

We R Native: Trend Discovery Phase 2

Native Youth - Health & Wellness Focused

Who We Are & What We Did

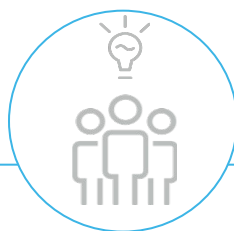
We convert the opinions shared on social media platforms into contextualized data and strategic insights for marketers. Applying research discipline and technological innovation, we create new ways to get closer to key audience cohorts by better understanding what they create and share on social media. **For this analysis, we looked at the organic opinions of self-identified Native Americans and Alaskans to best understand the latest trends in health & wellness for youth under the age of 24. Since January 1, 2020, we have collected over 75 million mentions from these individuals.**



Social Conversation

We monitor all major social platforms, including Twitter, Facebook, Instagram, YouTube, Reddit, and Pinterest as well as articles (and subsequent engagement) from over 550,000 editorial outlets.

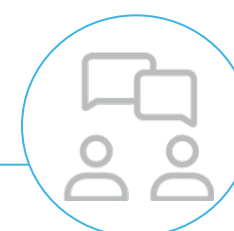
We use human analysis for accurate sentiment and visual understanding, while identifying key trends in social conversations.



Industry Expertise

We are experts in accurately identifying the meaningful and actionable conversations our clients care about.

We work with media & entertainment, sports, food and beverage, retail, and lifestyle brands with industry benchmarks and insights in each.



Our Data

7,000+
Conversation topics currently tracking

6 Billion
Social opinions collected since 2009

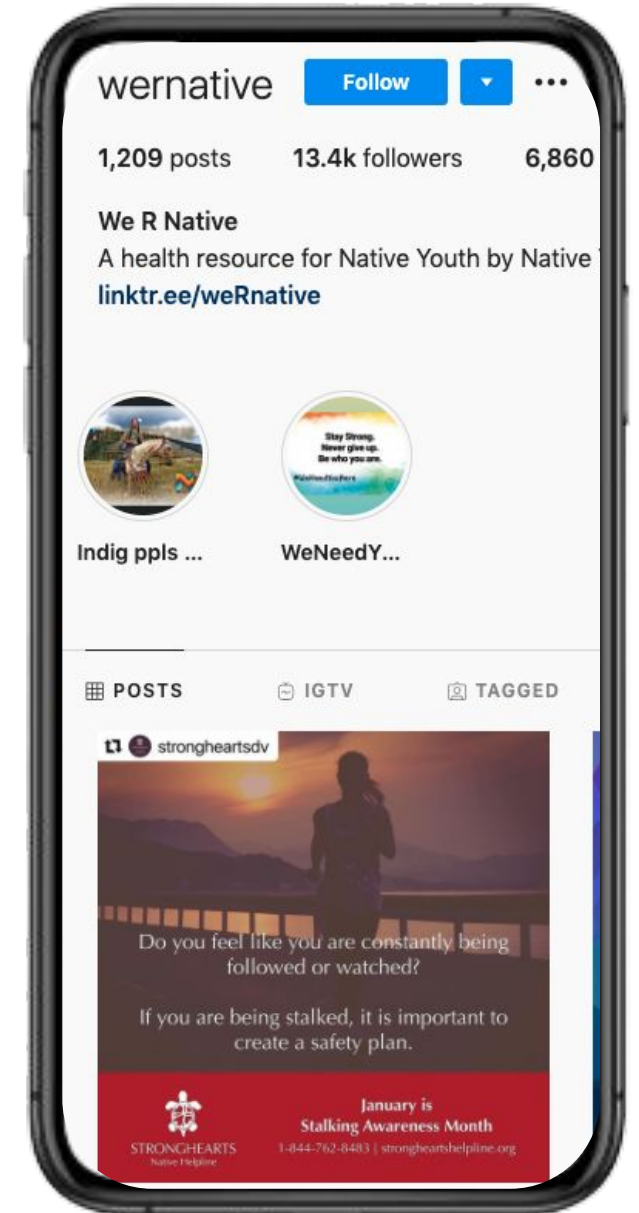
150 Million
Opinions collected every month

