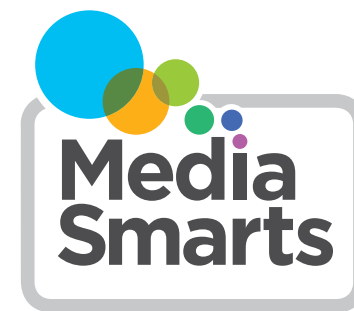




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**ANNUAL
REPORT
2025**

Why digital media literacy continues to matter more than ever

Dear friends and supporters,

This year, more than ever, Canadians turned to MediaSmarts for trusted guidance in a rapidly evolving media ecosystem that includes the digital world. As artificial intelligence, misinformation and online harms continued to influence how we live, learn and connect, it became increasingly clear: digital media literacy is an essential life skill for everyone.

In 2025, we created and updated **124 bilingual resources, reached more than 10,000 people through workshops and presentations, and supported over 2.6 million page views on our website.** Our expertise informed national and international policy discussions, with MediaSmarts contributing to the UK House of Lords Communications and Digital Committee's inquiry on media literacy and appearing before the House of Commons Standing Committee on Canadian Heritage to examine the impacts of social media on children and youth.

We also brought together leaders from the sector to advance a coordinated **National Digital Media Literacy Strategy for Canada**, recognizing that no single organization can meet this moment alone.

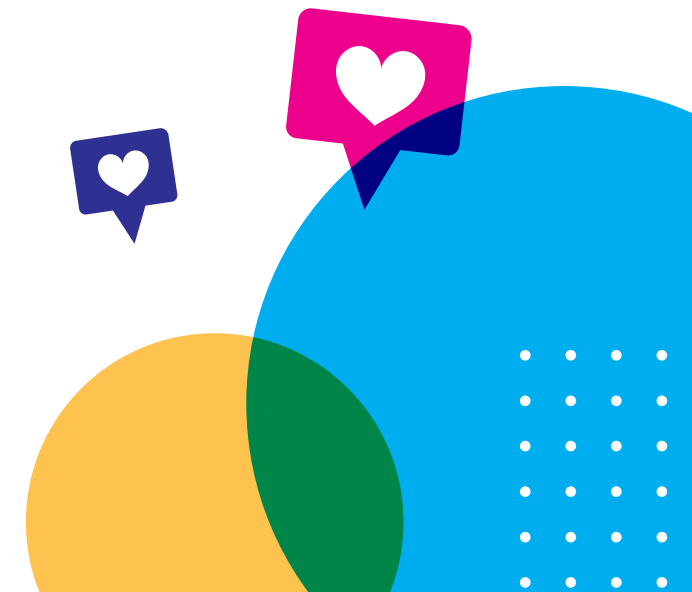
Our research continues to demonstrate that education makes a difference. Findings from our *Motives and Methods* study show that **digital media literacy education builds resilience to misinformation**, and our *Break the Fake* program is helping Canadians of all ages move from awareness to empowerment.

Through it all, we remain grounded in our mission: empowering people of all ages to engage with media confidently and critically. I am proud of our exceptional team and deeply grateful to our partners, funders and supporters whose commitment makes this work possible.

Together, we are helping build a future where every Canadian can participate confidently and critically in digital life.



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.

What We Do

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

124

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

2,100

key education contacts maintained across provincial/territorial ministries and municipal school boards

10,000+

people reached through over 100 workshops and presentations

2.6 million

page views of our free website resources

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

Building awareness

Website

Our website **MediaSmarts.ca** is home to thousands of free bilingual resources including lesson plans, games, videos, guides, self-guided workshops and tip sheets.

Used by over **756,000** people each year, with over **2.6 million** page views in 2025.

E-newsletter

8,000 subscribers including **2,100** key education contacts across provincial/territorial ministries and municipal school boards

Social media & video

We use our social media channels and online platforms to educate and share learning with folks where they are at.

