What do I need to know about Safer Internet Day?

What is Safer Internet Day?

Safer Internet Day is on 9th February 2021. It's celebrated across the globe in over 170 countries, with thousands of young people joining in across the UK to explore how they can use the internet responsibly, respectfully, critically and creatively.

Safer Internet Day is a great opportunity to focus on online safety with your child – whether that's trying out some of the learning activities in this pack, asking about what they like to do online or using their favourite app or game with them. You could support the day on social media, tell other friends and family about the day, or ask your child for their best tips for staying safe online. Find out more here: **saferinternetday.org.uk**.

The theme for Safer Internet Day 2021 is...

An internet we trust
Exploring reliability in the online world

This year in the UK, Safer Internet Day explores reliability online. The campaign will focus on knowing what to trust online and the strategies that young people use to question, challenge and change the online world. The internet has an amazing range of information and opportunities online, and can help us see the world from different points of view. But how do we separate fact from fiction, the genuine from the misleading? How do we decide what to believe online, and what's the impact of dealing with fake content and experiences?

Join us this Safer Internet Day in helping to create an internet we can trust.

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Parents and Carers Pack
What do I need to know about Safer Internet Day?

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How do I use this pack?

This pack for parents and carers includes information and activities to help you support your child in using the internet positively and safely.

This pack contains:

Conversation starters	Helpful questions and phrases to start a conversation with your child about staying safe online.
Family online safety plan	A plan to help your family shape the way you will use the internet and technology safely, responsibly and positively.
Family activities	Fun activities that you can do with children of all ages to explore trust and reliability online.
Show your support	Tips on how you can support Safer Internet Day both online and offline.
Parents' resource sheet	Useful sources of advice and information online, including how to report online problems.
What to trust online? A parents' guide	How to check the reliability of online content, and how to support your child to do the same. Includes a glossary of key words.

Have any questions?

To learn more about Safer Internet Day, what is happening in the build up to the day or the work of the UK Safer Internet Centre:

Find us on social media:

- Instagram: **@UK_SIC**
- Facebook: **saferinternetuk**
- Twitter: **@UK_SIC**
- YouTube: **UKSIC**

Join in the conversation on social media with the hashtags **#SaferInternetDay** and **#AnInternetWeTrust**

Visit our website:
saferinternetday.org.uk

Email us:
SID@saferinternet.org.uk

Sign up to our free monthly newsletter:
bit.ly/UKSICNewsletter

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Conversation starters

Safer Internet Day 2021 is a fantastic opportunity to have a conversation with your child around this year's theme, '**A internet we trust: exploring reliability in the online world.**'

Use the questions below to help you get started with discussions around how we can all use the internet safely, responsibly, and positively.

Start the conversation on a positive note:

- (?) What do you like most about the internet and why? What's your favourite game/app/site?
- (?) How does going online make you feel?
- (?) How does the internet/technology make your life better?

Talk about sharing online:

- (?) What is okay/not okay to share online? Why?
- (?) What should we do before sharing things online?
- (?) Can people say/do whatever they want online? Why/why not?
- (?) What do we do if someone shares something about us that we don't like?
- (?) How do you feel about your parents/carers sharing things about you online and vice versa?
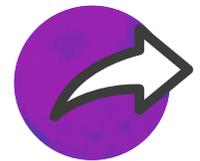
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Talk about trust online:

- ? Can we trust everything we see online?
- ? Where do you go online to find trustworthy information?
- ? How do you know if you can trust something you are looking at online or not?
- ? What questions should we ask about things online before we trust them?
- ? What can you do if you see something online that you are not sure if you can trust or not?
- ? How much can you trust people you only know online? What is different about talking online to someone compared to talking face to face?

Talk about looking after yourself and others online:

- ? How do you stay safe online? What tips do you have and where did you learn them?
- ? Do you know where to go for help and where to find the safety tools on your favourite apps and games?
- ? What could you do if being online is making you feel worse rather than better?
- ? What could you do if someone was unkind to you online?
- ? What could you do if you saw a friend online needed some help or support?
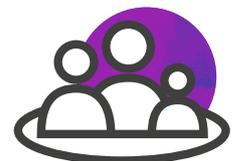
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Family activities

Here you'll find fun and engaging activities that parents and carers can do with children of all ages to support this year's Safer Internet Day theme: '**An internet we trust: exploring reliability in the online world.**'

Work through these activities together to help your child question what they see online and make sense of the digital world. Find more activities to run with different ages in the Safer Internet Day Education Packs: **saferinternet.org.uk/safer-internet-day/2021**

All ages
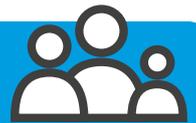
Family Agreement

A family agreement is a great way to start a conversation about how your family uses the internet. As well as the online safety agreement in the Parents and Carers Pack, you can find a more detailed version here: **childnet.com/resources/family-agreement**.

