

# Safer Internet Day 2020

Together for a better internet

49% of UK children aged 8-17 heard  
about Safer Internet Day

As a result:

- 77% of those who heard about the day said they felt more confident about what to do if they were worried about something online.
- 78% said they know what to do if they, or someone they know, are targeted online because they are different in some way.
- 19% said they spoke to someone about something that had been worrying them online.

26% of UK parents and carers heard about Safer  
Internet Day

As a result:

- 76% talked to their child about using the internet safely.
- 26% spoke to someone about concerns they had about their child online.
- 62% felt more confident about what to do if their child came to them with a problem they had online.

Safer Internet Day 2020



1,741

organisations, schools,  
government, police  
forces and wider  
signed up as official  
supporters.



1,208,676

views of Safer Internet Day films.



1,162,501

downloads of educational resources.



#Free  
to be...

The UK campaign focused  
on the theme of identity  
online.

49%

of UK children aged  
8-17 heard about  
Safer Internet Day.



## The biggest reach yet

- The #SaferInternetDay hashtag was **used 63,831 times**, trending at number 1 throughout the day.
- The UK campaign's #freetobe hashtag was used 6,038 times.
- UK Safer Internet Centre Facebook posts were **seen 1.5 million times**.
- Over **64,000 young people** tested their knowledge with an online quiz.
- On TikTok **1,861 videos were posted** as part of a #freetobe hashtag challenge, these were **viewed 7,158,539 times**.

- Safer Internet Day featured in **304 pieces of media** in the UK.

## Free to be me: Piecing together identity online

For Safer Internet Day 2020, the UK Safer Internet Centre launched a report into how young people manage, curate and navigate their online identity.

The report, which surveyed over 2,000 young people aged 8-17, revealed that young people's online experiences are an essential part of who they are offline, with 38% saying it's easier to be themselves online than offline.

## Youth Charter

The UK Safer Internet Centre has worked with young people to develop a Young People's Charter for Safer Internet Day 2020 on how government can help make a more inclusive internet where everyone is #freetobe themselves.

These are their four key points:

- 1 Provide good quality education about the internet:** This should include respecting others, navigating technology safely and how to ask for help when something goes wrong.
- 2 Protect equal rights and opportunities online and offline:** Everyone should feel that they are welcome, celebrated, fairly represented and given a safe space to be themselves online
- 3 Establish better protection and accountability:** The services we use must think about the pressures and risks they create when designing and creating a public platform, and be held to account.
- 4 Give us the space and power to create change:** We want to be part of the solution. Give us the opportunity to have our say, we want to lead by example and be the change we wish to see. It's our future – we want to help make an internet where everyone is #freetobe themselves.

## Youth Involvement

Young people played a central role in Safer Internet Day 2020; from leading sessions and speaking at our youth events to creating new resources, educating their peers and engaging with policymakers.

We saw schools, organisations, football clubs and wider make #freetobe pledges, showcasing how they are helping create an internet where everyone is free to be themselves.

## Events across the UK

### London

At an MP drop in session at Westminster, UK parliament, two young people met 27 MPs and launched the Youth Charter.

At the BT Centre in London over 50 young people attended a special youth-led interactive event, welcoming 130 guests from internet industry, children's charities, policy and media to discuss how young people navigate the challenges around consent online.

### Wales

The Welsh Government held an online safety film competition for young people. Over 160 young people attended the finalists event, with judges from the BBC and BBFC.

### Northern Ireland

Education Minister Peter Weir visited Ashfield Girls' School in Belfast, and the Deputy First Minister, Michelle O'Neill visited Holy Trinity Primary School in Belfast.

### Liverpool Football Club

Liverpool Football Club hosted 450 young people aged 9-10 at Anfield on Safer Internet Day. 40 schools from across Liverpool gathered to take part in activities, meet the LFC first team player Dejan Lovren and tour the stadium.

### Everton Football Club

120 young people attended an event at Goodison Park and took part in an assembly and workshops on this year's theme of identity online.