

Safer Internet Day 2016 – Impact Report

Summary

Safer Internet Day 2016 was celebrated globally on the 9th February with the theme 'Play your part for a better internet.'

The UK campaign was coordinated by the **UK Safer Internet Centre** and was the biggest campaign to date.

A Populus survey found that Safer Internet Day reached:

40% of UK children
20% of UK parents

This is **double the reach** of the 2014 campaign.

This success was a result of the collective action across the UK:

- **1,140** organisations supported Safer Internet Day by running activities and spreading the word
- **4 million** reached in a mass social media post in the morning, with #SID2016 trending throughout the day
- Schools across the UK delivered a huge range of activities to promote kindness online, with **316k** downloads of educational resources and **240k** views of SID TV
- Young people had their say across the UK, with youth events involving government, tech industry, charities, police, education and wider.



➤ Activities across the UK



Supporters

1,140 organisations right across the UK delivered activities to support the day. This included 757 schools, 86 charities, 112 businesses, 42 government and 25 police.



Resources

316k downloads of educational resources for primary schools, secondary schools and parents/carers, alongside **34,000** plays of the SID quiz.



Social media

Over **4 million** people were reached in a mass social media post in the morning, kickstarting a day of trending, including over 12,000 **#shareaheart** tweets.



Youth events

16 young people visited **Number 10 Downing Street**, while hundreds of young people and the UK Safer Internet Centre team attended events right across the UK.



Media

More than **800** news items, including 194 TV broadcasts and coverage across the BBC, ITV, Sky, Times, Guardian, Independent, Telegraph, BuzzFeed and more.



SID TV

Over 240k views of SID TV films, which featured puppets, police, celebs and tech companies, to help promote kindness online and empower children to tackle online hate.

Aim of Safer Internet Day 2016

This Safer Internet Day, the UK Safer Internet Centre aimed to address the issue of **online hate** and **promote kindness online**.

On Safer Internet Day, the UK Safer Internet Centre launched the **Creating a Better Internet for All** report, a study of children's experiences of online empowerment and online hate.

The study found that overwhelmingly young people want the internet to be a positive and inclusive place that respects people's differences and they see their peers helping to create this.

An estimated **2.1 million** young people have done something online to show support to a certain group in the last year.

The report captured the views and experiences of over 1,500 young people who shared what they had done to promote kindness online.

But despite that positive experience, **4 in 5** teens witnessed online hate

The research found that more than four in five (82%) 13-18 year olds said they witnessed online hate, having seen or heard offensive, mean or threatening behaviour targeted at or about someone based on their race, religion, disability, gender, sexual orientation or transgender identity.

To explore these issues further, schools and others across the UK used the UK Safer Internet Centre's Education Packs and Safer Internet Day TV films and got involved in the #shareaheart social media campaign.



Will Gardner, a Director of the UK Safer Internet Centre and CEO of Childnet, said about the day:

"The volume and range of support we've seen for this year's Safer Internet Day is truly inspiring. With activities taking place right across the UK and young people coming together to share their perspectives and ideas, Safer Internet Day is an opportunity for us all to stand together and show what kind of internet we want - where kindness is the norm and everyone is treated with respect."

"While it is encouraging to see that almost all young people believe no one should be targeted with online hate, and heartening to hear about the ways young people are using technology to take positive action online to empower each other and spread kindness, we were surprised and concerned to see that so many had been exposed to online hate in the last year.

"It is a wake-up call for all of us to play our part in helping create a better internet for all, to ensure that everyone can benefit from the opportunities that technology provides for building mutual respect and dialogue, facilitating rights, and empowering everyone to be able to express themselves and be themselves online – whoever they are."

"I saw that one of my mates shared a link to this LGBT page and I liked it and I also shared it to show my support."

Boy aged 16

Play your part for a better internet

#SID2016

Reach of Safer Internet Day 2016

➤ Children and young people

Safer Internet Day reached **2 in 5 UK children** (40%), equating to **2.8 million** 8-17 year olds.

