



Key messages on the Safer Internet Day theme

“Play your part for a better internet” means different things for different audiences, but everyone has a role to play. It’s up to all of us, together.

The theme “play your part for a better internet” encourages people to think about their role in developing a safer and more responsible online experience for children and young people. For example, this could be by directly teaching a child to think critically about what they see online, or indirectly by being a role model that embraces technology and makes the most of the positive opportunities offered online.

These are some of the ways in which everyone can make a contribution:-

- **Children and young people** can help to create a better internet by being thoughtful and respectful to others online, by protecting their online reputations and by seeking positive opportunities to create, engage and share online.
- **Parents and carers** can help to create a better internet by maintaining an open dialogue with their children about their online lives, supporting them with their online activity, and seeking out positive opportunities to engage with their children online.
- **Educators and social care workers** can help to empower children and young people to embrace the positive by equipping them with the digital literacy skills they require for today’s world, and giving them opportunities to use and create positive content online. They can help to respond to the negative by supporting young people if they encounter problems online, and by giving them the resilience, confidence and skills that young people need to navigate the internet safely.
- **Industry** has a role to play by creating and promoting positive content and services online and by empowering users to respond to any issues by providing clear safety advice, a range of easy-to-use safety tools, and quick access to support if things do go wrong.
- **Decision makers and politicians** need to develop the context in which all of the above can function and thrive, and continue to play a key role as we drive forward in creating a better internet for young people.