



**Adult
Literacy
for Life**



Let's talk about media literacy

September - October 2025
Campaign Partner Pack

#MediaLiteracyMatters





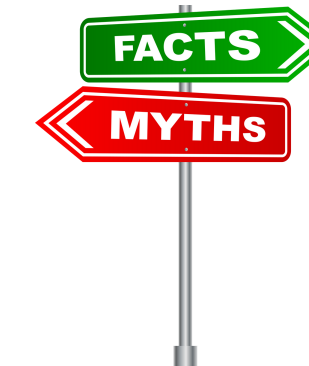
What is media literacy?

Media Literacy means being able to understand and ask questions about the media we see or hear on the radio, TV, on your phone, and online.

It's about taking the time to **stop, think and check** the information that you see or hear in the media or online.

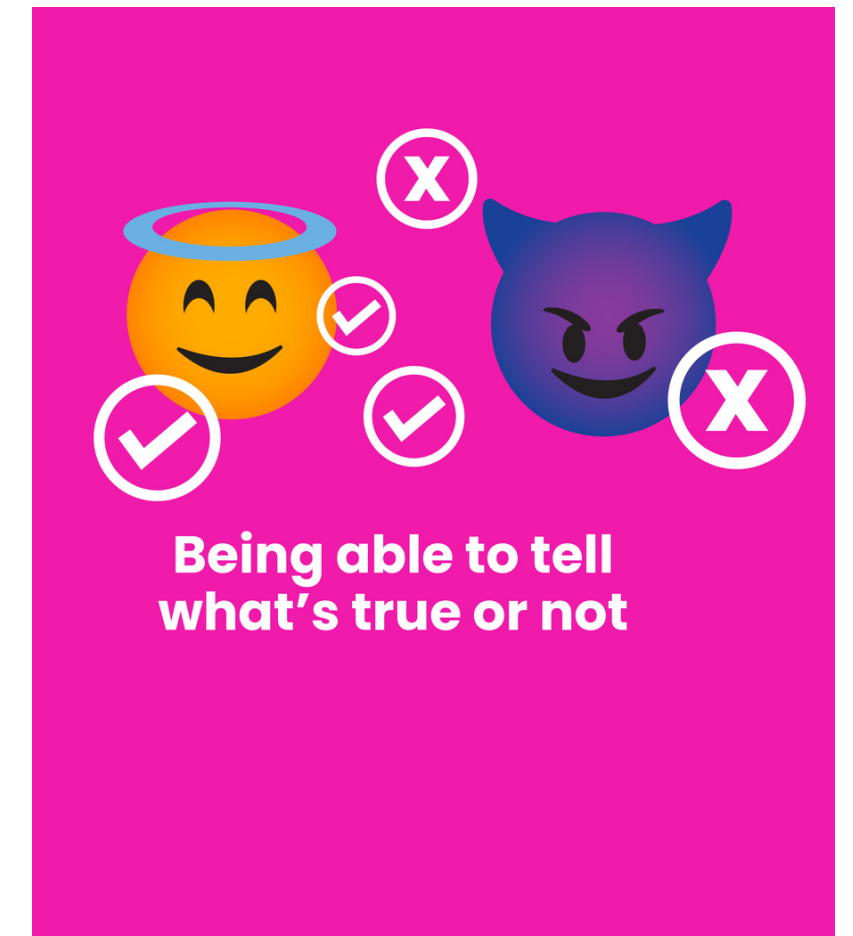
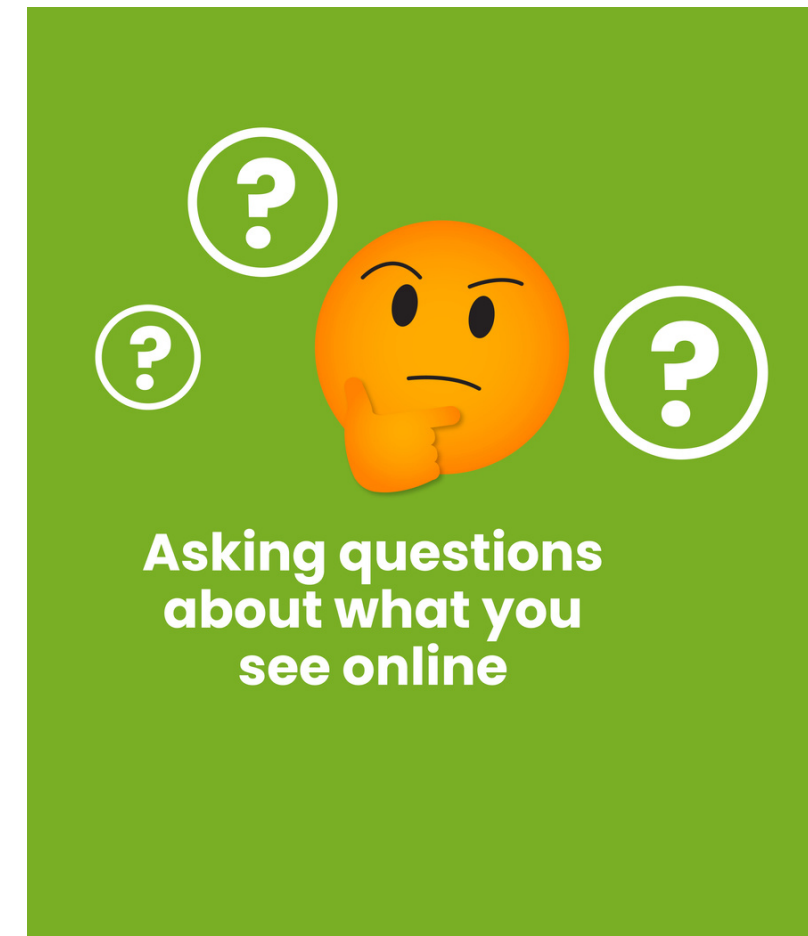
Literacy is more than reading and writing.