Safer Internet Day Films

Our Safer Internet Day films provide a great way to start a discussion with your child about how the internet makes them feel and what tips they have about finding reliable information online. There are different videos aimed at younger and older children here: **saferinternet.org.uk/films**.

Ages 3-7

Top Tips for searching online

Discuss with your child: How do you stay safe when searching for something online?

You could write their suggestions down or just keep it as a discussion.

Read the story 'Detective Digiduck!' here: **childnet.com/detective-digiduck**.
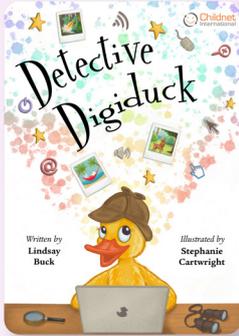
Discuss together what Wise_Owl tells Digiduck to do when they are feeling unsure about something online.

Work with your child to create a 'Top Tips for Searching Online' poster, using Wise_Owl's advice from the story. Your child could put Wise_Owl's advice into a song or poem and record this to create a video to show other family members!

Detective Digiduck
Written by Lindsay Buck
Illustrated by Stephanie Cartwright

Smartie the Penguin story

Read the Smartie the Penguin story that includes unreliable information here: **childnet.com/resources/smartie-the-penguin**

Join in with Mummy Penguin's song and follow the adventures of Smartie the Penguin as he learns how to be safe on the internet.

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Ages 7-11

Internet Detectives

Print the 'Detective' sheet below or ask your child to design their own version.

Work with your child to become a detective to see how many of the activities they can complete on their card. When your child experiences or carries out an online action on the sheet, they can cross it off/colour it in.

Detective

Name _____

Find a fact you didn't know before (Remember to make sure it's reliable!)	**Think about how being online is making you feel and tell someone you trust**	**Check 3 sources to see if something is reliable/true**
Find an article or video online where a person is giving their opinion	**Share something useful online to friends/family**	**Use a search engine and spot the sponsored results**
Laugh out loud at something online	**Find an image which has been edited**	**Spend some time researching a topic you're interested in with an adult you trust**

Childnet Primary Pages

Work through this series of interactive quizzes with your child to help you talk about how to stay safe online and what to do if things go wrong. Aimed at children aged 8-12, the quizzes include topics such as online gaming, social media and sharing things online:
childnet.com/young-people/primary/get-answers.

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Ages 7-11

Childnet SMART Video Lessons

Watch this series of 6 mini video lessons hosted by the Childnet Education Team together with your child. You'll be guided through activities and discussions about different online safety topics. The sessions are aimed at children aged 6-9 and can be found here: **childnet.com/resources/video-lessons**.

Ages 11-14

Search and You Shall Find

Discuss with your child how reliable online searches are. Online searches have improved a lot since they first started, and your device will use what it knows about you and your interests to show what it thinks are the best results for you.

By comparing the same search, will you and your child see variations or differences in the search results?

To test this out, agree on one search engine to use like Bing, Google or Duck Duck Go.

Try out the same search terms such as: 'world's fastest animal,' 'jeans,' 'TV shows,' or 'music.'

Compare what your device and your child's device show you. Look for adverts or websites that come high in the search results or appear on the page too. This could be an opportunity to review any parental controls or filters on your home internet connection too.

Review what you found. How well do your devices know you? What does this tell us about the trustworthiness of online information?

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Ages 11-14

Childnet Secondary Hub

Explore the Secondary Advice Hub with your child, showing them the advice and information about different online safety topics. Use this as a conversation starter to ask them about their online life and let them know they can also come to you with any questions: **childnet.com/young-people/secondary**.

Ages 14-18

Screenshot It

Ask your teen to screenshot three things that they have seen online that were suspicious or unreliable. This could be done over a week or just a day. You could do the same and compare with your child later.

Together, review the three examples you both find.

Discuss where, when, and how you came across your examples. How does your child feel about seeing this content online? Do they ever do anything about it and how does it make them feel? Find out how to report different types of unreliable or inappropriate content or contact here: **childnet.com/resources/how-to-make-a-report**.

