



## Safer Internet Day 2017 - Impact Report

# About Safer Internet Day

## Introduction from the Directors of the UK Safer Internet Centre

Safer Internet Day 2017 reached millions of people across the UK, with 42% of children aged 8-17 and 23% of parents hearing about the day. Every year we aim for Safer Internet Day to be bigger than ever, and yet we were still inspired by the range and amount of support that we saw. From right across the UK, young people voiced their experiences, thoughts and ideas on how to unite for a better internet and took part in a range of actions. It was also incredible to see the wide range of organisations - 1645 in total - all come together to promote the day and its messages through events, workshops, social media actions, quizzes and more.

This year we used the day to explore the role and influence of images and videos in young people's lives. We know that images and videos are powerful tools of communication, self-expression and creativity, but that there also can be pressures, risks and potential negative consequences. From our youth survey of 1500 young people, our national youth photo campaign and our Safer Internet Day events talking directly to young people, we have now developed a deeper understanding of the important role that images and videos have in young people's lives - both for the positive as well as understanding better the potential risks and pressures.

This report shows how Safer Internet Day created a unique opportunity for many young people to have conversations with their friends, parents and teachers, take action and help build a better internet.

We look forward to building on this year's success as we look ahead to Safer Internet Day 2018. Thank you to everyone who helped Safer Internet Day grow and reach so many people across the country.

*Will Gardner, Susie Hargreaves and David Wright, UK Safer Internet Centre Directors*



**Safer Internet Day** is a global celebration which is celebrated in over a hundred countries, highlighting the positive uses of technology and offering an opportunity to explore the role we all play in helping to create a better and safer online community.

Coordinated in the UK by the UK Safer Internet Centre, Safer Internet Day sees hundreds of organisations get involved to help promote the safe, responsible and positive use of digital technology for children and young people. It calls on children, young people, parents, carers, teachers, social workers, law enforcement, companies, policymakers, and wider, to join together in helping to create a better internet.

In 2017, Safer Internet Day was celebrated on Tuesday 7th February with the slogan '**Be the Change: Unite for a better internet**'.

**The UK Safer Internet Centre** is a partnership of three leading charities – Childnet, Internet Watch Foundation (IWF) and South West Grid for Learning (SWGfL) - with a shared mission to make the internet a better place for children and young people.

