


An Executive Summary: Best Practices for Creating Compelling COVID-19 Related Messaging for AIAN Youth on TikTok

Suggested Citation:

Kuhn, N.S., Sarkar, S., Hoy, J., McCray, C., Lefthand-Begay, C. (2021, August 3). An Executive Summary: Best Practices for Creating Compelling COVID-19 Related Messaging for AIAN Youth on TikTok [Google Slides]. Information School's Native North American Indigenous Knowledge Initiative, University of Washington.





NPAIHB serves the 43 federally-recognized tribes of Oregon, Washington and Idaho and our office is located within the traditional and ancestral homelands of the Multnomah, Kathlamet, Clackamas, Tumwater, Watlala bands of the Chinook, the Tualatin, Kalapuya and many other indigenous nations of the Willamette and Columbia River regions.

The University of Washington acknowledges the Coast Salish peoples of this land, the land which touches the shared waters of all tribes and band with the Suquamish, Tulalip, and Muckleshoot nations.

LAND ACKNOWLEDGEMENT



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Native North American
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RESEARCH QUESTIONS

1. What is the COVID-Related Messaging for AI/AN youth on TikTok?
2. What are some best practices for using this platform to reach Native youth?

TIKTOK BASICS

HOME MENU



Shows “For You” page
(suggested videos)



Discover
(search for creators, hashtags)



Video recording
(3-15-60 seconds)



User’s message inbox



User’s profile



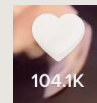
FOLLOWING & FOR YOU PAGE

- Following: accounts this user is following
- “For You”: suggested videos

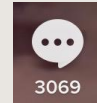
ENGAGE WITH THE VIDEO



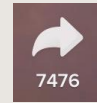
Follow this creator



Like



Comment



Share

Image: @supaman, Nov. 17, 2020

TIKTOK BASICS

VIDEO CONTENT

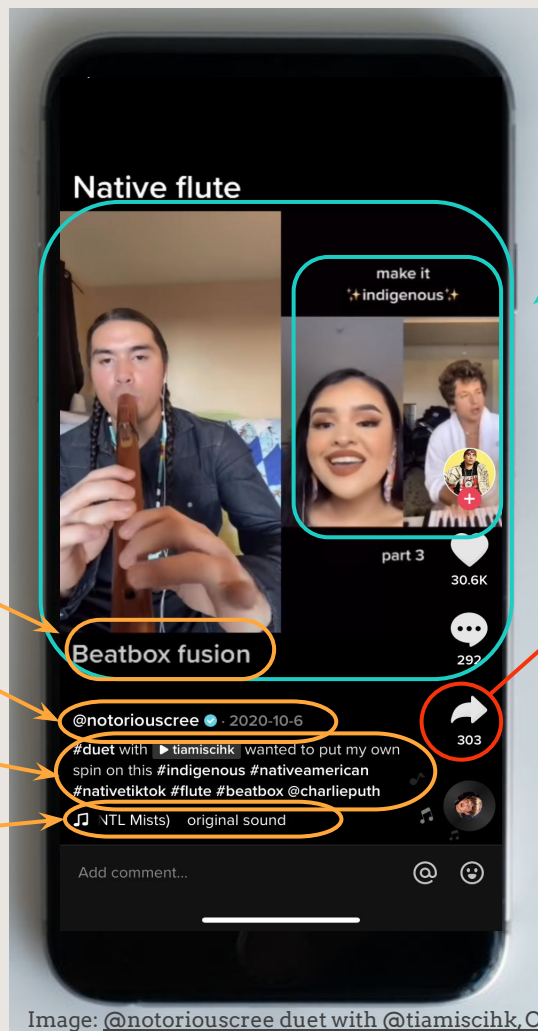
Video Caption

Creator's username

Descriptive Caption

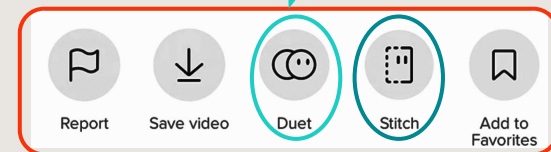
message, hashtags,
stickers, emojis

Audio



DUETS

- Remixing videos
- One creator takes another creator's video and adds to it
- Two videos appear side by side



