

# Spread the Word: A How-To Guide for Sharing Resources to Support Media Literacy and Safer School Environments

Since May 2021 the CDC Foundation, with funding from the Centers for Disease Control and Prevention (CDC), has been working to support youth mental health and well-being through family engagement and by promoting safe and supportive school environments. During this time, online misinformation and disinformation on school-related topics has been increasing and threatens to disrupt the benefits of safe and supportive schools for all students.

In 2023, the CDC Foundation and their partners the Public Good Projects created a [media literacy campaign](#) to help address this challenge.

This how-to guide will help you learn about the media literacy campaign and provide tips for how to share it in your community. Keep reading to learn how you can use the media literacy campaign's resources and tools to help:

1. Connect parents and school staff around the shared values of safe, supportive school environments for all students;
2. Equip parents, school staff and community organizations that support parents and schools with practical media literacy tools for assessing information about school policies and programs; and
3. Encourage adults to model media literacy skills for their child.

Ultimately, we hope this campaign will help build trust among parents, teachers, and school administrators to work together to support students.

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## What is the purpose of this guide?

This guide provides an overview of campaign materials that are free for you to download and share. We'll review the range of materials, including **social media graphics, videos and one-pagers**, available in both English and Spanish, and explain how you can view, download and share them with others.

## Who is this guide for?

We hope this guide will be useful for a variety of individuals and **community-based organizations (CBOs)** including groups like parent-teacher associations, youth-serving CBOs and organizations that support parents and caregivers. Others who might find this guide useful include **school and school district staff and administrators, education agencies** and **parents and caregivers** of school-aged youth.

## Why should I share these campaign materials?

The campaign materials include **practical tips and resources** that help parents, caregivers, school staff, and others in your community to nurture safe and supportive school environments and **improve media literacy skills**.

The more we learn and apply media literacy skills, the more carefully we can consider information in the media and **make thoughtful decisions to support children in our schools and communities**. Sharing the resources from this campaign can help adults be more **critical consumers of the information** they encounter online.

### **Strong support for media literacy education**

A recent study found that **84% of adults support** requiring media literacy education in schools. However, **less than half of adults** say they learned how to analyze science news or media messaging when they were in high school.

Source: [Reboot Foundation](#)

### **Did you know?**

**Less than half of states** require comprehensive media literacy education in public schools: 19 states have taken steps to ensure media literacy education through the legislative process, and another nine states have legislation pending.

Source: [Media Literacy Now](#)

Sharing these strategies with the youth in our lives fosters **deep thinking skills** and a healthy skepticism that will serve children well throughout their lives. In today's digital landscape, online safety is a major concern, and students are exposed to online threats including cyberbullying, exploitation, and misinformation. Building media literacy skills can help parents recognize and address these threats effectively and empower them to **help their child or adolescent navigate the digital world safely and responsibly**.

## How can I find and download campaign materials?

This campaign includes a variety of materials. To view them, go to the campaign webpage on the [CDC Foundation website](#) on your smartphone, computer, or tablet.



### Social Media Graphics

On the [campaign webpage](#), you will find:

- Nine square social media graphics, each with a sample message or caption; and
- Two social media “carousels” or sets of graphics that can be posted together so that social media users can swipe through them in order. One carousel has two images, and the other has eight images.

The graphics are sized for posting on any social media platform you prefer, such as Facebook, Instagram, X (formerly Twitter) or LinkedIn.

Follow the steps below to download a social media graphic on your computer, tablet, or smartphone.

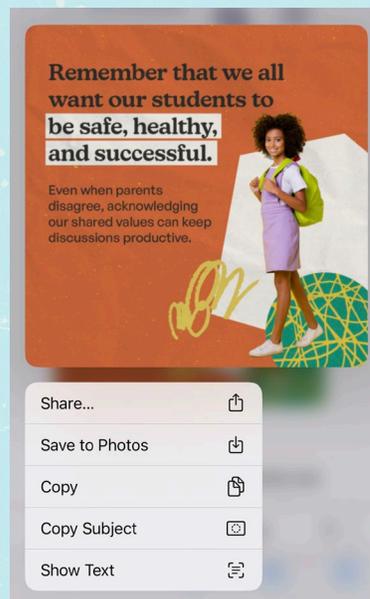
#### • On a computer or tablet:

- Click the link below the graphic that says, “Download this graphic.” Save the file to your Downloads folder.

