

Social Media Toolkit



Our people have met the challenges of the Covid-19 pandemic with strength and resilience. We've masked up, fed our communities, and sought healing through dance. Now, more than a million Native Americans have received a Covid-19 vaccine. We've done all of this for the love of our people. Those aren't just words. It's a way of being. It's who we are.

As vaccines become more available across the country, and as new questions about the pandemic emerge, it's important for Native people to have access to important information from Native health experts. *For the Love of Our People* is a partnership between the Urban Indian Health Institute and IllumiNative to make sure that happens.

We're collaborating with Native health experts and artists to ensure that the latest information about vaccines, virus variants, and other important COVID-related health information is readily available to fortify our response to the pandemic as it evolves into new phases.

How You Can Help

You can use your platform to help us spread the word about the campaign in the following ways.

- 1) Share campaign content while encouraging people to visit ForOurPeople.uihi.org for more information. Content includes:
 - I Got Vaccinated social media graphics
 - I Got Vaccinated selfie signs
 - Expert interviews
 - Campaign art
 - Event announcements
- 2) If the "Swipe Up" feature is enabled on your account, use it to send your followers to ForOurPeople.uihi.org when sharing content.
- 3) Emphasize the following key points:

- Getting vaccinated is the most important thing you can do to move back toward normal activities
- Encourage them to continue taking steps to protect themselves against COVID-19
- Tell them how important COVID-19 vaccines are to protecting their health, as well as the health of those around them. Talk about your personal decision to get a COVID-19 vaccine.
- Side effects to the vaccine are normal signs that the body is building protection.

4) Use this hashtag: [#ForOurPeople](#)

Insights for Talking About Vaccines & the Pandemic

In January 2021, the Urban Indian Health Institute (UIHI) published the results of a survey conducted with over 1400 Native peoples representing 318 tribes on attitudes, beliefs and knowledge of the COVID-19 vaccines. IllumiNative then worked with N8tv Insights to conduct four focus groups to further understand attitudes and beliefs about the vaccines and to test drafted messages with participants. Here are some insights from our research that can inform how you communicate with your audience.

- 1) *Center community.* Participants report they got the vaccine or plan to get one, because of community. Those hesitant report that they could be persuaded by relatives and friends, especially if not getting one means
- 2) *Lead with positivity.* Time and again, focus group participants called out language that was even remotely negative. Even in the messages which used historical information or acknowledged systemic failures that have led to the disproportionate impact of COVID on Native communities, participants reacted poorly.
- 3) *Take caution with “ancestor” and “warrior” language.* Participants were split on the use of language like “Be a good ancestor,” “join thousands of warriors,” and “knowledge-keepers.” Some liked these references, but those that did not were strong in their sentiment, citing multiple concerns.
- 4) *Acknowledge, but don’t lead with, anxiety and fear of the vaccine.* Hesitancy to get vaccinated is tied to mistrust of the government and a lack of reliable information about how the vaccine works and the rates of severe side effects.
- 5) *Highlight the need for a comprehensive approach to the virus.* Many participants said they appreciated seeing language like “vaccines are only a part of the solution,” that they are “one tool,” and that people will still need to wear masks, wash their hands, and maintain distance from people they aren’t familiar with.

Visit forourpeople.uihi.org for tips on how to effectively talk with people who are hesitant about getting a vaccine.

Recommended Message

Based on our research, the message below is a good model for how you can talk to your followers about the current state of the pandemic.

Our people have met the challenges of the COVID-19 pandemic with strength and resilience. We've shown the world the power of Indigenous values by finding many ways to take care of our relatives and protect our ways of life for future generations. The COVID-19 vaccines are another important tool to slow the spread of the virus and allow us to return to ways of life that are important.

Do your part to protect our future—get vaccinated as soon as you're able, and continue wearing a mask, thoroughly washing your hands, and practicing social distancing.

Sample Posts

Facebook and Instagram

- I'm so proud of how Native people have responded to the pandemic—taking care of each other, seeking healing through art and dance, and now leading the way on vaccines. We've shown the world the power of Indigenous values. Visit ForOurPeople.uihi.org to get any questions you have answered by Native experts.
- I got vaccinated for the love of our people—to make sure all my relatives can stay healthy and we can all be together soon. What's your reason for getting vaccinated? Check out ForOurPeople.uihi.org to get any questions you have answered by Native experts.
- I'm vaccinated and ready to Pow Wow! Join me in getting your shots so we don't miss another pow wow season.
- Use our "I Got Vaccinated" Signage or fill in the blank your reason for getting vaccinated. Link to pdf signage here:
- I am strong and resilient. I am vaccinated against COVID-19. Join me in doing your part to protect our future.
- Tribal Nations know COVID-19 vaccines are an important tool to protect our culture and community. Do your part and get vaccinated to protect our future.

Twitter

- Native people have relied on creating art and healing dances to get each through the pandemic & now we are leading the way on vaccines. We've shown the world the power of Indigenous values. [#ForOurPeople](https://ForOurPeople)

Visit ForOurPeople.uihi.org to learn more

- I got vaccinated for the love of our people—to make sure all my relatives can stay healthy and we can all be together soon. [#ForOurPeople](#)

What's your reason for getting vaccinated?

Get information from Native experts at ForOurPeople.uihi.org

- I'm vaccinated and ready to Pow Wow! 🎪 Join me in getting your shots so we don't miss another pow wow season.
[#ForOurPeople](#)

- I am strong and resilient. 💪 I am vaccinated against COVID. 💉

Join me in doing your part to protect our future. [#ForOurPeople](#)