Native Youth Health & Wellness Trends Identified in Phase One

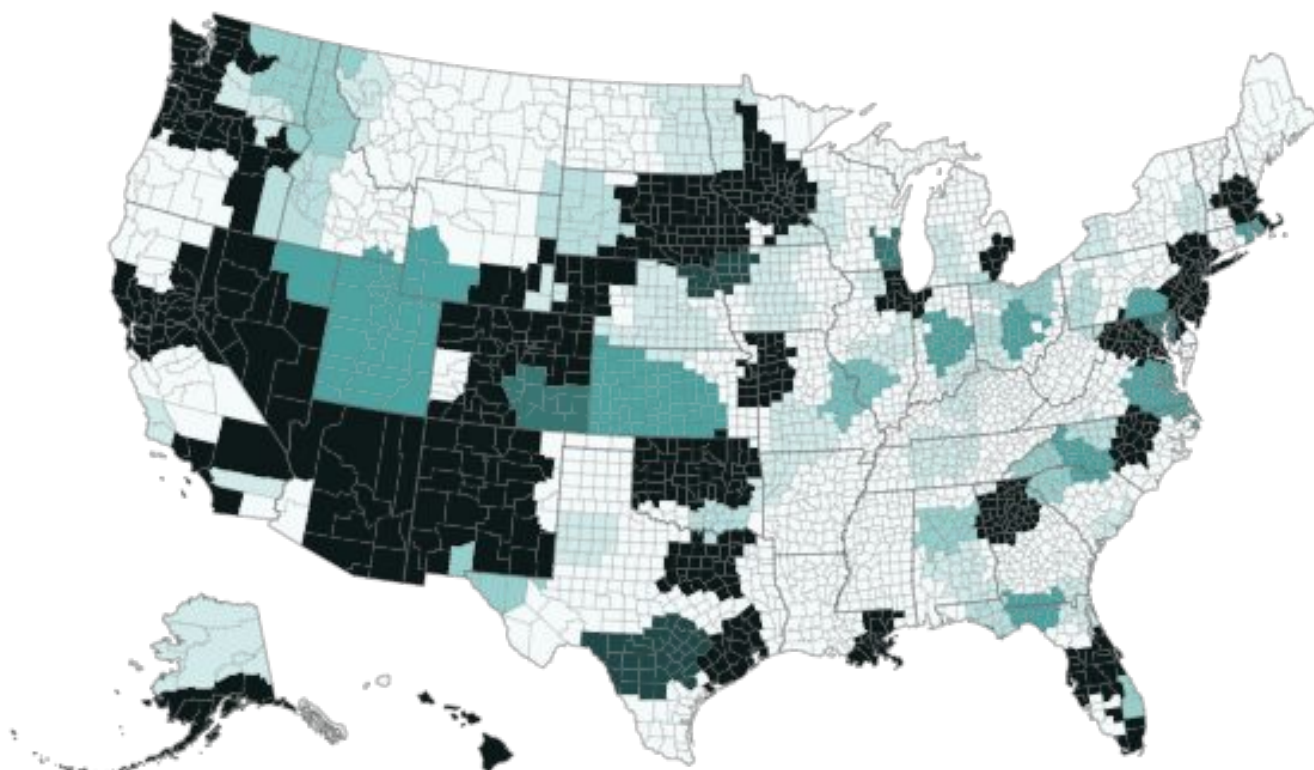
Building upon Native youth trends that were identified in Phase One (January-June 2020), Phase Two of this research aims to uncover new, currently trending topics post-We R Native's own mental wellness campaign.

In Phase One, the following health and wellness trends were identified:


- As in-person avenues became inaccessible throughout COVID-19, Native youth have turned to online resources for mental health tips
- Native youth are comfortable engaging with conversations around sex, pregnancy, and abortion
- Native-run meme accounts centered around Native culture have been an outlet for Native youth to connect with others
- Movements to remove racist logos have brought conversations about Native youth mental health to the forefront
- COVID-19 continues to have an impact on the way Native youth talk about access to healthcare
- Native youth advocate for inclusive health resources/education for Trans, Two-Spirit, and Non-Binary youth



Native youth often engage with political and cultural trending topics/influencers that are centered around mental health and social issues



Self-Identified Native Youth Social Mentions

Low Social Volume  High Social Volume

Most Retweeted Users by Native Youth in 2021

[@mmpadellan](#)

[@ProjectLincoln](#)

[@AOC](#)

[@funder](#)

[@RBReich](#)

[@SethAbramson](#)

[@RexChapman](#)

[@BreeNewsome](#)

[@jaketapper](#)

[@Amy_Siskind](#)

Top Hashtags Used

[#bellletstalk](#)

[#covid19](#)

[#indigenous](#)

[#inauguration2021](#)

[#settlersaturday](#)

[#givingtuesday](#)

