Safer Internet Day Social Media Toolkit

Get involved and spread the word

Safer Internet Day 2025 | Tuesday 11 February

Coordinated by the UK Safer Internet Centre

saferinternetday.org.uk
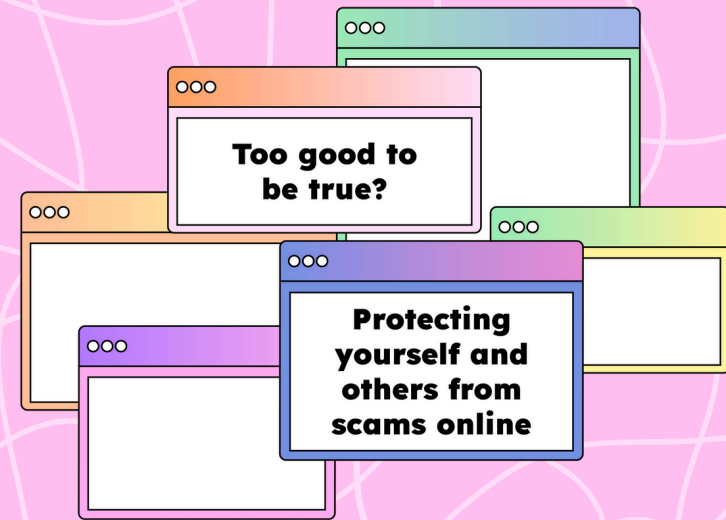
Safer Internet Day 2025

Safer Internet Day 2025 will take place on the 11th of February 2025, with celebrations and learning based around the theme 'Too good to be true? Protecting yourself and others from scams online'.

Safer Internet Day is the UK's biggest celebration of online safety. Each year we cover an online issue or theme that speaks about the things young people are seeing and experiencing online.

Created in consultation with young people across the UK, Safer Internet Day 2025 will be focusing on the issue of scams online. For young people, we'll be showing them how to protect themselves and others online, as well as what support is available to them.

52% Safer Internet Day 2024 reached more young people than ever before, with 52% of UK children aged 8-17 hearing about the day, with your help we can make Safer Internet Day 2025 even bigger!

Too good to be true?

Protecting yourself and others from scams online

About the theme

This Safer Internet Day we will assess the real scale of scams online and allow young people to share their experiences and ideas on how to tackle the problem. We'll build on the important work being done to raise awareness of issues such as online financial sextortion and we'll also consider the future of scams, answering questions such as:

- How is changing technology like generative AI going to impact the approach of scammers?
- What role can the government and internet industry take to tackle this threat?
- And what changes would young people like to see to help protect themselves moving forward?

What you can do:

- Sign up as a Safer Internet Day Supporter and tell us your plans – register online here.
- Use this social media pack to promote the day on social media using the hashtag #SaferInternetDay and tagging @UK_SIC.
- Use the UK Safer Internet Day educational resources and films to help educate children and parents.
- Test your knowledge with the Safer Internet Day quizzes for all ages.
- Take a look at our top tips for all ages, as well as parents and carers to help them make the most of their time online.

HASHTAGS:

Use the hashtag #SaferInternetDay and tag the UK Safer Internet Centre social media account in all of your Safer Internet Day social media posts to ensure that we can re-share them, helping you to take part in the global conversation!

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saferinternetday.org.uk

Connect with us on social media:

UKSIC

UK Safer Internet Centre

@UK_SIC

@UK_SIC

Campaign assets

We have a range of graphics available for you to download and share on your social media channels. Remember to keep checking back as we will be uploading more content into this folder in the lead up to Safer Internet Day on the 11th February.

CLICK TO DOWNLOAD GRAPHICS

Things you can share before Safer Internet Day

#SaferInternetDay is on 11th February 2025! Make sure you get ready with a range of free resources from @UK_SIC! Find out more at saferinternetday.org.uk

We are celebrating #SaferInternetDay on 11th February 2025, are you? Find out more about this years theme at saferinternetday.org.uk @UK_SIC

If you see something online that is too good to be true, then it probably is! This #SaferInternetDay is all about scams online, to find out more about the day, as well as advice for helping keep yourself and others safe online visit saferinternetday.org.uk

Things you can share on 11th February

ORGANISATION NAME are celebrating #SaferInternetDay today! Find out how you can also get involved at saferinternetday.org.uk @UK_SIC

Make online safety a priority in your school and be part of the UK's biggest celebration of online safety. Today is #SaferInternetDay and @UK_SIC have a range of free resources to help young people talk about scams online. saferinternetday.org.uk

Today is #SaferInternetDay – This year we are learning all about scams online. For more information about the day take a look at the free @UK_SIC resources www.saferinternetday.org.uk

Get Safer Internet Day in your schedule!
Schedule this post for 8am on the
11th February

Today is Safer Internet Day! Join us and @UK_SIC this #SaferInternetDay to create a better internet — RT to show your support saferinternetday.org.uk