



SAFER INTERNET DAY

Tuesday, February 11, 2020

U.S. Partner Kit

#SID2020

Hosted By

Connect*Safely*

For more information contact leaders@connectsafely.org

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. and Los Angeles.

Past speakers include **Sen. 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, Snapchat, NortonLifeLock, TikTok, Trend Micro, and Twitter.**



#SID2020

CORE MESSAGES

With a global, community-led approach, Safer Internet Day encourages everyone to come together and play their part. There are many ways to do this:

- **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 caregivers** 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.
- **Educators** can help to create a better internet by equipping their 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 behavior for their 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 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 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 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 by seeking out positive opportunities to create and connect. We can all respond to the negative by reporting inappropriate or illegal content and behavior online.

GET INVOLVED

1. Join the Safer Internet Day live stream on Feb. 11 from the Computer History Museum in Silicon Valley.

We'll convene youth leaders, educators, policy makers, parents, internet safety experts and executives from the leading tech companies for a special live event at the Computer History Museum in Mountain View, Calif.

Educators, contact SID@connectsafely.org to sign up your classroom.

[SaferInternetDay.us/livestream](https://saferinternetday.us/livestream)

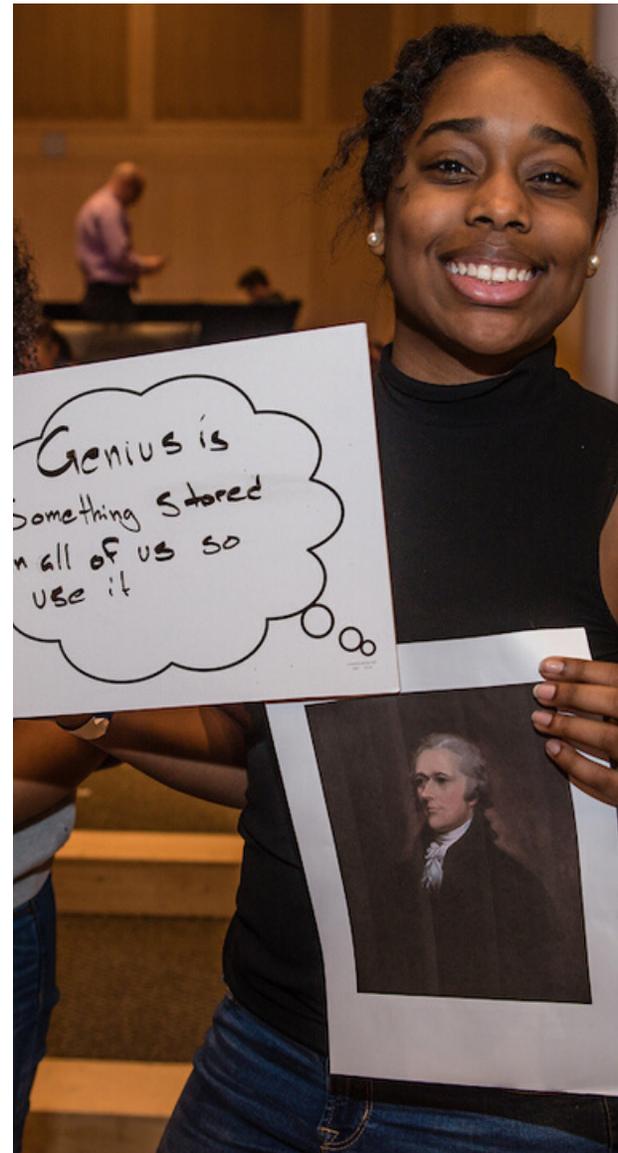
2. Use our lesson plans for elementary and middle school students.

These lesson plans provide an opportunity for students to think about the internet and how they use it. Students discuss the positive and negative aspects of the internet, ways to improve it, and who's responsible for making it better. (Hint: all of us.)

[SaferInternetDay.us/lesson-plans](https://saferinternetday.us/lesson-plans)

3. Jump start family discussion about digital civility and internet safety. Some conversation starters:

- 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?
- You have a friend over at your house and that friend asks for the passcode/password to your family laptop or tablet. What do you do?



4. Sign up to become a Safer Internet Day US partner.

Help us grow awareness about SID by becoming our partner! This kit offers ideas for how you, your organization, your school or your company can participate. Once you know how you or your organization will support SID, please let us know at leaders@connectsafely.org.
Nonprofits and community groups: Share your logo for inclusion on our partners' page.

