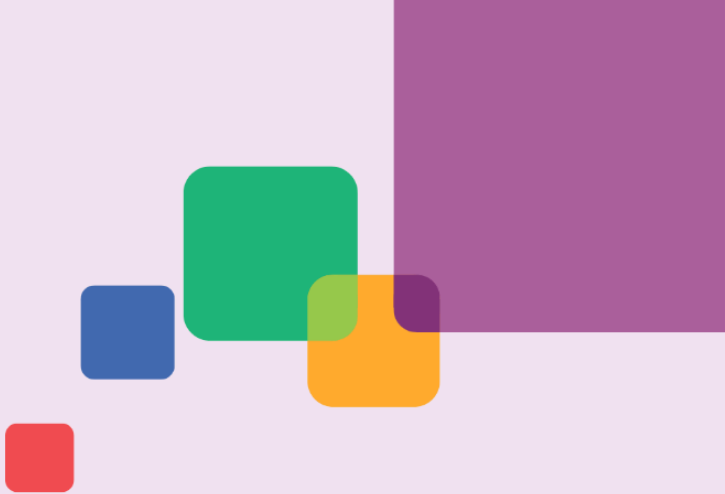




Media Literacy Week

Official Library Kit

October 26-30



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Canada's Centre for
Digital Media Literacy

Version [française](#)

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 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**.

Libraries play an important role in helping people access, evaluate and understand information. Whether your library hosts an event, creates a book display, shares resources or leads a community conversation, there are many ways to take part.

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 LIBRARIES CAN PARTICIPATE

Not sure how to participate? Start here!

Whether you have five minutes, a drop-in activity or a full event planned, there are many ways for your library to take part.

Quick ways to participate	Simple library activities	Larger initiatives
Share a social post	Create a book or resource display	Host a workshop
Include a newsletter blurb	Set up a resource table	Organize a speaker event
Print and display a poster	Share photos of your activities with MediaSmarts	Host a webinar or panel
Share an action for #DigitalCitizenDay	Run a fact-checking activity	Partner with a local organization

Planning a library activity or sharing a resource?

Use our Collaborator Submission Checklist before sending information about your library's event, display, workshop, resource or campaign content. The checklist will help ensure that MediaSmarts has the details needed to accurately promote your participation.

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 your library is 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

We're proud to be a #MediaLiteracyWeek 2026 collaborator! 📖 Our library is helping patrons explore misinformation, AI, online trust and digital citizenship through [insert activity]. Join us from October 26–30: www.medialiteracyweek.ca

Libraries help communities find reliable information and ask better questions. 📖🔍 This #MediaLiteracyWeek, visit us to explore books and resources that can help you pause, question and verify before sharing. www.medialiteracyweek.ca

Is it real? Is it AI? Is it reliable? 🤖📖 This #MediaLiteracyWeek, explore our display of books and resources about misinformation, artificial intelligence and navigating today's digital world. www.medialiteracyweek.ca

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

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

What is one thing you do to make digital spaces better? ✨ Share it on October 28 using #DigitalCitizenDay: www.digitalcitizenday.ca

For more sample posts, refer to the [2026 Media Literacy Week and Digital Citizen Day promo kit](#).

Invite your community to create a Digital Citizen Day video

Libraries can share the Digital Citizen Day Video Brief with staff, patrons and community partners who would like to record a short video about building a better online world.

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

Sample newsletter text

Media Literacy Week 2026 at [Library Name]

[Media Literacy Week](#) takes place from **October 26 to 30, 2026**. Join [Library Name] and communities across Canada in exploring digital media literacy through books, resources, activities and conversations about misinformation, AI, online trust and digital citizenship.

The week also includes [Digital Citizen Day](#) on **Wednesday, October 28**, which encourages people to reflect on how we participate, share and support one another online.

Visit [library link] or MediaLiteracyWeek.ca to learn more.



CREATE LEARNING OPPORTUNITIES

Featured workshop

Event planning is made simple with MediaSmarts' ready-to-present **Break the Fake** workshop. It provides a slideshow, facilitator guide 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 \(news theme\)](#)

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

What's the best way to fact-check? Through books, of course!

Books help readers slow down, examine context and compare different perspectives, which are important habits for evaluating information online. Use the recommendations below to create displays, discussions and activities about misinformation, journalism, AI, digital citizenship and critical thinking.

Did you know? Some books now include a “No AI” mark

As conversations about artificial intelligence grow, some publishers are beginning to use “No AI” marks or similar notices to indicate that generative AI was not used in creating a book. These labels can spark conversations about creativity, authorship, copyright and transparency in publishing.



