



# Media Literacy Week 2021

## October 25-30

Whether you're joining us online or in person, become a Collaborator and help us celebrate digital and media literacy



**Media Literacy Week** is an annual national campaign brought to you by MediaSmarts, with the support of the Canadian Teachers Federation, to promote digital and media literacy, with activities and events hosted by classrooms, libraries, museums and community groups from coast to coast to coast.

In 2021, we're celebrating each of the first five days of Media Literacy Week by highlighting one of five media literacy themes: **use, understand, engage, access** and **verify**.

## USE

Using media tools  
effectively and  
responsibly

## UNDERSTAND

Critically analyzing  
and evaluating  
media

## ENGAGE

Making and using  
media to express  
yourself and  
participate in  
your communities

## ACCESS

Safely and ethically  
finding and  
navigating media

## VERIFY

Finding out if online  
content is accurate  
and reliable

Whether you want to host an online event or simply help spread the word about the media literacy skills that matter most to you, we want to add you to our list of Collaborators!

In 2020, [80+ collaborating organizations](#) took part in activities promoting digital and media literacy and put on a wide variety of events including virtual escape rooms, workshops and webinars.

### How to get involved:

#### Host or support an online event

Involve your community by hosting an in-person or online event, such as a livestreamed workshop, Twitter chat, Zoom conference or Q&A.

#### Create learning opportunities

Use the free workshops, lesson plans, activities and videos available on [MediaSmarts.ca](https://www.mediasmarts.ca) in your programming throughout the week.

#### Launch a resource or program

Leverage Media Literacy Week and **#MediaLitWk** on social media to make your project part of the conversation.

#### Spread the word

Use **#MediaLitWk** on social media and spread the word about the importance of the media and digital literacy issues that matter most to you.

Get in touch with us at [mlw@mediasmarts.ca](mailto:mlw@mediasmarts.ca) to be added to our Collaborator list – we'll promote your activities through our website, social media channels and newsletters.

[Visit medialiteracyweek.ca](https://www.medialiteracyweek.ca)



MediaSmarts is Canada's not-for-profit centre for digital and media literacy.



The Canadian Teachers' Federation (CTF) is a non-profit organization representing over 273,000 teachers across Canada.