



For the Love of Our People: TikTok Social Media Campaign for Native Youth to get Vaccinated

Social Media Toolkit

This toolkit has information, resources, and original TikTok videos commissioned by Native influencers to support organizers in their outreach to Native youth about the COVID-19 vaccines.

We've heard from Native communities nationwide that reaching Native youth is a main priority in our efforts to get Indian Country vaccinated against COVID-19. For this reason, IllumiNative has commissioned Native TikTokers and social media influencers to tell their own stories and produce dynamic, engaging, and creative content for social media that will educate, empower, and encourage Native youth 11-24 to get vaccinated.

We know Native youth speaking to other Native youth can be one of the most effective ways of storytelling and empowering our Native people to get the COVID-19 campaign. With their permission, their videos are shared in this toolkit and can be utilized by community organizers.

How to use this social media toolkit

You can use your social media platforms to help spread the word to Native youth about the safety and effectiveness of the COVID-19 vaccines.

1. Download the videos from Native youth social media influencers.
2. Choose from the recommended posts that will best resonate with your community.
3. Share video(s) and post(s) on your social media channels.


Messaging Tips

- It will be important for Native youth to hear from other youth.
- Empower youth by expressing the importance of their role to slow the spread of COVID-19.
- Inspire Native youth by honoring their knowledge, leadership, and genuine storytelling to

positively impact their community by getting vaccinated.

[Download videos of Native youth talking about why they got vaccinated](#)

Sample posts for Facebook and Instagram

<i>Screenshot (reference to show appropriate video with post)</i>	<i>Sample post to accompany video</i>
	<p>Let's listen to our Native youth about why they decided to get the COVID-19 vaccine. Together we can keep our Native communities safe, protected, and thriving.</p> <p>"We can take steps to impact ourselves and our community. And one of the steps that I decided to take is to get the vaccine. I am an Indigenous youth and I got the vaccine. And I encourage you to do the same." - @AshelsGod (Iñupiaq) on IG & TikTok.</p> <p>Check out @IllumiNative for more resources and find out where you can get vaccinated by visiting forourpeople.uihi.org.</p> <p>#NativeTikTok #NativeYouth #ForTheLoveOfOurPeople #IndianCountry #Covid19Vaccine</p>



Research your nearest vaccination spot & get vaccinated!
Our youth are setting a positive example to keep our Native people safe & protected.

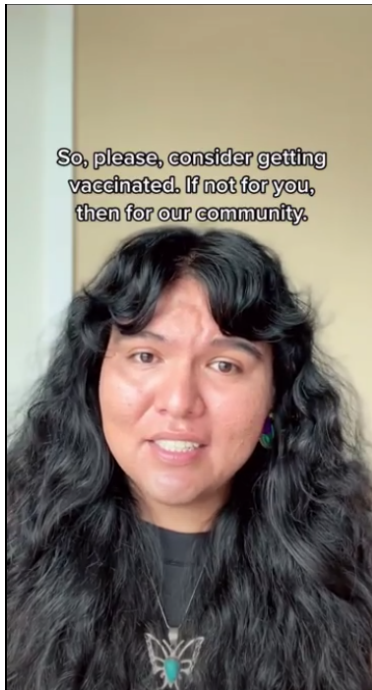
“COVID-19 claimed some of the lives of my loved ones and also seriously caused long-term effects on family members to this day. I have people around me who are going through cardiovascular diseases, so for COVID-19 to still be out there... makes them very, very vulnerable.”

“So I took it upon myself to go ahead and get vaccinated to keep them safe as well as myself—definitely the best decision I’ve made for my family’s health so far. I can say that proudly and say that ‘I did that’.”

“I just want to encourage you guys— Go get vaccinated. Over 1M Native people have already been vaccinated.” -
@JojoJaxn (Diné) on IG, TikTok and YouTube.

Check out @IllumiNative for more resources and find out where you can get vaccinated by visiting forourpeople.uihi.org.

#NativeTikTok #NativeYouth #ForTheLoveOfOurPeople
#IndianCountry #Covid19Vaccine



Our Indigenous youth understand the complexities and deep history of why our communities may be hesitant to get vaccinated. Let's not underestimate their intelligence, brilliance, and capacity to lead our communities in a positive way #ForTheLoveOfOurPeople.

"A dear friend of mine told me that when she sees me putting on my jewelry, it reminds her of me putting on armor. The COVID vaccine is like armor. It's a layer of protection against something, a virus, that disproportionately affected my community."

"So, please, consider getting vaccinated. If not for you, then for our community." - Charlie @DineAesthetics (Dinè) on IG & TikTok

Visit @IllumiNative for more resources and find out where you can get vaccinated by visiting fourpeople.uihi.org.

#NativeTikTok #NativeYouth #IndianCountry
#Covid19Vaccine





Shout out to our Native TikTokers spreading the word to help get our peoples vaccinated. It's simple: Vaccines are safe, efficient, free, and accessible. Make the most of your time with loved ones and family this season by getting your vaccine or booster shot to keep our people safe.

"I just want to encourage everybody to get vaccinated. Stay safe. Stay healthy. Wear a mask." - @Tatianna_Olivia (Dinè) on IG and @NavajoNiffler on TikTok.

Visit @IllumiNative for more resources and find out where you can get vaccinated by visiting fourpeople.uihi.org.

#NativeTikTok #NativeYouth #ForTheLoveOfOurPeople
#IndianCountry #Covid19Vaccine

Sample Twitter posts

Screenshot (reference to show appropriate video with post)	Sample post to accompany video
	<p>"I am an Indigenous youth & I got the COVID vaccine. And I encourage you to do the same." - @AshelsGod (Iñupiaq) on IG & TikTok</p> <p>To find out where you can get vaccinated go to forourpeople.uihi.org</p> <p>#NativeTikTok #NativeYouth #ForTheLoveOfOurPeople</p>
	<p>Hear from #NativeTikTok @JojoJackson18 (Diné) on why we need to get our communities vaccinated to show up & show out.</p> <p>To find out where you can get vaccinated visit forourpeople.uihi.org</p> <p>#NativeTikTok #NativeYouth #ForTheLoveOfOurPeople #IndianCountry #Covid19Vaccine</p>



"A dear friend told me that when she sees me putting on my jewelry, it reminds her of me putting on armor. The #COVID19Vaccine is like armor." - Charlie @GrandmaSaidNo (Diné)

S/O to Native youth leading the way forward 🌟

#ForTheLoveOfOurPeople
#NativeTikTok #NativeYouth



"I just want to encourage everybody to #GetVaccinated. Stay safe. Stay healthy. Wear a mask." - Tatianna Olivia Black (Diné) @NavajoNiffler on TikTok

To find out where you can get vaccinated go to forourpeople.uihi.org

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#NativeTikTok #NativeYouth