

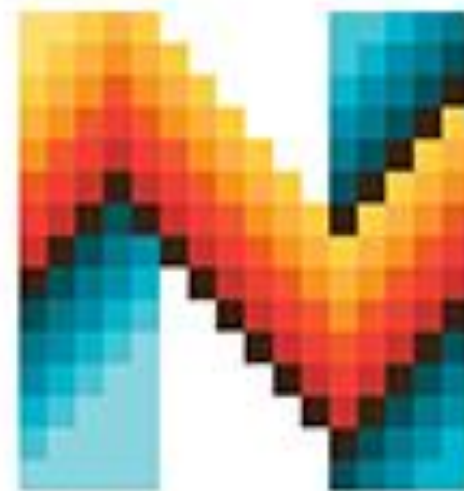
**DO YOU EVEN
SOCIAL
MEDIA,
BRO?**

INTRODUCTIONS



CENTER FOR NATIVE
AMERICAN YOUTH

AT THE ASPEN INSTITUTE



WERNATIVE

FOLLOW US ON SOCIAL MEDIA, @WERNATIVE



CENTER FOR NATIVE AMERICAN YOUTH

FOLLOW CENTER4NATIVE



www.cnay.org

What's New Blog

FOLLOW GENINDIGENOUS



Gen-I NOW emails

Gen-I Live on FB



Scan for Email Updates

CENTER FOR NATIVE AMERICAN YOUTH | WHAT WE DO

Youth Leadership

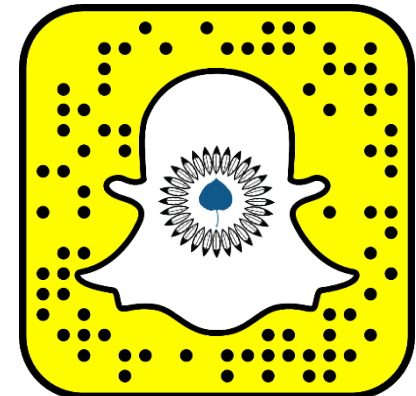
Advocacy & Policy Change

Resource Exchange



CHANGING THE NARRATIVE

www.cnay.org





MENU



MY CULTURE

Discovering Native Identity and Pride

[learn more](#)

WE R NATIVE

For Native Youth, by Native Youth.

TODAY'S AGENDA

- Native youth, tech, & health
- Growing your social media audience
- Engaging youth on social media
- Youth Engagement and Digital Advocacy



ACTIVITY TIME

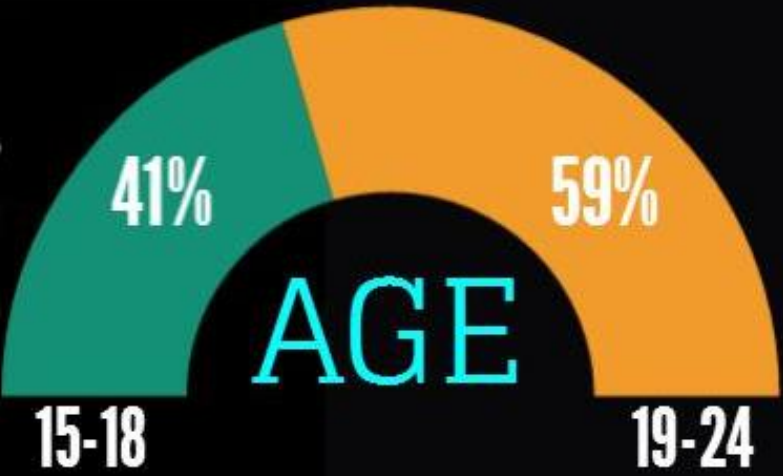
- **SOCIAL MEDIA**
- **NATIVE YOUTH**
- **DIGITAL ADVOCACY**
- **YOUTH ACTIVISM**

YOUTH HEALTH TECH 2016

Thanks for your participation!!!



We had participation from 29 States with Arizona coming in with the highest # of participants.



WERNATIVE.ORG

100% of respondents were American Indian or Alaska Native

Where do
Native youth
say they get "a
lot" of health
information
from?



36%

social networking sites



36% the internet

parents



35%



31% friends/
siblings

22% medical
staff



text messages



21%



19% school & health class

What health topics are important for Native youth to learn about?



What percent of Native youth say they do the following on a DAILY basis?



