

# Safer Internet Day 2022 – media engagement plan

## Overview

The purpose of this document is to provide a strategic media engagement approach for Safer Internet Day 2022 (SID2022). It complements the overarching communications strategy and plan for SID2022.

## Background



## Objectives (media-specific)

- To raise awareness of Safer Internet Day 2022
- To raise awareness of eSafety and the role of the organisation
- To reach as many Australians as possible through mainstream media with SID and wider messaging
- To reach targeted demographics with SID and wider messaging through targeted/specialised media

## Key messages

### Overarching key messages in support of Safer Internet Day 2022

- Safer Internet Day is an annual, worldwide event in 2022 held on Tuesday 8 February.
- Safer Internet Day aims to create a safer, better internet for all. The global awareness campaign encourages people to navigate the online world safely not just to mark SID, but every day of the year.
- The international 2022 Safer Internet Day theme is **‘All fun and games? Exploring respect and relationships online’**.
- As a complement to the global theme, eSafety will be asking audiences and supporters to **‘Play it fair online’ (#PlayItFairOnline)**. This theme capitalises on the letter of commitment (3 November 2021) between eSafety and Australia’s top sporting codes
- The eSafety Commissioner is the Official Co-ordinator for Safer Internet Day in Australia and is responsible for promoting the initiative locally.
- On Safer Internet Day, millions of people unite to inspire positive change and raise awareness about online safety.
- Safer Internet Day encourages everyone to play their part, including children and young people, parents and carers, teachers, educators and social workers, as well as industry, decision makers and politicians.
- Get involved in SID2022 at [esafety.gov.au/SaferInternetDay](https://esafety.gov.au/SaferInternetDay)

## Target Audiences

General public through media (mainstream), media (specialised) to reach: parents > children

## Collateral for media use

### Research report findings & associated infographics

The results of a youth research report will be available.

## Media Plan

Date	Communications collateral – items required	Theme/content Message hierarchy/hook	Audience & reach
<b>Week prior: Tues 1 February – Monday 7 February</b>			
Thur 3 February	Embargoed media briefing for select major metro online and print journalists. Media briefing hosted by JIG and to provide journalists with: <ul style="list-style-type: none"> <li>• Embargoed media release for SID2022</li> <li>• Embargoed copy of research report</li> <li>• High level overview of research findings and Q&amp;A session</li> <li>• Information about launch event on SID2022</li> </ul> All info embargoed until 0100hrs 8 February 2021	<ul style="list-style-type: none"> <li>• Research report findings</li> <li>• SID2021 content</li> </ul>	Invitation to media briefing extended to: <ul style="list-style-type: none"> <li>• Major News/ [redacted] in state/territories and national [redacted]</li> </ul>
Fri 4 February	Scope and pitch media opportunities for SID2021 release day: <ul style="list-style-type: none"> <li>• [redacted]</li> <li>• [redacted]</li> <li>• [redacted]</li> <li>• [redacted]</li> <li>• [redacted]</li> </ul>		Mainstream popular tabloid-style media shows and kids broadcast show

Fri 4 February	Pre-recorded Radio Release grabs		National reach – regional and metro radio stations
Tuesday 8 February, 0600hrs	Embargoed national media release distributed to all major mainstream metro and regional media, newswires, broadcast and print (i.e. all outlets)  Include call to action: media interview requests pre-records (i.e. radio grabs, TV interviews)	Media release through [REDACTED]	National reach, all media outlets
Tuesday 8 February, 0600hrs	From 0600hrs media release live on eSafety website, embargo lifted, print news reports published.  Reactive media requests for JIG interview. Proactive scheduling of media opportunities as per previous week:  <ul style="list-style-type: none"> <li>■ [REDACTED]</li> <li>■ [REDACTED]</li> <li>■ [REDACTED]</li> </ul>	<ul style="list-style-type: none"> <li>• SID2021</li> <li>• Research report findings</li> </ul>	National reach, all media outlets
Tuesday 8 February	Blogs to go live outlining the research and our work with sports organisation,	<ul style="list-style-type: none"> <li>• Blog for [REDACTED]</li> <li>• Blog for eSafety website</li> </ul>	National reach via social media promotion by eSafety and third parties like [REDACTED]

### Safer Internet Day: Parental awareness of children's online risk is low

Parents have low awareness of children's exposure to online risk while children and teens are often treated in a hurtful way online and have been exposed to harmful and sexual content, with half having received sexual messages from someone in the past year. That's according to new research released today by the eSafety Commissioner, to coincide with Safer Internet Day.