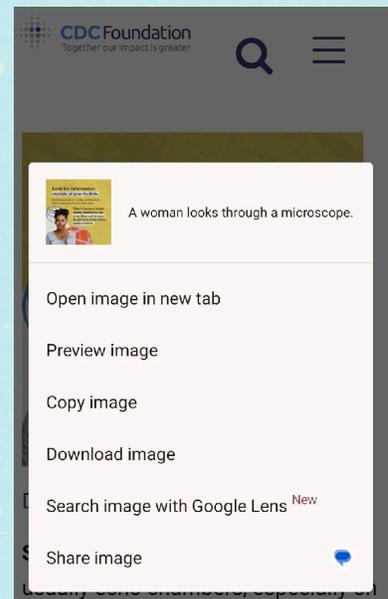
#### • On a smartphone:

- Tap and hold the graphic until a menu appears.
- Choose “Save to Photos” (on an iPhone) or “Download image” (on an Android device) to save the graphic to your phone.
- Or, choose “Share” (on an iPhone) or “Share image” (on an Android device) to share it directly to social media (e.g. Instagram, Facebook).

#### iPhone



#### Android

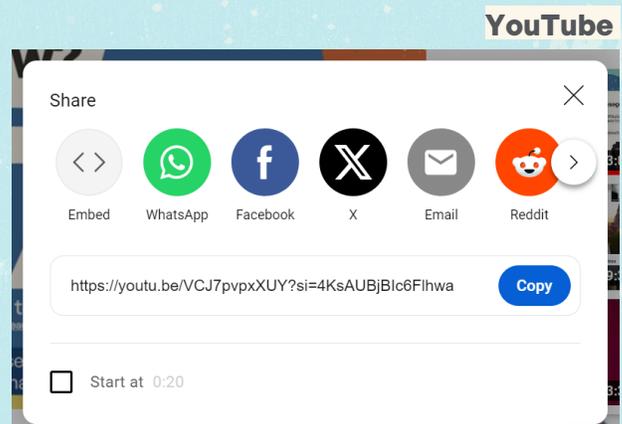


Check out the [next section](#) for more tips about sharing and customizing your social media post!

## Public Service Announcement (PSA) Videos

Below the social media graphics on the [campaign webpage](#), you will find a three-minute [video PSA](#) that shares the campaign’s key messages.

- Below the video, click “[View and share this collection of PSAs](#).” A [YouTube playlist](#) will open with the three-minute video, plus six shorter versions of the video ranging from 15 seconds to one minute long.
- To share a PSA video, copy the URL and share it in a social media post or email, or use YouTube’s sharing button to share the video directly to other social media platforms.



## All social media graphics and PSAs are also available in Spanish!

- To view the [Spanish graphics](#), click the link at the top of the page that says, “View and download all graphics & PSAs en español.” A new window will open.
- To download all the Spanish graphics at the same time, click the “Download” button at the top right corner of the screen.
- To download just one Spanish graphic, click on the graphic and a pop up will appear on the screen. Then click the blue button on the bottom right that says, “Download all files.”
- Follow the steps above to save the file on your device.

## Webinar Video

Below the video PSAs on the campaign webpage is a recorded webinar with detailed tips for using media literacy in real-world situations. The webinar video is 23 minutes long and is available in English and Spanish.

- Click the link below the webinar to view it [on YouTube](#).
- To share the webinar, copy the URL and share it in a social media post or email, or use YouTube’s sharing button to share the video directly to other social media platforms.

## One Page Tip Sheet

At the bottom of the campaign webpage is a one-page document with key media literacy tips, available in English and Spanish.

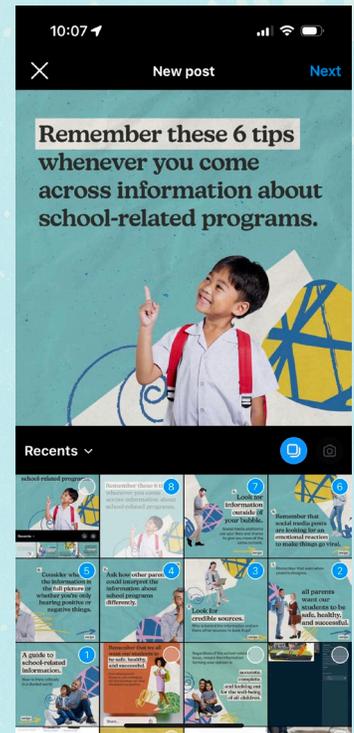
- Click “[Download the One Pager](#)” or “[Download the One Pager en español](#)” to download the file. Then you can print it, send it as an email attachment or post it as an image on social media.

