Safer Internet Day 2022

Tuesday 8 February

Welcome aboard –
It's great to have your backing!

Supporting Safer Internet Day means you're linking arms with New Zealand's — and the globe's — most iconic and trusted brands and people to affirm how important it is for everyone to use technology responsibly, respectfully, critically and creatively. This is the world's biggest campaign to make the internet a safer place.

Netsafe has developed a wide range of resources to help supporters. They are available to download from our website (netsafe.org.nz/safer-internet-day). Here you will find key messages, social media assets, and posters. Netsafe encourages everyone to use the material as widely as possible. This is a joint effort, and we couldn't do it without you.

Some supporters choose to share Netsafe's Safer Internet Day material within internal communications, others use social media channels to post key advice messages and announce they are proudly supporting the campaign. Some organisations arrange events for staff or facilitate discussions around online safety. It's an excellent opportunity to reinforce the importance of being good digital citizens and what to do if something goes wrong online. It's entirely up to you about how you promote the day.

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Netsafe resources

We're pleased to have many organisations, schools and groups join us in supporting Safer Internet Day. You'll know best the messaging that's relevant to your community and networks. For some, this may be tips to protect private information online and locking down social media profiles available. For others, **Netsafe's Online Safety Parent Toolkit** or Online Safety Conversation Starters for parents of **under 10s**, **tweens** and **teenagers** may be more fitting. Our key messages and Safer Internet Day resources are ripe for the picking.

Below are some ideas to get you started.

Key messages

- Safer Internet Day 2022 is a global event on 8 February promoting a safer online world.

- The community is relying on the internet more than ever before to remain connected. Given the role the internet has played in recent worldwide events, it's more important than ever before that people know how to stay safe online.

- The internet gives us opportunities we've never had before, with more and more on offer by the day. But with these advances come challenges, and their impact is all too real when things go wrong.

- As an online safety organisation, Netsafe deals with many issues, including online bullying, grooming, scams, stalking, image-based abuse and privacy breaches.

- Online safety is often thought of as an issue for young people, but anyone can experience a problem while using the internet.

- 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** or call **0508 NETSAFE (0508 638 723)**.

- 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. If you see or experience something upsetting on the internet, kōrero about it and get support from friends or Netsafe.

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Here are five simple steps we can all take to protect ourselves and whānau online.

1. Check before you share.

A lot of what we see or read online is true, but sometimes it's put there on purpose to mislead others. Help others by not sharing fake news – and report it when you see it.

2. Be an upstander online.

Communities are safest when we look out for each other. That's equally true online. If you see someone being bullied or harassed, report the problem to the platform where the behaviour is happening.

3. Discuss sensitive topics.

Sharing nudes is part of everyday conversation for many people, but there's a strong misconception amongst young people that everybody's doing it. Having open conversations with friends and whānau about intimate images can make it easier to discuss if things go wrong in the future.

4. Review your privacy settings.

Lots of platforms and services have improved the tools used to manage privacy and safety settings. Take a fresh look at the tools and platforms you're using and do an online profile check-up. **Find out more at netsafe.org.nz/privacy-settings-on-social-networks/**

5. Make online spaces better.

The internet provides us with many benefits, but we also need to work together to make online spaces a bit safer. Engaging in positive and constructive korero to try to avoid being in the middle of a pile on and crediting the work of others that we share are some of the best ways to help.

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Suggested messaging to share to promote and celebrate Safer Internet Day

Posts leading up to SID

Even before Safer Internet Day, kick start your campaign announcements on your social media channels.

- ORGANISATION/SCHOOL NAME is celebrating #SaferInternetDay on 8 February! Find out how you can join us at netsafe.org.nz/safer-internet-day #SID2022

- We're getting involved in #SaferInternetDay on 8 February. Let's make this the biggest Safer Internet Day yet! Join now at netsafe.org.nz/safer-internet-day #SID2022

Posts on the day

- Today is #SaferInternetDay! We've joined forces with @netsafeNZ and a global network of organisations and schools to promote the safe and positive use of the internet #SID2022

- Today is #SaferInternetDay! Along with @netsafeNZ, we're encouraging people to put their thinking caps on and ponder, what could a safer internet look like? #SID2022

- To celebrate #SaferInternetDay @netsafeNZ has put together their top tips to protect yourself online. See Netsafe's information and resources here netsafe.org.nz/safer-internet-day

- That's a wrap on #SaferInternetDay! If you're experiencing something challenging online, @netsafeNZ is there to help. You can contact them on 0508 NETSAFE, email help@netsafe.org.nz, text 'Netsafe' to 4282 or visit netsafe.org.nz #SID2022

Newsletter

NAME OF ORGANISATION has signed up to become an official supporter of Safer Internet Day, the world's biggest campaign to make the internet a safer place.

In many cases, teens and adults reported being unable to eat or sleep, to 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 this Safer Internet Day we're sharing Netsafe's top online safety tips.

Find supporter graphics at netsafe.org.nz/safer-internet-day

About Netsafe

Netsafe is New Zealand's leading online safety organisation. We help thousands of people every year deal with a myriad of online challenges, including grooming, bullying and scams. Netsafe is also New Zealand's Safer Internet Day host. We bring together credible and up-to-date online safety advice and information to help supporters raise awareness and start conversations about more positive online experiences.

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