



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

46% of UK children aged 8-17 heard about Safer Internet Day

As a result:

- 84%** said they were more aware of the importance of asking for permission before sharing content about other people
- 78%** felt more confident about what to do if they were worried about something online
- 20%** said they spoke to someone about something that had been worrying them online

26% of UK parents heard about Safer Internet Day

As a result:

- 82%** talked to their child about using the internet safely
- 75%** said they have a better understanding about how to keep their children safe online
- 60%** said they talked to their child about what they share about them online

Safer Internet Day 2019 was the biggest yet



Young people across the UK got involved in the #OurInternetOurChoice social media campaign



Safer Internet Day 2019: the campaign in numbers

1 million+ downloads of the Safer Internet Day 2019 educational resources



550,000+ views of our SID TV films

14 million + views of the Safer Internet Day 2019 custom filter on Snapchat



2.1 million+ reach of campaign posts on Facebook

8 million+ impressions through our Twitter campaigns



1million+ reach to teachers across Facebook and Twitter

#SaferInternetDay was trending throughout the day and had 700+ media mentions

Children and young people had their say at events across the UK



2,000
young people
responded to a survey
exploring their views
on online consent



60+
schools took part in
interactive national
events across the UK



150+
policymakers and
industry attended and
listened to children
at UK Safer Internet
Centre events

More schools than ever before took part



“Many spoke to me afterwards and said they had never considered issues of consent with phone apps before, and were surprised at the consent they give.”
- Secondary school teacher, Warwickshire.

From a survey of teachers who participated in Safer Internet Day:

97% said that it encouraged conversations about the safe use of the internet between teachers and pupils

42% said it led to disclosures of potential safeguarding issues online.



“All of the classes engaged well with their particular tasks and really enjoyed sharing it with the parents. It gave us the chance to have the parents in and we ran two follow-up workshops with parents too.”

- Primary school teacher, Manchester

Our Internet, Our Choice: Understanding consent in a digital world

For Safer Internet Day 2019, the UK Safer Internet Centre published “Our Internet, Our Choice”. The report, which surveyed over 2000 young people aged 8-17, reveals just how integral sharing and viewing online content is to young people’s lives, with **more than seven in 10** saying they share photos or videos - over a quarter on a daily basis.

The findings highlight that young people usually have the right intentions and want to be respectful online, but can sometimes get into difficulty. While **81%** say they know how to ask permission to post something about someone else, over **50%** say someone they know shared something about them without asking first. This can make them feel anxious or out of control. It is essential that we all see it as our responsibility to support young people to practically apply consent online.