



**MEDIA
LITERACY
IRELAND**

Follow us @
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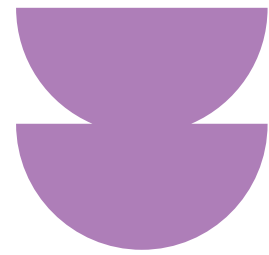
BE MEDIA SMART_

Social Media Campaign Support Pack

#StopThinkCheck
#BeMediaSmart



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About the Campaign

The Be Media Smart campaign is a collaboration between MLI members to encourage people to Stop, Think, and Check that the information they are getting is accurate and reliable.

In 2023, the Stop, Think, Check message will be delivered nationwide across TV, radio, news publications and online during the month of October and November with tips, guidance and support available to help people tell the difference between reliable and accurate information and deliberately false or misleading information. Watch out too for Be Media Smart training coming to a community near you.

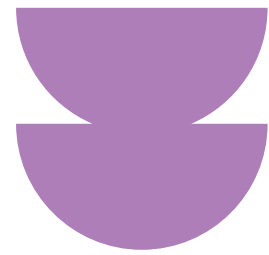
How you can help?

Support the Be Media Smart campaign by sharing the Stop, Think, Check message with your audience online. In this pack there are a range of posts that you can share from now right through to the end of year, to coincide with your own media literacy activities.

With your support on social media we can encourage more people than ever to [#StopThinkCheck](#)



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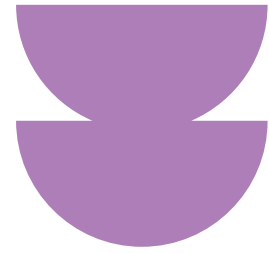
Suggested Posts

Please consider using the suggested copy below, tag MLI, attach a video/image (See page 5) and share a selection of posts over the course of the campaign.

- Stop. Think. Check. As members of @MediaLitIreland, we strongly support this new #BeMediaSmart campaign, which encourages people to #StopThinkCheck that the information that they read, see or hear is reliable and accurate.
- Information is everywhere and sometimes it can be difficult to judge how accurate or reliable it is. Always try to STOP, THINK, CHECK that what you are seeing, reading or hearing is accurate and reliable. Visit bemediaSMART.ie for tips to #BeMediaSmart
- It is important to know where our information comes from, but it can be difficult to verify what we see, read or hear. For tips and advice visit bemediaSMART.ie #StopThinkCheck #BeMediaSmart
- The best way to judge if information is accurate and reliable is to think critically about what you are seeing, hearing, or reading. STOP. THINK. CHECK – visit bemediaSMART.ie for more tips and support. #BeMediaSmart



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Suggested Posts

Please use the suggested copy below, tag MLI, attach a video/image (See next slide) and share a selection of posts over the course of the campaign.

- **#StopThinkCheck** Sometimes it's hard to judge if information is accurate and reliable – if in doubt, check it out. Visit bemediaSMART.ie for tips and support. **#BeMediaSmart** – Supported by XXX (Insert your name/organisation)
- Want to know more about media literacy? Media Literacy Ireland have a team of experts here to answer your questions... everything from what are conspiracy theories to how misinformation spreads: bemediaSMART.ie/ask-an-expert/ **#StopThinkCheck**

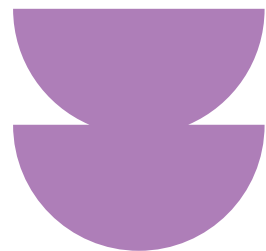
Branded Assets

MLI have created a suite of social media banners for members to support the campaign. We encourage members to update your social media cover images and headers to show your support.

All assets can be accessed here:

https://drive.google.com/drive/folders/1U_kM3b3jhaxLM8Q3PNEQ0ov3rsC_3TRA?usp=sharing





Images and Videos to Share on Social

A selection of images/videos for use on social media are attached in the email or can be accessed here:

https://drive.google.com/drive/folders/1U_kM3b3jhaxLM8Q3PNEQ0ov3rsC_3TRA?usp=sharing

Be Media Smart 2023 Videos

English: <https://vimeo.com/872941403?share=copy>

Irish: <https://vimeo.com/872941852?share=copy>

TikTok will also be supporting the Be Media Smart Campaign. Keep an eye out on the Journal.ie on TikTok for Media literacy video tips from the Journal.

IMPORTANT: Please Tag MLI/Be Media Smart in your posts:

X: [MedialitIreland](#)

Facebook: [BeMediaSmart](#)

Instagram: [@bemediasmart](#)

We are also now on LinkedIn:

www.linkedin.com/company/media-literacy-ireland/

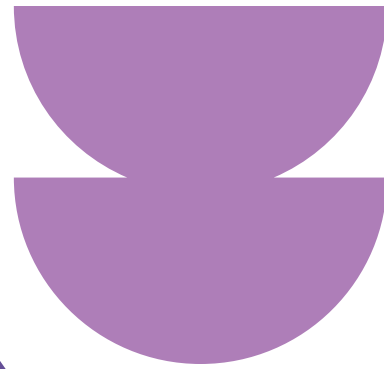
Use #BeMediaSmart and/or #StopThinkCheck

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Other Helpful Resources

To help even more people to Be Media Smart, why not share some of these useful resources.

Ask an Expert

We live in a complex information system and it can be really hard to know what is accurate and reliable, and what to do to navigate the information storm. That's why we have a team of Be Media Smart experts on hand to answer your questions. Take a look below for some common questions, or ask your own question.

<https://www.bemediasmart.ie/ask-an-expert/>

Tips

#StopThinkCheck - share more Be Media Smart tips on how to judge if to judge how accurate or reliable information is.

<https://www.bemediasmart.ie/tips/>

Training

MLI and EDMO Ireland are developing a Be Media Smart community-based training programme, to find out more visit <https://www.bemediasmart.ie/training>.

News

There will be lots of interesting Be Media Smart events happening across October and November. Discover what is happening! <https://www.bemediasmart.ie/news-events/>