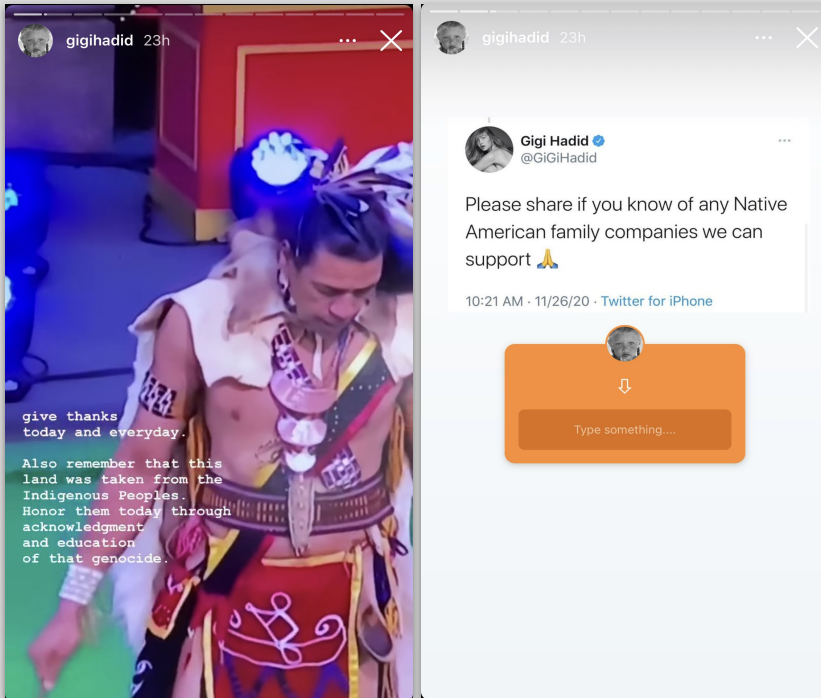
[#nativeamericanheritagemonth](#)

[#landback](#)

[#indigenouspeoplesday](#)

[#counteveryvote](#)

Various celebrities have helped elevate the conversations around injustices towards Indigenous people – and celebrated milestones for Native communities



Supermodel Gigi Hadid
asked her followers to honor Indigenous Peoples on Thanksgiving Day and to share Native American family companies to support.



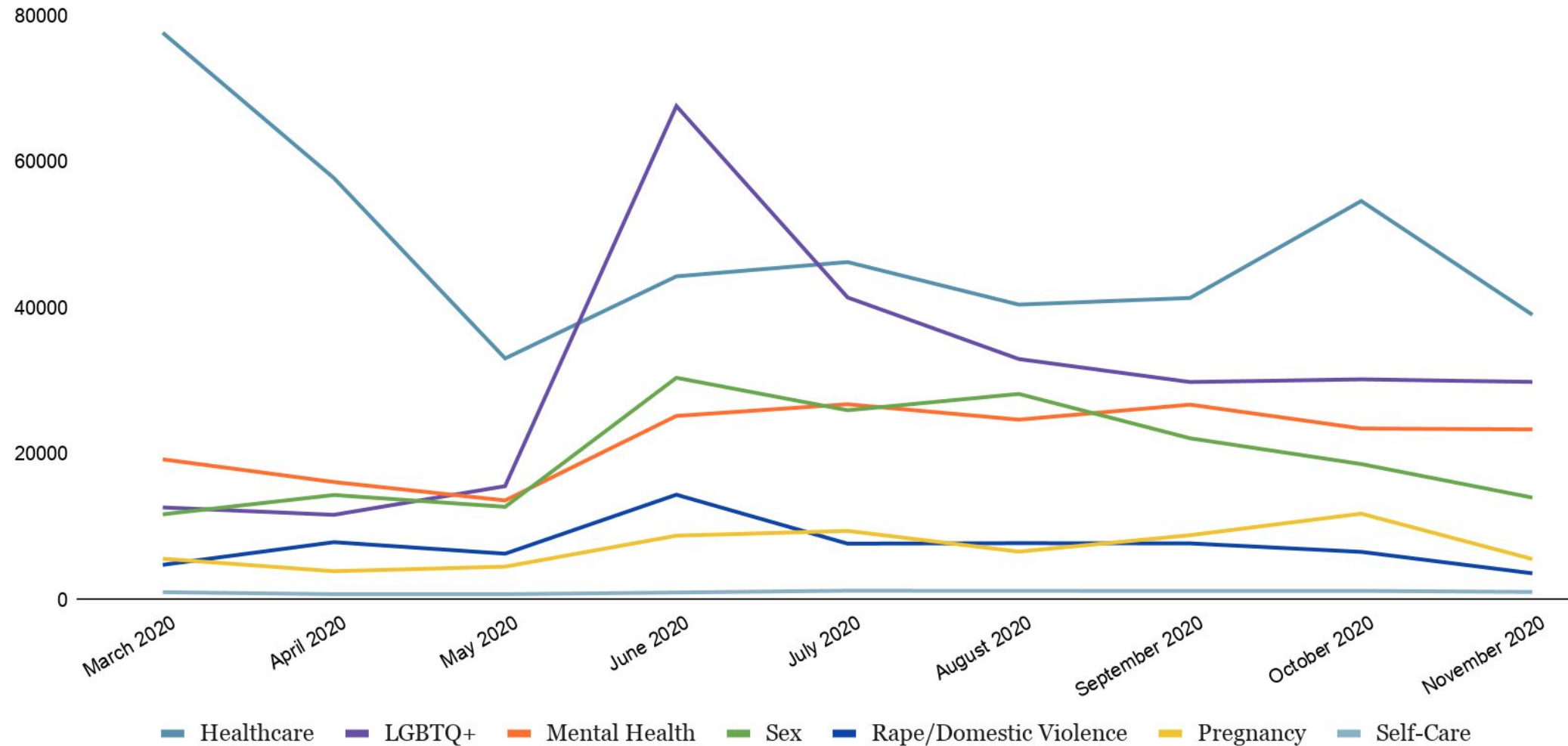
US Representative AOC
shared her excitement towards Deb Haaland becoming the first Native American Interior Secretary.



