

## **NNLW 2025 Social Media Toolkit**

Thank you for helping to spread the word about the sixth annual National News Literacy Week in partnership with The E.W. Scripps Company and USA Today! NNLW aims to raise awareness of news literacy as a critical life skill and provide resources to help sort fact from fiction. See below for sample social media posts you can copy and paste, a folder of PSA videos and images, and links to NLP, Scripps and USA Today social media platforms:

Twitter/X	Instagram	Facebook	LinkedIn	TikTok	Threads	Bluesky
<a href="#">NLP</a>	<a href="#">NLP</a>	<a href="#">NLP</a>	<a href="#">NLP</a>	<a href="#">NLP</a>	<a href="#">NLP</a>	<a href="#">NLP</a>
<a href="#">Scripps</a>	<a href="#">Scripps</a>	<a href="#">Scripps</a>	<a href="#">Scripps</a>	<a href="#">Scripps</a>	<a href="#">Scripps</a>	<a href="#">Scripps</a>
<a href="#">USA Today</a>	<a href="#">USA Today</a>	<a href="#">USA Today</a>	<a href="#">USA Today</a>	<a href="#">USA Today</a>	<a href="#">USA Today</a>	<a href="#">USA Today</a>

**HASHTAG:**  
#NewsLiteracyWeek


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

**Social Media Cards/PSAs**  
(download from Google Drive folder): <https://bit.ly/NNLW25Folder>

### Pre-NNLW sample posts – Pair with PSA or social media card

#### **Longer post (best for Facebook, LinkedIn, Threads and Instagram)**


This National News Literacy Week, help young people in your life learn how to navigate the most complex information landscape in history by equipping them with the tools to consume information critically and distinguish one type of content from another.

 Join the News Literacy Project, The E.W. Scripps Company and USA Today Feb. 3-7: [NewsLiteracyWeek.org](https://www.NewsLiteracyWeek.org)

#NewsLiteracyWeek

#### **Shorter post (Twitter)**

This National News Literacy Week, help young people in your life learn how to navigate the most complex information landscape in history!

 Join the @NewsLitProject, @EWScrippsCo & @USAToday Feb. 3-7: [NewsLiteracyWeek.org](https://www.NewsLiteracyWeek.org)

#NewsLiteracyWeek

### **Shorter post (Bluesky)**

This National News Literacy Week, help young people in your life learn how to navigate the most complex information landscape in history!

✂ Join the @newslit.org, @ewscrippsco.bsky.social & @usatoday.com Feb. 3-7:  
NewsLiteracyWeek.org

#NewsLiteracyWeek

### **General post for NNLW (Feb. 3-7) – pair with PSA or social media card**

#### **Longer post (best for Facebook, LinkedIn, Threads and Instagram)**

Teens face the most complicated information landscape in history. But it doesn't have to keep them from becoming empowered and civically engaged.

Join the News Literacy Project, The E.W. Scripps Company and USA Today for National #NewsLiteracyWeek Feb. 3-7 and help students learn to judge for themselves what information to trust, believe, share and base decisions on.

🔗 Get involved: NewsLiteracyWeek.org

#### **Shorter post (Twitter)**

Join the @NewsLitProject, @EWScrippsCo & @USAToday for National #NewsLiteracyWeek Feb. 3-7 & help students learn to judge for themselves what information to trust, believe, share & base decisions on.

🔗 Get involved: NewsLiteracyWeek.org

#### **Shorter post (Bluesky)**

Join @newslit.org, @ewscrippsco.bsky.social & @usatoday.com for National #NewsLiteracyWeek Feb. 3-7 & help students learn to judge for themselves what information to trust, believe, share & base decisions on.

🔗 Get involved: NewsLiteracyWeek.org