

A decorative graphic in the top right corner consisting of several colored squares: a large blue square, a medium orange square, a small blue square, and a medium green square.

# Media Literacy Week

Official Promo Kit

**October 26-30**



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## INTRODUCTION

### About Media Literacy Week 2026

From misinformation to AI, today's digital world gives us more to question than ever. [Media Literacy Week](#) helps communities across Canada build the skills to recognize misinformation, understand AI-generated content and make informed choices online.

Media Literacy Week (MLW) is a national initiative hosted by MediaSmarts, with activities, workshops, resources and conversations taking place in classrooms, libraries, museums, community organizations and online spaces from coast to coast to coast. Media Literacy Week 2026 takes place from **October 26 to 30**.

Whether you are looking to host an event, lead a workshop, share resources or participate online, there are many ways to get involved and support digital media literacy in your community.

### Digital Citizen Day 2026

[Digital Citizen Day](#) takes place on **Wednesday, October 28**, during Media Literacy Week. It encourages people to reflect on how we participate, share and support one another online, and how small actions can help make digital spaces more positive, respectful and informed.

### AI Literacy Day 2027: Continue the Learning

Canada's first AI Literacy Day took place on March 27, 2026, bringing classrooms and communities together to explore how artificial intelligence works, how it shapes online experiences and how people can engage with it critically and responsibly.

The next AI Literacy Day will take place on **March 5, 2027**. Explore MediaSmarts' free bilingual AI literacy [resources](#) and keep an eye out for more information about upcoming activities and ways to participate.

## HOW TO PARTICIPATE

### Not sure how to participate? Start here!

Whether you have five minutes, one class period or a full event planned, there are many ways to take part in Canada's Media Literacy Week.

| Quick ways to participate                                                           | Simple activities                                             | Larger initiatives                                   |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------|
| Share a social post                                                                 | Host a classroom discussion                                   | Organize a webinar or panel                          |
| Use a newsletter blurb                                                              | Create a library/resource display                             | Host a workshop                                      |
| Print and share a poster                                                            | Share a resource roundup                                      | Launch a community campaign                          |
| Share one way to be a better digital citizen on social media for #DigitalCitizenDay | Run a short activity and share a photo of it with MediaSmarts | Partner with another organization to run an activity |

### Submitting an event, resource or campaign content?

Use our Collaborator Submission Checklist before sending your materials. It will help you confirm that important details such as the title, description, date and time, public link, contact information, visuals and accessibility information are complete and ready to share.

Download the [Media Literacy Week Collaborator Submission Checklist](#)

To be considered for promotion in the MediaSmarts newsletter or on social media, please send your materials by **October 1, 2026**. Collaborator registration remains open after this date.

## 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 28, 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 2026 graphics

### Sample posts for Media Literacy Week

Excited to share that we're a #MediaLiteracyWeek 2026 collaborator! 🎉 Our organization is supporting digital media literacy through *[insert activity]*. Join us from October 26 to 30 as communities across Canada explore misinformation, AI and digital citizenship.  
[www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)

It's the 21st annual Media Literacy Week from October 26-30! 🎉 Follow @MediaSmarts and use #MediaLiteracyWeek to discover resources, events and learning opportunities across Canada. How are you taking part? [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)

Is it real? Is it AI? Is it reliable? 🤖🔍 This #MediaLiteracyWeek, we're building the skills to recognize misinformation, understand AI-generated content and make informed choices online.  
[www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)

## Memes, trends and what fills our feeds

Why is everyone saying “6 7”? Or has the trend already moved on?

🤔 6 7 Online jokes can spread faster than their meaning. This #MediaLiteracyWeek, explore where memes come from, how they change and why some trends take over our feeds. 📱 🔍



Quarter zip on, matcha in hand. 🧥 🍵 What turns an everyday outfit into an online identity? This #MediaLiteracyWeek, think about how trends influence belonging, lifestyle and the way we present ourselves online.

Fruit weddings, vegetable drama and AI characters with endless storylines? 🍓 🥦 💍 🤖 This #MediaLiteracyWeek, take a closer look at why surreal AI-generated videos are so hard to scroll past—and how algorithms keep serving us more. 📱 🔁

The House Hippo taught us to question what we see. Today, viral animals like Punch the monkey are still taking over our feeds. 🐒 🐒 📺 This #MediaLiteracyWeek, enjoy the post, but remember to check the context before sharing. 🔍

Ever seen a celebrity clip that looked real—but wasn't? 👁️ 🤖 AI-generated and edited videos can turn parody into something surprisingly convincing. This #MediaLiteracyWeek, check the source, look for the original and pause before you share.

**Trends change quickly!** Feel free to adapt these posts using a meme, phrase or online trend that is relevant to your audience.

