Safer Internet Day 2025
Tuesday 11 February

WHAT IS SAFER INTERNET DAY?

Safer Internet Day will take place on Tuesday, 11th February 2025. **The celebrations will be based around the theme, "Prepare / Protect / Thrive: Navigating Algorithms and Influencers."** This theme invites parents, schools, educators, young people, and all stakeholders to consider how algorithms and influencers shape young people's lives. In a world of endless online information, Safer Internet Day will explore ways to empower children to thrive, equipped with skills to navigate both the opportunities and challenges of these powerful digital influences.

Safer Internet Day in Ireland is coordinated by the Irish Safer Internet Centre, a partnership between Webwise, ISPCC, National Parents Council, and Hotline.ie, providing a range of complementary online safety services, including an education and awareness centre, child and parent helplines and a hotline. The Centre is coordinated by the Department of Justice and co-funded by the European Union.

We all have a role to play. Join us in making #SID2025 bigger and better by showing your support for a safer internet for young people!
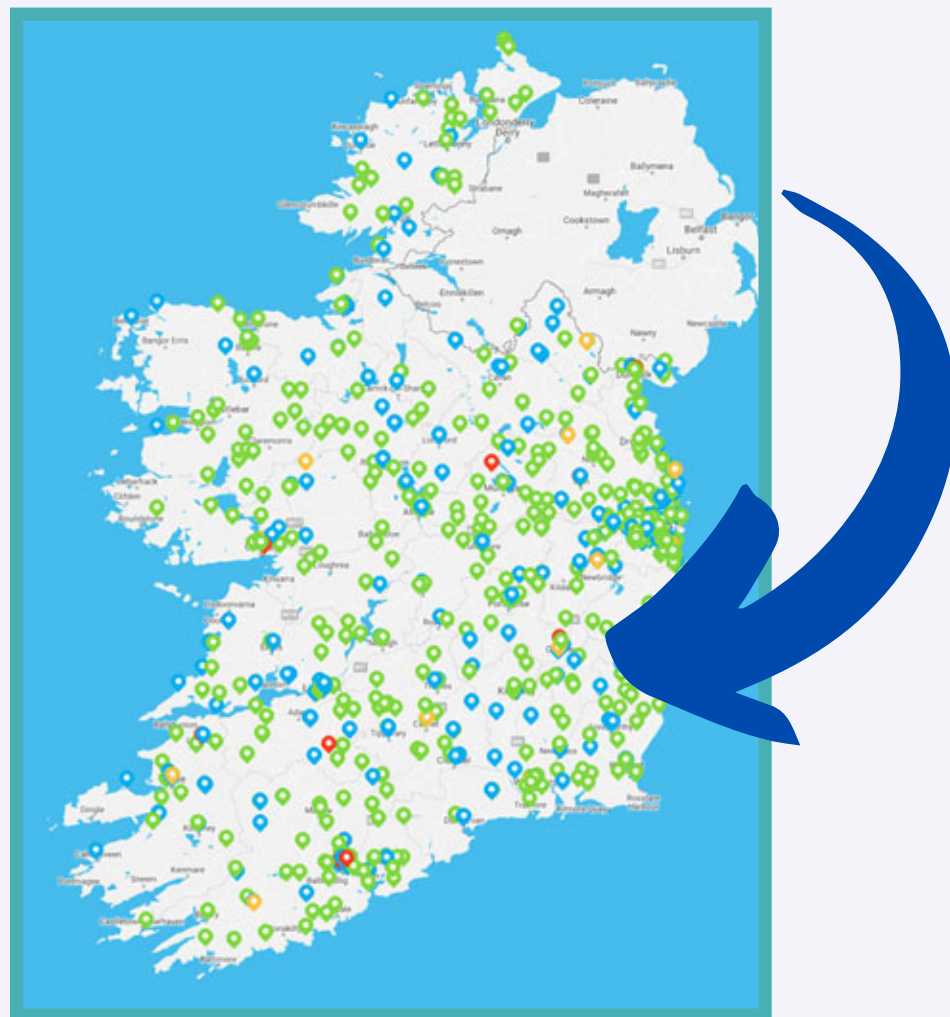
#PrepareProtectThrive #SID2025

HOW CAN YOU HELP?

