



24th September 2026



Online Responsibility Day 2026

Powered by Online Responsibility Network

Information Pack



Online
Responsibility
Day 2026

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What is Online Responsibility Day?

Online Responsibility Day is an annual awareness day that encourages all audiences to play their part in creating respectful online communities.

Building safer platforms is only part of the story.
How we use them is our shared responsibility.

Why does it matter?

Every day, millions of people experience:

- Online scams and fraud
- Harmful content and toxic behaviour
- Privacy and data misuse
- Child safety risks
- AI-driven misinformation and manipulation



Safer Internet Day: February

Safer Internet Day is an annual UK and global campaign promoting safer, more positive use of digital technology, especially among children and young people.

It focuses on user protection: online risks like scams, bullying, harmful content, privacy and AI, while encouraging schools, families, platforms and communities to help create a safer internet.

Safer Internet Day asks:

"How do we create safer online spaces and protect users from online harms?"



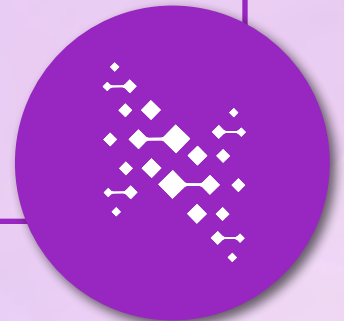
Online Responsibility Day: September

Online Responsibility Day is a proposed campaign encouraging people to think about the impact of their online actions.

It focuses on respectful user behaviour: accountability, privacy, responsible AI use, and taking action against harm. The aim is not just to stay safe online, but to encourage positive impact on online communities.

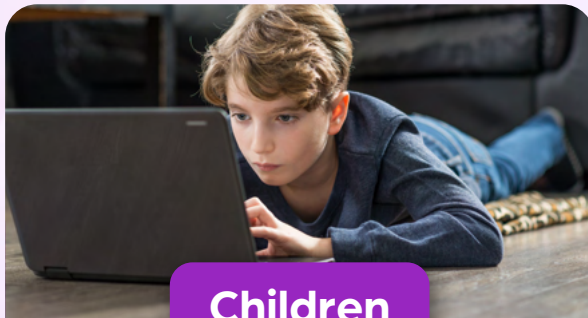
Online Responsibility Day asks:

"What kind of online citizens do we choose to be, and how do our actions affect others?"





What impact can Online Responsibility Day have?



Children

We'll be providing schools and youth zones across the UK with resources to communicate and educate the importance of online responsibility.

This looks like choosing to stay safe, recognising and reporting suspicious activity, protecting their identity and personal information, being kind to others and learning the future impact of digital footprints.

Taking ownership of their online experiences.



Parents & Adults

Through our work with schools, parents will have visibility of the messages we're relaying to children.

We'll also be educating adults on where to get support if needed and how we're working with companies to improve the digital landscape.

Taking ownership of their responsibility to keep children safe and the importance of making a positive online impact.



Companies

For businesses, it's a chance to demonstrate their commitment to online responsibility to their customers and how they're adapting with the changing digital landscape – choosing to keep on top of changing regulations and best practice because it's the right thing to do.

Taking ownership of their responsibility to keep users safe, building trust and shaping positive online spaces.



How to get involved



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How can primary schools get involved?

There are several ways that primary schools can take part in Online Responsibility Day, but the most important way is by helping pupils explore what it means to be responsible, respectful and safe online.



Wearing purple. Encourage young people and staff to wear purple to show their support for safer and more respectful online communities.



Play our video message. At the start of the day or in assembly. A great way to communicate the responsibilities we all share.



Host drop-in sessions. A chance to educate and support both children and parents, bridging the gap by encouraging shared experiences of online communities, social media and online gaming.



Free resources. Our free resources include lesson plans, awareness posters and templated emails you can send directly to parents.



Awareness posters. Download and print our free resources to display throughout your school.



Show your support. We'd love for you to share photos with us (in line with your school's data protection and image permissions policies) using #OnlineResponsibilityDay and #ORD2026.



At its heart, Online Responsibility Day asks a simple but important question:

"What kind of online citizens do we choose to be, and how do our actions affect others?"



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How can youth zones get involved?

Youth organisations play a vital role in helping young people of all ages develop the confidence, awareness and skills needed to navigate the online world safely and responsibly.



Wearing purple. Encourage members and staff to wear purple to show their support for safer, more responsible online communities.



Host a drop-in session. Use our free assembly resources to prompt age-appropriate discussions introducing the theme of Respectful Online Communities.



Learning resources. Download our free plans and resources to make a part of the day dedicated to activity-based learning.



Start the Conversation. Normalise open discussion by encouraging members to discuss kindness, digital footprints, online safety and respectful behaviour online.



Engage parents and carers. Share our branded newsletters and guidance resources to continue the conversation at home.



Show your support. We'd love for you to share photos with us (in line with your data protection and image permissions policies) using #OnlineResponsibilityDay and #ORD2026.



It's crucial that young people learn how to take ownership of their online experiences; recognising and reporting suspicious activity, protecting their personal information, being kind to others and understanding how digital footprints can shape their online future.



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How can businesses get involved?

We encourage all businesses to get involved with #ORD2026 – it's a great opportunity to tell the world about the challenges faced and how hard companies work to keep users safe.



Turning purple. Companies can turn their lighting purple for the day to show their support.



Top-down company message. Communicating the company's values and direction from senior level, or via internal comms teams, can be a powerful way to align the organisation.



Learning resources. Download our free business resources to make available to your colleagues.



Show your support. Online Responsibility Day is the perfect time to take credit for the hard work you do all year round in creating safe and trusted environments for your customers and audiences. Posting on social media or writing a news article summary is a key way to communicate your brand's commitment to online responsibility.



Tag us. Tag Online Responsibility Network and use the hashtags #OnlineResponsibilityDay and #ORD2026.



Members of Online Responsibility Network have an even more legitimate reason to evidence their commitment to online trust and safety.

[Membership information](#)

What to do next

If your organisation would like to take part on Thursday 24th September, you will need to:



Confirm your participation on our website: www.onlineresponsibilityday.com



Ask our team any questions you may have via legitimacy@trustalliancegroup.org

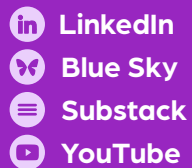


Plan your activity well in advance, using our Campaign Resources Pack when it's distributed in early September.



Post your activity on the day! Don't forget to tag 'Online Responsibility Network' in your social posts, with hashtags, to ensure your voice is heard with other participants.

Find us at



Hashtags

#ORD2026
#OnlineResponsibility
#OnlineResponsibilityDay
#ORN

What is Online Responsibility Network?

Online Responsibility Network (ORN) exists to help organisations navigate the complexity of the changing online landscape with confidence.

Visit www.onlineresponsibilitynetwork.com for more information, or scan the QR code to watch our introduction video.

