students at a media/TV high school in Oslo. It was important for the Safer Internet Centre that youth were part of the whole process. The broadcast featured the police, helpline, the Minister of Equality and Culture, as well as the Director General of the Norwegian Media Authority.

Approximately 6,000 pupils between the ages of 13 and 16 saw the event in their classrooms on Safer Internet Day itself. This number of young participants was unprecedented for the Norwegian Media Authority, and a huge success for the campaign.

The campaign continued throughout the entire month of February, with more social media content from Herman Dahl, and with advice, knowledge and teaching resources on the Norwegian Safer Internet Centre’s website.

Find out more about Safer Internet Day in Norway. Alternatively, find out more about the work of the Norwegian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Poland

Poland managed to beat last year’s record of the number of local initiatives organised on Safer Internet Day (SID). The SID 2022 campaign resulted in 4,800 institutions actively involved in undertaking online safety-related initiatives.

The live conference
On Safer Internet Day itself, 8 February 2022, at 17:00 CET, the Polish Safer Internet Day conference was streamed live on the Polish Safer Internet Day website and the Polish Safer Internet Centre (SIC)’s YouTube and Facebook channels. Almost 6,300 viewers watched the live broadcast. This high participation number shows that online safety education is highly significant for the Polish public. The conference has been recorded and is now available online, so reaching an even higher number of viewers. You can rewatch it on YouTube.

Safer Internet Day activities
Schools, libraries and other educational institutions were invited to prepare awareness-raising campaigns, online classes and other activities throughout February and March. The best initiatives were entered into a contest for the most creative undertaking. Due to the COVID-19 pandemic, all local events were asked to observe governmental restrictions. For the 2022 edition of SID, the Polish Safer Internet Centre collected a series of digital educational materials, which were made available online. Despite the limitations, a record number (more than 4,800) of initiatives were registered with almost 1.25 million declared participants.

The online webinars
In addition, a special series of 14 webinars for professionals was organised, taking place every week of February and March. There was a high interest in the webinars and overall, more than 4,000 participants took part. For school students, the Polish Safer Internet Centre prepared a series of online lessons and educational video content. In ten online transmissions of the webinar File and Folder, teachers declared the participation of around 50,000 children aged 6-12. In six online transmissions of the Sieciaki lessons for primary school students and two live streams of the Ciało nie określa lessons for high school students, around 42,500 children and young people participated.

Stakeholders’ participation
The Polish version of the Safer Internet Day motto “#Działajmy razem” (Let’s act together!) helped to reach a wide spectrum of stakeholders. The Polish SIC invited leading IT businesses such as Orange, Samsung, Google, Meta, TikTok, Librus, and Poczta Polska to partner during this year’s SID actions. National institutions such as the Prime Minister’s Office and the Minister of Education and Science granted honorary patronage to the event.

Safer Internet Day in Poland is organised by the Polish Safer Internet Centre, which consists of the NASK National Research Institute and the Empowering Children Foundation – implementers of the EU programme Connecting Europe Facility (CEF).

Find out more about Safer Internet Day in Poland. Alternatively, find out more about the work of the Polish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Portugal

Microsoft, the GNR – National Republican Guard, and the consortium of the Portuguese Safer Internet Centre (SIC) celebrated Safer Internet Month throughout February with various awareness-raising activities among the school community. Starting on 8 February 2022, Safer Internet Day (SID), the campaign for the correct use of technology among primary and secondary school students marked the start of this year’s cooperation.

With the campaign motto “Together for a better Internet!”, this year’s awareness-raising sessions used Minecraft, a game-based learning platform that promotes creativity, collaboration, and problem-solving skills in an immersive and fun digital experience. This year’s SID campaign used game-based learning methodologies to address internet safety in a playful and fun way.

Eduardo Antunes, Executive Director of the Public Sector at Microsoft Portugal, said “This initiative is extremely important, even more so in a context where there has been an increase in security breaches, cyber-attacks or identity theft in an increasingly digital world. Alerting, raising awareness and training our school community is fundamental because it is through training, the proper use of technology and the application of good practices that many of the identified dangers are minimised, or even avoided.”

In the awareness-raising sessions students explored, through a game, online safety topics such as fake news, cyberbullying, data protection and sharing of information on the internet. With its experience in the implementation of activities related to science and technology, Visionarium developed the content of these sessions and adapted it to the different grades of primary and secondary education.