Support the #SID2025 campaign by sharing the Safer Internet Day messages with your audience online. In this pack there are a range of posts and images/videos that you can share in advance of, and on Safer Internet Day2025.

With your support we can encourage more people than ever to get involved.

Planning an event for Safer Internet Day? <u>Share it on the SID2025 Events map.</u>

#PrepareProtectThrive #SID2025

SUGGESTED POSTS

webwise.ie

Please consider using the suggested copy below, tag Webwise, attach a video/image and share a selection of posts before, and/or on Safer Internet Day, February 11th.

Before Safer Internet Day:

- Safer Internet Day is on 11th February! Check out webwise.ie/saferinternetday for lots ideas and resources! #SID2025 #PrepareProtectThrive

- Mark your calendar! Safer Internet Day is on February 11th! How you can get involved? Visit webwise.ie/saferinternetday for ideas, resources, and inspiration to take part! #SID2025 #PrepareProtectThrive

- Save the date! Tuesday, 11th February is Safer Internet Day 2025. Everyone has a role to play to protect and empower children online. Find out how you can get involved by visiting webwise.ie/saferinternetday #SID2025 #PrepareProtectThrive

- Put online safety at the top of the agenda, and be part of Ireland's biggest celebration of online safety! Safer Internet Day takes place on February 11th, find out how to take part by visiting webwise.ie/saferinternetday #SID2025 #PrepareProtectThrive

- Make online safety a priority and join Ireland's largest celebration of safe internet use! Safer Internet Day is on February 11th—discover how you can get involved at webwise.ie/saferinternetday. #SID2025 #PrepareProtectThrive

#PrepareProtectThrive #SID2025

SUGGESTED POSTS ON
SAFER INTERNET DAY

webwise.ie

On 11th February 2025 Safer Internet Day:

- ORGANISATION NAME are supporting Safer Internet Day 2025! Find out how you can also get involved at webwise.ie/saferinternetday #SID2025 #PrepareProtectThrive

- ORGANISATION NAME is joining thousands of people all over Ireland who are celebrating Safer Internet Day today! Find out more at webwise.ie/saferinternetday #SID2025 #PrepareProtectThrive

- It's Safer Internet Day 2025! Together we can prepare, protect, and help children and young people to thrive online. #PrepareProtectThrive #SID2025

- It's Safer Internet Day! This year, it explores how children can navigate algorithms and influencers online. Join the conversation and help create a safer better internet! 🌐 #PrepareProtectThrive #SID2025

- Let's talk about the opportunities and challenges facing young people online. Safer Internet Day 2025 is a chance to everyone to learn, reflect, and take action. Ready to get involved? Visit webwise.ie/saferinternetday! #PrepareProtectThrive #SID2025

#PrepareProtectThrive #SID2025

BRANDED ASSETS

Why not show your support for Safer Internet Day 2025 by updating your social media profile images with the #SID2025 supporter banners.

IMAGES AND VIDEOS TO SHARE ON SOCIAL

A selection of images/videos for use on social media available in the **social media pack.**

Please tag Webwise in your posts:

LinkedIn: @webwise ireland
Facebook: @webwiseireland
Instagram: @webwiseireland
TikTok: @webwiseireland
X: @webwise_ireland

Use hashtag **#SID2025 #PrepareProtectThrive**

#PrepareProtectThrive #SID2025

ADDITIONAL RESOURCES

webwise.ie

These resources can be used to help support the safe, responsible and positive use of the internet by children and young people.

EDUCATION RESOURCES

Free curriculum-aligned resources that explore a range of online safety and digital citizenship topics.

ONLINE SAFETY PRESENTATIONS

Free online safety presentations for primary and post-primary, addressing topics including respectful online communication; online wellbeing; news, information and the problems of false information; and self-esteem online.

WEBWISE PARENTS HUB

The Webwise Parents Hub includes expert advice; explainer guides; talking points; how-to guides; and free resources including an online safety booklet for parents.

#PrepareProtectThrive #SID2025