



Media Literacy Week **20** YEARS

Official Promo Kit

October 27-31



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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 (MLW) 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.

Whether you’re a community organizer, educator or an engaged citizen, join us in spreading the word about the importance of digital media literacy and what it means to be a digital citizen in Canada today. *How will you take part in Media Literacy Week and Digital Citizen Day 2025?*

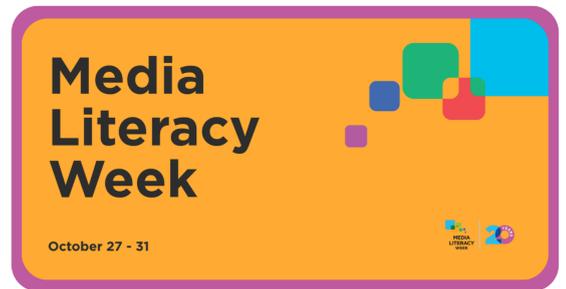
ENGAGE ONLINE

Let's get the conversation going! Use our hashtag [#MediaLiteracyWeek](#) throughout the week to share how you and your organization are 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

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

It's the 20th annual Media Literacy Week from October 27-31! 🎉 Stay tuned to @MediaSmarts and use #MediaLiteracyWeek to find relevant resources, exciting events, and countless learning opportunities. How are you celebrating? www.medialiteracyweek.ca

It's the 20th annual #MediaLiteracyWeek! I'm taking part by learning more about [a media or digital media issue that interests you – i.e. media and body image, diversity in media, online hate, etc.]. What media issues matter most to you? 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

We’re celebrating #MediaLiteracyWeek with our friends, the house hippos! 🐘 They’ve taught us that sharing false information without stopping to think “wait... what?” can have serious impacts. Find out how you can verify information at www.breakthefake.ca #BreaktheFake



What’s the reason for us partnering with @MediaSmarts to promote digital media literacy this #MediaLiteracyWeek? There are 15 of them! Learn more about the importance of being media-smart: <https://ow.ly/GSM050Wy2te>

Ever seen something online that made you think “wait... what?” 🤔 This #MediaLiteracyWeek, we’re learning that digital media literacy means more than reading – it’s about decoding media messages that shape our world. Find out more: <https://ow.ly/GSM050Wy2te>

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



For Educators

Who doesn't love free lesson plans? 📄 To celebrate #MediaLiteracyWeek with my students, I'm using the @MediaSmarts Teacher's Hub and its helpful resources. 💡 Check it out:

<https://mediasmarts.ca/mlw-teachers-hub>

It's #MediaLiteracyWeek! [Share what you're doing to integrate digital media literacy education into your classroom this week.] Let's build a media-smart generation! 📱 🧠 www.medialiteracyweek.ca

My students often find things online that make them say: "Wait... what?" 😞 Help them find the answers with #MediaLiteracyWeek resources, presented by @MediaSmarts.

<https://mediasmarts.ca/mlw-teachers-hub>

What digital media literacy skills do you feel your kids could benefit from learning? 💡 It's #MediaLiteracyWeek and I'm using the @MediaSmarts framework to learn about nine skill areas essential for my students: <https://ow.ly/nX3Y50Wy2He>

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

Sometimes, we see things online that make us say "wait... what?" 😞 This #DigitalCitizenDay, remember to find the answers and check before you share. Learn more here: www.digitalcitizenday.ca

Have you ever experienced or seen online hate? This #DigitalCitizenDay, learn how to report and push back against this harmful content. Together, we can build a more inclusive digital world! 🌍 ❤️ www.digitalcitizenday.ca



Small actions can make a big impact. If you see someone being cyberbullied or the recipient, reach out and help. Together, we can build a better digital world! 🌐 #DigitalCitizenDay
www.digitalcitizenday.ca

How do you practise respect online? This #DigitalCitizenDay, remember there's a real person behind the screen. Take some time to learn more ways to be a respectful digital citizen!
<https://mediasmarts.ca/digital-media-literacy/general-information/digital-media-literacy-fundamentals/what-digital-citizenship>

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!



MEDIA LITERACY WEEK FAQ

RESOURCES

Where can I find classroom resources and lesson plans?

Our [Teacher's Hub](#) is home to five days of free, curated lesson plans recommended for K-12 classrooms during MLW, including a selection of plug-and-play video lessons. Additionally, MediaSmarts' website offers [hundreds of free resources](#) for teachers to use at any time.

Where can I find MLW resources for parents and guardians?

For 2025, we've created [Parent Central](#) to help parents and guardians participate in MLW. This new page includes links to guides, tip sheets, hands-on activities and more.

How can I find, attend and host events?

In October, all public events are posted on the MLW [events page](#) with information on how to register. We will also share featured events and updates in our [Media Literacy Week news emails](#).

What other resources are available?

More resources can be found in the MLW [toolkit](#), including a kit for librarians and ready-to-present workshops.

COLLABORATORS

What is an MLW Collaborator?

An [MLW Collaborator](#) is an organization or individual actively participating in Media Literacy Week. Our Collaborators host events, create learning opportunities, launch their own relevant resources or programs, or simply spread the word within their communities.

How do I become an MLW Collaborator?

To become a Collaborator for Media Literacy Week 2025, simply fill [out the form](#) or contact us at mlw@mediasmarts.ca to let us know how you plan on participating. Visit the [Collaborators page](#) to learn more about getting involved.

I'm a teacher - how can I participate?

Educators can now sign up to become Media Literacy Week Collaborators. Please [fill out the form](#) and indicate that you're a K-12 teacher. For more on getting your classroom involved, visit the [Teacher's hub](#).

GENERAL

What is 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.

What is Media Literacy Week?

Media Literacy Week (MLW) is an annual event promoting digital media literacy across Canada, taking place each October. Schools, libraries, museums and community groups organize events and activities throughout the week.

What is Digital Citizen Day?

Digital Citizen Day (DCD) is an annual awareness-raising event encouraging everyone to engage and share responsibly in our digital world. [Learn more](#)

Contact info

Questions about how to get involved or how you can collaborate with us? 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.