

NNLW 2024 Social Media Toolkit

Thank you for helping to spread the word about the 5th 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 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’s and Scripps’ social media platforms:

Twitter/X	Instagram	Facebook	LinkedIn	TikTok	Threads	Bluesky
NLP Scripps	NLP	NLP Scripps	NLP Scripps	NLP	NLP	NLP

HASHTAG:
[#NewsLiteracyWeek](#)

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

Social Media Cards/PSAs
(download from Dropbox folder): <https://bit.ly/NNLW24Graphics>

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

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

National News Literacy Week underscores the vital role of news literacy in a democracy and provides people of all ages with the knowledge and tools to become better informed and more civically engaged.

 Join the News Literacy Project and The E.W. Scripps Company Jan. 22-26:
[NewsLiteracyWeek.org](https://www.newsliteracyweek.org)

[#NewsLiteracyWeek](#)

Shorter post (best for Twitter)

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 Join the @NewsLitProject & @EWScrippsCo Jan. 22-26: [NewsLiteracyWeek.org](https://www.newsliteracyweek.org)

General post for NNLW (Jan. 22-26) – pair with PSA or social media card

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

We have the power and resources to make fact-based decisions. Join the News Literacy Project and The E.W. Scripps Company for National #NewsLiteracyWeek Jan. 22-26 and become part of the movement for a more news-literate America.

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

Shorter post (best for Twitter)

We have the power and resources to make fact-based decisions online! Join the @NewsLitProject & @EWScrippsCo for National #NewsLiteracyWeek Jan. 22-26 and become part of the movement for a more news-literate America.

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Events post for NNLW (Jan. 22-26) – pair with events graphic

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

This year National #NewsLiteracyWeek, presented by the News Literacy Project and The E.W. Scripps Company, turns a spotlight on local news and its vital role in a healthy democracy. That's why there's a FREE event every day of the week featuring professional journalists, student reporters, TikTok experts and others! 

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

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