SaferInternetDay.us/become-our-partner

5. Spread the word on Twitter and Facebook. #SID2020 #SaferInternetDay

Like our Facebook page or follow us on Twitter to keep up with the latest news about Safer Internet Day.

Facebook.com/ConnectSafely

Twitter.com/ConnectSafely

MORE IDEAS FOR YOUR COMMUNITY

- Host a screening of the film LIKE. For more information on how to host a screening: <https://www.thelikemovie.com/host-a-screening>.
- Brainstorm "rules" for digital civility. Create an online and printed pledge with everyone's best ideas.
- Contact your local news station to arrange a tour for your group. 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?
- Team up with a local coding academy or maker space for an in-person discussion or webinar. Discuss how digital civility, safety, privacy and security can be "baked" into websites and apps.
- Volunteer to coach seniors on how to use their phones and computers. Don't be surprised if you learn from each other!
- Design or sponsor an app that promotes digital safety and civility.

SAMPLE SOCIAL MEDIA POSTS

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

1 month before:

[ORGANIZATION] joins @ConnectSafely in support of #SaferInternetDay. Learn how to get involved at SID2020.org #SID2020

Everyone has a role to play in creating a better internet - it starts with you! Join @ConnectSafely for #SaferInternetDay to play your part in creating a better internet for everyone SID2020.org #SID2020

Get involved! Celebrate #SaferInternetDay with @ConnectSafely on Tuesday, February 11 at 10:00 am PST via live stream at SID2020.org #SID2020

No matter where you are, you can celebrate #SaferInternetDay via live stream SID2020.org #SID2020

We're ready for #SID2020! [ORGANIZATION] is committed to ensuring a better internet for all! Learn what you can do SID2020.org

1 day before:

Proud supporter of #SaferInternetDay, hosted in the US by @ConnectSafely. Join us via live stream on Tuesday, February 11 at 10:00 am PST SID2020.org #SID2020

#SaferInternetDay is tomorrow! Check out the live stream at SID2020.org #SID2020

We're ready for #SID2020! [ORGANIZATION] is committed to ensuring a better internet for all! Learn what you can do SID2020.org

Day of:

Happy #SaferInternetDay! 100+ countries are together for a better internet. Get involved SID2020.org #SID2020

We're creating, connecting and sharing respect on the internet at #SaferInternetDay! Participate via live stream at SID2020.org #SID2020

SAMPLE NEWSLETTER

PALO ALTO, CA — January 1, 2020, — ConnectSafely.org, the nonprofit organization dedicated to educating users of connected technology about safety, privacy and security, is hosting the official U.S. Safer Internet Day celebration in Mountain View, Calif. on Tuesday, February 11th.

Safer Internet Day (#SID2020) is a global event, celebrated on the same day 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 2020 theme is “Together for a better internet.”

This year’s main event, which takes place at the Computer History Museum, brings together hundreds of middle and high school students, policy makers and tech industry leaders to discuss internet safety.

“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, students from the Bay Area and across the country who will be joining us in person or via the stream.”

[Insert your organization’s quote here.]

Get Involved

There are lots of ways to celebrate Safer Internet Day in your community or home. See the full list at SID2020.org.

- Host a screening of the film LIKE, which explores the impact of social media on our lives. How to host a screening: <https://www.thelikemovie.com/host-a-screening>
- Brainstorm “rules” for digital civility. Create an online and printed pledge with everyone’s best ideas.
- Contact your local news station to arrange a tour for your group. 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?
- Team up with a local coding academy or maker space for an in-person discussion or webinar. Discuss how digital civility, safety, privacy and security can be “baked” into websites and apps. Volunteer to coach seniors on how to use their phones and computers.
- Design or sponsor an app that promotes digital safety and civility.
- Jump start family discussion about digital safety and civility. Some conversation starters:
 - 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?

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

U.S. Safer Internet Day 2020 is a collaboration of tech companies, nonprofits and public agencies, including Google, Microsoft, NortonLifeLock, Facebook, Comcast, Twitter, Trend Micro, NCTA – The Internet & Television Association, National PTA, National Center for Missing & Exploited Children, Common Sense Media, Committee for Children, Internet Education Foundation, National Cyber Security Alliance, Family Online Safety Institute and the U.S. Department of Homeland Security.

The full agenda and more information is available at SID2020.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. The 2020 U.S. celebration and live stream will take place on Tuesday, Feb. 11, 2020 at the Computer History Museum in Mountain View, California.

ABOUT US 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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