76% Go online from a phone or mobile device



63%

Visit facebook

62%



use snapchat



53%

view instagram



45%

see references to drugs or alcohol on social media

44%

see people stirring up drama on social media



35%

see references to violence on social media



29%

see people posting concerning messages (depression, suicide, self-harm, etc)

HELP AND SUPPORT

24%

experience people supporting them through tough times on social media



ACTIVITY TIME

- My org or tribe has a social media presence
- My org/tribe has a Facebook page
- I know what a hashtag is and I aint afraid to use it!
- My org/tribe uses Instagram and/or Snapchat
- My org/tribe checks our social media stats on a regular basis.
- My org/tribe changes its social media behavior based on our stats.





Perhaps I'm speaking to the wrong audience.

KNOW BEFORE YOU GROW

Facebook navigation bar: Search, Amber, Home 20+, 4 notifications, 1 message, 36 likes, ? help

Page navigation: Page, Inbox, Notifications, **Insights**, Publishing Tools, Settings, Help

Left sidebar: Overview, Promotions, Followers, Likes, Reach, Page Views, Page Previews, Actions on Page, Posts, Events, **Videos**, **People**, Messages

Insights tabs: **Your Fans**, Your Followers, People Reached, People Engaged

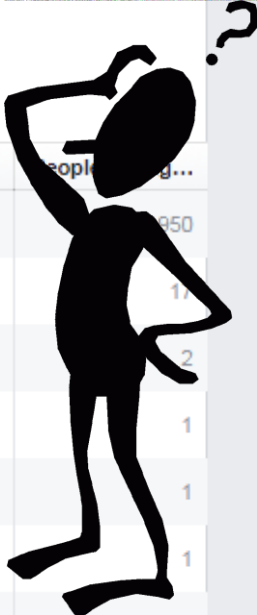
Section: The number of People Talking About the Page by user age and gender.

Women: 79% People Engaged, 71% Your Fans

Men: 20% People Engaged, 27% Your Fans

Age Group	Women (Engaged)	Women (Your Fans)	Men (Engaged)	Men (Your Fans)
13-17	0.616%		0.103%	
18-24	9%		4%	
25-34	16%		5%	
35-44	21%		5%	
45-54	16%		3%	
55-64	9%		2%	
65+	7%		2%	

Country	People Engag...	City	People Engag...	Language	People Engag...
United States of America	903	Hogansburg, NY	56	English (US)	950
Canada	48	Anchorage, AK	45	English (UK)	17
Philippines	4	Washington, DC	29	Spanish	2
United Kingdom	3	Phoenix, AZ	24	German	1
Ireland	2	Albuquerque, NM	23	English (Pirate)	1
Taiwan	2	Seattle, WA	15	French (France)	1
Netherlands	1	Cornwall, ON, Canada	14	Indonesian	1



KNOW BEFORE YOU GROW

The screenshot shows the Facebook Insights interface. The top navigation bar includes 'Page', 'Inbox', 'Notifications', 'Insights' (circled in orange), and 'Publishing Tools'. The left sidebar lists various metrics, with 'Posts' circled in orange. The main content area displays a table of posts with columns for Page, Published, Posts This Week, and Engagement. A legend indicates that the pink bars represent Reactions, Comments & Shares.

Page	Published	Posts This Week	Engagement
United National I...	09/19/2017 12:22 pm	Beautiful <3	97
We R Native	09/25/2017 3:13 pm	We see you Bethany Yellowtail! We can change our world #weRnative	156
Generation Indig...	09/21/2017 9:10 am	Announcing our partnership with AISES, We Are Healers, Center for Native American Youth for the	17
College Horizons	09/21/2017 11:31 am	Celebrating Director of College Horizons, Carmen Lopez as she wins national award! #NACAC17	66
National Congre...	09/22/2017 9:20 am	#GrahamCassidy violates the federal trust responsibility. Join the National Congress of	115

KNOW BEFORE YOU GROW

Home Moments Notifications Messages Search Twitter Tweet

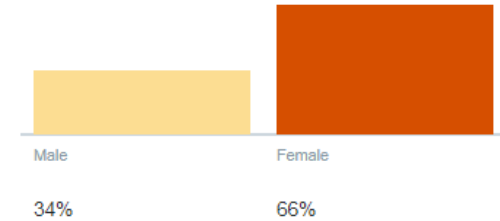


CENTER FOR NATIVE AMERICAN YOUTH
AT THE ASPEN INSTITUTE

Tweets **6,207** Following 2,454 Followers 7,026 Likes 9,565 Lists 10 Moments 0

Edit profile

Gender



Sep 2017 • 26 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 3,482 impressions

.@adamruebenbeach on Why Casting of Others for Native Roles is So Hurtful buff.ly/2ycgYRU. #NativeActors #NativeFilm #WhiteWashing pic.twitter.com/4N7rxXxLI7



