



# Annual Report 2017



We championed digital and media literacy in Canada



## Our impact

PROVIDED CANADIANS FREE ONLINE RESOURCES:

249,532

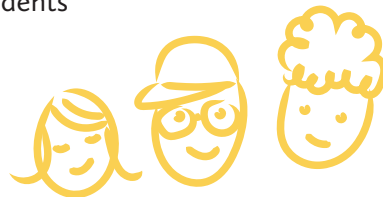
lessons and resources downloaded from mediasmarts.ca



LICENSED DIGITAL LITERACY PROGRAMS TO SCHOOLS ACROSS THE COUNTRY:

One million

students



Licences with 6 provincial ministries of education

3,000

schools covering every province and territory

### WE SHARED OUR EXPERTISE

With program partners:

- University of Toronto
- eQuality
- Information and Communications Technology Council
- PREVNet
- UNESCO Global Alliance for Partnerships on Media and Information Literacy

At conferences and consultations:

More than 2,000 people reached

- Facebook
- Twitter
- University of Waterloo
- Girl Guides of Canada
- Canadian Paediatric Society
- TELUS
- Bell

With media:

122

interviews with major outlets including CBC, CTV, Radio-Canada, Global News, The Canadian Press, Toronto Star, La Presse, The Wall Street Journal and The Globe and Mail







We expanded knowledge through ground-breaking research

**TO SHARE OR NOT TO SHARE: HOW TEENS MAKE PRIVACY DECISIONS ABOUT PHOTOS ON SOCIAL MEDIA**

Building on the privacy findings from our *Young Canadians in a Wired World* research, this qualitative study of youth ages 13 to 16 examines the reasoning that teens apply when deciding to share photos of themselves or other people on social media.

**“THE RULES” OF PHOTO SHARING ACCORDING TO CANADIAN TEENS**

- Be social
- Look good
- Look candid, but don't be candid
- Be personal, but not revealing
- Be consistent
- Don't post anything compromising

**PRIVACY STRATEGIES**

- Select audiences
- Select platforms
- Select accounts
- Limit screenshots
- Negotiate consent
- Delete photos

**IN THEIR OWN WORDS**

“Most people post photos to make it look good. The photo should look good, or your life should look good, or you should look good.”  
- MARGARET, FEMALE, 15

“You don't want to have an Instagram page with just photos of you. You also want to have, like, photos of your friends to show people that you have friends.” - NICO, MALE, 13

“Putting something on social media, it's literally like scarred into our head that it will follow you forever.”  
- SUYIN, FEMALE, 15

“Snapchat is more 'casual' than Instagram... because Snapchat what you usually see is like not so much like nice fancy pictures. It's more like your friends just hanging out being themselves.” - SEAN, MALE, 14



We supported  
parents, teachers  
and youth with  
new resources

***A Guide for Trusted Adults*** – for teachers and parents based on YWCA’s consultation with Canadian girls and young women about the issues they face online and the ways they want the adults in their lives to support them

***Digital Citizenship Guide for Parents*** – to prepare parents for the conversations they should have with their children when they first start using digital devices

***Four Tips for Managing Your Kids’ Screen Time*** – for parents based on the Canadian Paediatric Society’s guidelines, which were developed in consultation with MediaSmarts

***Getting the Most Out of Video Games*** – for parents with information on video game ratings, ways to pick good video games for children, tools for avoiding unexpected charges, and tips for managing video games in the home

***Talk Back! How to Take Action on Media Issues*** – to introduce parents to the organizations that oversee Canadian media, the codes of conduct that cover children, and steps they can take to voice their concerns

***TELUS WISE Ambassador Impact! Program*** – to help TELUS Wise volunteers deliver the *Impact!* bullying intervention program in local schools

***The Parent Network: Social Media and Your Kids Videos*** – on privacy and excessive use to help families navigate the social landscape online

***Where’s the Line?*** – lesson plan for school resource officers produced with the support of the RCMP



We launched national digital literacy programs for Canadians of all ages



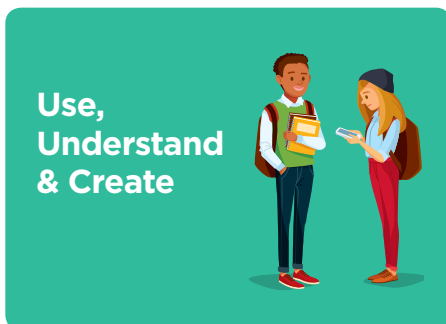
## REALITY CHECK A 2-Year Digital News Literacy Partnership with Facebook

Canadians of all ages are learning how to separate fact from fake online with a series of videos, tip sheets and educational activities

- **197,649** views of the first “News You Can Use” video
- Launched at a panel discussion with Canada’s Minister of Democratic Institutions, the Hon. Karina Gould
- Designed to develop search, authentication and critical thinking skills
- Part of Facebook’s Canadian Election Integrity Initiative



Matthew Johnson from MediaSmarts (right), speaks at a panel discussion with Hon. Karina Gould (centre), and Kevin Chan, Facebook (left), at the *Reality Check* launch.