Major Mafalda Almeida of the National Republican Guard (GNR) commented “Given the persistent pandemic situation, the use of technology in the school environment was crucial to allow the continuity of distance and remote education, and it is in this special framework that the GNR has invested much of its prevention and awareness actions. Through the Criminal Prevention and Community Policing Sections (SPC), the Guard reinforces its commitment to children, young people, guardians and educational agents.”

The awareness sessions were provided free of charge and were administered by volunteers from Microsoft and the GNR. Since their inception, the awareness-raising initiatives started on SID 2022 have already impacted more than 223,000 students and teachers in 1,250 schools, with the support of 1,400 volunteers.

More information on the initiatives are available at Internet Segura 2022 – Centro de Educadores da Microsoft.

Find out more about Safer Internet Day in Portugal. Alternatively, find out more about the work of the Portuguese Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services — or find similar information for Safer Internet Centres throughout Europe.
Romania

A sociological study on the use of the internet by children and adolescents was presented during the debate “How has the behaviour of children and adolescents on the internet changed after two years of the COVID-19 pandemic?” as part of the celebrations for Safer Internet Day 2022 in Romania.

The event was organised in partnership with the Romanian Senate and moderated by Gabriela Alexandrescu, Executive President of Save the Children Romania. It was attended by representatives of the Romanian government, the General Inspectorate of the Romanian Police, the section for Combatting Terrorism and Cybercrime within DIICOT and the Centre for International Police Cooperation. Representatives of the authorities provided procedural details and statistics on how to intervene in cases of child sexual abuse, while proposing solutions to improve public policies on child safety in the online environment.

On the same occasion, Save the Children Romania also launched a report on the cases reported by the child abuse hotline esc_ABUZ. The results of the Internet Class programme of 2021 were also presented during the debate. Although affected by the pandemic and restrictions during the last year or so, the Romanian Safer Internet Centre has continued both its educational and child support activities for parents and teachers to educate on safe, useful and efficient use of the internet. The activities consisted of informative sessions and school competitions involving over 40,015 children and 6,000 adults nationwide, as well as online campaigns or conferences that gathered hundreds of thousands of views.

The SID online event, which benefited from the presence of the Ministry of Education showing support for the programme, was broadcast live on Facebook and reached more than 54,000 people, collected 138 shares, 289 comments and 489 reactions. In addition, a press release was distributed to the main media outlets, generating 169 articles online, 9 radio and 5 television appearances. Furthermore, in-person activities were organised in 58 schools, involving a total of 1,599 children and teenagers.

The main findings of the 2021 report on the Internet Class programme

The average age at which children start using the internet in Romania has decreased compared to the data recorded by similar research in 2019, when it was 9 years old. In the 2021 study, the average age at which children (at the level of the entire sample) stated that they started accessing the internet is 8.2 years.

It is significantly lower in respondents under the age of 12 (6.8 years), in male respondents (7.8 years, compared to 8.5 in the case of girls) and in children living in urban areas (7.7 years, compared to 8.9 for rural children). The mobile phone is the main device from which young people access the internet – in 99 per cent of the cases, followed by laptop (62 per cent), Smart TV (42 per cent) and tablet (24 per cent).

84 per cent of children and teenagers use the internet mainly to check on content posted by other users, 70 per cent of them use it to play, 67 per cent use it for social networks, while 46 per cent use the internet to find out about situations and news.

78 per cent of those surveyed use the internet daily for at least three hours, outside of school hours. The percentage of those who spend between one and two hours a day is 19 per cent, while children who use the internet less than one hour a day is 3 per cent.
About a third (29 per cent) of interviewees say they have received inappropriate content depicting nudity or sexual harassment online. It should be noted that this is not accidental content but received as the recipient of the message. About 10 per cent of children say they have received such messages at least monthly. 73 per cent of them did not know how to react, doing nothing in this regard, and only 11 per cent discussed this situation with someone. At the same time, 20 per cent of children say that they have been asked to take inappropriate photos or videos. Children between the ages of 15 and 17 and girls state this to a significantly higher extent.

Concerns about the proliferation of sexually explicit images online or other illegal or harmful content have become more widespread in recent years and have intensified during the COVID-19 pandemic.

Find out more about Safer Internet Day in Romania. Alternatively, find out more about the work of the Romanian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Slovenia

On the occasion of Safer Internet Day (SID) 2022, the national awareness-raising centre of the Slovenian Safer Internet Centre, Safe.si, picked internet scams and disinformation as the main theme for this edition. Such issues have a negative impact on children’s mental health and well-being. SID actions focused on teachers and educators, as they play an important role in raising awareness among young people.

