

# 'It's more than a game, it's your life'

With more Australians using social networking than ever before, staying safe online was the key message of Safer Internet Day 2011, held on 8 February.

In June 2010, almost nine million Australians accessed social networking sites from their home computers and up to 25 per cent of these users were under the age of 18.

The biggest event on the day was the ACMA's Cybersmart Detectives online activity, where more than 1,500 school children across Australia interacted live with 85 guides, including teachers, ACMA staff, and state and federal police.

About 150 secondary students from around Australia also took part in the Cybersmart Safer Internet Day online forum, answering questions about what they do online, how much time they spend there, and what they do to keep themselves safe. Young people from the UK also participated in the forum, courtesy of Childnet International.

Stakeholders including Telstra, Google, Yahoo, the Victorian Privacy Commission, and the Alannah and Madeline Foundation promoted Safer Internet Day through their own websites and media activities, as well as linking to the ACMA Cybersmart material.

The Australian Library and Information Association, education authorities and non-government organisations also promoted Cybersmart materials through emails and newsletters direct to schools and to libraries across the country. 📧

More information and order forms for resources are available on the Cybersmart website at [www.cybersmart.gov.au](http://www.cybersmart.gov.au).

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The theme of Safer Internet Day 2011 — 'It's more than a game, it's your life' — was designed to help these younger users of the internet protect their privacy and reputation when they are online.

This year, 73 countries took part in different activities to educate children and young people to consider online safety.

The ACMA spearheaded the Australian Safer Internet Day activities, which highlighted three messages:

- > Control your digital reputation — things you post online now can affect you in the future.
- > Protect your privacy — make decisions about who sees your information.
- > Be a good friend — treat others online as you want to be treated.

'These are essential messages for young people,' said ACMA Chairman Chris Chapman. 'While many claim to know the risks of posting too much personal or inappropriate information online, they may not always translate that into safe online behaviour.'

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Safer Internet Day also highlighted the new Cybersmart interactive parent's resource, where parents can select and watch presentations to educate themselves about different aspects of cybersafety.

Over 153,000 Cybersmart resources were ordered in the month leading up to Safer Internet Day, including more than 5,000 copies of the new Cybersmart poster — 'It's more than a game, it's your life'. These resources provide kids, teens, libraries, parents and schools with practical steps and information for positive online behaviour.

Safer Internet Day is an international annual event coordinated by Insafe. It aims to promote safer and more responsible use of online technology and mobile phones, especially by children and young people.

