Safer Internet Day

Toolkit for Industry

Tuesday 11 February 2025

Safer Internet Day

Safer Internet Day is a global day of action that brings together industry, workplaces, communities and schools from more than 180 countries to raise awareness of online safety issues and work towards a safer internet.

In Australia, the eSafety Commissioner leads this important day and this year, we're calling on all Australians to **help make the internet a safer and more positive place.** For industry, Safer Internet Day is a great opportunity to reflect on their role in online safety. It serves as a reminder to promote the benefits of designing and developing safe online spaces – on Safer Internet Day and beyond.

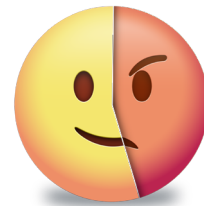## Why is Safer Internet Day important?

The digital world touches every aspect of our lives, and our research demonstrates the very real dangers of the online world, especially for young people.

70% of Australian adults have had at least one **negative experience** online*

29% of First Nations children have experienced **online hate** speech*

45% of kids aged 8-17 have been treated in a **hurtful or nasty way** online*

32% of gamers aged 8-17 have been **bullied** while playing games online*

31% of LGBTIQ+ teens have experienced **hate speech** online*

Together, let's make the internet a safer, more positive place.

*Explore the research here

Spread the word

Use our campaign resources

Use our Safer Internet Day resources to start the conversation about online safety and **Safety by Design** at your organisation. Change your Zoom or Teams background, host a Safer Internet Day event at work and display posters around the office.

Visit **eSafety.gov.au/SID** to find all the resources you need.

Pass it on: Share this toolkit with your team

Share this toolkit with your media or communications team and encourage them to amplify the message across your channels. Whether it's in a post, a blog, or a quick tweet, every action counts in spreading the word.

Publish a newsletter or blog post

Here is a suggested message you can share or tailor for your organisation:

Suggested message

Join us in supporting Safer Internet Day

We use the internet in almost every aspect of our lives, so it's important to understand the risks, design and develop products with user safety in mind and promote online safety to our users. This is why we're joining the eSafety Commissioner on Tuesday 11 February to support Safer Internet Day.

We encourage you to get involved and reflect on eSafety's **Safety by Design principles** when designing and developing online spaces. **Free tools and resources** for industry are available on eSafety's website to help us understand our obligations towards user safety and how we can all embed safety into our organisation's culture, ethos and operations.

By prioritising Safety by Design, we can work towards making every day a Safer Internet Day.

Visit **eSafety.gov.au/SID** to sign up as a supporter and learn more.

Share your support

Record a video for social media

Create a video message to share on Safer Internet Day that includes the things you're doing at your organisation or within your community to prioritise online safety.

Download and share our social media tiles

Post a social media tile on your social media channels to encourage your community to get involved. Use the hashtags #SafetybyDesign and #SID2025 and remember to tag **@eSafetyOffice**.

You can create your own assets and messages or reshare ours at **@eSafetyOffice** to help raise online safety awareness at work or in your community.

Facebook **@eSafetyOffice**   Instagram **@eSafetyOffice**

Linkedin **@eSafetyOffice**   X **@eSafetyOffice**

Suggested messages

We're proudly supporting

Safer Internet Day

11 February 2025

Australian Government | eSafety Commissioner

eSafety.gov.au/SID

[Insert your organisation's name] is proud to support #SaferInternetDay & join **@eSafetyOffice** to help make the internet a safer, more positive place. Sign up to support #SID2025 & get involved at **www.eSafety.gov.au/SID**

Educate, learn & take action

Become familiar with, and implement, the online safety industry codes and standards

These codes and standards place legal requirements on eight key sections of the online industry to deal with the most harmful content online. You can find information on the industry codes and standards at **eSafety.gov.au/industry/codes**

Review and share eSafety's Safety by Design resources

eSafety provides free Safety by Design tools to help companies assess how well they support user safety and how they can embed safety into the culture, ethos and operations of their business. These tools were designed by industry for industry. Visit **eSafety.gov.au/industry/safety-by-design** to learn about the Safety by Design principles and access the tools.

You can share these tools with your organisation and take time to assess how your systems, processes and practices support user safety and identify potential areas for improvement.

Read our industry guide on technology, gendered violence and Safety by Design

Our industry guide provides practical steps that industry can take to identify, assess, and address tech-facilitated gender-based violence. The guidance outlines how industry can implement Safety by Design to prevent and reduce harms inflicted on women through technology. **Download** and share the guide.

Subscribe to eSafety news

Want to stay up to date with online safety, including new eSafety resources, online issues, events, blogs and the latest research? **Sign up** for our newsletter and receive the latest information in your inbox.

Help make the internet a 😄 place