



SAFER INTERNET DAY

Tuesday, February 9, 2021

U.S. Partner Kit

#SID2021

Connect*Safely*



@connectsafely
connectsafely.org
Official US Host

WHAT IS SAFER INTERNET DAY?

Safer Internet Day is an awareness-raising campaign that started in Europe more than a decade ago to promote the safe and positive use of digital technology, especially among children and young people. It's the one day of the year when people all over the planet—**100+ countries!**—are sending the message that **making the internet great for everybody takes everybody.**

ConnectSafely has been the official U.S. host since 2012. U.S. Safer Internet Day has been celebrated in classrooms across the country and in big, student-driven events in Austin, Philadelphia, San Francisco, Washington, D.C., Los Angeles and other cities.

Past speakers include **Vice President-elect Kamala Harris, Facebook COO Sheryl Sandberg** and **Sen. Chuck Schumer**, along with local dignitaries.

U.S. Safer Internet Day is made possible by the generous support of **Comcast, Facebook, Google, Microsoft, NCTA - The Internet & Television Association, Amazon Kids, Snapchat, TikTok, Trend Micro** and **Twitter**.



#SID2021



CORE MESSAGES

With a global, community-led approach, Safer Internet Day encourages everyone to come together and play their part in making the internet better for all. There are many ways to do this.

Children and young people can help create a better internet by being kind and respectful to others online, protecting their online reputations (and those of others), and seeking out positive opportunities to create, engage and share online.

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

Educators can help create a better internet by equipping their students with digital literacy skills and 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 behavior for their students.

Industry can help create a better internet by creating and promoting positive content and safe services online and empowering users to respond to any issues by providing clear safety advice, a range of safety and privacy 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 caregivers 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 wellbeing of children and young people through effective child protection strategies for the digital world.

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

GET INVOLVED

"The internet starts with I & ends with T"

This year, Safer Internet Day focuses on the idea that everyone plays an important role in making the internet better. Our theme is "The internet starts with I & ends with T" – asking everyone to think about "What I can do to make the internet better." And while we can take personal responsibility for our own actions, we can also work together. "Internet ends with T," reminds us that we're all in this together. That includes families, companies, governments and everyone else. We all have a role to play.

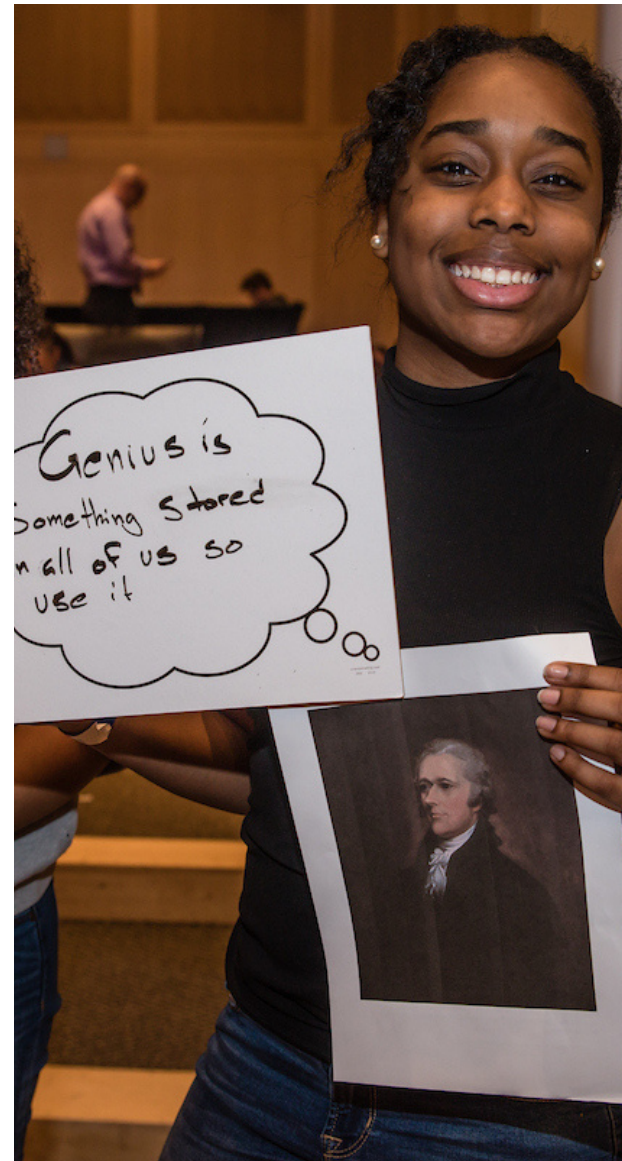
There are many ways to celebrate Safer Internet Day in your community or home. See the full list at SID-USA.org.