Music Group Major Lazer & Singer Kacey Musgraves
celebrated Indigenous Peoples' Day and recognized who came first.

Now Trending with Native Youth:

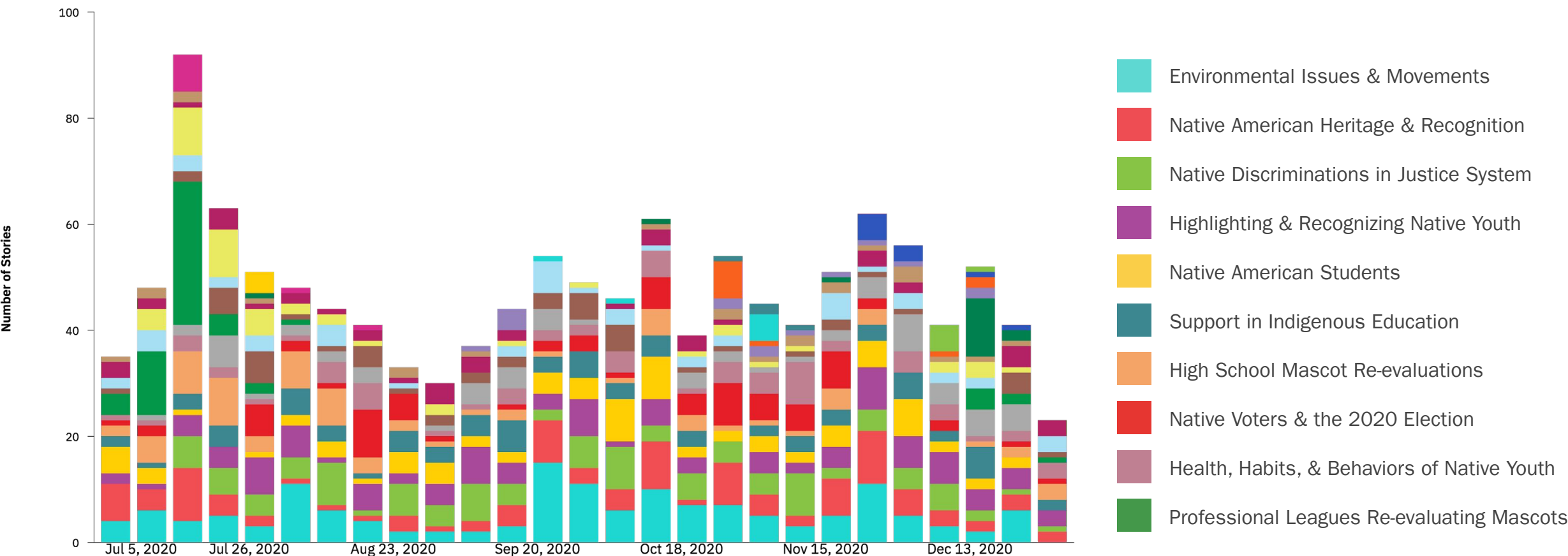
Healthcare chatter was highest at the beginning of COVID-19, while other focuses such as LGBTQ+ topics had spikes during key times (Pride Month). Self-care mentions remained steady





Headlines centered around social justice movements continued to be a key focus for Native youth editorial content

However, new topics outside of environment/climate issues and racial equality emerged in this category – with LGBTQ+ rights, health inequities, Native discrimination in the justice system, and the power of Native voters in the 2020 election all being notable focuses for Native youth in editorial. Additionally, Native American Heritage Month and Indigenous Peoples’ Day sparked various articles around recognizing and supporting Native youth and Indigenous brands. Mental health (especially in relation to suicide) and discussions around team mascots also remained strong focuses.



Now Trending with Native Youth:

Suicide prevention month opened up larger conversations about factors that can lead to declining mental health

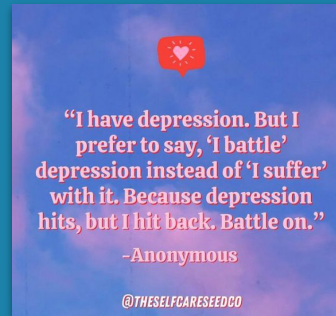


Gen Z is much more aware of structural and societal issues at large compared to previous generations **and are more apt to discussing these things openly** (especially online as they're hyper-political).

