**Social Media Showcase**

Share images of some of News Media Canada’s industry promotion campaigns to showcase the strengths of newspapers and news media sites. Download images sized specifically for social media platforms by clicking on the links below. Feel free to add your own logo where space permits.

Write your own caption or use the suggestions below, and don’t forget to tag @NewsMediaCanada and use the suggested hashtags below.

**SPOT Fake News Online**

**SUGGESTED CAPTIONS:**

Fake news and disinformation online are serious concerns for Canadians. Watch the video and learn how to SPOT fake news and stop it in its tracks. [www.spotfakenews.ca](http://www.spotfakenews.ca)

SPOT it and stop it in 4 simple steps. To help Canadians of all ages critically assess online news and information and differentiate fake news from real news, News Media Canada developed a simple media literacy tool. [www.SPOTfakenews.ca](http://www.SPOTfakenews.ca)

Together we can SPOT—and stop—fake news in its tracks. Fake news comes in many different formats, from distorted stories to altered photos and manipulated videos. If you have any doubt that something you see online may be factually incorrect, don’t spread it. [www.SPOTfakenews.ca](http://www.SPOTfakenews.ca)

It all starts with a simple question: Is this a credible SOURCE? Check the source of the article—and be skeptical. Your social networks are not media outlets—look for the original source and learn who they are and what they do. [www.SPOTfakenews.ca](http://www.SPOTfakenews.ca)

Ask yourself: Is the PERSPECTIVE biased? Think critically and look for varying viewpoints on an issue. Look for outlets that report from various perspectives to ensure the credibility of a piece. Is the article distorted or not telling the full story? Does it seem designed to get people talking—could it be clickbait? Always question if a source is hoping to inspire a desired outcome. And remember, just because you don’t agree with a particular viewpoint does not make it biased. [www.SPOTfakenews.ca](http://www.SPOTfakenews.ca)

Be your own fact-checker and verify the validity of the story. Are OTHER sources reporting the same story? Look to see if multiple, credible sources—such as established media outlets—are reporting the same facts, and if they are, it’s more likely to be accurate. [www.SPOTFakeNews.ca](http://www.SPOTFakeNews.ca)

Ask the question: Is the story TIMELY? Check the date the story was published. Sometimes, stories use old information, facts, photos or videos to take advantage of a timely occurrence such as a current event or announcement to bolster views.

**SUGGESTED HASHTAGS:**

#SPOTFakeNews #ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers

#Newspaper #CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism

**Advertise Local**

**SUGGESTED CAPTIONS:**

*[Shop Local. Save Local.]*

Community newspapers need the local business community’s support to continue telling the stories that matter. The power of a local ad is just as important as the power of a local job, and it helps build the foundation of community vibrancy.  
  
Advertising in the local paper matters; just take a look at the stories told over the last year. Look at the local paper’s effort into supporting all local businesses, whether open or closed, because of the pandemic. Now think about how your community’s COVID response would be different without the steady, trusted support the paper delivers week in and week out.  
  
Shop Local. Save Local. Buy a local ad or support the local businesses that keep your community and its newspapers thriving.

*[Put Your Money Where Your House Is]*

Local newspapers are good for business. Local advertisers turn to their local newspapers to sustain and grow their businesses in good times and bad times. Put Your Money Where Your House Is. Buy a local ad or support the local businesses that keep your community and its newspapers thriving.

**SUGGESTED HASHTAGS:**

#AdvertiseLocal #ShopLocal #communitynewspapers #LocalNewspapers #LocalNews #News #LocalNewsmatters #NewspapersMatter #ChampionTheTruth

**Local Matters**

**SUGGESTED CAPTIONS:**

The role that local advertisers play is more important than ever to keep communities and businesses thriving. Local businesses need our support, now more than ever.

**SUGGESTED HASHTAGS:**  
#AdvertiseLocal #ShopLocal #communitynewspapers #LocalNewspapers #LocalNews #News #LocalNewsmatters #NewspapersMatter #ChampionTheTruth

**Truth Be Told**

**SUGGESTED CAPTIONS:**

Our communities are powered by local newspapers. Celebrate how trusted journalism sparks important conversations. www.championthetruth.ca  
  
**SUGGESTED HASHTAGS:**

#ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers #Newspaper

#CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism #TruthBeTold

**Champion The Truth**

**SUGGESTED CAPTIONS:**

*[We are the fine print.]*

Newspapers are a trusted source and provide credible, reliable information to readers. Upfront, accurate and above the fold.

*[Fact-Checking the world since it was flat.]*

Newspapers play an essential role in an active and healthy democracy. The need for fact-based news reporting is critical now more than ever.

*[Thanks for not reading in the dark.]*

Canadians rely on newspapers to be their trusted source of accurate information. Helping us shed more light on the world.  
  
**SUGGESTED HASHTAGS:**

#ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers #Newspaper

#CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism

**What Happens When You Don’t Advertise**

**SUGGESTED CAPTIONS:**

Advertising generates awareness and provides an opportunity to promote your company, product, or service. If you aren’t advertising frequently and effectively, you are missing an opportunity to reach potential customers. Nine out of ten Canadians read newspaper content weekly on print and digital platforms.  
  
**SUGGESTED HASHTAGS:**

#ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers #Newspaper

#CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism

#Newspapers247

**Believe It!**

**SUGGESTED CAPTIONS:**

Canadians turn to newspapers when they are looking for accurate, credible information. And research shows, year after year, that ads in newspapers are more trusted than any other medium.

**SUGGESTED HASHTAGS:**

#ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers #Newspaper #CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism

**People Who Read Newspapers And People Who Have Money Have One Thing In Common.**

**SUGGESTED CAPTIONS:**

Newspaper advertising, in all formats, engages Canadians of all ages. Nine out of ten adults read newspapers each week.

**SUGGESTED HASHTAGS:**

#ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers #Newspaper #CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism

**Great Conversations**

**SUGGESTED CAPTIONS:**

Local news is all around us and powers our conversation in all types of settings from first dates, to main street meet-ups to the last video call of the day. The local newspaper delivers reliable stories to spark that next great conversation.

Nine out of ten adults (86%) read newspapers, in either print or digital format, at least once a week—essentially unchanged from the inaugural study (85%), which was conducted in 2012.

Despite a multitude of media options and digital distractions, readers still turn to traditional news sources.

**SUGGESTED HASHTAGS:**

#Newspapers 247 #ChampionTheTruth #NewspapersMatter #NewsMatters #Newspapers #Newspaper #CommunityNewspapers #LocalNews #News #LocalMatters #LocalNewsMatters #Journalism