Everyone

- Watch ConnectSafely's "Industry Insight" video series for a look at what tech companies, policymakers and others are doing to keep people safe on apps and services.
- Spread the word about Safer Internet Day on social media using the hashtag #SID2021. See SID-USA.org for ways to rally your followers.

Schools

- Use ConnectSafely's lesson plans for elementary, middle and high school students.
- Contact your local news station to arrange a virtual tour. During the tour, "interview" a journalist or news executive. Some ideas for questions: How do you manage your public online presence? How do you deal with trolls? How has social media hurt or helped your industry?
- Have your students write an op-ed for the local or school newspaper.
- Mobilize volunteers to coach seniors virtually on how to use their phones and computers.





Families

- Discuss our theme The internet starts with "I" and ends with "T." What does that mean and how does it apply to your family?
- Brainstorm "rules" for digital civility. Create an online and printed pledge with everyone's best ideas.
- Jumpstart family discussion about digital safety and civility. Some conversation starters:
 - You see a post or fact online that just doesn't seem right. How do you check if it's true? Do you share it, correct it or just ignore it?
 - An ad pops up while you're doing a search—you click on the ad—it takes you away from your original search. What do you do?
 - You're using an app that you have permission to use, but while using the app you get a message from someone you don't know. What do you do?
 - You post a picture of a friend or classmate and they ask you to take it down. What do you do?

Companies & Community Organizations

- Sign up to become a Safer Internet Day U.S. partner. See [SID-USA.org](https://www.sid-usa.org) for more.
- Spread the word about Safer Internet Day on social media using the hashtag #SID2021. See [SID-USA.org](https://www.sid-usa.org) for ways to rally your followers.
- Host a Twitter chat to discuss "rules" for digital civility. Share the best ideas in the company newsletter and on social media using the hashtag #SID2021.
- Mobilize volunteers to coach seniors virtually on how to use their phones and computers.

SAMPLE SOCIAL MEDIA POSTS

(For social media images, visit <https://saferinternetday.us/social-promotion>.)

3 weeks before:

[ORGANIZATION] joins @ConnectSafely in support of #SaferInternetDay. Learn how to get involved at SID-USA.org #SID2021 #internetstartswithi

Everyone has a role to play in creating a better internet. Join @ConnectSafely for #SaferInternetDay to play your part. Ideas at SID-USA.org #SID2021 #internetstartswithi

Get involved! Celebrate #SaferInternetDay with @ConnectSafely on Tuesday, February 9. Learn how to get involved at SID-USA.org #SID2021 #internetstartswithi

No matter where you are, you can celebrate #SaferInternetDay. Find out ways to participate in your classroom or home SID-USA.org #SID2021 @ConnectSafely

We're ready for #SID2021! [ORGANIZATION] is committed to ensuring a better internet for all. Learn what you can do at SID-USA.org @ConnectSafely

1 day before:

Proud supporter of #SaferInternetDay, hosted in the US by @ConnectSafely. Visit SID-USA.org to learn how you can participate #SID2021

#SaferInternetDay is tomorrow! We all have a role to play in making the internet and world better. SID-USA.org @ConnectSafely #SID2021 #internetstartswithi

We're ready for #SID2021! [ORGANIZATION] is committed to ensuring a better internet for all. Learn what you can do SID-USA.org @ConnectSafely

Day of:

Happy #SaferInternetDay! 100+ countries are together for a better internet and world. Get involved SID-USA.org #SID2021 @ConnectSafely

We're creating, connecting and sharing respect on the internet for #SaferInternetDay! Visit SID-USA.org to learn how you can join #SID2021 @ConnectSafely

SOCIAL MEDIA GRAPHICS


More social media graphics: <https://saferinternetday.us/social-promotion>



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is Tuesday, Feb. 9
Join the global effort.

