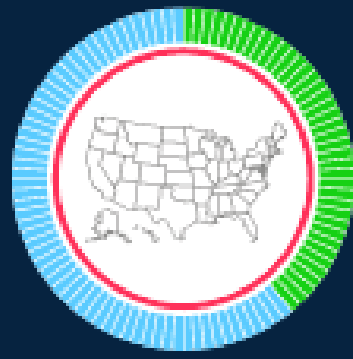


11th Annual
U.S. MEDIA LITERACY WEEK 2025

EST. 2015 | HOSTED BY **NAMLE**

Advocacy Toolkit



UNITED STATES

MEDIA LITERACY WEEK

EST. 2015 | HOSTED BY **NAMLE**

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ABOUT

ABOUT: U.S. Media Literacy Week

Inspired by Canada's Media Literacy Week, the annual U.S. Media Literacy Week is hosted by the [National Association for Media Literacy Education](#) (NAMLE). The mission is to highlight the power of media literacy education and its essential role in education all across the country. U.S. Media Literacy Week calls attention to media literacy education by bringing together hundreds of partners for events and activities around the country.

THEME

The theme for U.S. Media Literacy Week celebrates one of the five components of [media literacy's definition](#) each day of Media Literacy Week: **Access**, **Analyze**, **Evaluate**, **Create**, and **Act**. Check out each link for a full breakdown of each component and additional resources, lessons, and activities.

PARTICIPATION — GET INVOLVED!

Whether you are a concerned citizen, a parent, an educator, an organization, or anyone else, [you can get involved with Media Literacy Week](#) by helping spread the word about media literacy, teaching a lesson, planning a media literacy event, or creating a resource to be used by others throughout the week. It's up to you to decide what you want to [participate](#)! **Just don't forget to register** as a Media Literacy Week:

Creator — Anyone who creates media literacy content or resources.

Educator — Anyone teaching media literacy in any setting.

Organizer — Anyone who organizes an event. [Register your event here!](#)

Supporter — Anyone interesting in sharing information about media literacy.

SOCIAL MEDIA MESSAGING

GRAPHICS/LOGOS

- Core Messages
- Theme
- Customizable Participation — For use *after registering*
- Logos: Media Literacy Week — NAMLE

SAMPLE POSTS

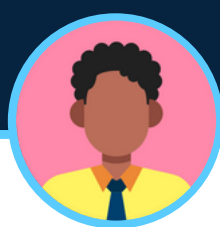
Be sure to follow NAMLE (@MediaLiteracyEd on all platforms) on social media and tag us if you can! Pair these examples with the graphics above. Use #MediaLiteracyWeek in every post, and don't be afraid to incorporate other hashtags, if applicable, including #MediaLiteracy or #MediaLiteracyMatters.

Participation post examples:



Today's students must develop the tools and processes necessary to understand and respond to all information across the media landscape. That's why I'm proud to have my classroom participate in #MediaLiteracyWeek on Oct 27-31. Join me! Learn more at mlw.namele.org.

Educator



To showcase how #MediaLiteracyMatters to [Organization Name]'s mission, we're organizing a webinar during #MediaLiteracyWeek to discuss the importance of [media literacy topic that relates to your cause, e.g. online safety, digital wellness, etc.]. Join us! [link to register*]

Organizer

*Don't forget to register your event [here](#).



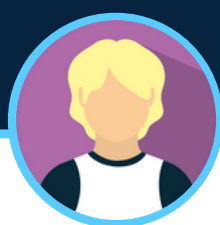
U.S. #MediaLiteracyWeek is Oct 27-31! I participated by creating this [resource, infographic, lesson plan, etc.]. I'm hoping not only that you'll share it, but also that you'll join me in learning more about #MediaLiteracy by visiting mlw.namele.org!

Creator



🧐 Did you know? #MediaLiteracy is key to understanding the messages behind media. Join me for #MediaLiteracyWeek 2025 to teach our students how to navigate the digital world! Learn more at mlw.namele.org. #MediaLiteracyMatters #EdChat

Educator



It's not enough to read and write in print. My fellow students and I need to be able to author and consume across all media. I'm attending #MediaLiteracyWeek events for free to learn more. Learn how to join me by visiting mlw.namele.org! #MediaLiteracy #MediaLiteracyMatters

Supporter: Student



As a parent, I know the importance of #MediaLiteracy in today's digital world. Excited for #MediaLiteracyWeek to equip our kids with the critical skills they need to navigate the media landscape safely & confidently! Let's empower our future digital citizens! [🔗 mlw.namele.org](https://mlw.namele.org)

Supporter: Parent

SOCIAL MEDIA MESSAGING

General post examples:



Now, more than ever, media literacy is essential to the survival of our democracy. That's why I'm joining @MediaLiteracyEd for #MediaLiteracyWeek, to learn how to better navigate our media-saturated world. Join me by visiting mlw.namele.org!