Native youth frequently discuss socioeconomic factors that, if changed, could increase the quality of life for many. While they understand the importance of reaching out to friends and keeping lines of communication running, they also understand that the issues sometime run deeper and more systemic than that. **It's just as important to acknowledge systemic issues as it is an individual's mental health.**



Text-focused posts that acknowledge the struggles youth are going through can be easily circulated and make audiences feel seen and heard. Instagram is a key platform for mental health discussions, as advocacy and 'authenticity' are core to what people choose to post there.



@theselfcareseedco on Instagram



#SuicidePrevention:
1.8M Posts on Instagram

I really hate how suicide prevention month every year is reduced to "check on your friends" and not universal health care, to defund the police, accessible mental health services, and peer support programs. That analysis is so corny.

12:17 PM · Sep 4, 2020 · Twitter for iPhone

63.9K Retweets 1K Quote Tweets 203.5K Likes

It's suicide prevention month and just a reminder that

- affordable housing is suicide prevention
- livable wages are suicide prevention
- universal healthcare is suicide prevention

4:15 PM · Sep 9, 2020 · Twitter for iPhone

117.5K Retweets 1.1K Quote Tweets 292.3K Likes

Now Trending with Native Youth:

For Native youth, self-care can be a divisive topic – however, the majority still opt to practice it in some way

The term “**self-care**” turns some people off – as they feel it can be overused or doesn’t properly define what all self-care can be. Others are frustrated with being told to practice self-care to help get through major systemic issues when it goes beyond that.

Additionally, there were discussions about not trying to define self-care or put a hard label on it – because it can mean something different for each individual based off their personality or needs.

However, despite some standoff feelings, the majority of Native youth were still practicing self-care or discussing tips and methods. The importance of self-care and having personal time was emphasized across conversations – with peers often encouraging one another to partake in self-care.



Consider reaching out to Native youth to speak towards what self-care means to them, what they choose to do for self-care, or how they’d want to help implement/educate others on self-care in their communities. Use their responses to create content that furthers the discussion around this topic.



50% increase in mentions around self-care from Native youth

when comparing 3/1/20 - 7/1/20 to 8/1/20 - 12/1/20

Common ways they discussed doing self-care included:

Listening to music

Talking with or hanging out with friends

Taking a mental health day or time off

Exercising (taking walks, meditating, running)

Pampering (manicures, pedicures, skin care)

Cleaning and having their personal space clean

**Methods of self-care listed above are general and in no specific order of popularity.*

Now Trending with Native Youth:

#IndigiLove and #WeNeedYouHere content was heavily fueled by engagements with We R Native's owned content

This included audiences retweeting, quote tweeting, or reposting Instagram photos – compared to Native youth audiences sharing their own organic content. **Despite engagement being more passive, it still represents positive reactions towards the content shared and the campaign.**

71%

of #IndigiLove's conversation came from retweeted content

*when looking at 8/1/20 - 12/1/20

67%

of #WeNeedYouHere mentions came from retweeted content

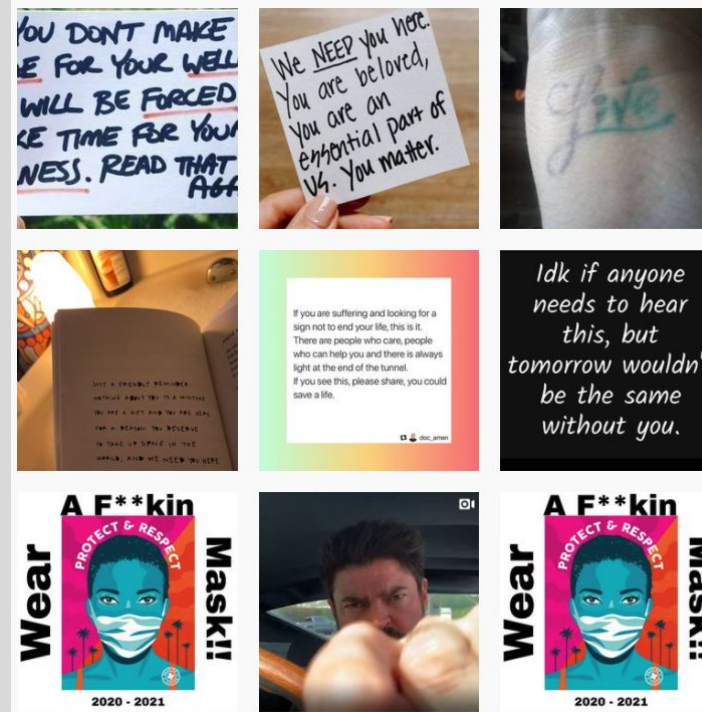
*when looking at 8/1/20 - 12/1/20

However, when looking beyond Native youth, there are larger audiences using #WeNeedYouHere to discuss mental health and suicide. **On TikTok specifically, the hashtag has over 36K views.**

