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Abstract:

Author quotes the results of research about the Polish children and youth in the Internet and compares them with the other European countries. Presents dangers about unreasonable use of *social media* and describes causes of exposure children and adolescents to harmful content on the Internet. Author presents the results of self studies about popularity media education's initiatives in the Internet and also describes social campaigns, which goal was promote sensible use of the Internet. At the end Author describes the policy of presence in *social media* based on activities of 'Fundacja Dzieci Niczyje' and formulates proposals and demands.