## USE, UNDERSTAND & CREATE A Digital Literacy Training Program for Canadian Educators

Workshops on how to teach essential digital literacy skills were delivered to pre-service teachers studying at universities across the country

- Based on MediaSmarts’ ground-breaking digital literacy framework and extensive research
- Presented to **13** faculties of education across Canada
- Reached over **1,000** new teachers
- Sponsored by the Canadian Internet Registration Authority’s Community Investment Program





We engaged youth in digital and media literacy events

**MEDIA LITERACY WEEK 2017**

Media Literacy Week is a national awareness week hosted by MediaSmarts and the Canadian Teachers' Federation, addressing media and digital literacy issues across Canada. With the theme of *Inclusion in a Connected World: A Place and a Voice for Everyone*, the 12<sup>th</sup> annual **Media Literacy Week** was launched at Lisgar Collegiate Institute in Ottawa.

**HUNDREDS**

of teachers undertook classroom activities



**Over 90**

collaborators nationwide



**2.5 million**

impressions on Twitter

**30** large-scale events across Canada



**DIGITAL YOUTH SUMMIT 150**

MediaSmarts partnered with the Information and Communications Technology Council to bring together students, industry leaders and government representatives at the Digital Youth Summit 150. Participants had a unique opportunity to learn from each other while increasing dialogue across generations to support digital literacy pathways.



Thank you!

We couldn't achieve our mission without our wonderful and dedicated Staff, Board of Directors and Sponsors.

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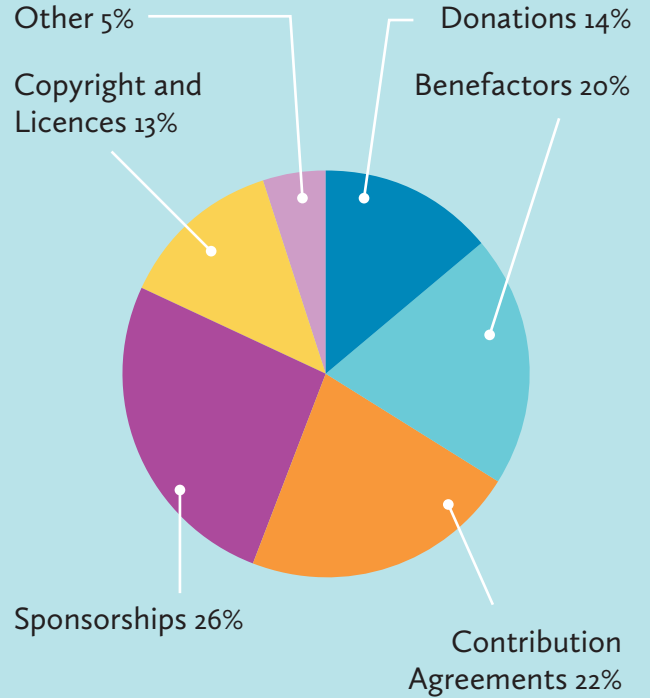


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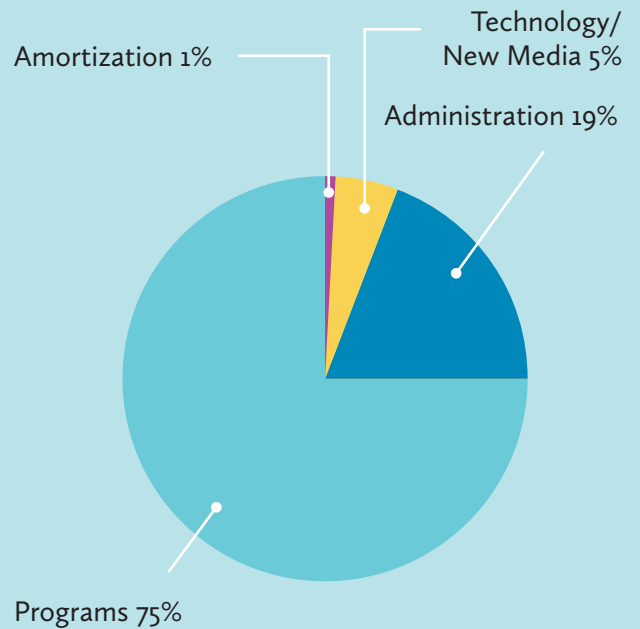


# Financials

## REVENUES



## EXPENDITURES



We conducted public outreach through traditional and digital channels



#### WEBSITE

1,583,643

visits

449,832

Canadians

1,221,105

users

3,389,095

page views



#### TWITTER

Over 11,000 followers



32,135 link clicks

Over 4 million impressions

#### YOUTUBE

94,849 videos viewed



110,667 minutes watched



#### NEWSLETTER

4,763 subscribers

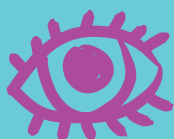
#### FACEBOOK

Over 4,000 likes



1,140,086 people reached

602,539 videos viewed



#### BLOG

60,894 readers

15 blog posts