52,000 followers across all social channels (↑ 18%)

16 million impressions across all social channels

18,000 likes, reactions, comments and shares

2,500 posts

229 videos published with over 16 million views



Building awareness

Media

Our experts conducted **215** media interviews

MediaSmarts had **460** mentions in media outlets across Canada

Some interview highlights:



CBC

Teaching teens media literacy in the age of AI



CTV

Letting your kids use AI chatbots? These are the risks, according to experts



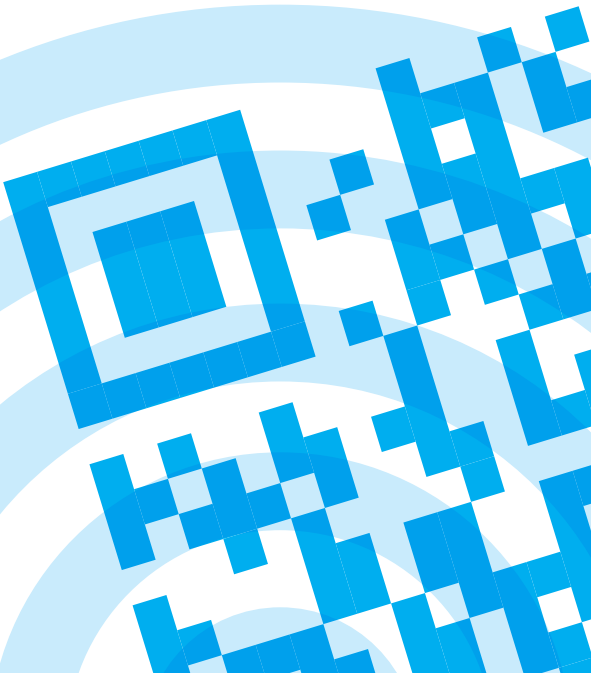
The Globe and Mail

Expert advice on keeping your kids safe in the digital world



The Globe and Mail

How digital citizenship can transform the internet into a better place for everyone



Building awareness

MediaSmarts Talks podcast

In 2025 we continued our video podcast Q&A series interviewing experts, content creators, educators and more from various fields related to digital media literacy.

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



Building awareness

Workshops and Presentations

We reached **10,000+** people through **over 100** workshops, events and presentations, reaching:

- parents and guardians
- Students
- educators
- older adults

“With so much information coming at us, I often feel like I need to go back to pen and paper and forget all about technology. Sessions like this helps build my confidence (...) Please keep offering these very helpful webinars.”

– Digital Skills for Older Adults workshop participant

online safety
AI literacy
digital well-being
digital citizenship
critical thinking
misinformation
online hate



Building awareness

20th Annual Media Literacy Week + Digital Citizen Day 2025

Our 20th annual Media Literacy Week (MLW) was our biggest yet, with a record **200+ collaborating organizations** running activities including **60+ events**.

We also celebrated **Digital Citizen Day** on October 29, with **20+ partners** and creators producing original videos and sharing messages about responsible digital citizenship.

Media Literacy Week and Digital Citizen Day generated over **40 million** impressions, reaching nearly **7 million** people.



Media Literacy Week is run with the patronage of the Canadian Commission for UNESCO ([CCUNESCO](#)) and sponsored by [Bell](#), [Google](#), [Meta](#), [TELUS Wise](#), [TikTok Canada](#), and [YouTube](#), with support from teacher associations across Canada.

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



Building awareness

“Building the skills to critically assess the media and information we encounter is essential to safeguarding the very foundations of our society and ensuring the next generation of Canadians is equipped to navigate the online world safely. I invite everyone to explore MediaSmarts activities and to reflect critically on the information they consume and the digital media they access every day. ”

- Honourable Steven Guilbeault,
former Minister of Canadian Identity and Culture and Minister
responsible for Official Languages

Every year, we check off the digital citizenship box—we talk about passwords, privacy and plagiarism.

But when was the last time we taught kids how to think, feel and act online?

So, here's the truth: digital citizenship isn't a checklist ... It's empathy in a comment section. It's pausing before you post ... It's about intentional participation not just passive scrolling. That's why I'm part of Digital Citizen Day, October 29th, 2025. A day for teachers, parents, students, to rethink of how we use our voices online. Join me and let's make the internet a space we'd actually be proud to pass on.

- Margaret Fong,
Teacher and content creator @mycalltoteach



Building awareness

National Digital Media Literacy Strategy Event

MediaSmarts and Digital Public Square co-hosted a national convening on October 22 at the Munk School (University of Toronto). Supported by Canadian Heritage, the event brought together 25 leaders from education, government, civil society, research and community sectors to explore the urgent need for a coordinated National Digital Media Literacy Strategy.

