



**Safer
Internet
Day 2021**

**Tuesday
9 February**

Welcome onboard – 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 web elements. 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.

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 here: netsafe.org.nz.

For others, Netsafe's Online Safety Parent Toolkit and Online Safety Conversation Starters for parents 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.

#SID2021

Key messages

- Safer Internet Day 2021 is a global event on 9 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 the internet.
- Netsafe research shows one in five teenagers, and one in 10 adults were harmed by something they experienced online in the previous year. In many cases, people reported being unable to eat or sleep and withdrawing from usual daily activities.



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

- 1 Be careful giving out your personal details. Make sure your passwords are hard to guess and you have different passwords for all your accounts. Too hard to keep track? Consider using a password manager.
- 2 Do a social media check-up. Familiarise yourself with the privacy settings on the platforms you use and think twice about what you post.
- 3 Not everything you read is real. Like everything, information we consume needs a critical lens. Implement a fake news filter. Ask, is this a reliable source? Are these facts credible? Is the article balanced? Could this be a joke or a hoax?
- 4 Try to be tolerant, kind and respectful online. If you are having a problem, Netsafe can help you resolve it and explain the laws designed to prevent and reduce harm.
- 5 Most importantly, let's kōrero about online experiences. This is particularly important for whānau. Having regular, non-judgemental conversations with your kids about what they're doing can minimise damage if things go wrong.

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

 ORGANISATION/SCHOOL NAME is celebrating [#SaferInternetDay](#) on 9 February! Find out how you can join us at netsafe.org.nz/safer-internet-day [#SID2021](#)

 We're getting involved in [#SaferInternetDay](#) on 9 February. Let's make this the biggest Safer Internet Day yet! Join now at netsafe.org.nz/safer-internet-day [#SID2021](#)



Social media

- 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 [#SID2021](#)
- 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? [#SID2021](#)
- To celebrate [#SaferInternetDay](#), [@netsafeNZ](#) has put together their top tips to protect yourself online. See Netsafe's information and resources here netsafe.org.nz.
- 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 [#SID2021](#)

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.

This is important as Netsafe research shows one in five teenagers and one in 10 adults were harmed by something they experienced online in the previous year.

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

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About Netsafe

Netsafe is New Zealand's leading online safety organisation, successfully helping thousands of people every year deal with a myriad of online challenges, such as 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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