

Safer Internet Day 2021

An internet we trust

51% of UK children aged 8-17 years heard about Safer Internet Day

As a result:

- 82% said they felt more confident about what to do if they were worried about something online
- 85% said they know what to do if they or someone else see misleading or unreliable content online
- 63% had a conversation with a parent or carer about online safety
- 26% said they spoke to someone about something that had been worrying them online

38% of UK parents and carers heard about Safer Internet Day

As a result:

- 70% talked to their child about using the internet safely
- 61% say they have a better understanding of how to identify misleading or unreliable online content
- 70% felt more confident about what to do if their child came to them with a problem they had online.



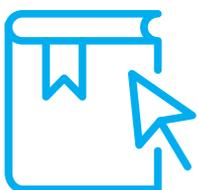
2,137

organisations, schools,
government, police
forces and wider
signed up as official
supporters



2,453,486

views of Safer Internet Day films



1,592,978

downloads of educational resources



26,948

Tweets using
#SaferInternetDay
in the UK

51%

of UK children aged
8-17 years heard about
Safer Internet Day



What happened on the day

A record breaking Safer Internet Day

Our social media campaign encouraged people to explore what they could do to help create #AnInternetWeTrust. We worked together with 2Simple Software on a Guinness World Record Attempt on Safer Internet Day with **over 10,000 young people making their pledge** using the #AnInternetWeTrust template. Pledges ranged from checking the source, to challenging misinformation, and saw young people getting creative to share their messages. We are pleased to announce we are now the current record holders for 'Most pledges received for an internet safety campaign in 24 hours' with a total of 16,372 pledges.

The biggest reach yet

- The #AnInternetWeTrust hashtag was **used 5,073 times**
- the #SaferInternetDay hashtag trended at **no.1 throughout the day**
- UK Safer Internet Centre Facebook posts were **seen 1.6million times**
- Over **112,000 young people** tested their knowledge with our online quiz
- Media reach of **126 million people**, across outlets including the BBC, ITV News and Sky News Radio
- Over **10 million video views** in the UK on safety and educational content on TikTok

Safer Internet Day on the BBC

For Safer Internet Day the BBC produced a BBC Live Lockdown Lesson that **reached 102,000** users on 9th February, created new content aimed at children, teachers and parents, showcased Safer Internet Day across BBC channels and its homepage, and curated a set of programming for BBC iplayer so children could watch Safer Internet Day content on demand on TV.

Young People's Charter

The UK Safer Internet Centre has worked with young people to develop a Young People's Charter for Safer Internet Day 2021 on how government and online stakeholders can help create a more trustworthy internet. The four key points of this charter stated that young people wanted:

1. To be taught safe internet use
2. To be protected online
3. For platforms to be held to account
4. For young people to be allowed to shape the internet



Virtual Events

London

For Safer Internet Day 2021 we ran a virtual event from London. The event, which was livestreamed from the BT Tower, saw over 500 participants coming together to hear from young people, government ministers and representatives across internet industry.

Young people continued to be at the heart of the event with films from young people and a panel discussing questions from internet industry

At the event we launched a brand new research report: An Internet Young People Can Trust. The research, which surveyed over 2,000 young people aged 8-17, revealed that 77% of 8-17s felt being online had been a more important part of their life in 2020 than before.



Members of the UK Safer Internet Centre were also joined by young people to speak to the All-Party Parliamentary Group on Social Media regarding the theme of Safer Internet Day and how their school would celebrate the day.

Scotland

In Scotland we streamed a pre-recorded event through our YouTube channel in which we heard from the Minister for Children and Young People, Maree Todd, about why Safer Internet Day is so important in Scotland.

Wales

The Welsh Government in partnership with the UK Safer Internet Centre, invited children and young people across Wales to take part in the Tackling Misinformation Digital Storytelling Competition.

Liverpool Football Club

In partnership with Liverpool Football Club (LFC), the UK Safer Internet Centre ran a live streamed event on our YouTube channel. The event was aimed at 9-11 year olds watching with their teachers or families, and attracted a lot of interest right across the UK, with 6,500 live viewers and 23,000 views to date.

Separating fact from fiction

Educational resources and films

To help schools, youth groups, police services, libraries, and wider run fun and engaging activities for Safer Internet Day we created a range of resources to help educators to deliver practical and impactful activities including; films, lesson plans, assemblies, quick activities and more!

Free to download, these engaging resources looked at the topic of reliability online, and the ways that young people can tell fact from fiction whilst spending time on the internet. We asked teachers about their experiences using these resources and found:

- 99% of teachers say Safer Internet Day plays a significant role in their school's online safety provision
- 91% said the day helped make pupils more confident about staying safe online
- 31% of teachers said the day led to disclosures about potential safeguarding issues online

Safer Internet Day during school closures

Safer Internet Day 2021 took part during the UK's COVID-19 school closures. We produced a number of remote learning resources, including pre-recorded assemblies and activity sheets.

The virtual assemblies were [viewed over 190,000 times](#) and the remote learning adaptations were [downloaded over 37,782 times](#).

"We have taken part in SID for a number of years. It is a firm part of our e-safety curriculum at school and helps to embed all the elements that we cover in class."

Primary Teacher

"The children were fascinated and could offer ideas linked to their own online experiences"

Primary Teacher

Research into young people's experiences of misinformation online

Brand new research found that half of young people encounter misleading content online on a daily basis. Our Safer Internet Day research revealed the new challenges young people face in identifying misleading content, at a time when being online is more important than ever.

The research highlights how many young people of all ages, from as young as 8, are regularly encountering misleading content and have experienced approaches, such as friend requests, from people they don't know.

Our survey of over 2,000 young people found that:

- 77% of young people say being online is a more important part of their life than ever before, with 65% enjoying online lessons during lockdown amidst school closures
- 48% of young people are seeing misleading content every day, with more than one in 10 seeing it more than six times a day - often leaving them feeling annoyed, upset, sad, angry, attacked or scared
- 43% of young people have noticed their friends and peers sharing misleading content (such as fake news) online
- 62% of young people have had friend requests from people they don't know
- 59% of young people are aware they have a responsibility to report potentially damaging, harmful or misleading content online, but overall are more likely to block misleading content (21%) than report it (16%)
- 17% have noticed a friend sharing misleading content and spoken to them about it and 6% have done the same with a family member

It is vital that all of us involved in building an internet young people can trust are consulting with young people to build a deeper understanding of what they are encountering online. By looking at how their experiences online affect them emotionally we can support them with the tools and skills they need to separate trustworthy from misleading content and to stay safe online.