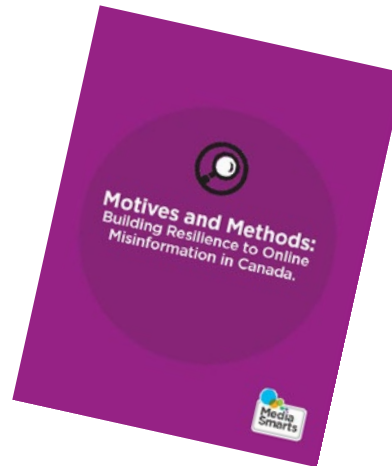


Research & evaluation

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

Study proves digital media literacy education works

MediaSmarts' [Motives and Methods](#) national research report surveyed **5,000 Canadians** and found that targeted **digital media literacy education**, including MediaSmarts' own *Break the Fake* videos, **effectively builds knowledge and prompts people to pause, verify and think critically before sharing content.**



Publication

Committing (to) Digital Sociology: Opportunities and Challenges for Graduate Students and Early Career Researchers. Canadian Review of Sociology. 01-7

<https://doi.org/10.1111/cars.70008>

Presentations & Conferences

MediaSmarts contributed to national and international research and policy conversations through 10 presentations and roundtables with organizations including:

- The Canadian Radio-television and Telecommunications Commission (CRTC)
- The Organisation for Economic Co-operation and Development (OECD);
- Ofcom;
- Financial Consumer Agency of Canada (FCAC); and
- Other leading academic and sector conferences.

New resources & programs

124 resources created or updated

Highlights from new resources launched:



**Ontario Digital Media
Literacy Textbooks**



**Close Reading Media
Across the Curriculum**
Suite of Educator Resources



Building Digital Balance:
A Family Guide to Google's
Safety and Well-Being Tools



**Managing Media at
Every Age:** Tips for
Parents and Caregivers



**Building Better
Tech Habits Workshop**



**Break the Fake News
Quiz Update**



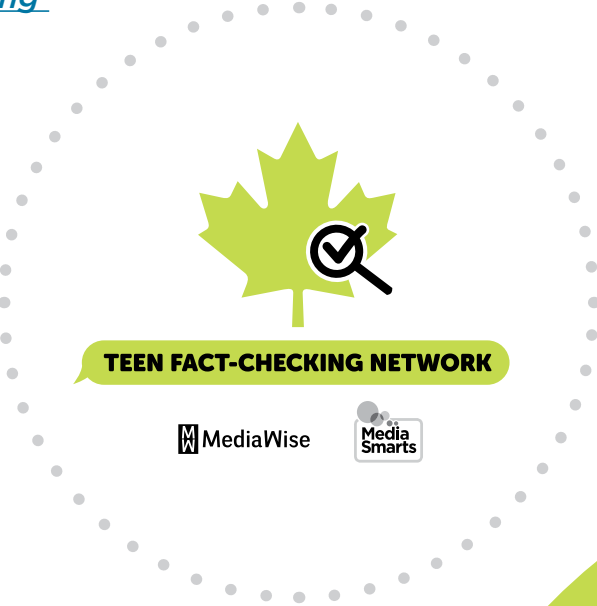
**Break the Fake Animals
Quiz Update**

New resources & programs

Teen Fact-Checking Network in Canada

In this second year of the [Teen Fact-Checking Network](#) program in partnership with MediaWise, we published **35 videos** across MediaSmarts/HabiloMédias social media channels, resulting in over **5.5 million views**.

The fact-checking videos created by youth in the program help other teens learn how to verify information, covering topics related to health, politics, the economy, pop culture, food and more.



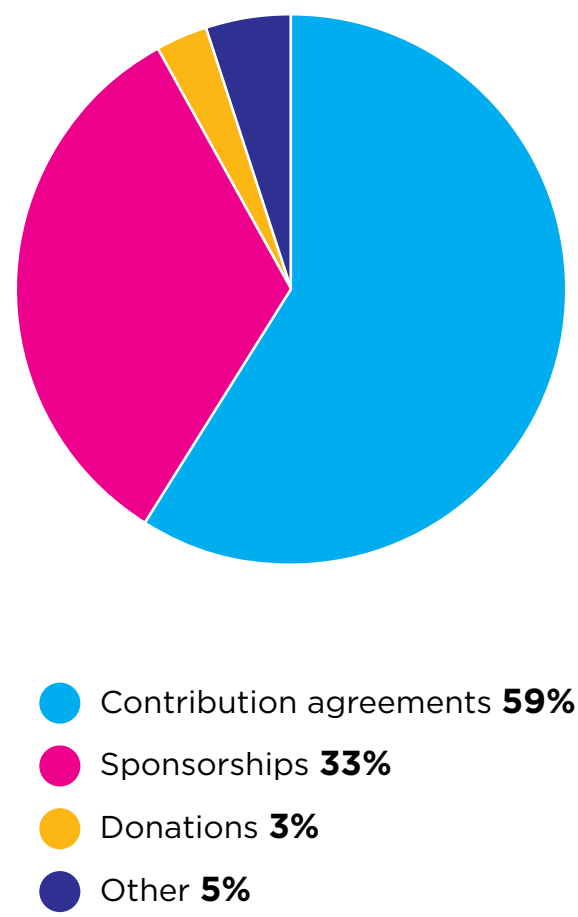
I learned about the importance of ensuring you are sharing reliable information, and how to confirm the information you are sharing is reliable. In an age of misinformation, being part of the Teen Fact-Checking network has equipped me with the tools I need to help stop the spread of misinformation.