33 31

View Tweet activity

View all Tweet activity

Top mention earned 45 engagements

Gen-I Native Youth
@genindigenous · Sep 22

At #AISESN17? Don't forget to take the Gen-I STEM Pledge with @AISES, @wearehealers, and @Center4Native and support #NativeYouth in STEM pic.twitter.com/i2AzNjFuj



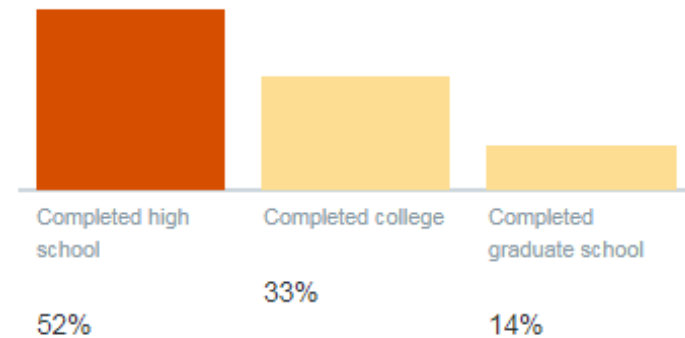
2 7 13

View Tweet

Interests

Interest name	% of audience
Business and news	81%
Politics and current events	79%
Movie news and general info	72%

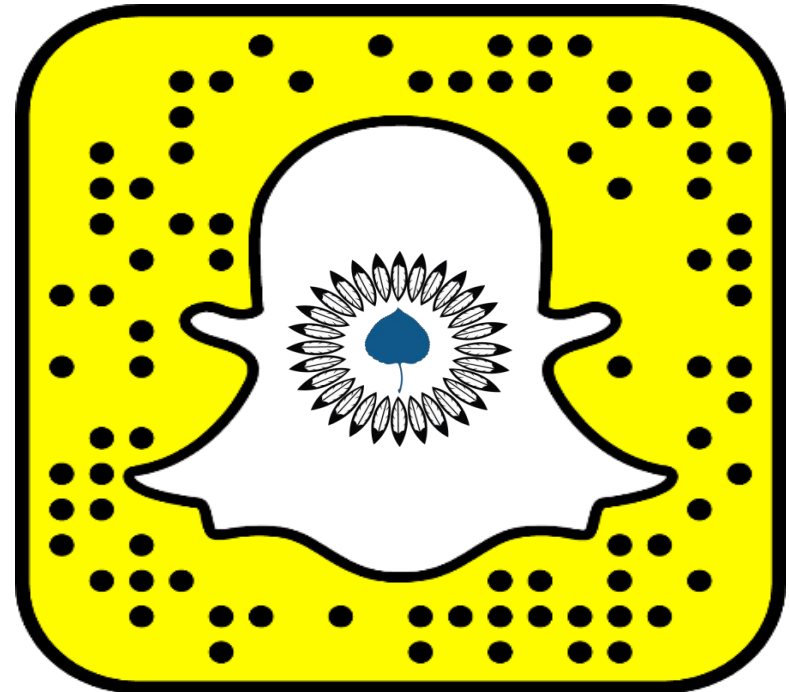
Education (highest level completed)



SNAPCHAT & INSTAGRAM



@CENTER4NATIVE



ENGAGING YOUTH



J.E. Church @authorjazmyn · Aug 29

Replying to @strongheartsv

Taking time to 🍿 a new TV show on Netflix together can help together and bond. #IndigenousLove



J.E. Church @authorjazmyn · Aug 29

Replying to @strongheartsv

Trying a sport or activity your partner likes show's you value thir 🍷🍷 #IndigenousLove



J.E. Church @authorjazmyn · Aug 29

Replying to @strongheartsv

There are tons of healthy ways to show you care! ❤️ #Indigenou



J.E. Church @authorjazmyn · Aug 29

Replying to @authorjazmyn @genindigenous and 2 others

Growing up in domestic violence, & surviving sexual assault has r advocate for youth! #IndigenousLove



J.E. Church @authorjazmyn · Aug 29

Replying to @authorjazmyn @genindigenous and 2 others

I'm Jazmyn,20, Mohican, & an advocate for Native youth! #Indig



J.E. Church @authorjazmyn · Aug 29

Replying to @NativeLoveIs

A3:

⚠️ "If you loved me you would____"

👤👤👤👤👤 #IndigenousLove



J.E. Church @authorjazmyn · Aug 29

Replying to @NativeLoveIs

⚠️ You feel isolated

A:3

⚠️ You spend more time arguing than talking

⚠️ You feel pressured or guilty #IndigenousLove



J.E. Church @authorjazmyn · Aug 29

Replying to @strongheartsv

Most importantly listening 🧐 and getting to know boundaries 🧑🏽 shows you respect them #IndigenousLove



