



Coordinated in the UK by the UK Safer Internet Centre, the celebration sees thousands of organisations get involved to help promote the safe, responsible and positive use of digital technology for children and young people. Find out more at [www.saferinternetday.org.uk](http://www.saferinternetday.org.uk).

The UK Safer Internet Centre (UKSIC) is a partnership of three leading charities – **Childnet International**, **Internet Watch Foundation (IWF)** and the **South West Grid for Learning (SWGfL)** - with a shared mission to make the internet a better place for children and young people. Globally, Safer Internet Day is celebrated in over a hundred countries with the theme, 'Together for a better internet.'



Safer Internet Day 2019 reached **nearly half of UK children (46%)**, and over **a quarter of parents (26%)**, thanks to the crucial support of over **2,100 businesses, government departments, schools, police services and charities** who together are working year on year to inspire a national conversation about using technology responsibly, respectfully, critically and creatively.

### Safer Internet Day 2020

In 2020, Safer Internet Day in the UK will encourage young people to explore how they manage their online identity, and how the internet shapes how they think of themselves and others.

#### Free to be me: exploring identity online

We want Safer Internet Day 2020 to celebrate difference and help us work towards creating a truly inclusive internet.

The campaign will focus on what makes up your online identity – such as the facts or characteristics about you, how others perceive and interact with you, as well as how online services identify you. It will also look at how offline stereotypes and discrimination are challenged or reinforced online.

We will look at whether the internet allows young people to express themselves, or if they feel limited in who they can be online. By opening up conversations around online identity, we aim to inspire young people to support each other in being who they want to be.

#### Getting involved in Safer Internet Day 2020

Safer Internet Day can't have the amazing reach that it achieves each year if it weren't for all of the schools and organisations from across the UK who get involved, spread the word, and support Safer Internet Day! Help us to have an even bigger impact this year by:

- Registering your school/setting as a Safer Internet Day supporter at [www.saferinternetday.org.uk](http://www.saferinternetday.org.uk).
- Use our [Safer Internet Day images](#) on your school/setting social media accounts, website or wider!
- Create Safer Internet Day displays in your school/setting using resources from the Education Packs and share these with us using **@UK\_SIC** on Instagram or Twitter.
- Reach out to [parents and carers](#) and help them understand the importance of online safety, and their role in this.
- Reach out to local press to let them know how you are celebrating Safer Internet Day.
- Get your pupils involved using our Safer Internet Day social media template.\*

\*Although these are designed to be used and decorated by young people, they should only be shared on social media by your official school/setting accounts.

#### Have any questions?

If you have any questions or want to learn more about Safer Internet Day, what's happening in the build up to the day or the work of the UK Safer Internet Centre then visit:

Our website:  
[www.saferinternetday.org.uk](http://www.saferinternetday.org.uk)

Email us:  
[SID@saferinternet.org.uk](mailto:SID@saferinternet.org.uk)

Sign up to our free monthly newsletter: [bit.ly/UKSICNewsletter](http://bit.ly/UKSICNewsletter)