— Teen Fact-Checking Network participant

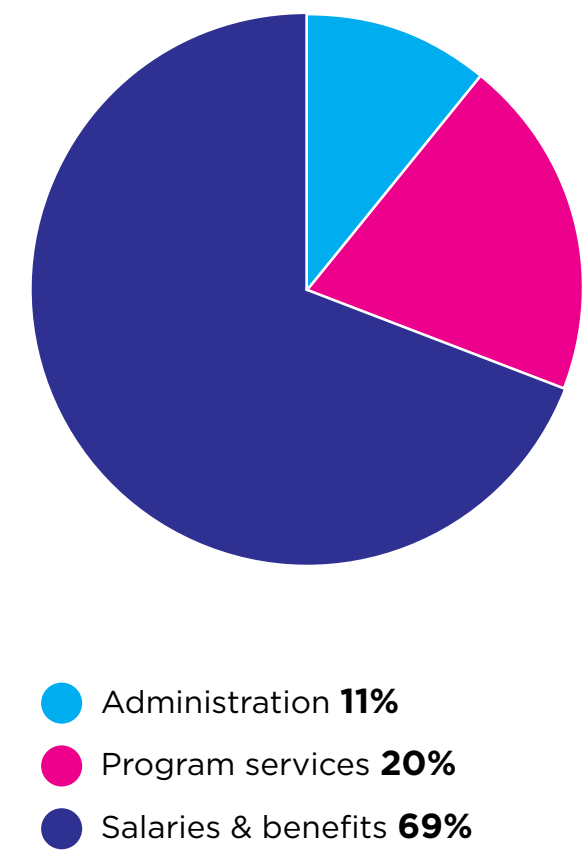


Financials

Revenues



Expenditures



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.



2025 Corporate Partners



MediaSmarts is a non-partisan registered charity that has always relied on funding from multiple sources including government, corporate partners and other projects. None of our funders exert influence on any aspect of our work. Read more [here](#).

Partners

MediaSmarts works alongside community partners to advance digital media literacy across Canada. Through these collaborations, we are able to expand our reach, strengthen our impact and empower people of all ages with the skills they need to participate fully and responsibly in the digital world.

Community Partners

[Aboriginal Peoples Television Network \(APTN\)](#)

Alberta Teachers' Association

[L'Association des enseignantes et des enseignants franco-ontariens \(AEFO\)](#)

Bell

[Boys and Girls Club of Canada](#)

British Columbia Teachers' Federation

[Canadian Heritage](#)

Canadian Institutes of Health Research (CIHR)

[Canadian Journalism Foundation](#)

Canadian Network for the Prevention of Elder Abuse

[Canadian Nurses Association](#)

Canadian Sociological Association

[Canadian Teachers' Federation](#)

CBC Kids

[CCUNESCO](#)

[Centre for Indigenous Innovation and Technology \(CIIT\)](#)

Centre for Research and Education on Violence Against Women & Children

[Competition Bureau](#)

Couleur.TV

[Digital Public Square \(DPS\)](#)

DIY - Digitally Informed Youth

[Durham Radio](#)

Education and Early Childhood Development- Govt of New Brunswick

[Elder Abuse Prevention Ontario](#)

Elementary Teachers' Federation of Ontario

[ÉquiLibre](#)

Financial Consumer Agency of Canada

[Get Cyber Safe](#)

Girl Guides of Canada

[Google](#)