J.E. Church @authorjazmyn · Aug 29

Replying to @strongheartsv

Holding 🧡 on a romantic walk around the powwow arena (wipe away the frybread grease first 😊) #IndigenousLove

ENGAGING YOUTH

CNAY | Native Youth
@Center4Native

#NativeYouth @brookesimpson
(#HaliwaSaponi) WOWS coaches on
@NBCTheVoice. Cheering for you Brooke!!
👏👏



The Voice @NBCTheVoice
This emotional performance will leave you speechless. Watch
#TheVoice 📺 TOMORROW 8/7c on @nbc.

10:22 PM - 25 Sep 2017 from Washington, DC

15 Retweets 37 Likes

1 Reply 15 Retweets 37 Likes

Tweet your reply

Brooke Simpson @brookesimpson · Sep 25
Replying to @Center4Native @NBCTheVoice
THANM YOU SO MUCH!

CNAY | Native Youth
@Center4Native

.@UnityWellness76 highlights #CNAYChamp
@mariahgladstone's #Indigikitchen:
unityinc.org/wellness-warri ... cc
@UNITYInc76 #foodsovereignty



8:34 PM - 28 Aug 2017

2 Retweets 2 Likes

Mariah Gladstone

CNAY | Native Youth
@Center4Native

US Olympic softball player @ShawneeRonyak
strives to be #rolemodel & hero for
#NativeYouth buff.ly/2wm7xBv
#NativeAthletes



1:50 PM - 23 Aug 2017

5 Retweets 10 Likes

Center for Native American Youth
Published by Buffer [?] · August 17 ·

#AlaskaNative teen traumatised after getting death threats for subsistence
whale hunting. #CNAYChamp Tatiana Ticknor sticks up for him in a
statement.

Alaskan teen traumatised after getting death threats for
killing a huge whale

An Alaskan teen was lauded for his hunting prowess in catching a gigantic 200-
year-old whale to feed his entire village, but is now traumatised after getting death...

ASIAONE.COM

Get More Likes, Comments and Shares

3,745 People Reached

159 Reactions, Comments & Shares

68 Like 16 On Post 52 On Shares

14 Love 2 On Post 12 On Shares

4 Wow 1 On Post 3 On Shares

21 Sad 10 On Post 11 On Shares

10 Angry 4 On Post 6 On Shares

22 Comments 2 On Post 20 On Shares


21 Shares 21 On Post 0 On Shares

652 Post Clicks

1 Photo Views 289 Link Clicks 362 Other Clicks

ENGAGING YOUTH





 **Center for Native American Youth** ✓
May 12, 2016 at 8:41am · 🌐


Calling all #NativeYouth! This is your chance to share your #NativeVoice and win awesome Nike N7 gear for doing it! Participate in the Generation... See more

Share Your Opinion for the Chance to Win a Full Nike N7 Package

cnayblog.wordpress.com

  25

4 Comments 67 Shares




 **Stanley L. Pryor**
@pryorstan [Follow](#) ▾


Nike N7 offering prizes for #NativeYouth who take the #GenISurvey! Share your voice—chance to win! @Center4Native

 **Share Your Opinion for the Chance to Win a Full Nike N7 Pa...**
Native youth drive our work. That's why since our launch in 2011 the Center for Native American Youth (CNAY) has traveled to 23 states and connected with more than 5,000 Native youth to bet...
cnayblog.wordpress.com

7:14 AM - 17 May 2016

 **Martina Minthorn-Callahan** shared Generation Indigenous's [photo](#).
August 20, 2016 · 🌐

Good JOB Philip Douglas Jr.....



Generation Indigenous ✓
August 17, 2016 · 🌐 [Like Page](#)

#GenIAmbassador* Philip Douglas won a swag bag full of goodies for taking the #GenISurvey! He's also in the running to win a head-to-toe Nike N7 gear package!

www.cnay.org



#GenISurvey

FOLLOW US ON SOCIAL MEDIA, @WERNATIVE





#RESPECT OUR ELDERS

#NATIVE STRONG

#KEEP IT ALIVE

#WERQUILEUTE



WE ARE
CONNECTED

WE R NATIVE

Having your voice seen AND HEARD!