Be a role model

Why not ask your teen to help you, or their younger siblings, to spot the signs of unreliable information online? They no doubt have some online wisdom to share. Ask them where they go for reliable information, and if there are different things that should be checked on different platforms. For example, does untrustworthy information look the same on Twitter versus TikTok?

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The _____ family online safety plan

Look around your home. Search for all the devices which connect to the internet and record here:

We have ☐ devices which connect to the internet in our home.

It's time to talk

How do we use the internet as a family? (e.g for entertainment, for research…)

How can we keep our family safe and happy online?

What can we use our devices for?

What can't we use our devices for?

Where will we keep our devices?

When can we use our devices?

What should we do if something worries, upsets or confuses us online?

Our next steps

Adults' next steps:

Young people's next steps:

Date:

Signed by:

This plan has been shared with:
(grandparents, aunties, uncles, childminder etc.)

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Parents and Carers Resource Sheet

This sheet provides parents and carers with useful sources of advice and information, both for general online safety and in particular, for this year's Safer Internet Day theme of '**An internet we trust: exploring reliability in the online world.**' It also includes information on how to report online problems.

The UK Safer Internet Centre partnership:

UK Safer Internet Centre (UKSIC)
The UKSIC co-ordinates Safer Internet Day in the UK. Appointed by the European Commission, the UKSIC is made up of three partners: Childnet International, the South West Grid for Learning and the Internet Watch Foundation. We raise awareness about online safety, develop resources and organise nationwide events such as Safer Internet Day: **saferinternet.org.uk/parents**.

Childnet
A non-profit organisation working to help make the internet a great and safe place for children. The Childnet website has lots of resources for young people, parents, carers and teachers. The Parents and Carers page contains a family agreement, advice on talking to your child about online issues and further places to go for help: **childnet.com**.

Internet Watch Foundation (IWF)
The UK's hotline for reporting illegal content found online. The IWF deals specifically with child abuse and criminally obscene images hosted in the UK and internationally. The IWF works in partnership with the online industry, law enforcement, government and international partners. It is a charity and a self-regulatory body with over 100 Members from the online industry: **iwf.org.uk**.

South West Grid for Learning (SWGfL)
A not for profit, charitable trust dedicated to the advancement of education through information and communication technologies. Provides professionals, parents and children with advice, resources and support to use internet technologies safely to enhance learning and maximise potential: **swgfl.org.uk**.

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Useful information and organisations

UK Safer Internet Centre (UKSIC)
As well as resources and information about Safer Internet Day, the UKSIC produces weekly blogs which offer advice on a range of topics that reflect current and emerging trends as well as questions received during training sessions.

Media Smart – Parents & Guardians
Guides and resources to help parents play a key role in supporting young people to understand the key features of digital advertising: **mediasmart.uk.com/parents/**.

Common Sense Media – News and Media Literacy
Advice, articles and videos for parents and carers to help their child think critically, resist advertising pressure and become smart consumers: **commonsensemedia.org/news-and-media-literacy**.

Full Fact
The UK's independent fact checking charity. Provides free tools, information, and advice so that anyone can check the claims made by politicians and the media: **fullfact.org/**.

Online safety information for parents and carers

Let's talk about life online
Advice for parents and carers on how to talk with their child about staying happy, positive and safe when online: **childnet.com/resources/lets-talk-about-life-online**.

Critical Thinking key topic
Advice for parents and carers for supporting children of different ages to recognise unreliable information online: **childnet.com/parents-and-carers/hot-topics/critical-thinking**.

Information and Advice for Foster Carers/Adoptive Parents
Free, printable leaflets with top tips and conversation starters to help foster carers and adoptive parents support their child to use the internet safely: **saferinternet.org.uk/fostering-adoption**.

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Online safety information for parents and carers

Keeping Under Fives Safe Online
Top tips for parents and carers for keeping children aged five and under safe in different online areas, such as videos and games: **childnet.com/resources/keeping-under-fives-safe-online**.

Where to report and get help

UK Safer Internet Centre – Need help?
Advice on what to do if a child comes to you for help and how to report online concerns such as cyberbullying, inappropriate content or illegal behaviour: **saferinternet.org.uk/need-help**.

Report Harmful Content
Provided by the UKSIC. Gives advice on how to report online problems, offers help in removing harmful content from platforms and supports with reports that need to be escalated: **reportharmfulcontent.com**.

