

**ANNUAL
REPORT
2024**



A message from the Executive Director

Dear friends and supporters,

As I reflect on the past year, it's clear that MediaSmarts has made a significant impact in advancing digital media literacy across Canada. Through **campaigns, partnerships, parliamentary committee hearings, speaking engagements and media interviews**, we've been at the forefront of addressing issues that affect everyone in this country—especially **misinformation, the impact of AI, digital well-being, online hate** and the ongoing challenges of our ever-changing relationship with technology.

We continued to develop **high-quality, accessible resources** for individuals of all ages, and have expanded our **educational workshops**, reaching over **6,000 people** across the country. We worked with Canadian youth to create fantastic **fact-checking videos** as part of the international *Teen Fact-Checking Network* project. Our research team has also delved into new areas, including **tech-facilitated violence** and **strategies for combatting misinformation**.

The conversations around our current tech landscape are not always easy. In particular, the growing concerns about young people's digital tech use. However, evidence continues to show that **digital media literacy education can make a real difference in facing these challenges**.

Media is all around us, and I'm incredibly proud of the work the MediaSmarts team does to provide people of all ages with the tools they need to navigate the media landscape. Each and every one of us is a digital citizen and we all have the potential to make our online world better and to use digital tools for good.



Kathryn Ann Hill
Executive Director, MediaSmarts

Accomplishing our mission

Our Mission

Leading the advancement of digital media literacy through world-class research, education, public engagement and outreach.

Our Vision

Empowering people to engage with all forms of media confidently and critically.

Our Values

- Learning** - We believe life-long learning is essential.
- Integrity** - We maintain our independence and ground all our work in ethical research and evidence.
- Collaboration** - We prioritize working collaboratively as a team and with partners.
- Inclusion** - We support and include diverse experiences and perspectives in everything we do.

Our Research-to-Resource Model

- Research and evaluation** - We conduct and disseminate original research that informs our resource development and policy issues related to all media.
- Education** - We create free, bilingual educational resources for educators, parents/guardians, and the general public, and provide internationally-regarded digital media literacy expertise.
- Awareness and outreach** - We work in partnership with organizations to advance digital media literacy in Canada and elsewhere.

Our impact

From attending our workshops to accessing our free online resources, people turned to MediaSmarts to improve their digital media literacy skills.

90

resources created or updated including lesson plans, workshops, tip sheets, guides and articles

Over 6,000

people reached through over 70 workshops and presentations

1.1 million

visitors to our website, accessing thousands of free resources

Building awareness

The MediaSmarts team reaches people through our website, social media channels, newsletters, media outreach and awareness-raising events like Media Literacy Week and Digital Citizen Day. Here's how we built awareness in 2024.

Social media & video

Our social media presence continues to grow as we expand our video content, offering people practical advice and information.

44,000 followers across all our social channels
(↑ from 38,700 in 2023)

28 million impressions across all our social channels
(↑ from 16 million in 2023)

Over **72,000** likes, reactions, comments and shares

Collaborations with **16** Canadian content creators promoting our content to their **5.1 million** followers

