



About Together Against Misinformation

Have you ever encountered information that left you feeling confused or unsure about what to believe? Misinformation affects us all. Let's take it on together! Join us on October 8, 2026 for Together Against Misinformation Day as part of [Science Literacy Week!](#) Team up with people across the country to help stop its spread!

About ScienceUpFirst

We are a globally recognized bilingual initiative of the Canadian Association of Science Centres, created to take on misinformation.

Posting

- Wait to post on October 8, 2026 so your video will be part of the campaign.
- Use the hashtag [#TogetherAgainstMisinformation](#) and tag [@ScienceUpFirst](#) so we can share your video!
- Not active on social media? No problem! Reach out to us with other ways to collaborate.

Watch an Example Video



Are **you** ready to stop misinformation?

We are reaching out to you because you have a deep understanding of your field and a special connection with your community. Your insights and expertise are vital in debunking common (and harmful) myths and misconceptions. By joining our [#TogetherAgainstMisinformation](#) campaign, you can make a real difference and help spread accurate information.

Creative Storyboard

1 - Opener/Hook

The first 3 seconds are the most important at grabbing the audience's attention. At this point, introduce yourself and one piece of misinformation or a misconception in your field that really makes you mad.

E.g. "Hi, I'm Dr. Sarah Thompson, a nutritionist. One myth that really frustrates me is that you need expensive juices to detox. Let's bust this myth together!"

2 - Subject

Correct the myth by providing the real facts. Try to stick to no more than 3 pieces of information so the audience will be more likely to remember your points.

3 - Call to Action

Let's put an end to these myths together. Follow [@ScienceUpFirst](#) to join [#TogetherAgainstMisinformation](#) and learn how to make informed, science-based decisions for a healthier life.

Tips and Tricks

- Film the video vertically so it can be shared on Instagram Reels, TikTok, and YouTube Shorts
- Do a short recording test to make sure you can see and hear yourself clearly
- Check out our list of filming [best practices](#)

Contact

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