



Media Literacy Week **20** YEARS

Official Library Kit

October 27-31



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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 20th 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



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

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

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

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

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 20th 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 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 Caufield & 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 Mediatrix'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.



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



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