Of those:



81% said their school did something for SID



34% said they heard about SID on TV, radio or in a magazine/ newspaper

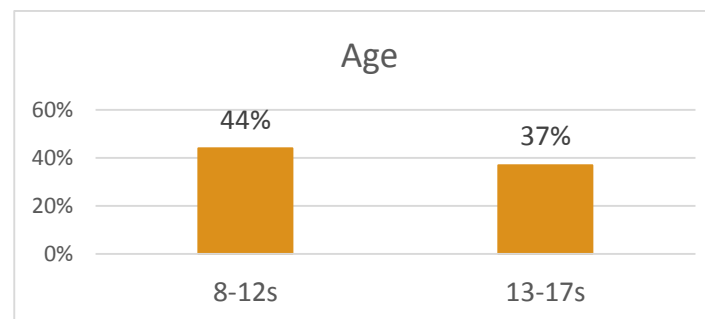
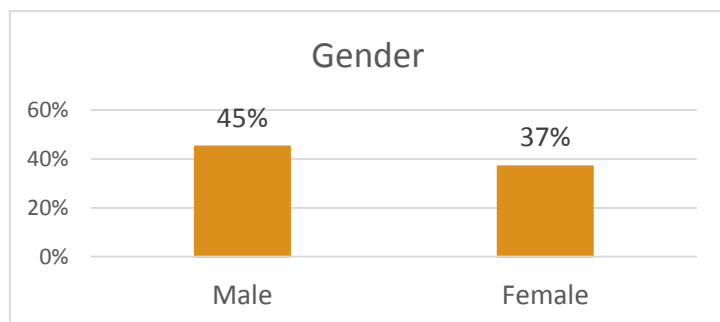


35% said they saw something on social media

Schools are the key place where children find out about Safer Internet Day, with 84% of 8-12s and 79% of 13-17s reporting this

13-17 year olds were more likely to have seen something on social media (46%) compared to 8-12s (25%)

Younger children and boys were slightly more likely to have heard about Safer Internet Day



Reach of Safer Internet Day 2016

➤ Parents and carers

Safer Internet Day reached **1 in 5 UK parents (20%)** of 8-17 year olds and reached **2.5 million parents** in total.

Awareness was higher among parents of 8-12 year olds, with 23% saying they had heard about Safer Internet Day, compared to 19% of parents of 13-17 year olds.

Of those:



68% said their child's school did something for SID



47% said they heard about SID on TV, radio or in a magazine/ newspaper



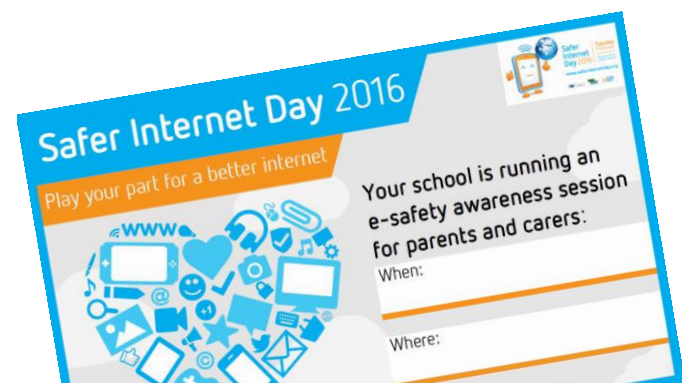
39% said they saw something on social media