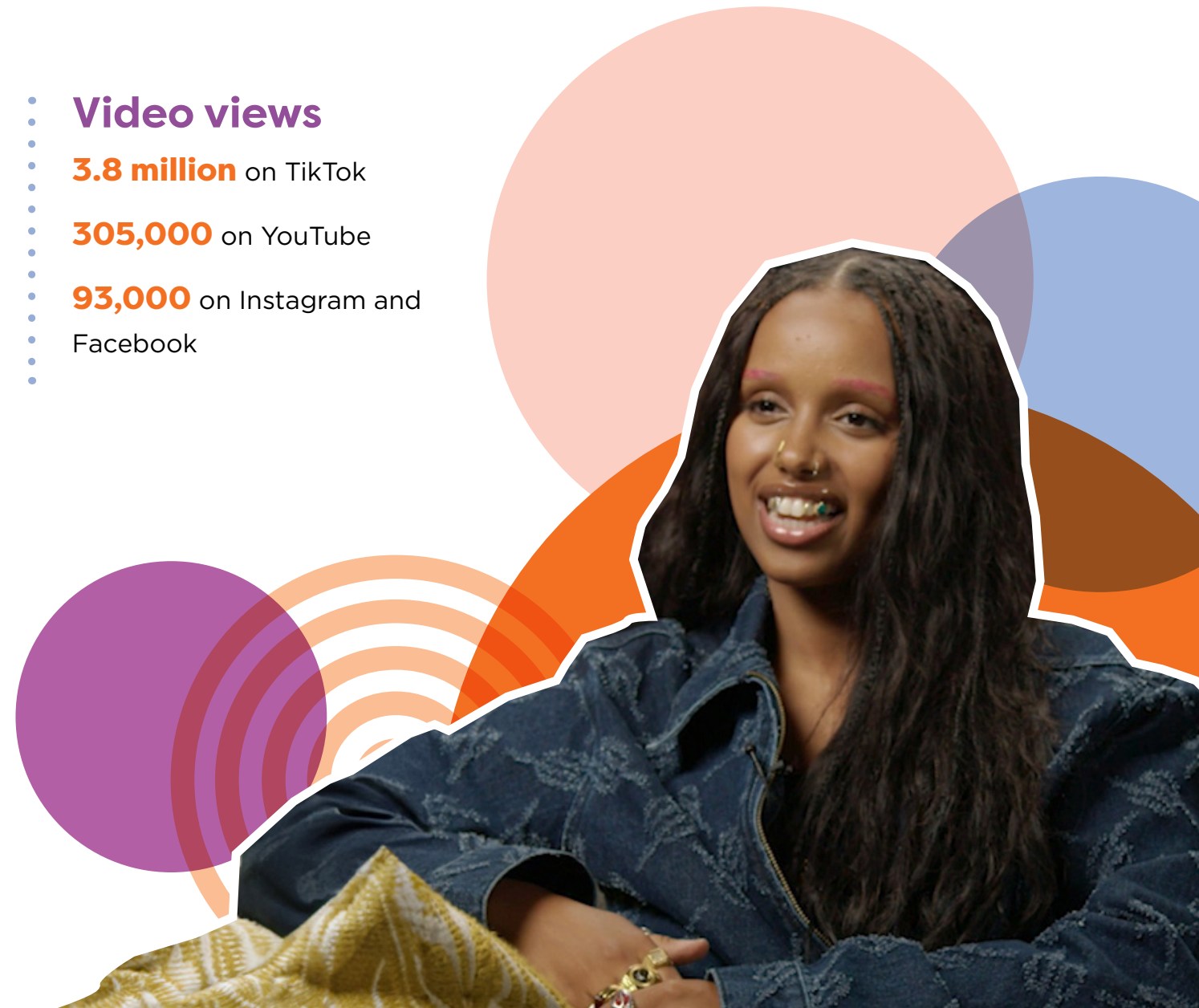
Over **240** videos published

Video views

3.8 million on TikTok

305,000 on YouTube

93,000 on Instagram and Facebook



Building awareness

Website

Our website **MediaSmarts.ca**—our primary service—is home to thousands of free resources, used by over 1.1 million people each year.

3.3 million page views in 2024

(↑ 32% from 2023)

Top 5 most-viewed website content:

- Digital Citizen Day
- Break the Fake misinformation resources
- What is Digital Citizenship?
- Talking TikTok: A Family Guide
- Portrayals of Indigenous people in media

E-newsletter

8,000 subscribers including **1,800** key education contacts across provincial/territorial ministries and municipal school boards

Media

Our experts conducted **180** media interviews with outlets like CBC's The National, CTV, Global News, The Globe and Mail, Today's Parent, Toronto Star, TVO, and more.

670 mentions in the media



Building awareness

MediaSmarts Talks series

In 2024 we launched a new Q&A series interviewing experts, content creators, educators and more from various fields related to digital media literacy, including health misinformation expert **Dr. Timothy Caulfield**, 2SLGBTQIA+ advocate **Fae Johnstone**, content creator **Nathan Kennedy**, child safety expert **Tiana Sharifi** and entrepreneur, content creator and Indigenous activist **Santee Siouxx**.

The full interviews can be found on the [MediaSmarts YouTube channel](#) and clips from the interviews are posted across our social media channels.



Building awareness

Media Literacy Week & Digital Citizen Day 2024

Our 19th annual Media Literacy Week was our best and biggest yet, with a record-breaking **175 collaborating organizations** running activities including **50+ events**.

- We kicked off the week by launching **a new house hippo video**
- which went viral and helped us drum up excellent
- media coverage with CBC Syndication, CTV
- Vancouver, Radio-Canada, Campaign
- Canada, Exclaim and more.



We also celebrated **Digital Citizen Day** on October 23, sharing videos from two roundtable conversations in English and French with the support of TikTok Canada, resulting in incredible engagement online from the creators' followers: Santee Siouxx, Kenzie Brenna; Zahra Hassan (Miss Hassan); Tresor Gray; Annie Archambault; Farnell Morisset; and Renzel Dashington.

MP Yasir Naqvi declared Media Literacy Week in the House of Commons and spoke about the importance and impact of the event and the Break the Fake house hippo campaign.



Building awareness

“Digital Citizen Day and Media Literacy Week are opportunities to reflect on how we can all play a role to create safer digital spaces. Online abuse can diminish trust in our institutions and have a silencing affect, potentially leading to less diversity in public life... By engaging in kind and constructive dialogue, we will create a digital world where all of our voices can be heard.”

—Her Excellency the Right Honourable Mary Simon,
Governor General of Canada and Patron of MediaSmarts

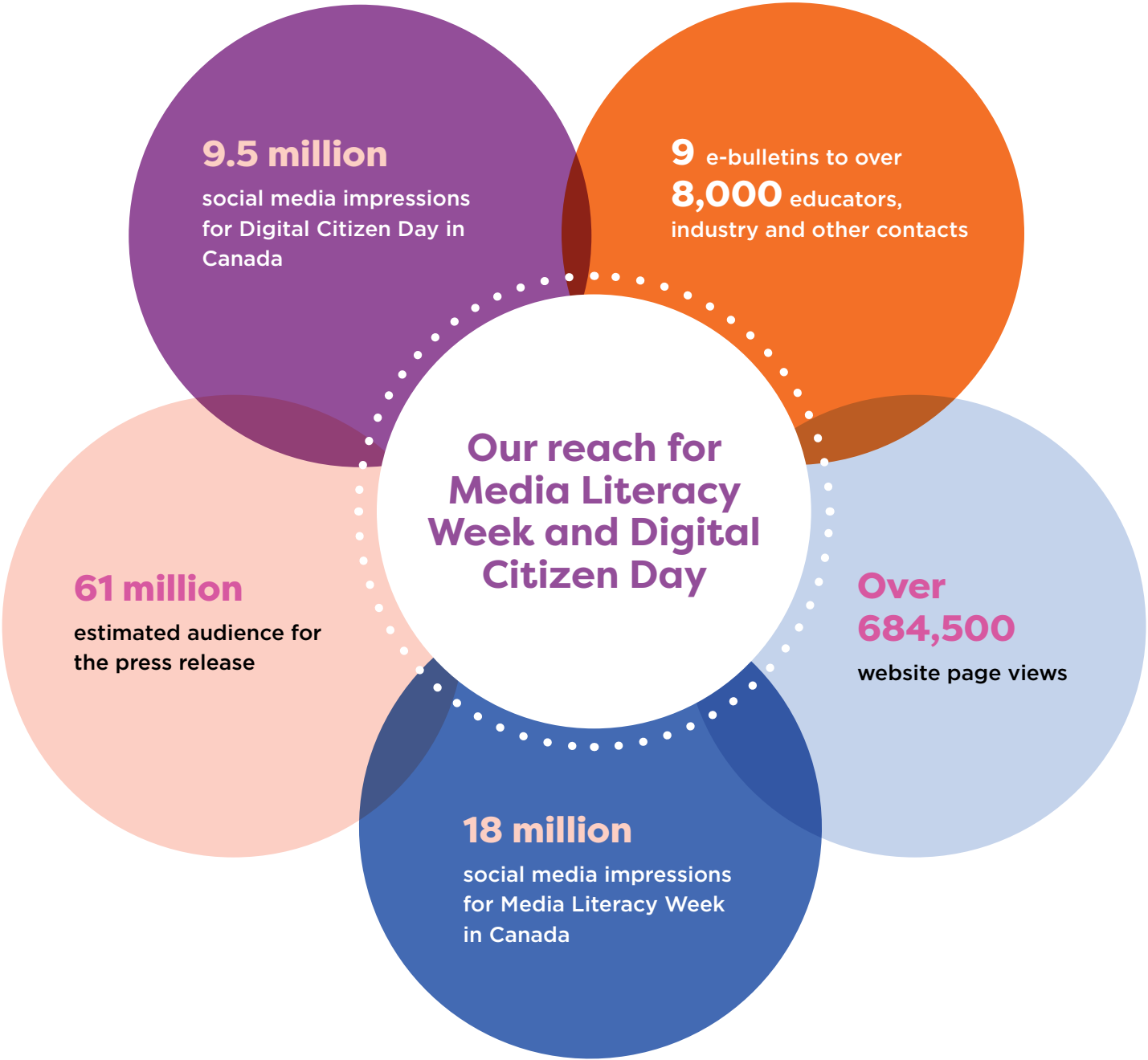
“I think because we’re so online and sometimes we’re so disconnected, we forget that the people on the other side of the screen, whatever the username you’re talking to, is an actual person.”

—Tresor Gray on Digital Citizen Day @iamtresorr

“I really wanted to be part of the conversation to bring awareness that we’re all digital citizens, that we all matter online, and that our actions have consequences both in a positive way and in a negative way.”

—Kenzie Brenna on Digital Citizen Day
@kenziebrenna

Building awareness



Media Literacy Week is sponsored by [Amazon Canada](#), [Bell](#), [Google](#), [Meta](#), [TELUS Wise](#), [TikTok Canada](#), and [YouTube](#), with support from the [Alberta Teachers' Association](#), [l'Association des enseignantes et des enseignants franco-ontariens](#), the [New Brunswick Teachers' Association](#), the [Newfoundland and Labrador Teachers' Association](#), the [Nova Scotia Teachers Union](#), the [Ontario English Catholic Teachers' Association](#) and the [Ontario Secondary School Teachers' Federation](#).

Digital Citizen Day is sponsored by [TikTok Canada](#)

Break the Fake: The house hippo returns to tackle AI

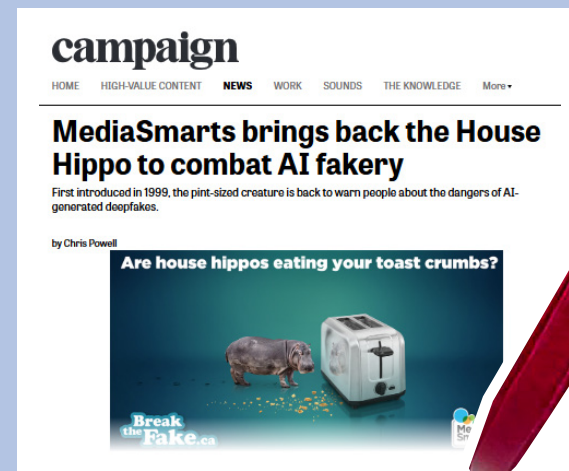
With funding from Canadian Heritage's Digital Citizen Contribution Program, we launched a multi-faceted project that included an **awareness-raising campaign**, **educational resources** and **intervention research**, all with the goal of **countering mis- and disinformation** and promoting **information verification** as a habit in Canada.

Building on MediaSmarts' successful *Break the Fake* program launched in 2019, this project saw the re-launch of the beloved house hippo, this time to tackle AI-generated deepfakes.

The research report and recommendations from this project will be released in 2025.

"Campaigns like MediaSmarts' Break the Fake have a critical role to play in teaching us to examine what we see online more critically. Making people aware and mobilizing them is important so that technological innovation, including AI, happens in an ethical and responsible way, while respecting our democratic values."

—The Honourable Pascale St-Onge,
Minister of Canadian Heritage



Break the Fake: The house hippo returns to tackle AI

Over 161 million total impressions for the campaign

The campaign and educational resources included:

- New PSA, resources and videos and updated BreaktheFake.ca website
- Social media content and advertising with over **5 million** impressions
- Media/press outreach resulting in **42** mentions with a potential reach of **61 million**
- PSA airing on cable stations across the country with a reach of **81 million**
- Digital billboard advertising across the country with **14.5 million** impressions



Research & evaluation

Our research informs every aspect of our work, including the development of our resources and our recommendations to civil society and policy developers.

Publications

Digital Media Literacy as a Precondition for Engaged Digital Citizenship policy brief (February 2024) as part of the Centre for International Governance Innovation's *Freedom of Thought* project.

Presentations & Conferences

- Presented on our proposed **National Digital Media Literacy Strategy** at Federal, Provincial and Territorial ministers meeting held by the Department of Canadian Heritage.
- Presentations at the **American Education Research Association, Canadian Sociological Conference** and **Child Teen Consumption Conference**.
- Consultation with the **Government of Ontario** on Bill 194, the Strengthening Cyber Security and Building Trust in the Public Sector Act.

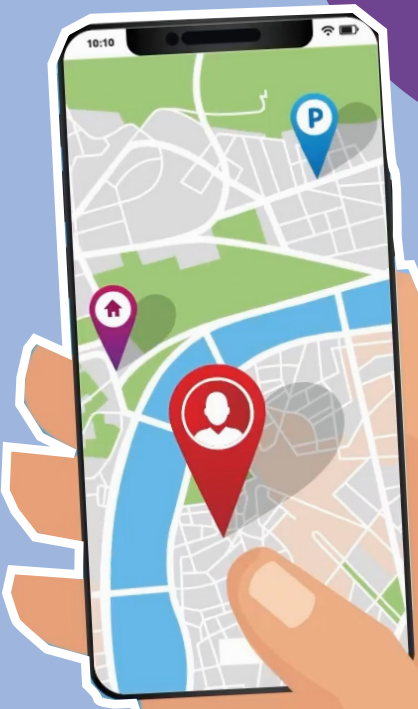


Research & evaluation

In collaboration with partners in the violence against women (VAW) sector, this multi-year project funded by the Public Health Agency of Canada adapts and evaluates digital media literacy resources for VAW practitioners and survivors of technology-facilitated violence.

In 2024 partners began delivering **six workshops** we developed, and over **1,900** handouts have been printed and distributed in **eight languages** (English, French, Hindi, Urdu, Ukrainian, Punjabi, Mandarin and Arabic).

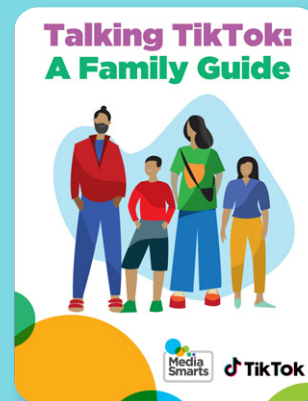
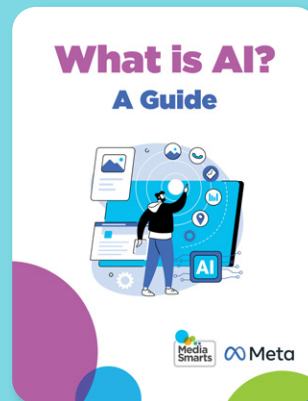
We’re currently conducting an evaluation of the program, gathering participant and facilitator feedback to improve the workshops and help refine program resources.



New resources & programs

We created or updated over 90 resources for homes and classrooms to address timely issues including digital well-being, diversity in media, critical thinking, algorithmic literacy and misinformation. Here are some highlights (click the image to see the resource on the website):

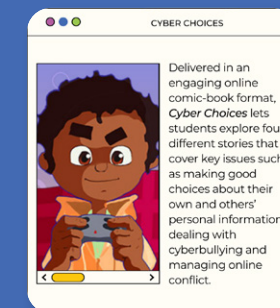
Tip sheets & Guides



Workshops



Games



New resources & programs

Critical Thinking Across the Curriculum—Ontario Ministry of Education

We received funding from the Ontario Ministry of Education to develop a program which provides teachers with a comprehensive approach to fostering critical thinking skills at all grade levels, with particular attention to addressing online misinformation and online hate through teaching critical thinking.

The program included:

- Two new professional development workshops for teachers, *Critical Thinking Across the Curriculum: K-8* and *Critical Thinking Across the Curriculum: 9-12*
- Three new lesson plans for Grades 4-8: *Is That a Fact?*, *Information Sorting*, and *Recognizing Emotional Appeals*.
- Four short videos for younger youth



New resources & programs

Teen Fact-Checking Network in Canada

MediaSmarts was proud to launch the *Teen Fact-Checking Network* program in Canada in partnership with MediaWise in the US in 2024.

In the program's inaugural year in Canada, 16 selected teenagers collectively garnered over **two million views** for **20 videos** published across MediaSmarts' social media channels in English and French, demonstrating the program's significant impact.

The viral claims they chose to fact-check touch on a range of topics from the environment, health, science and food to beauty products, social media trends and even presumed "weird" local bylaws that caught their attention. The videos also include a media literacy tip for their peers so they, too, can learn how to fact-check information online.

“

As the need for media literacy in North America becomes ever more crucial, partnering with MediaSmarts to launch the Canadian Teen Fact-Checking Network is a natural step forward for our collaborative efforts. What we consume online does not adhere to geographical boundaries, and as neighbors, I am very excited to join efforts with MediaSmarts in media literacy education.

—Brittani Kollar, deputy director of MediaWise

”

Does AI use a lot of power and water?

As a member of the teen fact-checking network, I learned a lot about finding reliable sources of information and helping stop the spread of misinformation. I also found myself fact-checking news in my daily life, everything from videos sent to me by my friends or articles online.

—Lukas

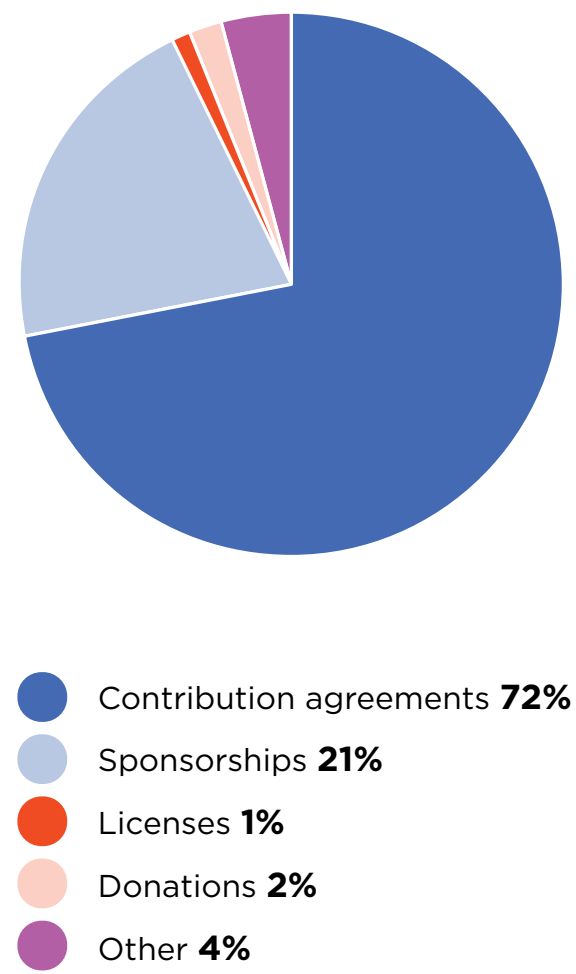


TEEN FACT-CHECKING NETWORK

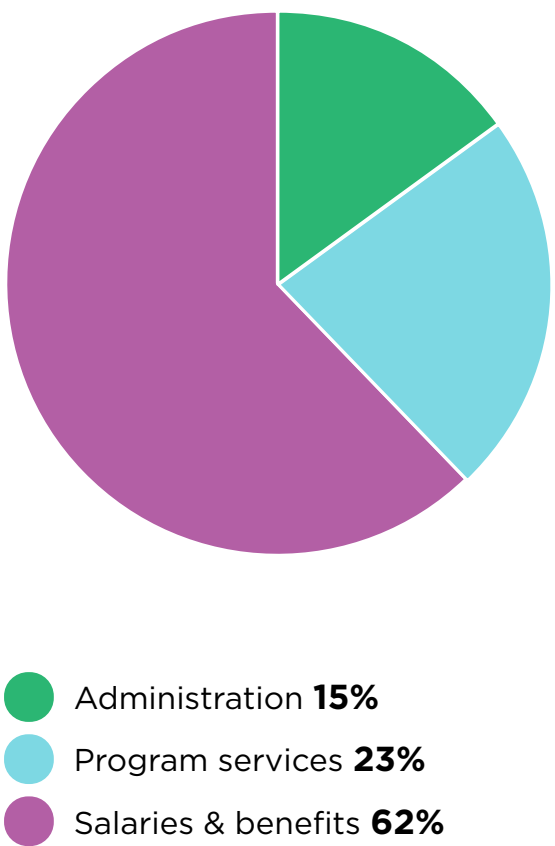


Financials

Revenues



Expenditures



Corporate Partners

MediaSmarts relies on the generosity and commitment from our valued partners, who understand the importance of providing tools to help people develop the critical thinking skills they need to interact with all forms of media. Thanks to our partners, we were able to garner greater impact to create new resources and mobilize digital media literacy knowledge across Canada.

2024 Corporate Partners



MediaSmarts is a non-partisan registered charity that receives funding from government and corporate partners to support the development of original research and educational content. Our funders and corporate partners do not influence our work, and any resources that offer guidance on specific digital tools and platforms do not constitute an endorsement. Read more [here](#).

Community Partners

Aboriginal Peoples Television Network (APTN)

Actua

AEFO

Alberta Teachers' Association

Amazon

AT&T

Bell

British Columbia Teachers' Federation

Canadian Heritage

Canadian Journal of Communications

Canadian Medical Association

Canadian Paediatric Society

Canadian School Libraries

Canadian Sociological Association

Canadian Teachers' Federation

CBC Kids

CCUNESCO

Centre for International Governance Innovation

Centre for Indigenous Innovation and Technology (CIIT)

Centre for Research and Education on Violence Against Women & Children

Child Safety Alliance

CIRA

Competition Bureau

Couleur.TV

DIY - Digitally Informed Youth

Durham Radio

Education and Early Childhood Development- Govt of New Brunswick

Elections BC

EverActive Alberta

Financial Consumer Agency of Canada

Get Cyber Safe

Google

Hackergal

Help Age Canada

Information and Privacy Commissioner of Ontario

International Handbook of Research in Digital Literacies contributors

Institute for Research on Digital Literacies-York U

Internet Technology Digital Sociology Cluster—CSA

Meta

MediaWise

MediaPlanet

NAMLE

National Campus and Community Radio Association

National Film Board of Canada (NFB)

New Brunswick Teachers' Association

Newfoundland and Labrador Teachers' Association

Nova Scotia Teachers Union

Ontario Digital Literacy and Access Network

Ofcom

Ontario English Catholic Teachers' Association

Ontario Ministry of Education

Ontario Secondary School Teachers' Federation

Prime Ministers Teachers Awards National Advisory Committee

Public Health Agency of Canada

Public Safety Canada

Rideau Hall Foundation / Governor General of Canada

ScienceUpFirst

SickKids

SIECCAN

Sinking Ship Entertainment

Stolen From Africa

TELUS Wise

TikTok

Today's Parent

Toronto Public Library

Toronto Metropolitan University

Transcare BC

UBC—Okanagan campus

Unfollow Transphobia

Wattpad

WITS

YouTube

York Region District School Board

YWCA Canada

Thank you!

A big thank you to everyone who helps us achieve our mission.