Internet Watch Foundation (IWF)
The UK's reporting hotline for illegal content found on the internet. The IWF specifically deals with child sexual abuse and criminally obscene images hosted in the UK and internationally: **iwf.org.uk**.

Child Exploitation and Online Protection (CEOP)
A police agency tackling child sexual abuse and grooming online. Parents and young people can make reports of grooming or child sexual abuse online at: **ceop.police.uk**. CEOP's Think U Know website contains information for children and parents, as well as a link for children to report sexual abuse or grooming online: **thinkuknow.co.uk**.

Action Fraud
The UK's national reporting centre for fraud and cybercrime. Make a report of fraud if you have been scammed, defrauded or experienced cybercrime: **actionfraud.police.uk/**.

Where to report and get help

ParentPort
Run by the UK's media regulators. Provides information about media standards and a reporting tool to make a complaint about online advertising, video games, online media and more: **parentport.org.uk/**

NSPCC helpline
The NSPCC has partnered with O2 to provide an online safety helpline for parents and carers to answer questions and address concerns about a child's online safety: **0808 800 5002 nspcc.org.uk/about-us/contact-us/**.

The NSPCC also provides the Childline helpline. Children can talk to someone for advice and support at any time by contacting **0800 1111** or chatting to a counsellor online at **childline.org.uk**.

Young Minds
A UK charity committed to improving the wellbeing and mental health of children and young people. They offer a free confidential helpline for parents on **0808 802 5544**. Information and advice for young people and parents/carers can be found at: **youngminds.org.uk**.

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Show your support

Safer Internet Day provides a fantastic opportunity to keep up to date with young people's online lives and be part of a bigger conversation about staying safe online. Here, you'll find ways you can support this year's theme, '**An internet we trust: exploring reliability in the online world**.'

Last year's Safer Internet Day was the biggest yet, reaching more young people, parents, carers, and teachers than ever before! Help the UK Safer Internet Centre reach even more this year.

There are lots of ways that you and your family can get involved in the day and spread the word in making the internet a safe and positive place to be.

Get involved

Safer Internet Day is celebrated in over 170 countries worldwide. Be a part of this global conversation by using your social media to help promote the amazing things that are happening.

Use these hashtags to help spread the message online:

#SaferInternetDay
#AnInternetWeTrust
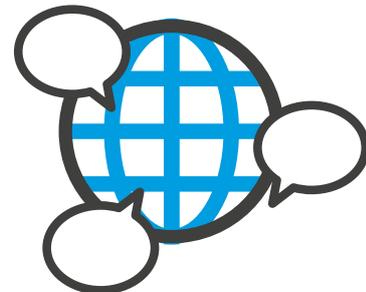
The UK Safer Internet Centre will be posting lots online safety advice in the run-up to the day and on the day itself. We will reshare lots of messages and advice from others celebrating the day across the UK.

Follow us, or let us know how you are celebrating the day, using our social media accounts:

Instagram: @UK_SIC   **Twitter:** @UK_SIC
Facebook: saferinternetuk   **YouTube:** UKSIC

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Show your support

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Examples of tweets and posts you can share:

> I'm supporting Safer Internet Day 2021 organised by @UK_SIC who have lots of helpful advice for parents about keeping their children safe online. Find out more at: www.saferinternetday.org.uk #SaferInternetDay @UK_SIC #AnInternetWeTrust

> I'm celebrating #SaferInternetDay on Tuesday 9th February! Find out more about how to explore staying safe online with your child at: www.saferinternetday.org.uk @UK_SIC #AnInternetWeTrust

> #SaferInternetDay is a great way to start having those conversations about being online with your child! That's why I'm joining this campaign! www.saferinternetday.org.uk @UK_SIC #AnInternetWeTrust

Involve others

Encourage your child's school to register as a Safer Internet Day supporter at **saferinternetday.org.uk** and to download our Education Packs too.

Register your workplace or community group as a Safer Internet Day supporter at **saferinternetday.org.uk** and access promotional materials to help share what you are doing to support the day.

Speak to the people close to you. Grandparents, uncles, aunts, and friends are all welcome to get involved and share ideas on making the internet a safer place!

Have any questions?

More information about Safer Internet Day and activities taking place across the UK to mark the day can be found at **saferinternetday.org.uk**

Email us: **SID@saferinternet.org.uk**

Sign up to our free monthly newsletter: **bit.ly/UKSICNewsletter**

Parents and Carers Pack
Show your support

An internet we trust
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Safer Internet Day 2021 | UK Safer Internet Centre

What to trust online? A Parents and Carers Guide

This sheet aims to give you the confidence and understanding to discuss this year's Safer Internet Day theme, '**An internet we trust: exploring reliability in an online world**' with your child.