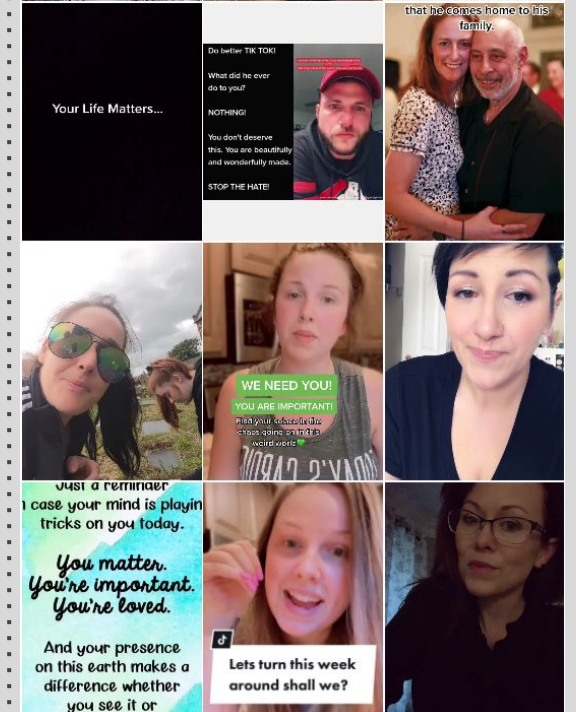


Consider using additional platforms like TikTok to further this content and discussion. Including additional popular hashtags like #indigenous or #nativetiktok can help expand the content's reach.

#weneedyouhere
3.1K Instagram Posts



#weneedyouhere
36.3K TikTok Views



Now Trending with Native Youth:

During November's election cycle, Native youth worked to inspire Native voters to use their voice and incite change

10% of editorial around Native youth was focused on Native voters and their key role this election.

**when looking at 11/1/20 - 12/1/20*

For all youth, but especially BIPOC youth, this election cycle was all about **mobilization**. From sharing resources to get people registered to vote to sharing truthful information about the election during a turbulent news cycle, Native youth used their social platforms to inform, inspire, and become sounding boards for Native voters.

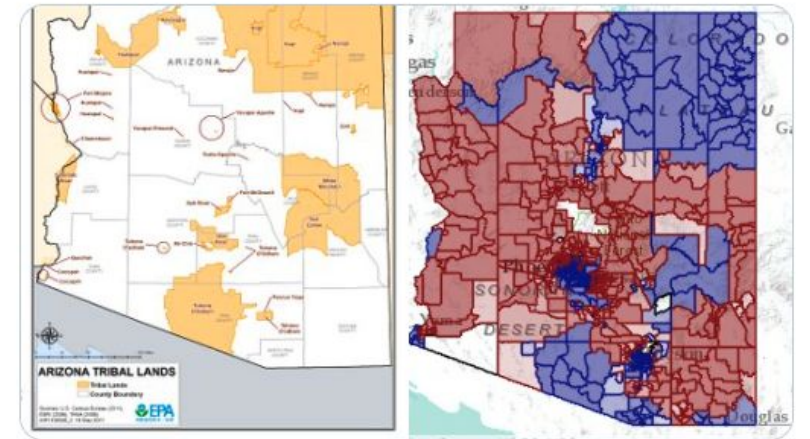
As important as this election cycle was to Native youth fundamentally, it was also important to show that Native voters have true power to participate in and change the outcome of elections on a local and nationwide level.



Deb Haaland has become an admired political figure for Native youth, especially after her nomination for Interior Secretary. Since November, there have been 12K mentions of Haaland on Twitter. Gen Z especially wants to hear directly from politicians who represent them and see them amplified on social (take AOC for example).



Shondiin Silversmith7 @DiinSilversmith · Nov 6, 2020
With a lot of talk about Native voting in Arizona. I thought I would share 2 maps. The left is a map showcasing all 22 tribes in the state. The right an updated 2020 voting results maps by precinct. This give you an idea of how Indigenous communities voted in the 2020 election.



776

32.8K

110.7K



Nearly 10K mentions from Native youth around voting and the 2020 election

**when looking at 7/1/20 - 1/1/21*

Now Trending with Native Youth:

TikTok has become an important platform for Indigenous youth to show self-love and honor their culture



Native youth use TikTok to share **cultural knowledge** and showcase what makes them unique, while also **encouraging** other Native youth to **embrace their cultural heritage**.

