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.
TEAM

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University of Washington

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Design & Engineering
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Northwest Portland Area
Indian Health Board

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(Navajo) Assistant Professor
Information School
University of Washington
PARTNERSHIP

NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD

INFORMATION SCHOOL
Native North American Indigenous Knowledge Initiative
University of Washington
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

- **Home**: Shows “For You” page (suggested videos)
- **Discover**: (search for creators, hashtags)
- **Video recording**: (3-15-60 seconds)
- **Inbox**: User’s message inbox
- **Me**: 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

More details can be found in our full report.

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

More details can be found in our full report.
TIKTOK BASICS

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

TIKTOK VIDEOS
- Creator’s video feed

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

More details can be found in our full report.
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

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

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

More details can be found in our full report.

<table>
<thead>
<tr>
<th>TikTok Username</th>
<th>Full Name</th>
<th>Age</th>
<th>Tribal Affiliation</th>
<th># Videos Posted May 2021</th>
<th># Likes on TikTok</th>
<th># Followers</th>
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<tbody>
<tr>
<td>@notoriouscree</td>
<td>James Jones</td>
<td>34</td>
<td>Tallcree First Nation, Alberta</td>
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<td>75.8 M</td>
<td>883 k</td>
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<tr>
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<tr>
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<td>22</td>
<td>Kumeyaay, Pai Pai, Chichimeca-Guamare</td>
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</tr>
<tr>
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<td>Apsaalooke Nation</td>
<td>2</td>
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Table 5.1 Indigenous Influencers on TikTok (*N/A: Not Applicable, public Facebook page was not found)
## RESULTS

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

### 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.
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.
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.
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.

"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)

More details can be found in our full report.
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

More details can be found in our full report.
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**

More details can be found within our full report.
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

Creating Compelling Messaging and Content for TikTok

More details can be found within our full report.
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

More details can be found within our full report.
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.

More details can be found within our full report.
THANK YOU!

Haaw’a!

ধন্যবাদ
[Dhannyobaad]

Aheheee’!