Some young people will know false and misleading content exists online but some may be new to the idea that you can't trust everything you see on the internet. Regular discussion can help them to develop the habit of questioning and evaluating what they see online.

How are children and young people experiencing false or misleading content online?

Some examples are below, but the best expert on this is your child themselves! Ask your child what they like to do online and where they go to find things out to help start this conversation.
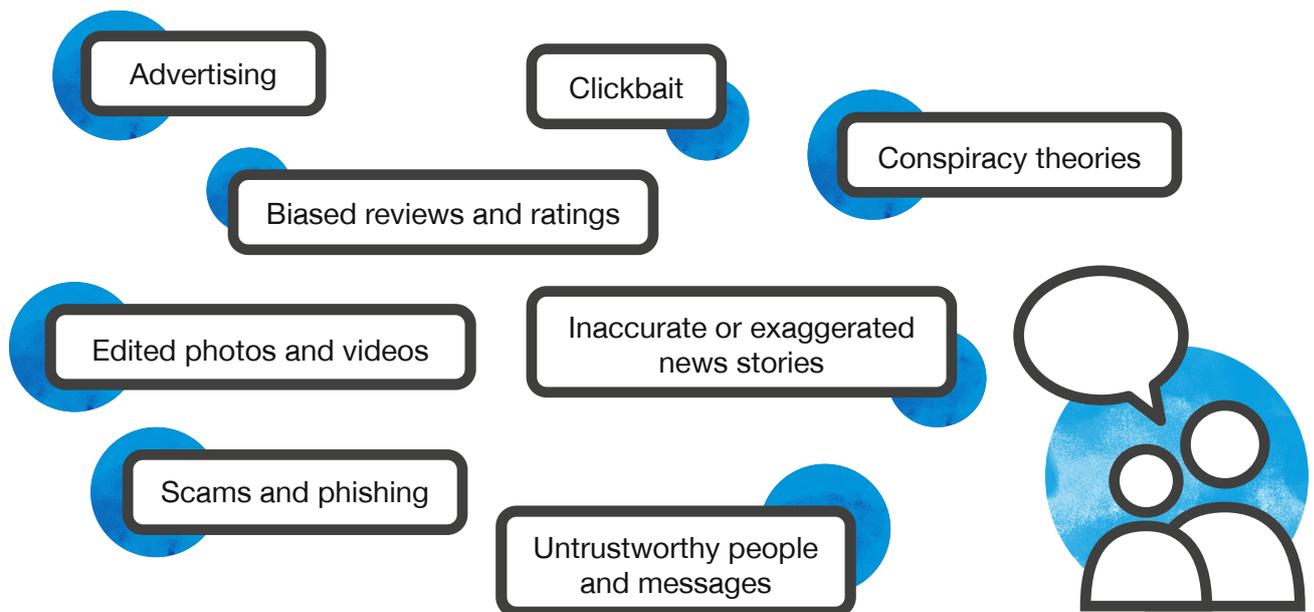
Advertising

Clickbait

Conspiracy theories

Biased reviews and ratings

Edited photos and videos

Inaccurate or exaggerated news stories

Scams and phishing

Untrustworthy people and messages

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Parents and Carers Pack
What to trust online? A Parents' and Carers' Guide

An internet we trust
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What are the risks of false or misleading online content?

These vary depending on the motive and the context. Risks posed by false or misleading content online might include:

- Creating fear/anger/panic
- Spending money on products sold under false pretences
- Public opinion affected by inaccurate information
- Personal harm or injury e.g. fake weight loss claims
- Physical damage e.g. inaccurate instructions to fix a broken phone screen
- Negative impact on well-being e.g. feeling targeted or powerless

How do you fact-check online content?

If you see something confusing, suspicious, alarming, or even too good to be true online, the tips below can help you decide whether you can trust it or not.

Consider the source
Where/who has this information come from and do we have reason to trust it? (E.g. An advert will always want to make the product being sold sound good to convince us to buy it!)

Consider the motive
Why is this information online? Is someone getting paid to post it, or trying to influence public opinion? (E.g. A political campaign will always want to make it sound like their candidate is the best choice!)

Consider your own knowledge
What do you know about this already? Does what you see online say the same or something different? Do you know enough to decide whether to trust it? If not, then more research is needed.