- **“My Story”**
- **Text Messaging**
- **Monthly Contests**
- **Community Service Mini Grants**

Text
NATIVE
TO
97779



FOR WEEKLY
HEALTH TIPS,
CONTEST, AND
LIFE ADVICE

WE R NATIVE TEXT MESSAGE

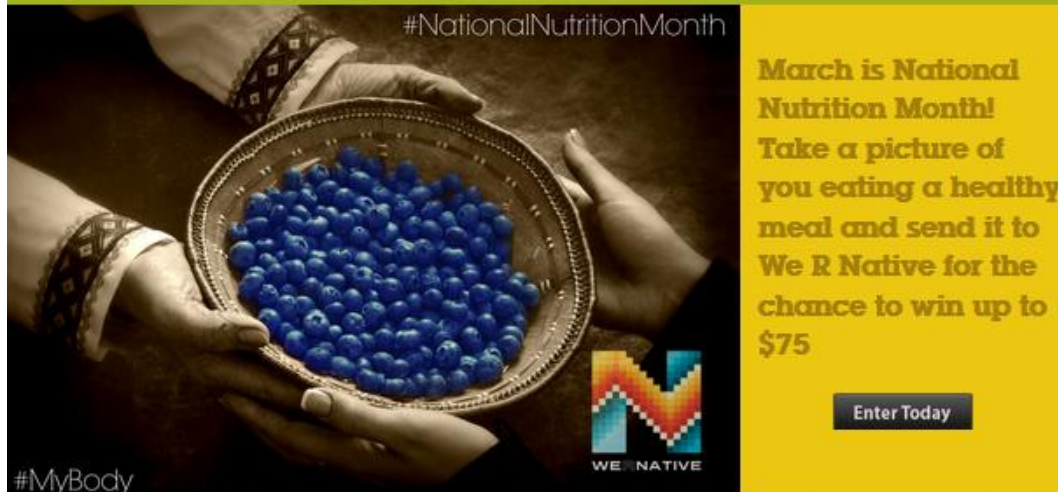
Example: Fellows texted the following.....

- Text “NIHB” to 97779**

We R Native Who R You?

Monthly Contest

Eating Healthy



#NationalNutritionMonth

March is National Nutrition Month! Take a picture of you eating a healthy meal and send it to We R Native for the chance to win up to \$75

Enter Today

#MyBody

WE R NATIVE

Last Month's Winners! 'I Am Indian Country'

1st	2nd	3rd
		
<p>Cierra Fields Respect is often difficult to earn and easy to lose. I was brought up to respect my elders and leaders. But I have learned how giving respect to every one and everything daily enriches my life. My friends or teachers may not realize that I am paying t... READ MORE »</p>	<p>Arrianna Haynes The Seven Grandfather Teachings are values to live by. If we all incorporate them into our lives, we would be strengthening and bettering ourselves as a people, and a nation. We should keep in mind, what do we do for our people, rather than what can t... READ MORE »</p>	<p>Dandreana Pino Respect for everyone and everything. But something that has bothered me is respect for one another. Everyone is given respect and things are the same. We need to respect the stories...</p>
View All Winners & Contests		

- Goal: Get youth engaged in their own health and wellbeing.
- New health topic every month.
- Prizes: \$25, \$50, \$75
- All submissions promoted on the website

http://www.youtube.com/watch?v=hW_57M5YTxA



OUR PLATFORMS

DEADLINE: NOV 10

CHAMPIONS FOR CHANGE



OUR PLATFORMS

GENERATION INDIGENOUS

- **Elevate** youth voices
- **Increase access** to resources and opportunities
- **Connect** Native youth with each other



