

NNLW 2023 Social Media Toolkit

Thank you for helping to spread the word about the fourth annual National News Literacy Week in partnership with The E.W. Scripps Company! NNLW aims to raise awareness of news literacy as a critical life skill and provide educators, journalists and the public with resources to help sort fact from fiction and fight back against misinformation. See below for sample social media posts you can copy and paste; posting your personal reasons for supporting news literacy is even better! You can also help by resharing posts from NLP and Scripps on the following platforms:

Twitter	Instagram	Facebook	LinkedIn	TikTok
News Literacy Project Scripps	News Literacy Project	News Literacy Project Scripps	News Literacy Project Scripps	News Literacy Project

HASHTAG:
#NewsLiteracyWeek

HOMEPAGE:
[NewsLiteracyWeek.org](https://www.newsliteracyweek.org)

Social Media Cards/PSAs
(download from Google Drive folder): bit.ly/NNLW23Graphics

Pre-NNLW sample posts (Jan. 16-22)

Facebook/LinkedIn

PSA post (pair with 15- or 30-second PSA video)

We all can and must resolve to stop the flood of misinformation. Join the News Literacy Project and The E.W. Scripps Company Jan. 23-27 for the 4th National #NewsLiteracyWeek. Learn more and bookmark: [NewsLiteracyWeek.org](https://www.newsliteracyweek.org)

Option 2 (pair with social media card)

National #NewsLiteracyWeek is almost here! Join the News Literacy Project and The E.W. Scripps Company Jan. 23-27 to learn how to stop the flood of misinformation and stick to the facts in today's complex information landscape. More info at [NewsLiteracyWeek.org](https://www.newsliteracyweek.org)

Option 3 (pair with social media card)

Ready for #NewsLiteracyWeek? The 4th annual event presented by the News Literacy Project and The E.W. Scripps Company is Jan. 23-27! Get all the resources, tips and tools you need to stop the flood of misinformation, participate in daily events and much more!

NewsLiteracyWeek.org

Twitter

PSA post (pair with 15- or 30-second PSA video)

We all can & must resolve to stop the flood of misinformation. Join @NewsLitProject & @EWScrippsCo Jan. 23-27 for the 4th National #NewsLiteracyWeek. Learn more & bookmark: NewsLiteracyWeek.org

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National #NewsLiteracyWeek is almost here! Join @NewsLitProject & @EWScrippsCo Jan. 23-27 to learn how to stop the flood of misinformation & stick to the facts in today's complex information landscape. More info at NewsLiteracyWeek.org

Option 3 (pair with social media card)

Ready for #NewsLiteracyWeek? The 4th annual event presented by @NewsLitProject & @EWScrippsCo is Jan. 23-27! Get all the resources, tips & tools you need to stop the flood of misinformation, participate in daily virtual events & much more! NewsLiteracyWeek.org

Instagram/TikTok

TikTok / IG reel / IG story (pair with 15- or 30-second PSA video)

We all can & must resolve to stop the flood of misinformation. Join @NewsLitProject & The E.W. Scripps Company Jan. 23-27 for the 4th National #NewsLiteracyWeek.

Learn more & bookmark: NewsLiteracyWeek.org

IG grid post (pair with social media card)

National #NewsLiteracyWeek is almost here! Join @NewsLitProject & The E.W. Scripps Company Jan. 23-27 to learn how to stop the flood of misinformation & stick to the facts in today's complex information landscape.

More at NewsLiteracyWeek.org

IG grid post 2 (pair with social media card)

Ready for #NewsLiteracyWeek? The 4th annual event presented by @NewsLitProject & The E.W. Scripps Company is Jan. 23-27! Get all the resources, tips & tools you need to stop the flood of misinformation, participate in daily virtual events & much more!

Visit NewsLiteracyWeek.org

Posts for #NewsLiteracyWeek (Jan. 23-27)

Facebook / LinkedIn

Kick-off message (*best posted Jan. 23 with social media card)

National News Literacy Week, presented by the News Literacy Project and The E.W. Scripps Company, kicks off today! Follow along at #NewsLiteracyWeek and visit NewsLiteracyWeek.org for more resources on how to stop the flood of misinformation and care before you share.

Option 2 (use with PSA anytime during week)

In 2023, let's resolve to stop the flood of misinformation and care before we share.

National #NewsLiteracyWeek, presented by the News Literacy Project and The E.W. Scripps Company, is Jan. 23-27. Find out how to get engaged at NewsLiteracyWeek.org.

Option 3 (use with social media card anytime during week)

News literacy is an urgent and essential life skill for the 21st century. Credible, standards-based news outlets play an important role in helping citizens recognize what news and information to trust.

National #NewsLiteracyWeek, presented by the News Literacy Project and The E.W. Scripps Company, is Jan. 23-27. Learn how to get involved at NewsLiteracyWeek.org.

Option 4 (share with an NLP resource from the toolkit anytime during the week)

Do you have what it takes to stop the flood of misinformation online? Here's just one #NewsLiteracyWeek resource to help you stay afloat with facts. Much more from the News Literacy Project and The E.W. Scripps Company at NewsLiteracyWeek.org

Twitter

Kick-off message (*best posted Jan. 23 with social media card)

National News Literacy Week, presented by @NewsLitProject & @EWScrippsCo, is this week! Follow along at #NewsLiteracyWeek & visit NewsLiteracyWeek.org for resources & events to help you stop the flood of #misinformation & care before you share.

Option 2 (use with PSA anytime during week)

In 2023, let's resolve to stop the flood of #misinformation & care before we share.

National #NewsLiteracyWeek, presented by @NewsLitProject & @EWScrippsCo, is Jan. 23-27. Get engaged at NewsLiteracyWeek.org.

Option 3 (use with social media card anytime during week)

News literacy is an essential life skill in 2023. Credible news outlets play an important role in helping citizens recognize news & info to trust.

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Option 5 personal (share with preferred social card or PSA)

Why am I supporting national #NewsLiteracyWeek? Because the future of our nation depends on all of us being equipped to stop the flood of misinformation. Care before you share & support a fact-based future: NewsLiteracyWeek.org.

@EWScrippsCo @NewsLitProject

Option 6 personal (share with preferred social card or PSA)

It's #NewsLiteracyWeek, & the need for news literacy couldn't be greater. In a world rife with misinformation, will you do your part to stop the flood of falsehoods & care before you share? Strengthen your skills at NewsLiteracyWeek.org

@EWScrippsCo @NewsLitProject

Instagram/TikTok

IG grid Kick-off message (*best posted Jan. 23 with social media card)

It's National News Literacy Week, presented by @NewsLitProject & The E.W. Scripps Company.! Follow along at #NewsLiteracyWeek & visit NewsLiteracyWeek.org for resources on how to stop the flood of misinformation & care before you share.

TikTok/IG Reel/IG story (use with PSA anytime during week)

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