# How do I post and share the materials on social media?

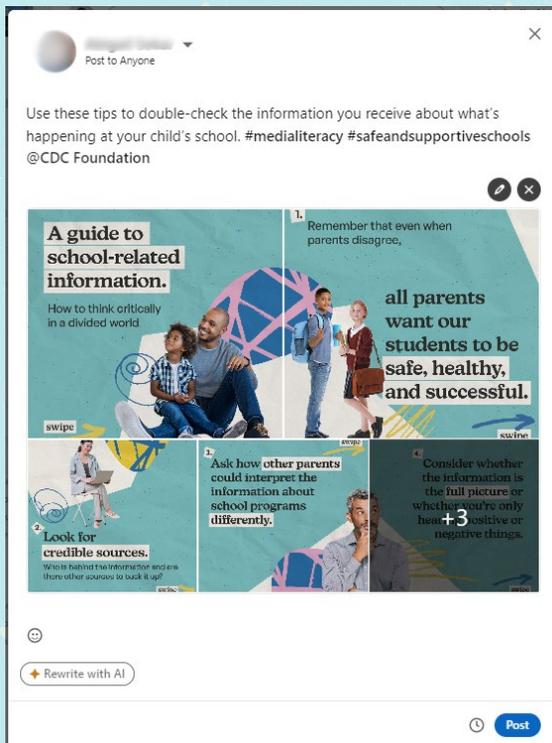
Keep reading for tips on how to post the graphics on Facebook, Instagram, LinkedIn or X (Twitter) using a computer, tablet, or smartphone. **Note:** *Certain apps like Instagram only allow you to create a post from a smartphone.*

1. **Open the social media application** (on your smartphone) or **webpage** (on a computer or tablet).
2. **Create a new Post or Story** on your personal or organization’s profile.
3. **Add the images.** Click or tap the media icon, then select the graphic(s) from the folder where you saved it on your device. If sharing a video, simply paste the link to the video on YouTube.
4. **Add a caption.** You can copy the sample text below the graphic on the campaign website or edit the caption to personalize the message. You can also add hashtags like **#medialiteracy** and **#safeandsupportiveschools** to help more people see your post and related content online.
5. You can **tag a person, group, or organization** (like your local PTA, parent group or the CDC Foundation) to make sure they see the post or encourage them to share or respond.