Now trending on TikTok:

- Regalia & Jingle Dresses
- Hoop Dances
- Throat Singing
- Language (i.e. Inuktitut)
- MMIWG
- Indigenous Foods
- Two-Spirit & Indigiqueer Identity

[Tia Wood's vocal remix](#) of a popular TikTok song ("The Banjo Beat, Pt. 1") has been used 13.9K times, kicking off a trend of **original Indigenous songs** being used on the platform.



Educational TikToks are one of the most engaged-with video formats on the platform next to humorous/meme TikToks. The platform has allowed younger audiences to share their in-depth knowledge and expertise around subjects that are less widely-discussed on other social platforms.



@notoriouscree on TikTok



@tiamiscihk on TikTok

Top Indigenous TikTok Influencers

@notoriouscree	2.3M Followers
@tiamiscihk	1.7M Followers
@shinanova	1.2M Followers
@desertndn	534.4K Followers
@the_land	378.8K Followers
@indigenous_baddie	342.3K Followers

Popular TikTok Hashtags for Native Youth

#Indigenous	1.6B Views
#NativeAmerican	1.6B Views
#NativeTikTok	1.2B Views
#NativeHumor	343.7M Views
#NativePride	332.6M Views
#RezHumor	68.9M Views

Now Trending with Native Youth:

Conversations around mental health remained prevalent through the remainder of the year and increased in the fall/winter

+20% more social mentions around mental health from 8/1/20 - 12/1/20
when compared to 3/1/20 - 7/1/20

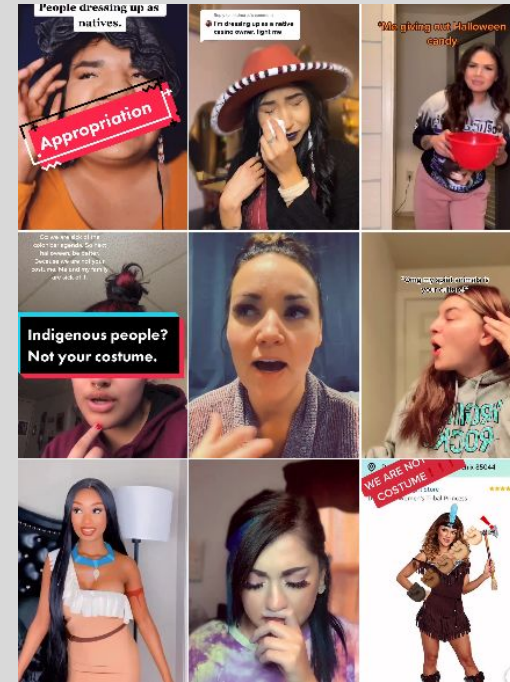
Native consumers and advocates used their voices on social to prompt teams, schools, and fellow peers to stop the cultural appropriation and racist actions towards Indigenous people and their culture. Key events such as the **NFL's Washington Redskins official name change**, **MLB's Cleveland Indians dropping the team name**, and holidays like Halloween sparked additional conversations around this topic.

For editorial specifically, articles around this topic spiked during the summer of 2020 – as teams and schools (especially professional sports teams) were brought to the front of these conversations to change their names/mascots. **Over 10% of editorial content from August 1, 2020 focused on these racist mascots/teams discussions.**

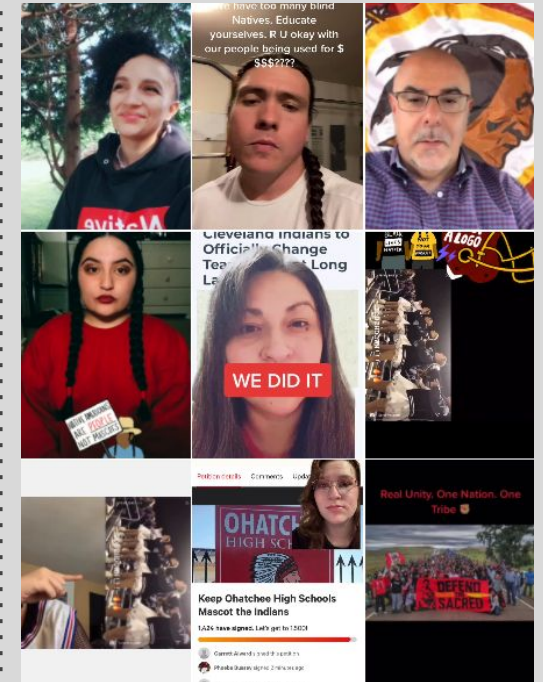


Continue to be a mental health resource for Native youth.
Engage with and open the We R Native platform as a place of discussion around current events like the mascot changes.