Learn more about media literacy at adulthoodliteracyforlife.ie.



#AdultLiteracyForLife

What is media literacy?



Information is everywhere. it can be hard to know what information you can trust.

Media literacy means you can ask the right questions to better understand what you see or hear – making it easier for you to safely use media, and your smartphone, for the things that matter most to you.

About our campaign

Our campaign is called **‘Let’s talk about media literacy’**.

We want adults with unmet literacy needs, and adults everywhere to:

- start a conversation about media literacy in Ireland
- raise awareness about media literacy to help people to understand what media literacy is
- recognise that literacy is more than reading and writing
- understand why it’s important to ask questions about the information we see or hear in the media, on our phones, or online
- visit adulthoodliteracyforlife.ie/media-literacy to find more information and build awareness about media literacy, and find out where to access free information and supports locally.

The campaign aim is to raise important awareness about media literacy across Ireland and highlight why media literacy matters.

You can help us to spread awareness about media literacy. and promote our message with your friends, families, colleagues and people everywhere.



About our campaign

Our world is changing and it can be hard to keep up.

Many of us find it challenging to use a smartphone, navigate social media, or to know if information we see or hear is true or not – whether that's on the radio, TV, or online - and that's okay. Our campaign is called 'Let's talk about media literacy'

We're asking people across Ireland to talk with their friends and family, to understand how to **stop, think and check** information that they see or hear in the media, on their phones and online.

You can learn about media literacy and why it matters at adultliteracyforlife.ie/medialiteracy.

Please note that the ALL media literacy campaign page will go live on International Literacy Day, Monday, 8 September.



About our campaign

We are seeking to:

- share that that literacy is more than reading and writing
- raise awareness of media literacy
- help people to understand what media literacy is, so everyone can understand why it's important to ask questions about the information we see or hear in the media, on our phones or online

Please help to promote our campaign

We are launching our first ever national and regional information campaign about media literacy on International Literacy Day, 8 September 2025.

We are asking our partners to post about the campaign on their website or social media platforms at **9 am on Monday, 8 September** to share the campaign message and URL: **adultliteracyforlife.ie/media-literacy**.



What's on

Our partners are holding events all over Ireland in September and October.
All events are free and open to the public.

Please share information for where people can attend in-person events.

2025 Media Literacy What's on

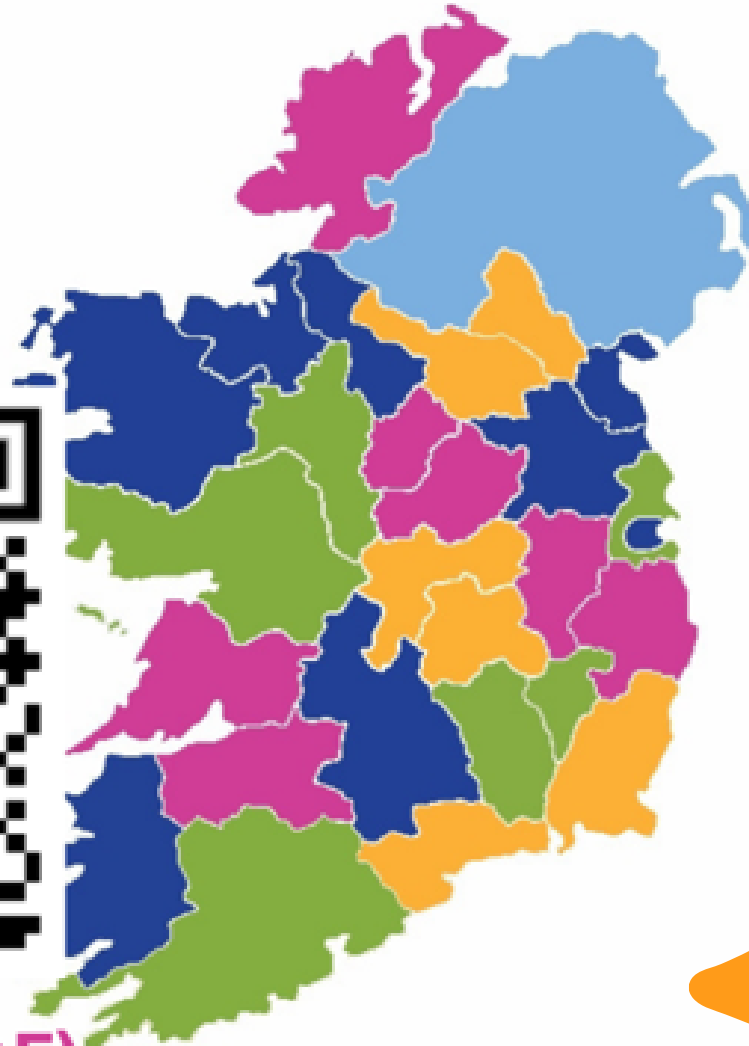
All events are free and open to the public.