STITCHING

Allow creators to clip scenes from another creators' videos to use in theirs

Image: @notoriouscree duet with @tiamiscihk, Oct. 06, 2020

TIKTOK BASICS

USER PROFILE

- Profile name
- Account name
- Short Bio
- Links to other sites

TIKTOK VIDEOS

- Creator's video feed

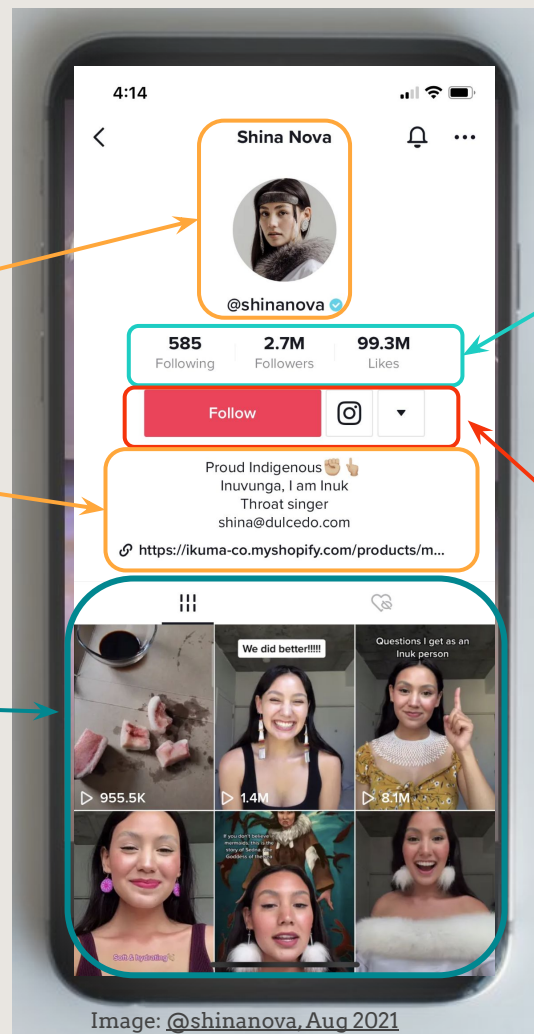


Image: @shinanova, Aug 2021

USER ENGAGEMENT

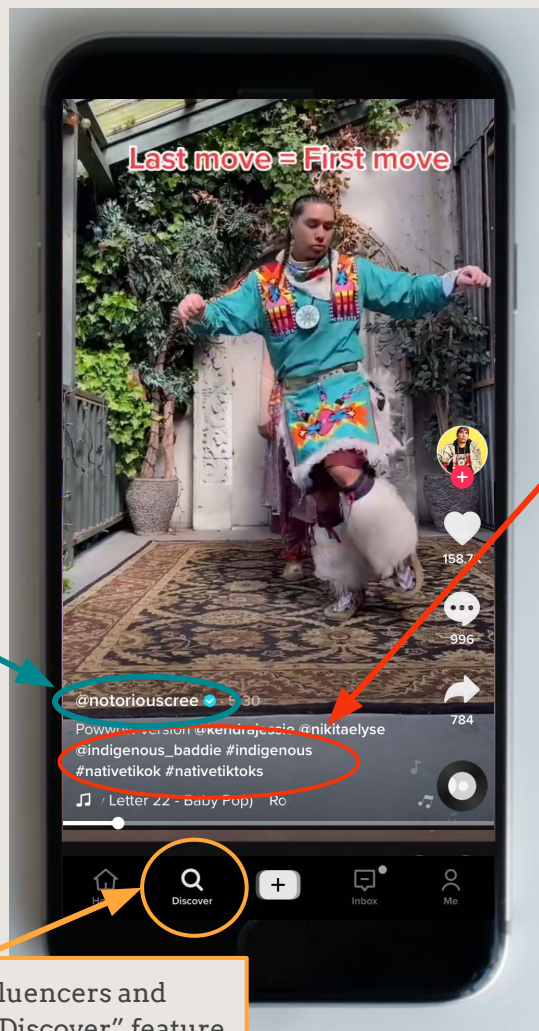
- **Following:** # of accounts this user is following
- **Followers:** # of accounts that are following this user
- **Likes:** total # of likes for all their videos

SETTINGS

- Follow this user
- Creator's other social media accounts (Instagram, You Tube)
- Similar creators

INFLUENCERS

- Chose 7 top **Indigenous influencers** from MarketCast report (6) + personal knowledge (1)
- Recorded their **user engagement** (# Followers, # Likes)
- Searched their TikTok videos posted in May 2021 for **COVID-19 messaging + hashtags**
- Searched for influencer accounts on other social media platforms (Instagram, Facebook) to understand their **cross-platform influence**
- Searched for online articles to learn more about them and their **motivations**



Searched for Influencers and Hashtags using the "Discover" feature

METHODS

HASHTAGS

- Searched for TikTok videos relating to Indigenous peoples, COVID-19 and water using 17 different **hashtag combinations** (Fig. 4.2)
- Selected videos with:
 - clear examples of **Indigenous representation** on the topic
 - high **user engagement** metrics
 - Indigenous creators **over 18 yrs**
- Recorded **metadata** for each creator and video
- Conducted a **content analysis** of videos that included text, audio and visual components

More details can be found in our [full report](#).