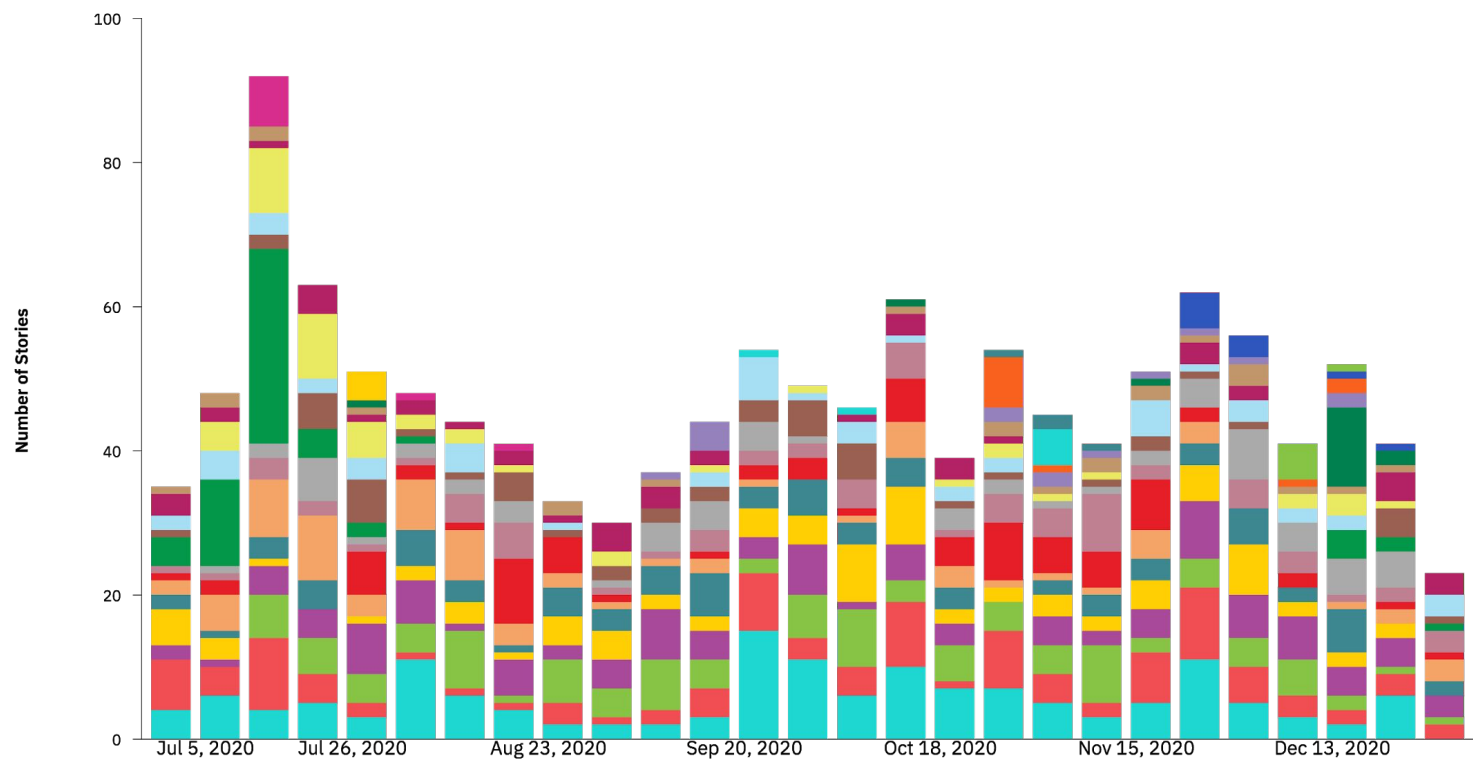
#notyourcostume
3.6M TikTok Views



#notyourmascot
2.5M TikTok Views



Appendix: Full Breakdown of Editorial Topics



Top 10:

- Environmental Issues & Movements
- Native American Heritage & Recognition
- Native Discriminations in Justice System
- Highlighting & Recognizing Native Youth
- Native American Students
- Support in Indigenous Education
- High School Mascot Re-evaluations
- Native Voters & the 2020 Election
- Health, Habits, & Behaviors of Native Youth
- Professional Leagues Re-evaluating Mascots

Remaining Topics:

- | | | | |
|---|--------------------------------|---------------------------|--|
| Native American Agriculture Fund Award | BIPOC Clean Beauty Brands | Indigenous Fashion Week | Human Connection with the Planet |
| Native Youth & High Suicide Risk | Biden Selects Rep. Deb Haaland | Nakotah Larance's Passing | Boeing Supports Indigenous Communities |
| Political Committee Hearings for Indian Affairs | General Tribal Youth | Arturo Lona's Passing | No Specific Top/Cluster |
| General Political Unrest | Trail Blazers Jersey Donations | Bezos Fund Donation | |

Thank you!