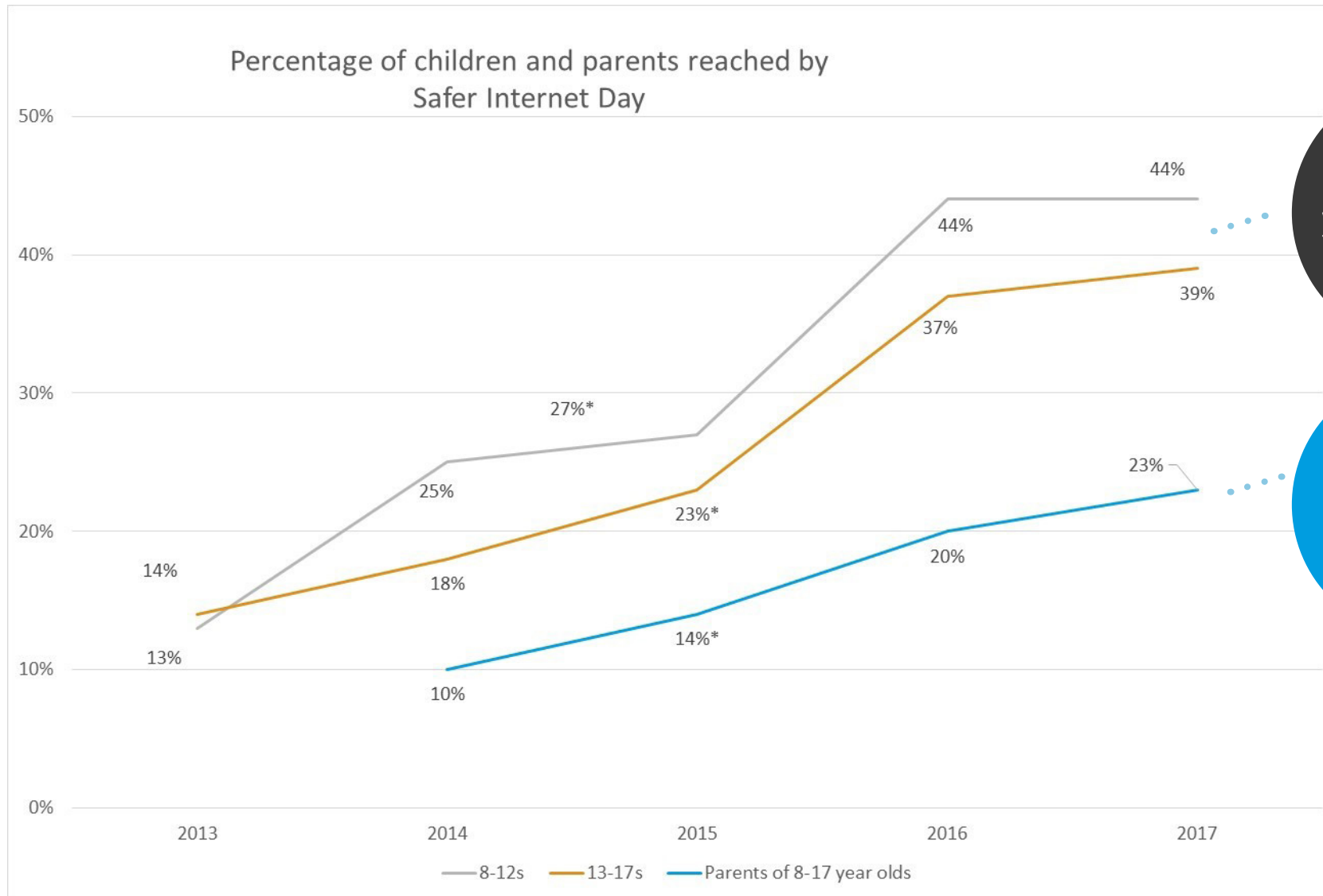
The partnership was appointed by the European Commission as the Safer Internet Centre for the UK in January 2011 and is one of the 31 Safer Internet Centres of the Insafe network. The centre has five main functions:

1. Education, training and awareness: increasing the UK's resilience through innovative tools, services, resources, campaigns and training
2. Helpline: supporting the children's workforce
3. Hotline: disrupting the distribution of child sexual abuse content
4. Youth Participation: giving youth a voice and inspiring active digital citizenship
5. Leadership and collaboration: creating a UK and global eco-system that embeds online safety



# Growth and reach of Safer Internet Day

Safer Internet Day reached more people across the UK than ever before, inspiring many conversations and actions in schools, homes and workplaces.



**42%** of UK children 8-17 years old heard about Safer Internet Day

**23%** of UK parents heard about Safer Internet Day

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.

# Activities across the UK on Safer Internet Day 2017

## Supporters from across the UK got involved



**1645** organisations delivered activities across the UK  
▲ 500 more than in 2016

**158**  
Businesses

**1177**  
Schools

**31**  
Police services

**57**  
Government

**119**  
Charities

## Young people united to Be the Change for a better internet

**1,500**

young people responded to a survey exploring the role and influence of images and videos in their lives



**84**

young people took part in interactive national events across the UK



**200+**

policymakers and industry attended and listened to young people at UK Safer Internet Centre events

## Safer Internet Day went viral



**500,000+** downloads of educational resources



**7.7 million** social reach on Thunderclap and **70,000** tweets mentioning Safer Internet Day on 7 February



**1 million+** views of video content including SIDTV



**1000+** news items mentioning Safer Internet Day

Safer Internet Day was trending throughout 7 Feb



# Aims of Safer Internet Day 2017 - The Power of Image

Each year for Safer Internet Day, the UK Safer Internet Centre explores an emerging trend or theme to provide an insight into how young people navigate their online world. For Safer Internet Day 2017, we explored how the growing prominence of image and video is changing young people's experiences online. Through our youth events, survey and conversations with young people, we found that the use of images and videos, and new technologies such as livestreaming, have become significant to how children and young people connect with each other, their families and wider.