60% of parents of 13-17s

37% of parents of 8-12s

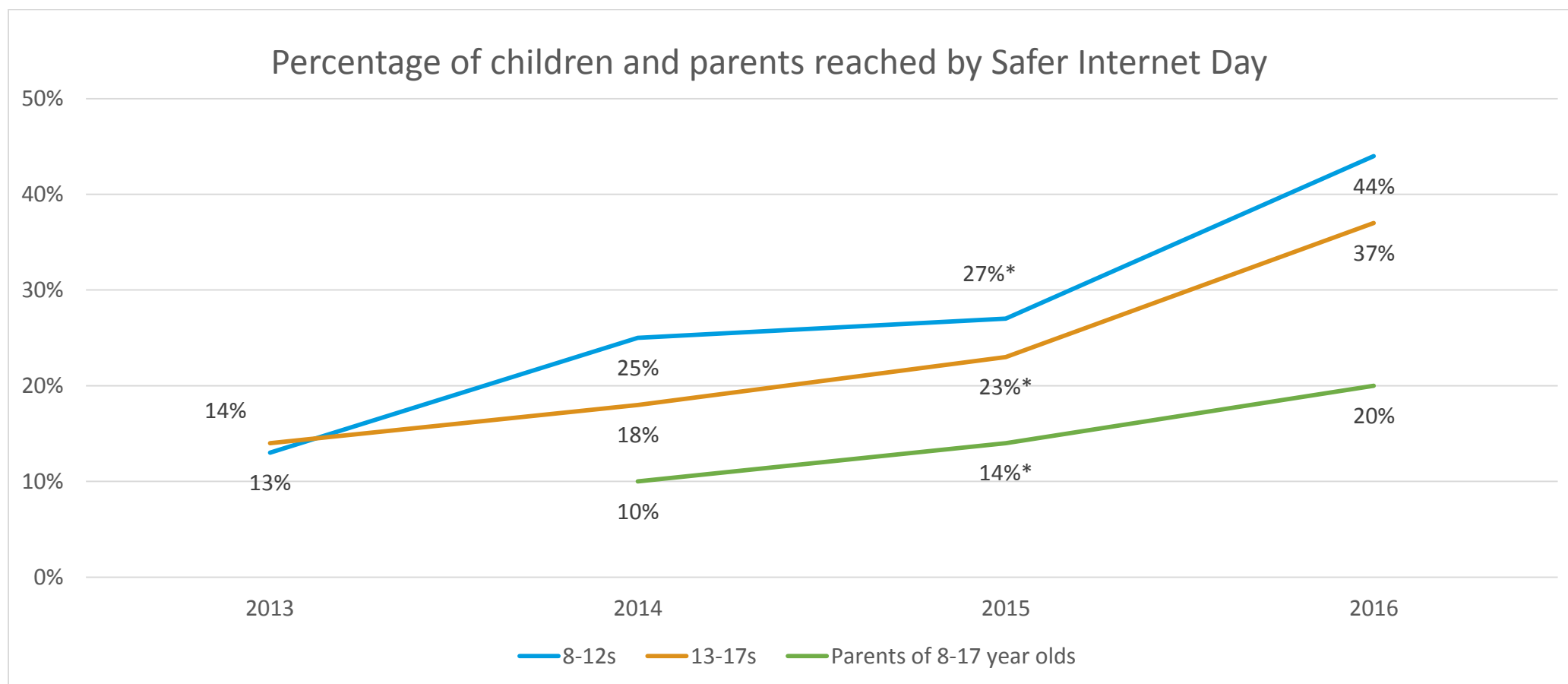
“All the info was put on the school website and we used it as a family”

Parent whose child goes to a secondary school in Leicester



Growth of Safer Internet Day reach

The reach of Safer Internet Day among children and parents has approximately **doubled** in the last two years.



This graph presents data from annual Populus polls conducted among children aged 8-17 years and parents/carers of 8-17 year olds after Safer Internet Day.

* Please note, the 2015 figures relate to children aged 11-13 years (27%) and 14-16 years (23%) and parents of 11-16 year olds.

Impact of Safer Internet Day 2016

➤ Children and young people

Safer Internet Day reached **2 in 5 UK children** and it also resulted in positive behaviours and increased confidence and knowledge.

As a result of hearing about Safer Internet Day:

68% of 8-17 year olds talked to someone in their family about using the internet safely

52% of 8-17 year olds talked to a friend about using the internet safely

87% of children and young people said that as a result of Safer Internet Day they felt **more confident** about what to do if they are concerned about something online

82% said they felt **more informed** about how to use the internet safely



Impact of Safer Internet Day 2016

➤ Parents and carers

Safer Internet Day reached **1 in 5 UK parents** and it also resulted in positive behaviours and increased confidence and knowledge.

As a result of hearing about Safer Internet Day:



65%

felt more confident about staying safe online, while 60% felt more informed



62%

talked to someone in their family about using the internet safely

Up from 44%
in 2014



42%

looked for more information about staying safe online



22%

shared something on social media about Safer Internet Day 2016

Impact of Safer Internet Day 2016

➤ Data table

As a result of hearing about Safer Internet Day....	8-12s	13-17s	All (8-17s)		Parents of 8-12s	Parents of 13-17s	Parents of 8-17s
I talked to someone in my family about using the internet safely	72%	64%	68%		66%	60%	62%
I talked to a friend about using the internet safely	56%	48%	52%		40%	41%	37%
I changed something about the way I use the internet	38%	44%	41%		40%	44%	39%
I felt more confident about staying safe online	80%	86%	83%		61%	77%	65%
I felt more informed about how to use the internet safely	84%	81%	82%		57%	67%	60%
I looked for more information about staying safe online	30%	38%	34%		50%	39%	42%
I felt more confident about what to do if I am concerned about something online	85%	89%	87%		58%	67%	60%
I shared something on social media about Safer Internet Day 2016	14%	14%	14%		27%	22%	22%

Q: Which, if any, of the following apply to you? After finding out about Safer Internet Day... Multiple Choice (Multiple Answers). Base: All respondents who have heard of Safer Internet Day (205 young people aged 8-17 years; 78 parents of children aged 8-17 years)

Impact of Safer Internet Day 2016

➤ Schools


Teachers who had registered interest in Safer Internet Day were invited to respond to the UK Safer Internet Centre's evaluation survey, and 456 responses were collected. This survey included questions about the impact of the day in their school.