What's on (Word)



What's on (PDF)



Visit our events page with
our QR code or download
the events list below.

Media literacy events 2025 - What's on

[Download and share our '2025 Media Literacy - What's On' event list for MS Word here.](#)

[Download and share our '2025 Media Literacy - What's On' event list in PDF format here.](#)

Sample social posts you can use



Media literacy means asking questions about what you see or hear on the TV, radio, or on your phone or online - STOP/THINK/CHECK.

#MediaLiteracyMatters. Learn more about media literacy at adultliteracyforlife.ie/medialiteracy #AdultLiteracyForLife

Our world is changing and it can be hard to keep up.

Many of us find it challenging to use a smartphone, navigate social media, or to know if information we see or hear is true or not – whether that's on the radio, TV, or online - and that's okay. Learn more about media literacy at adultliteracyforlife.ie/medialiteracy. #MediaLiteracyMatters

Media literacy means asking the right questions to be able to better understand the information you see or hear – making it easier to safely

use media, and your smartphone, for the things that matter to you.

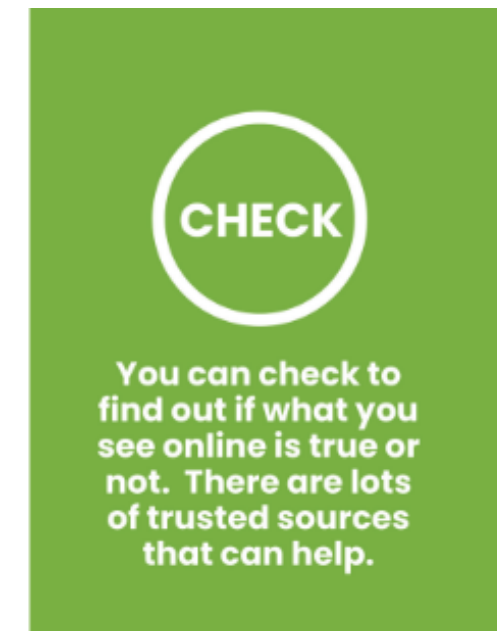
Learn more about media literacy with #AdultLiteracyForLife at adultliteracyforlife.ie/medialiteracy



More Key Messages

Feel free to also use the below key messages in your social media posts and communications.

- Media literacy means understanding the media we see or hear – on the radio, TV, online or social media.
- Media literacy helps us to better access services, figure out what's true, and engage confidently with media and information.
- Media literacy allows us to navigate information communicated across media safely.
- When we have media literacy, we are better able to access services, figure out what's true, and protect ourselves from false information.
- Media literacy means asking questions about what you see in the media or on your phone
- STOP/THINK/CHECK.



Please use the creative images and videos provided to support our campaign.



Click this link and download creative assets including campaign graphics, videos and imagery here.

Post across any of your social media platforms.



Tag SOLAS in your social media posts and use the hashtags #AdultLiteracyForLife or #MediaLiteracyMatters

Help to share our “Let’s talk about media literacy” message far and wide.



Post our campaign message, and encourage people to learn more about media literacy at adultliteracyforlife.ie/medialiteracy.

Share your message with your network and tag us on social media.



SOLAS X (Twitter) handle: Tag us @SOLASFET



SOLAS LinkedIn handle:

@SOLAS(AntSeirbhís OideachaisLeanúnaighagusScileanna)



Adult Literacy for Life campaigns are supported by many partners at both local and national level. This includes the Government of Ireland, Regional Literacy Coordinators (RLCs) at Ireland's 16 Education and Training Boards (ETBs), NALA, and Media Literacy Ireland (MLI) and Ireland's library network. Thank you for your support.

Please use our hashtag in your posts. #AdultLiteracyForLife #MediaLiteracyMatters



Rialtas na hÉireann
Government of Ireland





Thanks for your time.

Please contact **communications@solas.ie**
if you require further information.