Do not trust everything you see online

Any internet user is allowed to post almost anything online. As a result, many falsehoods and incorrect content can be found online, and especially on social networks. One of the most problematic examples, notably for young people, are the heavily altered pictures and videos often posted by influencers, which can reach quite a lot of adolescents and younger children who are active online. Influencers tend to present themselves so as to attract as many followers as possible. The scenes depicted in photos and videos are often planned down to the smallest detail, shot by professionals and heavily edited afterwards. In this way, some influencers present themselves as someone living an ideal life.

Young people themselves normally use the various filters offered by social networks and apps to edit and improve the quality of the pictures they take. As a result, they look as ideal as possible, while losing their authenticity. Teenagers find themselves surrounded by fake photos and videos and inevitably compare themselves to these unrealistic beauty standards. Failing to fit within these imposed standards, adolescents become obsessed with their appearance, are overall dissatisfied with their own bodies, and might develop feelings of inferiority and frustration.

Focus on teachers and educators for Safer Internet Day 2022

Raising awareness and strengthening young people’s self-confidence and mental health as they learn to critically evaluate online content is therefore extremely important. Teachers and educators, however, play a crucial role in educating their pupils about online scams and misinformation. To make their job easier, the Slovenian Safer Internet Centre organised an online conference on 1 February 2022 as part of the Safer Internet Day celebrations. The event was supported by the Ministry of Education, Science and Sport.

The event started with the Minister of Education, Science and Sport, Prof. PhD Simona Kustec. She stressed the importance of the role of teachers and educators in educating about online risks. The keynote speakers were from the Slovenian Computer Emergency Response Team (CERT), ARNES and the online newspaper for children Časoris.

Participants learned about the most common online scams targeting teachers, how to recognise and protect themselves against them, how to recognise misinformation on the internet, and which sources of information to trust. The plenary session ended with a practical presentation of workshops on disinformation and the presentation of materials that teachers and educators can use in the classroom. The event ended with a session answering the questions submitted by the participants.
The Slovenian Safer Internet Centre hosted an online conference as part of Safer Internet Day activities

Image credit: Slovenian Safer Internet Centre

The event was watched by more than 700 teachers and educators on the first day. You can watch a recording of the event on the Safe.si website (available in Slovenian).

Find out more about Safer Internet Day in Slovenia. Alternatively, find out more about the work of the Slovenian Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Spain

On Tuesday, 8 February 2022, the Spanish Safer Internet Centre celebrated Safer Internet Day, joining countries across the globe under the motto ‘Together for a better internet’. This year’s INCIBE event and activities achieved a higher participation from schools than in previous years, uniting children and teenagers on either side of the screen, both at the in-person event and through the online channels of the event.

The online event
Spanish singer and YouTuber Xuso Jones conducted the public event on SID, which also featured Carme Artigas, Secretary of State for Digitalisation and Artificial Intelligence for the opening.

Once again, the participation of young people stood out, as they led a conversation moderated by Toni García, educator and advisor, who reminded everyone that “It is essential to listen to all you teenagers”. Raquel and Ana, from the cyber-journalists’ initiative ‘La pinza’ (children’s platform) and the Spanish Youth Panel, with Noa and Daniel from the Microsoft Council for Digital Good Europe initiative, shared their first-hand experiences and concerns about their use of social media. They even launched a pledge and petition addressing politicians, government bodies and companies producing apps to transform social media platforms into a safer and more positive environment.

Following the youth-led conversation, Juan García from BlogOff talked about self-regulation and social media, and included a dynamic part using Kahoot. There was also a dedicated theatre space with the play Todo por un like (Everything for a like), which encouraged viewers to think about digital identity and risk management while having fun with the showcase of hilarious situations.

The event also included the Cibercooperantes Awards (Cybervolunteers Programme), awarded to Daniel Herrero as the most active volunteer in 2022, and to streamer and influencer Cristinini, for the values of tolerance, respect and solidarity in online environments that she inspires in her young audience.

Safer Internet Day in schools
The SID 2022 agenda for schools included two online workshops for schools via Zoom, with the highest numbers of attendees ever reached. Each workshop was designed for a specific age range, and taught by high-profile teachers with a very active role in educating in new technologies: Manu Velasco taught the workshop for 5-8-year-old students Circles of trust on the internet, and Rosa Liarte taught Detecting internet scams for students aged nine and over. These workshops were organised as a result of a collaboration between INCIBE (in charge of the Spanish Safer Internet Centre, Internet Segura for Kids) and INTEF (as part of the Spanish Ministry of Education) with the European initiative School of Social Networks. The aim was to educate teachers and educators on how to work on digital competences and apply them in their classroom work. On 9 February, additional workshops were held for the general public about risk identification and fraud on social media platforms.

