

Safer Internet Day 2023

Want to talk about it? Making space for
conversations about life online

50% of UK children aged 8-17 years old heard about Safer Internet Day

As a result:

- 69% feel more confident about what to do if something is worrying them online
- 66% spoke to someone about staying safe online
- 24% spoke to their parent or carer about something or someone that had been worrying them online

37% of UK parents and carers heard about Safer Internet Day

As a result:

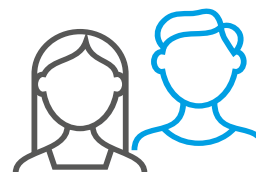
- 68% felt more confident about what to do if their child came to them with a problem they had online, with 33% saying their child spoke to them about something that had been worrying them online
- 70% talked to their child about using the internet safely
- 75% will have regular conversations with their child about their life online

50%

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

"the day has had a much
bigger impact with the
children and they were
very positive about the
opportunity and wanted
to do more."

Educator who took part in
Safer Internet Day



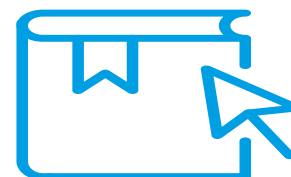
5,006

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



951,148

views of Safer Internet Day films



219,153

downloads of education resources

What happened on the day



The biggest reach yet

- The SaferInternetDay hashtag trended at no.1 throughout the day on Twitter, with thousands of tweets using the #SaferInternetDay hashtag
- UK Safer Internet Centre Facebook posts were seen one million times
- Over 30,000 young people tested their online safety knowledge with our quizzes
- 45,244 young people, parents and carers accessed our top tips and advice pages
- Almost 1 million views of our Safer Internet Day films for educators, young people, parents and carers

Young People's Involvement

The UK Safer Internet Centre has worked with young people across every stage of the Safer Internet Day celebrations, from shaping the theme to creating videos about their plans.

Young people continued to be at the heart of the activities on the day itself, with films from young people being shown at events in London, young people interviewing Government Ministers about the Online Safety Bill, and young people taking part in panel discussions at the BT Tower.

The UK Safer Internet Centre also hosted events with MPs at Westminster, as well as working with Liverpool Football Club at an event for young people at local schools.

Educational resources and films

To help schools, youth groups, police services, libraries and wider run fun and engaging activities for Safer Internet Day, we created a range of free resources to help educators to deliver practical and impactful activities – including films, lesson plans, assemblies, quick activities and more.

These education resources were downloaded 219,153 times and in feedback of these teachers told us:

- 94% said the resources helped to reinforce student learning
- 88% said that Safer Internet Day plays a significant role in their school's online safety provision
- 85% said the day encouraged conversation between school and parents
- 46% of teachers said the day led to disclosures about potential safeguarding issues online

Media reach

There were more than 1 million opportunities to see Safer Internet Day 2023 in the media, with two of our 16-year-old Childnet Digital Leaders featuring in interviews across both local and regional radio stations.

Safer Internet Day was featured across various channels including Sky News Radio, Newsround, the Independent, and the Mirror.

Research

We launched new research focussed on young people's experience of conversations around online safety.

Our survey of more than 2,000 young people and 2,000 parents and carers found that:

- 8 to 17 year olds say their parents, carers, or guardians talk to them about their life online, including being safe online
- 57% of 8 to 17 year olds feel they can help their parents and carers know more about being safe online
- 77% of 8 to 17 year olds feel they could talk to friends if worried about something online
- However, 7% of young people told us they don't think they could have a conversation about their life online, or being safe online, with anybody
- 69% of parents and carers want to be able to talk to their child more easily and more often about being safe online
- The majority (80%), of young people say they have regular online safety lessons at school, however 62% think these lessons could be better and almost a third (30%), say they don't think online safety lessons allow them to talk about the things they are worried about online
- 44% of 8-17 year olds feel that they can make a difference in supporting or promoting being safe online at school