

Safer Internet Day

Toolkit for Workplaces

Tuesday 11 February 2025



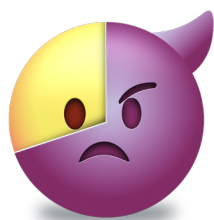
Safer Internet Day

Safer Internet Day is a global day of action that brings together communities, schools, organisations and families from more than 180 countries to raise awareness of online safety and work toward 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, more positive place**. Supporting Safer Internet Day is just one action you can take. Everyone can take practical steps, including starting online safety conversations, engaging in online safety education, practicing respectful behaviour online, reporting online abuse and sharing online safety resources.

Why is Safer Internet Day important?

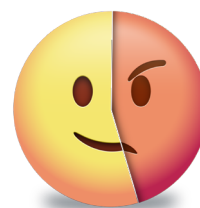
The digital world touches every aspect of our lives, and our research demonstrates the very real dangers of the online world, especially for young people.



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



Download and use our campaign resources

Use our resources to start the conversation about online safety at your workplace. Change your Zoom or Teams background, host a Safer Internet Day event, put up posters around the office and book in a [free online safety presentation](#) by eSafety.

Visit [eSafety.gov.au/SID](https://esafety.gov.au/SID) to find all the resources you need.

Conversation starters

Are you new to leading online safety discussions or hosting a Safer Internet Day event? We've put together our favourite [conversation starters](#) in this kit to help you get started.

Publish intranet copy, newsletter or blogpost

Nominate someone from your organisation to write a message for your staff or customers.

Suggested message

Join us in supporting Safer Internet Day

In today's digital world, online safety is more important than ever, and we all have a role to play. That's why we're joining the Australian eSafety Commissioner to support Safer Internet Day on Tuesday, 11 February 2025.

This year, eSafety is encouraging everyone to take simple but impactful actions to **make the internet a safer, more positive place**. Whether it's starting a conversation about online safety, sharing practical tips, encouraging respectful online interactions, or hosting awareness activities – there are so many ways to get involved.

To learn more, visit [eSafety.gov.au/SID](https://esafety.gov.au/SID).

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 to help make the internet a safer, more positive place.

Download and share our social media tiles

Post a social media tile on your social channels to encourage your community to get involved. Use the hashtags #SID2025, #SaferInternetDay and remember to tag **@eSafetyOffice**. You can create your own posts or share ours at **@eSafetyOffice** to help raise online safety awareness at work or in your community.

 Facebook [@eSafetyOffice](https://www.facebook.com/eSafetyOffice)

 Instagram [@eSafetyOffice](https://www.instagram.com/eSafetyOffice)

 LinkedIn [@eSafetyOffice](https://www.linkedin.com/company/eSafetyOffice)

 X [@eSafetyOffice](https://twitter.com/eSafetyOffice)

Suggested message



[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



Join a parent and carer webinar hosted by eSafety

These live webinars give parents and carers the knowledge, skills and tools to support their children to have safe online experiences.

Visit [eSafety.gov.au/parents/webinars](https://esafety.gov.au/parents/webinars) to sign up and learn more.



Download our workplace safety guidance and share with staff

eSafety collaborated with Safe Work Australia to develop guidance about online abuse for employers and workers. The fact sheets outline practical steps to help prevent and deal with incidents of online abuse. [Download](#) and display them or share them online.



Sign your organisation up for social media self-defence training

We offer free sessions that can be tailored to your workplace and industry. These sessions help employees use social media platforms more safely and effectively. Visit [eSafety.gov.au/social-media-self-defence](https://esafety.gov.au/social-media-self-defence) to learn more.



Host a Safer Internet Day event or morning tea

Whether it's a morning tea, education event or something else, this kit is full of ideas to help you celebrate Safer Internet Day at your workplace or within your community. Our hot tips: bring colleagues together and try our online safety quiz or use our workplace presentation in this kit.



Educate yourself and others at eSafety.gov.au

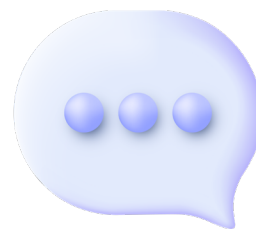
With so much of our time spent online, it has never been more important to promote the safe use of technology, build digital skills and support ourselves, our colleagues, our customers, and our family and friends to have safer, more positive online experiences. Visit [eSafety.gov.au](https://esafety.gov.au) to get started.



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.

Conversation Starters



Use these conversation starters at your workplace on Safer Internet Day to help spark meaningful discussions about online safety.

1. How do you currently protect your personal and work-related information online?

Are there any new tools or practices you've found helpful?

This question encourages employees to share practical steps they take to protect their data, fostering a collaborative exchange of tips.

2. What steps can we take as a workplace to ensure we are fostering a culture of online safety and respect?

This opens a discussion about the role workplaces play in promoting respectful behaviour online and in protecting employees from online abuse.

3. What's one online safety issue you think gets overlooked, either in our personal lives or at work?

This can help raise awareness of lesser known risks like oversharing on social media or the mental health impacts of online abuse.

4. Have you ever had a situation where you felt unsafe or uncomfortable online? What actions did you take, and how can workplaces support employees in similar situations?

This encourages sharing real life experiences while promoting discussions on how to report online abuse or harassment in a workplace context.

5. How can we balance the benefits of being online with the potential risks, both in our personal lives and professionally?

This question invites a broader conversation about digital wellbeing, helping employees reflect on maintaining boundaries between personal and work-related online activity.

Conversation Starters



6. What do you think is the key difference between online (cyber) safety and cyber security?

Use this question to critique the two areas of safety and security and decrease the likelihood of future conflation between the two.

7. With the rise of remote and hybrid work, what challenges have you faced in staying safe online, and how can the workplace help?

This addresses challenges in the era of remote work and invites ideas on improving support for employees working from home.

8. What resources or training would help you feel more confident in navigating online safety at work?

This opens the door to discussions on what employees need, such as workshops or access to cybersecurity tools.

9. With the rise of generative AI tools, what potential risks do you see for our organisation and how can we mitigate them while still harnessing the benefits and ensuring a safe and secure work environment?

This opens up a discussion about the impact of generative AI on online safety, cyber security, privacy and misinformation and how workplaces can proactively address these risks.

10. How can we implement best practices to protect ourselves and our colleagues from online abuse and harassment while using social media professionally?

This ties in with [eSafety's collaboration with Safe Work Australia](#) and encourages employees to discuss how these guidelines can be applied in the workplace.

**Help make
the internet
a  place**