

Press Release

EU project Beyond Digital Violence: Social media campaign for Safer Internet Day 2022

Düsseldorf, 8th February 2022

Our social media campaign "We need you!" for Safer Internet Day 2022 reached more than 5,000 people on Facebook and Instagram. This made the campaign fourteen times more successful than originally expected!

Safer Internet Day is celebrated every year on February 8 in Germany as well as in over 170 countries around the world under the motto "Together for a better Internet" to promote a safer Internet for children and young people, to raise awareness of online risks for children and young people, and to protect children and young people online.

To this end, DGfPI e.V. conducted a social media campaign under the special slogan "We need you!" as part of the EU project Beyond Digital Violence (www.byedv.de). With this campaign, the DGfPI e.V. tied in with the empirically developed recommendations for action from HUMAN (www.human.de) and the experiences of the specialised counseling centers involved in the project: Young people seeking advice receive too little understanding and support in their environment when they experience digitised sexual violence. They often remain silent and do not ask for support because they are afraid of being confronted with accusations or restrictions. Also, their technical, emotional and social coping skills are often overestimated when digital as well as analog crisis situations have to be managed.

The aim of the campaign was to raise awareness of their lifeworld from the perspective of young people. Adults should be motivated to support young people when they need help. This requires empathy and understanding for what many adults see as a changed lifeworld and youth culture. The posts of the social media campaign therefore address adults with provocative statements by young people about their different online and offline experiences in order to make them think. Supplementary comments to each post explain these statements and are intended to prompt further reflection on how adults can better support young people through their actions.

The posted images from the campaign are great for prevention workshops and training. Interested professionals are welcome to use these materials for their work and download them from the website of the EU project Beyond Digital Violence (www.byedv.de).

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