Check several sources
Check another website, watch another video or read a different article. The more sources that say the same thing, and the more reliable those sources, the more likely it is that the information can be trusted.

What are other people saying?
Reach out to friends or family members to get a second opinion. What are others are saying online in comments, reviews, or ratings? Remember, there is a chance these could be influenced by financial or personal gain too.

Use a fact-check website
There are independent organisations out there who find, uncover and counter any false or misleading claims going around online. In the UK, this is fullfact.org.

Take action
The last thing we want to do is spread inaccurate information further. Consider reporting it, or letting friends and family know it can't be trusted. Maybe leave a comment, but don't share it on!

Parents and Carers Pack
What to trust online? A Parents' and Carers' Guide

How can I support my child in recognising false or misleading content?

Talk together
Talk regularly with your child about how they use technology and where they go for information online. Discuss who they follow, what types of adverts they see and what stories they find surprising or suspicious. Listening to your child will give you the best possible idea of how you can support them. Not sure where to begin? Have a look at our suggested 'Conversation starters' for parents and carers.

Set an example
If you come across a fake news story, or get sent a phishing email, discuss with your child how you spotted it and what you did. Why not ask them for a second opinion? Your child may have already heard about it or seen something similar, and if not, it's a learning opportunity for both of you. Seeing a parent actively question and evaluate online content teaches young people the importance of doing the same.

Think before you share
It can be tempting to share surprising or attention-grabbing online content with your child or your family group chats, but make sure to fact-check these links before you do. As it's come from a parent, some children may believe it without questioning it, and older children may find it difficult or awkward to point out if it is false or misleading. This is another chance to set a good example in how to share information responsibly online.

Check in with your child
False and misleading content online can be upsetting and confusing, e.g. harmful claims that target specific groups, or unhealthy lifestyle tips. Young people may feel powerless when faced with the amount of unreliable content they see. Regularly check-in with your child about their online life and ask them how what they see makes them feel. This is an issue that affects all of us. Reassure your child that you are there to talk about things that upset them and to support them with how they feel.

Seek help and support
Just as we ask young people to talk about what they are unsure of, make sure you do too! Chances are that you'll find other parents or carers who are trying to figure out how to help their family avoid false information and get the most out of the internet.

Find out how to get more support by visiting Childnet's 'Need Help?' page. You can take steps to support your child online by using features such as making a report on a range of apps, games and services, and using privacy settings on social media.

For more advice, visit Childnet's key advice for parents and carers here:
childnet.com/parents-and-carers/hot-topics/critical-thinking

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Parents and Carers Pack
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Glossary

Clickbait	Text or images designed to catch the attention of the viewer and encourage them to click it. Owners of pages with clickbait get paid from advertisers based on the number of clicks/views.
Conspiracy theories	Often spread unofficially through social media channels or online discussion forums, popular conspiracy theories often suggest powerful people and organisations are involved in secret plots supposedly behind real-world events.
Disinformation	Inaccurate information shared on purpose to confuse, mislead or influence.
Edited images and videos	When photos and videos are changed using online software (e.g. to make them look more 'impressive', to create a more finished product, or even to change their meaning).
Fake news	A form of news involving inaccurate information that might be shared on purpose or by mistake. This term is now used by many people in lots of different ways, for anything online thought to be false, misleading, or inaccurate.
Influencer	Someone who recommends or promotes items or services on their social media accounts to their (usually) large number of followers.
Misinformation	Inaccurate information shared by accident that could confuse, mislead or influence.
'Perfect' profiles and lifestyles	When online users present their lives online in a way that could be highly desirable by others. This may or may not be an accurate representation of their true lives.
Scams and phishing	Attempts to steal login or bank details using fake emails or messages that appear official, e.g. an email that looks as if it is from your bank asking you to submit your account details for verification.
Sponsored content	Online content which an advertiser has paid to appear. Often designed to look 'natural' or 'real'. Usually associated with social media influencers.
Targeted advertising	Advertising that is aimed at you based on both your online activity and your identity (e.g. gender, age, location, ethnicity, etc.)

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What to trust online? A Parents' and Carers' Guide

Tuesday 9th
February 2021

Safer
Internet Day

Let's create
#AnInternetWeTrust

Safer
Internet
Day 2021

UK Safer
Internet
Centre

An internet we trust
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#SaferInternetDay   saferinternetday.org.uk   #AnInternetWeTrust