## For Educators

Who doesn't love free lesson plans? 📖 To celebrate #MediaLiteracyWeek, I'm using the @MediaSmarts Teachers' Hub to help students think critically about AI, misinformation and the media they encounter every day. <https://mediasmarts.ca/mlw-teachers-hub>

It's #MediaLiteracyWeek! 🎉 This week, my students are learning to question, verify and think critically about what they see online. [Share your classroom activity.] [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca)

AI-generated images, videos and answers can look convincing—even when they're wrong. 🤖🔍 This #MediaLiteracyWeek, help students ask better questions about what they see and share online. <https://mediasmarts.ca/mlw-teachers-hub>

What digital media literacy skills could your students benefit from strengthening? 💡 This #MediaLiteracyWeek, explore the @MediaSmarts Digital Media Literacy Framework and its nine essential skill areas for helping students navigate today's digital world with confidence and critical thinking: <https://ow.ly/nX3Y50Wy2He>

## Sample posts for Digital Citizen Day

Small actions can make a big difference. 🌍❤️ This #DigitalCitizenDay, share one way you help make digital spaces more positive, respectful and informed. Learn more: [www.digitalcitizenday.ca](http://www.digitalcitizenday.ca)

Before you share, pause and check. 🤔🔍 This #DigitalCitizenDay, let's help build online spaces where accuracy, empathy and respect matter. Learn more: [www.digitalcitizenday.ca](http://www.digitalcitizenday.ca)

How do you support others online? 💬❤️ Whether you check in with someone, challenge misinformation or think before posting, every action helps build a better digital world. #DigitalCitizenDay

There's a real person behind every screen. 📱💛 This #DigitalCitizenDay, take a moment to reflect on how you communicate, respond and participate online. Learn more: [www.digitalcitizenday.ca](http://www.digitalcitizenday.ca)

What is one thing you do to make digital spaces better? ✨ Share it on October 28 using #DigitalCitizenDay and join the conversation: [www.digitalcitizenday.ca](http://www.digitalcitizenday.ca)

Respect online starts with how we speak, share and respond. 💻🤝 This #DigitalCitizenDay, explore what it means to be a thoughtful and responsible digital citizen: <https://mediasmarts.ca/digital-media-literacy/general-information/digital-media-literacy-fundamentals/what-digital-citizenship>

## Create a video for Digital Citizen Day

Help make our online world a better place by recording a short video for Digital Citizen Day. Choose a prompt, share your perspective and post your video using **#DigitalCitizenDay**.

[View the Digital Citizen Day Video Brief](#)

## Sample newsletter text

### Media Literacy Week 2026: Learn, Engage, Connect

[Media Literacy Week](#) 2026 takes place from October 26 to 30. Hosted nationwide by [MediaSmarts](#), the week brings together schools, libraries, community organizations and individuals through free resources, activities and [events](#) promoting digital media literacy.

From misinformation and artificial intelligence to online trust and digital citizenship, Media Literacy Week helps people build the skills to think critically and make informed choices online.

This week also includes [Digital Citizen Day](#) on Wednesday, October 28, which encourages Canadians to reflect on how we participate, share and support one another in digital spaces.

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

## ACCESSIBILITY AND SUPPORT

### Helping everyone take part in Media Literacy Week

Media Literacy Week is about making digital media literacy accessible to communities across Canada. A few simple steps can help more people engage with your posts, events and resources, whether they are reading a newsletter, attending an event, viewing a graphic or following along online.

MediaSmarts is here to support collaborators throughout the process and can help review key details, answer questions and share guidance as you prepare your Media Literacy Week activity.

### HELPFUL ACCESSIBILITY REMINDERS

| When sharing content                                                              | When submitting an event or resource                                               |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <input type="checkbox"/> Add alt text or a short image description to graphics    | <input type="checkbox"/> Include a clear title and short description (50 words)    |
| <input type="checkbox"/> Use clear, descriptive link text                         | <input type="checkbox"/> Include date, time, time zone and format                  |
| <input type="checkbox"/> Make sure key details are not only shown inside an image | <input type="checkbox"/> Share any accessibility details, if available             |
| <input type="checkbox"/> Use plain language where possible                        | <input type="checkbox"/> Let us know if you need support preparing your submission |

### Need support?

MediaSmarts is happy to help answer questions and guide you through the process.

## MEDIA LITERACY WEEK FAQ

### RESOURCES

#### Where can I find classroom resources and lesson plans?

Our [Teachers' 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?

[Parent Central](#) offers guides, tip sheets, hands-on activities and practical resources to help parents and guardians support digital media literacy at home.

#### 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 a ready-to-present workshop.

### 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 2026, simply fill [out the form](#) or contact us at [mlw@mediasmarts.ca](mailto: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 [Teachers' 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 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 is an annual awareness-raising event encouraging everyone to engage and share responsibly in our digital world.

## What is AI Literacy Day?

AI Literacy Day is a national initiative led by MediaSmarts in March that helps people of all ages understand how artificial intelligence works, how it shapes online experiences and how to engage with AI critically and responsibly. Sign up for [our newsletter](#) or [contact us](#) to stay up to date on AI Literacy Day, taking place **March 5, 2027**.

## 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](mailto:mlw@mediasmarts.ca).



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