

## **Thank you for your commitment to connecting with your community and supporting Netsafety Week.**

This year's Netsafety Week theme is: Diversity Matters. Online Safety Done Together.

The week is about understanding different communities' online safety perspectives and promoting respect and positive relationships online. Your support will help us reach our goal of creating a transformational online safety change for the people of Aotearoa New Zealand and have our most inclusive and diverse conversations yet.

Netsafe has developed a wide range of graphic resources to help supporters. They are available to download from our website. Here you will find key messages, social media assets, posters and banners. 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 Netsafety Week 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 week.



## Netsafety Week 2022 supporter resources

We're pleased to have many organisations, schools and groups join us in supporting Netsafety Week. You'll know best the messaging that's relevant to your community and networks.

Below are some ideas to get started. These key messages can be used in whatever way works best for you.

- 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.
- 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).
- Netsafe receives 500+ reports every week 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.





## 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/](https://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 kōrero 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.



# Suggested messaging and graphics to share to promote Netsafety Week 2022

## Posts leading up to the week

Even before Netsafety Week, kick start your campaign on your social media channels.

- ORGANISATION/SCHOOL NAME is celebrating Netsafety Week from July 25-29! Find out how you can join us at [netsafe.org.nz/netsafetywk-events](https://netsafe.org.nz/netsafetywk-events)
- We're getting involved in Netsafety Week 2022 from July 25-29 to promote respect and positive relationships online. Sign-up to help make Aotearoa safer online at [netsafe.org.nz/netsafety-week-2022](https://netsafe.org.nz/netsafety-week-2022) #NetsafetyWeek2022
- New Zealand's second ever online safety week is nearly here. It's taking place between 25-29 July and is a chance for us all to work together to understand different community online safety perspectives. Sign-up and learn more at [netsafe.org.nz/netsafety-week-2022](https://netsafe.org.nz/netsafety-week-2022) #NetsafetyWeek2022

## Posts during the week

- This week is #NetsafetyWeek2022. We've joined forces with @netsafeNZ to promote the safe and positive use of the internet #NetsafetyWeek2022
- To celebrate #NetsafetyWeek2022 @netsafeNZ has put together resources to help protect yourself online. See Netsafe's information and resources here [netsafe.org.nz/netsafety-week-resources](https://netsafe.org.nz/netsafety-week-resources)
- That's a wrap on #NetsafetyWeek2022! If you're experiencing something challenging online, @netsafeNZ is there to help. You can contact them on 0508 NETSAFE, email [help@netsafe.org.nz](mailto:help@netsafe.org.nz), text 'Netsafe' to 4282 or visit [netsafe.org.nz](https://netsafe.org.nz) #NetsafetyWeek2022

## Newsletter

NAME OF ORGANISATION has signed up to become an official supporter of Netsafety Week 2022. The week is about understanding different communities' online safety perspectives and promoting respect and positive relationships online. The goal? To create transformational online safety change for the people of Aotearoa New Zealand and have our most inclusive and diverse conversations yet.

Find out more about Netsafety Week 2022 [netsafe.org.nz/netsafety-week-2022](https://netsafe.org.nz/netsafety-week-2022)

## Supporter graphics

Netsafety Week 2022 supporter graphics include banners, email footers, posters, and social media assets. [Download our supporter graphics pack](#)





## 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. [netsafe.org.nz](https://www.netsafe.org.nz)