



26-30 July

#netsafetywk21



Introduction

As the past year has only reinforced the importance of connectivity and because Netsafe is continuing to receive more requests from people needing help under the Harmful Digital Communications Act, we are hosting New Zealand's first Netsafety Week to try to make a difference.

This is a week designed to Make Aotearoa Safer Online and promote the positive power of the internet. By becoming a supporter you're connecting the community with the information they need to keep themselves and their whānau safe. This Toolkit contains various resources you can use to promote Netsafety Week – anything you can do to spread the word helps and we're glad to have you on board.

Help spread the word

We've created Netsafety Week resources and you'll know best the messaging that's relevant to your community and networks. It is completely up to you how you promote the week. Some ideas include:

- Sharing messages on your channels
- Planning a celebration
- Teaching an online safety lesson
- Highlighting your favourite online channel
- Encouraging others to become involved

Key messages

We have created key messages you can use to promote Netsafety Week.

Pre-event

Even before Netsafety Week begins, you can start the conversation on your channels by posting content. Some examples include:

- ORGANISATION/SCHOOL NAME is celebrating NZ's first Netsafety Week 2021 from July 26 -30!

Find out how you can join us at netsafe.org.nz/netsafetyweek #Netsafetywk21

- We're getting involved in Netsafety Week 2021 from July 26-30 to promote the positive power of the internet.

Sign-up to help Make Aotearoa Safer Online at netsafe.org.nz/netsafetyweek #Netsafetywk21

- New Zealand's first ever online safety week is nearly here. It's taking place between 26-30 July and is a chance for us all to work together to promote the positive power of the internet and the places available to get help.

Sign-up and learn more at netsafe.org.nz/netsafetyweek #Netsafetywk21



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Netsafety Week 26 – 30 July

These key messages can be used in whatever way works best for you.

- The internet has played a big part in keeping us connected over the past year – and that isn't slowing down anytime soon – which makes it important everyone knows how to stay safe online.
- It's NZ's first Netsafety Week and we're glad to be supporting the cause. It's designed to Make Aotearoa Safer Online and by joining together we can create more positive experiences for everyone.
- Netsafety Week is coordinated by Netsafe to inspire positive change and to share advice to help the community stay safe online.
- Netsafety Week is an opportunity to raise awareness about the safe and positive use of digital technology and to kōrero about the role we can all play in creating a better internet in our community.
- Netsafety Week encourages individuals, schools and organisations to get involved in a national conversation about how to use digital technology to harness the positive power of the internet.
- It calls upon young people, parents, carers, teachers, social workers, law enforcement, companies, policymakers, and wider, to join together and help to create a better internet for all of us.
- Netsafe provides support for many internet issues including bullying, grooming, scams, stalking, image-based abuse and privacy breaches. You can get free advice and support seven days a week. Make a report online, [email help@netsafe.org.nz](mailto:help@netsafe.org.nz) or call **0508 NETSAFE (0508 638 723)**.





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Social media

Participate in the Netsafety Week conversation using the hashtag [#Netsafetywk21](#). You can share Netsafe's posts on your accounts or create your own using the resources we've provided. Follow [@netsafenz](#) on Facebook, Twitter, Instagram and LinkedIn to keep up with the latest online safety news.

- To celebrate Netsafety Week, [@netsafenz](#) has put together their top tips to help you protect yourself online. Visit [netsafe.org.nz](#) for self-help and incident support [#netsafetywk21](#)
- Nearly 440 people get help from Netsafe on topics including harassment, image-based abuse, self-harm, grooming, hate speech, scams and school incidents, so we need to work together. Netsafety Week is about connecting the community and encouraging more positive online experiences [#netsafetywk21](#)
- It's NZ's first Netsafety Week! This is a week designed to Make Aotearoa Safer Online by sharing the ways we can make online spaces, recognising the positive power of the internet and knowing where to go get help if things don't pan out.