Learn more at SID-USA.org
#saferinternetday #sid2021

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SAFER INTERNET DAY
TUESDAY, FEB. 9

I share responsibly.

If you come across a fact that doesn't sound right, check it against credible sources & correct it before sharing.

#internetstartswithi
Learn more at SID-USA.org

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SAFER INTERNET DAY
TUESDAY, FEB. 9

I protect my accounts & devices.

Update the password & add two-factor authentication on whatever account you're looking at **right now**.

#internetstartswithi
Learn more at SID-USA.org

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I take care of myself.

Show yourself some ❤️ today by unfollowing or blocking anyone who doesn't lift you up.

#internetstartswithi
Learn more at SID-USA.org

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I take care of others.

Everyone has a responsibility to make the internet better. Pause before you post, support others & be kind.

#internetstartswithi
Learn more at SID-USA.org

ConnectSafely

SAMPLE NEWSLETTER OR PRESS RELEASE

PALO ALTO, CA — January 1, 2021 — ConnectSafely.org, the nonprofit organization dedicated to educating users of connected technology about safety, privacy and security, is once again hosting the official U.S. Safer Internet Day on Feb. 9.

Safer Internet Day (#SID2021) is a global event celebrated in more than 100 countries around the world. The event gained official recognition in the U.S. in 2012, with a joint agreement between the U.S. Department of Homeland Security and the European Commission to work together to build a better internet for youth. ConnectSafely was appointed U.S. host in 2013. The 2021 global theme is “Together for a better internet.”

“Safer Internet Day is an opportunity for people around the world to look for ways to make the online world not just safer, but better,” said ConnectSafely CEO Larry Magid.

“ConnectSafely is proud to host the U.S. celebration in cooperation with public officials, tech companies, other nonprofits and, most importantly, schools, students and families from across the U.S.”

[Insert your organization’s quote here.]

Get Involved

There are many ways to celebrate Safer Internet Day in your community or home. See the full list at SID-USA.org.

Everyone

- Watch ConnectSafely’s “Industry Insight” video series for a look at what tech companies, policymakers and others are doing to keep people safe on apps and services.
- Spread the word about Safer Internet Day on social media using the hashtag #SID2021. See SID-USA.org for ways to rally your followers online.
- Mobilize volunteers to coach seniors on how to use their phones and computers.

Schools

- Use ConnectSafely’s lesson plans for elementary, middle and high school students.



Families

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- Mobilize volunteers to coach seniors on how to use their phones and computers.

[Insert your organization's plans for celebrating Safer Internet Day here.]

U.S. Safer Internet Day 2021 is a collaboration of tech companies, nonprofits and public agencies, including Google, Microsoft, NortonLifeLock, Facebook, Comcast, TikTok, Trend Micro, NCTA - The Internet & Television Association, National PTA and other organizations.

The full agenda and more information are available at [SID-USA.org](https://www.sid-usa.org).

ABOUT SAFER INTERNET DAY

Safer Internet Day is an awareness-raising campaign that started in Europe more than a decade ago. Globally, it's coordinated by the Brussels-based Insafe/INHOPE Network, with the support of the European Commission. ConnectSafely has been the official U.S. host since 2012.

ABOUT U.S. HOST

ConnectSafely.org is a Silicon Valley, Calif.-based nonprofit organization dedicated to educating users of connected technology about safety, privacy and security. We produce research-based safety tips, parents' guidebooks, advice, news and commentary on all aspects of tech use and policy.

THANKS TO OUR SUPPORTERS



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