**2 in 3** young people have shared an image or video for a positive reason

Cheer up a friend



40%

Share something interesting



31%

Inspire people to do something positive



17%

**Power of Image: A report into the influence of images and videos in young people's digital lives.**

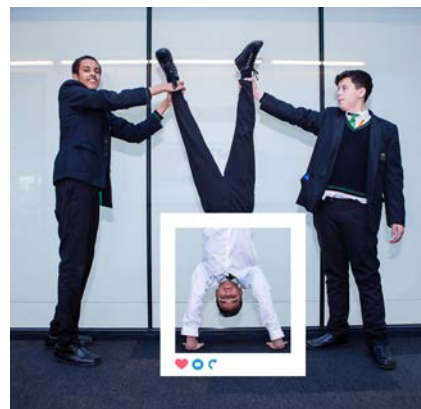
On Safer Internet Day we launched the results of a survey of 1500 young people. The majority of 8-17 year olds surveyed had **shared a photo online (84%)**, with **1 in 6 (17%)** saying they had done this in **the last hour**. The report revealed a fascinating insight into how the image and video driven digital world that young people inhabit offers new opportunities for self-expression, creativity and supportive online communities, whilst also at times magnifying the risks and pressures they face. *Read the full report at [www.saferinternet.org.uk](http://www.saferinternet.org.uk).*

" I shared videos and images of me with my friend to show her how much I care about her and how much her friendship means to me when she was going through a rough time <3 "

Teenage girl, from the South East

## Youth photo campaign

Young people from across the UK created photographs which were then exhibited in an [online gallery](#) and at events across the UK on Safer Internet Day. From the pressure to take the perfect selfie, to the ways that images can be misleading or ambiguous, young people explored the impact of images on their lives, while also celebrating the positive power of image to help inspire a better internet.



# Children and young people - reach of Safer Internet Day 2017

**42%** of UK youth aged 8-17 years heard about Safer Internet Day 2017 equating to **2.96 million across the UK.**

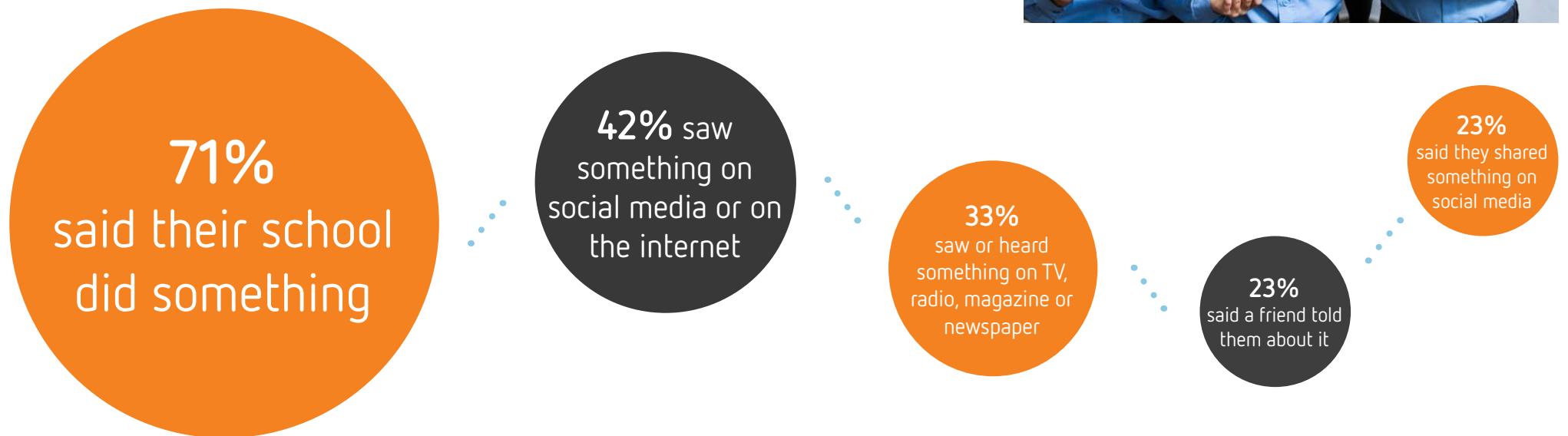
Younger children and girls were slightly more likely to have heard about it:

**44%** of 8-12s and **39%** of 13-17s had heard about Safer Internet Day

**40%** of boys and **44%** of girls had heard about Safer Internet Day

School was the place they were most likely to hear about Safer Internet Day, followed by social media and traditional media (TV, radio, magazine, newspaper).

