The Macedonian Institute for Media, together with its project partners, is launching a project titled “News and Digital Literacy Project – Where Fake News Fails.” The aim of the three year project is to promote news and digital literacy, in order to improve the effectiveness, responsibility and ethics of civil society and journalists is using the right of freedom of opinion and expression.

The project aims to increase debate amongst journalists about news and digital literacy, focussing on the economic and social conditions for freedom of expression. Through its activities the project will contribute to increasing knowledge of CSOs to effectively counteract unethical media reporting and fake news. It will also guide social media users into becoming
more knowledgeable consumers online, both of online information and news, creating more responsible active citizens.

Main Activities:

- Trainings, mentoring and re-granting of CSOs

- Preparation of a social media strategy, including research on the motivations of social media users

- Production of various educational resources, including videos, tutorials, blog posts and online quizzes.

- Campaigns and media events for social media users, journalists and CSOs

- Annual media awards that promote journalism in the public interest

- Monthly publications for media professionals

The activities have been designed to strengthen the capacities and knowledge of the target groups so that they in turn can promote news and digital literacy, both in the media industry and among a wider audience.