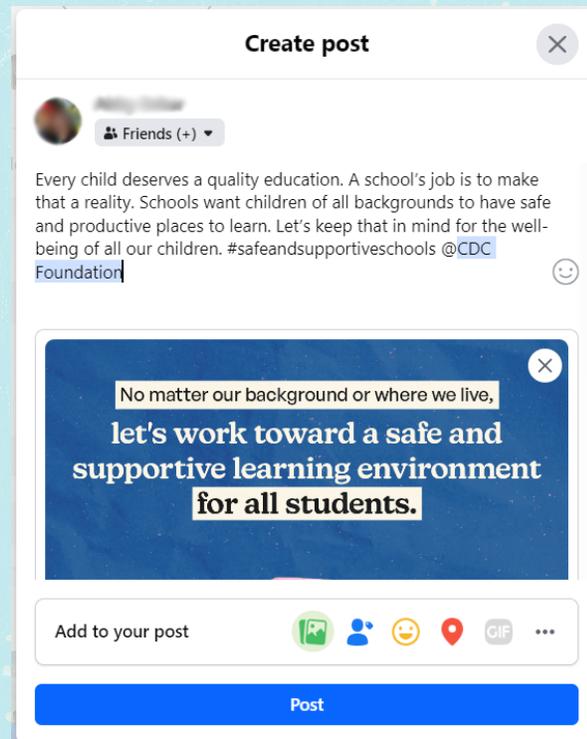
## Instagram



## LinkedIn

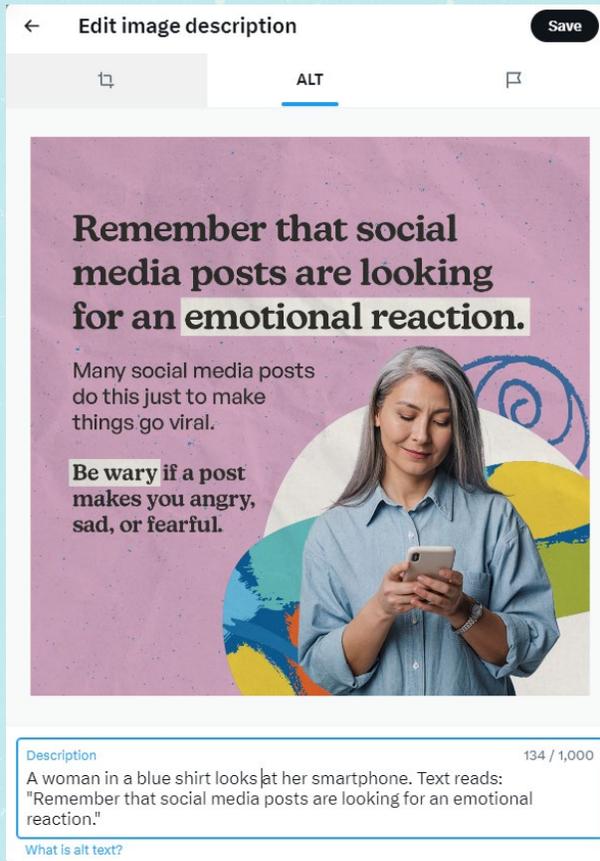


## Facebook



6. On LinkedIn or X (Twitter), you can **add alternative text or a description** of the graphic or video content for people with accessibility needs.
7. **Publish your post!**

**X (Twitter)**



**Find and tag the CDC Foundation on social media!**



[Facebook](#)



[X](#)



[YouTube](#)



[LinkedIn](#)



[Instagram](#)



[TikTok](#)

## What are some ideas for sharing campaign content?

	On Social Media	Other Ways to Share
<b>For Organizations</b>	<ul style="list-style-type: none"> <li>• Post the graphics or videos in education-focused professional groups on LinkedIn or Facebook</li> <li>• Post on social media and ask people to share personal examples of how to apply media literacy skills</li> <li>• Tag partner organizations or groups on social media and challenge them to share media literacy materials</li> <li>• If advocating about a specific proposed school policy, post graphics and media literacy resources to encourage thoughtful media consumption</li> </ul>	<ul style="list-style-type: none"> <li>• Ask to post the one-pager at your local school or public library</li> <li>• Share the one-pager at educational conferences or events</li> <li>• Organize a virtual or in-person meeting to view the webinar and discuss how to apply the media literacy strategies in your school community</li> </ul>
<b>For Parents &amp; Caregivers</b>	<ul style="list-style-type: none"> <li>• Post the graphics or videos in your local parent Facebook groups</li> <li>• Post on social media and ask friends to share personal examples of how to apply media literacy skills</li> <li>• Post on social media and share personal example of how you have applied media literacy skills about a relevant topic</li> </ul>	<ul style="list-style-type: none"> <li>• Share the one-pager at school board or PTA meeting</li> <li>• Share the one-pager with your coworkers, friends or relatives</li> <li>• Ask to post the one-pager at your local school or public library</li> <li>• Organize a meeting to view the webinar and discuss how to apply the media literacy strategies in your school community</li> </ul>

## How should I respond to possible negative comments?

School environments, policies, and curricula are increasingly sensitive topics, and misinformation and disinformation about these topics is becoming more widespread. This campaign aims to *reduce* conflict and emphasize shared values of safe, supportive school environments for all children. However, many people have strong emotions when it comes to these topics, especially when it comes to their own children, schools, and communities.

Some people may respond negatively to the campaign materials you share and leave a comment on your post. That's normal. Here are some tips and suggestions when considering if and how to respond to these reactions.

- **Take a moment to consider whether to respond.**
  - Is the person commenting as a “troll” and sharing unwelcome content online to provoke an argument or emotional reaction? Or are they raising a legitimate question or concern?
  - In either case, you can choose not to respond!
  - If the message is abusive or threatening to you or someone else’s safety, report the comment for violating the social media platform’s terms of service. If necessary, take a screenshot and report it to local law enforcement.
- **If you decide to respond to a negative comment...**
  - **Acknowledge the commenter’s frustration.** Respond with empathy to show that you hear their concerns. Try to be polite and avoid responding defensively.
  - **Emphasize common values to build a connection.** Reinforce that you both want safe and supportive school environments for children in your community, and that “safe and supportive” might look different to different people.
  - **Share a personal example.** If the comment is from someone you know or if you feel comfortable doing so, you can share how you have used media literacy skills to assess information, or how you have modeled these skills for your children.
  - **Take the conversation offline.** If you are comfortable, offer to discuss privately, or ask the commenter to remove their comment.
- **Take care of your mental health.** Receiving negative messages online can affect your mental and emotional well-being. If you are feeling overwhelmed, reach out for support. Call 988 or text 741741 for free mental health support.

See [this article](#) for more helpful tips for deciding when and how to respond to negative comments on social media, and for protecting your mental health.