GENERATION INDIGENOUS

ACCEPT THE CHALLENGE

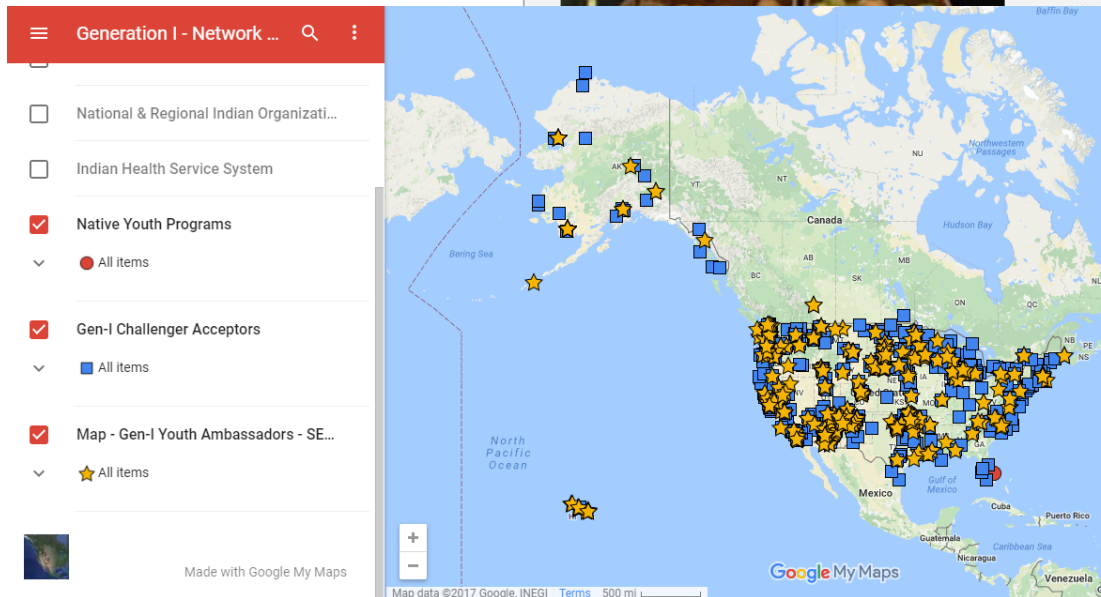
1. Act
2. Capture
3. Share



Kaylee Thompson Gathers Friends and Family to Distribute Food in Hawaii

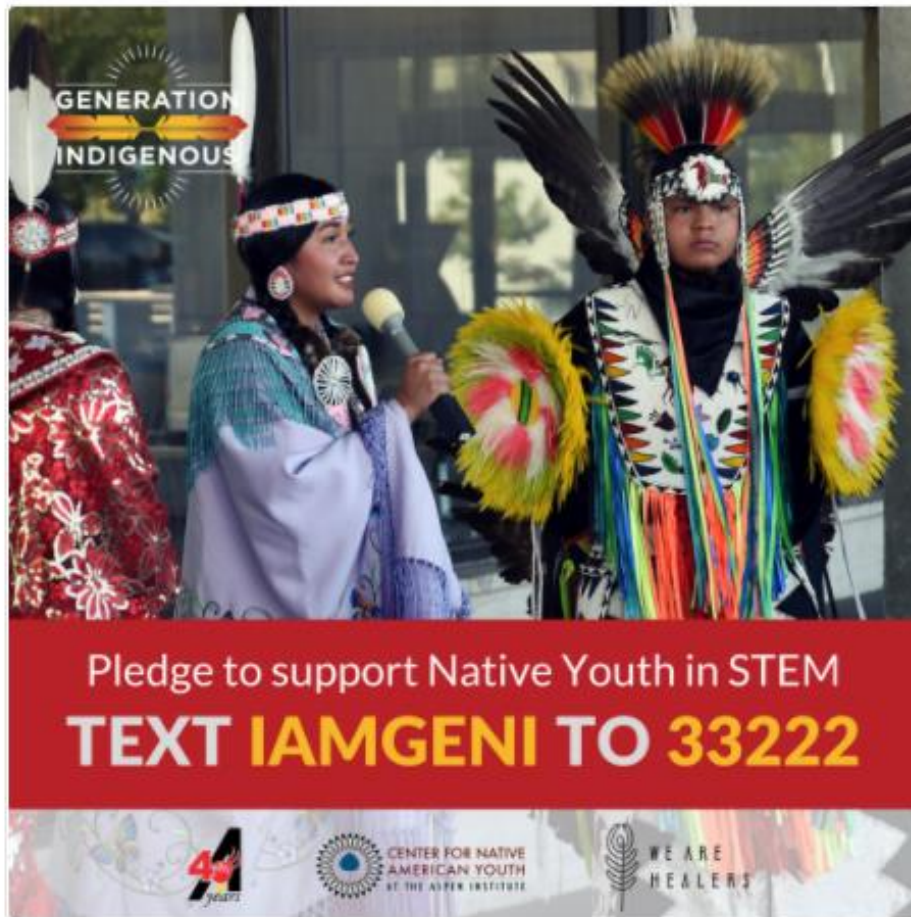
Kaylee Thompson is a Native Hawaiian, and for her Gen-I Challenge, she got her friends and family involved in volunteering for a local organization called [Feed My Sheep](#). The Maui-based organization is a unique mobile food

distribution program that hands out groceries in different neighborhoods to those who need help, giving an ear to anyone in their time of



GEN-I TEXT MESSAGE

Thanks for showing support for #NativeYouth at #AISESNC17! The Network is still growing - it's not too late to take the Gen-I STEM Pledge!