Image: [@notoriouscree](#), May 30, 2020

RESULTS

INFLUENCERS

TikTok Username	Full Name	Age	Tribal Affiliation	# Videos Posted May 2021	# Likes on Tik Tok	# Followers		
						TikTok	Instagram	Facebook
@notoriouscree	James Jones	34	Tallcree First Nation, Alberta	13	75.8 M	2.9 M	883 k	108.7 k
@shinanova	Shina Novalinga	22	Inuk	17	96.2 M	2.1 M	485 k	N/A*
@tiamiscihk	Tia Wood	21	Plains Cree, Salish	4	43.8 M	1.7 M	330 k	N/A
@desertndn	Haatepah Clearbear	22	Kumeyaay, Pai Pai, Chichimeca-Guamare	3	14.7 M	769.8 k	229 k	895
@the_land	Theland Kicknosway	18	Potawatomi, Cree, Canada	16	9.7 M	394 k	402.8 k	11.9 k
@indigenous_baddie	Michelle Chubb	23	Bunibonibee Cree, Canada	16	14.7 M	378.7 k	154 k	N/A
@supaman tiktok	Christian Takes Gun Parrish	[over 18]	Apsaalooke Nation	2	361.4 k	58.3 k	93.4 k	377 k

Table 5.1 Indigenous Influencers on TikTok (*N/A: Not Applicable, public Facebook page was not found)

COVID-19 MESSAGING

- Total videos posted by these top Indigenous influencers in May 2021 = 71
- Videos with COVID-19 messaging/hashtags = 0
- One influencer stated their intention to share **positive**, uplifting content in response to the challenges during the pandemic

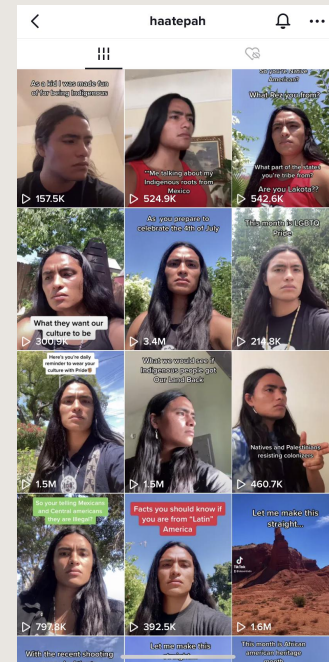


Image: @desertndn, August 2021

More details can be found in our [full report.](#)

RESULTS

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CROSS-PLATFORM INFLUENCE

- All seven influencers had public accounts on Instagram
- **5** influencers had more TikTok Followers than Instagram Followers
- A few of these influencers shared their TikTok videos on their Instagram accounts
- **4** had public Facebook accounts, but with much lower # Followers

More details can be found in our [full report](#).

RESULTS

INFLUENCERS

Influencers' **motivations** for creating content:

- Increase positive representation of Indigenous peoples,
- Share information on Indigenous issues,
- Increase Indigenous youths' pride in and access to Indigenous culture.

Followers have reached out expressing how they want to try hoop dancing, growing out their hair, and learning more about their language.

"To me, that's one of the most rewarding things I can get from making content"

@notoriouscree
2.9M TikTok followers
(Docto, 2021)

More details can be found in our [full report](#).



RESULTS HASHTAGS

Hashtags are important because TikTok's algorithm uses them to help determine what videos to show to which users.

Creators need to use the right hashtags in their videos to increase the chances that they will be shown to users most likely to follow them.

TRENDING COVID-19 HASHTAGS

We reviewed 25 videos with Indigenous and COVID-19 specific messaging.

These are the most popular hashtags that were used in videos with Indigenous + COVID-19 content.

More details can be found in our [full report](#).

Hashtag used	Total Videos	Hashtag used	Total Videos
Indigenous Hashtags		COVID-19 Hashtags	
#nativetiktok	11	#covid19	12
#nativeamerican	9	#covid	4
#indigenous	7	#coronavirus	4
#nativetiktoks	4	includes #covid (ex. #covid2020)	4
#native	4	mask related (ex. #maskup)	4
Tribal identity	15		
Trending Hashtags		Vaccine Hashtags	
#fyp	12	#covidvaccine	6
#foryoupage	5		

RESULTS

HASHTAGS

#Indigenous AND #covid19

CONTENT ANALYSIS

COVID-19: Videos shared messages of encouragement, resilience, Indigenous culture, and COVID-19 specific experiences (such as quarantines).