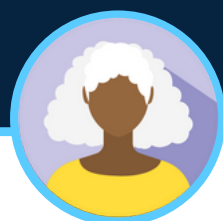
#MediaLiteracyMatters because it empowers us to decode, question & shape the media landscape, ensuring a more informed & responsible digital society. Join the movement for a brighter media-savvy future at mlw.namele.org! #MediaLiteracyWeek #MediaLiteracy



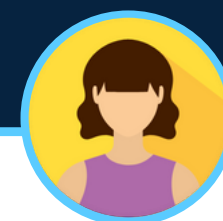
At every age, being a critical thinker and active participant in today's world requires #MediaLiteracy skills — and that includes being able to access, analyze, evaluate, create and act using all forms of media. Join the #MediaLiteracyWeek movement at mlw.namele.org!



#MediaLiteracyMatters because it helps us decipher fact from fiction in a world flooded with information. Get ready for #MediaLiteracyWeek 2025 at mlw.namele.org and join the movement for a more informed society! 📰🧐📱



Empower yourself with the superpower of #MediaLiteracy! 💪 It's not just about consuming media; it's about understanding its impact. Dive into #MediaLiteracyWeek 2025 at mlw.namele.org and be the change you want to see in our media-saturated world!



🚀 Media Literacy Week 2025 is your launchpad to media savvy! Let's decode, analyze, and create media responsibly. Learn more and join me at mlw.namele.org.

#MediaLiteracyWeek
#MediaLiteracyMatters



Let's demystify the media together! Media Literacy Week 2025 is coming soon, and I can't wait to explore, learn, and grow! Learn more and join me at mlw.namele.org 🙌

#MediaLiteracyWeek #MediaLiteracy
#MediaLiteracyMatters

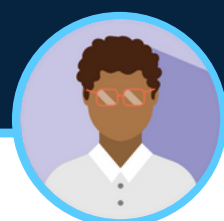


Why should you care about #MediaLiteracy? Because it's your shield 🛡️ against manipulation and your path to responsible media consumption 🔍. Join me for #MediaLiteracyWeek 2025 and let's unlock the power of critical thinking together! 🔗 mlw.namele.org



🧐 Can you separate fact from fiction? Join me for Media Literacy Week 2025 at mlw.namele.org and learn these essential critical thinking skills for today's digital world! 🧑🏫📺

#MediaLiteracyWeek #MediaLiteracy
#MediaLiteracyMatters



In the age of information overload, #MediaLiteracy is our compass 🧭. Join me in celebrating #MediaLiteracyWeek 2025 and learn why it's the key to making informed choices and amplifying your voice 🗣️ in today's digital world. #MediaLiteracyMatters 🔗 mlw.namele.org



🧠 Ready to challenge your media perceptions? Join me for Media Literacy Week 2025 and gain the skills to navigate our media-saturated world! Learn more at mlw.namele.org. #MediaLiteracyWeek #MediaLiteracy #MediaLiteracyMatters



We've seen the media landscape evolve, and it's not stopping anytime soon. #MediaLiteracyMatters now more than ever. Excited to learn and engage during #MediaLiteracyWeek 2025, because it's never too late to become a savvy digital citizen! 📺🧑🏫 🔗 mlw.namele.org

EDUCATIONAL MATERIALS

MEDIA LITERACY BASICS

- [Media Literacy Defined](#)
- [Core Principles of Media Literacy Education](#)
- [Key Questions to Ask When Analyzing Media Messages](#)

FOR PARENTS

- [Media Literacy Guide for Parents](#)
- [Building Resilience Online](#)
- [Ready to Launch](#)
- [Meta Family Center: Media Literacy](#)

FOR EDUCATORS

- [Elementary Resources](#)
- [Middle School Resources](#)
- [High School Resources](#)
- [Higher Education Resources](#)
- [Library/Community Education Resources](#)

HOW TO STAY INVOLVED

- [Sign Up for Free NAMLE Membership](#)
- [Join NAMLE's CommUnity Hub Platform](#)
- [Participate in Media Literacy Community Events Year-Round](#)
- [Attend NAMLE's Educator Professional Development Conference](#)