



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

**45%** of UK children aged 8-17 heard about Safer Internet Day

As a result:

- 80%** felt more confident about what to do if they were worried about something online
- 79%** said they learned about safety features online such as reporting or privacy
- 18%** said they spoke to someone about something that had been worrying them online

**30%** of UK parents heard about Safer Internet Day

As a result:

- 74%** talked to their child about using the internet safely
- 64%** said they have a better understanding about how to keep their children safe online
- 30%** said they spoke to someone about concerns they had about their child on the internet

Safer Internet Day 2018 had more support than ever before



Schools, organisations and individuals all made their #ItStartsWithUs pledges!



Safer Internet Day was trending throughout the day.  
In the month of SID there were:



**760+ media mentions**  
in print, TV, radio and online



**500,000+ views**  
of our video content



**9.1 million**  
social reach of our Thunderclap mass social media post on 7 Feb



**1.5 million+ reach**  
of campaign posts on Facebook and Instagram



**10 million+**  
impressions through our Twitter campaigns



**120,000+ reach**  
of teachers in our Facebook campaigns



## More schools than ever before took part



### Educational resources

**800,000+** downloads of resources

**23,000+** quiz plays

**400,000+** views of SID TV

**31,000+**

unique page views of advice pages for children



From a survey of teachers who participated in Safer Internet Day, **95%** said that it encouraged conversations about the safe use of the internet between teachers and pupils with **41%** saying it led to disclosures of potential safeguarding issues online.

“ Several disclosures were made and issues sorted within hours of some lessons being delivered in PSHE. Students felt confident and were given a platform which enabled them to discuss concerns, ask questions and make disclosures. ”

- Secondary school teacher, Surrey

## Digital Friendships: the role of technology in young people's relationships

For Safer Internet Day, the UK Safer Internet Centre published findings from new research which surveyed 2000 8-17 year olds: **'Digital Friendships: the role of technology in young people's relationships'**. The report revealed how central technology is to young people's relationships, as well as highlighting the positive and negative role it can play in their friendships.

The findings showed how young people are proactively helping to build a better internet and that they want support from adults to do so, with **77%** of 8-17s saying they wanted their parents or carers to be there for them if something worries them online.