VACCINES: Videos showed experiences getting vaccines and associated symptoms, positive videos included memetic content and apolitical messages.

CULTURAL INDICATORS: Most common indicators included traditional music, traditional clothing, hair and jewelry, and Native languages. Many videos also included traditional dancing and regalia as well as content about Indigenous life experiences.

EMOTION / MOOD: Consistent with TikTok trends, many videos included dance and humor, with both traditional and contemporary music added. 12 videos were informational and numerous positively demonstrated the strength and resilience of Indigenous culture.

More details can be found in our [full report](#).

"As for the teachings, it's important because a lot of kids don't have access to resources to learn more about themselves or their culture, but what do they have access to? Their phones and TikTok."

-- @tiamiscihk
43.8M TikTok followers
(Allaire, 2020)





BEST PRACTICES

Drawing upon the themes and patterns that emerged during data analysis, from a literature review and documentation of TikTok's functionality, we developed a set of recommended practices.

These best practices cover three competencies:


1. Connecting with Indigenous Identity and Culture
2. Creating Compelling Messaging and Content for TikTok
3. Building Community & Extending Visibility and Reach on TikTok



Connecting with Indigenous Identity and Culture

BEST PRACTICES

- Incorporate **traditional knowledge and culture** into videos
- Incorporate **music generated by Native artists, healers and musicians** with more **contemporary music**
- Incorporate **Native pop culture** into videos
- Appropriately tailor messages to **demonstrate tribal values**
- Instill confidence and trust by **illustrating cultural competency**
- Understand the importance of reciprocity by **creating a digital potlatch or give-away** as an incentive
- Create compelling videos that incorporate **multiple cultural elements**



Creating Compelling Messaging and Content for TikTok

BEST PRACTICES

- Craft messages and videos **with members of the intended audience**
- Use **humor** in TikTok videos when appropriate
- Use and engage with **memetic content** and TikTok **trends** or **challenges**
- Use a **variety of content styles** across TikTok videos
- Provide **materials/ resources for content creators** to use in videos
- Have **one topic of focus** per video (or set of videos)
- Use **on-screen text** for accessibility and retention of information



BEST PRACTICES

Building Community & Extending Visibility and Reach on TikTok

- Lean on **existing relationships** and resources
- Launch **strategic, targeted campaigns** in **partnership with Native influencers** on TikTok
- Use a **variety of relevant hashtags** when posting videos
- Develop **centralized hashtags** related to NPAIHB campaigns

UPDATES

RECENT ARTICLES

- The White House and some state and local governments are paying macro and micro Influencers to promote vaccines
 - [NY Times news article.](#)
- Tennessee Health Dept. prohibits social media posts promoting the vaccine that are specifically aimed at children
 - [Seattle Times article](#)

*"influencers have **showed off where on their arms they were injected, using emojis and selfies** to punctuate the achievement. "I joined the Pfizer club," Ashley Cummins, a fashion and style influencer in Boulder, Colo., recently announced in a **smiling selfie while holding her vaccine card**. She added a mask emoji and an applause emoji."*

[Local micro influencers are in demand because they can seem more authentic than national social media stars].

"Vaccination campaigns will only be effective if you know your community."

-- Patricia Lepiani, President
Idea Marketing.

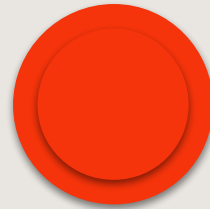


FUTURE WORK



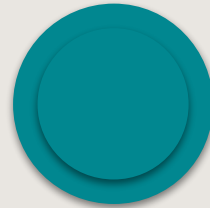
INDIGENOUS YOUTH

Utilize co-design session, talking circles and surveys to understand how Indigenous youth use TikTok and interact with Indigenous and health-related content.




INFLUENCERS

Conduct semi-structured interviews with influencers to further understand their various roles, most popular content and their personal reasons for making their videos.



TOOLKIT

Develop a how-to resource for reaching Indigenous youth with health messaging on TikTok.

A decorative geometric pattern in the bottom left corner, composed of overlapping triangles in teal, orange, and dark blue.

More details can be found within our [full report](#).

Haaw'a!

THANK YOU!

ধন্যবাদ

[Dhannyobaad]

Ahehee'!