2:30 PM - 23 Sep 2017

7 Retweets 13 Likes



GENERATION INDIGENOUS | Gen-I AMBASSADORS

- Liaisons to their communities
- Spokespersons
- Community Experts
- First dibs on cool opportunities



GENERATION INDIGENOUS | Gen-I NETWORK

Gen-I Youth Ambassadors

Closed Group

Discussion

Members

Events

Videos

Photos



Linked Group - Generation Indigenous

White House Convening on Creating Opportunity for Native Youth

April 8th, 2015



WWW.WHITEHOUSE.GOV

RECENT ACTIVITY



Isabella Zizi

June 12

Who's to UNITY in a couple of weeks? 😊😊

Just got word that myself and two other youth from San Francisco are arriving one day early on July 5th. will anyone have room in their hotel or house for the night as we await the rest of our crew to show up?

Like Comment

Layha P Spoonhunter, Mani Wanji Zephier and 3 others Seen by 59

View 2 more comments



Mani Wanji Zephier If no one from Earth guardians or RYSE steps up, PM me... my auntie lives in Boulder and my cousin lives in Denver so I'll ask them if they could pick you up and House you all for the night

Like · Reply · 1 · June 12 at 11:25pm · Edited

Isabella Zizi replied · 1 Reply



Jessica McCool I am!! I'll check in with the person I'm rooming with when I find out who that is but I'm sure we can help out somehow!