46% of respondents said that their Safer Internet Day involvement led to **disclosures** about potential safeguarding issues online

"Lots of disclosures that we followed up. Helped raise the importance of online safety. We sent home literature to parents and it created a good conversation starter between children and their parents. The 'buzz' around school was very encouraging and positive."

[Teacher from a primary school in Milton Keynes]


Safer Internet Day encouraged conversations...



97% of respondents said Safer Internet Day helped encourage conversations about safe use of the internet between teachers and pupils

66% of respondents said Safer Internet Day helped encourage conversations about safe use of the internet between parents and the school

...and built confidence



95% of respondents said Safer Internet Day helped make pupils more confident about staying safe online

80% of respondents said Safer Internet Day helped make staff more confident about dealing with online safety issues

44% of respondents said Safer Internet Day helped make parents/carers more confident about supporting their children online

➤ Teachers' perspectives

“Lots of people were talking about it. Students disclosed worries about friends online or experiences they had which they realised was cyberbullying.”

[Teacher from a secondary school in Blackpool, England]

“It gives the children an opportunity to voice their concerns and to know where to go for help. Discussing as a whole class/school makes the subject of e-safety very open which encourages the children to discuss their own worries openly without feeling silly or ignored.”

[Teacher from a primary school in Kent, England]

“Got pupils talking about the issues gave confidence to parents/carers to raise the issues with the pupils.”

[Teacher from a secondary school in Bangor, Northern Ireland]



“We are still using the day to deal with issues. We relate back to the day and have done a display and posts on our website including links for parents so find if issues arise, we have lots of helpful information.”

[Teacher from a primary school in Tyneside, England]

“A fantastic day which gave children confidence and a greater understanding of e-safety issues. Parent workshops also helped to allow a greater understanding of these issues and really encompassed the whole family ethos which we are trying to build in regards to e-safety. A superb day all round!”

[Teacher from a primary school in Barry, Wales]

Evaluation methodology



Children and young people

The survey was conducted online by Populus between 3-7 March 2016 with a representative sample of over 500 young people aged 8-17 years olds in the United Kingdom. Further questions were completed by those who had heard of Safer Internet Day (205 young people aged 8-17 years).

Parents and carers

The survey was conducted online by Populus between 3-7 March 2016 with a representative sample of 2,030 adults aged 18+ in the United Kingdom, including 540 parents. Further questions were completed by those who had heard of Safer Internet Day (103 parents of under-18s; 78 parents of children aged 8-17 years).

Teachers and educators

The UK Safer Internet Centre invited schools that registered interest in Safer Internet Day to complete an online evaluation survey between 23 February and 3 March 2016. In total there were 456 responses.

For further information please contact enquiries@saferinternet.org.uk.

About Safer Internet Day 2016



Safer Internet Day 2016 took place on the 9th February, with the theme **Play your part for a better internet!**

Coordinated in the UK by the **UK Safer Internet Centre** the celebration saw [over a thousand organisations](#) get involved to help promote the safe, responsible and positive use of digital technology for children and young people.

They joined hundreds of individuals supporting the **#SID2016** social media campaign to [play your part and #shareaheart](#), which trended throughout the day and reached over 4 million in a mass tweet on the morning of Safer Internet Day.

The day of positive action came as the UK Safer Internet Centre launched a new report, [Creating a Better Internet for All](#), that highlights young people's experiences of online empowerment and online hate.

Schools across the UK were using the UK Safer Internet Centre's [Education Packs](#) and [Safer Internet Day TV](#) films to explore these issues, and on Safer Internet Day the UK Safer Internet Centre took a group of young people to Number 10 Downing Street before hosting an event at the BT Centre in London to hear young people's perspectives.

As a result of all these action Safer Internet Day reached 2.8 million children and 2.5 million parents!

www.saferinternetday.org.uk



Co-financed by the European Union
Connecting Europe Facility

The UK Safer Internet Centre is delivered by a partnership of three leading charities:

