

# Media Literacy Week **20** YEARS

Official Library Kit

October 27-31



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Canada's Centre  
for Digital Media  
Literacy

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## INTRODUCTION

### “Wait... What?”- About Media Literacy Week 2025

In an increasingly complex digital world, we often find ourselves asking, “*wait... what?*” Tools like AI or social media and challenges such as misinformation or online hate can seem difficult to navigate. This is why MediaSmarts’ **annual [Media Literacy Week](#)** is here to answer Canadians’ questions about being online in changing times.

Media Literacy Week is a national event hosted by [MediaSmarts](#) to promote digital media literacy, with activities and events taking place in classrooms, libraries, museums and community groups from coast to coast to coast. This year’s 20<sup>th</sup> anniversary edition takes place from October 27 to 31.

The event features [Digital Citizen Day](#) on October 29, an exciting initiative encouraging everyone to engage and share responsibly in our digital world.

Librarians play an important role in spreading the word about digital media literacy in Canada today! How will your library take part in Media Literacy Week and Digital Citizen Day 2025?

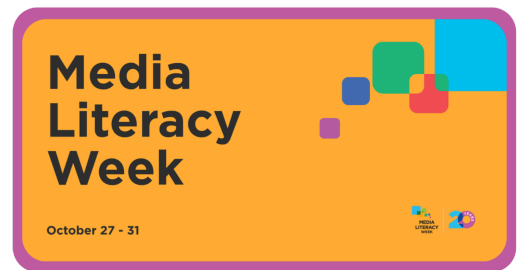


## ENGAGE ONLINE

Let's get the conversation going! Use our hashtag [#MediaLiteracyWeek](#) throughout the week to share how your library is participating in this year's Media Literacy Week. On October 29, use [#DigitalCitizenDay](#) to help spread positivity online!

### Graphics

Participate in Media Literacy Week and Digital Citizen Day with style! Click below to download logos, social media graphics, posters and other handy resources, with more on the way!



### **Media Literacy Week + Digital Citizen Day 2025 graphics**

### Sample posts for Media Literacy Week

Has a friend ever sent you something that made you think: "Wait... what?" 🤔 For the 20th annual [#MediaLiteracyWeek](#), we're partnering with [@MediaSmarts](#) to bring you the answers and help build a more informed digital community 🎉 Learn more: [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)



Excited to share that we're a [#MediaLiteracyWeek 2025](#) collaborator! 🎉 Our library is championing digital media literacy by [insert activity]. Join us in creating a more media-smart Canada. Learn more: [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)

Did you know that house hippos love peanut butter on toast? 🐘🥜🍞 If that made you think: "Wait... what?", you're on to something. This [#MediaLiteracyWeek](#), let's learn how to tell fact from fiction online! 🔍 [www.breakthefake.ca](http://www.breakthefake.ca)



## Sample posts for Digital Citizen Day

Own your online presence and make it positive! 📈 This #DigitalCitizenDay, let's learn to take steps to be responsible with our actions online. What do you do to make your online community a better place? [www.digitalcitizenday.ca](http://www.digitalcitizenday.ca)

Put your privacy and the privacy of others first! Today is the fourth annual #DigitalCitizenDay, and it's the perfect time to reflect on how you protect your information online. 🔒 Learn more: [www.digitalcitizenday.ca](http://www.digitalcitizenday.ca)

For more sample posts, refer to the [2025 Media Literacy Week and Digital Citizen Day promo kit](#).

## Sample newsletter text

### Media Literacy Week 2025: Learn, Engage, Connect

Has anything online ever made you think, "Wait... what?" Canada's 20<sup>th</sup> annual [Media Literacy Week](#), from **October 27-31**, is here to answer your questions about being online in changing times.

Hosted nationwide by [MediaSmarts](#), the week features free resources, accessible webinars and engaging [events](#) for all ages. It also includes [Digital Citizen Day](#) on **October 29**, which encourages Canadians to use online tools responsibly.

Visit [MediaLiteracyWeek.ca](http://MediaLiteracyWeek.ca) to discover how you and your community can take part!



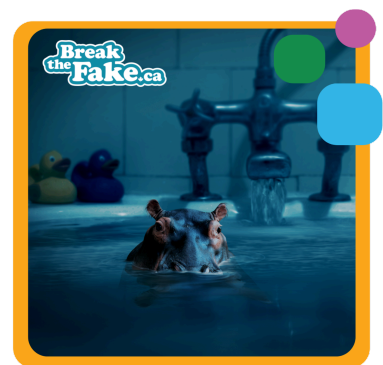
# CREATE LEARNING OPPORTUNITIES

## Featured workshops

Event planning is made simple by MediaSmarts' [ready-to-present workshops](#), which offer hands-on experiences teaching essential skills. Each workshop includes comprehensive materials such as slideshows, facilitator guides, and handouts.

### **Break the Fake**

How can you tell what's real online? This popular [workshop](#) empowers attendees to identify and challenge false information using four easy steps. It features the lovable house hippos, which have been teaching Canadians to think critically about media for over 25 years!



### **Audience: Tweens (11+) and adults**

Related resources:

- [Fact-checking tips and instructional videos](#)
  - [Printable posters and bookmarks](#)
  - [Break the Fake quiz \(animal theme\)](#)
  - [Break the Fake quiz \(news theme\)](#)
- 

### **DigitalSmarts**

A series of workshops designed to teach important everyday digital skills to a variety of demographics. It includes topics from online shopping to managing screen time

### **Audience: Teenagers (13+) and adults**



## **Respecting Yourself and Others Online** **Workshop**

Through a series of activities and presentations, participants gain strategies and knowledge that will help them *respect themselves*, *respect others* and *respect the space* when using social media.

**Audience: Tweens (11+) and Teenagers**



## **Tip sheets: Bite-sized learning**

Equip your community with a collection of expert-designed tip sheets providing valuable insights into digital media literacy topics. Explore these featured options:

- [Building your brand: Establishing a positive presence online](#)
- [Doing the right thing online](#)
- [Family guidelines for new tech devices](#)
- [Screen time and well-being](#)
- [Getting the goods ethically](#)

For a complete list of MediaSmarts tip sheets, [click here](#).

## **Printable activity sheets for kids**

Discover MediaSmarts' collection of activity sheets for kids and tweens. [Check out our fantastic printable activities here!](#)

**Featured activity:** [Spot the House Hippos](#) (ages 8-13). This printable activity sheet introduces basic media literacy skills and concepts and is suitable for use in homes, schools and libraries.



## Recommended books

One book can open the door to a world of digital media literacy programming! We've curated a list of books organized by grade to help jumpstart your Media Literacy Week plans, with helpful keywords to guide your choices.

### Pre-K to Grade 2

**[They All Saw a Cat](#)** by Brendan Wenzel  
Perspectives, imagery.

**[Selfie](#)** by Sandy Horsle  
Digital wellbeing, screen time, awareness

**[Facts Vs. Opinions Vs. Robots](#)** by Michael Rex  
Facts, tolerance, online interactions



### Grade 3-6

**[Better Connected: How Girls Are Using Social Media for Good](#)** by Tanya Lloyd Kyi & Julia Kyi  
Activism, social justice, media for good

**[Killer Underwear Invasion!: How to Spot Fake News, Disinformation & Conspiracy Theories](#)** by Elise Gravel

**[Can You Believe It?: How to Spot Fake News and Find the Facts](#)** by Joyce Grant and Kathleen Marcotte  
Fake news, fact-finding, journalism

**[You Got a Phone! \(Now Read This Book\)](#)** by Elizabeth Englander, PhD and Katharine Covino, PhD  
Cyberbullying, digital well-being, healthy communication



### Grade 6-9

**[Picture This: How Pictures Work](#)** by Molly Bang  
Visual perception, critical thinking, graphic design

**[Share Better and Stress Less: A Guide to Thinking Ecologically about Social Media](#)** by Whitney Phillips & Ryan Milner  
Information pollution, disinformation, digital citizenship



**[This is Your Brain on Stereotypes](#)** by Tanya Lloyd Kyi & Drew Shannon

Biases, respect online, discrimination

**[What the Fact?: Finding the Truth in All the Noise](#)**

by Dr. Seema Yasmin

Fact-finding, misinformation, navigating online news



## Teens & Adults

**[Verified: How to Think Straight, Get Duped Less, and Make Better Decisions about What to Believe Online](#)** by Mike Caulfield & Saul Wineburg

Reliable sources, fact-finding, information literacy

**[Unlocked: The Real Science of Screen Time \(and how to spend it better\)](#)** by Pete Etchells

Digital well-being, tech habits, screen addiction

**[You Are What You Watch](#)** by Walt Hickey

Media effects, impacts of entertainment

## Parents

**[The Mediatrixian's Guide: A Joyful Approach to Raising Healthy, Smart, Kind Kids in a Screen-Saturated World](#)** by

Michael Rich, MD, MPH & Teresa Baker

Digital well-being, awareness of online issues, parenting with technology

**[Behind Their Screens: What Teens Are Facing \(and Adults Are Missing\)](#)** by Emily Weinstein & Carry James

Digital parenting, sexting, conversations about online issues

## Additional programming ideas

Empower patrons of all ages to think critically and use online tools responsibly with these programming ideas.

**Book displays:** A curated selection of digital media literacy-focused titles gives your patrons ways to continue the learning at home. Get started with our recommended book list above.



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Enslaved

Enslaved was a white swan who lived in a pond near a small house. He was a very friendly swan and loved to swim and play. One day, he saw a bicycle parked on the grass near the house. He was curious and went over to look at it. The bicycle was old and rusty, but it was still in good shape. Enslaved was fascinated by the bicycle and spent a lot of time looking at it. He wanted to know how it worked and how it was used. He decided to ask the owner of the house about it. The owner was an old man who had lived in the house for many years. He told Enslaved that the bicycle was his and that he had used it for many years. He also told him that the bicycle was very important to him and that he would never let anyone else use it. Enslaved was sad to hear that and decided to leave the pond and go to live with the old man. He wanted to learn more about the bicycle and to be with the man who owned it. The old man was happy to have Enslaved and took care of him very well. He taught him how to swim and how to play. Enslaved was very happy and lived a good life with the old man. One day, the old man decided to go to the city to buy some new things. He left Enslaved alone in the pond. Enslaved was very sad and missed the old man. He decided to go to the city and find the old man. He swam for many days and finally reached the city. He looked for the old man everywhere but couldn't find him. He was very sad and decided to go back to the pond. He swam for many days and finally reached the pond. He was very happy to be back and decided to stay there for the rest of his life. He was a very happy swan and lived a good life.

**Active Reading Question**

When the swan Enslaved riding the bikes, what did they do with them?

A B C

**MORE**

The screenshot shows the Media Smarts website interface. At the top, the Media Smarts logo is on the left, and a search bar with the text 'Search site...' is on the right. Below the search bar are social media icons for Facebook, Twitter, YouTube, and Instagram. A navigation menu includes links for Home, Digital Media Literacy, Research and Evaluation, For Parents, Teacher Resources, Blog, and Get Involved. The main content area features a purple banner with the text: 'New research shows that short, educational videos help Canadians fact-check and avoid sharing misinformation.' Below this, there are icons for a magnifying glass and a checkmark. A large white arrow points from the text 'Read the report' to a thumbnail image of a report titled 'Motives and Methods: Building Resilience to Combat Misinformation in Canada.' The bottom of the page has a green navigation bar with icons and labels for 'Explore Resources' (Parents, Teachers, Students), 'Explore Resources' (Digital Literacy, Media Literacy, Critical Thinking), 'Explore Resources' (Media Literacy, Digital Literacy, Critical Thinking), and 'Explore Resources' (Media Literacy, Digital Literacy, Critical Thinking).

## MediaSmarts YouTube: On-demand learning

## About MediaSmarts

[MediaSmarts](#) is Canada's bilingual centre for digital media literacy. A registered charity, MediaSmarts has been conducting research, developing resources and advancing digital media literacy since 1996. Our vision is to empower people to engage with all forms of media confidently and critically.

## Contact info

Questions? Get in touch with us anytime at [mlw@mediasmarts.ca](mailto:mlw@mediasmarts.ca)



Join our [newsletter](#) to be the first to learn about new Media Literacy Week resources and updates.