## Of those who had heard about Safer Internet Day



# Impact of Safer Internet Day on children and young people

Of the 8-17s who had heard about Safer Internet Day, **76%** said they think that Safer Internet Day is a fun way to learn about being safe online.

## Developed confidence

**79%** felt more confident about what to do if they are worried about something online

**79%** felt more confident about staying safe online after hearing about Safer Internet Day

**71%** felt more confident about how to share images and videos safely online

## Sparked conversations

**48%** talked to a friend about using the internet safely as a result

**54%** of 8-17 year olds talked to someone in their family about using the internet safely after hearing about Safer Internet Day, rising from 48% of 13-17s to 70% of 8-12s.

## Young people spoke up about their worries

**25%** of 8-17s said they spoke to someone about something that had been worrying them online, rising from **20%** of 13-17s to **39%** of 8-12s.

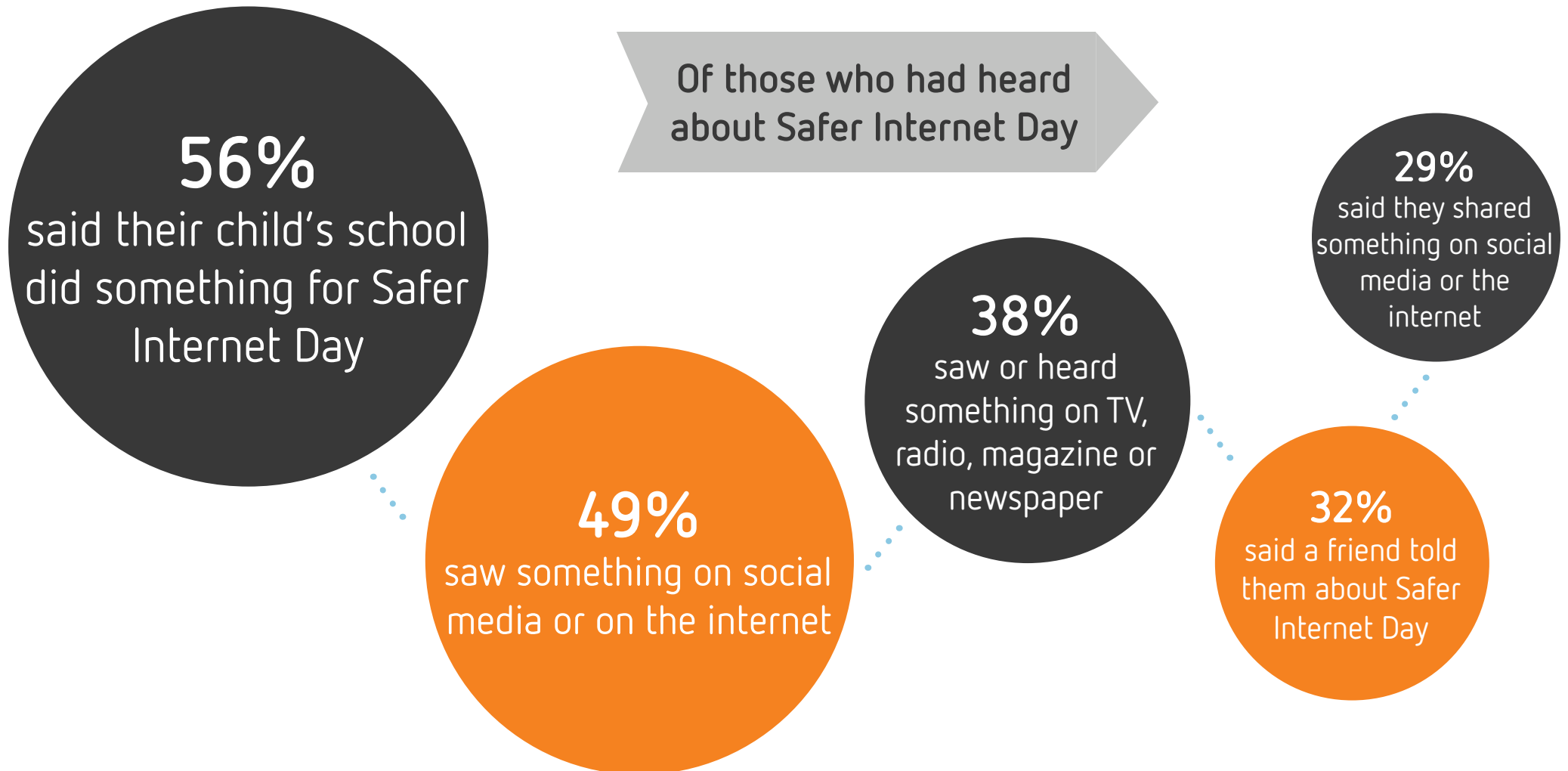
## Grew knowledge

- 79%** understand more about how to use the internet safely
- 86%** said they are more aware that images and videos online are not always truthful
- 86%** said they are now more aware about the possible consequences of what they do or say online

# Parents and carers - reach of Safer Internet Day 2017

## Reach of Safer Internet Day 2017

**23%** of UK parents of 8-17 year olds heard about Safer Internet Day, equating to **2.03 million across the UK**








# Impact of Safer Internet Day on parents and carers

Of the parents and carers who had heard about Safer Internet Day, **63%** said they **talked to their child** about using the internet, with **46%** saying they **changed something** about the way they use the internet themselves.

## Grew knowledge

-  **58%** understand more about how to use the internet safely
-  **44%** looked for more information about staying safe online
-  **86%** said they are more aware that images and videos are not always truthful

## Sparked conversations

**63%** of parents talked to their child about using the internet safely after hearing about the day

**38%** talked to a friend about using the internet safely as a result

## Developed confidence

**66%** felt more confident about staying safe online after hearing about Safer Internet Day

**58%** felt more confident about what to do if they are worried about something online

# Impact of Safer Internet Day in schools

240 teachers who participated in Safer Internet Day completed an evaluation survey. **88%** said it helped inspire pupils to play an active role in creating a better internet.