Help Age Canada

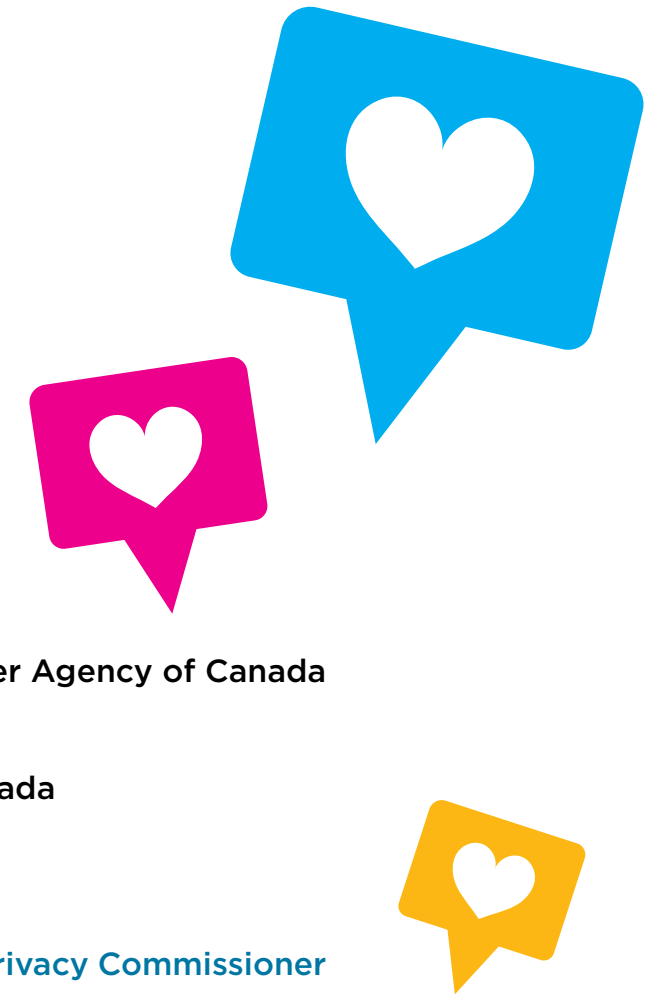
[Information and Privacy Commissioner of Ontario](#)

Institute for Research on Digital Literacies-York University

[International Handbook of Research in Digital Literacies contributors](#)

Internet Technology Digital Sociology Cluster - CSA

[Jack.org](#)



Partners

MediaWise

Meta

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

Ofcom

Ontario Digital Literacy and Access
Network

Ontario English Catholic Teachers'
Association

Ontario Ministry of Education

Ottawa Public Library

Parents partenaires en éducation (PPE)

Prime Ministers Teachers Awards
National Advisory Committee

Public Health Agency of Canada

Public Safety Canada

RALLY

RCMP

Rebel Mamas

Rideau Hall Foundation / Governor
General of Canada

School Mental Health Ontario

ScienceUpFirst

Sex Information & Education Council of
Canada (SIECCAN)

Snapchat

Students Commission of Canada

TELUS Wise

TikTok

Today's Parent

Toronto Public Library

Transcare BC

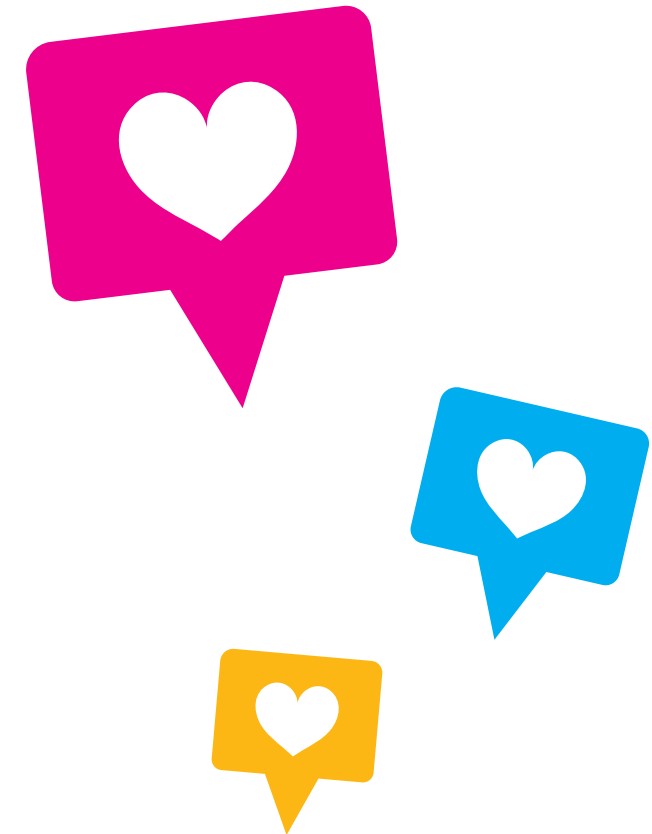
University of Ottawa

YMCA Ignite

Youth Challenge International

YouthSpeak

YouTube



Thank you!

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