Evening session dedicated to education professionals and families
An evening session was also organised, aimed at the different groups that are at the heart of digital education for minors: education professionals, families, and even senior citizens. It began by illustrating the main findings and conclusions of the recent studies conducted by the Universidad Rey Juan Carlos, Twitter España and Plan International, EU Kids Online-Spain.
iCmedia, UNICEF España and Complutense University of Madrid on the safe and responsible internet use by minors. It then moved on to the development and application of digital competences in the educational environment and of parental control in the home environment, and ended with a series of practical cybersecurity tips for older people.

The speakers discussed and shared relevant remarks and recommendations from the session:

- “You control your phone; your phone doesn’t control you. Decide when it is really necessary to check your phone. You could even come up with a schedule for using it to avoid stress and improve your well-being”. Juan García, BlogOff.

- “The educational environment is no stranger to the digitalisation process”. Pilar García, Head of Digital Educational Resources at the National Institute of Educational Technology and Professional Training (INTEF).

- “It is not enough to have an antivirus, you must maintain and update it, review alerts and analyse all files that are downloaded or sent to you as well as USB drives before opening them”. Carlos Puente, Cybersecurity for Minors Technician at INCIBE.

- “If we are familiar with the school’s technology proposal and co-existence plan for ICT-related aspects, we will be able to inform pupils of the measures they should be aware of, such as the school’s stance on cyberbullying, its policy on the use of mobile devices, social networks and privacy protection”. Cristina Gutiérrez, Cybersecurity for Minors Technician at INCIBE.

- “We should become influencers for our children and guide them in the use of devices because they are not going to have the same self-control as we do as adults”. Laura Cuesta, Digital Education Expert.

- “By applying a few simple safety recommendations, older people can gain digital independence and feel closer to their children and grandchildren”. Ruth García, Cybersecurity for Citizens Technician at INCIBE.

SID 2022 videos are available on the INCIBE’s YouTube channel (in Spanish).

Find out more about Safer Internet Day in Spain. Alternatively, find out more about the work of the Spanish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.
Sweden

Are you responsible for everything that you post on social media? Are parents allowed to post pictures of their children without permission? On Safer Internet Day 2022, the Swedish Media Council launched the brand-new material Lilla upphovsrättsfrågan (The small copyright question).

Lilla upphovsrättsfrågan is a series that consists of ten short videos and addresses current issues concerning children’s and young people’s media use, with a focus on copyright issues. The series is aimed at primary and middle school children, educators, librarians, and carers. It has been produced in collaboration with the Swedish Intellectual Property Office.

With today’s massive information flows in the digital world, even younger children need to know what they can publish and share, and what sources of information can be trusted. The series is aimed at supporting children and young people who are often already good at creating media content but are in need for more detailed knowledge about what is legal and allowed, and vice versa, in the online world, according to Anette Novak, Director of the Swedish Media Council.

Youth involvement in the project
The resource Lilla upphovsrättsfrågan has been tested by a children’s panel consisting of students aged 8-12. The purpose of this youth panel was to review whether the material needed to be changed in order to be comprehensible and realistic to the target groups. The following questions were put to the children’s panel and concerned tonality, text length and word choice:

- Are the questions understandable to the age group? If not - which adjustments are needed?
- Are the answers understandable for the age group? If not - which adjustments are needed?

After input from the panel, some words were changed to facilitate reading comprehension. Discover the resource on the website of the Swedish Media Council or watch the first episode of the series on YouTube.

In addition to the Lilla upphovsrättsfrågan resource, for this edition of Safer Internet Day, the Swedish Media Council also focused on a theme week with the purpose of promoting other material and learning assets regarding online safety. Because of the current COVID-19 restrictions, all preparations and planning for Safer Internet Day in Sweden had to take place online. With the focus on digital communication, however, the Swedish SIC was able to reach a broader circle of people than if they had hosted an in-person event.

Find more educational videos on the YouTube channel of the Swedish Safer Internet Centre.

Find out more about Safer Internet Day in Sweden. Alternatively, find out more about the work of the Swedish Safer Internet Centre, including its awareness raising, helpline, hotline and youth participation services – or find similar information for Safer Internet Centres throughout Europe.