Like · Reply · 1 · June 12 at 11:51pm

Jessica McCool replied · 11 Replies



Natasha Frazier

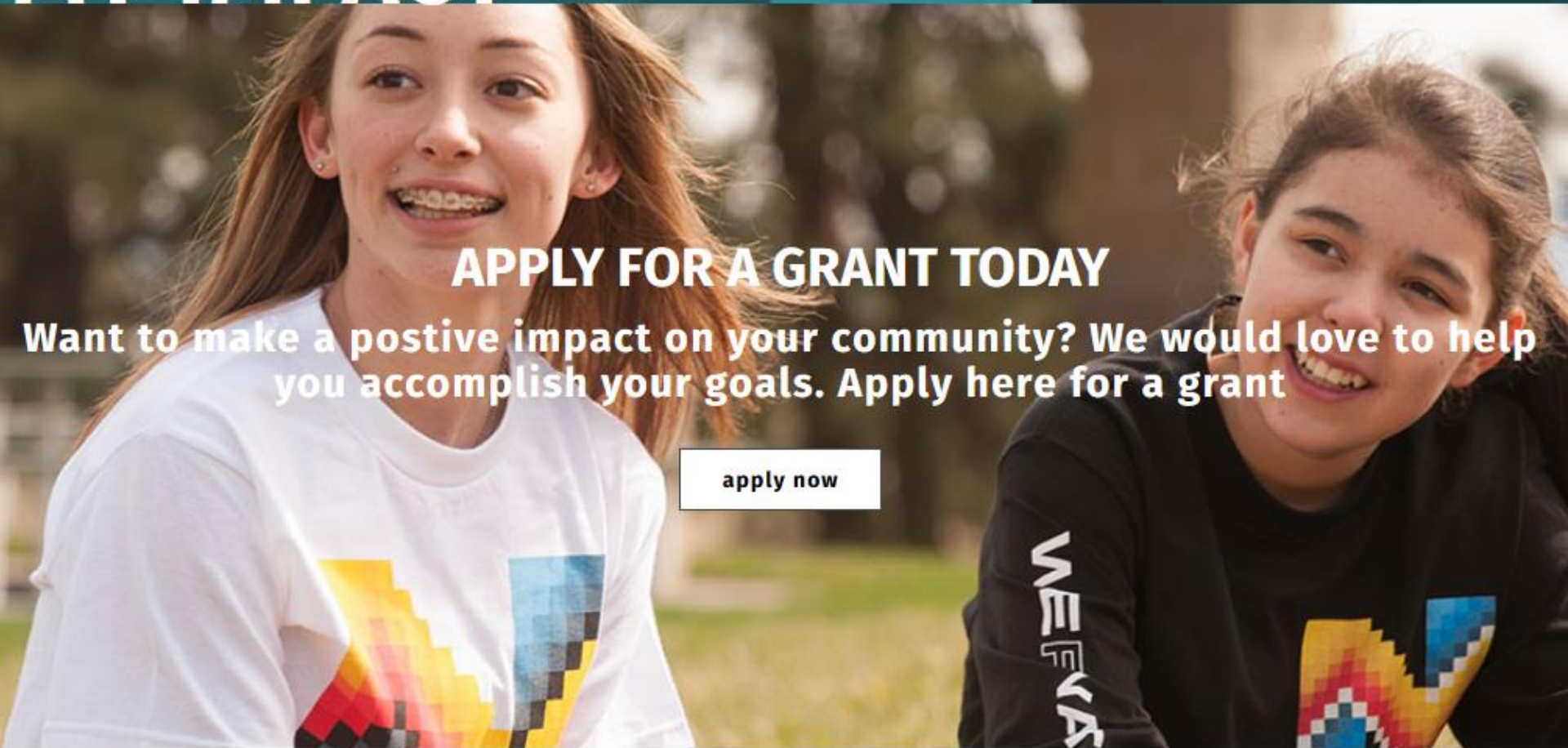
June 8

<https://www.facebook.com/natashafraz.../posts/1382503228505393>

"If you are between 18 and 23 years of age, a First Nation Youth, from any Indigenous Nation of the world, this is for you. Here you will meet and interact with other Indigenous youth from across the world. Teaching language in this class is English!

Together with your Sami teacher, you and your fellow students are the ones to set the agenda, the learning goals and the travelling destinations. It is your personal experiences as an indigenous person – living in or outside an indigenous community – that is important."

MY IMPACT



APPLY FOR A GRANT TODAY

Want to make a positive impact on your community? We would love to help you accomplish your goals. Apply here for a grant

[apply now](#)

We Can Change Our World!

Community involvement is something that can start small and make a big impact. We have the tools you need to help you plan a successful

How to Get Started

Find a group of friends and brainstorm an idea:



MENU



MY IMPACT

My Story

Our story is your story. No one is going to tell it better than you. Share your story today...

Contact Info

First Name

Last Name

Tribal Affiliation

Age

Email Address

Cell Phone Number (optional)

Now Tell Us About Your Yourself

Where are you from?

What are you most passionate about?

What would you like others to know about you? What is your story?

What are you submitting?

Image File (to include with your story, but not required)

No file chosen

[Choose file](#)

Video File (optional)

Make a Difference in Your Community

Apply for a Grant Today
Apply Today »

APPLY FOR A GRANT Have a great idea on how to impact your community? We would love to help you accomplish your goals. Apply here for a grant.

Success Stories in the Community



Over the Summer of 2013, Whitney, Tashina, Savanna and Noella planned, planted and enjoyed eating from a community garden. One of the best things they learned "...that it takes all of us working together to accomplish this". Apply for your own grant and get started making a difference today!



Looking for Ideas? See What's going on this month.

January February **March** April May June July August September October November

December

March



Kick Butts Day – March 24th

Cigarette smoking is the **number one** cause of preventable death in the U.S. Commercial tobacco kills more Americans than AIDS, alcohol, car accidents, murders, suicides, drugs, and fires combined.

Here's what you can do:

- * Download a Kick Butts Day activity guide: kickbuttsday.org
- * Create a Display Showing What's Really In Cigarettes
- * Host a Clean Up A Butt Event In Your Community (Cigarette Butt, That Is)
- * Host a Tobacco Trade-In Day (Ask People to Trade in their Tobacco Products for Something Else)

- Goal: Get youth engaged in their own health and wellbeing.
- Youth-led community service projects.
- Up to \$475
- Completed projects are promoted on the website



CONTRIBUTE TODAY

ABOUT

OUR WORK

GEN-I NETWORK

CHAMPIONS FOR CHANGE

RESOURCE HUB

ACTION HUB

WHAT'S NEW



Spotlight: Gen-I Youth Ambassador Maka Monture

Meet Maka Monture, Gen-I Youth Ambassador. Maka, 23 years old, is Tlingit and Mohawk from Yakutat, Alaska, and currently resides in Anchorage. Maka has been involved with environmental issues since high school and is a recipient of various awards and keynote speaking opportunities for her efforts as an environmental activist. [CONTINUE READING](#)

ABOUT

OUR WORK

GEN-I NETWORK

CHAMPIONS FOR CHANGE

RESOURCE HUB

ACTION HUB

WHAT'S NEW



SHARE YOUR GEN-I STORY

Check out inspiring stories from Gen-I Challenge Takers and Ambassadors! Submit the form to share your own updates about the work you're doing as part of the National Native Youth Network.

SEND US YOUR STORY



CONTRIBUTE TODAY

RESOURCE EXCHANGE

SHARE A RESOURCE

Submit the form to share a resource for or pertaining to Native youth.

ABOUT YOUR RESOURCE OR ORGANIZATION (PUBLISHED INFORMATION)

What is the Title of the Item You are Submitting?

Brief Description

Please provide a short introduction that up to 30 words max

Long Description (optional)

Q&A