Pre-K to Grade 2

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

[Fake Gnus](#) by Leslie Helakoski
Fake news, reliable sources, critical thinking, AI awareness

Selfie by Sandy Horsley
Digital wellbeing, screen time, awareness

They All Saw a Cat by Brendan Wenzel
Perspectives, imagery

Grade 3 to 6

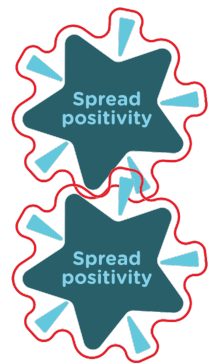
Better Connected: How Girls Are Using Social Media for Good by
Tanya Lloyd Kyi & Julia Kyi
Activism, social justice, media for good

Burst Your Bubble!: Outsmart the Algorithms and See What You're Missing by Joyce Grant and Jan Dolby
AI, misinformation

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

The Marysburgh Vortex: Jack Wenland, Time Guardian by
Trevor Newland
Robots, drones, technology

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

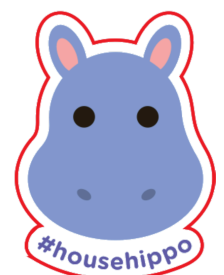


Grade 6 to 9

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

Algospeak by Adam Aleksic

Algorithms, AI

Hoodwinked by Mara Einstein

Advertising, critical thinking

You Are What You Watch by Walt Hickey

Media effects, impacts of entertainment

Parents

Autonomy Supportive Parenting by Emily Edlynn

Digital parenting, digital well-being, conversations about online issues

Hello Cruel World by Melinda Wenner Moyer

Digital parenting, cyberbullying, conversations about online issues

How to Talk to Your Son About Fascism by Craig A. Johnson

Gender, online hate

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.

Story strolls: Promoting family conversations and active living, story strolls consist of laminated



picture book pages spread around your library or wider community.

Video displays: Enhance your library's atmosphere during Media Literacy Week by setting up engaging video displays. Free video series are available on the official MediaSmarts [YouTube channel](#).

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. MediaSmarts is here to answer questions and support collaborators throughout the process.

HELPFUL ACCESSIBILITY REMINDERS

When promoting content	When hosting an activity
☐ Add alt text to graphics	☐ State whether the event is in-person, virtual or hybrid
☐ Use descriptive links	☐ Include venue accessibility information where available
☐ Use plain language	☐ Provide captions or transcripts for videos
☐ Do not place essential details only in images	☐ Offer large-print materials where possible
☐ Check dates and links	☐ Invite participants to request accommodations

Need support?

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

MORE RESOURCES

MediaSmarts' website: Everything you need in one place

Visit the [MediaSmarts website](#) to explore a wide range of resources, including educational games, lesson plans, and materials to integrate into your library's programming.

MediaSmarts YouTube: On-demand learning

Don't forget to check out the [MediaSmarts YouTube channel](#). Dive into a comprehensive collection of videos, with topics such as [Digital Citizenship](#), [Digital Literacy 101](#), and so much more!

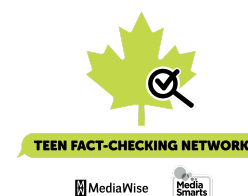
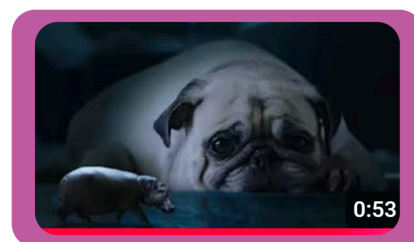
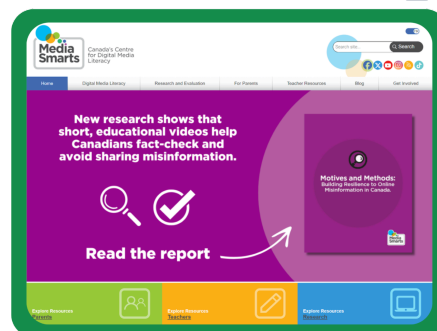
MediaSmarts Instagram: Follow the conversation

Stay up to date with frequent posts, digital media literacy tips, campaign updates and timely content inspired by online trends. Follow [MediaSmarts on Instagram](#) so you do not miss new resources, videos or opportunities to participate.

Teen Fact-Checking Network: By teens, for teens

Looking for inspiration or interested in taking part? The [Teen Fact-Checking Network](#) shares short videos created by young people who investigate viral claims, online trends and misinformation, then explain how they checked the facts.

Libraries can share these videos with teen patrons, use them in displays or discussions, or draw inspiration for youth-led fact-checking activities. Follow MediaSmarts on [Instagram](#), [TikTok](#) and other social platforms to watch new videos and keep up with future opportunities to get involved.



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 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.