

Safer Internet Day 2025

Reaching more children, young people, parents and carers than ever before!



57% of UK children aged 8-17 heard about Safer Internet Day

As a result of the day, young people:

- 76% felt more confident about what to do if something is worrying them online
- 57% talked to their parent or carer about how to stay safe on the internet
- 79% learnt something new about online safety
- 34% spoke to their parent or carer about something or someone that had been worrying them online
- 28% talked to someone about their experiences online that they had not spoken about before
- 43% spoke to someone about online scams

50% of UK parents and carers heard about Safer Internet Day
(up from 32% in 2024!)

As a result of the day, parents and carers:

- 77% talked to their child about using the internet safely
- 71% feel better prepared to keep their child safe online
- 69% felt more confident about what to do if their child came to them with a problem they had online
- 72% understand more about how to keep their child safe online
- 73% are more aware of the impact online scams can have on their child
- 34% said their child spoke to them about something that had been worrying them online

162,934

Educational resource
downloads

1,726

Registered supporters

Too good to
be true?

Protecting
yourself and
others from
scams online

What happened on the day

- #SaferInternetDay trended at no.1 throughout the day on X, with thousands of organisations and schools sharing their celebrations on the day using the #SaferInternetDay hashtag
- Over 86,000 young people tested their online safety knowledge with our quizzes
- Over 1,726 organisations across the UK signed up as official supporters of the day

Educational resources

To celebrate Safer Internet Day we created a range of free resources for those working with young people – including lesson plans, assemblies, quizzes and more. These resources were downloaded over 160,000 times and our survey of teachers found:

- 80% said that Safer Internet Day helped staff feel more confident about dealing with online safety issues
- 58% said Safer Internet Day led to concerns being raised about potential safeguarding issues online
- 96% said young people are more aware about potential risks and pressures when using the internet as a result of the day
- 96% said they enhanced young people's learning about something new
- 100% of educators would recommend participating in the Safer Internet Day campaign to others

Young people's involvement

Young people have been involved across every stage of the Safer Internet Day 2025 campaign. After hearing that scams were a main area that young people of all ages wanted more support with, we chose scams as the theme for 2025, and ran focus groups with young people to help shape the theme further.

Young people continued to be at the heart of the activities on the day itself, with young people delivering quizzes and activities, presenting keynote speeches and networking with policy makers from all sectors, including the technology industry and government, at the BT Tower. Young people also had the chance to share their thoughts with Baroness Jones of Whitchurch, Parliamentary Under-Secretary of State at DSIT.

The UK Safer Internet Centre also hosted events with MPs at Westminster, as well as working with Liverpool Football Club at an event for young people from local schools.

Safer Internet Day 2025 research

We launched new research focused on young people's experience of conversations around online safety. Our survey of more than 2,000 young people and 2,000 parents and carers found that:

- 79% of 8 to 17-year-olds come across online scams at least monthly, with 20%, including children as young as 8, seeing scams online every day
- Almost half of 8 to 17-year-olds (46%) have been scammed online and 9%, including 8-year-olds, have lost money to an online scam before
- Almost a fifth of 8 to 17-year-olds (18%) know someone their age who has lost money to an online scam
- Over a quarter (26%) of young people who've been scammed online blame themselves
- 74% of 8 to 17-year-olds want to learn more about how to spot scams online.
- 81% of parents and carers and 43% of teens feel that online scams are getting more convincing
- 32% of young people worry that the use of new technology, such as gen AI, will make scams much harder to identify

Help us to make Safer Internet Day 2026 happen

The UK Safer Internet Centre (UKSIC), established in 2011, is a leading global partnership of three charities helping to make the internet a great and safe place for everyone.

Each year we work together to make Safer Internet Day the pivotal point in the education calendar, creating space for conversations about the topics that matter, and helping young people to seek support and guidance that they otherwise may not get.

In order to help make Safer Internet Day 2026 even bigger and better than ever, we need your support. For more information about partnership opportunities, and to help support the work that we do, please email will@childnet.com.