If you see or experience something upsetting on the internet, *kōrero* about it and get support from friends or Netsafe. No matter what's happening, they can help – their advice is free, non-judgmental and available seven days a week [#netsafetywk21](#)

- Netsafe remains available to provide expert incident advice to anyone experiencing a problem online and offers many useful self-help resources at [netsafe.org.nz](#) [#netsafetywk21](#)
- Netsafety Week is designed to Make Aotearoa Safer Online and is a chance to recognise [insert relevant resources – yours, Netsafe's or someone else's] resources available to help people have a better time online [#netsafetywk21](#)





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Newsletter examples

[INSERT NAME] has signed up as a [Netsafety Week 2021](#) supporter. This is the first time New Zealand has ever held its own online safety week and we're excited to join the cause to help Make Aotearoa Safer Online.

This is a week to raise awareness of online safety issues, share the support available and to inspire the community to make positive change.

This is important as Netsafe research shows one in five teenagers and one in 10 adults were harmed by something they experienced online in the previous year.

In many cases, teens and adults reported being unable to eat or sleep or go to school or withdrawing from their usual daily activities. But there are steps we can all take to protect ourselves and our whānau online, so we are using Netsafety Week to share Netsafe's top online safety tips.

*Find supporting graphics at netsafe.org.nz/netsafetyweek





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Five tips to help Make Aotearoa Safer Online

Here are five tips you can share to help Make Aotearoa Safer Online:

Tip 1: Kōrero with whānau ōu hoa (Talk with family and friends)

It's important to engage with whānau ōu hoa about the technologies we use and to share the tips and tricks you use to eliminate challenges and risks. Netsafety Week is an opportunity to encourage positive korero around the power of the internet. Having regular, non-judgemental conversations minimises the harm if things go wrong and lets loved ones know you're there to help.

Tip 2: Be a good digital citizen

A lot of internet activity happens on public platforms. So, it's important to think twice before you engage online as it can be hard to delete or remove content you want to take back. Netsafety Week is a chance to reinforce good etiquette, and to be respectful of others and our differences. We know that certain groups of people are subject to more abuse and suffer more harm online. Speech becomes hate speech when it is used to attack a person or group of people based on attributes including race, religion, ethnicity, gender, disability, or sexual orientation. It can also be a breach of the law.

Tip 3: Swipe left on fake news

A lot of what we see or read online is true, but sometimes it's put there on purpose to spread false information. Netsafe's research reveals a third of people have accidentally shared fake news online. It can be hard to tell the difference between what's real and fake so always ask yourself: Is what I'm reading clickbait? Is the source trustworthy? Are the photos real? Where can I fact check this info? You can help others by not sharing fake news and reporting it when you see it.

Tip 4: Discuss sensitive topics

Sharing nudes is part of everyday conversation for many people, and there's also a strong misconception amongst young people that everybody's doing it. This myth places extra pressure and can result in many people being put in uncomfortable situations - and it can impact on people's ability to seek help. Having open conversations around online intimate images and the places you can get support if your images have been shared or you've received one you didn't want helps to remove the stigma.

Tip 5: Know your rights

The Harmful Digital Communications Act helps people dealing with serious or repeated harmful digital communications (like texts, emails or social media content). The law sets out 10 Communication Principles which define what is good and bad behaviour. Netsafe has the responsibility to assist under the law and our expert incident team are available seven days a week.

Netsafe can help you with advice and support. You can make a report online, email us at help@netsafe.org.nz or give us a call on **0508 NETSAFE (0508 638 723)**.



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Digital assets

You can download digital assets including banners, social media icons and newsletter assets at netsafe.org.nz/netsafetyweek

About Netsafe

Netsafe is an independent non-profit organisation with an unrelenting focus on online safety. They keep people safe online by providing free support, advice, and education. Netsafe operates a confidential and non-judgmental helpline for anyone in New Zealand. Visit netsafe.org.nz for useful resources or call 0508 NETSAFE seven days a week for help with an online incident.

Netsafety Week Sponsors

Netsafe is grateful to the sponsors of Aotearoa's first online safety week. Specifically, we would like to recognise Ministry of Justice | Ministry of Education | Facebook | Instagram | Twitter | Chorus | Google | Netflix | Express | Mi9