**95%**  
said it helped pupils become more aware about potential risks when sharing images and videos online

**48%**  
said it led to disclosures about potential safeguarding issues online

**88%**  
said it helped inspire pupils to play an active role in creating a better internet

**91%**  
said it encouraged pupils to critically evaluate the images and videos they see online

## Sparked conversations

**98%** said it helped encourage conversations about safe use of the internet between teachers and pupils

**70%** said it helped encourage conversations about safe use of the internet between parents and the school

## Developed confidence

**92%** said it helped make pupils more confident about staying safe online

**73%** said it helped make staff more confident about dealing with online safety issues



## What teachers said...

SID is vital. Although we teach E-safety and it is embedded in all lessons involving technology, SID reinforces the message with a theme that is current and relevant to children.

*- Teacher, Yorkshire*

Safer Internet Day sparks off great discussion in a fun and engaging way, recapping and revisiting previous learning.

*- Teacher, Suffolk*



Children had opportunities to open up about worries in safe environment without feeling silly.

*- Teacher, Norfolk*

The older children were discussing safe internet for days and talking to each other about what they should and shouldn't be doing on the internet. It seemed to make them even more aware of the issues.

*- Teacher, Bristol*

This creates an environment where the conversation is okay - which is vital.

*- Teacher, Norfolk*

# Methodology

## Children and young people

The survey was conducted online by Populus between 27 February to 6 March 2017 with a representative sample of 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 (203 young people aged 8-17 years).

## Parents and carers

The survey was conducted online by Populus between 22-24 February 2017 with a representative sample of 2,058 adults aged 18+ in the United Kingdom, including 525 parents. Further questions were completed by those who had heard of Safer Internet Day (118 parents of under-18s; 84 parents of children aged 8-17 years).

## Teachers and educators

The UK Safer Internet Centre invited schools that participated in Safer Internet Day to complete an online evaluation survey between 13-28 February. In total there were 240 responses.