"Our research shows that while the internet is now central to Australian children's lives and children's perceptions of the internet overall is positive, many children and young people note that the online world can still be harmful. However, there are significant gaps in parental awareness of the types of harms children can experience online," Australia's eSafety Commissioner Julie Inman Grant said.

The research, *Mind the Gap: Parental awareness of children's exposure to risks online*, shows:

- Close to half of the surveyed children were treated in a hurtful or nasty way online in the past year. This was more prevalent among teens aged 14 to 17 than younger children.
- A quarter of children had themselves treated someone in a hurtful or nasty way online.
- One in ten children have had offensive things said to them online because of their ethnicity, gender, sexual orientation, religion or disability.
- Almost two-thirds of teens were exposed in the past year to websites or online discussions where people talked about or showed potentially negative content, such as hate messages, drug-taking, or gory or violent material.
- Exposure to sexual material online is common among teens. Seven in ten have seen sexual images online in the past year, while close to half have received sexual messages from someone online in the past year.
- The internet is a source of health information for many children. In the past year a third of teens looked online for mental health information, and almost half for sexual health information, while a third of children aged 8 to 17 sought emotional support from friends and/or mental health support services.

The report also sheds light on parents' understanding of online risks:

- Parents have low awareness of children's exposure to harmful content on stigmatised topics such as drug taking, suicide, self-harm and unhealthy eating, as well as hate speech, gory images and violent sexual material - 6 of 10 of children have been exposed to such topics whereas 4 out 10 parents are aware.

- Parents also have low awareness about bullying experience. Nearly 70 per cent of the kids who were treated in a hurtful or nasty way online told their parents. But parents don't recall these experiences to the same extent with 51 per cent of parents saying they were aware.

Ms Inman Grant said the research also showed that almost all children did something in response to a negative online experience.

"Encouragingly children know that they can block people, delete messages, change their privacy setting or report material to a website or social media platform. More than a third of children also told their parents of negatives online experiences," Ms Inman Grant said.

"However, many of their parents didn't grow up in today's sophisticated digital worlds and the research shows that parents are underestimating the prevalence of children's negative online experiences. Children also may not be telling their parents about experiences that are embarrassing, sensitive or stigmatising topics such as such as drug taking, suicide, self-harm, and unhealthy eating.

"Parents have an important role to play in children's digital lives and the research shows that digital parenting needs to evolve as children grow older to better respond to children's encounters with harmful content."

The research also found that children with restrictive parents are less likely to be exposed to harmful content, but they are also much less likely to engage in supportive and protective online activities.

"This suggests that parents need to strike a balance between restrictive mediation and allowing their children more freedom," Ms Inman Grant said.

The release of this research coincides with Safer Internet Day – a day when the world comes together with a shared vision of making online experiences better for everyone.

"This Safer Internet Day we are encouraging Australians to play it fair online and and help raise awareness at home, their school, work and in their community," Ms Inman Grant said.

"We have all spent more time online in this pandemic than ever before and the internet is an integral part of our lives. Being fair, being respectful, being kind – these are the small things we can do each day that can have big impacts."

### **Background information**

- Safer Internet Day is an annual, worldwide event. In 2022, it falls on Tuesday 8 February. Safer Internet Day aims to create a safer, better internet for all.
- eSafety's awareness campaign encourages audiences and supporters to 'Play it safe and fair online' #PlayItFairOnline.

- The eSafety Commissioner is the Official Committee for Safer Internet Day in Australia and is responsible for promoting the initiative locally. On Safer Internet Day, millions of people unite to inspire positive change and raise awareness about online safety.
- Data for *Mind the gap: Parental awareness of children's exposure to risks online* was collected from August to September 2021 and comprised a national survey of 3,590 children and young people aged 8 to 17 and their parents, covering a wide range of online activities, behaviours and experiences.