

## PARTNERSHIP CASE STUDY

# MEDIASMARTS AND TIKTOK CANADA: MEDIA LITERACY WEEK + DIGITAL CITIZEN DAY

MediaSmarts, in partnership with TikTok Canada, embarked on a collaborative journey to elevate awareness and engagement during [Media Literacy Week](#) and [Digital Citizen Day](#). This case study showcases the joint efforts to promote responsible digital citizenship, TikTok's commitment to online safety, as the title sponsor of Digital Citizen Day, and deepen engagement with creators from across Canada.

### Commitment to Digital Citizenship

During Media Literacy Week and Digital Citizen Day, we launched an awareness campaign across various channels; leveraging MediaSmarts' social media platforms, website features and newsletters to promote and foster a healthier online community.

Recognizing the influential role of content creators, we prioritized engaging with creators during Digital Citizen Day. We encouraged creators to champion the cause by hosting an in-person event with a panel discussion and Q&A. In the panel discussion, creators shared ways to verify sources of information, how to deal with negative comments, and ways to push back against and report hate and bullying. Throughout the event, creators had the opportunity to interact with each other, sharing their experiences and dedication to promoting a culture of kindness and inclusivity on the platform.

### Reached New Heights

The collaborative efforts yielded significant results, with measurable impact observed through various metrics such as;

- Creators with a combined reach of **6.8 million** posted about Digital Citizen Day
- **2.1 million** video views on TikTok
- **12 million** hashtag impressions during Media Literacy Week and Digital Citizen Day
- Creator feedback highlighted the positive influence of the initiative, affirming its role in shaping attitudes towards fostering a safer digital ecosystem

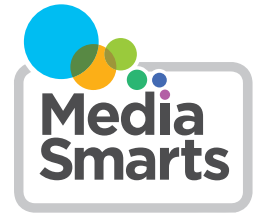
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## PARTNERSHIP CASE STUDY

# MEDIASMARTS AND AT&T: DIGITAL MEDIA LITERACY EDUCATION COLLABORATION

In collaboration with MediaSmarts, AT&T highlighted their commitment to digital media literacy education for K-12 students by launching bespoke MediaSmarts-created resources within in The Achievery<sup>SM</sup>, AT&T's free digital learning platform. This case study explores the efforts to develop over 30 units comprising activities and videos, targeting early, middle and secondary grades.

### Importance of Tailored Educational Content and Access

Recognizing the importance of tailored educational content, MediaSmarts curated learning topics suitable for students at different grade levels. Emphasis was placed on foundational skills such as internet safety, identifying trustworthy sources and understanding the basics of digital citizenship, as well as critical thinking, evaluating online information and fostering responsible social media.

By leveraging The Achievery<sup>SM</sup> digital learning platform and MediaSmarts' expertise, AT&T provided free access to an array of educational resources, ensuring that students from all backgrounds could benefit from high-quality digital literacy instruction which aligns with our values and goals.

### Knowledge Is Key

Through this collaboration, we were able to strengthen K-12 students' knowledge and understanding of digital media literacy. By equipping users with comprehensive lesson plans and resources, The Achievery<sup>SM</sup> platform has facilitated meaningful learning experiences in school settings as well as support at home and within communities, thereby developing critical and long-lasting skills for young people to navigate the digital world.

Between January 2023 – April 2024, MediaSmarts' units have reached over 10,700 students worldwide.

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## PARTNERSHIP CASE STUDY

# WATTPAD AND MEDIASMARTS: CONTENT + CONSULTATION COLLABORATION

Wattpad, a leading online storytelling platform, partnered with MediaSmarts to engage with Wattpad's community and team. This case study illustrates efforts to enhance safety measures and promote digital literacy among Wattpad's users, focusing on consultation, content development and an expert-led workshop.

### Expert Consultation and Workshop Content Development

MediaSmarts developed original articles for Wattpad's Safety portals, targeting both parents and youth. These articles covered crucial topics such as consent in online interactions and aimed to educate users on the importance of safe online practices, while empowering them to make informed decisions while using the platform.

We provided expert consultation and workshop services to Wattpad's team, offering valuable insights and feedback on policies, educational materials and digital literacy topics. Through an interactive workshop, we shared best practices and fostered dialogue amongst our teams to help Wattpad's staff refine their approach to policy development and educational materials.

With our expertise, Wattpad enhanced its safety measures and empowered its community of 97 million users with the knowledge and skills needed to tell their stories confidentially, safely and respectfully.

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